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
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.

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

KNOWLEDGABLE   •   STRATEGIC   •   PERCEPTIVE
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
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**

**INcredible results in only two years**

Quantifiable  •  Assessable  •  Demonstrable
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.

“CNM-pact in Action”

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.
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
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!
Night of Light: Celebrating Nonprofits for 18 Years

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
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
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- Alliance Data
- Amon G. Carter Foundation
- Atmos Energy
- Deloitte
- Harold Simmons Foundation
- Hoblitzelle Foundation
- JP Morgan Chase
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- Rainwater Charitable Foundation
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- The Morris Foundation

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#### Under $5,000
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- US State Department
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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.