



CEN

Center for Excellence in Nonprofits

2021-22 Nonprofit Community Impact Report

June 30, 2022



Report Outline

PART 1 Summary & Lifetime Impact

PART 2 Cohort Programs

PART 3 1-3 Day Programs

PART 4 Membership & Community

PART 5 CEN Past, Present, and Future

COHORT PROGRAMS

Leaders Institute

15 Cohorts
178 Individuals

ED/CEO Roundtables

71 Cohorts
348 Individuals

Silicon Valley Next

2 Cohorts
24 Individuals

NEW! Building Representative Boards

1 Cohort
12 Individuals

NEW! Board Organizational Preparedness

1 Cohort
6 Organizations

1-3 DAY PROGRAMS

Nonprofit Boot Camp

28 Classes
443 Individuals

IDEAL Program

3 Classes
75 Individuals

Skill-Building Workshops

179 Workshops
1,594 Individuals

ONGOING

Membership

652 Nonprofits
74 Cities

Consulting

114 Engagements
101 Nonprofits

Summary & Lifetime Impact

Guided by our commitment to inclusion, diversity, equity, access and liberation (IDEAL) principles, CEN, a 501(c)(3) nonprofit, strives to engage and support all nonprofit professionals through continued learning and authentic community-building. Each of our programs is designed to foster an open space where everyone has a seat at the table and participants can explore opportunities to deepen their work and gain new resources.

CEN touches over 10,000 nonprofit leaders (boards, executives, staff, and community) through membership, programming, networking, and consulting opportunities.

Commitment to IDEAL

CEN is an anti-racist organization committed to centering race equity in all we do. We believe strongly that centering race results in practices and outcomes that will address the structural and institutional issues the nonprofit sector has as a whole.

As a sector, we cannot ignore the long overdue demand for systemic changes - including within our own organizations - to ensure equity and inclusion, which is why IDEAL (inclusion, diversity, equity, access, and liberation) principles are embedded in everything CEN offers. We believe to do this effectively we must practice and continue to grow in shared community - that fosters truth, inclusion, and belonging.



No-Cost Services & Discounts

In an effort to enhance accessibility to our programs for nonprofit professionals, CEN provided a total of **\$116,075** in no-cost or discounted programs this fiscal year.



BAIPOC Discounts

This year, CEN established discounts across all programming for individuals that self-identify as BAIPOC (Black, Asian/Pacific Islander, Indigenous, and People of Color). **\$10,055** of discounts were provided to BAIPOC Individuals.



General Program Discounts

CEN provides scholarships, program discounts, and no-cost memberships to BAIPOC-led organizations and/or organizations with small operating budgets. **\$63,830** of discounts were provided to qualifying organizations and individuals.



Santa Clara County Discounts

Thanks to ongoing funding from the **Applied Materials Foundation**, all Santa Clara County nonprofit professionals can take advantage of deep discounts to any of CEN's workshops. **\$20,000** of discounts were provided to SC County-serving organizations.



Black Health Equity Discounts

Thanks to **NEW** grant funding from **Gilead Sciences, Inc**, all nonprofit organizations focused on advancing health equity for Black people can take advantage of deep discounts to any of CEN's workshops. **\$22,190** of discounts were provided.

COHORT PROGRAMS

Leaders Institute

The CEN Leaders Institute, held annually, is an eight-month-long (October to May), intensive leadership development opportunity for nonprofit executive directors/chief executive officers. Each year, guided by our deeply held commitment to IDEAL principles, we strive to recruit a diverse group of participants that serve in a variety of organizations and missions. Leaders are then brought together on a monthly basis to share experiences and participate in full-day, high-impact professional development sessions. This established program was built on tested curriculum that can easily be put into practice at any nonprofit organization. Participants graduate with a strong peer support network and a more robust toolkit of techniques and resources to help them sustain an effective organization.

"Leaders Institute has been an absolutely essential part of my professional journey. It has provided me with the resources, the contacts, the network, the ability to think through not just everyday processes, but to be able to operate in a very complex world that we are living in currently - during a time of pandemic, during a time of racial and social justice."



Maria de los Angeles
Crummett

2021-22 COHORT:

12 Nonprofit EDs/CEOs

10 Professional Guest Speakers

COHORT PROGRAMS

ED/CEO Roundtable

CEN's roundtable series is a unique monthly forum in which nonprofit leaders come together to share experiences, challenges, solutions, and leading practices. We currently offer this series to nonprofit EDs/CEOs and Leaders of Color. Each cohort meets for six months in order to deepen connections and build a community of support amongst participants.

CEN's 2022 ED/CEO Roundtable was hosted and facilitated by Illyasha Peete (California Life Sciences) and Milan Balinton (African American Community Services Agency)



2022 COHORT:

19 Nonprofit EDs/CEOs

"The frequency was perfect. The amount of time, etc. The guiding questions. The combination of individual reflection, group dialogue and breakout groups."

COHORT PROGRAMS

Silicon Valley Next

The Silicon Valley Next (SVN) program is a collaborative approach to develop high potential nonprofit leaders, with an emphasis on providing an accessible professional development opportunity for the sector's leaders of color. A select cohort of Fellows – all individuals deeply rooted in the community – receive training, coaching, peer support, and other investments to prepare them for executive leadership.

SVN Fellows serve in their current org chart at one or two levels below the ED/CEO role and have all been identified as individuals who could plausibly ascend to the top leadership role in an organization within the next five years.

Silicon Valley Next is provided in partnership with Curtis Chang of Consulting Within Reach. The program is co-facilitated by Curtis Chang and Kris Starr-Witort.



2022 COHORT:

12 Emerging Nonprofit Leaders

"Simply put, I looked forward to every meeting. We really became a family that supported one another. Leaders who were facing challenges were able to come to the space and be so vulnerable. It was helpful to also hear what worked well for other leaders and how I could apply these skills in my organization."

COHORT PROGRAMS

NEW! Building Representative Boards

For CEN, diversity is an essential component of board effectiveness. Nationally, Caucasians (84%) are overrepresented on boards while people of color and those with disabilities, for example, make up less than 10% of board members. The Building Representative Boards (BRB) program strives to make board service more accessible while preparing a younger, more diverse pool of talent that truly reflects the communities we live in and serve.

This program serves as a catalyst for change in the Silicon Valley to build nonprofit boards that represent a variety of perspectives, experiences, abilities, and cultures which deepen the understanding of constituents and community needs—increasing effectiveness and impact.

"As a lifelong learner, I strongly believe in the importance of continuously acquiring knowledge. I've enjoyed and learned from the presented materials, the discussions, and the collaborative group exercises. But equally enjoyable were the networking opportunities with other future board members."



Tia Abner

2021-22 COHORT:

12 Future Board Leaders

Communities Represented: BAIPOC Community, LGBTQ+ Community, US Immigrants, Cognitive Disabilities, and Mental Health Differences

COHORT PROGRAMS

NEW! Board Organizational Preparedness

A Project to Support Organizations Working to Diversify Their Boards

CEN’s Board Organizational Preparedness (BOP) program promotes long-term success through a deep understanding of IDEAL principles—which better ensures that organizations can demonstrate their readiness to engage diverse board candidates and diminish cultures and practices that have historically done harm.

The experience culminates in a board matching event where the BRB cohort and BOP organizations can connect and explore the possibility of working together to further their collective community impact.



2021-22 COHORT:

6 Nonprofit Organizations

21 ED/CEO & Board Participants

"The Boot Camp was a fantastic program with an overview of the most important areas of nonprofit. It was nice to be mixed in with a cohort of board members, Executive Directors, and team members, it gave us a good understanding of where other people are coming from. Some of my favorite things about Boot Camp were the instructors. They were enthusiastic and have a clear understanding of the material. The other really fantastic thing is the people you meet during the three consecutive days. You really get to know the members of your cohort."

2021-22 BOOT CAMPS:

4 Classes

72 Individual Participants

40 Organizations

94% Would recommend the program

1-3 DAY PROGRAMS

Nonprofit Leadership Certificate Boot Camp

The nonprofit sector needs resilient and knowledgeable leaders to deliver integral services. CEN's Nonprofit Leadership Certificate Boot Camp is an opportunity to learn from industry experts, explore the nonprofit business model, develop management skills, and gain a robust toolkit of resources to excel and build sustainability in a nonprofit career. We've embedded timely content (coping resources, fundraising strategies, etc.) to address current and evolving challenges.

The intensive boot camp is a 3-day, not-for-credit certificate course for new executives, managers, board members, and emerging professionals from the nonprofit sector.

AFTER IDEAL, PARTICIPANTS PLAN TO:

"Incorporate IDEAL into my daily approach towards leadership and personal relationships."

"Challenge myself to open difficult conversations with programs staff."

"Apply the IDEAL lens during the development of communications and development efforts."

"Bring this information to the board I [serve] on."

"Incorporate IDEAL into our strategic plan."

2021-22 IDEAL PROGRAMS:

2 Classes

34 Individuals **23** Organizations

94% Agreed the information learned will help them show up differently and consider the IDEAL lens in decision making

1-3 DAY PROGRAMS

IDEAL Program

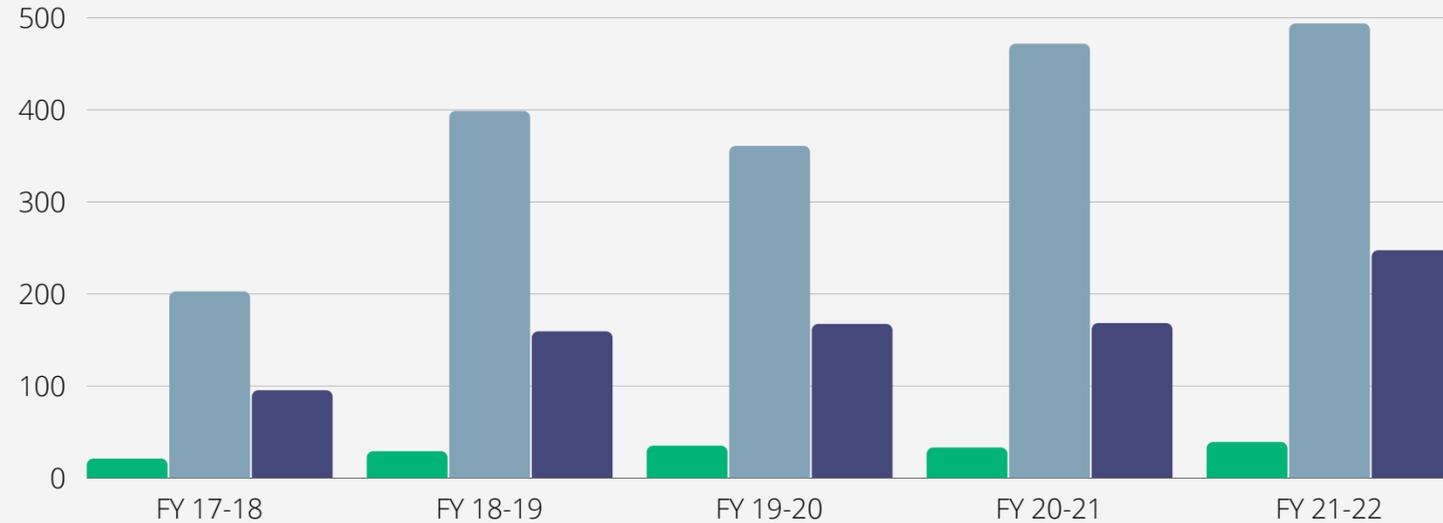
This 2-day program is a genuine, candid space to explore IDEAL Principles and the effect of these principles on individuals, organizations, and the communities they serve. Day 1 focuses on an individual's relationship to these principles, while Day 2 broadens the scope to explore how IDEAL operates on interpersonal, organizational, and structural levels. The sessions are intended to provide a respectful, nonjudgmental space and opportunity for growth and thought-partnership.

"You truly created a BRAVE SPACE!"



WORKSHOP GROWTH BY YEAR

Workshops Individuals Organizations



2021-22 WORKSHOPS:

39 Workshops **16** Average Registrants

493 Individual Participants

247 Organizations

1-3 DAY PROGRAMS

Nonprofit Skill-Building Workshops

As a sector, we cannot ignore the long overdue demand for systemic changes - including within our own organizations - to ensure equity and inclusion, which is why IDEAL principles are embedded in everything CEN offers. To help nonprofit professionals gain the knowledge and training they need to sustain and grow organizations, we provide a wide range of skill-building workshops for nonprofit executives, staff members, and board leaders. These small-group sessions offer ample time to interact with CEN's highly-trained facilitators. Participants leave with the resources and templates needed to implement learning right away. Each of our workshops is offered between one and four times per year.

Workshop Focus Areas



MOST POPULAR WORKSHOPS:
Management Basics Parts 1 & 2

"Thank you for an informative course filled with honest discussion and awesome music... It was one of the very few online meetings in Zoom memory where I felt the subject, leaders, and participants all connected."

29% Returned for an additional program/attended multiple programs

93% Agreed the workshop will help them improve the effectiveness of their organization



Grant Funding Essentials

Attendees are introduced to the grant seeking process including an overview of the essential administrative functions for grant acquisition, types of funding sources, prospect research, and cultivation of funders.

13 Pilot Participants



Telling a New Story: Inclusion in the Arts

This program examines cultures and oppressive structures within the arts, as well as provides tools to encourage the incorporation of IDEAL principles in order to engage and value a variety of perspectives, experiences, cultures, and more.

12 Pilot Participants



Intentional Branding: You and Your Organization

Branding applies to organizations and individuals alike. In this workshop, we help attendees define their personal professional brands and do so in service and support of their organizations' brands as well.

7 Pilot Participants



Compassionate Leadership

This session unpacks the nonprofit sector's historical leadership models that fall short of serving the creation of an IDEAL workspace, and explores what it means to lead with wisdom and compassion and to strike a balance between the two.

17 Pilot Participants

New Workshops Introduced

This fiscal year, CEN created and introduced **four** new skill-building workshops, bringing our workshop catalog up to 22.



Consulting

In our consulting work, it is CEN's deeply held commitment to work as partners with the organization receiving services. We approach our work in an open and supportive manner to ensure that the people and organizations we serve feel valued and included. As we move through assessment and trainings with an organization, we do this with a collaborative style that invites all parties' participation and experiences. We've historically covered a wide variety of topics from board development, to nonprofit management best practices, to fundraising, and in the past year are proud to share that we have successfully taken on a number of longer-term and transformational IDEAL engagements.

2021-22 CONSULTING:

26 Engagements

23 Organizations

Consulting Project Areas



Consulting Highlight:



In June 2021, Pear Theatre approached CEN to facilitate an **IDEAL strategic planning process** that would transform the organization into an inclusive artistic community hotspot.

CEN engaged Pear Theatre with: an IDEAL engagement survey; listening sessions; strategic planning and IDEAL presentations; facilitating a mission, vision, and values discussion; and developing a follow-through and action plan.

At the conclusion of this project, Pear Theatre made commitments to:

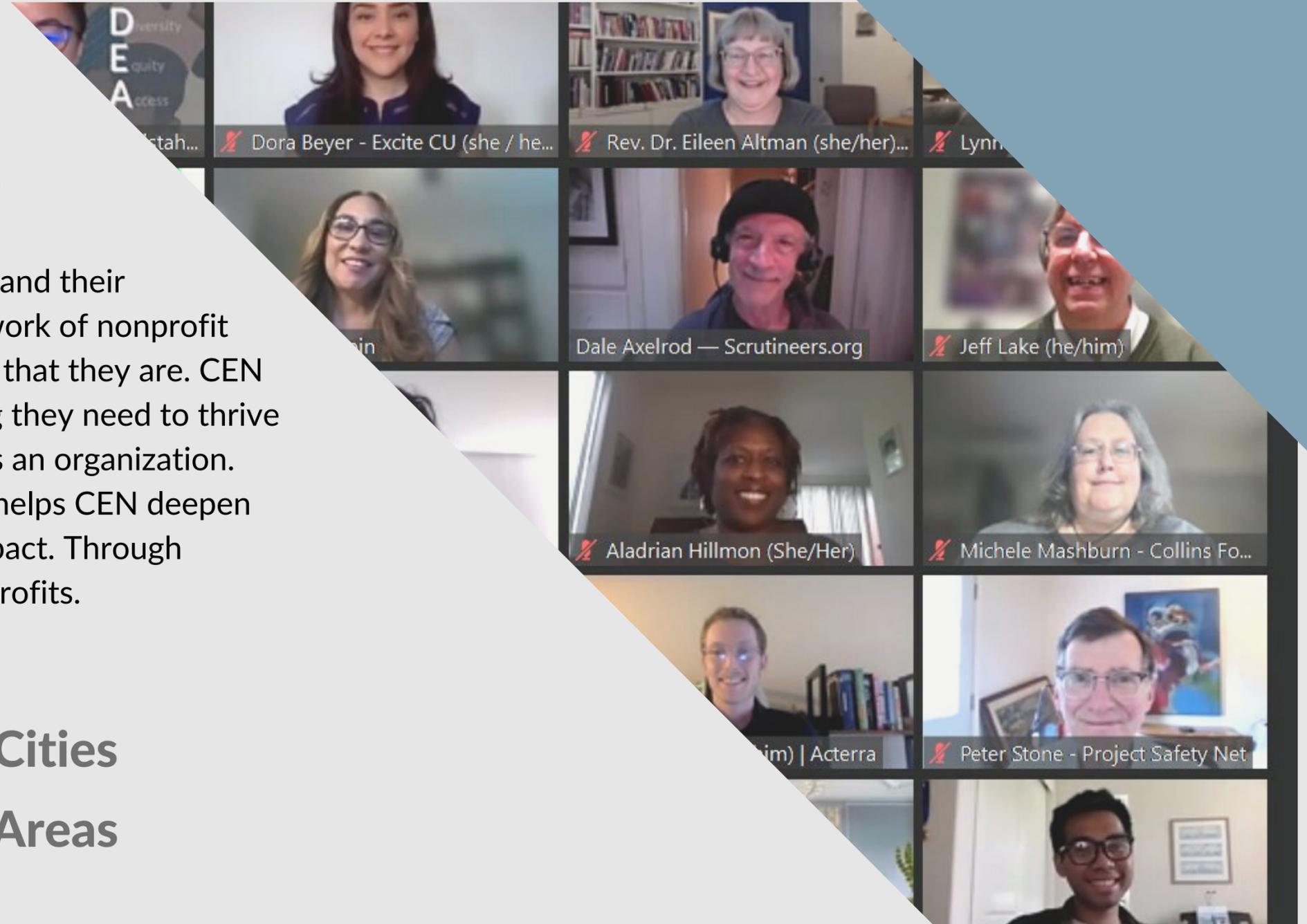
- Engage 50% artists from diverse backgrounds
- Engage diverse voices in programming and foster an inclusive environment
- Support diverse audiences, actors, writers, directors and designers
- Seek programmatic expansion opportunities
- Increase donations by 15%, offer new sponsorship opportunities, and apply for 5+ new grants

CEN Membership

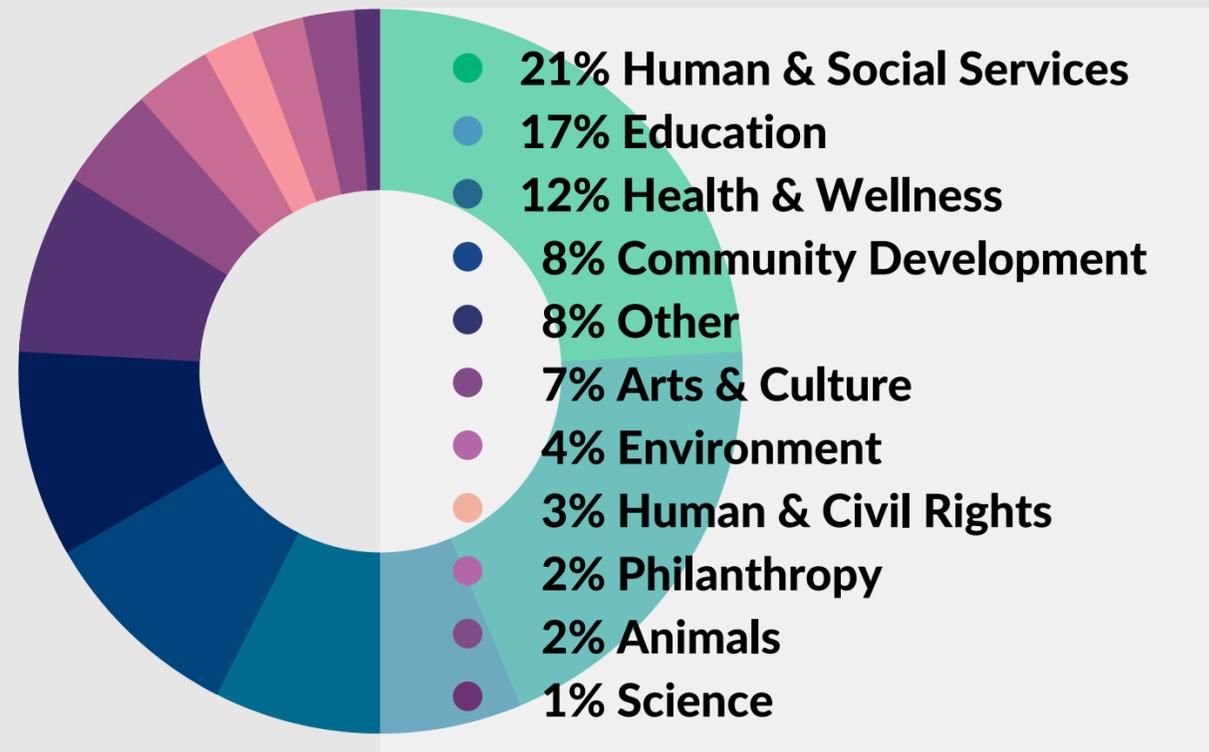
As a member of CEN, nonprofit professionals and their organizations get connected to a diverse network of nonprofit leaders who are on the same learning journey that they are. CEN resources can provide leaders with everything they need to thrive in the nonprofit sector, both personally and as an organization. Building an inclusive community of members helps CEN deepen those connections and increase long-term impact. Through membership CEN has served nearly 600 nonprofits.

2021-22 MEMBERSHIP:

289 Organizations **74** Cities
14 Organizational Service Areas



Community Impact



491 Total Organizations Served

255 NEW Organizations Served

Member Highlight

"Over the past year, I've had the privilege of attending multiple professional development and capacity building sessions with CEN, including: Developing a High Performing Team; the IDEAL program; and the Board Organizational Preparedness Program.

Their [programs] gave me the foundation, framework, and tools I needed to carry the dialogue forward to my team and Board of Directors. For example, we are currently finalizing our organizational values that will speak to the culture we're trying to embody at our organization, that will inform the "how" we will work and interact with each other and the community - all with an IDEAL lens. This is no small task, as we envision these values will be incorporated into daily operations, hiring practices, and annual performance reviews - just to name a few. "

-Rolland Janairo
Executive Director,
Silicon Valley Urban Debate League



Geographic Impact

CEN's geographic reach has grown substantially as a result of the COVID-19 pandemic and the ability to serve nonprofit professionals of all states/countries virtually. While our top three cities served are **San Jose, San Francisco, and Oakland, CA**, we've expanded our services to multiple times zones - growing 127% in states served in just two years!

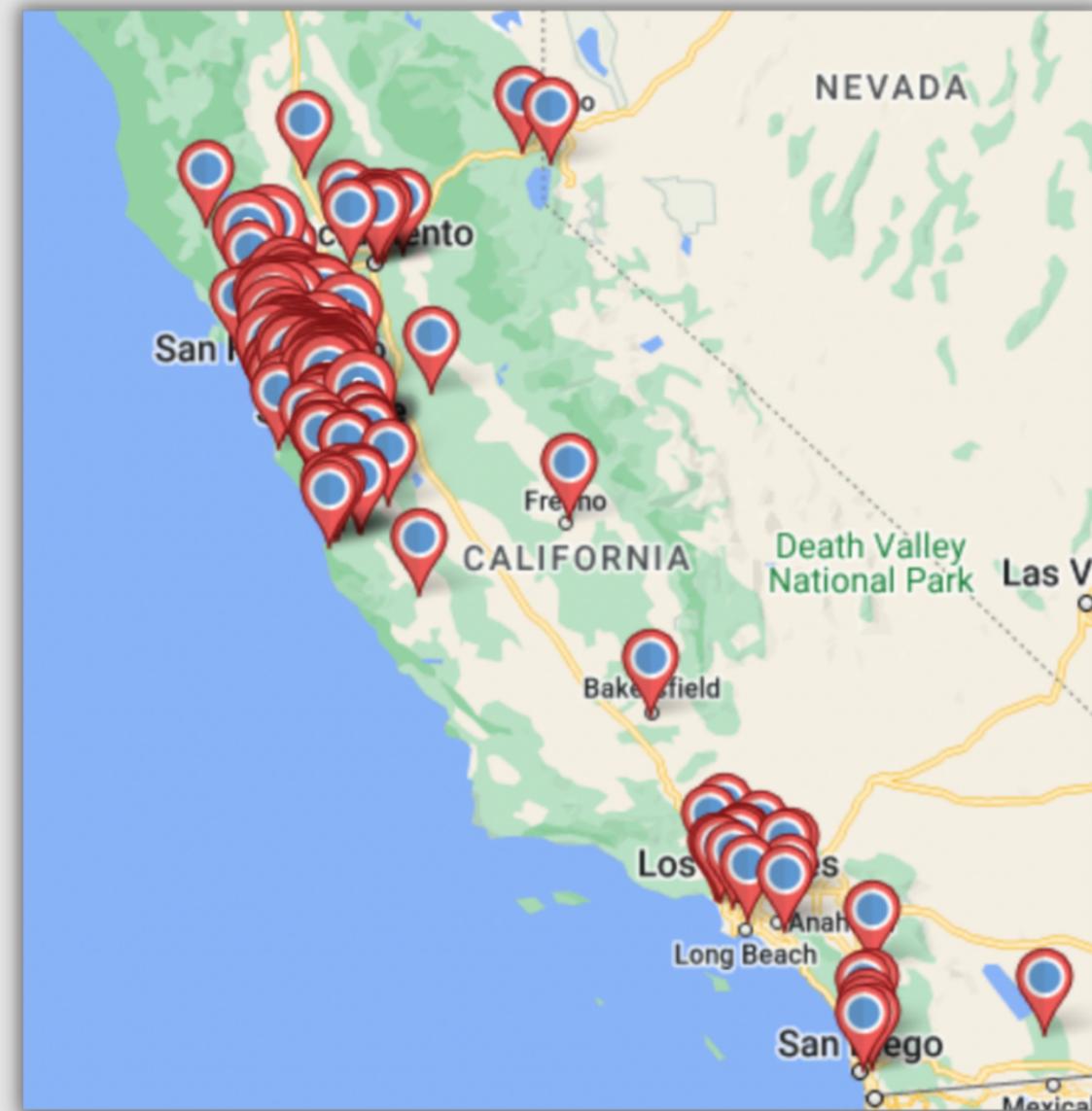
2021-22 IMPACT:

25+ States Served

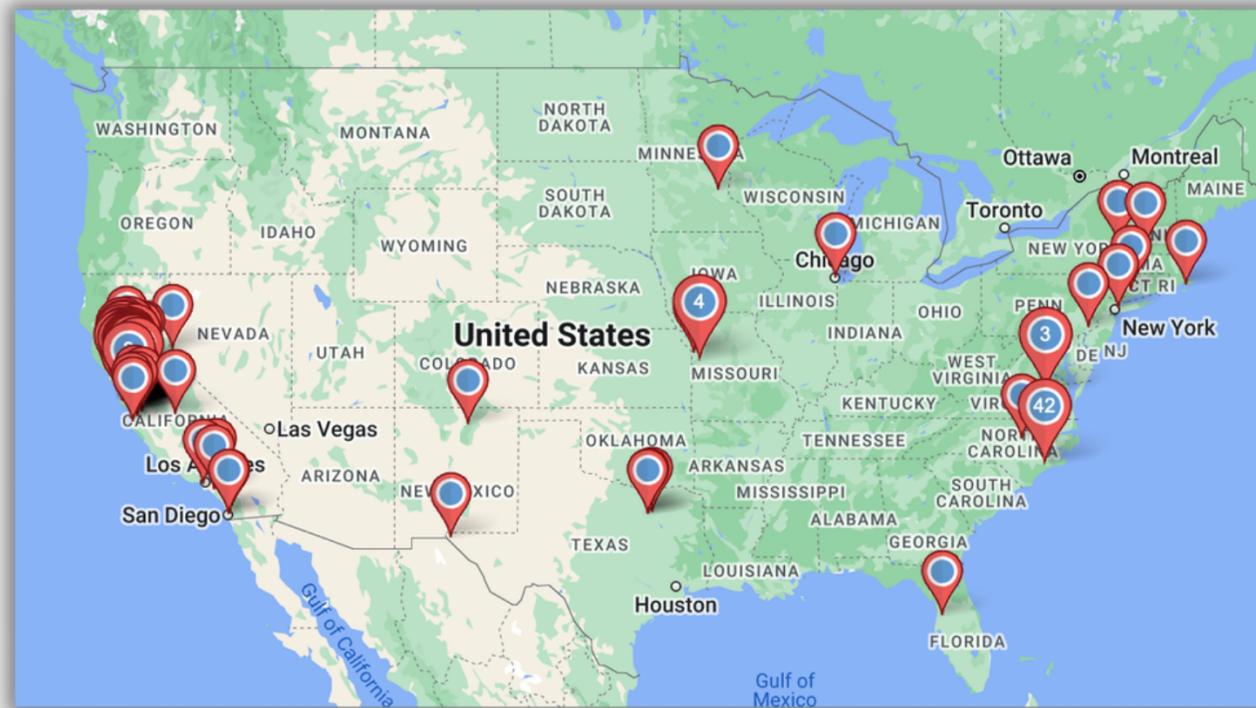
Increased from 11 in 2-year span

116+ Cities Served

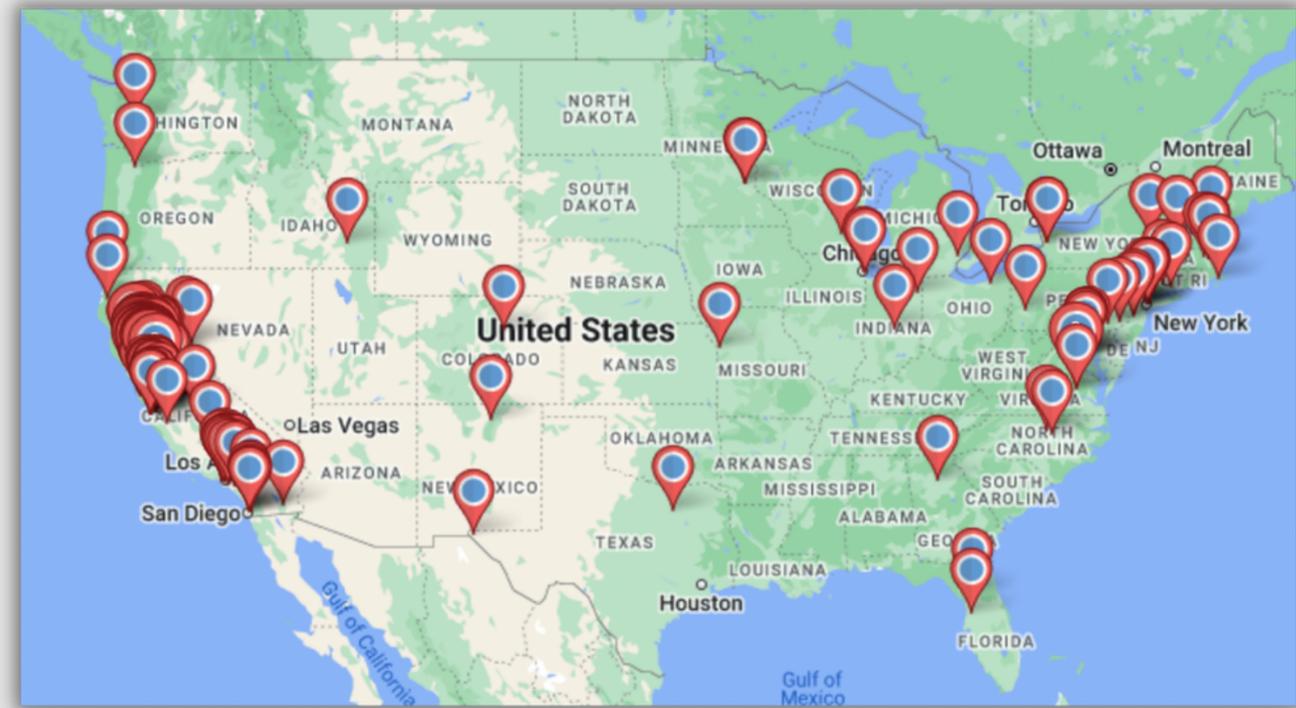
Increased from 87 in 2-year span



2-Year Geographic Growth



As of August 2020



As of July 2022

Strategic Partnerships

CEN maintains a growing list of strategic partnerships (currently around 30) with other nonprofit organizations, foundations, colleges and universities, and businesses. Our partners enable us to reach a broader audience and provide additional services to our member community.



The team at MassMutual Northern California provides no-cost personal financial wellness workshops to CEN's community 2-4 times per year.



CEN's facilitators host learning sessions for Hispanic Foundation of Silicon Valley's Latino Board Leadership Academy cohort on a monthly basis.



Thanks to special grant funding, Dalya Massachi of Writing to Make a Difference provides 1:1 grant writing and management coaching to CEN's community.

Our Community

Our community and social reach has grown approximately **12%** this year.



4,500+
Subscribers



2,600+
Followers



2,400+
Followers



CEN Past, Present, and Future

"CEN has been instrumental in shaping me throughout my 6-year journey as a first-time nonprofit Executive Director/CEO dedicated to community mental health and suicide prevention. First as graduate of the Leaders Institute X cohort, then the safe, non-judgmental and educational peer support of several years of Leadership Roundtables, especially the Leaders of Color. Recently, participating in their IDEAL training as part of their Board Organizational Preparedness program, where I felt seen for the first time in my over 20 year career in the nonprofit sector. While CEN has also gone through its own journey these past six years, what is consistent is their commitment to remove barriers for new nonprofit executives and the leadership to do their own self-reflection to best represent the beautiful diversity of the nonprofit community they serve." -Mary Gloner, CEO of Project Safety Net



Even in this most challenging of times, CEN remains committed to showing up day-in and day-out as an anti-racist organization committed to embodying and uplifting the principles of IDEAL within the nonprofit field. We are proud of our new programming and expanded consulting offerings and look forward to deepening the relationship we have with our community members, current and future, in the days to come.

-Shana Peete, CEO of Center for Excellence in Nonprofits (CEN)



Nonprofit Community
Impact Report 2021-22

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We thank you for your continued support of
nonprofit leadership.