

CNM

A Year of Impact – Strengthening North Texas Communities



2018
Annual
Report

ADJECTIVES MATTER

CNM is dedicated to ***smart*** management, ***measurable*** outcomes, and ***thriving*** communities – not just management, outcomes, and communities of any kind.



Throughout 2018, we had the pleasure of watching all three of these aims unfold in a variety of ways as we completed the final phase of broadening our mission to strengthen communities through our management and evaluation expertise, outcomes technology, and meaningful engagement with the nonprofits we serve and all of our stakeholders.

We continued to provide a wide range of management training and consulting services to nonprofits across a variety of missions and sizes. We grew our CNM-pact® outcomes consulting and technology capabilities from 8 to over 50 nonprofit clients including prominent organizations such as The Salvation Army, Perot Museum, and Boys and Girls Clubs of Greater Tarrant County. CNM-pact is helping nonprofits operate their programs more efficiently and effectively, saving them lots of time and money, giving them a competitive advantage in the fundraising arena, and most importantly helping them produce measurable outcomes.



Throughout this report, you'll see not only the programs we offer, but through client stories, you'll see the true impact that CNM has made in strengthening the North Texas community.

We deeply appreciate our Board, Advocacy Council, funders, and other partners for their time, funding, and commitment to CNM's mission. Your support makes our work possible and keeps our services affordable to nonprofits. You are a vital part of building smart management, measurable outcomes, and thriving communities. Thank you!

Tina K. Weinfurther
President and CEO

SMART MANAGEMENT

CNM's heartbeat since the beginning has been to equip nonprofits with the knowledge and skills needed to be the best they can be.



I have over a decade of experience as a nonprofit professional, but still find invaluable takeaways from each class. The community at the CNM has been amazing, as well! **I've made so many wonderful connections with like-minded, passionate people, and the staff and instructions are so knowledgeable and welcoming.** The CNM is really an invaluable resource for the nonprofit community!

Rhiannon Martin

Vice President, Cedars Open Studios



SMART /smärt/ adjective

Asking the tough questions and seeking honest answers takes courage and commitment. The seventy organizations that engaged our leadership consulting services in 2018 proved to be up for the challenge. CNM partnered with these nonprofits to conduct strategic planning and executive recruiting projects, and provide customized board training and grant writing services. Leaders from several of these nonprofits also participated in our Leadership Circles to further their professional development by engaging in peer coaching. In addition, several hundred organizations leveraged our Opportunity 501 job board to meet their staffing needs. We're proud of their commitment to smart management.



PUBLIC SEMINARS

60

CERTIFICATE PROGRAMS

17

I know I can always find the best training opportunities for my staff and board members at a reasonable cost. The value of the trainings far exceeds the minimal investment. **What a treasure we have in DFW knowing that CNM is a near, affordable, excellent resource for nonprofit education!**

Teresa Jackson CEO & Founder, Sharing Life Community Outreach



Knowledgeable • Strategic • Perceptive

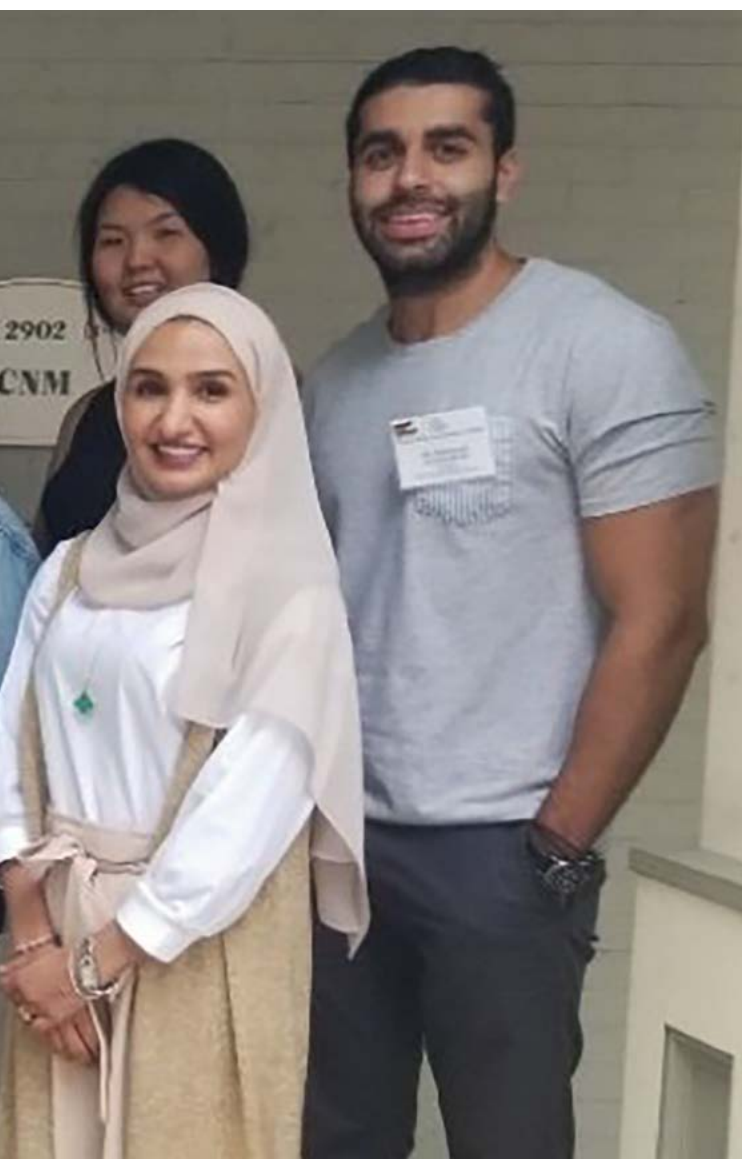
INTERNATIONAL VISITOR LEADERSHIP PROGRAM

The International Visitor Leadership Program (IVLP) is the US Department of State's premier professional exchange program. The World Affairs Council of Dallas coordinates IVLP in North Texas and asked CNM to develop and facilitate a workshop for the nonprofit professionals coming to Dallas for the 2018 session. CNM President and CEO Tina Weinfurther led the workshop focused on enhancing sustainability and impact.



Top-notch nonprofit executives from 12 countries including Australia, China, Jordan, The Netherlands, United Arab Emirates, and Vietnam participated. Participants are nominated and selected annually by the staff at U.S. Embassies around the world.

It was an honor to be mentioned by participants as one of the highlights of their visit to Dallas and to be asked to lead a workshop again in 2019.



The Center for Nonprofit Management brings a perspective no one else can bring to us. They help us to think through the issues we have, they bring solutions they've tested with other organizations, and they know the best practices working throughout the community.

Jennifer Bartkowski
CEO, Girl Scouts of
Northeast Texas

MEASURABLE OUTCOMES

CNM-pact® gives nonprofits the ability to efficiently and effectively track, analyze, evaluate, and report outcomes.

”

For the community to feel good about supporting the Salvation Army we have to be able to measure what we do and measure our results against our mission. We actually had people on our staff who were charged with measuring outcomes for a while and we just weren't getting results so we knew we had to do something different. **CNM-pact is going to help us do that in a very affordable way.**

Jon Rich

Major General, Salvation Army DFW Command



MEASURABLE /'meZH(ə)rəb(ə)l/ adjective

With CNM-pact, CNM's innovative evaluation consulting and outcomes technology, nonprofits strengthen stakeholder engagement through state-of-the art data visualization capabilities and increase data use across their organization for better decision-making.

In the initial stages of implementation, CNM consultants partner with nonprofit leaders to ensure a valid data collection methodology is being used. Then, they work together to create CNM-pact dashboards containing charts and graphs populated with their data. After CNM-pact is implemented, nonprofits continue to have access to CNM consultants and data specialists for ongoing support.

NUMBER OF NONPROFITS WITH CNM-PACT



2016
8

2017
30

2018
50

INCREDIBLE RESULTS
IN ONLY TWO YEARS

Quantifiable • Assessable • Demonstrable



RIVERTREE ACADEMY

Rivertree Academy is a private Christian elementary school that serves under-resourced students in the Como neighborhood of Fort Worth.



DELIVER REPORTING IN THE FORMAT THAT BEST SUITS THEIR FUNDERS' REQUIREMENTS

In the CNM-pact dashboard, Rivertree can select data they need to see using filters like year, subject, and grade level to generate charts and graphs that precisely meet reporting requirements.




ASSESS NEWLY-IMPLEMENTED CURRICULUM

“Anytime you switch curriculums, you know there are going to be lags before you see the growth you’re expecting,” says Michelle Norris, Rivertree Academy Development Director. “The data insights helped us bridge the gaps more quickly.”



INFORM STRATEGIC PLANNING EFFORTS

Through their CNM-pact data, the Rivertree Academy Board realized the need to hire a Head of School with a strong academic background that could implement a more effective curriculum.



It is really an effective tool for communicating academic data to people who don’t look at it every day in the **simplest form possible**.

Michelle Norris Development Director, Rivertree Academy

THE MAGDALEN HOUSE

The Magdalen House is a free recovery community for women in North Texas. They help women achieve sobriety and sustain recovery from alcoholism at no cost and based on 12-Step spiritual principles.



EFFICIENTLY ACCESS AND INTERPRET CLIENT DATA

The Magdalen House's CNM-pact data revealed that women who were on their fifth and six visits to Social Detox were not completing the program. The insight was that these women needed a long-range recovery program. By redirecting them into the Peer Recovery Program, the nonprofit was able to achieve better outcomes for existing clients and open up beds in the Social Detox program for new ones.



GATHER NEW AND MORE COMPLEX DATA

CNM's program evaluation experts created a survey for women who had completed the Social Detox program to assess longer-term ability to abstain from intoxicants, satisfaction with personal relationships and broader quality of life and happiness. The Magdalen House now administers this survey at three, six and 12-month intervals to track these outcomes over time.

The CNM program evaluation team really immersed themselves in our mission and culture. They helped us re-define success and gauge program effectiveness beyond sobriety to their overall quality of life – from education, to family relations, to career aspirations.

Lisa Kroencke Executive Director, The Magdalen House

”

THRIVING COMMUNITIES

Our emphasis on smart management and measurable outcomes is always in pursuit of one goal – thriving communities.



THRIVING /'thrī-viŋ / adjective

We base our success on the success of the nonprofits we work with.
Our satisfaction comes from knowing the impact our services have on nonprofit leaders to ignite positive and real change in their organizations and in the community.



Everyone who comes to you and tells you that you need to approach CNM is correct. **Having that type of expertise is not just crucial, it's invaluable.**

Chad Houser CEO, Cafe Momentum



Prosper • Flourish • Successful

A NIGHT OF LIGHT

One of our favorite ways to acknowledge thriving communities is at our annual event, A Night of Light. Congratulations to 2018 winners!



NONPROFIT OF THE YEAR

Sharing Life Community Outreach

NONPROFIT CEO OF THE YEAR

Christina Hanger of Dallas Afterschool

NONPROFIT BOARD LEADER OF THE YEAR

Ken McDonald of Trinity River Mission

NONPROFIT PROGRAM LEADER OF THE YEAR

Lisa Reiling of Recovery Resource Council

NONPROFIT PARTNER OF THE YEAR

Retina Foundation of the Southwest,
in partnership with Rebion



Winning the coveted title of Nonprofit of the Year from CNM was one of the most important moments in our history. **To be commended by the premier organization (CNM) providing training and support to the DFW nonprofit community is an honor I shall always cherish.** This honor has opened doors for Sharing Life with funders, volunteers, and allowed us to meet new stakeholders. Thank you CNM!

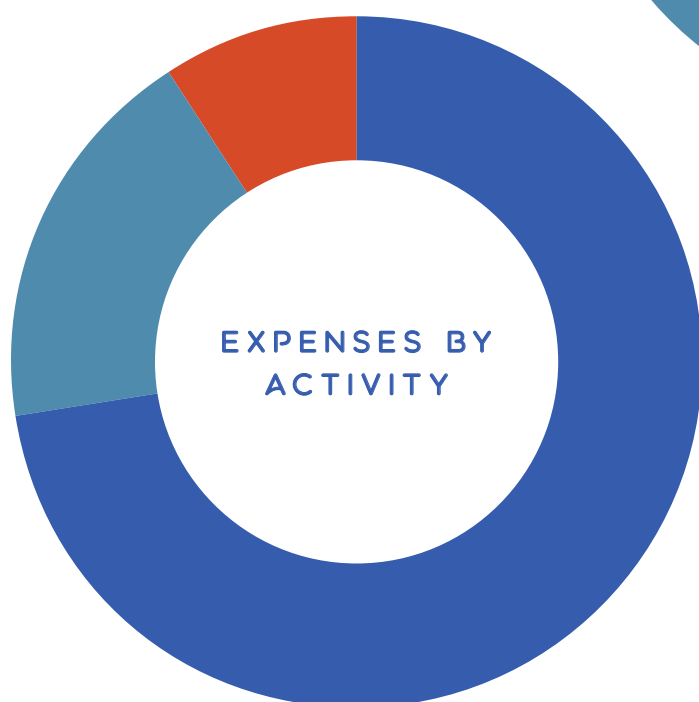
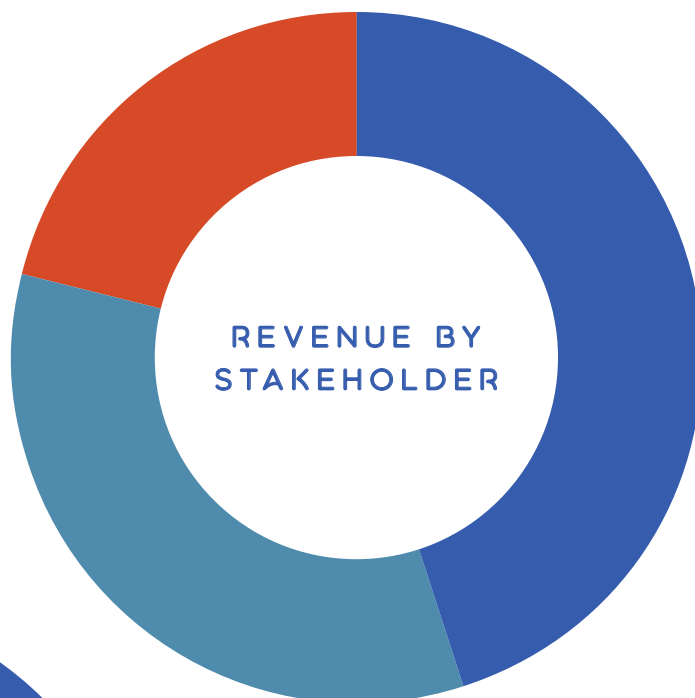
Teresa Jackson

CEO & Founder, Sharing Life
Community Outreach

COMPANY FINANCIALS

REVENUE BY STAKEHOLDER

NONPROFITS 45%
FOUNDATIONS 34%
CORPORATIONS 21%



EXPENSES BY ACTIVITY

PROGRAM SERVICES 72%
SUPPORTING SERVICES 18%
FUNDRAISING 9%



Had it not been for a strategic moment with CNM in the life of our board and the governance of our agency we wouldn't be where we are today. Through the help of CNM, we were able to get above and beyond that hurdle and move to the next stage of growth and development.

Rick Crocker

President and CEO, Samaritan Inn

CNM SUPPORTERS



**\$25,000
&
ABOVE**

Alliance Data
Amon G. Carter Foundation
Atmos Energy
Deloitte
Harold Simmons Foundation
Hoblitzelle Foundation

JP Morgan Chase
Moody Foundation
Rainwater Charitable Foundation
Sid W. Richardson Foundation
The Priddy Foundation
Wells Fargo

**\$10,000
-
\$24,999**

Arlington Tomorrow Foundation
Charles H. Phipps Foundation
Communities Foundation of Texas
Fash Foundation

John R. McCune Charitable Trust
Lennox International
Ryan Foundation
The Morris Foundation

**\$5,000
-
\$9,999**

Bank of Texas
EY
Fidelity Investments
Frost
KPMG

Locke Lord LLP
PwC
Texas A&M University
The Ken W. Davis Foundation
The Rosewood Foundation

**UNDER
\$5,000**

AFP - FW Chapter
Baylor, Scott & White Health
Brandon D. Rowland
Carole Rylander
Cindy Boyd
Collin Harrison
Crystal Wright
Dana Burghdoff
Gwen and Lel Echols
Kelle Fontenot

Mike Walker
North Texas Community Foundation
Origin Bank
Phil White
Roy Lopez
Susan Rainey
The Dallas Foundation
United Way of Metropolitan Dallas
US State Department

OFFICERS

Chair

Collin Harrison

Treasurer

Brandon Rowland, *EY*

Secretary

Dana Burghdoff, *City of Fort Worth*

Governance Chair

Scott Orr, *Fidelity Investments*

DIRECTORS

Liz C. Beauchamp

Atmos Energy

Alan K. Davis

Ken W. Davis Foundation

Kelle Fontenot

KPMG

Roy C. Lopez

Federal Reserve Bank of Dallas

Larry Meltzer

MM2 Public Relations

Casey Oliver

Texas A&M University

Susan Rainey

Locke Lord LLP

Mike Walker

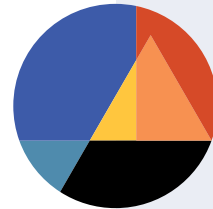
Lennox International

Phil White

Wells Fargo

Crystal Wright

PwC



DALLAS

6688 N. Central Expy., Suite 1025
Dallas, TX 75206
214-826-3470

FORT WORTH

1701 River Run, Suite 1002
Fort Worth, TX 76107
817-334-0228

Visit us online at **thecnm.org**



MISSION

To strengthen communities by connecting and engaging nonprofits and other stakeholders through thought leadership, management expertise, and outcomes technology.

VISION

Communities thrive through committed stakeholders equipped to tackle issues in a meaningful way.