



C N M

Driving Nonprofit Excellence

2021 ANNUAL REPORT



"CNM is the BEST! I always come away from certificates or seminars with increased knowledge. If any of my nonprofit partners ask about training, I always recommend CNM!"

-2021 Course Participant

Letter from the CEO

EVOLVING WITH NONPROFIT NEEDS

2021 was a pivotal year for CNM. We were so proud of all we had overcome in the previous year with COVID and how we expanded our capabilities. But when we practiced what we preached using our CNM-pact Services, we saw nonprofits' needs changing in a big way. We learned:

- Our [EDUCATION SERVICES](#) bring a lot more value to nonprofits if we offer more certificate programs, and provide custom professional development training specifically tailored to the needs of individual nonprofits. The shift we made at the end of 2021 has been received incredibly well by our clients who have booked even more custom consulting projects this year.



President and CEO: Tina Weinfurther

- The range of our [STRATEGIC CONSULTING SERVICES](#) can be leveraged to improve nonprofit sustainability and address community-wide challenges across North Texas.
- Nonprofits are looking to our [OUTCOMES AND EVALUATION TEAM](#) for guidance on how to look at data more strategically for greater community impact and to identify the best data management tools, database systems, and software available to efficiently manage data.

Our experiences in 2021 drove our decisions for CNM in 2022, and played a major role in determining the future direction of CNM. Read on to learn about the many nonprofits we partnered with and all the good we did for those in need.

A handwritten signature in black ink, which appears to read "Tina Weinfurther".

Tina Weinfurther
President and CEO



Creating Impact: Stories from our Clients

RIVERTREE ACADEMY



CNM's Outcomes and Evaluation team helps organizations reassess programs and inform stakeholders through our CNM-pact services. In 2021, Fort Worth-based Christian independent school, Rivertree Academy, received a massive overhaul to their CNM-pact dashboard that allowed them to monitor student progress in new ways!

By utilizing weekly surveys and student test results, Rivertree Academy was able to track student comprehension in reading and math. After noticing a decline in math scores, faculty decided to make impactful changes to the curriculum for the 2021-2022 school year.

Rivertree Academy also became an accredited organization by sending snapshots from their CNM dashboard to the accreditation agency to show that they were meeting requirements.

CASA OF COLLIN COUNTY



One of the many services that the CNM Strategic Consulting team provides is customized board performance training. In 2021, this service was expanded to feature more direct input from clients with our Board Self Assessments and Board Audits. Child welfare agency, CASA of Collin County, was one of the first organizations to utilize our new assessment techniques.

As a result of a thorough investigation of the organization and deep conversations with board members, CNM found that the CASA of Collin County board had a variety of expertise and clear-cut responsibilities, but could improve on their orientation process and ongoing self-assessment.

"I thought the communication and information throughout was great. This was exactly what our board needed to help nudge them in the right direction," said Executive Director, Tricia Clifton.



STRATEGIC CONSULTING

MAKING INFORMED DECISIONS WITH CLIENT ASSESSMENTS

CNM provides customized Strategic Consulting Services to clients looking to strengthen board governance, improve program sustainability, and grow organizational performance.

In 2021, CNM Strategic Consulting developed comprehensive strategies for collecting data about an organization, including board audits, board member self-assessment surveys, and organizational and operational surveys for staff. By using these improved feedback methods, CNM consultants were able to make more informed suggestions that took feedback from the entire organization into account.



"Our new strategic plan has given us measurable goals and specific desired outcomes for those measurements!"

-Teresa Jackson: CEO at Sharing Life Community Outreach

FAST FACTS

- 22 Strategic Consulting projects were completed.
- 100% of clients rated the quality of this service an 8 out of 10.
- 100% of clients believed that CNM was a genuine partner to their organization.



OUTCOMES AND EVALUATION



DELVING DEEPER INTO NONPROFIT DATA NEEDS

CNM's Outcomes and Evaluation Services help organizations utilize data to increase community impact through expert outcomes consulting, third-party evaluation services, and our signature leading-edge technology.

In 2021, Outcomes Services expanded tremendously. To provide deeper and more meaningful help to clients, the Outcomes and Evaluation team started offering clients ongoing consulting that extended beyond the parameters of their project. The CNM-pact dashboard was also overhauled beyond metrics to provide strategic insight for community-serving initiatives.

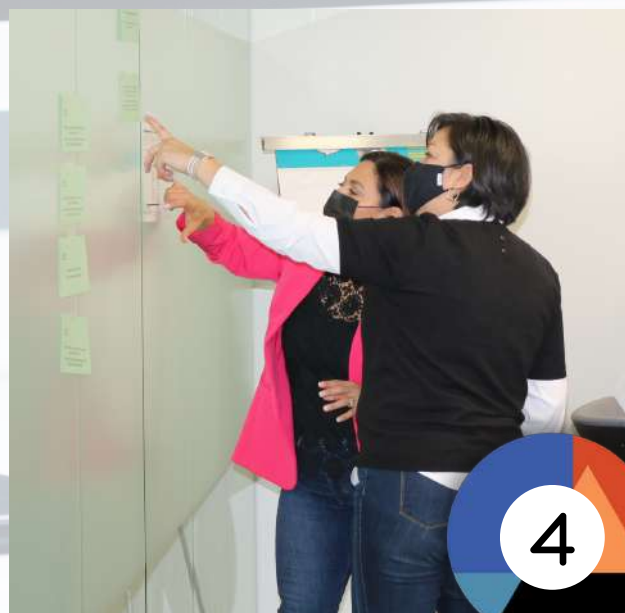
A few key highlights from the year included Rivertree Academy becoming an accredited organization thanks to expansion work on their CNM-pact dashboard, Big Brothers Big Sisters Lone Star using their data to develop new fundraising strategies, and Hope Cottage securing a multi-year contract to expand youth health education.

"CNM-pact has helped us evaluate our programs more clearly and we have been able to significantly improve them to serve our target audience more efficiently."

-Rosalie Wade: Director of Education at the Frontiers of Flight Museum

FAST FACTS

- There were 110 active CNM-pact clients in 2021.
- 34 CNM-pact clients were CNM Certified.
- 87% of clients were confident that CNM's work would improve organizational performance.





EDUCATION SERVICES

VALUABLE LEARNING

Comprehensive and high-quality professional development led by industry experts is at the forefront of CNM's Education Services. We offer fundraising seminars, certificate programs, and customized educational training.

Due to increased demand for training sessions that were tailored to organizational needs, the CNM educational department has begun working on customized professional development opportunities. We plan to fully implement this program in 2022.

FAST FACTS

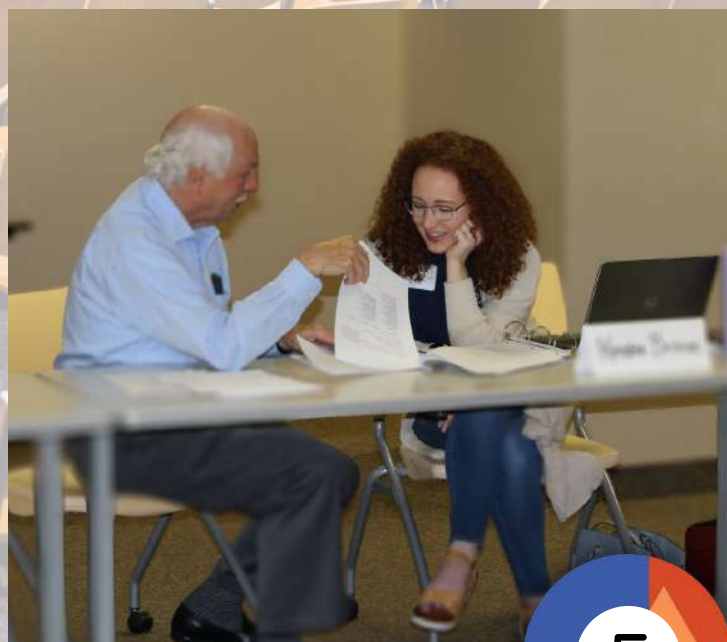
- 959 nonprofit professionals took CNM educational courses.
- 98% of students rated their instructors' knowledge an 8 out of 10.
- CNM hosted 73 public seminars and 7 certificate programs.

Volunteer Management Certificate Graduates' Zoom Celebration



"CNM classes should be required for all incoming nonprofit board members without a financial background."

-2021 Course Participant





FUNDING UNPRECEDENTED NEEDS

CNM Funders' Forums are one of our most popular educational events and consist of a brief discussion of current funding trends led by local funders in the North Texas area. In 2021, CNM hosted three Funders' Forums on the impact of current events and how the COVID-19 pandemic had shifted funding priorities.

During each forum, CNM staff moderated a discussion with three panelists representing varying funding perspectives. Panelists included banks, private foundations, corporations, healthcare providers, and art patrons. Their in-depth conversations revealed that nonprofits needed help more than ever with budget shortfalls and increased community demand.

"CNM Funders' Forums are really helpful. The panelists are all great resources."

-Michelle Crim: President of Dynamic Development Strategies

FAST FACTS

- CNM hosted 3 Funders' Forums.
- There were 186 total attendees.



KEEPING OUR SERVICES AFFORDABLE

CNM teams up with local funders to offset the costs of CNM Services, allowing a wider-range of nonprofits of all sizes to benefit from Strategic Consulting, Outcomes and Evaluation, and Education Services.

Because CNM strives to keep our services affordable, the scholarship funds are used to match funds from the nonprofits. In 2021, we were excited to welcome Wells Fargo to our growing list of annual funders.



LIST OF CNM SCHOLARSHIPS

- Allied Electronics Scholarship Fund
- Atmos Energy Scholarship Fund
- BNSF Railway Scholarship Fund
- Charles H. Phipps Scholarship Fund
- CNM Board Scholarship Fund
- Thriving Communities Scholarship Fund
- Wells Fargo Scholarship Fund

"We often talk about the fact that we are CNM-pact clients because it gives great credibility to our organization as a whole."

**-The WARM Place: 2021
CNM Board Scholarship
Fund Recipient**

FAST FACTS

- CNM awarded a total of \$132,500 in scholarship funds in 2021.

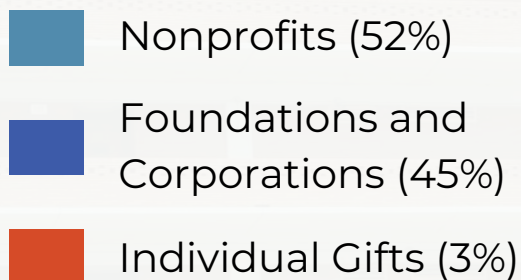
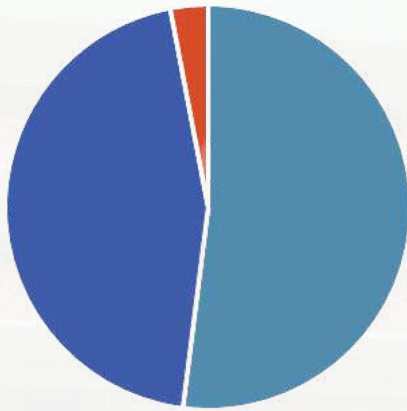
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2021 FINANCIALS

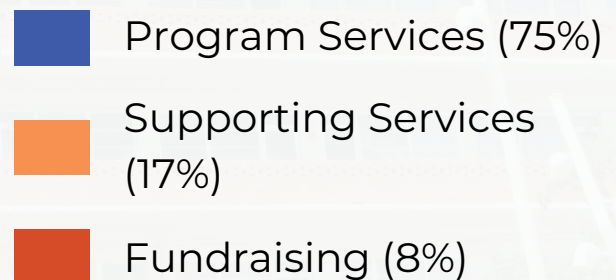
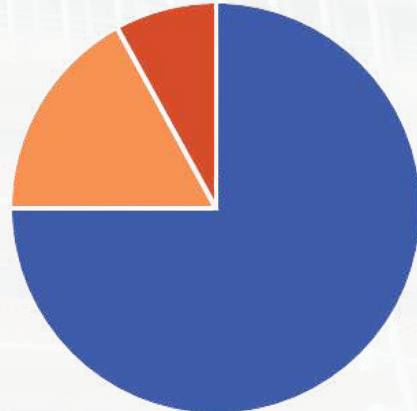
REVENUE BY STAKEHOLDER

\$1,691,936



EXPENSES BY ACTIVITY

\$1,652,699



CNM SUPPORTERS

\$25,000 and Above

Amon G. Carter Foundation | Atmos Energy | Bread Financial (formerly Alliance Data)
City of Arlington | Charles H. Phipps Foundation | The Rainwater Charitable Foundation
Sid W. Richardson Foundation | Harold Simmons Foundation | Texas Health Resources
Wells Fargo Foundation

\$10,000 - \$24,999

Bank of Texas | Ken W. Davis Foundation | Fash Foundation | The Morris Foundation
The Ryan Foundation

\$5,000 - \$9,999

Allied Electronics | Anonymous Charitable Trust | BNSF Railway Foundation | Deloitte
EY | Fidelity Investments | Frost Bank | KPMG | Lennox International | Locke Lord, LLP
The Rosewood Foundation

\$1,000 - \$4,999

Alan K. Davis | Baylor Scott & White Health | Brandon Rowland | Collin Harrison
Crystal Wright | Dana Burghdoff | George Baldwin
Guido and Ruth Shumake Charitable Trust | Kahn Endowment Fund | Larry Meltzer
Liz Beauchamp | Mike Walker | Scott Orr | Stephen Davis | Susan Rainey | Tanya Allen



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EY

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Allied Electronics and Automation

Crystal Wright

Partner, Capital Markets and
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CNM



SMART MANAGEMENT. MEASURABLE OUTCOMES. THRIVING COMMUNITIES

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