



Nonprofit New York Member Fogo Azul  
2022 Annual Conference

# ANNUAL REPORT 2022

ALIGNING PRACTICE WITH VALUES

**NONPROFIT  
NEW YORK**

A relentless,  
collective  
force for good.



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## A Message from Meg and Ian

Dear Members and Supporters,

At the close of 2022, nonprofits faced a number of potentially conflicting ideas that are simultaneously true. We are no longer in the midst of a pandemic, *and* the pandemic is not entirely behind us. We acknowledge that ways we work have fundamentally changed, *and* what this means in practice continues to be fuzzy at best. We recognize the importance of centering race equity in our programs and practice, building trust in our workplaces, and refusing to accept a scarcity mindset that undermines meaningful collaboration, *and* too often our day-to-day demands feel an awful lot like a competition between the needs of the communities we serve, the needs of the individuals we employ, the interests of the funders, and a growing, pressing need to figure out how we make structural change - not just make broken systems work a little bit better.

Nonprofit New York knows that nonprofit teams are frustrated, weary, angry, and hopeful as they face growing and evolving strategic and operational - and sometimes even existential - questions.

**It is the determination of hope that we see again and again as nonprofits show up and recommit to their missions and the communities they serve.** As Rebecca Solnit tells us, "Hope is not optimism. Optimism assumes the best, and assumes its inevitability, which leads to passivity, as do pessimism and cynicism that assume the worst. Hope ... means recognizing the uncertainty of the future and making a commitment to try to participate in shaping it."

Nonprofit New York shares the nonprofit sector's commitment to action, rejects the certainties of cynicism, and celebrates the joy and justice that our collaborative work makes possible. We know that our efforts to support nonprofits wrestling with today's and tomorrow's problems must be shaped in conversation with our members and rooted in shared values.

Our Board and staff spent significant parts of 2022 thinking about Nonprofit New York's theory of change, articulating what we mean when we talk about equity, and clarifying our mission and vision statements. We are proud of the work we accomplished together. The next step is translating these ideas into action in partnership with you.

Nonprofit New York's work is only possible because of the dedication and talent of our amazing staff, Board of Directors, members, partner organizations, and supporters. We are immensely grateful for the many different ways these groups stand up in support of the nonprofit sector and each other.

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

# Mission, Vision, Values and Equity Statement

In 2022, Nonprofit New York embarked on a two-phase strategic planning process to align our values with our practices. Our first phase focused on refreshing our mission and developing a clearly articulated statement of organizational values, the necessity of which was a repeated theme in our reimagining of the Key Areas of Excellence through a racial equity lens in 2021. This work provided a shared vision and grounding set of values that have been co-created with our Board of Directors and staff. In the second phase, we identified strategic priorities and key initiatives to strengthen our operations, enhance our programming, and leverage our influence and impact.

## Mission

Nonprofit New York champions and strengthens nonprofits through capacity building and advocacy to cultivate a unified, just, and powerful sector.

## Vision

Nonprofit New York envisions a world where nonprofits have the tools and support they need to be effective, just, and sustainable, and act in solidarity with one another across differences in size, budget, and mission to be a relentless, collective force for good.

## Theory of Change

To realize our vision, Nonprofit New York must anchor all internal operations and external programs in our values, and:

### *Strengthen Nonprofit New York*

Nonprofit New York needs to grow our revenue streams, expand our membership, strengthen our staff capacity, enhance the technology tools we use to interact with stakeholders and foster a workplace culture based on the values of diversity, equity and inclusion.

### *Build Nonprofit Capacity*

Nonprofit New York needs to provide high-quality capacity building and educational programming to nonprofit organizations, connect nonprofit organizations to information, resources, partners, and expertise that enhance their governance, operations, and programming, and be the go-to source for information about the trends and policies impacting nonprofits' day-to-day functioning.

### *Bring Nonprofits Together*

At the same time, Nonprofit New York needs to bring nonprofits together across sector, mission, and size to advocate collectively for the support, recognition, and respect nonprofits deserve and heighten the sector's ability to influence decisions that impact the communities and individuals we serve and employ.



# Mission, Vision, Values and Equity Statement

## Values

Nonprofits play vital and vibrant roles. Nonprofits drive the economy, create, and sustain the safety net, build communities, help them make meaning, change and art together, and fuel local democracy by motivating and facilitating civic engagement.

Equitable policies and practices are important in the work we do AND the way we do the work.

Nonprofit New York's work should be accessible. The spaces we gather in, the ways we communicate, and the tools we provide need to work for more people.

Nonprofit New York must be responsive and resilient. Our work should evolve and adapt as we solicit and integrate feedback from our members through relationship building, collaborative learning spaces, regular evaluations, and community gatherings.

Creating change requires building solidarity across the nonprofit sector. Working together and advocating collectively across subsectors, missions, and sizes amplifies the nonprofit voice and enhances our ability to mobilize for change.

## Our Equity Statement

- Centering equity is a condition of success for nonprofits. Focusing on equity makes nonprofits more effective, accountable, and sustainable.
- Consistent accountability is required for enduring change. Like most institutions, nonprofits were shaped by systems based on white supremacy, patriarchy, marginalization, and exclusion. Our shared work toward social change requires awareness, action, and accountability.
- Strengthening and sustaining the nonprofit sector requires reshaping our structures, systems, and approaches in order to ensure power and access are shared. BIPOC led nonprofits, emerging organizations, and groups serving communities who have been intentionally excluded and marginalized are priority constituencies for us.



# Supporting the Sector

## 2022 Annual Conference



In December 2022, Nonprofit New York hosted our 2022 Annual Conference at the Ford Foundation Center for Social Justice. Our guiding theme was “Practice Makes Progress” and nearly 200 nonprofit professionals gathered to listen to timely panel discussions that highlighted topics related to compliance, human resources, unionization, and trust-based philanthropy. Attendees also enjoyed high-energy performances from Fogo Azul and Girl Be Heard, structured networking opportunities, interactive workshops, and a cocktail reception in the Ford Foundation's Atrium Garden. Our special guest, Attorney General Letitia James, gave an inspiring talk about the important role New York's nonprofit sector serves in keeping our diverse communities vibrant and safe.

## Learning Communities



In an effort to add value to nonprofits across the continuum of size and experience, Nonprofit New York launched a new initiative, Learning Communities, in April 2022. Learning Communities offers a fellowship experience that honors the expertise in the room, while providing opportunities to learn from experts, network, and share tools, practices, and outcomes with the larger nonprofit sector. Nonprofit New York convened two cohorts in 2022: Our pilot cohort, comprised of 25 BIPOC Founders and Executive Directors from nonprofits with annual operating budgets of less than \$250,000, and a second cohort for 10 Chief Operating Officers of nonprofits with annual operating budgets of \$10 million or higher. Participants from our pilot cohort shared their experience during a panel “*Insights from a Learning Community: How Practicing Together Leads to Progress*” at our 2022 Annual Conference.

## Member Office Hours

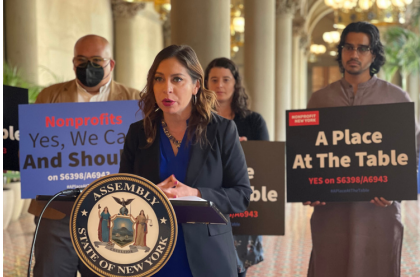


Recognizing nonprofits have immediate needs and pressing questions, Nonprofit New York launched our Member Office Hours initiative in June 2022. Members are invited to attend virtual Office Hours, held twice each month, to receive direct guidance and answers in real-time from an expert in the field. Initially launched with a focus on human resources and the various pandemic-related questions posed around hybrid and remote work environments, staff satisfaction and retention, compensation and benefits, and other related topics. We closed the year with plans to expand Member Office Hours to offer guidance on Technology and Data Use, Fundraising and Resource Development, Governance, and other [Key Areas of Nonprofit Excellence](#) referenced throughout our programming.

# Rallying the Nonprofit New York Community

At the start of each year, Nonprofit New York articulates specific policy issues we are prioritizing for the benefit of nonprofits and the communities they serve in a robust Policy Platform. In 2022, Nonprofit New York's Policy Platform focused on championing equity, making advocacy more accessible, making funding more sustainable, and streamlining regulations that govern the sector, so nonprofits can focus on advancing their missions. **When we come together and unite as one, our voice is amplified, our influence is magnified, and real change is possible.**

## Advocated Key Legislative Wins



- **Not-for-Profit Corporation Law Modernization Act (NPCL):** Nonprofit New York advocated passage of the Not-for-Profit Corporation Law Modernization Act S.9047 (Comrie)/A.9969 (Paulin). Our grassroots campaign included more than 240 contacts to various legislators and Governor Kathy Hochul. The law passed in June 2022 and was signed into law by Governor Hochul in November.
- **A Place at the Table [mini-wins]:** In 2022, we worked extensively with key supporters and organizations to advance **A Place at the Table** legislation. Over 110 nonprofit organizations endorsed the campaign. Two bills - S.6398A (Biaggi)/A.6943 (González-Rojas) were introduced and bill - S.6398A passed through the Ethics Committee. From April 25-29, we hosted a "Week of Action" and on May 10, we held a press conference alongside Assemblymember Jessica González-Rojas in Albany.

## Spearheaded Briefings and Forums



- **January 10, 2022:** 100 nonprofit professionals attended our forum on Philanthropic Reform/Accelerating Charitable Act.
- **February 16, 2022:** In Partnership with the Mayor's Office of Contract Services, City Council Finance, Office of City Comptroller, Asian American Federation, Coalition for Asian Children and Families, Hispanic Federation, and New York Urban League, we hosted 300 nonprofits at our Discretionary Funding forum.
- **March 23, 2022:** More than 500 nonprofits gathered for a special Nonprofit Town Hall featuring U.S. Senator Kristen Gillibrand.
- **May 2, 2022:** Working with City Council Members Farah Louis and Julie Won, we co-hosted a City Council briefing.
- **October 25, 2022:** A Town Hall about Local Law 97 was attended by 50+ nonprofits.

## Empowered Coalitions

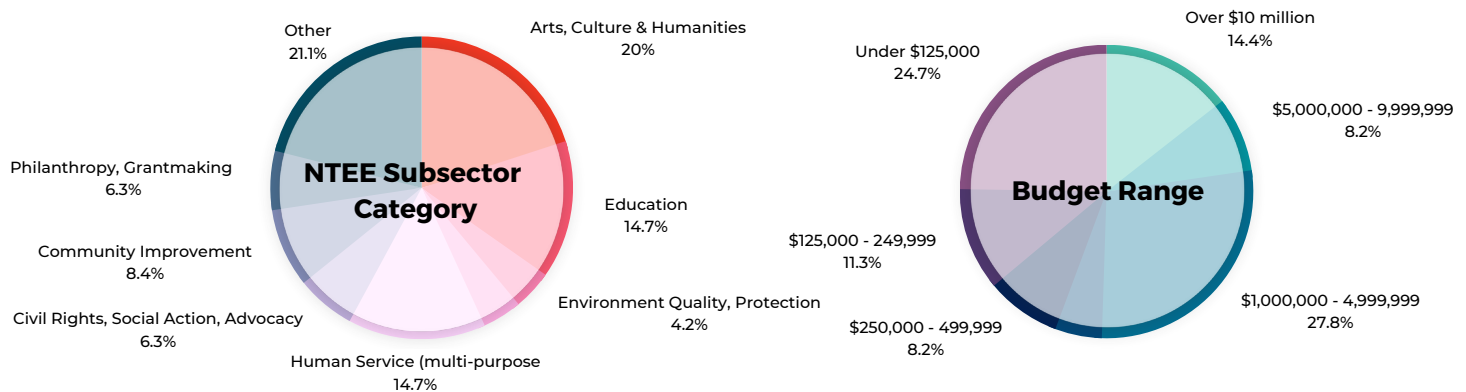


- **Government Relations Council (GRC):** 97 members participated on our GRC in 2022. Nonprofit New York hosted 10 GRC meetings with guests from the Mayor's Office, City Comptroller's Office, Citizens Union Foundation, New York Community Trust, Office of the Attorney General Charities Bureau, New York Department of State, Office of Governor Kathy Hochul, and Bond Schoeneck & King.
- **Coalition to Advance Nonprofits (CAN):** 174 members participated in our CAN and gathered for a total of seven meetings.
- **A Place at the Table:** As mentioned, A Place at the Table legislative campaign was one of our big policy priorities in 2022. We convened and sustained a coalition with over 30 members to push forward this important legislation.

# Strengthening Nonprofits

- 80% of our members reported that Nonprofit New York met their organizational needs.
- Nonprofit New York celebrated the return of in-person events and welcomed our community back in person for our Annual Meeting of Members, two unforgettable Member Socials, and the 2022 Annual Conference.
- Our member retention rate increased to 97%, overall attendance for our workshops and forums grew by 28% in comparison to the previous year, and we introduced two new member benefit initiatives that served approximately 200 nonprofit professionals.

## Nonprofit Membership by the Numbers



For our full membership list, visit: [nonprofitnewyork.org/join/directory/](https://www.nonprofitnewyork.org/join/directory/)  
 To become a member, visit: <https://www.nonprofitnewyork.org/join/enroll-renew/>

## Learning & Resources

- 75 interactive workshops and forums were attended by 3,151 nonprofit professionals.
- 83% of attendees responding to a survey indicated that they 'learned something new that you intend to apply to your work.'
- When asked if the 'training gave me access to useful tools, resources, and strategies,' the attendees reported an average score of 4.07 out of 5.

## New Initiatives

- Learning Communities:
  - 35 participants representing 25 nonprofits participated.
  - 100% of the pilot cohort participants agreed or strongly agreed that they feel better prepared to help implement meaningful change in their organizations.
- Member Office Hours:
  - 162 members attended
  - 89% of attendees surveyed said they would recommend Office Hours and that they gained "access to useful tools, resources, and strategies."

## The Community

- 74 resources were added to the Knowledge Center, part of our online member hub, *The Community*, for a total of 471 resources.
- Our Knowledge Center's resources generated 31,383 page views, and there were 731 logins to *The Community*.
- Our Referral Center has 45 vetted consultants.
- 94% of Helpline users were satisfied with the support they received.

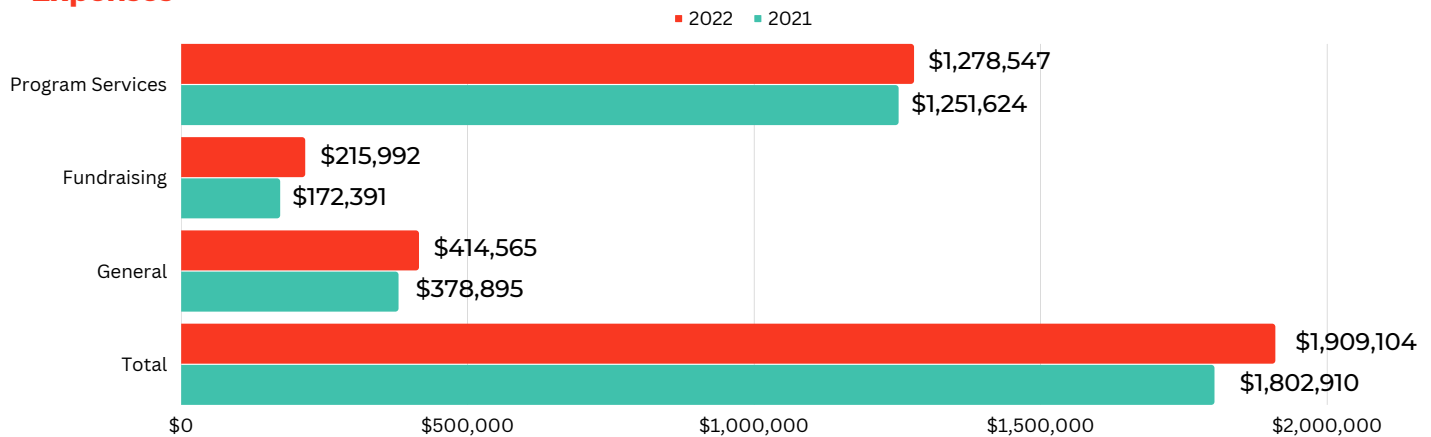


# Financial Statements

## Revenue



## Expenses



## Changes to Net Assets

### 2022

Changes to Net Assets	(\$265,866)
Net Assets, Beginning of Year	\$1,510,212
Net Assets, End of Year	\$1,244,346

### 2021

Changes to Net Assets	\$1,057,563
Net Assets, Beginning of Year	\$452,649
Net Assets, End of Year	\$1,510,212

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

\*Inclusive of Earned Revenue

# Supporters

## Corporation & Foundation Grants

Altman Foundation  
AmazonSmile Foundation  
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The New York Community Trust  
The Provident Bank Foundation  
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## Contributions

Robert Acton  
Meg Barnette  
Ian Benjamin  
Mary Brown  
Carol Bullock  
Julia Chambers  
Alejandra Duque Cifuentes  
Michael Clark

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Peter Gee  
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Tuhina De O'Connor  
Karen Pearl

Jenica Rawtani  
Michael Seltzer  
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Richard Souto  
Sarah BJ Sung  
Devereux Swing  
Mariko Tada  
Jo-Ann Yoo

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# 2022 Nonprofit New York Board of Directors

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*Cause Strategy Partner*

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Ronda Kotelchuck  
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*Formerly with Primary Care  
Development Corporation*

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## 2022 Committee on Members

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Marnie Berk	Keith Timko
Yolanda Robano-Gross	Marvin Webb

## 2022 Nonprofit New York Staff

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*Programs Coordinator*

Taina Sanon-Epps  
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Jennifer Dodd  
*Vice President, Finance and Operations*

Darby Masland  
*Programs Manager*

Miriam Simmons  
*Communications Associate*

Sonali Jhurani  
*Development Director*

Lakimja Mattocks  
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Devon Stein  
*Acting Programs Director*

Chai Jindasurat-Yasui  
*Vice President, Policy*

Yesenia Reinoso  
*Communications Manager*

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*Research and Data Coordinator*

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