

NONPROFIT NEW YORK

A relentless,
collective
force for good.

ANNUAL REPORT 2021

Reimagining Nonprofit Excellence

#Justpay means
investing in
communities

#NonprofitsMakeNewYork

#JustPay Campaign Rally

Message from Nonprofit New York

Dear Members and Supporters,

The challenges of 2020 continued and evolved as we worked our way through 2021. The nonprofit sector navigated resilience and exhaustion, creativity and burnout, hope and fear, resolve and uncertainty. Nonprofits continued to show up for the communities they serve, and Nonprofit New York worked hard to show up for nonprofits.

A consistent theme in 2021's work was reimagining nonprofit excellence. With tremendous help from our amazing committee members, Nonprofit New York spent the year reviewing and revising our Key Areas of Nonprofit Excellence through a racial equity lens. We believe that making our organizations more equitable makes them more sustainable, more effective and more accountable to the people we want to serve. As we embrace this view of excellence, we accept the fundamental importance of centering race equity in the work we do and the way we work.

In 2021, Nonprofit New York also focused on reimagining the narratives told by and about nonprofits. In preparation for the huge shifts in municipal leadership, Nonprofit New York worked with partner organizations to develop the 2021 Nonprofit Policy Agenda and used this tool to ensure that nonprofit issues were part of conversations about what the City needed in new ways. Also working in collaboration with other umbrella organizations, Nonprofit New York launched the Nonprofits Make New York campaign and consistently asserted that any effective, equitable recovery plan for NYC would require substantive engagement with nonprofits.

Over the course of 2021, Nonprofit New York engaged with over 4,000 unique organizations: members; workshop participants; nonprofits that contacted our Helpline for support and used the resources in our online Community; and partners in our advocacy work helping us advance policy campaign efforts. This number reinforces what we have long held to be true -- when one nonprofit is stronger all of us are stronger.

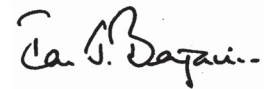
None of this important work is possible without the incredible team of professionals at Nonprofit New York. Over the course of 2021, we wished some long-time team members all the best on their next adventures and enthusiastically welcomed a new Vice President of Finance and Operations and a new Programs Manager.

As Board Chair and CEO, we are consistently impressed and immensely grateful for the many different ways this talented team works for nonprofits and supports one another. We also applaud and appreciate the work of our Board, Government Relations Council, Coalition to Advance Nonprofits, and other partner nonprofits.

Thank you for being part of our relentless, collective force for good. We look forward to our continued work together.



Meg Barnette
President & CEO
Nonprofit New York



Ian J. Benjamin
Board Chair
Nonprofit New York



Nonprofit New York Member Literacy Inc.



Nonprofits Make New York Coalition

Together, We Will Thrive

Reimagining the Key Areas of Nonprofit Excellence

Nonprofit New York partnered with 28 nonprofit leaders, who worked in small groups to critically review and update our *Key Areas of Nonprofit Excellence* through a lens of racial equity. We offer these revised Key Areas as a starting point for evaluating your organization's management practices, supporting efforts to reimagine what is possible, and centering race equity in your organizational priorities.



2021 Best Nonprofit Conference

On December 8th and 9th, 2021, Nonprofit New York held our annual Best Nonprofit Conference, primarily focusing on nonprofit management through a racial equity lens and holding ourselves and our sector accountable to our diversity, equity, and inclusion goals. 333 people attended the conference, and as a result of attending the conference:

- 97% of respondents reported an increased understanding of the connection between race equity and nonprofit management
- 100% of respondents intend to apply what they learned to make improvements to their organizational management practices

Organizational Health Assessment

As a result of our reimagined Key Areas of Nonprofit Excellence, Nonprofit New York updated our Organizational Health Assessment. This assessment enables organizations to reflect on their management practices and helps them identify their management strengths and areas for improvement.



Fundraising Campaign for BIPOC-Led Nonprofits

In order to uplift and provide support for organizations closest to their communities, Nonprofit New York successfully raised funds to sponsor two years of membership for 100 small budget, BIPOC-led nonprofits.

Rallying the Nonprofit Community

Nonprofit New York is and continues to be a leading voice and advocate for the nonprofit community. When we come together and unite as one, our voice is amplified, our influence is magnified, and real change is possible.

We Convened



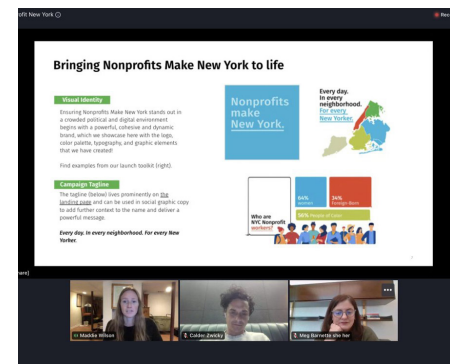
- Forums and Events:** Nonprofit New York held 16 public policy forums and events reaching over 3,000 people. We convened legislative briefings with Senate Majority Leader Chuck Schumer, discussions on Census and voter engagement, new employer requirements, and conversations about philanthropic reform, mergers, and many other policy issues!
- Coalitions and Convenings:** Nonprofit New York's Coalition to Advance Nonprofits (140+ members) and Government Relations Council (90+ members) supported the advocacy work of nonprofits, worked to advance our campaigns, and discussed legal, regulatory, and legislative updates that would impact nonprofits throughout the year.

We Advocated

- Freeing Nonprofit Capacity:** Nonprofit New York successfully won a statewide campaign (S4817A/A1141A) to repeal a burdensome new double-filing requirement for nonprofits. This new requirement created significant confusion among the sector, and did not provide the state with any additional information that the Attorney General's Office already receives.
- Inclusion in Federal Support:** Nonprofit New York worked closely with the New York Congressional Delegation and national partners to win major relief within the American Rescue Plan Act (ARPA), signed on March 11, 2021. Importantly, the act provided \$350 billion in aid to state and local governments, and the Paycheck Protection Program provided dedicated funding to nonprofits and enabled many to stay afloat during the pandemic.
- The City Policy Agenda:** Nonprofit New York, the Human Services Council, and Advocacy Institute convened a coalition of over 40 nonprofit umbrella organizations to develop a City Policy Agenda and hold a Mayoral Forum. Mayor Adams attended the forum and made several commitments to the nonprofit sector.

We Empowered

- Sector Engagement:** Nonprofit New York engaged over 2,000 nonprofits in our advocacy campaigns during 2021! Organizations joined with us to sign onto letters, campaigns, legislative memos, and to call on our government leaders to support, pass, and sign legislation at all levels of government.

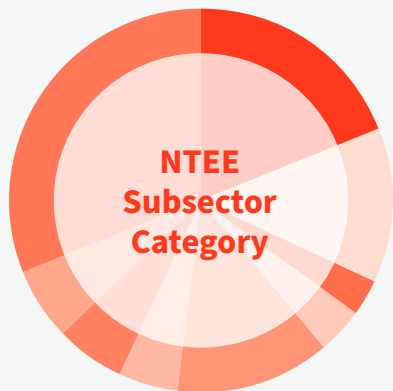


- Advocacy Resources:** Published in our Knowledge Center, we developed resources which nonprofits can use to support their own advocacy efforts, including our Nonprofit Voter Engagement Toolkit, Social Media Action Toolkit, templates for hearing testimonies, and legislative tracker!

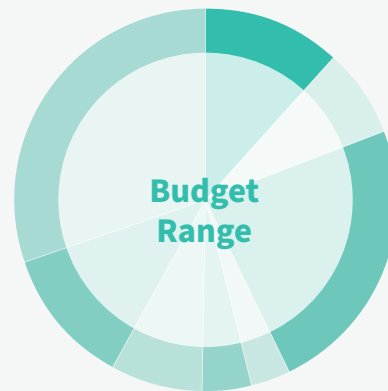
Strengthening Nonprofits

- We engaged with 4,271 unique organizations through our programs
- Our members saved \$4,052,326 with our cost-savings program
- 90% of our members reported that Nonprofit New York met their organizational needs

Nonprofit Membership By The Numbers



Arts, Culture, & Humanities	19%
Education	13%
Environment Quality, Protection	3%
Youth Development	4%
Human Services	13%
Civil Rights, Social Action, & Advocacy	5%
Community Improvement	6%
Philanthropy, Grantmaking	6%
Other	31%



Over \$10 million	11%
\$5,000,000 - 9,999,999	7%
\$1,000,000 - 4,999,999	22%
\$750,000 - 999,999	3%
\$500,000 - 749,999	4%
\$250,000 - 499,999	7%
\$125,000 - 249,999	11%
Under \$125,000	28%

For our full membership list, visit: nonprofitnewyork.org/join/directory/

Learning and Resources

- 2,261 participants registered for 55 online trainings
- 85% of training participants reported the training gave them access to useful tools, resources, and strategies on the topic covered
- 97% of training participants reported that our trainers were knowledgeable and effective in presenting

Learning Labs

- 138 nonprofit professionals participated in our 6 Learning Labs, focused on: Diversity, Equity, and Inclusion; Advocacy and Strategic Alliances; Technology and Data Use
- 81% of Learning Lab participants plan to make changes at their organization, with 73% having made changes

The Community

- 91% of Helpline users were satisfied with the help they received
- Our Knowledge Center’s resources generated 33,079 page views
- 70 consultants in our Referral Center
- 1,206 logins to The Community

Nonprofits Make New York

New York City was in a crucial moment of transition as we closed out 2020. We need to continue to rebuild in ways that center race equity, focus on sustainability, demand real impact, and ultimately help make New York City a more just and equitable city.

There is no going back to the deeply flawed “old” normal – and New York’s nonprofits will be essential in this next phase of the city.

Who Are NYC Nonprofit Workers?

Nonprofits are crucial drivers of New York City’s economy - contributing \$77.7 billion to the City’s economy and employing 662,025 people city-wide and counting – that’s 18% of the entire City’s workforce.

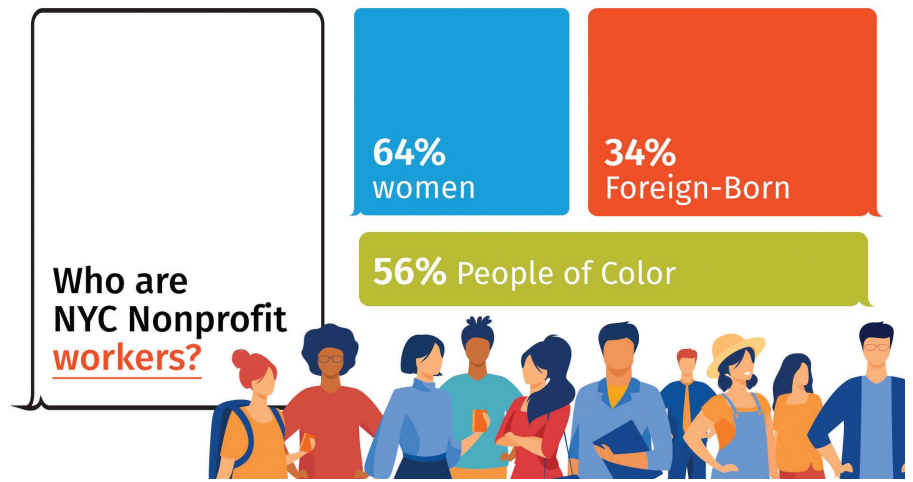


Image: Rectangle, Square

Every day.
In every neighborhood.
For every New Yorker.



Image: Rectangle, Square

Nonprofits For Every New Yorker

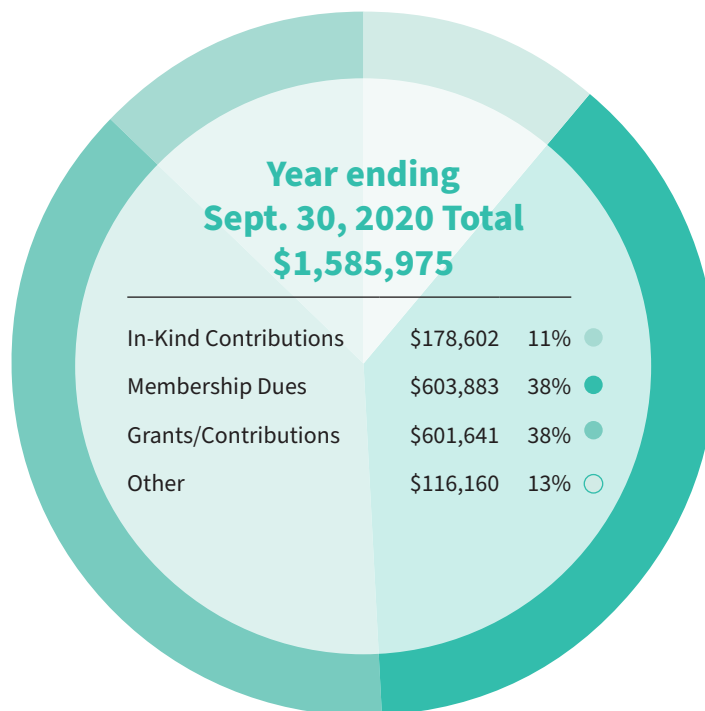
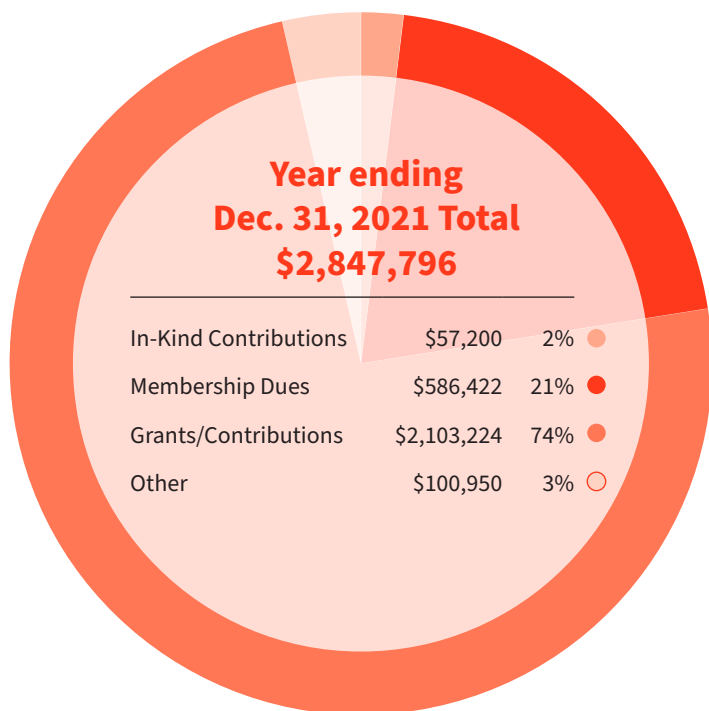
The nonprofit sector led New York City through challenging times, innovating along the way to meet the changing needs of our community as the entire country faced unprecedented challenges. Whether the City is at its all-time best or experiencing its lowest of lows, we are here every day, in every neighborhood ready to serve every New Yorker.

Get Involved

- ▶ [Sign up now](#) to join our campaign and receive updates!
- ▶ [Use our partner toolkit](#) to amplify your organization’s mission and support other nonprofits.

Financial Statement

REVENUE & OTHER SUPPORT



EXPENSES



CHANGE TO NET ASSETS

2021		2020	
Change to Net Assets	\$1,057,563	Change to Net Assets	(\$467,234)
Net Assets, Beginning of Year	\$452,649	Net Assets, Beginning of Year	\$918,318
Net Assets, End of Year	\$1,510,212	Net Assets, End of Year	\$451,084

Nonprofit New York changed its fiscal year in 2020. The audited financials presented here are for the timeframe between October 1, 2019 through September 30, 2020.

To view all audited financials, please visit: <https://www.nonprofitnewyork.org/about-us/financial/>

Supporters

Corporate & Foundation Grants

Altman Foundation
AmazonSmile Foundation
Anonymous Donor
Bernard F. & Alva B. Gimbel Foundation
Booth Ferris Foundation
CONA Philanthropy
Consolidated Edison Company of New York
Dana Foundation
Deutsche Bank Americas Foundation
Donald A. Pels Charitable Trust
Ford Foundation
Fund for the City of New York
JPMorgan Chase & Co.
M&T Charitable Foundation
Mellon Foundation
Mertz Gilmore Foundation
New York Foundation
Rockefeller Brothers Fund
The Clark Foundation
The Commonwealth Fund
The Hyde & Watson Foundation
The New York Community Trust
The New York Women's Foundation
The Pinkerton Foundation
The Spingold Foundation
The Wallace Foundation

Sustaining Philanthropic Members

Bernard F. & Alva B. Gimbel Foundation
Carnegie Corporation of New York
Fan Fox & Leslie R. Samuels Foundation
FJC - A Foundation of Philanthropic Funds
Ford Foundation
Foundation for Opioid Response Efforts
Frances L. & Edwin L. Cummings Memorial Fund
Hudson River Foundation
Marty and Dorothy Silverman Foundation
Mertz Gilmore Foundation
Rockefeller Brothers Fund
Stella & Charles Guttman Foundation
The Greenwall Foundation
The Havens Relief Fund Society
The New York Community Trust
The Pinkerton Foundation
The Scherman Foundation
The Wallace Foundation

Matching Gift Contributions

Barclays
Benevity
JPMorgan Chase & Co.
Mutual of America

Donated Services

Michael Shirley Design
WNYC

Corporate Sponsors

2021 Best Nonprofit Conference

Bank OZK
Carey & Co
CCS Fundraising
Denham Wolf Real Estate Services
Envision Consulting
Exude, Inc.
Grassi Advisors & Accountants
Heller Fundraising Group
JP Morgan Chase & Co

Just Futures
LAMB Insurance Services
MemoryFox
Mutual of America
The Difference Card
TriNet
Wingo NYC
Your Part-Time Controller

2021 Annual Meeting of Members

Accounting Solutions (ASNY)
Bank OZK
Dega Systems
Denham Wolf Real Estate Services
KIWI Partners
Mutual of America
Nationwide
Pentegra
Your Part-Time Controller

Contributions

Robert Acton	Michael Clark	Ronda Kotelchuck	Tuhina De O'Connor	Emily Smith
Cassandra Agredo	Tommy DiMisa	Charlene Laniewski	Karen Pearl	Joanne Smith
Melkis Alvarez-Baez	Alejandra Duque Cifuentes	Myung Lee	Muzzy Rosenblatt	BJ Sung
C Joseph Barnette	Deborah Flood	Judy Levine	Brian Ross	Richard Suoto
Meg Barnette	Ruth Lynn Frommer	Roland Lewis	Mark Rubenstein	Mariko Tada
Fran Barrett	Janet Gallagher	Meredith Maskara	Taina Sanon	Keith Timko
Ian & Deborah Benjamin	Peter Gee	Carolyn McLaughlin	Andy & Kiki Schaffer	Robert Vanni
Christina Chang	Megan Golden	Gail Nayowith	Barbara Schatz	Jo-Ann Yoo
Matthew Cheng	Michelle Henry	Peter Neiman	Michael Seltzer	

Nonprofit New York's Board of Directors

As of December 31, 2021

Robert B. Acton
*Principal and Founder,
Cause Strategy Partners*

Meg Barnette
*President and Chief Executive Officer,
Nonprofit New York*

Ian J. Benjamin (**Chair**)
*Interim Executive Director,
Volunteers of Legal Service (VOLS)*

Dr. Rev. Chloe Breyer
*Executive Director,
Interfaith Center of New York*

Alejandra Duque Cifuentes
*Executive Director,
Dance/NYC*

Peter Gee
*Interim Executive Director,
The Door*

Michelle Henry (**Vice Chair**)
*Executive Director, Community
Reinvestment Community Partnership,
JPMorgan Chase & Company*

Ronda Kotelchuck
*Retired, Primary Care Development
Corporation*

Charlene Laniewski (**Treasurer**)
*Partner,
KPMG LLP*

Roland Lewis
*Chief Executive Officer,
Building Together*

Meridith Maskara
*Chief Executive Officer,
Girl Scouts of Greater New York*

Carolyn McLaughlin
Retired, BronxWorks

Kamesh Moola
*Vice President in Operations
Optimization Group,
Barclays*

Tuhina De O'Connor
*Executive Director,
Physician Affiliate Group of New York,
Health and Research Foundation*

Karen Pearl (**Secretary**)
*President & Chief Executive Officer,
God's Love We Deliver*

Barbara Schatz
*Clinical Professor of Law,
Columbia School of Law*

Emily L. Smith
Retired, Scudder Investments

Joanne Smith
*President & Chief Executive Officer,
Girls for Gender Equity*

Richard Souto
*Executive Director,
Leap NYC*

Sarah (BJ) Sung
*Principal,
Pinnacle Social Impact Consultancy*

Mariko Tada
Communications Consultant

Stephanie Thomas (**Vice Chair**)
*President,
Stetwin Consulting*

Jo-Ann Yoo (**Vice Chair**)
*Executive Director,
Asian American Federation*

Committee on Members

As of December 31, 2021

Ian Benjamin
Marnie Berk
Rich Souto (**Committee Chair**)

Keith Timko
Marvin Webb

Nonprofit New York's Staff

As of December 31, 2021

Meg Barnette
President and CEO

Jennifer Dodd
*Vice President, Finance and
Operations*

Chai Jindasurat
Vice President, Policy

Darby Masland
Programs Manager

Lakimja Mattocks
Chief Equity and Learning Officer

Taina Sanon
Programs Director

Devon Stein
Programs Coordinator

Miriam Simmons
Communications Support

Celine Yip
Research and Data Coordinator

**NONPROFIT
NEW YORK** | A relentless,
collective
force for good.

320 East 43rd Street, 3rd Floor
New York, NY 10017
HelpLine: (212) 502-4191
www.nonprofitnewyork.org