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NPCC
NONPROFIT COORDINATING
COMMITTEE OF NEW YORK



FISCAL YEAR 2018 ANNUAL REPORT
Strategic Plan Year 1:
Uniting Powerful
Nonprofits



A Letter from The Nonprofit Coordinating Committee of New York

Dear partners,

We worked hard in FY18 at NPCC to improve everything we offer our members and partners – and we hope it shows! The first year of implementing our strategic plan was all about strengthening our infrastructure to support our members and the nonprofit sector.

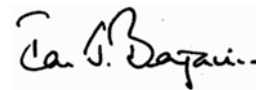
Our improved workshop offerings and expanded Learning Labs give nonprofits the tools and implementation plans they need to improve management practices. We added new offerings to our Member Vendor Program, leveraging the power of the membership for the benefit of each individual member to give you more group-buying discounts on the services and supplies you really need. We revamped nearly every resource in our Knowledge Center to give you information and templates that are practical and easily integrated into the work you're already doing. We built a custom online platform, The Community, to help you find what you need – and who you need – faster. We launched our HelpLine, and answer each question personally, individually, and confidentially.

Throughout this fiscal year, our programs and services at NPCC worked to create stronger nonprofits and a stronger nonprofit sector. We ramped up our movement building with your help. Together, in 2018, we passed a bill that would eliminate New York State taxes on fringe benefits (spoiler alert: the Governor signed it in FY19!), we defeated yet another attack on nonprofit nonpartisanship, we continued to challenge an overly-broad donor disclosure law, and we co-led a coalition strategizing to put equity at the center of capacity building. All the while we kept you up to date on new laws and policies that are important to you – like sexual harassment, wage and hour, and paid time off. We encouraged our members to engage in civic issues, like voter registration and Census2020, and represented the sector's interests wherever we went.

Throughout this process we evaluated all of our offerings by asking one question: how does this help our members meet their goals? More than 85% of members said they will use what they learned from our educational programs to improve their management practices. We saved our members \$7.6M this year through our Member Vendor Program. 93% of our members believe the benefits NPCC offers outweigh the cost of membership. NPCC membership means nonprofits are better educated, better managed, and better informed about the issues most important to their mission.

We are proud of you, and the entire nonprofit community in New York for all that we achieve together. We are also proud that the nonprofit community continues to join NPCC and stay with us; our renewal rate is over 90%. In 2019, we will continue to share information on why an NPCC membership is valuable and useful to you. We will continue to advocate for a thriving, sustainable sector – with you and for you.

Sincerely,



Ian J. Benjamin
Board Chair, Nonprofit Coordinating Committee of New York



Sharon Stapel
President & Executive Director, Nonprofit Coordinating Committee of New York





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We Are A Powerful, Sustainable Community

MEMBERSHIP PROGRAM

NPCC helps build a strong nonprofit community in New York because we believe strong nonprofits change the world. We teach vital management practices to encourage resilient, transparent, and informed nonprofits. We champion the nonprofit sector and advocate for its ability to be a powerful force for change.

For almost 35 years, NPCC has supported nearly 1,600 members and the entire sector, by providing the education, tools, and resources that nonprofits need to be effective, sustainable, and equitable. NPCC members have access to free training, cost-saving discounts, tools, templates, and best practices that strengthen their nonprofits. NPCC encourages members to band together to protect and promote the nonprofit sector's ability to survive and thrive.

NPCC members are strong, sustainable, and connected to each other. NPCC members have access to:

- 50 free workshops a year
- Free tools, templates, articles, and experts that support our members in their learning
- Steep discounts on educational programming like our Learning Labs and our *Best Nonprofit Conference* registration
- Timely updates on ever-changing nonprofit rules and regulations
- Discounts on the products and services nonprofits use most
- A community of nonprofits and partners to meet, learn, and grow with

Member Vendor Partner Program

The NPCC Member Vendor Partner (MVP) program is a vital resource for NPCC's nonprofit members. Made official in 2017, the MVP program works to ensure that we identify and provide our members with a comprehensive and diverse selection of vendors that offer members the best service, value, and savings available.

MVP PROGRAM SAVINGS IMPACT FOR OUR MEMBERS:

\$7.6 million saved using our MVP program

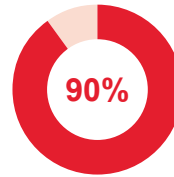
\$3,000 saved on average per organization

3 out of 5 members use our MVP program



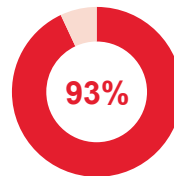
1,565

Total members
as of September 30, 2018



90%

NPCC members
renewed in 2018



93%

Survey respondents believe they get their money's worth out of their membership

Budget Range	Percentage
\$0 - \$124,999	24%
\$125,000 - \$249,999	9%
\$250,000 - \$499,999	8%
\$500,000 - \$749,999	5%
\$750,000 - \$999,999	4%
\$1,000,000 - \$4,999,999	18%
\$5,000,000 - \$9,999,999	5%
Over \$10 million	7%

Sector	Percentage
Arts & Culture	28%
Community Improvement	6%
Education	11%
Environment	4%
Other	33%
Human Services	11%
International, Foreign Affairs	3%
Philanthropy	4%

Geography	Percentage
Bronx	4%
Brooklyn	11%
Long Island	4%
Manhattan	60%
Queens	4%
Staten Island	5%
Westchester	3%
Out of District Affiliates	1%

Together, We Are Sustainable

POLICY PROGRAM

NY Lawyers for the Public Interest Diversity Panel



Lawyers Alliance has been represented on the Government Relations Council for more than 20 years. Our own advocacy program is strengthened enormously through our active participation on the Council. We're excited to support the sector for the millions of New Yorkers who go above and beyond to serve their communities."

—Sean Delany, Executive Director,
Lawyers Alliance for New York

NPCC organizes coalitions that address policy issues impacting nonprofits and develops campaigns to advocate for solutions that make nonprofits more sustainable. NPCC's Government Relations Council convenes experts in nonprofit law to discuss developments in nonprofit law and regulation.

In FY18, NPCC:

Passed Key Legislation: Convened 21 leaders from 10 organizations. With the coalition, drafted and successfully advocated for the passage of S881/A11051, which would eliminate a 9% Unrelated Business Income Tax (UBIT) on commuter benefits, saving nonprofits \$350M+.

Made Recommendations On DEI In The Sector: Led efforts to address diversity, equity, and inclusion in our sector, in coalition with 17 sector leaders working to identify equity assessments that all nonprofits can use. In partnership with NYC Service, produced a report with recommendations to overcome barriers to Board diversity.

Educated Nonprofit Leaders: With Community Resource Exchange, engaged 20 nonprofits leaders in a six-month program to prepare them to respond to ever-changing federal policy and its impact on their work.

Protected Nonprofit Nonpartisanship: With our members, engaged in multiple campaigns to keep the protections of nonprofit nonpartisanship through the Johnson Amendment, successfully defeating repeal of the Amendment in three US House of Representatives bills in FY2018 alone (H.R. 6147 appropriations bill, H.R. 1625 omnibus bill, H.R. 1 tax bill).

Connected Nonprofits With Census2020: Worked with umbrella nonprofit organizations, city government, and philanthropic organizations to engage nonprofits in Census2020, particularly in encouraging community members to fill out the Census to maintain proportionate representation and funding for New York.

Fought For Fair Regulation Of Nonprofits: Continued our lawsuit against the New York State Attorney General challenging Executive Law §172, which would require 501(c)(3) nonprofits to report donations and donor information simply because they provided a certain level of assistance that is not connected to lobbying or political speech.

Represented Our Members' Voices In DC, Albany, And NYC: Represented NPCC member positions to the US Department of Labor (overtime rules), the US Treasury (tax reform provisions), and various federal and state legislators (Johnson Amendment, UBIT, proposed state nonprofit law changes) to be sure our voices are heard in issues that matter most to us. Convened NPCC's Government Relations Council ten times throughout the year and met with representatives from the Governor's office and the Attorney General's office to discuss issues that matter to nonprofits.

Lifted Up Member Voices: Amplified our members' voices on issues such as DACA, the Travel Ban, legal status for NYC Haitians, and separating families at the border.

Informed Members: Published monthly updates about local and state laws and regulations that nonprofits must follow, but don't always know about.

Together, We Are Strong

EDUCATION AND TRAINING PROGRAM

Strong nonprofits require dedicated nonprofit professionals. Our workers are the most important resource in our nonprofit community. Through our education and training programs, we ensure human capital is fostered and cultivated. We seek to address our members needs regarding capacity and ability, and invest time in education and development.

That is why NPCC provides everything from basic to deeper-dive learning opportunities, allowing our members to understand and implement management practices that foster nonprofit impact.

Workshops

NPCC's workshops, forums and webinars are designed to give participants a firm grasp of the fundamental concepts within each of our *Eight Key Areas of Nonprofit Excellence*. The stronger organizations are in these eight nationally recognized management areas, the more likely they are to be healthy, sustainable, and able to adapt.



Workshops by the numbers:

78

Workshops, forums, and webinars were offered

2,153

Workshop attendees

86%

Attendees say workshop content met their learning objectives



“Facilitating workshops at NPCC is always rewarding, as workshop participants come ready to be a part of the session and actively participate.

The outcome is a mutually beneficial experience, where I am learning from the nonprofit members and their real life experiences while they are navigating through the financial management and other technical information I am typically presenting. Together we reach a balance of technical knowledge and practical applicability in today's changing nonprofit environment.” - *Gina McDonald, Lead Consultant at Fiscal Management Associates (FMA)*

Learning Labs

Learning Labs are a six-module, cohort-based training series that change behavior or culture in a nonprofit by providing a deeper dive into specific *Areas of Nonprofit Excellence*. Through these hands-on modules, nonprofit professionals learn practical strategies and gain individualized tools to use in their day-to-day work. NPCC's Learning Labs empower participants to be change makers in their organizations.

In FY18, NPCC held three Learning Labs:

Governance • Results & Impact • Financial Management



Learning Labs impact on learning:

93%

of participants said they intended to use the knowledge gained to improve their organization upon completing the Learning Lab.

96%

of participants said they applied the knowledge gained to improve their organization 6 months after completing the Learning Lab.



2017 NONPROFIT EXCELLENCE AWARDS PROGRAM

NPCC helps build strong, resilient nonprofits by teaching and promoting excellent management practices. The New York Community Trust Nonprofit Excellence Awards recognize and celebrate innovative, curious, and equitable nonprofit management through an Awards program and, beginning in FY19, our annual *Best Nonprofit Conference*.

The Nonprofit Excellence Awards program assesses nonprofit management practices through NPCC's *Eight Key Areas of Nonprofit Excellence*. The Awards program celebrates and lifts up our nonprofit community, while giving practical feedback to applicants. The 2017 Awards, which culminated in FY18, recognized **Brooklyn Community Services**, **Children's Aid**, and **Gay Men's Health Crisis (GMHC)** for their excellent management practices. For the first time in the Awards' history, all three nonprofits tied for and won the Gold Prize! The Best Practices Workshop and Awards Presentation recognized the winning organizations on December 1, 2017 at CUNY Graduate Center. ➤



2,806

Total unique nonprofits engaged as of 2017



4,100

improvements in their management practices



35

Winning organizations since the inception of the Awards



75%

Applicant organizations reported identifying a management strength or weakness and making a change



While the award itself is focused on good management strategies, the diligence associated with the application process improved our internal coordination even further – from collective feedback sessions during pre-planning to the team’s commitment to participation during the interview process. We knew that our management practices were worth spotlighting, but it was so validating to have them objectively recognized. Of course, the highlight of the entire process was the elation of the win, which was elevated by standing alongside GMHC and Brooklyn Community Services.”

–Phoebe Boyer
Children’s Aid President and CEO

NPCC managed the 2017 Nonprofit Excellence Awards in collaboration with The New York Community Trust, Philanthropy New York, and The Clark Foundation. WNYC was the media sponsor. Additional financial and in-kind support was provided by Ford Foundation, JPMorgan Chase & Co., Columbia Business School Executive Education Programs in Social Enterprise, and RSM US LLP.

KNOWLEDGE PROGRAM

In order for nonprofits to make well-informed decisions about how to run their organization, how to participate and lead conversations in the sector, they need information about where they stand internally, and how they measure against their peers. NPCC provides the tools, templates, articles, and expertise that support our members in their learning. We also answer the specific questions our members have about their own management practices through our HelpLine. In FY18 we released several reports that gave our members the recommendations and data to influence and provoke both internal and systemic changes.

Needs Assessment Survey

In FY19, NPCC is launching its Declaration of Nonprofit Rights. The Declaration is a framework for how we champion the nonprofit sector and advocate for policies that create a safe, innovative, equitable, and effective sector. In order to better understand policy priorities for our members, we focused our 2018 Needs Assessment Survey on the principles embodied in the Declaration of Nonprofit Rights. This survey helped us gain insights on the level of importance and satisfaction around key theories expressed in the Declaration.

Key insights:

- Funding for true costs and funding that is predictable and sustainable were listed as two of the most important policy priorities where nonprofits were the most dissatisfied.
- Survey respondents were most satisfied with the well-being of their workers and ability to champion equity.
- Top concerns that keep nonprofit professionals up at night include funding and staffing.

Board Diversity Equity Inclusion Report

NPCC and NYC Service partnered on a year-long study of the state of NYC nonprofit board diversity, equity, and inclusion. The study, *What Lies Beneath: The State of NYC Nonprofit Board Diversity, Equity, and Inclusion*, conducted in FY18 and released in FY19, found that NYC nonprofit board demographics do not reflect the diversity of the New York City area, and while nonprofits are interested in addressing diversity, equity, and inclusion, nonprofit leaders often fail to act or act ineffectively to develop race equity.

Key insights:

- Nonprofit leadership demographics do not reflect the diversity of New York City
- Representation in Leadership Matters
- Recommendations: Organizations can critically examine their own equity gaps by defining language, acknowledging privilege, and challenging cultural biases and assumptions

Salary Survey Report

In 2018, we released our annual Salary Survey Report. The Report includes data from more than 400 nonprofits in the New York City area for full-time positions in 12 categories, ranging from admin to tech, and broken down by nonprofit sub-sector and budget range.

Key insights:

- Average employee salary: \$79,310
- Average executive director salary: \$174,270

Together, We Build Community

NPCC'S COMMUNITY

NPCC'S members are at the heart of our community, and are community to each other. In FY18 we built new ways for members to engage both with NPCC and with each other and we expanded our communications and member engagement.

BRINGING NEW TOOLS TO OUR MEMBERS

The Community

NPCC brings together nonprofits from across the sector to meet, learn, and grow together. In FY18, NPCC built The Community, NPCC's online hub for our members and partners to find resources, share ideas and content, and connect with service providers and each other. Our members will have unparalleled access to everything a nonprofit needs. The Community's goal is to strengthen relationships between members in-person and online. The Community contains:



Visit the Community, NPCC's online hub, at thecommunity.npccny.org.



The Knowledge Center

In FY18, what was once NPCC's Nonprofit Toolbox became the new and improved Knowledge Center, which provides relevant and useful resources that help members get started in addressing a specific problem or in building stronger solutions. It includes resources developed and written by NPCC and its partners as well as links to external resources NPCC staff have found useful in their own work.



The Community Forum

The Community Forum provides a platform where members can explore and discuss ideas and ask questions. NPCC staff participate in the Community Forum and make themselves accessible to answer any questions, offer resources, or to just say hello.



The Referral Center

The Referral Center spotlights NPCC-vetted consultants and vendors who can help nonprofits within the New York City area reduce costs, increase productivity, and improve operational quality through the use of outsourced services.



The HelpLine

The HelpLine was developed to be a resource for NPCC members to ask questions and receive a personalized response from the NPCC staff. Staff developed a system for tracking and responding to questions both over the phone and online via The Community.

CREATING NEW PARTNERSHIPS IN THE SECTOR

NPCC’s work is made possible through the investments of our members, foundations, and corporate sponsors, and through key partnerships which provide our members with nonprofit management practices, tools, and resources through NPCC’s programs.



ASSOCIATIONS

NPCC partnered with two membership organizations, Staten Island Not-For-Profit Association (SINFPA) and The Field, to offer NPCC programming to their members. SINFPA and The Field members gained full access to NPCC’s trainings, Knowledge Center resources, the Referral Center, the HelpLine, and more.

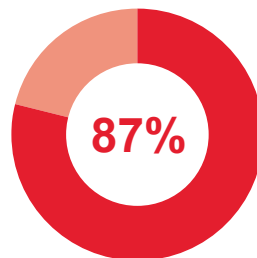
CON EDISON MEMBER PARTNERSHIP

Con Edison and NPCC are working together to develop the best nonprofit management practices for Con Edison’s smaller nonprofit grantees throughout New York City. The goal of this partnership is to understand, assess, and respond to the needs of Con Edison nonprofit grantees, and to meet those needs through joint programming, resource sharing, and other collaborative activities. This partnership has provided Con Edison nonprofit grantees access to all of NPCC’s programs and resources, as well as quarterly lunch-and-learns on topics related to their needs as assessed by NPCC’s Readiness Assessment.

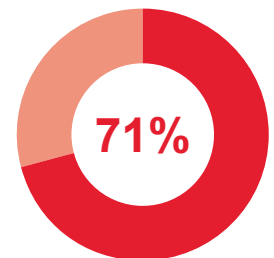
TRAUMA WORKSHOP SERIES

The New York Community Trust brought NPCC and Vibrant Emotional Health (formerly Mental Health Association of NYC) together to develop and implement a series of free workshops to teach frameworks for self-care, develop resources related to trauma and vicarious trauma, and to build relationships within the sector. The series was offered in the fall/winter of 2017 and repeated in the spring of 2018.

Trauma Workshop Key Insights:



Participants reported learning something new



Participants reported feeling more confident in their ability to meet the needs of their constituents

COMMUNICATION
NPCC’s reach by the numbers

Top Webpages in FY18:



NPCC Homepage
26,297
views



Education and Training Opportunities
7,136
views



Space Ads
5,310
views



“How to Start a Nonprofit Organization” Resource
4,434
views



2,673
Twitter followers



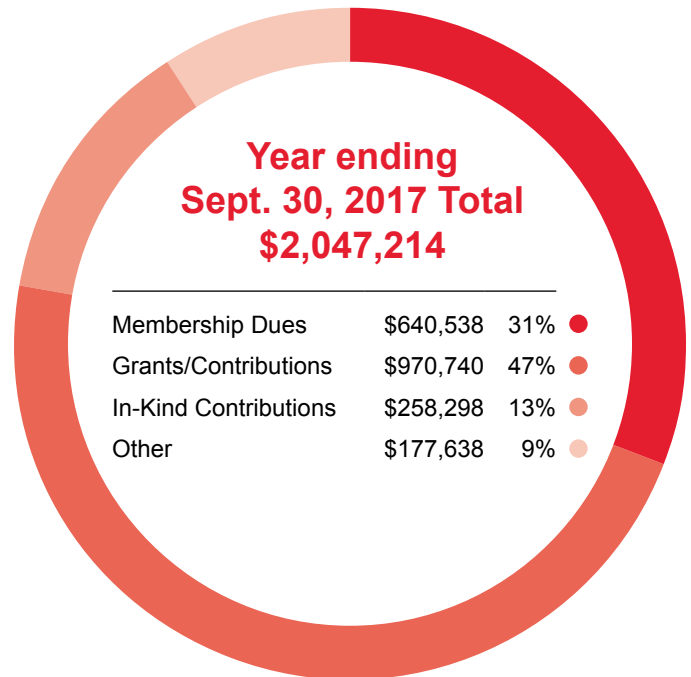
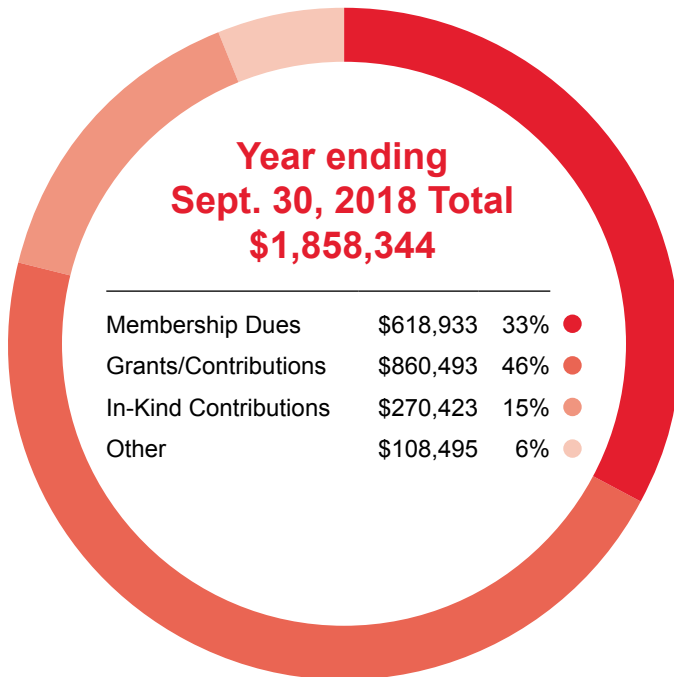
1,488
Facebook followers



614
LinkedIn followers

Financial Statement

REVENUE & OTHER SUPPORT



EXPENSES



CHANGE TO NET ASSETS

2018

Change to Net Assets	(\$243,630)
Net Assets, Beginning of Year	\$1,387,964
Net Assets, End of Year	\$1,144,334

2017

Change to Net Assets	\$211,100
Net Assets, Beginning of Year	\$1,176,864
Net Assets, End of Year	\$1,387,964

Grants & Contributions

Corporate & Foundation Grants

Altman Foundation
 AmazonSmile Foundation
 American Chai Trust
 Andrew W. Mellon Foundation
 Bernard F. & Alva B. Gimbel Foundation
 Booth Ferris Foundation
 Consolidated Edison Company of New York
 Deutsche Bank Americas Foundation
 Fidelity Charitable Trustees' Initiative
 Ford Foundation
 Fund for the City of New York
 JPMorgan Chase & Co.
 Rockefeller Brothers Fund
 Staples Business Advantage
 The Charles A. Dana Foundation
 The Clark Foundation
 The Commonwealth Fund
 The Hyde and Watson Foundation
 The New York Community Trust
 Wallace Foundation

Government Support

NYC Service

Sustaining Philanthropic Members

Carnegie Corporation of New York
 Charles H. Revson Foundation
 Fan Fox & Leslie R. Samuels Foundation
 Greenwall Foundation
 Josiah Macy, Jr. Foundation
 Mertz Gilmore Foundation
 Milbank Memorial Fund

Sustaining Business Members

BTQ Financial
 IBM
 Mutual of America
 Staples Business Advantage

Donated Services

Tiffany Baugh-Helton
 Gregory Betermann
 Cleary, Gottlieb Stein & Hamilton LLP
 Jonathan Goldfarb

Google
 Benjamin Hove
 Beth Knetig
 Latham & Watkins LLP
 Philanthropy New York
 Programs in Social Enterprise in Executive
 Education at Columbia Business School
 RSM US LLP
 Stroock & Stroock & Lavan LLP
 WNYC
 Nora Zenczak-Skerrett

Matching Gift Contributions

Barclays
 Ford Foundation
 Google
 Leon Levy Foundation
 LinkedIn
 Salesforce Foundation
 The Commonwealth Fund
 The Johnson Family Fund

Corporate Sponsors

2018 Annual Meeting of Members

BankUnited
 CBIZ Benefits
 & Insurance Services
 Denham Wolf
 Real Estate Services
 Empower Retirement

Jitasa
 Nationwide
 Pentegra
 Staples Business Advantage
 Tate & Tryon
 Unemployment Services
 Trust (UST)
 Your Part-Time Controller

2017 Nonprofit Excellence Awards

Amalgamated Bank
 BankUnited
 Crystal & Company
 Denham Wolf
 Real Estate Services
 EisnerAmper

Empower Retirement
 Fiscal Management
 Associates (FMA)
 Jitasa
 Mutual of America
 Nationwide
 Stetwin Consulting
 Your Part-Time Controller

Contributions

\$1,000 and +

Robert B. Acton
 Ian J. Benjamin
 Richard D. Burns
 Joyce Bove
 Michael Clark
 Diana Davenport and John Bernstein
 Michelle Henry
 Charlene Laniewski
 Kamesh Moola
 Barbara Schatz
 Jonathan Small
 Emily L. Smith
 Peter Swords
 Bobby Tran
 Robert J. Vanni

\$500 - \$999

Gregory Cohen
 Cammie Erickson
 Leslie Goldman
 Ronda Kotelchuck
 Kenneth Liebman
 Jarrett Lucas
 Tuhina De O'Connor
 Karen Pearl
 Richard Souto
 Sharon Stapel
 Jo-Ann Yoo

Other

Sonia Alden Foundation
 Victoria Bailey
 John Craig
 James Greilsheimer
 International Foundation
 for Optic Nerve Disease (IFOND)
 Patricia Koza
 Antoinette La Belle
 Jessica Lee
 Robert Lehrman
 Judy Levine
 Sheila Lewandowski
 Carolyn McLaughlin
 Charles A. Montorio-Archer
 Philanthropy New York
 Laurence Pagnoni
 Merble Reagon
 Regional Emergency Medical
 Services (EMS) Council
 of New York City

Rip Van Winkle Foundation
 Michael Seltzer
 JoAnn Smith
 Chris Snyder
 Soul of the Peruvian Andes, Inc.
 Sr Helen Travis HDFC
 Moses Silverman and Betty Robbins
 Sarah (BJ) Sung
 Devereux Swing
 Stephanie Thomas
 Eileen Torres
 UERMMMM Alumni Foundation

NPCC Board of Directors

(As of September 30, 2018)

Ian J. Benjamin (Chair)
Robert B. Acton (Vice Chair)
Karen Pearl (Secretary)
Charlene Laniewski (Treasurer)
Bobby Tran (At Large)

Charles A. Montorio-Archer, Esq.
Richard D. Burns
Diana Davenport
Cammie Erickson
Michelle Henry
Ronda Kotelchuck
Patricia Kozu
Sheila Lewandowski
Roland Lewis
Jarrett Lucas
Carolyn McLaughlin

Kamesh Moola
Tuhina De O'Connor
Barbara Schatz
Emily L. Smith
Richard Souto
Sharon Stapel (ex officio)
Sarah (BJ) Sung
Stephanie Thomas
Eileen Torres
Jo-Ann Yoo



As a newly inducted board member in NPCC it's

been inspiring to work with a team of highly talented and motivated individuals focused on positively impacting the New York nonprofit community. I'm personally excited for current and future NPCC members to experience what we have planned in 2019!"

—Bobby Tran
Program Manager at Google

NPCC Staff

Melkis Alvarez-Baez
Chief Operations Officer

Matthew Cheng
Development Manager

Aaron Covarrubias
Education & Training Manager

Constance Ferber
Knowledge Director

Tiloma Jayasinghe
Chief Programs Officer

Kelly McLain
Communications Manager

Alexa Salamé
Programs Coordinator

Taina Sanon
Membership Manager

Kathleen Spencer
Executive & Board Associate

Sharon Stapel
President & Executive Director

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NPCC

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