



2019



CNM ANNUAL REPORT

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GETTING RESULTS

2019 was an important year for CNM as we shifted our focus from helping nonprofits build capacity to working with them to get results.

For the last few years, we understood that nonprofits needed to be focused on program outcomes, and that led us to develop our CNM-pact® Services. But what we learned in 2019 is that it's about more than that. Success for the community hinges on one thing – nonprofits getting results.



Results aren't just feel-good stories; they're a tangible demonstration of outcomes that are driving real and lasting positive change by nonprofits operating efficiently and effectively to do so. It is CNM's mission to help nonprofits and other stakeholders focus on results through our management and strategic data expertise and leading-edge technology.

In this report, you'll read about the changes we made to help nonprofits be better equipped to tackle issues in a productive way, including

certifying nonprofit performance so the community knows where to invest, adding prestigious education partners such as TCU, and recognizing special achievement in the social sector.

**"WHEN NONPROFITS ARE
FOCUSED ON RESULTS,
COMMUNITIES THRIVE."**

As always, none of our work would be possible without the support of our funders, Board, Advocacy Council, and other partners. You play a vital role in generating results for our community by ensuring our services remain affordable to nonprofits. Thank you!

Tina Weinfurther
President and CEO



FROM MODEST TO MULTIPLYING

CNM's Outcomes and Evaluation Services grew by leaps and bounds in 2019. This year, we welcomed 13 new organizations to CNM-pact, our evaluation consulting and outcomes technology services, finishing the year with 59 CNM-pact clients.

OUTCOMES AND EVALUATION SERVICES EXCEEDING EXPECTATIONS

We announced CNM Certified in 2019. CNM Certified recognizes nonprofits serious about generating outcomes and demonstrating their programs are making a tangible, positive impact in the community. This annual certification acknowledges CNM-pact clients that are:



- Using valid procedures for data collection, analysis, and reporting
- Making data-driven decisions
- Continually improving their programs
- Engaging stakeholders in their mission

CNM Certified gives nonprofits a distinct advantage in the crowded funding space by providing funders with an easy way to identify organizations committed to, and producing, outcomes.

13

NEW
CNM-PACT
CLIENTS

59

TOTAL
CNM-PACT
CLIENTS

15

CNM
CERTIFIED
CLIENTS

Foundations and corporations made significant investments in our CNM-pact Services this year. Recognizing the value of nonprofits being able to demonstrate their results through data-based decision-making, these organizations made our CNM-pact Services more affordable for nonprofits with their financial support. We're proud to partner with funders addressing this important need.

"STRATEGIC AND DISCIPLINED DATA MEASUREMENT IS SOMETHING THAT CORPORATE FUNDERS ARE LOOKING FOR IN THEIR NON-PROFIT RELATIONSHIPS, AND BEING CNM CERTIFIED IS AN EFFECTIVE WAY TO ENSURE A NON-PROFIT IS MAKING THAT COMMITMENT."

Sarah Neason, Public Affairs Specialist, Alliance Data



FROM DECISIVE TO DYNAMIC

EDUCATION SERVICES UPGRADES PROGRAMS FOR SHIFTING NONPROFIT NEEDS

We piloted a redesigned Fundraising Certificate program in collaboration with Dini Spheris, a nationally recognized fundraising

consulting firm. A group of 15 fundraising professionals kicked off the first year of this fully customizable program. They designed their own course of study by selecting the fundraising-related seminars that matched their career goals and fit their schedule.

We also launched a Nonprofit Executive Leadership Certificate in partnership with TCU in the fall. We developed the program to build on the success of a similar collaboration with SMU. We were thrilled with the inaugural program and the impressive cohort of leaders who participated.

Strategic partnerships and increased customization characterized the enhancements made throughout CNM's Education Services in 2019.



TCU Nonprofit Executive Leadership Certificate

56

PUBLIC
SEMINARS

10

CERTIFICATE
PROGRAMS

757

PUBLIC
SEMINAR
PARTICIPANTS

120

CERTIFICATE
PROGRAM
PARTICIPANTS



"THE SPEAKERS CHALLENGED US TO
EXPAND THE BREADTH AND DEPTH OF OUR
KNOWLEDGE AND LOOK THROUGH THINGS
WITH A DIFFERENT LENS."

Bliss Coulter, CEO

Executive Leadership Certificate graduate

The Ladder Alliance empowers women victims of domestic violence and low-income women with the tools to lead self-reliant, successful, and independent lives.



CNM experts contributed to numerous consulting projects this year. Ranging from board training to strategic planning to grant services, all the nonprofits we worked with received insight tailored to their unique needs. A few highlights include an environmental scan for Rays of Light, strategic planning projects for It's a Sensory World and Fairhill School, and the completion of a two-year grant writing project for United Way of Tarrant County.

FROM ACTIVE TO AGILE

CNM CONTINUES
TO CONTRIBUTE
EXPERTISE

57
CONSULTING
CLIENTS

At the end of April, Boston College Center for Corporate Citizenship hosted its annual conference in Dallas, which brought together leaders and experts working to align corporate citizenship objectives and business goals to create a more sustainable and prosperous future.

100%
CUSTOMIZED

Tina Weinfurther, our President and CEO, joined Daniel Roby, Executive Director of Austin Street Center, a CNM-pact client, and Dana Beckman, Director of Corporate Affairs at Alliance Data, as a panelist for an afternoon breakout session, "Data for Good: Maximizing Impact through Data-Driven Nonprofit Partnerships."



For the second year in a row, we were invited by the World Affairs Council of Dallas to host a session at our office for the International Visitor Leadership Program (IVLP), the U.S. Department of State's premier professional exchange program. In August, Christy Livingstone, our Education Director, spoke with the IVLP participants about key strategies to enhance sustainability and community impact.

"WE EXPECT THE WELL-CRAFTED GRANT PROPOSALS TO SET BOLD IDEA APART IN THE MINDS OF FUNDERS."

Robyn Brown, CEO & Co-Founder
Grant Services client



<BOLD IDEA>

Bold Idea develops and empowers young minds to execute bold ideas as a team through the power of technology.



FROM STELLAR TO SPECTACULAR

A NIGHT OF LIGHT GROWS WITH A NEW AWARD

On November 14, we hosted the 19th annual A Night of Light at the Bush Presidential Center to celebrate nonprofit excellence in North Texas. We were thrilled to have Chris Lawrence, an Anchor at WFAA Dallas, as emcee for the event.

It was an extra special evening with the announcement of a new award, Special Achievement in the Nonprofit Sector, given to Chad Houser of Café Momentum.



2019 A Night of Light Winners

6

WINNERS

19

YEARS OF
THE EVENT

Chad's work at Café Momentum has been a truly bright spot in the Dallas nonprofit landscape. They received a large grant this year from a major foundation to take Chad's "recipe" beyond Dallas.



THE CONCILIO

The Concilio builds stronger communities by empowering parents to improve the education and health of their families.

"I AM HUMBLLED AND HONORED BY THIS RECOGNITION FROM CNM. THE WORK THAT WE ALL DO TO IMPROVE OUR COMMUNITY IS CRITICAL TO BUILD A BETTER WORLD. I TRULY AM GRATEFUL AND SHARE THIS SUCCESS WITH THE FAMILIES WE SERVE, OUR STAFF, AND BOARD."

Florencia Velasco Fortner
Nonprofit CEO of the Year

Nonprofit of the Year

Agape Clinic

Nonprofit CEO of the Year

Florencia Velasco Fortner,
The Concilio

Nonprofit Board Leader of the Year

Doug Tonne,
Helping Restore Ability

Partner of the Year

Cummins Sales and Service,
Genesis Women's Shelter & Support

Program Leader of the Year

Ben Wilkins,
Dallas CASA

Special Achievement in the Nonprofit Sector

Chad Houser,
Café Momentum



FROM FUNCTIONAL TO FLOURISHING

OFFICE UPGRADES

In April, we changed our address. Our new Dallas office is centrally located with easy access to the DART light rail, allowing us to better serve nonprofit professionals who travel to our office for classes or meetings. The Energy Square complex also offers a state-of-the-art Conference Center.

6688
N. CENTRAL
EXPRESSWAY
ENERGY SQUARE

170
PIECES OF ART

For a few months this spring, our office was busy with nonprofits picking up artwork. A generous donor provided over 170 pieces of artwork that we gave away to a variety of North Texas nonprofits. We enjoyed hearing about all the spaces that were improved with a new splash of color.



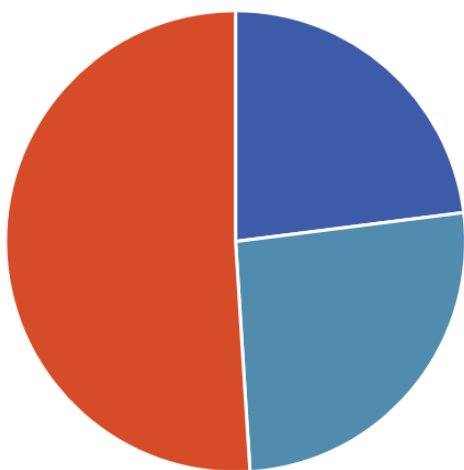
Fortress Youth Development Center ignites a brighter future for urban youth by engaging them today and equipping them for tomorrow.

"EARLY FINDINGS IN OUR DATA HAVE LED US TO BE OPTIMISTIC THAT CHILDREN WHO GO THROUGH OUR PRESCHOOL PROGRAM ARE MORE LIKELY TO HAVE ON-LEVEL 3RD GRADE READING METRICS, WHICH IS A MAJOR INDICATOR FOR LIFELONG SUCCESS. ADDING THIS DATA TO THE DASHBOARD THROUGH CNM-PACT WILL ALLOW US TO TRACK THESE STUDENTS AS THEY PROGRESS THROUGH OUR PROGRAM TO INDICATE NOT ONLY SHORT-TERM OUTCOMES, BUT TO VALIDATE OUR HYPOTHESIS ABOUT LONG-TERM OUTCOME."

Dani Bartells, Director of Programs and Impact
CNM-pact client



2019 FINANCIAL SUMMARY

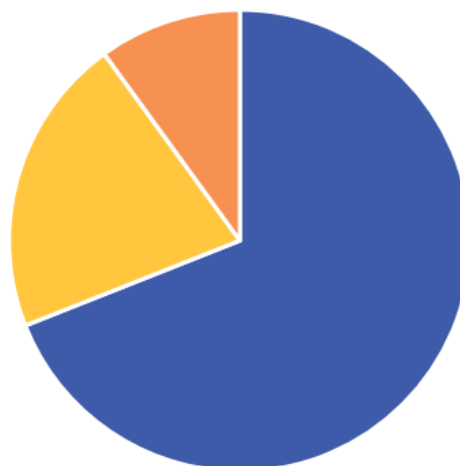


REVENUE BY STAKEHOLDERS

- Foundations (23%)
- Corporations (26%)
- Nonprofits (51%)

EXPENSES BY ACTIVITY

- Program Services (69%)
- Supporting Services (21%)
- Fundraising (10%)



The Gatehouse gives a hand up to women and their children overcoming crisis by empowering them to become permanently self-sustainable.

"AS A RESULT OF CNM-PACT, WE HAVE BECOME MORE INTENTIONAL WITH OUR OUTPUTS AND OUTCOMES. WE HAVE A COMMON LANGUAGE AROUND GOALS AND MEASURES THAT WE DIDN'T HAVE BEFORE, AND WE ARE ABLE TO SEE CLEARLY WHERE OUR GAPS IN SERVICES ARE LOCATED SO THEY CAN BE QUICKLY ADDRESSED."

Leti Cavazos, Chief Program Officer
CNM-pact client



2019 SUPPORTERS

\$25,000 +

Alliance Data
Amon G. Carter Foundation
Atmos Energy
Charles H. Phipps Family Foundation
Sid W. Richardson Foundation
Simmons Sisters Fund
The Hogle Foundation
The Meadows Foundation
The Rees-Jones Foundation
Wells Fargo

\$10,000 - \$24,999

Arlington Tomorrow Foundation
Fash Foundation
Ken W. Davis Foundation
Ketchum, Inc.
JPMorgan Chase & Co.
Lennox International
MM2 Public Relations
Rainwater Charitable Foundation
The Miles Foundation
The Morris Foundation
The Ryan Foundation

\$5,000 - \$9,999

Bank of Texas
Deloitte
Dini Spheris
EY
Fidelity Investments
Frost Bank
KPMG
Locke Lord
The Rosewood Foundation
Texas A&M University

\$1,000 - \$4,999

Alan K. Davis
Baylor Scott & White Health
Brandon Rowland
Collin Harrison
Crystal Wright
Dana Burghdoff
Guido & Ruth Shumake Charitable Trust
Gwen and Leldon Echols
Larry Meltzer
Louise W. Kahn Endowment
Fund of The Dallas Foundation
Mayor's Intern Fellows Program of The Dallas Foundation
Mike Walker
Origin Bank
Phillip White
PwC
Roy Lopez
Saville Dodgen & Company, PLLC
Scott Orr
Susan Rainey

Under \$1,000

AlphaGraphics – Sherry Perry
AFP Fort Worth Metro Chapter
Bill and Pam Lawrence
Christy and Bryan Livingstone
Communities Foundation of Texas
Kelle Fontenot
Roy Teeler
Ruth Ann Ritchie
United Way of Metropolitan Dallas
US State Department
Vin Hoey



BOARD OF DIRECTORS

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EY

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Mike Walker

Allied Electronics and Automation

Stephen Davis

KPMG

Phil White

Wells Fargo

Larry Meltzer

MM2 Public Relations

Crystal Wright

PwC

CNM MISSION

To strengthen communities by working with nonprofits and other stakeholders to focus on results through management and strategic data expertise and leading-edge technology

CNM VISION

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



SMART MANAGEMENT. MEASURABLE OUTCOMES. THRIVING COMMUNITIES.

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