



2022 ANNUAL REPORT

IMPACT IN ACTION



CNM



LETTER FROM THE CEO

Last year, CNM faced many of the same challenges that nonprofits and organizations in other sectors did, but we persevered for another impactful year! In 2022, we:

- Secured a \$1.5M multi-year grant from Texas Health Resources to establish collaboratives in the southern counties of North Texas to address the social determinants of health
- Partnered with Communities Foundation of Texas and the Rainwater Charitable Foundation to conduct Outcomes and Evaluation Conferences and Workshops with 400 nonprofit participants
- Achieved a 100% rating from Strategic Consulting clients who reported that working with CNM is improving their organization's performance
- Increased Certificate Program attendance by 35% with 90% strongly recommending CNM Education Services
- Successfully launched custom training and tripling the amount of this work
- Developed new partnerships with Charles Schwab Bank, Hillcrest Foundation, The Addy Foundation, and Tubelite Corporation
- Rebooted our annual A Night of Light event with a new format that was extremely well received

Additionally, we completed our 2023-2025 strategic plan. Going forward, we will be scaling for depth, or “reverse scale,” to help those serious about getting results for the community and addressing social issues in North Texas in a meaningful way. But first, here's a look back at the highlights from 2022.



Tina Weinfurther
President and CEO



IMPACT STORIES FROM OUR CLIENTS

DALLAS 24 HOUR CLUB



Dallas 24 Hour Club is a local nonprofit that provides transitional living, support services, and essential life skills for homeless alcoholics and addicts. In 2022, several of their team members participated in CNM's popular Nonprofit Management Certificate Program.

After graduating from the program, the Dallas 24 Hour Club team was sure to let us know that their new skills were having a major impact on development and stakeholder relations.

"The Nonprofit Management Certificate Program helped us change our process of managing volunteers, adapt new ways of extending donor reach, and further engage our board in development," asserted development director, Adrienne Santaularia.

CASSATA CATHOLIC HIGH SCHOOL



Cassata Catholic High School is a Fort Worth based nonprofit that offers self-paced learning for students of all backgrounds in order to raise their education potential. They are a proud user of CNM's Outcomes and Evaluation Services.

By utilizing their CNM-pact® dashboard, Cassata Catholic High School has been able to view demographics on students with intellectual and social differences in order to apply for grants to help those students further.

"The data we collect and store in our dashboard helps us understand how and where we need to direct more attention and resources in order to improve and offer more effective programs for our students" says president, Maggie Harrison.



A NIGHT OF LIGHT

2022 marked the return of CNM's A Night of Light: Awards of Excellence after the Covid-19 pandemic. We knew our comeback had to be bigger and better than ever, so we hosted an unforgettable gala where nonprofits could eat, drink, mingle, and celebrate their amazing achievements.

A Night of Light: Awards of Excellence is committed to honoring nonprofits that have demonstrated real, positive change in the DFW community. We were delighted to award scholarships to the winners of each of the following categories, as well as all nominees!

- **Nonprofit of the Year:**
UTD Multicultural Center
- **Data-Driven Decision-Making:**
Camp Fire First Texas
- **Continuous Improvement:**
Cassata Catholic High School
- **Stakeholder Engagement:**
Serve Denton
- **Fundraising Impact:**
Wesley-Rankin Community Center



MEET OUR NONPROFIT OF THE YEAR

The University of Texas at Dallas: Multicultural Center promotes diversity through educational experiences, leadership development, and multicultural programming.

Their mastery of data-driven decision-making, continuous improvement, stakeholder engagement, and fundraising impact made them CNM's Nonprofit of the Year!



STRATEGIC CONSULTING

FROM NONPROFITS TO ENTIRE COMMUNITIES

Thanks to a \$1.5 million grant from Texas Health Resources, CNM is proud to be conducting strategic consulting work for communities in Erath, Johnson, and Kaufman counties.

The goal is to form strategic collaboratives of community resources focused on addressing the social determinants of health in order to coordinate care and give residents easy access.

Brainstorming sessions with key community members have already yielded great ideas and partnerships as the project continues into 2023 and 2024.

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

In 2022, CNM participated in several large-scale Strategic Consulting projects that saw us creating collaborative efforts for entire communities, including several North Texas counties, Mesquite, and the Bachman Lake neighborhood. Other highlights included:

- CNM delivered over 20 Strategic Consulting projects
- 100% of Strategic Consulting clients believe that they received actionable advice
- 100% of Strategic Consulting clients believe that CNM services increased their knowledge





OUTCOMES CONSULTING

HARNESSING DATA FOR GREATER COMMUNITY IMPACT

CNM strived to bring our Outcomes and Evaluation services to as many nonprofits as possible by teaming up with Communities Foundation of Texas and the Rainwater Charitable Foundation to launch the Harnessing Data for Community Impact workshop series.

Participants were treated to an informative conference featuring success stories and advice from CNM Outcomes and Evaluation clients. They were then invited to take part in a workshop series where they would learn evaluation techniques for their nonprofit and develop a logic model, theory of change, and a data management plan.



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.

2022 was all about making our Outcomes and Evaluation services more accessible to North Texas nonprofits. We started helping nonprofits utilize data management tools effectively, regardless of whether they used third-party tools or our signature CNM-pact® dashboard. Other highlights included:

- 96 nonprofits received Outcomes and Evaluation services
- 31 clients were CNM-certified
- 100% of Outcomes and Evaluation clients met their project objectives



EDUCATION SERVICES

CUSTOMIZED EDUCATION FOR NONPROFIT NEEDS

In 2022, CNM offered training programs and certificates that nonprofits could customize to meet their needs.

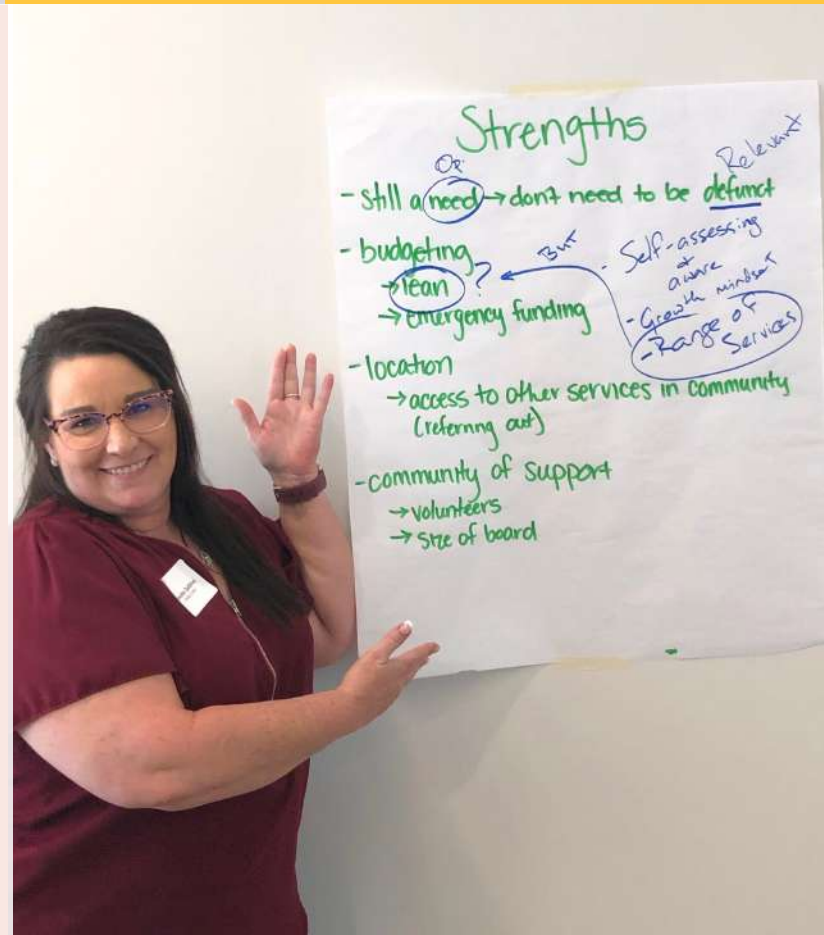
This new initiative was well received with nonprofits like Jubilee Park and Community Center, The Salvation Army North Texas Area Command, and Botanical Research Institute of Texas rushing to take advantage.

CNM helped nonprofits train employees in workplace culture, fundraising, financial management, team communication, and more.

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.

2022 was a bright year for CNM Education Services because we were able to offer in-person certificates and online seminars as well as return to in-person conferences and funders forums. Other highlights included:

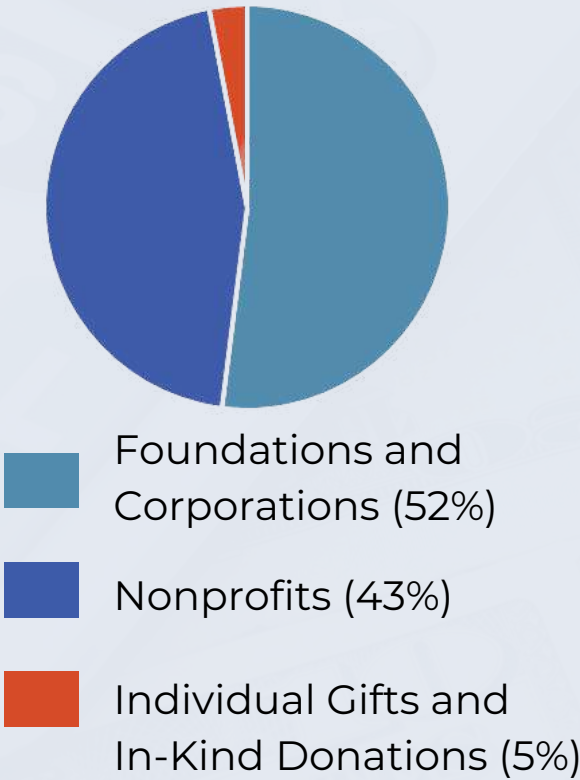
- 1,256 individuals participated in CNM educational certificates and seminars
- 408 individuals earned certifications from CNM certificate programs
- 94% of participants found CNM instructors knowledgeable and the curriculum useful



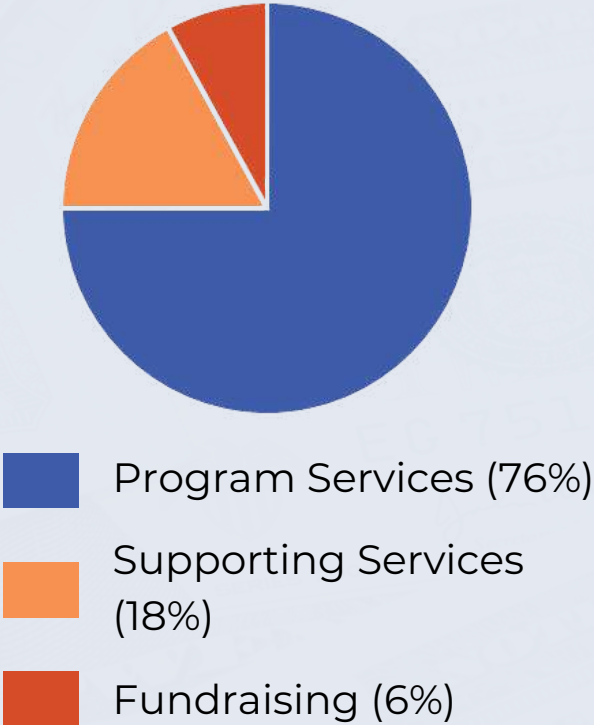


2022 FINANCIALS

REVENUE BY
STAKEHOLDER
\$1,897,916



EXPENSES BY
ACTIVITY
\$1,735,788





CNM SUPPORTERS

\$25,000 and Above

Amon G. Carter Foundation | Atmos Energy
Bread Financial | Charles H. Phipps Foundation
Charles Schwab Bank | Communities Foundation of Texas
M. Gale & Associates | PwC | The Addy Foundation
The Rainwater Charitable Foundation
Sid W. Richardson Foundation
Harold Simmons Foundation | Hillcrest Foundation
Texas Health Resources | Tubelite
Wells Fargo Foundation

\$10,000 - \$24,999

Bank of Texas | Ken W. Davis Foundation
Hoglund Foundation | The Ryan Foundation

\$5,000 - \$9,999

Anonymous | BNSF Railway Foundation | Deloitte
EY | Fash Foundation | Fidelity Investments | Frost Bank
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
Guido and Ruth Shumake Charitable Trust
Gwen and Lel Echols | Kahn Endowment Fund
Larry Meltzer | Liz Beauchamp | Mike Walker | Scott Orr
Stephen Davis | Susan Rainey



"I include CNM Outcomes data in every grant request. For example, 96% of our students self-report a significant increase in their physical, vocal, and creative confidence after just one year of KWC's programming."

- Kids Who Care, Inc.



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SMART MANAGEMENT MEASURABLE OUTCOMES THRIVING COMMUNITIES

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