

Cause Effective

cause generosity
cause community
cause change

2018 PROGRAM REPORT



Cause Effective
client GMHC
(Gay Men's
Health Crisis)

Strengthening Nonprofit Leaders and the World They Seek to Create



Cause Effective's Cynthia Reddrick (second from left) runs a fundraising training at The Foundation Center (now known as Candid)

Photo by Pauline Shapiro

Cause Effective strengthens the nonprofit sector by helping organizations build engaged communities of supporters. We transform **people, culture and systems** by coaching nonprofits to **learn, carry out and sustain** new approaches to fundraising and board engagement.

The Result: Our city's nonprofits work more strategically, effectively, and are able to expand their reach with **more resources to fuel their growth.**

Cause Effective Impact

In 2018, Cause Effective helped nearly **1,200 nonprofits** in the New York metropolitan area. Organizations committed to a wide variety of causes turned to our team of expert consultants to build customized plans to diversify funding and activate boards.

- **125 nonprofits** received **customized board trainings, intensive coaching or year-long fundraising residencies**
- Cause Effective led 45 workshops that helped board members and staff work together to **uncover hidden strengths, unleash potential and achieve sustainability**
- **Over 1,900 nonprofits leaders** were inspired and influenced by Cause Effective's coaching and training to diversify revenue and address risks to organizational resilience



Cause Effective helped GMHC's board develop more effective governance processes, and helped me understand how to work differently with my board.

Kelsey Louie, Chief Executive Officer, GMHC

3 Ways We're Helping Nonprofit Leaders

Capturing the Change: New Salesforce Tool Tracks Success

What gets measured gets done. With that principle in mind, Cause Effective worked with the Support Center to develop an online system for measuring the outcomes of our capacity-building and technical assistance work in the nonprofit sector. Within Salesforce, we are now able to record dozens of indicators of change for each client. For example, we're measuring how many client board members are asking for money; we're also recording if there is a strategy in place to identify prospective board members who open doors to new networks.

This data collection will provide our clients with an online benchmark to see where their performance stands in relation to peers across key indicators. It will also help us drive towards targeted results with more precision, and to understand more specifically which of our interventions has led to greater fundraising and governance performance. *We are grateful to the Booth Ferris Foundation for providing significant funding for this important work.*

In a survey of Cause Effective's 2018 clients...

86% reported their board members are more engaged in executing their governance responsibilities

80% reported their board members are more active in fundraising

77% of these groups raised more money in 2018

66% reported that more people are asking for money on behalf of their organization

Preparing the Next Generation: Addressing the Racial Leadership Gap in Nonprofit Fundraising

What can be done about the lack of diversity in the fundraising profession? In 2018, Cause Effective partnered with The New York Community Trust to explore the experiences of diverse development professionals of color to better support them at all stages of their careers. We began by gathering insights – through interviews, surveys, and feedback from both professionals and stakeholders across the nation – to identify what supports could help to enlarge the pipeline of fundraising professionals of color. Next up: programming for NYC-area development staff that will support the entry, retention and promotion of professionals of color in the fundraising field.

When City Hall Calls

Nonprofits are a major employer and economic force in our city and state. Thankfully, New York City's government recognizes the importance of strong board leadership of organizations that receive city funding. Engaged boards that fundraise assure compliance and good performance, while moving those groups toward sustainability. Based on our successful partnership for the past five years, in 2018 the Mayor's Office of Contract Services turned to Cause Effective to train those groups on board engagement and fundraising. Recognizing our role in setting high standards for governance, the Mayor's volunteer office, NYC Service, also asked us to serve on their Nonprofit Board Development Coalition, to train, coach, and edit materials on governance to guide New York's nonprofit leaders.

Cause Effective in Action: Making College & Community Fellowship Stronger

Vivian Nixon, Executive Director

Melanie Steinhardt, Director of Development & Communications

College & Community Fellowship helps women with criminal convictions earn college degrees so that they, their families, and their communities can thrive.

Problem:

Melanie: When I joined CCF in 2015, we had a \$1.2 million annual budget. By 2017, our budget was up to \$2.5 million and my job responsibilities were getting bigger and broader. We were in a 'DIY' situation, trying to figure out our development and communication needs by ourselves.

I was always just doing the next thing: writing the next grant proposal or planning the next event.

But I was doing all of this without having an organized plan that I could communicate to my board to help them understand their role in creating fundraising success.

Solution:

Vivian: Cause Effective helped us develop a solid fundraising plan and strategize how to get our board more involved. This had the added benefit of making our annual budgeting process go much smoother.

Melanie: Cause Effective helped us think more methodically around what we needed from our board – and how I could be a more effective board liaison. We've been reconnecting with board members one-on-one to show them how much we value them, and many have volunteered to take on new responsibilities.

Approach:

Vivian: We are an organization that believes strongly in investing in staff, and I know that the work Cause Effective has done with our development team has been an excellent investment.

Melanie: This is a job that can be really difficult. Working with Cause Effective made me more confident in my ability to think strategically about what development at CCF looks like now and in the future.



Professional development and infrastructure investment are game changers. They allow under-resourced grassroots organizations that work with diverse communities to stand under the pressure of high expectations from donors and funders.

Vivian Nixon

College & Community Fellowship

Results:

Melanie: **Our board 'give/get' donation levels have increased**, and our board members are thinking outside the box in terms of how they raise money for CCF.

Vivian: Our fundraising events are now a place where board members are really ambassadors for our organization. **It's amazing. You can really feel a different kind of energy in the room.**

Program Spotlight: Working with Dyson Foundation Grantees

A wide range of nonprofits animate the civic and cultural life of New York State's Mid-Hudson Valley. As a philanthropic leader in this region, the Dyson Foundation works to preserve the long-term health of the area's organizations providing human services, access to the arts and education, support for disadvantaged youth, and assistance to immigrants.

In 2018, for the third year, the Dyson Foundation called upon Cause Effective to work with its grantees to strengthen their board engagement and fundraising. In three day-long workshops, board members and executive and development directors learned how to identify and engage prospective donors, turn fundraising events into year-round stewardship opportunities, overcome board members' typical reticence to ask for money, and use program events to show off their work to new supporters.

As a bonus, the training sessions were followed by one-on-one consulting support for each organization including board trainings, retreats, and strategy discussions to implement workshop takeaways. The Dyson Foundation has also provided grantees with mini-grants to allow them to receive continued consulting support from Cause Effective.



Through our participation in Cause Effective's Resource Development Institute, we learned strategies that we now use throughout the year.

We cultivate more donors

through increased regular contact; make specific and direct asks; and ask for more rather than less.

Lisa Silverstone,
Safe Harbors of the Hudson



Our grantees in the Mid-Hudson Valley are ingenious at stretching every program resource to serve their clients. We asked Cause Effective to help them extend their creativity to private fundraising and to kickstart their board members to become more confident askers.

Cause Effective's approach has inspired nearly every group to enhance their fundraising, driven by board leadership.

Jennifer Killian, Dyson Foundation,
Program Officer

We welcome funder collaborations offering the opportunity to help more nonprofits navigate future challenges successfully.

Please contact **Judy Levine** to learn more about customizable training and coaching for your grantees: judy@causeeffective.org

Our Supporters Make This Possible

We deeply appreciate our 2018 funders and partners:

Ahead of the Curve
Alliance for Nonprofit Management
Asian American Federation
Better Business Bureau
BNY Mellon
Board Coach / Michael Davidson
Booth Ferris Foundation
Candid (Foundation Center)
Cause Strategy Partners
Center for Bronx Nonprofits
Community Resource Exchange
The Curtis W. McGraw Foundation

Dyson Foundation
The Educational Foundation of America
GIFT
Himmelstein, McConnell, Gribben, Donoghue,
& Joseph LLP
Hispanic Federation
The Horticultural Society of New York
Hyde and Watson Foundation
Kramer Levin Naftalis & Frankel LLP
M & T Bank Foundation
Mertz Gilmore Foundation
NYC Department of Cultural Affairs

NYC Mayor's Office of Contract Services
NYC Service
NYN Media
The New York Community Trust
New York Women's Foundation
Nonprofit Coordinating Committee of NY
Northern Trust – Chicago Community
Foundation
Partnership for Afterschool Education
Staten Island Community Foundation
Support Center
U. of Chicago/Booth School of Business

And over 120 individuals whose contributions mean more of New York's vital nonprofits can benefit from Cause Effective's assistance. THANK YOU!
Printing and legal services donated by Kramer, Levin, Naftalis & Frankel LLP

Our Clients in 2018

A Fair Shake for Youth
Align-NY
Alliance for Nonprofit Management
Arab American Association of NY
Arab-American Family Support Center
The Art Effect
Arts for Art
Arts Mid-Hudson
The Barrow Group
Beyond the Choir
Black Women's Blueprint
Brandworkers
Brick by Brick Partners
Brooklyn Boatworks
Brownsville Community Justice Center
Build NYC
Business Center for New Americans
CAAAV
CAPE of DC
Cave Canem Foundation
Center for Comprehensive Health Practice
Center for Creative Education
Center for Frontline Retail
The Century Foundation
Chhaya CDC
Children's Arts Guild
The Council for Living Music
Children's Learning Centers of Fairfield County
Christodora
Cidadoo Global
College and Community Fellowship
Community Connections for Youth
Community Impact at Columbia University
Comunilife
Cooperative Economics Alliance of NYC
CoveCare Center
Cypress Hills Child Care Corporation
Day One
Design Trust for Public Space
East Harlem Block Nursery
Elmcot Youth & Adult Activities
Family of Woodstock
Family Services NY

Forte Foundation
Fostering Parent Advocacy Foundation
Friends of Music Concerts
Friends of NYC Nurse-Family Partnership
Gay Men's Health Crisis
Gender Equality Law Center
Generation Citizen
Girl Be Heard
Girls for Gender Equity
Grace Smith House
Hamilton Madison House
The Healing Center
HERE Arts Center
Higher Heights for America
Hollaback!
Hudson Link for Higher Education in Prison
Hudson Valley LGBTQ Community Center
Institute for Contemporary Psychotherapy
Interfaith Center of New York
Irish Repertory Theatre Company
Jacob A. Riis Neighborhood Settlement
Jahajee Sisters
Jamaica Center for Arts and Learning
Japanese American Association of New York
Japanese American Social Services
Jeremiah Program
Korean American Family Service Center
Kundiman
Latinas On the Verge of Excellence
Laundry Workers Center
Literacy Connections of the Hudson Valley
Literacy Partners
LiveOnNY Foundation
LSA Family Health Service
Masa Mex-ED
Mekong NYC
Mental Health Association of Columbia and Greene Counties
MinKwon Center for Community Action
NARAL Pro-Choice Connecticut
National Eating Disorders Association
Neighbors Together
New American Leaders Project
New Economy Project

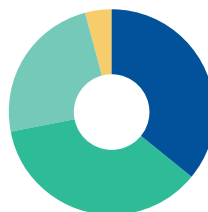
New Leaders Council
New York Center for Interpersonal Development
New York Paid Leave Coalition
Northern Manhattan Perinatal Partnership
Older Adults Technology Services
PALANTE Harlem
Participatory Budgeting Project
Partnership for Afterschool Education
PEOPLE
Physicians for a National Health Program - New York Metro Chapter
Poets & Writers
PowHer NY
PowHERful Foundation
Pride Center of Staten Island
Queens EDC
Queer Detainee Empowerment Project
Resilience Advocacy Project
The Retreat
Rise Magazine
RiseBoro
Road Recovery
RUPCO
Rural and Migrant Ministry
Safe Harbors of the Hudson
The Sikh Coalition
Step Up For Better Living
Sunnyside Community Services
Theatre Development Fund
Theatre of the Oppressed - NYC
Turning Point for Women & Families
Ulster Literacy Association
United Community Centers
UrbanGlass
Voices Of Community Activists & Leaders NY
Washington Heights and Inwood Development Corporation
WE ACT for Environmental Justice
Women's Justice Center
YA-YA Network
Youth Ministries for Peace & Justice

Cause Effective Snapshot / Who We Served



Mission

- Arts & Culture.....14%
- Civil Rights & Social Advocacy.....25%
- Community & Economic Development.....23%
- Education, Youth, & Families27%
- Health and Human Services.....11%



Budget

- \$500K and under.....36%
- \$500K - \$2M36%
- \$2M - \$20M24%
- Over \$20M.....4%

Youngest Organization: 1 year... Oldest Organization: 149 years

Our Clients Cite the Lasting Benefits of Cause Effective's Work in 2018:

A more detailed fundraising and communications plan

Intentional board engagement

Structured process for board recruitment

Opening the board's mind to engaging in fundraising as an ongoing part of their work

Working with Cause Effective helped us to effect cultural change so that fundraising is seen as everyone's job.

Candid conversations about expectations around fundraising

Important and fruitful staff involvement in individual fundraising

Board understands its role in leading by example

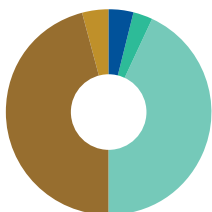
Redefined fundraising messaging so we can reach out to different constituents

A gift to Cause Effective empowers nonprofits

Cause Effective works with nonprofits across the sector that need access to our capacity-building expertise. We can support more causes – with pro bono or discounted assistance – when you give generously.

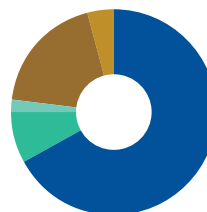
Please donate to Cause Effective at www.causeeffective.gives.

2018 Financials



FY18 Income: \$1,024,351

● Individuals	4%
● Corporate	3%
● Foundations	43%
● Government	0%
● Contract Fees	46%
● Other	4%



FY18 Expenses: \$999,440

● Consulting	67%
● Workshops	8%
● Publications	2%
● Management	19%
● Fundraising	4%

End of Year Net Assets: \$280,057

Cause Effective

Here for you Here for nonprofits Here for New York

2018 BOARD OF DIRECTORS

Zanetta Addams-Pilgrim (Chair)
ZAP Consults

Amy Wolf (Secretary)
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Mark Castle (Treasurer)
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Nyeleti Honwana
The Harry F. Guggenheim
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Didi Lacher Advisory

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can help your organization thrive.

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