



CNM

2020 ANNUAL REPORT



**Resiliency Through a Year of
Extraordinary Challenges**



A NONPROFIT'S MISSION IS LIKE THE SUMMIT OF A MOUNTAIN.

It's the end goal that makes the long journey worth it. Strong organizations set their sights on the top, have a plan for how to get there, and follow through, all for the sake of those they're serving. As is true in any trek up a mountain, nonprofits face rocks, branches, and other hindrances to reaching the peak. When that happens a new course must be plotted, prepared for, and pursued.

The COVID-19 pandemic and subsequent economic downturn presented every nonprofit with immense challenges in pursuing their mission. Demand for services either surged or plummeted. Safety protocols required fast and drastic changes to service delivery. The necessity for a new path to the mountain peak was urgent and the fight to survive was real.

CNM had a front row seat to observe the determination and dedication of nonprofit professionals in this time. Because of the severe nature of the disruption, nonprofits were able to reroute their efforts in bold and innovative ways. Nonprofits that left old paths behind and found new ways toward their mission finished 2020 stronger than they started because of what they learned, how they adapted, and what they can practice moving forward.

In these pages, you'll read stories of North Texas organizations' resiliency through extraordinary challenges. You'll also discover how CNM confronted 2020's obstacles, pursued a fresh course, and remained focused on our mission to strengthen communities.

As always, none of our work would be possible without the significant and ongoing support of our funders, Board, Advocacy Council, and other partners. We are so grateful for your commitment to CNM and ensuring our services remain affordable to nonprofits. Thank you!

Sincerely,



Tina K. Weinfurther
President and CEO





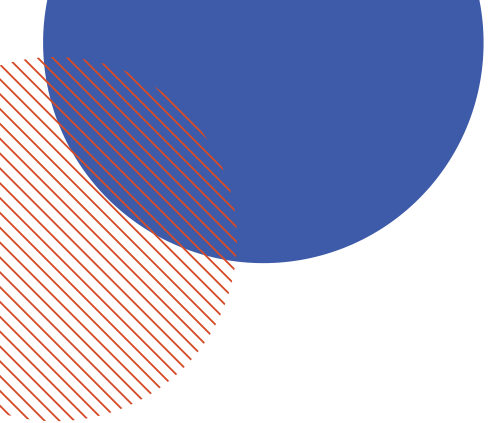
NEW PATH, STILL ON TRACK FOR IMPACT

During the pandemic and economic crisis, nonprofit needs varied so widely that trekking forward as usual would not be effective. With the desire to meet nonprofits where they were, we worked with our funding partners to establish scholarship funds that engaged nonprofits on every level and gave them the tools they needed to successfully journey through the year's challenges. The scholarships covered 50% of the cost of CNM Services, allowing nonprofits to receive the help they needed at an even more affordable cost than before.

Over 60 nonprofits used scholarship funds to receive CNM Services and gain guidance and direction from our team of experts. Nine funding partners contributed over \$140,000 to scholarship funds:

- Atmos Energy
- Charles H. Phipps Family Foundation
- Fidelity Investments
- Frost
- KPMG
- Lennox International
- Locke Lord
- Rainwater Charitable Foundation
- Wells Fargo

Scholarship funds proved to be a win-win-win for CNM, our nonprofit clients, and our funding partners. This new pathway created true impact in the nonprofits we serve and kept us right on track in the pursuit of our mission.



“Lennox International is committed to giving back to the communities in which we live and work. Investing in the CNM Board Scholarship Fund allows us to multiply our investment by helping nonprofits drive measurable results and increase their impact. We appreciate that CNM meets nonprofits where they are by providing targeted services to meet their highest-priority needs versus a one-size-fits-all solution.”

Tanya Allen
Vice President of Talent
Management and Corporate HR
Lennox International

ADAPTING TO A DIFFERENT TOOL

Virtual connections became a key tool for climbing toward our mission in 2020. When it became unsafe to meet in person, we shifted all of our services to online delivery. We hosted client meetings and professional development trainings, including our public seminars and certificate programs, via video conferencing software. While we missed being together in the same room, the shift to online services offered worthwhile benefits, including removing geographical limitations and creating unique instruction methods.



“Shifting the CNM Dini Spheris Fundraising Certificate online created new, exciting opportunities for interaction among our participants. By immediately sharing virtual resources, stories, and experiences and by getting a ‘sneak peek’ into the back office of DFW’s excellent nonprofits, our rich discussions have even more dimensions and practical takeaways.”

Mary Claire Walther, Consultant,
Dini Spheris
CNM Certificate Program
Instructor

“I loved it. I normally have to drive over an hour each way to attend classes, this was more convenient and I felt I walked away with as much knowledge as I would have in-person. Online allows me to attend classes more often.”

2020 online
course participant

A MORE EFFECTIVE AND EFFICIENT JOURNEY

“Our experience working with CNM on board training was wonderful! They worked alongside us, gauging our needs, and ensuring our voice was always present.”

Dr. Olga Hickman,
Executive Director,
Bachman Lake Together

In 2020, we made significant updates to our Strategic Consulting approach to ensure nonprofits gain tailored, practical, and actionable insights to direct the journey toward their mission. With specific goals and tools, each nonprofit has a uniquely designed map to guide their efforts.

We developed new tools and consulting methods to ensure our Strategic Consulting projects result in the most constructive partnership, and work with nonprofits to point them to the correct pathway to pursue their mission.

These updates occurred across all of our Strategic Consulting Services, including board development, environmental scans, strategic planning, benchmarking services, and community outreach plans.

CLIENT STORY: KIDS WHO CARE



Kids Who Care faced 2020's challenges with “the show must go on” creativity and adaptability. When they couldn't welcome kids from around the world to their Fort Worth stage as they normally do every July, they cultivated a virtual network of 50 kids who wrote together weekly to create an original script.

The participants included kids from Australia, Mexico, and Luxembourg. After discovering they can connect kids across cultures without buying an airplane ticket, the sky is the limit for what Kids Who Care can do next.

As a CNM-pact client and CNM Certified organization, Kids Who Care is equipped with the strategic data expertise required to make significant program adjustments, as they did in 2020, while ensuring they continue to make an impact on the kids they serve.



BRIGHT SPOTS ALONG THE WAY

Even with all the storms that marked 2020, we still experienced many bright spots that encouraged us to continue toward our mission. The unique opportunities below were especially exciting for us as they allowed us to partner with a variety of community stakeholders and discuss how to tackle issues in a meaningful way.

Publishing our 2020 State of the Nonprofit Sector Report and convening two subsequent State of the Sector Forums.

We aggregated insights about the state of the nonprofit sector in North Texas. The report revealed a continuing trend of nonprofit growth in the region, even more so than in Texas and the USA.

Hosting two Funders' Forums and our first Nonprofit Board Diversity Forum.

The events featured Lynn Fisher (The Rosewood Foundation), Dr. Linda Garcia (2INGage | Texas Family Institute), Kelly Hanley (Wells Fargo), Helen Holman (The Dallas Foundation), Garrett March (North Texas Community Foundation), Scott Orr (Fidelity Investments), Pamela Osborne (AT&T), Kristy Robinson (The Hoglund Foundation), and Katherine Sundby (Elizabeth Toon Charities)

Achieving prominent visibility with Tina Weinfurther's Op-Ed in the Dallas Morning News.

The February opinion piece advocated for social ROI, eliminating “feel good” funding and instead pursuing “do good” investments based on data and community results.

Establishing two CNM-pact Academies in partnership with Alliance Data and The Moody Foundation.

This program enabled 20 nonprofits to demonstrate programmatic impact to funders and key stakeholders and get better results for the community.



CLIENT STORY: MEALS ON WHEELS OF TARRANT COUNTY

Meals on Wheels of Tarrant County provides approximately 1 million meals each year to elderly and disabled citizens. When the pandemic hit, people with underlying conditions were no longer comfortable going to the grocery store. As a result of CNM-pact and understanding their data and community's needs, Meals on Wheels secured funding and expanded to serve this new population. They took a new path and now have a stronger vision for how their mission can be more impactful in the future.

Later in the year, Meals on Wheels asked CNM to conduct an Environmental Scan and facilitate a Strategic Planning process to continue to refine and strengthen their vision of their path forward.



CLIENT STORY: FRONTIERS OF FLIGHT

As an interactive and high-touch museum, Frontiers of Flight had to close their doors for three months due to COVID-19. While they were missing visitors, the Museum's education staff enhanced and modified all of their existing, in-person education programs to allow for a quality virtual delivery option. Instead of journeying to space in the museum's 3D portable planetarium, kids can now take a trip through the solar system from their own home or classroom. With successful virtual programs underway, the number and diversity of students Frontiers of Flight can reach is practically out of this world.



Frontiers of Flight can see the results of these program changes in their CNM-pact dashboard. As a CNM-pact client and CNM Certified organization, they have the tools they need to measure the success of their work in the community.

2020 FAST FACTS

656

nonprofits partnered
with us

177

individuals graduated
from our

8

certificate programs

1,085

people participated
in Education
Services across

50

online and

16

in-person public
seminars

55

nonprofit
professionals
grew as leaders
with their
network of
trusted peers in
our Leadership
Circles

38

new CNM-pact
clients

Total CNM-pact
clients grew to

91

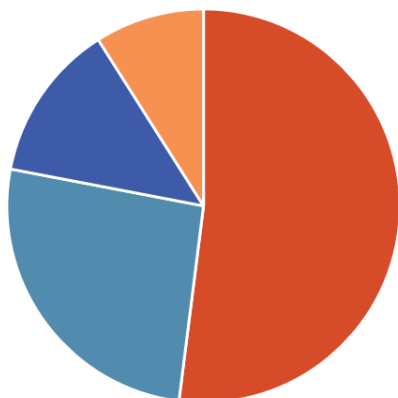
nonprofits

19

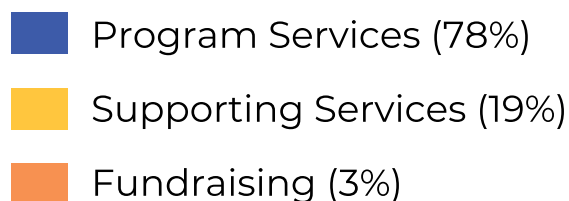
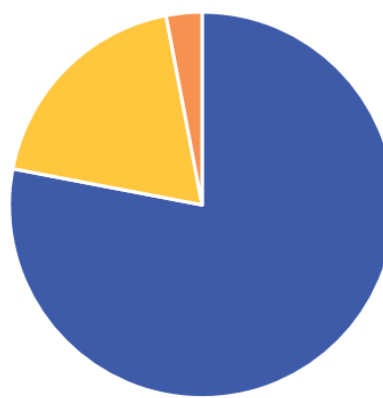
nonprofits earned
their CNM
Certification

2020 FINANCIALS

REVENUE BY
STAKEHOLDER



EXPENSES BY
ACTIVITY





SUPPORTERS

\$25,000 +

- Alliance Data
- Amon G. Carter Foundation
- Atmos Energy
- Charles H. Phipps Family Foundation
- Sid W. Richardson Foundation
- Simmons Sister Fund
- The Moody Foundation
- Wells Fargo
- US SBA

\$10,000 - \$24,999

- Bank of Texas
- Fash Foundation
- Hoglund Foundation
- Ken W. Davis Foundation
- Rainwater Charitable Foundation
- The Morris Foundation
- Thomas M., Helen McKee & John P. Ryan Foundation

\$5,000 - \$9,999

- Fidelity Investments
- KPMG
- Lennox International
- Locke Lord
- The Rosewood Foundation

\$1,000 - \$4,999

- Alan Davis
- Bill Lawrence
- Brandon Rowland
- Collin Harrison
- Crystal Wright
- Dana Burghdoff
- Frost
- Gwen and Lel Echols
- Larry Meltzer
- Liz Beauchamp
- Louise W. Kahn Endowment Fund of The Dallas Foundation
- Mike Walker
- Phillip White
- Sarah Losinger
- Scott Orr
- Stephen Davis
- Susan Rainey
- Tanya Allen

Under \$1,000

- Brian Washington
- Carrie Todd
- Christy Livingstone
- Fran Eichorst
- Parnell McGlinchey
- Paul Pass
- Ruth Ann Ritchie
- Sharon Neal
- Sherry Perry
- Vin Hoey

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Partner, Capital Markets and
Accounting Advisory Services
PwC



MISSION

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

VISION

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

SMART MANAGEMENT. MEASURABLE OUTCOMES.
THRIVING COMMUNITIES.

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