

### LEADERSHIP AND PUBLIC POLICY INITIATIVES

#### **Board Bank**

The Council initiated the Board Bank project to strengthen board diversity in New Jersey's social sector. The lack of diversity in foundation board rooms has been a topic of concern for the field and growing interest of policymakers and bloggers. Working in partnership with the American Conference on Diversity, the Board Bank initiative seeks to capture and build a network of diverse professionals, business and community leaders for board service within New Jersey's foundations and non-profit organizations. With support from the Albin Family Foundation, the Community Foundation of New Jersey, the Eastman Foundation and the Robert Wood Johnson Foundation, CNJG engaged in a planning process this year. This work included researching similar board matching programs in other states, determining criteria for inclusion, designing and testing the business model design, surveying the field and developing a marketing plan. Throughout we enlisted the advice and counsel of an advisory group made up of business, nonprofit and philanthropic leaders. Corporate and institution "partners" are expected to place their diverse executives in the bank to be matched with nonprofit and foundation "members." The American Conference on Diversity expects to launch The Board Bank in 2012.

#### **Camden Funders Initiative**

Supported by the Annie E. Casey Foundation, Campbell Soup Foundation, Wells Fargo Regional Foundation and the William Penn Foundation, CNJG continued to build upon the forum developed by and for grantmakers focused on Camden. The Camden Funders Affinity Group heard from Gregg Edwards, Governor Christie's Director of Policy about the state's investments in Camden, and from leaders of the newly merged Cooper's Ferry Partnership, Anthony Perno and David Foster. Perno and Foster provided a compelling list of "what to watch for" including Camden 2026 Visioning Plan, Camden SMART and the Haddon Avenue Transit Village. Sidney Hargro, Community Foundation of South Jersey, and Amanda Bauman, Campbell Soup Foundation, co-chair and provide leadership for the Camden Funders Affinity Group.

In April, the Council on Foundations' Annual Conference held in Philadelphia, offered a site tour entitled: *The Importance of Anchor Institutions in Community Revitalization*. The program discussed the critical relationship between institutions and the community to catalyze a major revitalization effort – particularly in Camden, NJ. CNJG President and various members were involved in the planning of the Annual Conference in general and this program.

Finally, CNJG continued to provide tools and resources to support Camden grantmakers. The Camden Funders Peer Network Map, a searchable, interactive, web-based map providing a visual representation of philanthropic investments in Camden City was updated this year with 2010 and 2011 grantmaker investments. And the *Camden Weekly News Round Up* – a weekly e-news – provided over 1000 articles, studies and research of interest to funders working in Camden.

#### **Facing Our Future**

Inspired by a CNJG funders briefing in 2010, the Council has coordinated *Facing Our Future*, a groundbreaking initiative to objectively examine New Jersey's long-term structural fiscal problems. Spearheaded by a volunteer Leadership Group composed of former cabinet officers, senior government executives and public servants representing all sides of the political spectrum, the *Facing Our Future* report was released in February 2011. The report relied on objective research and analysis to explain how and why New Jersey government at all levels – state, county, local and school districts – raises and spends money. Based on the data analysis, the report further explains why the way New Jersey raises and spends money cannot be sustained. Additionally, the report projects a minimum 20% gap in the ability of government to deliver current services. The core goal of *Facing Our Future* is to engage citizens, community groups, the business sector and all government officials, in a serious, thoughtful public discussion that will help build a base of understanding, make informed choices and ultimately address the problems created by New Jersey's complex, multi-layered governmental system. Response to the report has been overwhelmingly supportive and appreciative to CNJG for bringing this information to light in such an accessible way. Throughout the year the Leadership Group presented the findings to a variety of organizations and entities including the Office of Legislative Services, the Regional Business Partnership, the School Boards Association and the Association of Local Chambers of Commerce. A second study is currently underway that updates the information to validate the report's original projections using the current budget year and considers options and best practices that could be replicated and help New Jersey - across all levels of government - to move from its current 19th century structure into the 21st century.

## **Newark Philanthropic Liaison**

The Newark Philanthropic Liaison initiative continues to play a vital role in the revitalization of Newark. Conceived 6 years ago, CNJG with local funders created the philanthropic liaison to work with Mayor Booker and his administration, including public safety, sustainability, child and family well-being, economic development, education and transparent municipal government — all crucial elements for a healthy and dynamic city. Modeled after a similar position in Michigan, a representative of the philanthropic community managed by CNJG, works in City Hall to assist and leverage the investments of foundations working in Newark. Place-based, public-private initiatives were a common theme in 2011, as the Liaison helped facilitate: the roll out of Living Cities \$15 million blended investment in the “*Strong, Healthy, Communities Initiative*”; a multi-partner application to the White House-endorsed “*Promise Neighborhood*” program for support of Newark’s Fairmount neighborhood; and the Mayor’s Office commitment to a neighborhood revitalization strategy, targeting six local communities. Kresge Foundation also returned to Newark to launch the “*Advancing Safe and Healthy Homes for Children and Families Initiative*.” ASHHCFI will build on \$5.5 million in HUD dollars to create over 120 certified healthy residences in distressed Newark neighborhoods. Finally, the Liaison recruited partners, including the United Way of Essex and West Hudson, to submit Newark’s letter of intent for the All-America City Grade-Level Reading Award, a national initiative led by the Annie E. Casey Foundation. Most exciting is the creation of a funder collaborative around education that is investing together through a pooled fund in several Newark public schools. This work also fostered the creation of the Newark Funders Group, co-chaired by Irene Cooper-Basch and Etta Denk, with over 25 very active members participating regularly. This group also formed an education subcommittee that will work to leverage efforts by Newark superintendent Cami Anderson and the Foundation for Newark’s Future. A pooled fund has been created to provide immediate and flexible support for school reform models. Subcommittee members also have led efforts to address extended learning time, early childhood learning, and other critical issues. The subgroup is co-chaired by Dale Anglin, Victoria Foundation and Nicole Butler, The Nicholson Foundation.

## **New Jersey Convergence**

Last fall, with support from the Robert Wood Johnson Foundation, the Council brought together a diverse, multi-field group of New Jersey funders to explore ways they might work collaboratively to address conditions related to *Healthy People, Healthy Places*. This effort was intended to build on a national effort spearheaded by 5 national funders looking to effect change, specifically around equity and policy. The NJ Convergence partners held listening sessions with state advocates, practitioners, and thought leaders for analysis of policy debates. They also conducted extensive data analysis including cataloguing more than \$127 million in philanthropic investments to assess current and future activities; and conducted interviews, surveys, and focused conversations to provide and understand what would be necessary to develop a collective agenda for policy and environmental change. There continues to be great interest among several of the funders to find a way to pursue some sort of joint effort.

## **New Jersey Together**

The New Jersey Together collaborative wrapped up in 2011. NJT marked the largest statewide funder collaborative undertaken in New Jersey. Forty grantmakers came together to seed the nationally recognized and tested youth development program, the *Civic Justice Corps*. With grants ranging from \$1,000 to \$6,000 CNJG was able to work with the State Attorney General’s office to pilot 3 locations -- The Jewish Renaissance Foundation of Perth Amboy, Isles of Trenton and The Work Group in Camden. Over 75 young people who had been court-involved were able to access the training and service experiences that support turning their lives around. The Corps Network, the national organization that designed and tested the Civic Justice Corps program, managed the program and provided technical assistance for each of the sites. A culmination event was held in June where the youth from all three sites came together for a day of learning, collaboration and sharing.

## **Public Policy**

Government relations and public policy learning continue to be a service of CNJG for our members. The annual *Foundations on the Hill* trip in March affords members the opportunity to meet with each Congressional office to share the work they are engaged in and make important connections. As a result of this ongoing relationship building, Congressional offices reach out to us for information, best practices and model programs. For example, this year Congressman Smith’s Office requested information about anti-bully initiatives in the state. The Council was able to query the membership about initiatives they have been working on and various programs throughout NJ. This provides a prime example that elected officials are viewing CNJG as a resource as a result of relationship building through FOTH. In 2011, twelve representatives from the Council participated. The evening before we hosted a dinner with Dona deLeon, Director of Governor Christie’s DC office. We also maintain relationships with the Office of Legislative Services and many of the state Commissioners.

## **Trenton Funders Collaborative**

Now in its 9th year, the Trenton Funders Collaborative continues to maintain its focus on helping to build the capacity of Trenton area service providers. Most recently the TFC spent 3 years working with Big Brothers/Big Sisters of Mercer County. During this time BBBS underwent a major turnaround, tripling the number of “matches” and moving from one of the lowest performing affiliates in the country to becoming among the very top. The four members -- The Bunbury Company, the Mary Owen Borden Foundation, the Harbourton Foundation and the Princeton Area Community Foundation -- spent this year evaluating the elements that have contributed to past successes, as well as considering and researching what organizations are “ready” for a significant investment in their capacity. They expect to make their next investment early in 2012.

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### NEW RESOURCES FOR MEMBERS

#### **Tri-State Foundation Salary & Benefits Summary Report**

Developed exclusively for CNJG members, the *2010 Tri-State Foundation Salary & Benefits Summary Report* is a composite of data provided by New Jersey, New York City, and Pennsylvania grantmakers, and is intended to serve as an indicator of general salary levels in the grantmaking field in the tri-state area. This valuable resource utilizes data collected by the Council on Foundations for its 2010 Grantmakers Salary and Benefits Report, providing the most comprehensive information available on the composition and compensation of U.S. independent and family, community, public, and corporate foundations, and direct giving programs.

#### **Social Media, Blogging and other Media**

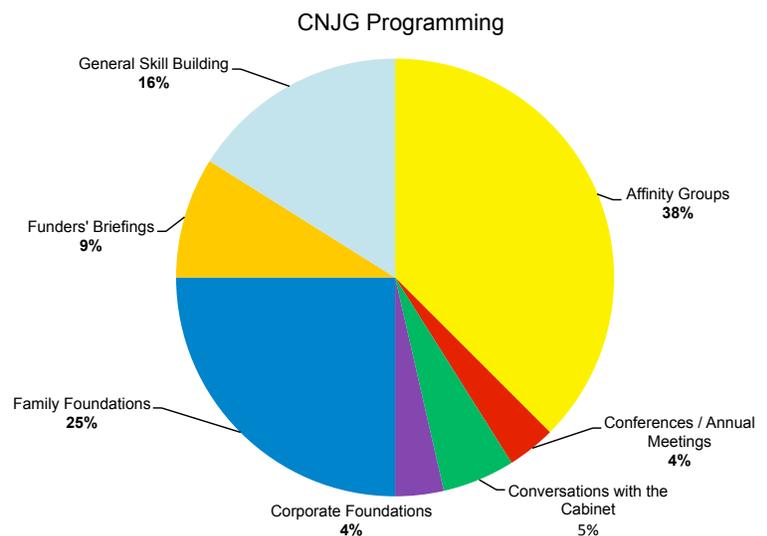
This year we began planning how CNJG might engage in social media, recognizing that many of our members are starting to explore this for their organizations. The Council has begun with some small but important steps. CNJG President Nina Stack became a regular contributor to the Geraldine R. Dodge Foundation Blog this year. As guest blogger, Nina focuses on sharing the issues, ideas, and challenges that are being discussed in the philanthropic community, and specifically at the Council. She has also had guest articles and opinion pieces in New Jersey Business magazine, the Courier Post and the Trenton Times. CNJG also had its first editorial board meeting with the Star Ledger.

### 2011 PROGRAM HIGHLIGHTS

Throughout the year, CNJG programs bring together all types and sizes of grantmakers with leaders from government, business, academia, and New Jersey's nonprofit community. In 2011, CNJG offered more than 50 roundtable and panel discussions, workshops, teleconferences and webinars to members, providing grantmakers the opportunity to gain knowledge and share ideas on best and emerging practices in philanthropy and areas of funding interest.

The Council's 2011 Conference for New Jersey's Social Sector on June 6th welcomed 140 of the state's foundation and nonprofits leaders in New Brunswick. Our topic, *Philanthropy in a Networked World*, featured keynote speaker Gabriel Kasper, Strategist at the Monitor Institute; Rob Anderson, Managing Director at Fenton during the opening speaking; and a morning track of funders-only workshops, followed by afternoon sessions for both the philanthropic and nonprofit communities. Throughout the conference, attendees explored the powerful role that philanthropic networks play in advancing the issues and causes of both grantmakers and nonprofits, while learning how successful network models impact grantmaking, leadership, management practices and organizational structures.

CNJG's December 2011 *Annual Meeting and Holiday Luncheon* welcomed keynote speaker Dr. Jeffrey Brenner, Camden Coalition of Healthcare Providers who was joined in conversation with foundation colleagues Gretchen Hartling/RWJF and Charlie Venti/Nicholson Foundation. The keynote and the discussion hit on many relevant issues for all types of funders. More than 100 Council members and special colleagues also welcomed 16 new members this year, elected five new trustees and re-elected four current board members.



**95% of CNJG members rate our Signature Events as highly valuable to their work.**

*Conversations with the Cabinet* - one of CNJG's most popular programs - offers the opportunity for members to learn about the current administration's key priorities and potential for leveraging their resources to have a greater impact. This year members had the opportunity to join Commissioner Jennifer Velez, New Jersey Department of Human Services, Commissioner Lori Grifa, New Jersey Department of Community Affairs, and Commissioner Chris Cerf, New Jersey Department of Education for candid discussions focusing on current priority areas and possible opportunities for grantmakers to partner with state government on areas of mutual concern.

### **Funder Briefings**

Earlier this year, New Jersey passed one of the most comprehensive anti-bullying laws in the nation. The funders' briefing *Anti-Bullying Legislation and Strategies for Implementation* focused on solutions that address how to prevent bullying and cyber-bullying; how to implement sustainable anti-bullying programs; and how to create safe and inclusive school communities. The 6 panelists provided a comprehensive synopsis of the requirements and training mandated by the new law, including an overview of available resources for educators, parents and the philanthropic community.

Upon the release of the *Facing Our Future* report, former State Treasurers Feather O'Connor Houstoun and Sam Crane along with Rich Keevey, a former budget director and comptroller for two NJ governors presented a special briefing for CNJG members on the report's findings as well as key messages. Special briefings for CNJG members, community leaders and stakeholders as well as the general public were also provided throughout the year.

### **Skill Building Workshops and Seminars**

Corporate foundations and giving programs are often led by executives with multiple roles beyond grantmaking and therefore face unique challenges. Recognizing this need, CNJG began providing programming exclusively with the corporate grantmaker in mind. Partnering with the New Jersey Chamber of Commerce, *Moving Your Employee Volunteer Program from Good to Great* is the first in the Council's corporate programming docket. Well received by corporate funders in attendance, the seminar outlined the importance of employee volunteer programs in the 21st century as well as how to craft and manage a great program.

The 4-part series *Expanding the Philanthropic Toolbox*, offered in partnership with PRI Makers Network and Forum colleague, Philanthropy Northwest, introduced key concepts, discussed critical questions and detailed the steps to establish an effective Program Related Investment program. The program was a "must" for any grantmaker considering PRIs as part of their philanthropic strategy.

### **Affinity and Interest Groups**

CNJG's Affinity and Interest Groups provide a valued forum for members to connect, hear from experts on timely and relevant topics, and exchange information and ideas to inform their work. In 2011, CNJG members took the leading role in convening Art Funders, NJ Convergence Partners, Environmental Grantmakers, Finance & Investment, Grantmakers for Education, Small & Family Foundations, and Strong & Thriving Communities Affinity Groups, Camden Funders, Newark Funders and Issues on Aging. Discussion topics included: the *Cultural Data Project*; *The Yale Endowment Model: Is it Still Valid after 2008/9*; *New Directions in Studying Teaching Quality*; and the *Land Trust Alliance's Accreditation Program*. Affinity groups also met with policymakers including, Gregg Edwards, Director of Policy for Governor Christie and Newark Mayor Cory Booker.

Throughout 2011, members participated in monthly Family Philanthropy Teleconferences featuring presentations and Q&A sessions with national experts and practitioners in family philanthropy. Topics included: *Aging America and Why It Matters to Your Mission*, *Balancing Data and Desire: The Science and Art of Family Giving*, and *Keeping Grantmakers and Grant Seekers from Drowning in Paperwork*.

### **CNJG Programs with Partners**

As a member of the 35 association network that makes up the Forum of Regional Associations of Grantmakers we are often able to provide our members access to our colleagues programs and vice versa. With Donors Forum of South Florida we presented: the *Federal Budget and its Impact on the Non-Profit Sector*, guiding funders through the federal budgeting process from appropriations bills to committees to final signature by the President. Funders also learned how the FY 2012 federal budget would likely impact the social sector and how the philanthropic community might advocate on behalf of their nonprofit partners. With the Association of Baltimore Area Grantmakers we held *Improving Grant Application and Reporting Processes*, which provided an update on *Project Streamline*, a research and education effort to reduce the costs of grant application and reporting practices to both foundations and grantees. Grantmakers explored and faced head on common inefficiencies that could detract from time and resources better spent on accomplishing grantmakers' missions.

*Of the 25 briefings and affinity group meetings evaluated by CNJG members, 90% were rated as 'Excellent'.*

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### NEW JERSEY'S GROWING ROLE NATIONALLY

Remaining on the cutting edge of best practices and model programs, the Council collaborates extensively with other regional associations of grantmakers across the country through membership in the national network - the Forum of Regional Associations of Grantmakers located in Washington DC. The Forum's thirty-five member associations represent over 4200 grantmakers coast-to-coast, maintaining an open dialogue and sharing information, programming, best practices and challenges in the field of philanthropy. Nina Stack, President of the Council was elected Chair of the Forum's Board of Trustees in August. As such, Nina also serves on the Council on Foundation's Board as well. The Forum Network provides critical programming and services to the Council that ultimately benefit and connect the national philanthropic field.

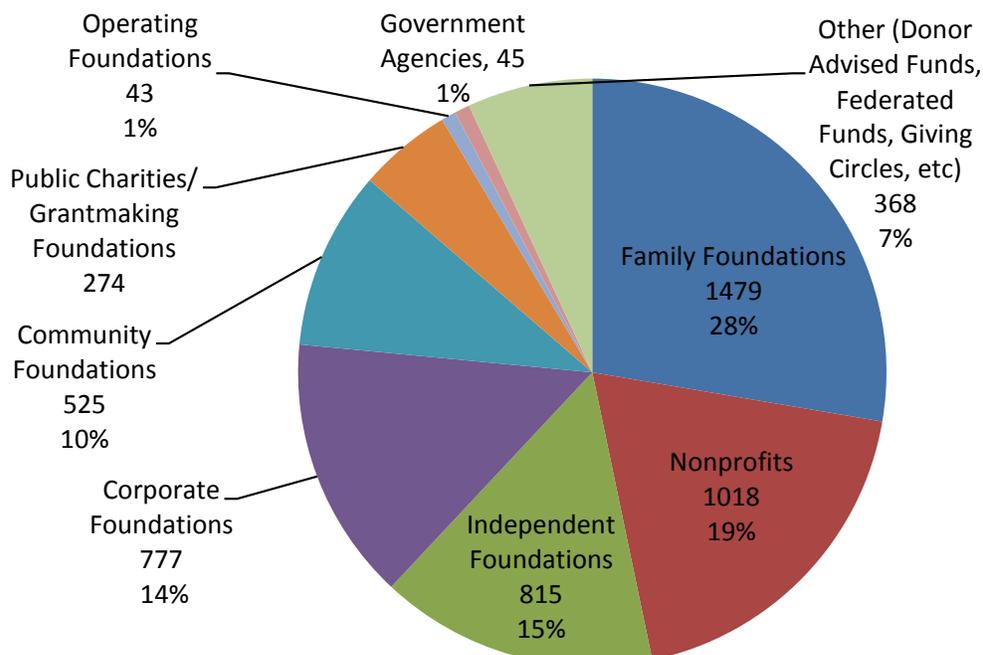
#### *Forum of Regional Associations of Grantmakers Network*

##### Regional association members

- Number of regional association (RA) members: 35
- Average number of years members have been in business: 23 (first 1948, latest 2011)
- Total annual operating budget: \$33,800,000

##### Participating organizations

- Total number of participating organizations: 5344
- Total number of grantmaking entities: 4281 (80% of total)
- Total number of regional association affinity groups & funder collaboratives: 233



## LOOKING TOWARD OUR FUTURE

Late in 2010 the CNJG Board approved a bold vision for the Council going forward, one that will transform the Council from an organization founded on education and skill building to one that is highly focused on relationship building, knowledge building and nurturing the collective impact for the membership. At its center is a commitment to ensuring CNJG thrives well into the future. This ambitious and exciting vision is illustrated by The CNJG Story:

### THE CNJG STORY

- New Jersey grantmakers join CNJG because it is a dynamic forum in which to learn, share ideas and common concerns, and inspire our colleagues to be responsive, proactive and effective funders.
- Through CNJG, New Jersey's funding community has the ability to influence thinking and improve outcomes, serving as a catalyst for citizens and the broader communities.
- We have accomplished all this through proven leadership in the state's social sector, by promoting innovative partnerships, having a commitment to effective grantmaking, and *a passion for philanthropy's potential*.

As we embark upon this exciting journey, here are selected milestones on that path this year:

- CNJG engaged a full-time Member Services Officer
- CNJG provided the first in a series of workshops specifically for corporate foundations and giving programs
- CNJG expanded its reach with blogs and editorials to inform the public about the role of philanthropy and grantmakers' ongoing investments in the fabric of our society
- CNJG increased its membership – adding both corporate and family foundations to the Council's community of members
- CNJG has expanded New Jersey's voice on the national philanthropic stage

## ABOUT CNJG

The Council of New Jersey Grantmakers exists to strengthen and promote effective philanthropy throughout New Jersey. The leading resource for networking and information for New Jersey's philanthropic community, CNJG provides representatives of all types of grantmaking organizations access to valuable services and meaningful activities to advance their work.

CNJG was created based on the principle that philanthropy is more effective when grantmakers have the opportunity for communication, information exchange, and continuing education. CNJG became a unified project under the Community Foundation of New Jersey in 1990 and was established as an independent 501 (c) (3) organization in 1997.

CNJG has national ties through the Council on Foundations and is a member of the Forum of Regional Association of Grantmakers, a national network of membership associations. CNJG gratefully acknowledges in-kind support from Thomas Edison State College.

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