

ANNUAL REPORT 2023

PARTNERING FOR PROGRESS



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A Message from Meg, Jo-Ann, and Lisa

Dear Members and Supporters,

Before drafting this letter, we took a look at the 2022 Annual Report, and the one from 2021, and the one from 2020. There were definitely some similarities, starting with some version of "Whoa! That was a challenging year," acknowledging that folks in the nonprofit sector are exhausted, celebrating that nonprofits are resilient, and concluding with some variation of "we're in this together."

It is tempting to make a joke about how we decided not to write something new this year and just leave it at "Ditto." But like President Obama says, "Being cynical is easy. It's having hope in the face of adversity that's hard—but essential. Change is the committed effort of citizens who hitch their wagons to something bigger themselves and fight for it every single day."

Thank you for all the ways you keep fighting. You keep doing it – you keep going to work, running nonprofit organizations, serving our city, organizing for change, advocating for funding, teaching our kids, building our homes, doing the work that keeps our beloved and broken city going. And you do it under very difficult circumstances in a rapidly changing landscape. And you do it with grace, grit, love, and patience (and anger, frustration and weariness).

During 2023, Nonprofit New York worked to deepen our engagement members and partner organizations. The member needs project, the focus groups, the coalition convenings, the feedback from engaged members of our learning communities, and countless other conversations, informed and directed the programming, benefit and system changes we are focusing on in 2024.

We laid out striking data "In Every County and All All Budget Sizes: White Overrepresentation in the New York City Area's Nonprofit Leadership" and look forward to continued collaboration around how to translate these findings into concrete reforms. We loved learning with you at our sold-out Annual Conference, member office hours, training sessions, and networking events. We appreciate the stories and time you shared with us in connection with the #WHY15 campaign and other advocacy efforts.

In June, 2023 Nonprofit New York welcomed new Board leaders to an incredible team of Directors and staff members, who embrace the challenges of making meaning and change with our community of nonprofits.

The Nonprofit New York team is honored to champion your work every single day.

We know that no letter can fully express the importance of what you do. And while it's pretty scary to imagine what we might need to say in next year's letter, we know regardless of what else is happening in our world, we are stronger when we go at it together. Thank you for being a part of our collective force for good.

In solidarity,

Meg, Jo-Ann, and Lisa



Meg Barnette
President & CEO
Nonprofit New York



Jo-Ann Yoo
Board Co-Chair
Nonprofit New York



Lisa Pilar Cowan
Board Co-Chair
Nonprofit New York

Listening to You: Member Needs Project

In 2023, Nonprofit New York implemented a new strategic plan that prioritized creating new channels and venues for gathering valuable member feedback. This was critical to ensuring our programming would continue to be responsive and impactful for the nonprofit organizations we serve.

Our team worked diligently to develop a holistic understanding of our members' evolving needs, facilitating a multi-pronged approach that included:

- **In-Person Group Conversations:** In August 2023, we hosted six "Candid Conversation" sessions with 22 members participating in three virtual and three in-person gatherings.
- **Community-Wide Surveys:** Partnering with Listen4Good, experts in helping nonprofits collect meaningful feedback, we distributed a survey to all stakeholders in December 2023, which received over 100 responses.
- **Data Analysis:** Our team conducted an in-depth analysis of survey data and feedback collected through conversations, during and after learning opportunities such as our workshops and Learning Communities cohorts, and direct inquiries to our Nonprofit Helpline and Member Office Hours.
- **One-on-One Meetings:** Individual meetings with members also allowed us to dive deeper into the specific needs of emerging and BIPOC-led nonprofit organizations through our advocacy work.

The feedback we received was positive, highlighting our existing strengths. More than 80% of our members stated that our services are meeting their needs "very well" or "extremely well" in our community-wide survey. Members indicated they appreciate our frequent training opportunities in the [Key Areas of Nonprofit Excellence](#), thoughtful communications about our programming, community engagement efforts, and invaluable resources like our reports providing the latest compensation and benefits trends for the NYC nonprofit sector.

Nonprofit New York was also grateful for candid feedback from our community about potential areas for enhancing our offerings, such as more tailored in-person events, curating workshops and professional development opportunities to benefit a broader audience, brainstorming training topics directly with our members, considering accessibility for those with mobility challenges at our events, and updating our current resources, especially those related to legal guidance.

We hope you stay tuned in because Nonprofit New York will be releasing new and more responsive programming and services that directly address the needs expressed by our community via our Member Needs Project throughout this next year. Our entire team is grateful to all who participated in helping us become an even more member-centric organization.



Supporting the Sector

All the “Buzz” About The 2023 Annual Conference

Our 2023 Annual Conference was a bee-themed, packed day of learning, networking, and inspiration centered on finding “authentic alignment” in the work we do and the ways we do the work. More than 300 attendees joined us at the Ford Foundation Center for Social Justice. The 2023 Conference included panels, interactive workshops, and presentations on topics ranging from data visualization and trends in AI to confronting the complex legacy of nonprofits with problematic histories and taking out the sting from grantee-funder conversations. Social activist Maurice Mitchell gave an inspiring keynote address on building resilient nonprofits in tumultuous times.



“Authentic Alignment starts with knowing who you are and articulating that at every turn. You cannot find your people or your purpose trying to please everyone.”

- Maurice Mitchell, 2023 Annual Conference Keynote Speaker

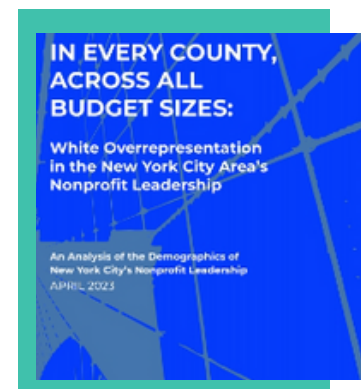
Capacity Building: The Community Revamp

In 2023, Nonprofit New York significantly revamped [The Community](#), our online member portal, to better support nonprofits in our community. Changes included enhancing the ability to update organization information, improving access to resources in the Knowledge Center with expanded search options, making membership status and expiration visible, adjusting the layout of the Referral Center so members can easily find vendors, and implementing a fresh design. The Community is now more user-friendly, providing our members with streamlined access to the community forum, vetted vendors, and more than 500 trainings, tools, templates, and toolkits.



In Every County, Across All Budget Sizes: White Overrepresentation in the New York City Area’s Nonprofit Leadership (ECAB) Report

In April 2023, Nonprofit New York published [the ECAB report](#) in partnership with Candid and SeaChange Capital Partners, with support from the Robin Hood Foundation. This comprehensive analysis of the racial demographics of NYC nonprofit leadership was conducted in eight New York counties. The findings concluded that while the broader nonprofit workforce is comprised of mostly women and people of color, executive leadership remains disproportionately white. The report offers recommendations for boards, funders, and nonprofit leaders to work together to build a sector where leadership better reflects the diversity of NYC and the communities served. Establishing partnerships and collaborations with BIPOC-led groups to identify policy priorities that facilitate demographic shifts in leadership continues to be a focus of our work at Nonprofit New York.



Rallying the Nonprofit New York Community

At the start of each year, Nonprofit New York articulates specific policy issues we prioritize to benefit nonprofits and the communities they serve in a robust Policy Platform. In 2023, we focused our efforts on promoting nonprofits' access to advocacy for their communities, strengthening financial sustainability, racial and workforce equity, streamlining reporting and regulatory compliance, and sustainability and environmental justice. **When we come together and unite as one, our voice is amplified, our influence is magnified, and real change is possible.**

Policy and Legislative Wins

In October 2023, Nonprofit New York and 9 other nonprofit umbrella organizations respectfully urged Governor Kathy Hochul in a [letter](#) to sign **New York's Not-for-Profit Corporation Law (S.5806/A.6940)** into law. Governor Hochul signed the law in November 2023, authorizing board classification flexibility for all nonprofit organizations. This update reflects best practice board governance.



Nonprofit New York launched the [#WHY15 Campaign](#) on November 8, 2023, in response to Mayor Eric Adams's planned 15% budget cuts. More than 300 nonprofits signed on to our open letter to the City calling for transparency and inclusion regarding the 15% budget reduction. Crain's New York covered the sector-wide campaign on November 14, 2023. On December 12, 2023, Nonprofit New York's Vice President of Policy, Chai Jindasurat-Yasui, along with many #WHY15 signees, testified at the New York City Council hearing on the November Financial Plan.

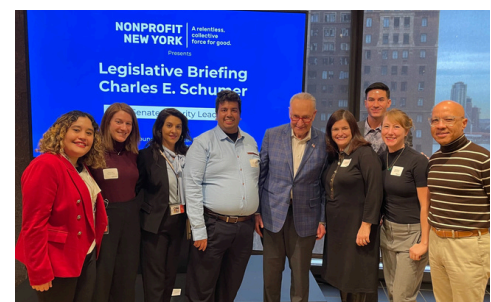
"We call on the City to partner with the nonprofit sector and work toward creative solutions - not hinder us further. The City cannot withstand a 15% cut to its budget, and any additional cuts to the nonprofit sector will only undermine the public safety, health, and cleanliness of New York City."

- Chai Jindasurat-Yasui, Vice President of Policy, Nonprofit New York

Briefings and Forums

Nearly 100 members joined us for a **legislative briefing with Senate Majority Leader Chuck Schumer** on January 17, 2023.

On February 7, 2023, we held the **"City Council Discretionary Funding Webinar,"** 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 to provide information and assistance on applying for city discretionary funding.





More than 100 nonprofit champions attended our **Let's Talk About Space Half-Day Summit** on March 14, 2023. We partnered with the New York Lawyers for the Public Interest to hold insightful conversations and panel discussions on the climate and space challenges impacting the nonprofit sector.

On April 23, 2023, we held the **Not-for-Profit Corporation Law (N-PCL) Briefing** for the NYS Senate Corporations Committee. On July 11, 2023, we held the Secure Act 2.0 Briefing for Nonprofits.

We welcomed 100 attendees at our **The Strategic Guide to Student Loan Repayment** webinar, which we held in partnership with EDCAP, on September 26, 2023. The webinar educated student loan borrowers working in the nonprofit sector on student loan repayment programs available to them despite the Supreme Court decision on broad-based loan cancellation.

On October 26, 2023, we hosted the [In Every County, Across All Budget \(ECAB\) Sizes Report Briefing for City Council](#) with Councilmember Althea Stevens. Nonprofit New York presented the nonprofit leadership report to the City Council's Black Latino Asian Caucus (BLAC) and the Progressive Caucus to discuss report findings, policy recommendations, and next steps.

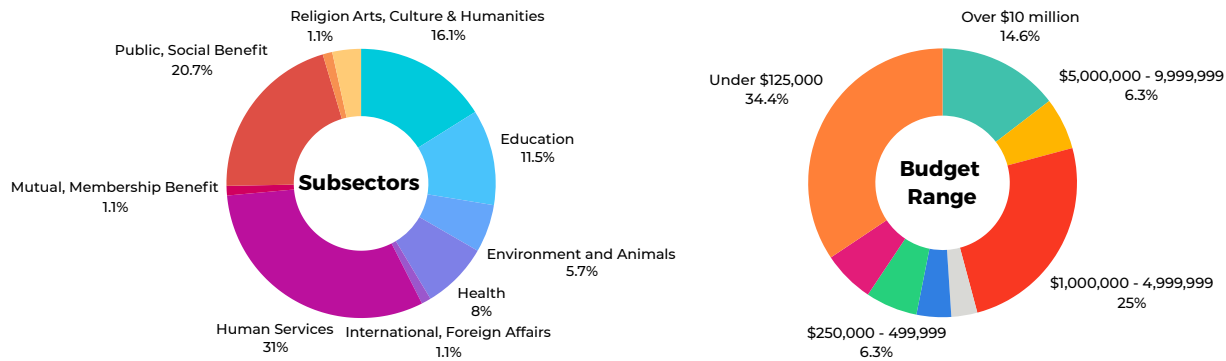


Coalitions and Campaigns

- The **Government Relations Council (GRC)** meets monthly and comments on legislative and regulatory developments affecting New York's nonprofit sector. The council has 100 members, including nonprofit general counsel and law firm partners specializing in nonprofit law. They interact regularly with elected officials and government agencies. In 2023, we convened 10 GRC meetings with guests from the Mayor's Office of Nonprofit Services, New York State Senate, Office of the Attorney General Charities Bureau, Peters Peters Brovner LLC, and Seachange Capital Partners.
- The **Coalition to Advance Nonprofits (CAN)** is a sector-wide coalition of over 100 nonprofits and 177 members. CAN coordinates federal, state, and city advocacy impacting the sector and met six times in 2023.
- Nonprofit New York held [#WHY15 Campaign](#) meetings, attended by 169 nonprofit leaders, to coordinate cross-sector mobilization during City Council Finance Committee Hearings on Budget Cuts through written testimony samples.
- Nonprofit New York held 13 meetings to coordinate sector-wide support for the [A Place At The Table \(APATT\) Campaign](#). The campaign seeks to raise New York State's lobbying threshold from \$5,000 to \$10,000 so more small-sized nonprofits can engage in nonprofit legislative advocacy.

Strengthening Nonprofits

Nonprofit Membership by the Numbers



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

- **86%** of our members reported that Nonprofit New York met their organizational needs “well” or “very well,” a **6 percent increase** from last fiscal year.
- Nonprofit New York ended the year with **1,007 members** and **welcomed 253 new members**, surpassing our annual **new member goal by 26%**.
- In total, we engaged more than 2,600 unique nonprofits through our programming and services.
- We facilitated **22 Member Office Hours** for direct expert guidance, and **two Learning Communities cohorts** - one for executive directors of \$3-8M organizations and another for development staff across all budget sizes. In total, **22 cohort participants** shared their learnings at our Annual Conference, extending the initiative's reach to **300+ individuals**.

Capacity Building

Learning Communities

- **2** Learning Communities cohorts with **36** participants representing **25** different nonprofit organizations
- **96%** of participants said they “learned something new they intend to apply to their work”



Learning & Resources

Trainings & Events

- **65** interactive workshops, events, and forums were attended by **1,987** nonprofit professionals.
- **85%** of attendees indicated that “the training gave me access to useful tools, resources, and strategies on the topic covered”

The Community

- There was **489** resources in the Knowledge Center to support our members, representing a **12%** increase in trainings, tools, articles, and templates
- **51** vetted consultants were a part of our Referral Center
- **87%** of Helpline users were satisfied with the support they received

New Initiatives

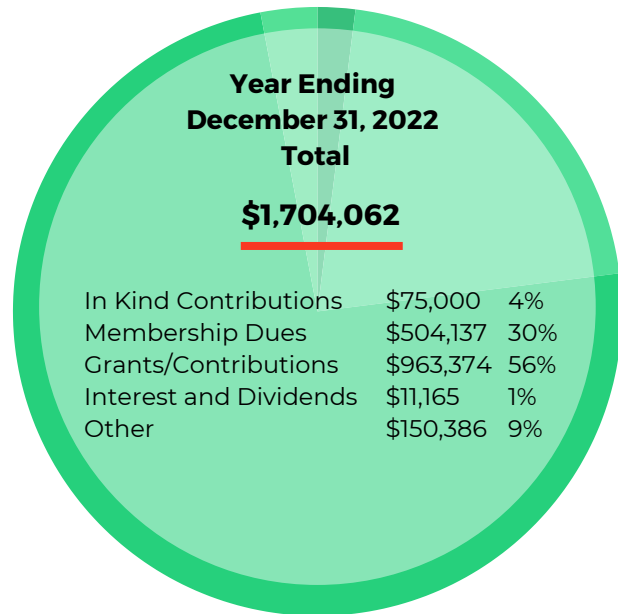
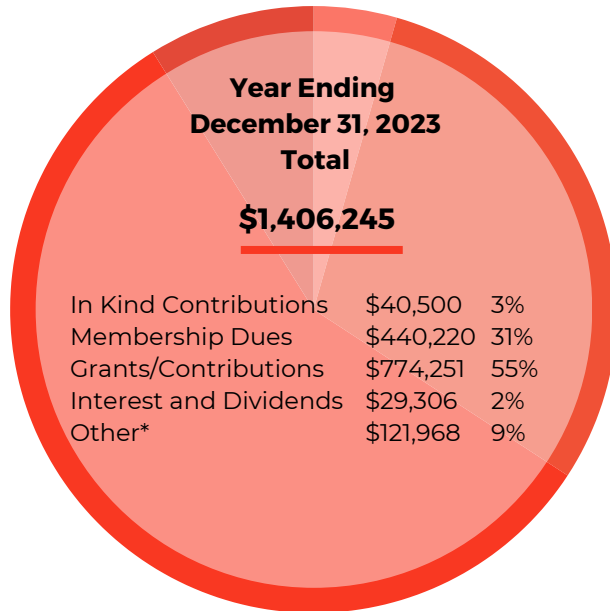
Borough Meet-Ups

- In October 2023, we launched our first Borough Meet-Up networking event in Queens
- **25** nonprofit leaders met in Long Island City to build connections with each other
- We plan to expand to the other boroughs in 2024, including the Bronx and Staten Island

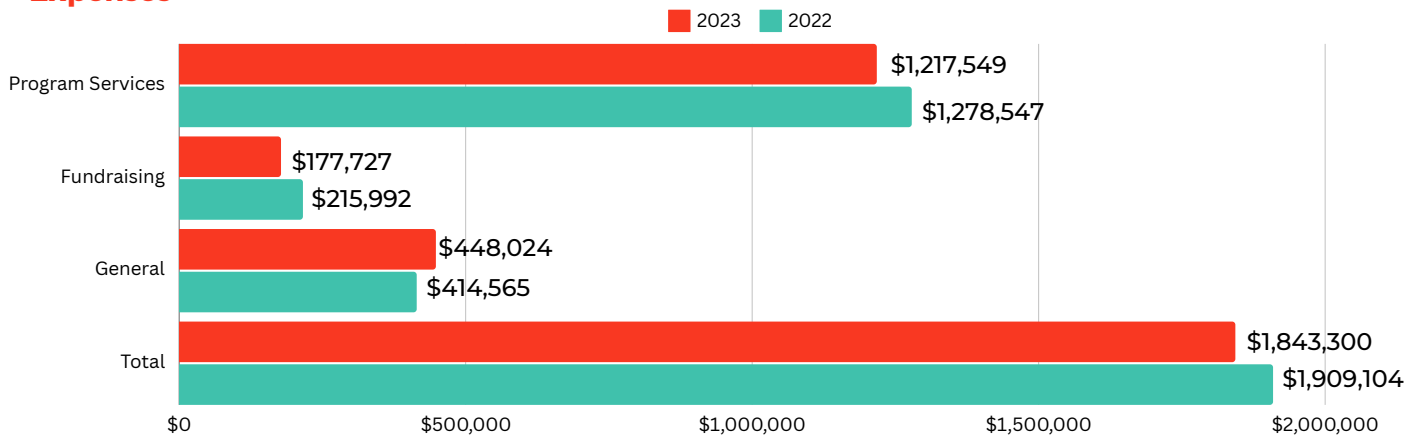


Financial Statements

Revenue



Expenses



Changes to Net Assets

2023

Changes to Net Assets	(\$406,449)
Net Assets, Beginning of Year	\$1,244,346
Net Assets, End of Year	\$837,897

2022

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

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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Google
JPMorgan Chase & Co.
Mellon Foundation
National Council of Nonprofits
Ponce De Leon Foundation
Rockefeller Brothers Fund
The Clark Foundation
The Commonwealth Fund
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The M&T Charitable Foundation
The New York Community Trust
The Pinkerton Foundation
The Provident Bank Foundation
The Spingold Foundation
Wallace Foundation

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Scherman Foundation
The Commonwealth Fund
The Havens Relief Fund Society
The New York Community Trust
The Pinkerton Foundation
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USI
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2023 Annual Meeting of Members

Capell Barnett Matalon & Schoenfeld LLP
Denham Wolf Real Estate Services
Nonprofit HR
Ponce Bank
Turn Around Executive Coaching
USI
Your Part-Time Controller

Contributions

Robert Acton
Gary Bagley
Ian Benjamin
Jill Bregenzer
Alejandra Duque Cifuentes
Michael Clark
Lisa Pilar Cowan
Joe DeFeo

Lisa Pilar Cowan
Joe DeFeo
Michelle Henry
Ronda Kotelchuck
Judy Levine
Philip Li
Meridith Maskara
Carolyn McLaughlin

Morgan Monaco
Kamesh Moola
Tuhina De O'Connor
Karen Pearl
Brooke Richie-Babbage
Sarah Shannon
Joanne Smith
Nick Sollog

Richard Souto
Sarah BJ Sung
Mariko Tada
Robert J. Vanni
Jo-Ann Yoo

If you're interested in partnering with Nonprofit New York, visit www.nonprofitnewyork.org/partners

2023 Nonprofit New York Board of Directors

As of December 31, 2023

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Principal & Founder
Cause Strategy Partner

Gary Bagley

Consultant & Former Executive
Director, New York Cares

Meg Barnette

President & CEO
Nonprofit New York

Ian J. Benjamin

Interim Executive Director
Greater Newark Conservancy

Jill Bregenzer

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Administration
Pinkerton Foundation

Carol Bullock

Executive Director
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Executive Director
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Prospect Park Alliance

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Former Executive Director of Strategy
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Pinnacle Social Impact Consultancy

Mariko Tada

Communications Consultant

Jo-Ann Yoo (Co-Chair)

Executive Director
Asian American Federation

Learn more about our accomplished
Board of Directors, including their
bios and roles, on our [website](#).

2023 Nonprofit New York Staff

As of December 31, 2023

Meg Barnette
President & CEO

Jennifer Dodd
Vice President, Finance & Operations

Jessica Chin
Communications & Development
Coordinator

Antony Colon
Membership Manager

Thara Duclosel
Policy & Advocacy Coordinator

Sonali Jhurani
Vice President, Development &
Communications

Chai Jindasurat-Yasui
Vice President, Policy

Alex Joseph
Programs Coordinator

Darby Masland
Programs Director

Nicole Proto
Finance & Operations Coordinator

NONPROFIT NEW YORK

A relentless,
collective
force for good.

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

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