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
Table of Contents

We Are A Powerful, Sustainable Community  2
Together, We Are Sustainable  3
Together, We Are Strong  4
Together, We Build Community  6
2018 Financial Statement  8
Grants & Contributions  9
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

For a full list of NPCC members, please visit our Member Directory at www.npccny.org/membership.
Together, We Are Sustainable

POLICY PROGRAM

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.

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
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.

For more information about The Eight Key Areas of Nonprofit Excellence, visit our website: www.npccny.org
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
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:

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:
- 87% Participants reported feeling more confident in their ability to meet the needs of their constituents
- 71% Participants reported learning something new

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
- Twitter followers: 2,673
- Facebook followers: 1,488
- LinkedIn followers: 614
Financial Statement

REVENUE & OTHER SUPPORT

Year ending Sept. 30, 2018 Total $1,858,344

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<tr>
<th>Source</th>
<th>Amount</th>
<th>%</th>
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<td>Membership Dues</td>
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<td>Grants/Contributions</td>
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<td>In-Kind Contributions</td>
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<td>Other</td>
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Year ending Sept. 30, 2017 Total $2,047,214

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<th>Source</th>
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<td>Grants/Contributions</td>
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<td>$258,298</td>
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<td>Other</td>
<td>$177,638</td>
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EXPENSES

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<th>2017</th>
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<td>Program Services</td>
<td>$1,676,625</td>
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<td>Fundraising</td>
<td>$123,051</td>
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<td>Management &amp; General</td>
<td>$302,298</td>
<td>$254,453</td>
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<tr>
<td>Total</td>
<td>$2,101,974</td>
<td>$1,836,114</td>
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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

NPCC’s most recent audited financial statements and IRS form 990 can be found at www.npccny.org/about-us/financial.
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
BTO 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

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 Greisheimer
International Foundation for Optic Nerve Disease (IFOND)
Patricia Kozu
Antoinette La Belle
Jessica Lee
Robert Lehrman
Judy Levine
Sheila Lewandowski
Carolyn McLaughlin
Charles A. Montoro-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
UERMMMC Alumni Foundation
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(As of September 30, 2018)

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Charlene Laniewski (Treasurer)
Bobby Tran (At Large)

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Sheila Lewandowski
Roland Lewis
Jarrett Lucas
Carolyn McLaughlin

Kamesh Moola
Tuhina De O’Connor
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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
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www.npccny.org

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