



CEN

Center for Excellence in Nonprofits

2022-23 Nonprofit Community Impact Report

June 30, 2023



Report Outline

PART 1 Summary & Lifetime Impact

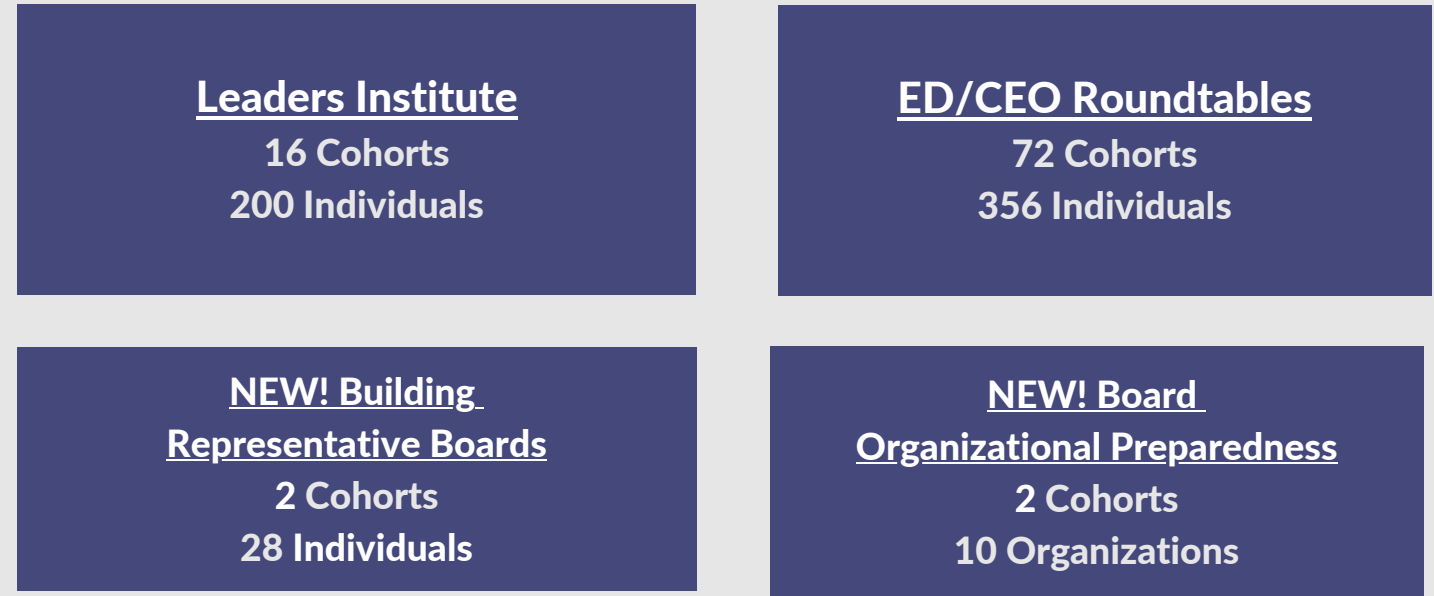
PART 2 Cohort Programs

PART 3 1-3 Day Programs

PART 4 Membership & Community

PART 5 CEN Past, Present, and Future

COHORT PROGRAMS



1-3 DAY PROGRAMS



ONGOING



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 change - including within our own organizations - to ensure justice for all, which is why IDEAL (inclusion, diversity, equity, access, and liberation) principles are embedded in every CEN action and offering. 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 **\$176,665** in no-cost or discounted programs this fiscal year.



BIPOC Discounts

This year, CEN established discounts across all programming for individuals that self-identify as BIPOC (Black, Indigenous, and People of Color). **\$16,190** of discounts were provided to BIPOC Individuals.



General Program Discounts

CEN provides scholarships, program discounts, and no-cost memberships to BIPOC-led organizations and/or organizations with small operating budgets. **\$142,935** 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. **\$14,955** 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. **\$2,585** 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.

"Being a member of the Leaders Institute cohort has been a safe space. It has been a place to be able to ask questions no matter what they might be and get answers. It has helped to encourage me and boost my confidence in my dealings at my Black-led organization."



Shanda Cooper, Chief Program Officer at Tigerlilly Foundation

2022-23 COHORT:

- 22** Nonprofit EDs/CEOs
- 10** Professional Guest Speakers
- 13** Coaches

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. Each cohort meets for six months in order to deepen connections and build a community of support among participants.

"A new donor cited my tireless pursuit of leadership improvements through CEN programs [like the ED/CEO Roundtable] as the very reason why they wanted to stand by me as a leader in our community."

Evelyne Keomian, Founder of The Karat School Project



2023 COHORT:

8 Nonprofit EDs/CEOs

COHORT PROGRAMS

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 deepens the understanding of constituents and community needs—increasing effectiveness and impact.

“I really love how the sessions are very engaging and heartfelt! From the facilitators to the participants, and from participant to participant! We have created a CEN BRB community, and camaraderie with one another that will last!”

“We are so lucky to get to experience such an amazing group of peers. Being able to share space with them was not only useful but hopeful, educational, and filled my cup.”

2022-23 COHORT:

14 Future Board Leaders

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

COHORT PROGRAMS

Board Organizational Preparedness

A Project to Support Organizations Working to Diversify Their Boards

CEN’s Board Organizational Preparedness 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.



2022-23 COHORT:

4 Nonprofit Organizations

9 ED/CEO & Board Participants

“All the sessions were very informational and interesting, it was a lot of new information for me. The most valuable take away was the last session on developing high performing teams, since the content helped me to see what type of leadership style I have and how it compliments other styles.”

2022-23 BOOT CAMPS:

4 Classes

59 Individual Participants

41 Organizations

100% 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 executives, managers, board members, and emerging professionals from the nonprofit sector.

WHAT WAS MOST USEFUL TO PARTICIPANTS:

"The open-hearted conversations"

"Learning new terminology about diversity and inclusion and understanding IDEAL more deeply"

"The facilitator and team were VERY encouraging and positive, even (especially) during tough moments."

"Resources shared and breakout discussions."

"Review of IDEAL and making it applicable to our org"

2022-23 IDEAL PROGRAMS:

2 Classes

28 Individuals

18 Organizations

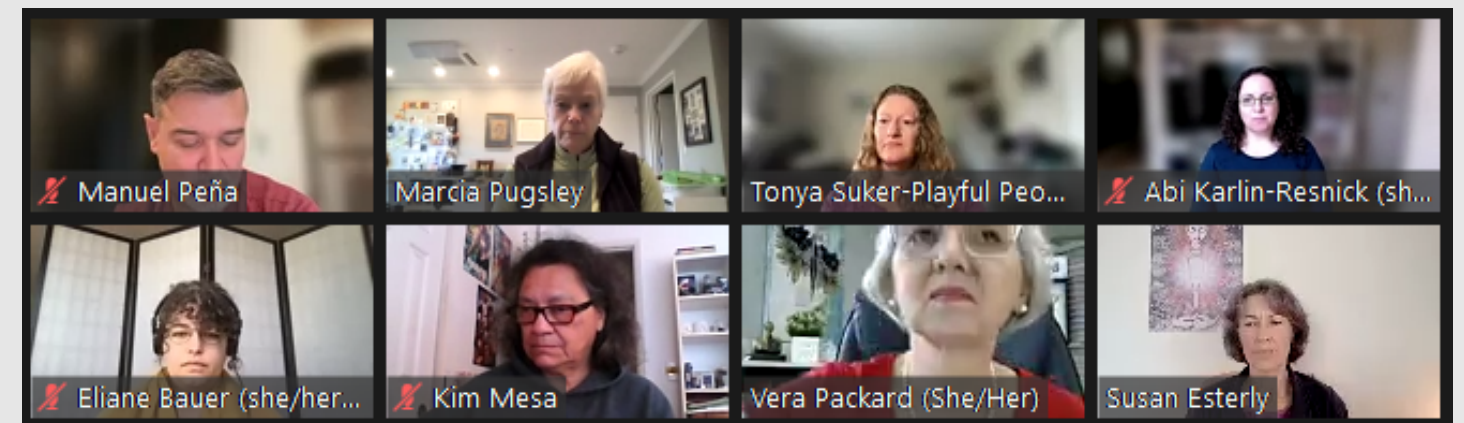
97% Agreed that the workshop lived up to their expectations

1-3 DAY PROGRAMS

IDEAL Program

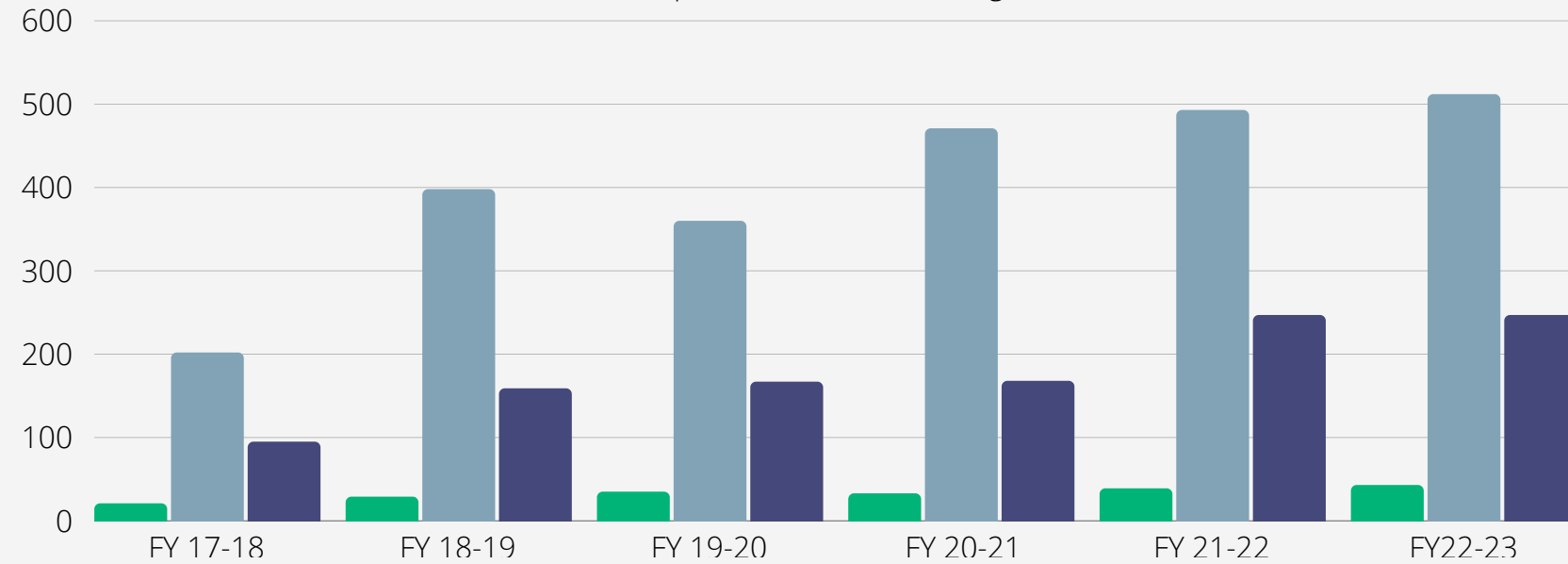
This 2-day program is a genuine, candid space to explore IDEAL Principles and the effect of these principles on individuals, organizations, and the communities they serve. Day 1 focuses on an individual's relationship to these principles, while Day 2 broadens the scope to explore how IDEAL operates on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

"You truly created a BRAVE SPACE!"



WORKSHOP GROWTH BY YEAR

■ Workshops ■ Individuals ■ Organizations



2022-23 WORKSHOPS:

43 Workshops

16 Average Registrants

512 Individual Participants

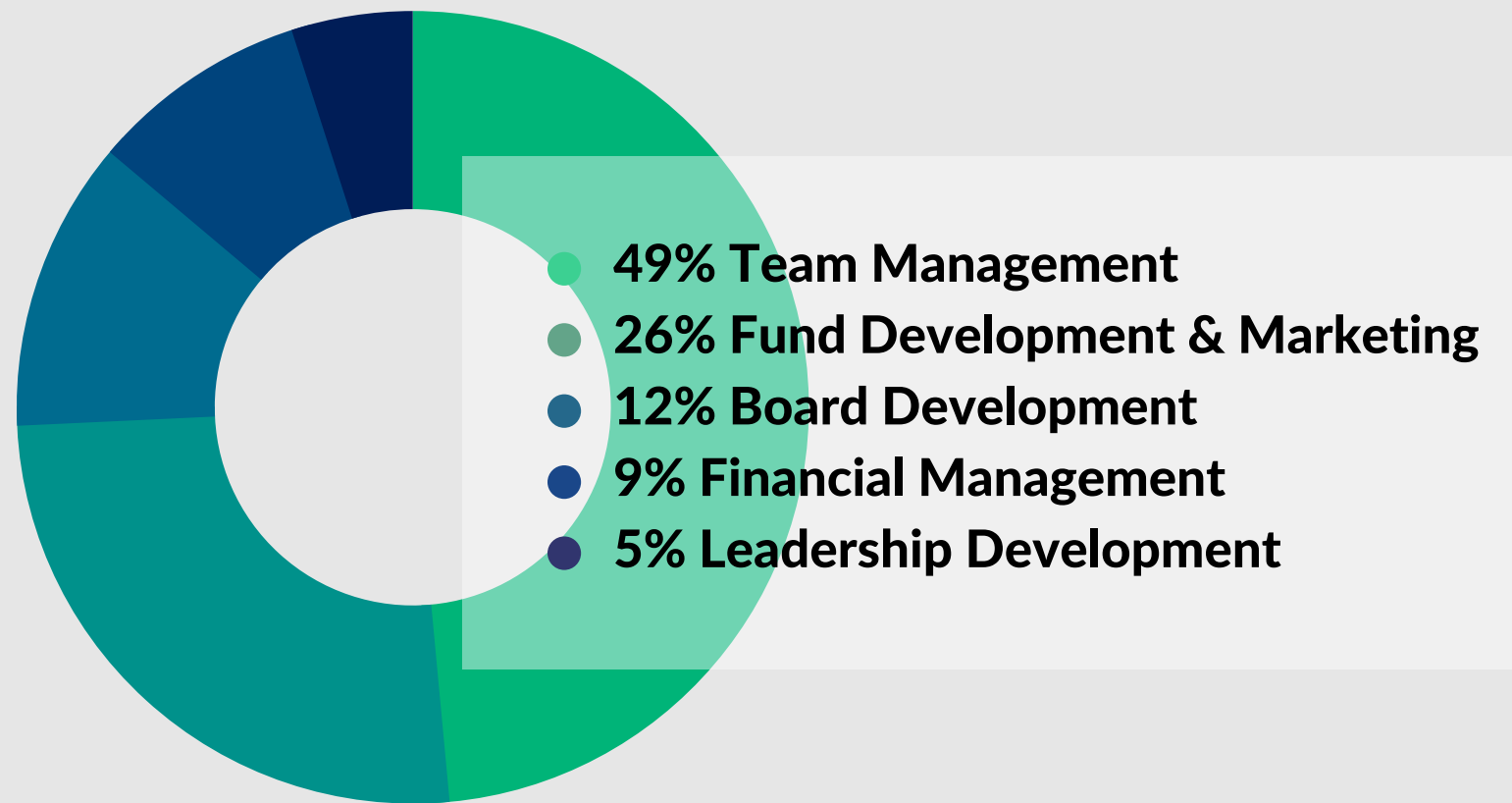
247 Organizations

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

"Some takeaways: Think about the whole person holistically, tie things back to your organization's mission and values, always consider the impact on the organization when addressing issues, give reasons for what you are saying when addressing issues, try to understand the root cause of behaviors. Also: IDEAL is so important to consider at every point.."

94% Likely to attend more CEN programs

91% Agreed the workshop will help them improve the effectiveness of their organization



Applied Wisdom - Partner Sponsored

This workshop serves as an introduction to Applied Wisdom for Nonprofits: Eight Practical Insights for Leadership that offers an IDEAL lens to address many of the challenges nonprofit leaders face especially in the wake of the unique adversities that have arisen since 2019.

36 Pilot Participants



Applied Wisdom: Train the Trainer - Partner Sponsored

This program provides insights and guidance for leading the 1.5-hour Applied Wisdom workshop with cultural responsiveness and humility.

29 Pilot Participants



IDEAL Changed from 2-Day to 1-Day

This all-day program is a genuine, candid space to explore the principles of Inclusion, Diversity, Equity, Access, and Liberation (IDEAL) and the effect of these principles on the community you serve and the organization as a whole. This session is intended to provide a respectful, nonjudgmental space and opportunity for growth and thought-partnership.

15 Pilot Participants

New Workshops Introduced

This fiscal year, CEN created and introduced two new skill-building workshops and updated another - bringing our workshop catalog up to 25.

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.

2022-23 CONSULTING:

50 Engagements

33 Organizations



Consulting Project Areas



Consulting Highlight:



The Center for Excellence in Nonprofits (CEN) engaged with United Way Bay Area (UWBA) to redesign their advisory council.

CEN engaged with UWBA over 10 months to provide IDEAL training and development, provide coaching and support, and help develop the redesign of their advisory council. At the conclusion of this project, CEN and UWBA worked collaboratively to: redesign the advisory council, develop an IDEAL charter to support the growth and sustainability of the council, engage council members in board training, provide 1:1 support to address continued areas of development.

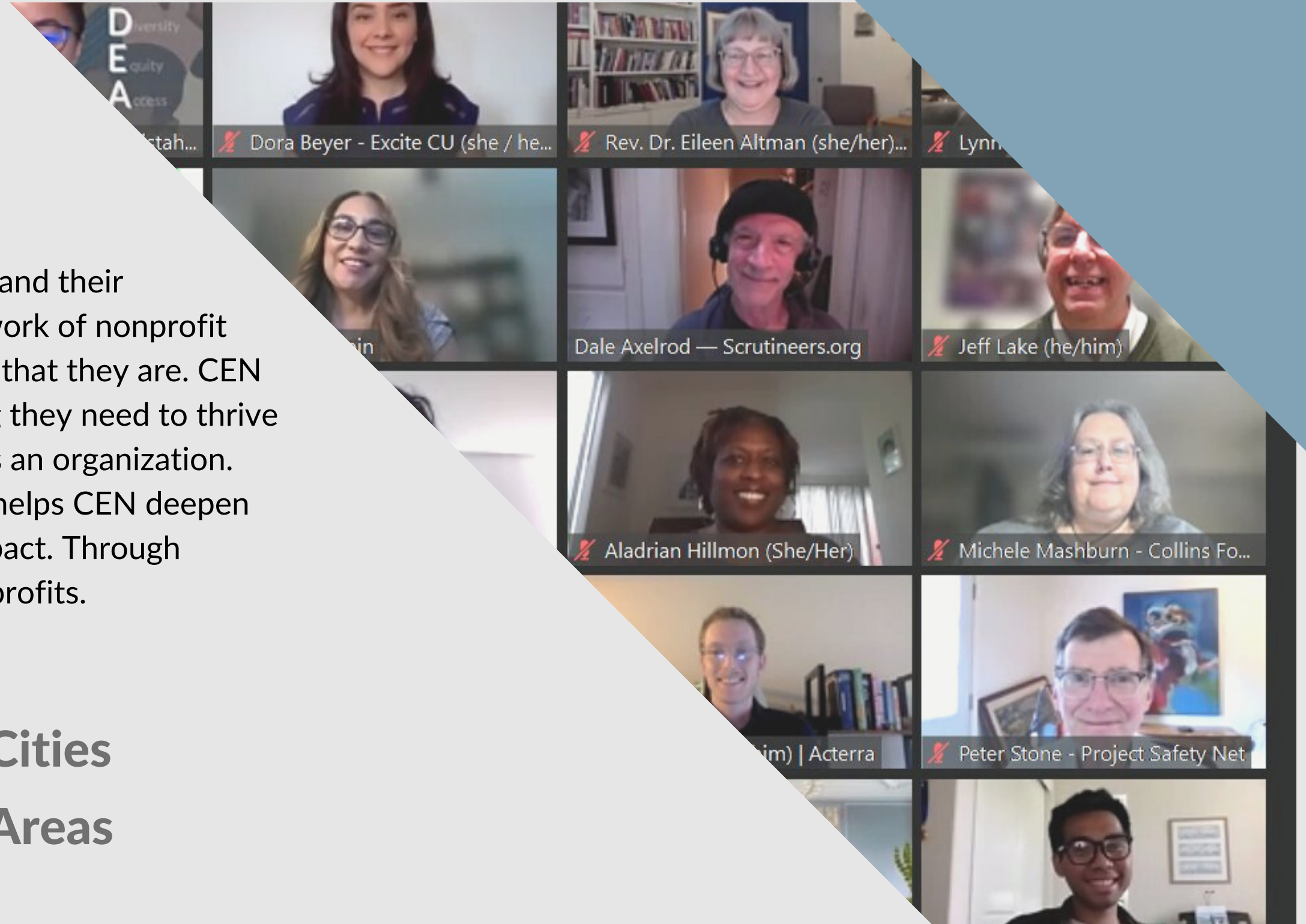
“Every topic from CEN session was helpful to me because I learned how to become an advisory member and how the IDEAL principles help participants and their organizations move forward with expanded knowledge, strategies, and the beginning of an action plan to engage in this critical work.”

CEN Membership

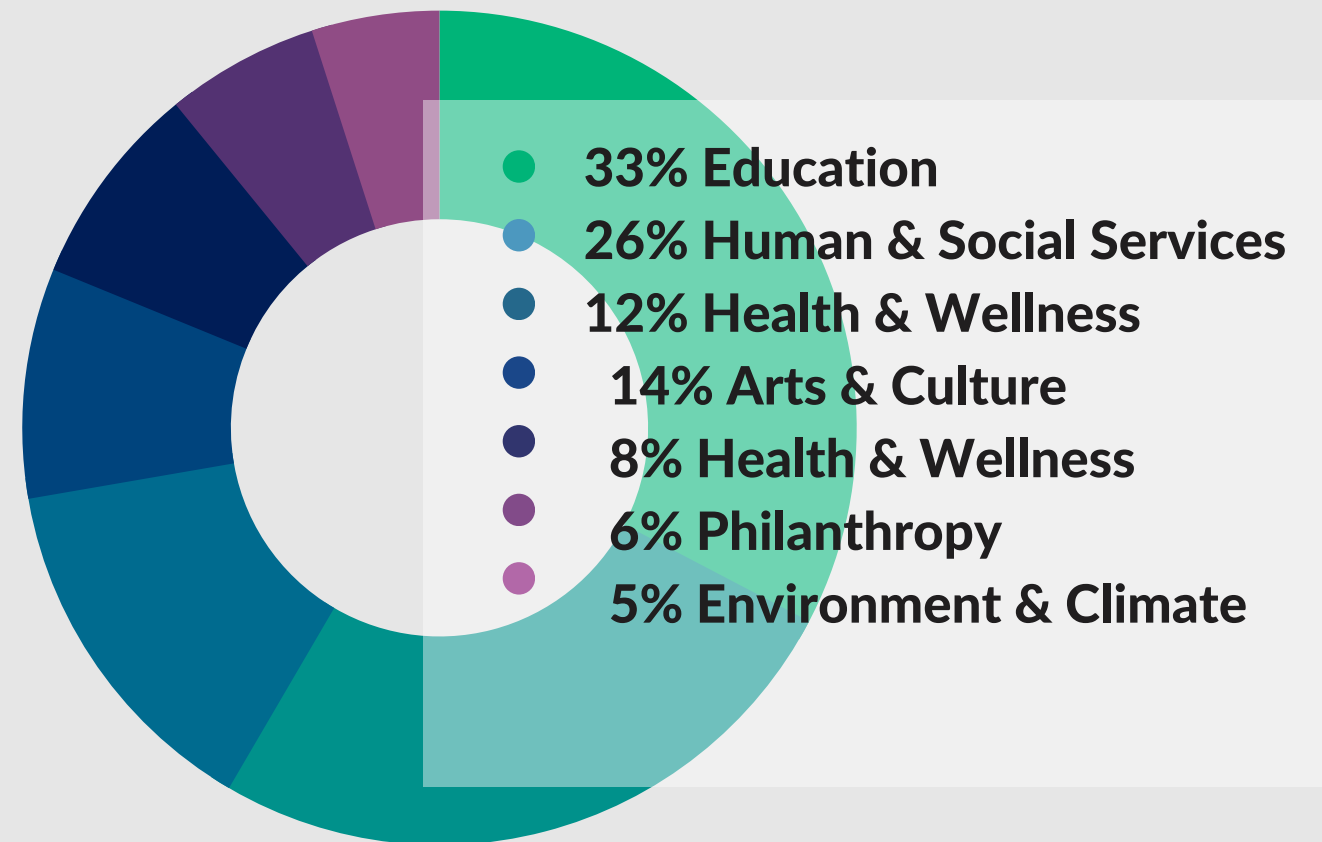
As a member of CEN, nonprofit professionals and their organizations get connected to a diverse network of nonprofit leaders who are on the same learning journey that they are. CEN resources can provide leaders with everything they need to thrive in the nonprofit sector, both personally and as an organization. Building an inclusive community of members helps CEN deepen those connections and increase long-term impact. Through membership, CEN has served nearly 650 nonprofits.

2022-23 MEMBERSHIP:

66 Organizations **34** Cities
7 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



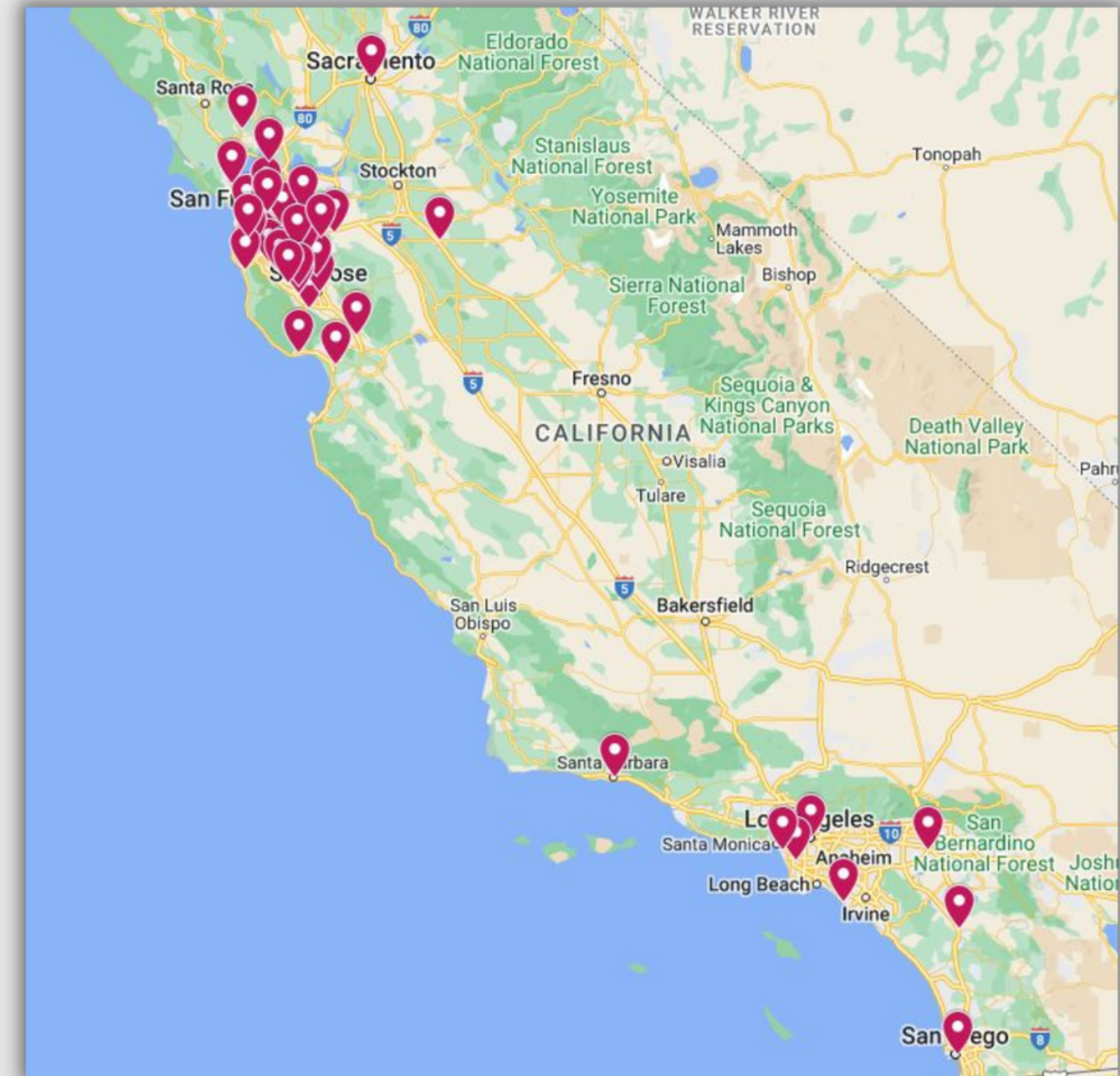
Geographic Impact

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.

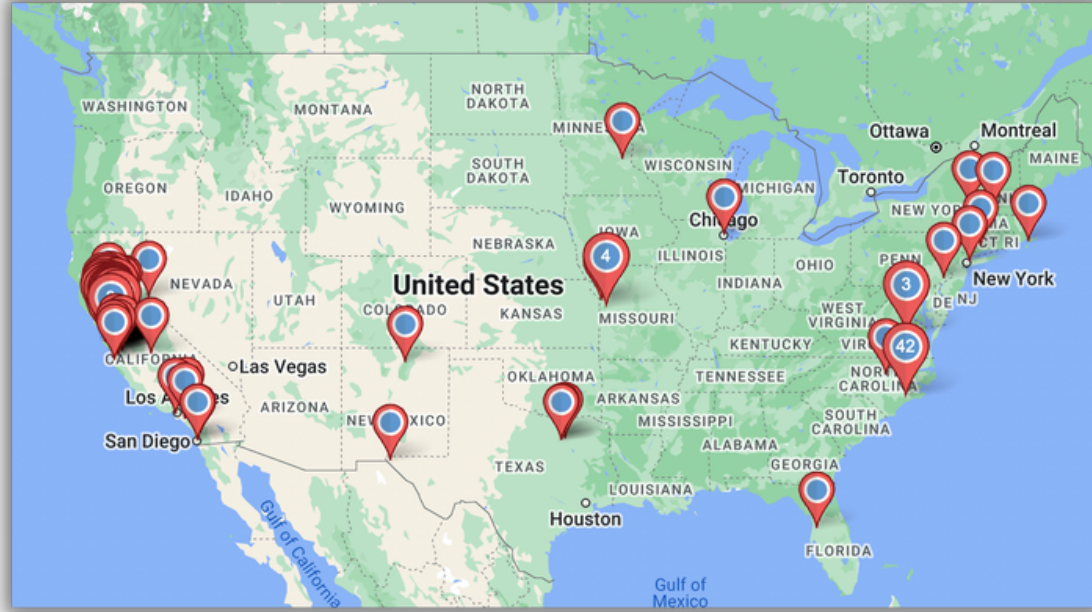
2022-23 IMPACT:

18 States Served

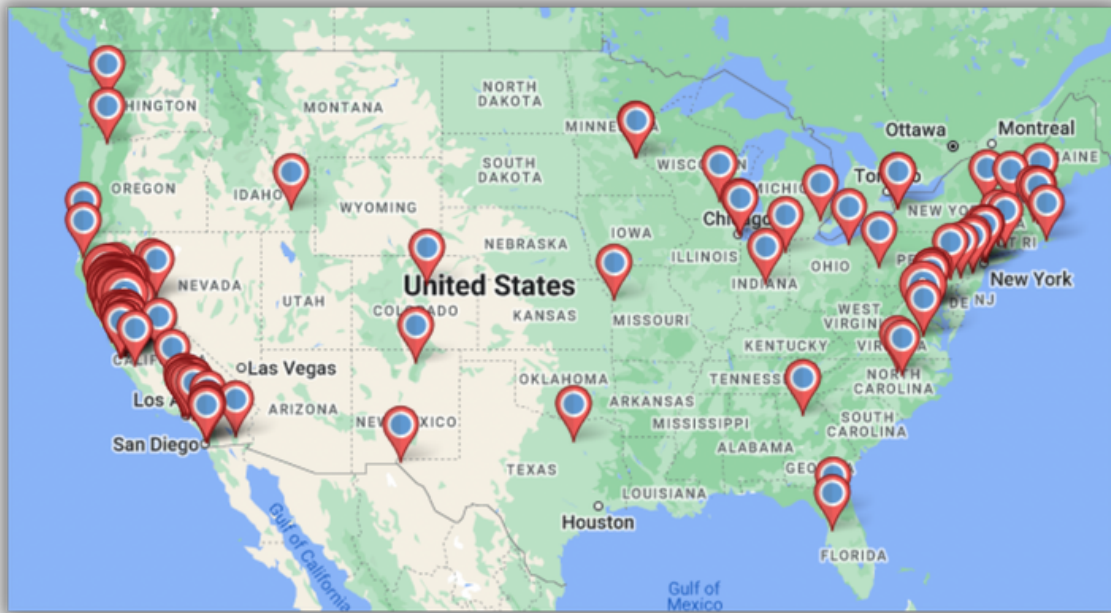
75 Cities Served



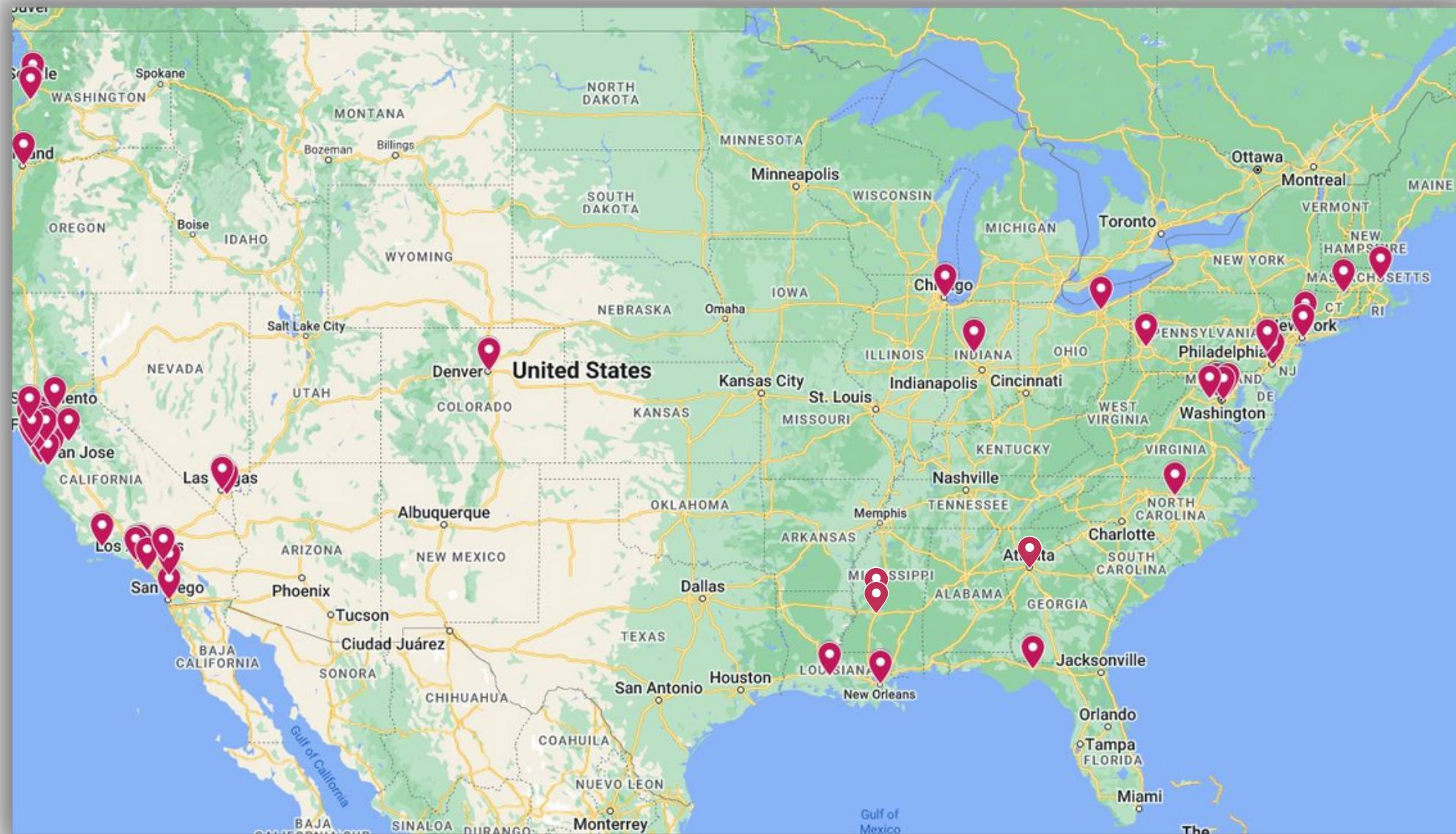
3-Year Geographic Impact



As of August 2020



As of July 2022



As of July 2023

Even as COVID restrictions were lifted this year, the demand for CEN's services remained strong among leaders and organizations nationwide.

Strategic Partnerships

CEN maintains a growing list of strategic partnerships (currently around 34) 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.



4,100+
Subscribers



2,600+
Followers



2,900+
Followers



1,000+
Group Members



CEN Past, Present, and Future

"The past few years have called on all of us who work in and care about the nonprofit sector to rethink how we reach our missions. Many organizations have had to change their service delivery models, some stalwart organizations have closed, and many new organizations have entered the sector. Some highlights of the past year include:

- CEN offered new programming to help nonprofits rethink their board composition to better reflect the individuals they serve through our Building Representative Board program, which worked to prepare 14 future board leaders.
- Twenty-eight people from 18 organizations participated in our IDEAL (Inclusion, Diversity, Equity, Access, and Liberation) workshop to learn how to inculcate these principles at all levels of their organizations.
- Twenty-two executives participated in our Leaders Institute; this was the largest and most diverse cohort ever.

It has truly been an honor to serve as CEN's Board Chair. We look forward to our continued collaboration with the staff, funders, partners, and volunteers who help make our society better through the work they do."

Anna Waring, PhD, Center for Excellence in Nonprofits Board Chair



"During my eight years on the CEN Board, I was very fortunate to have a front-row seat to CEN's transformation and widening impact. From being a primarily locally-focused service provider to providing services nationally, from delivering services primarily at in-person venues to delivering services virtually and expanding its reach and audience, and undergoing transitions in key management roles that would leave many organization struggling, but CEN thrived – you truly can't hope or wish for more for an organization that is dedicated to strengthening the leadership of nonprofit organizations across the nation. And, of course, the management and Board commitment to IDEAL and ensuring that all facets of CEN would live and breathe that commitment, is something that makes all of us who have and had the opportunity to serve CEN most proud. I look forward to seeing the organization continue to be dedicated to empowering nonprofit leaders through continued learning and to building space where everyone has a seat at the table and individuals are comfortable bringing their whole self."

Robert Raffo, Board Vice-Chair, Center for Excellence in Nonprofits



A Note of Thanks

“We have been very busy at CEN!



This year, we focused on IDEAL internally and externally as well as ongoing infrastructure projects to modernize, address growth, and best serve clients near and far. Demand for our workshops and cohort programs has steadily increased while our consultation practice continues to grow exponentially. CEN is proud to have served cohorts of Native American organizations and leaders, Black-led and Black-serving health equity organizations, and disability justice organizations. I am so proud of how our team has stepped up to meet the call to widen the doors of accessibility for our offerings. We are humbled by the brilliant leaders and the good works we are able to support and so appreciative of each one of you who continues to have such a big part in making it all happen.”

Shana Peete, CEO, Center for Excellence in Nonprofits



Nonprofit Community
Impact Report 2022-23

Center for Excellence in Nonprofits

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We thank you for your continued support of
nonprofit leadership.