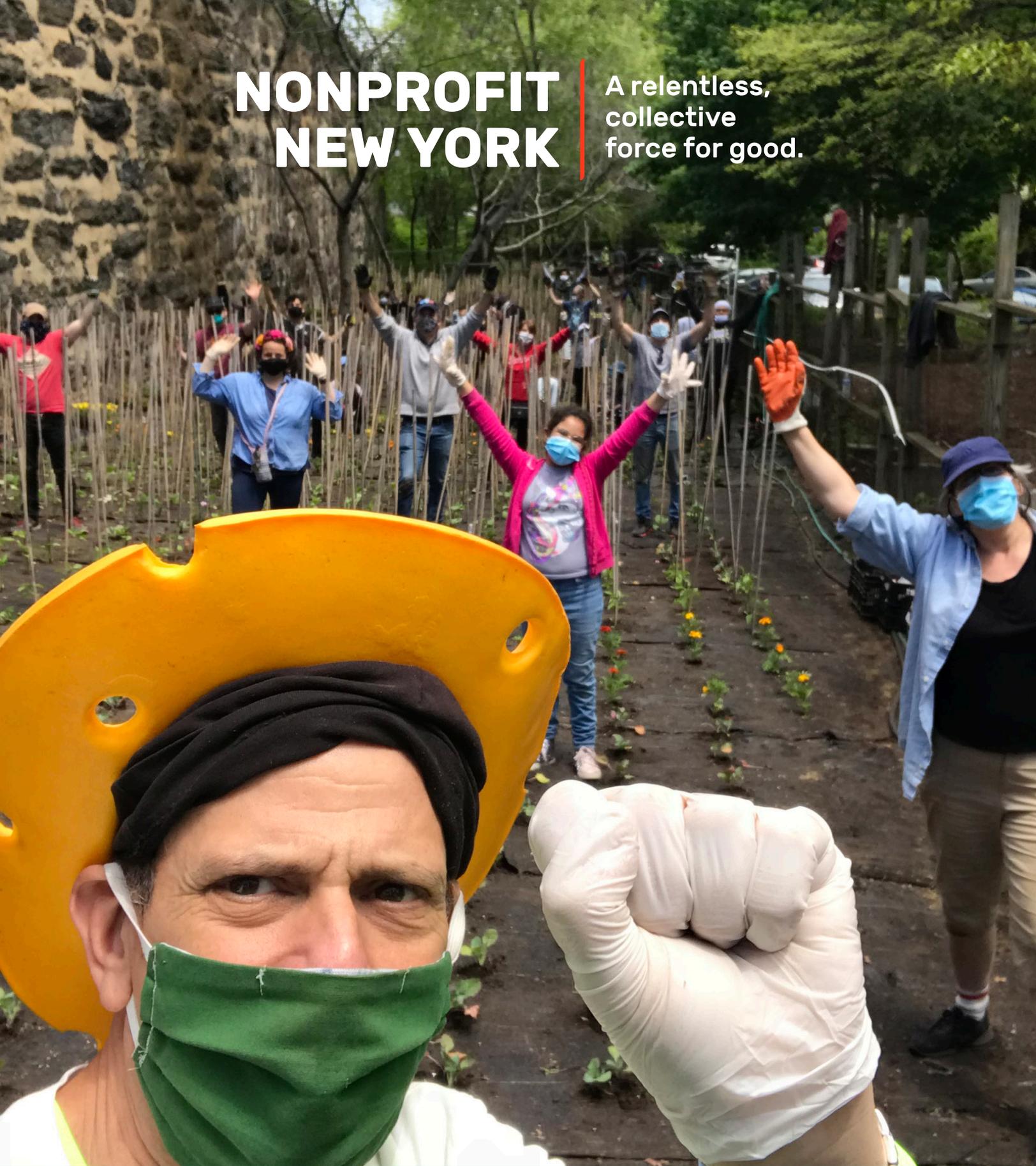


NONPROFIT NEW YORK

A relentless,
collective
force for good.



ANNUAL REPORT 2020

Relentlessly Resilient

Message from Nonprofit New York

Dear Members and Supporters,

Reflecting on 2020 is a daunting task. We recognize the immense hardships and heartaches that resulted from the compounding challenges of the pandemic, the resulting economic crisis, and a crucial moment in the movement for racial justice. Nonprofit New York applauds the remarkable ways the nonprofit sector rose to these challenges, adapted quickly to evolving demands and growing community needs, and demonstrated impressive levels of resilience and innovation.

The year ahead presents many uncertainties and promises to be tough too. We are hopeful that the lessons we continue to learn will enable us to work together in new ways, strengthen our resolve that racial equity must be a condition of our success, and demand that we work toward inclusive recovery efforts that center nonprofits' expertise and connection to community. At Nonprofit New York, we are determined to embrace the opportunities and obligations 2020 outlined for us and we look forward to collaborating with you to reimagine what is possible and to rebuild a more equitable, sustainable, and effective nonprofit sector.

In our fiscal year ended September 30, 2020, 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.

Our talented staff pivoted quickly and effectively to address the multiple crises of 2020. When our offices and training rooms were closed to us, our team, led by

Melkis Alvarez-Baez as Acting President, revamped our programming and facilitated a shift to remote work; our policy work moved immediately to convene the sector in addressing new needs and advocating with City and State; and our education programs became virtual and subject matter changed to meet the challenges of the day. When Meg Barnette arrived in May, she joined a team that demonstrates its dedication to excellence, equity and the nonprofit community every day.

As Board Chair and CEO, we are immensely grateful for the effort, smarts and heart that fueled Nonprofit New York's accomplishments over this past year.

Nonprofit New York's ability to respond to the needs of the sector is possible because of the work of our staff and our Board, supported by our members, funders, Government Relations Council, and partner nonprofits. We are so grateful for the myriad ways individuals, organizations and foundations have contributed to our work, and we look forward to working with you to meet the many demands we see ahead.

Thank you for being part of our relentless, collective force for good.

With gratitude and optimism,



Ian J. Benjamin
Board Chair
Nonprofit New York



Meg Barnette
President & CEO
Nonprofit New York



Nonprofit New York member Education through Music



Nonprofit New York member The Sylvia Center



Nonprofit New York member CLO

Rallying the Nonprofit Community

Building on our day to day work to strengthen and unite New York's nonprofits, Nonprofit New York sprung into action at the start of the pandemic to serve as a leading voice and advocate for the nonprofit community.

We Convened

- **25 Coalition to Advance Nonprofits (CAN) meetings**, comprised of 137 nonprofit organizations, to coordinate advocacy efforts, share policy updates, and amplify the nonprofit sector's issues in response to the COVID-19 Pandemic.
- **3 Town Halls**, one with Senator Gillibrand and Senator Schumer and two with Senator Schumer so they could listen to the nonprofit sector's concerns and provide updates on federal care packages.
- **19 Policy Forums** to inform the nonprofit sector on policy changes and rally the sector to advocate for policy initiatives.
- **4 Sustainable Nonprofit Forums** to discuss how we can move closer to a more sustainable funding framework and reflect on how COVID-19 has affected philanthropic actions.

We Advocated

- **Donor Protection:** We led an advocacy effort to prevent the blanket publishing of 501c3 donor names and addresses on the Department of Tax website.
- **Inclusion in federal support:** We engaged our members of Congress, advocating for nonprofit inclusion in federal COVID-19 legislation including Families First, CARES, and the HEROES Act.
- **Business Interruption Insurance:** We provided a markup of a state bill that would require business interruption insurance to cover COVID-19 related losses. The bill did not pass, but all of our recommended bill text was incorporated into amendments.



Nonprofit New York State of the Sector Event

- **Inclusion in Pandemic Risk Insurance Act:** We sent legislative memos advocating to include the nonprofit sector in the federal Pandemic Risk Insurance Act to Congresswoman Maloney's office.
- **City lobbying threshold:** We worked with Council member Cabrera to introduce Int. 2148, an effort to raise the City's lobbying threshold to \$10,000. Raising the threshold would reduce the administrative barrier for grassroots nonprofits engaged in legislative advocacy.

In total, we coordinated **1,913 policy signatories** for our campaigns!

We Empowered

To provide nonprofits with the data to advocate for themselves, we released the following reports:

- **Economic Impact of Nonprofits Report:** In partnership with Comptroller Stringer, we released a report analyzing the impact of the nonprofit sector on the local economy, creating a first of its kind New York City GDP figure for the nonprofit sector.
- **The Impact of the Pandemic on Nonprofits Briefing:** This briefing highlights how nonprofits in the U.S. and New York City area have been impacted by the COVID-10 pandemic.

Strengthening Nonprofit Organizations

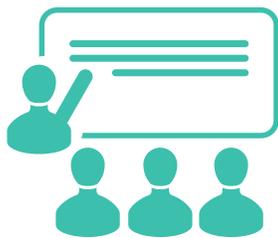
Engagement: In response to the ongoing pandemic, Nonprofit New York continued to work to ensure that our educational programming and cost-saving benefits were responsive to the questions and needs of the nonprofit sector.



- We supported **4,701 organizations**, a **45% increase** in participation after the onset of COVID.
- In FY20, Nonprofit New York members saved approximately **\$2.5 million** when using our cost-savings program.

For our full membership list, visit: <https://www.nonprofitnewyork.org/join/directory/>

Learning and Resources: At the height of the pandemic, we were able to: increase the number of learning opportunities offered; make sessions available to an increased number of participants; and increase webinar recordings available in the Knowledge Center.



- **2,148 participants** registered for **77 trainings and seminars**
- **336 nonprofit professionals** participated in **9 Learning Labs series** on the topics of Diversity, Equity, & Inclusion, Fundraising, Financial Management, Human Resources, and Planning & Evaluation

The Community: In FY20, Nonprofit New York's Community continued to surpass our goals, in part due to the COVID-19 pandemic as we saw an increase in web traffic to our Knowledge Center as well as an increase in HelpLine cases.



- Added **111 resources** to the Knowledge Center between October 2019 and December 2020
- **3,228 logins** to The Community, our online member portal
- Partnered with **64 consultants** in the Referral Center
- Provided **704 answers, referrals, and advice** through our HelpLine

Uplifting Nonprofit Excellence

Nonprofit Excellence Awards: In 2020, we observed evidence of the Awards program’s continued success. 75% of all 2020 applicants were first time applicants - continued evidence of the program’s value and effectiveness in helping participating nonprofits improve their management practices as nonprofits continued to apply during the beginning of the COVID-19 pandemic.



- We received **41 qualified applications**
- Conducted feedback calls with **22 applicants**
- Coordinated **13 one-hour one-on-one coaching calls** between applicants and Selection Committee members in a specific Key Area

2020 Overall Management Excellence Winner



2020 Special Recognition Winners



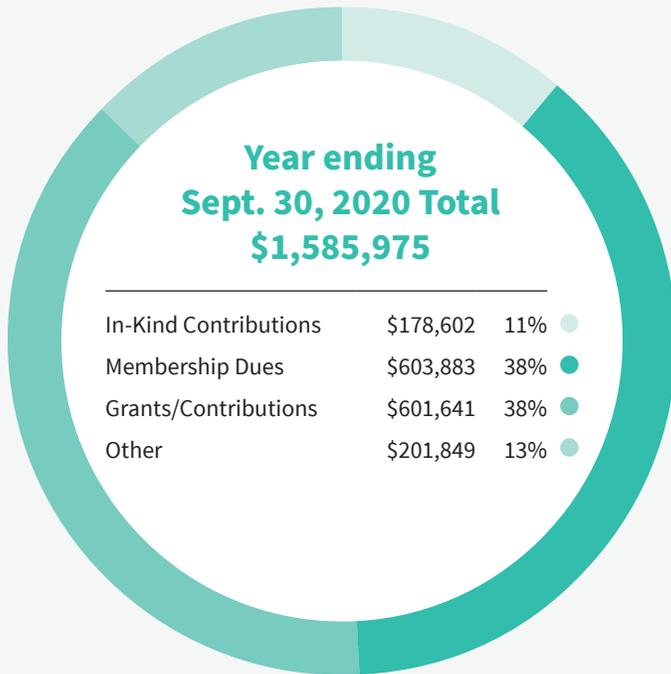
NONPROFIT NEW YORK | Best Nonprofit Conference

Best Nonprofit Conference: The culminating 2020 *Best Nonprofit Conference* was held on Hopin, a virtual event platform, over two half days on Monday, December 7th, and Tuesday, December 8th, 2020.

- Nearly **300 attendees** joined us for our first virtual two day Conference in 2020
- **96% of respondents** to the 2020 Post-Conference Survey reported that they learned new management ideas and strategies

Financial Statement

REVENUE & OTHER SUPPORT



EXPENSES



CHANGE TO NET ASSETS

2020

Change to Net Assets	(\$467,234)
Net Assets, Beginning of Year	\$918,318
Net Assets, End of Year	\$451,084

2019

Change to Net Assets	(\$226,016)
Net Assets, Beginning of Year	\$1,144,334
Net Assets, End of Year	\$918,318

Supporters

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
 Ford Foundation
 JPMorgan Chase & Co.
 KPMG
 Mertz Gilmore Foundation
 New York Foundation
 Rockefeller Brothers Fund
 Spingold Foundation
 The Charles A. Dana Foundation
 The Clark Foundation
 The Commonwealth Fund
 The Hyde & Watson Foundation
 The New York Community Trust

Sustaining Philanthropic Members

Carnegie Corporation of New York
 Charles H. Revson Foundation
 Mutual of America
 Ford Foundation
 Rockefeller Brothers Fund
 Scherman Foundation
 The New York Community Trust

Matching Gift Contributions

Benevity
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Donated Services

Alison Chan
 Briana Kay
 Joanna Jing
 Jonathan Kagan
 Kellye Cung
 Linh Dao
 Magan L.
 Malk Partners
 Michael Nieman
 Phil Simondet
 Programs in Social Enterprise in Executive Education at Columbia Business School
 RSM US LLP
 Sean Puzzo
 Shawna Montoya
 Stroock & Stroock & Lavan
 WNYC

Corporate Sponsors

2019 Best Nonprofit Conference

Achieve Mission
 Amalgamated Bank
 Bank OZK
 Blackbaud
 Citrin Cooperman
 Council Services Plus
 Denham Wolf Real Estate Services
 Envision Consulting
 Fiscal Management Associates

Grassi CPA
 Harbor Compliance
 JMT Consulting
 JPMorgan Chase & Co.
 Kiwi Partners
 Lamb Insurance Services
 Mutual of America
 Nationwide
 Nonprofit HR
 Nonstop Wellness
 Pentegra

PNP Staffing
 RoundTable Technology
 Skody Scot & Company
 Stetwin Consulting
 Tate and Tryon
 Wingo NYC

2020 Annual Meeting of Members

Mutual of America
 Namely
 Staples
 BankUnited
 Denham Wolf
 Bank OZK

2020 Best Nonprofit Conference

Bank OZK
 Denham Wolf Real Estate Services
 Envision Consulting
 Fiscal Management Associates
 Grassi CPA
 Heller Consulting
 Ian Benjamin
 JPMorgan Chase & Co.

Lamb Insurance Services
 Manatt, Phelps & Phillips, LLP
 Mutual of America
 Nationwide
 NFP Advisors LLC
 RoundTable Technology
 Skody Scot & Company
 Your Part-Time Controller

Contributions

Aaron Jenkins
 Andrew Schaffer
 Anonymous
 Barbara Schatz
 BJ Sung
 Bobby Tran
 Caitlin Velez
 Cammie Erickson
 Carolyn McLaughlin
 Center for Group Studies
 Charlene Laniewski
 Chloe Breyer
 Craig Weinrich
 Damani Taylor

David Samuels
 Devereux Swing
 Emily Smith
 Farra Trompeter
 Greg Cohen
 Health Advocates for Older People, Inc
 Henry Seton
 Hope Haigh
 Ian Benjamin
 James Greilsheimer
 Jarrett Lucas
 Jennifer Huang
 Jessica Lee

Jo-Ann Yoo
 John Craig
 Jon Small
 Joseph Barnette
 Judy Levine
 Kamesh Moola
 Karen Pearl
 Keith Timko
 Kim Nguyen
 Law Offices of Lenore R. Kreitman
 Lisa Pendley
 Lisa-Nicolle Grist
 Maire O'Malley

Maria Alvarez
 Mariko Tada
 Meg Barnette
 Meredith Maskara
 Michael Clark
 Michael Seltzer
 Michelle Henry
 Ogechukwu Uwanaka
 Peter Gee
 Peter Swords
 Philanthropy New York
 Rich Souto
 Robert Acton
 Robert Pigott

Robert Vanni
 Roland Lewis
 Ronda Kotelchuck
 Sabater Foundation
 Sheila Lewandowski
 SITE Northeast USA
 Stephanie Thomas
 Terry Farrell Firefighters Fund
 The Womanist Project
 Tuhina De O'Connor
 UERMMMC Alumni Foundation
 Yessenia Santos
 Zameena Mejia

Nonprofit New York's Board of Directors

As of December 31, 2020

Robert B. Acton (**Vice Chair**)

Principal & Founder, Cause Strategy Partners

Meg Barnette

President & CEO, Nonprofit New York

Ian J. Benjamin (**Chair**)

Interim Executive Director, VOLs, Volunteers of Legal Service

Dr. Rev. Chloe Breyer

Executive Director, Interfaith Center of New York

Cammie Erickson

Senior Manager of Social Impact, LinkedIn

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

CEO, Building Together

Jarrett Lucas

Executive Director, The Stonewall Foundation

Meridith Maskara

Chief Executive Officer, Girl Scouts of Greater New York

Carolyn McLaughlin

Retired, BronxWorks

Kamesh Moola

VP 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 & CEO, God's Love We Deliver

Barbara Schatz

Clinical Professor of Law, Columbia School of Law

Emily L. Smith

Retired, Scudder Investments

Richard Souto

Executive Director, Leap NYC

Sarah (BJ) Sung

Principal, Pinnacle Social Impact Consultancy

Mariko Tada

Communications Consultant

Stephanie Thomas

President, Stetwin Consulting

Bobby Tran

Program Manager Google Cloud, Google

Jo-Ann Yoo

Executive Director, Asian American Federation

Nonprofit New York's Staff

As of December 31, 2020

Melkis Alvarez-Baez

Chief Operations Officer

Meg Barnette

President & CEO

Matthew Cheng

Development Manager

Chai Jindasurat

Policy Director

Stacie Man

Office & Events Associate

Lakimja Mattocks

Chief Programs Officer

Alexa Salamé

Learning & Resources Manager

Taina Sanon

Membership Director

Devon Stein

Programs Coordinator

Celine Yip

Research & Data Coordinator

**NONPROFIT
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www.nonprofitnewyork.org