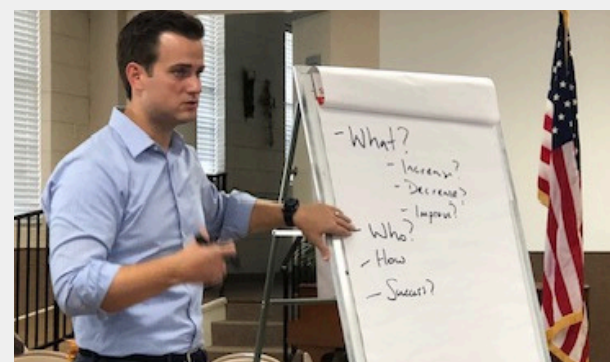


2023

Annual Report



CNM



Letter from the CEO

CNM is soaring to all new heights! Despite inflation adversely affecting both foundation and corporate giving, as well as nonprofit staff and financial resources, the meaningful work we are doing in the community is impressive. In 2023, many organizations reached out to CNM to partner with them to take on social challenges in our region and beyond including:

- **Texas Health Resources** expanded our role to establish collaboratives to address the social determinants of health in the Southern Counties of North Texas.
- **Wells Fargo Foundation**, as part of their National Signature Initiative, brought us in to assist minority-led nonprofits in North Texas to build capacity through a custom Leadership Certificate and consulting to address specific organization needs.
- **Bread Financial's** Office of Sustainability retained us to help them demonstrate outcomes generated from Bread's community investments. Bread also is funding CNM Outcomes and Evaluation Consulting Services for **YWCA USA** chapters across the country to ensure they are collecting, analyzing, and reporting data based on a valid methodology, and achieve better results.
- **Charles Schwab Bank** expanded our work with them, building on the success of the Dallas and Tarrant Counties Financial Certificate Programs over the last two years, to now offer Financial Certificate Programs to nonprofits in Collin and Denton Counties, and to provide Succession Planning training and consulting to nonprofits in the DFW area.
- **North Texas Food Bank** engaged CNM to conduct a Nonprofit Management Certificate Program to strengthen the performance of its program partners.
- **City of Denton** contracted with CNM to improve their grant application and reporting process and to conduct four Nonprofit Management Certificate Programs for nonprofits based in Denton.
- **Healthy Futures of Texas** hired CNM to provide CNM-pact Services to all of its chapters throughout Texas to strengthen their teen health and pregnancy prevention program outcomes.
- **Frisco Family Services** retained CNM to conduct a community needs assessment due to substantial growth in the area, and wanted to make sure that their programs were meeting the needs of those they are in business to serve.

Many thanks to CNM's Board, Advocacy Council, funders and partners, and my amazing team for making all of this and more possible!



Tina Weinfurther

President and CEO



Impact Stories from Our Clients

NORTH TEXAS FOOD BANK



The North Texas Food Bank packages and distributes food to more than 400 food pantries and community organizations across 13 North Texas counties. Their strategic plan to provide Food for Today and Hope for Tomorrow includes equipping their partners so that they can better serve our neighbors' needs.

To that end, CNM and NTFB partnered to provide scholarships through the Network Engagement Services program allowing 19 agency leaders to complete CNM's Nonprofit Management Certification Program last fall.

"This was a fantastic opportunity. I am so glad I made the time. With this information, I will be a stronger leader and be able to better serve the community. I am so appreciative of the opportunity and investment that NTFB made in me and my professional development."

-Certificate Program Participant

SERVE DENTON



Serve Denton partners with nonprofits to help make their services more accessible for people in need. They turned to CNM to ensure the nonprofits they work with know they are listening and responsive. Together, we helped them build a successful data-driven program model that similar organizations across the country emulate.

"CNM has been transformational in helping us show tangible results to our stakeholders and has given us a powerful capability to share our model with other communities. Each year, we focus on one or two areas in terms of investment, and this data helps us write strong grants. For example, in the area of comfort, we received a \$125,000 grant to replace our chiller because we could show the impact the old chiller had on customer satisfaction."

- Pat Smith, CEO

A Night of Light

At its annual celebratory event, CNM announced the 2023 A Night of Light Award winners honoring excellence in the nonprofit sector. A Night of Light celebrates the organizations serving the North Texas region that are at the forefront of driving positive impact in our community.

The award recipients were announced at A Night of Light: Awards of Excellence on Thursday, November 9, 2023, held at the Energy Square complex. Winners were selected by CNM's Outcomes and Evaluation Consulting staff and Board members based on their community impact and mastery of each of the following categories:

- **Nonprofit of the Year: *Dallas 24 Hour Club***
- **Data-Driven Decision-Making: *Dallas Area Rape Crisis Center***
- **Continuous Improvement: *KWC Performing Arts***
- **Stakeholder Engagement: *The WARM Place***
- **Fundraising Success: *Readers 2 Leaders***

"The Outcomes and Evaluation Services The 24 has accessed through CNM has been a game changer for us. We now have solid data that verifies our anecdotal stories. We are seeing huge results from the Board level down to our key supporters."

- Tim Grigsby, CEO, 24 Hour Club



**MEET OUR
NONPROFIT
OF THE YEAR**

Dallas 24 Hour Club was selected for mastery in data-driven decision-making, continuous improvement, stakeholder engagement, and impactful fundraising. Dallas 24 Hour Club provides transitional living, support services, and essential life skills for homeless alcoholics and addicts, so they can embrace long-term sobriety and become contributing and self-supporting members of the community.



Strategic Consulting

Actionable Strategy to Improve Organization Performance

CNM's Strategic Consulting Services provide guidance, tools, data, analysis, and a plan to help nonprofits achieve the impact and results they are seeking for our community. We help nonprofits improve their performance through practical, actionable business insights, including regional trends, nonprofit best practices, and subject matter and industry expertise.

In 2023, CNM Strategic Consulting developed a comprehensive, collaboration model in conjunction with Texas Health Resources to address the social determinants of health in Erath, Johnson, and Kaufman Counties. Other highlights included:

- Expanded service offerings to include development of actionable operating plans that help organizations bridge the gap from strategic plans to day-to-day implementation for their staff.
- 100% of Strategic Consulting clients reported that CNM:
 - provided actionable advice
 - increased their knowledge
 - helped improve their organization's performance



Outcomes and Evaluation Consulting

Demonstrate Transformative Change in the Community

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

In 2023, we ensured nonprofits had the ability to track, analyze, evaluate, and report outcomes to do the most possible for the community and increase their fundraising results to do even more. Other highlights included:

- YWCA pilot program was a huge success in support of 10 chapters to improve their outcomes measurements through training and consulting in a cohort model.
- Expanded our outcomes service delivery model to include measuring the impact of corporate social responsibility initiatives in partnership with Bread Financial.
- 97% of Outcomes and Evaluation Consulting clients reported confidence their work with CNM improved their organization's performance.





Education Services

Extensive Curriculum in Nonprofit Organization Management

CNM's Education Services are the answer to every nonprofit professional's quest for development and growth. Our specialty seminars and certificate programs are led by experienced, knowledgeable instructors with an observed proficiency in strategic planning, fundraising, financial management, marketing, legal, human resources, and other areas essential to running an effective nonprofit.

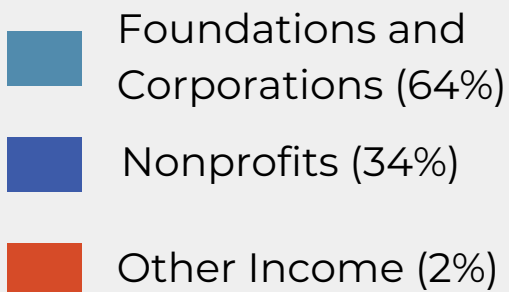
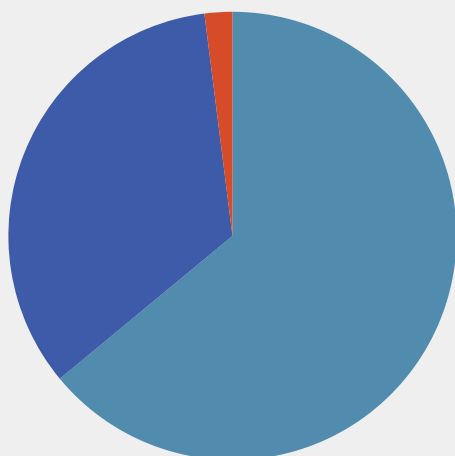
Our specialty seminars and certificate programs in 2023 provided essential topics for nonprofit leaders and in-depth instruction on key components of nonprofit operations. Other highlights included:

- Successful pilot of a custom Nonprofit Management Certificate program in partnership with North Texas Food Bank to strengthen the organizational performance of their program partners.
- Expanded the reach of our Funders Forums from two annual events to three, which provided a greater ability for nonprofits to connect directly with North Texas' largest funders.
- 538 individuals participated in CNM educational certificates and seminars and 176 individuals earned certifications from CNM certificate programs.

2023 Financials

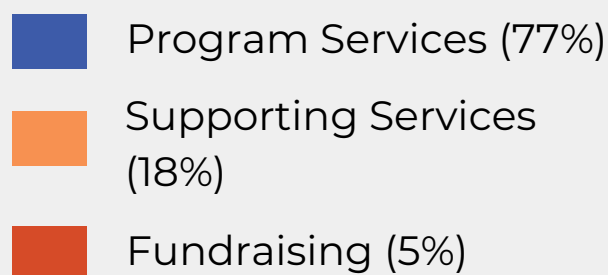
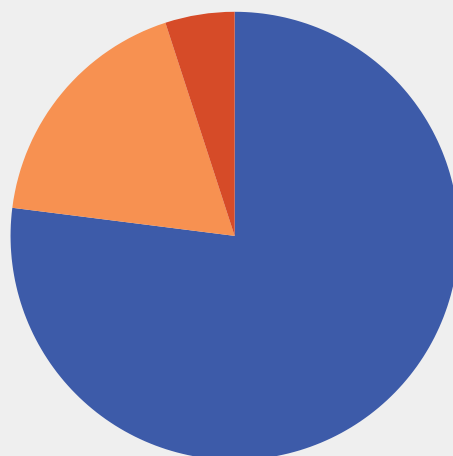
REVENUE BY STAKEHOLDER

\$2,152,093



EXPENSES BY ACTIVITY

\$2,151,487



CNM Supporters

\$25,000 and Above

Amon G. Carter Foundation | Atmos Energy
Bread Financial | Charles H. Phipps Foundation
Charles Schwab Bank | Sid W. Richardson Foundation
Harold Simmons Foundation | Texas Health Resources
Wells Fargo Foundation



\$10,000 - \$24,999

Anonymous | Bank of Texas
Ken W. Davis Foundation | Morris Foundation
M. Gale & Associates | The Ryan Foundation



\$5,000 - \$9,999

BNSF Railway Foundation | Deloitte
EY | Fash Foundation | Fidelity Investments
Locke Lord, LLP | PWC | The Rosewood Foundation



\$1,000 - \$4,999

Alan K. Davis | Baylor Scott & White Health
Brandon Rowland | Collin Harrison
Communities Foundation of Texas | Crystal Wright
Dana Burghdoff | Energy Square
Guido and Ruth Shumake Charitable Trust
Gwen and LeI Echols | Kahn Endowment Fund
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Mike Walker | Scott Orr
Stephen Davis | Susan Rainey | USAA



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Smart Management Measurable Outcomes Thriving Communities

6688 N. Central Expressway
Suite 1025
Dallas, TX 75206
(214) 826-3470



CNM

1701 River Run
Suite 1002
Fort Worth, TX 76107
(817) 334-0228