

CNJG

COUNCIL OF NEW JERSEY GRANTMAKERS
Harnessing Philanthropy's Potential

2012 President's Report

LEADERSHIP AND PUBLIC POLICY INITIATIVES

Philanthropic Response to Hurricane Sandy

The day after Hurricane Sandy hit New Jersey, the Council scheduled a conference call for funders to help inform what to be prepared for, share information and discuss strategies. We immediately created a dedicated web area on the CNJG website - *Responding Post Sandy: Philanthropic Relief & Recovery* - to inform grantmakers of best practices and available resources. In the days following the hurricane, CNJG quickly realized the long-term efforts that would be needed to assist grantmakers in their response. A dedicated listserv was created for funders to share New Jersey information, resources, strategies and news related to storm relief and recovery. Because of the sheer magnitude of the interest and the need, the listserv was opened up to nonmembers, both state and national grantmakers.

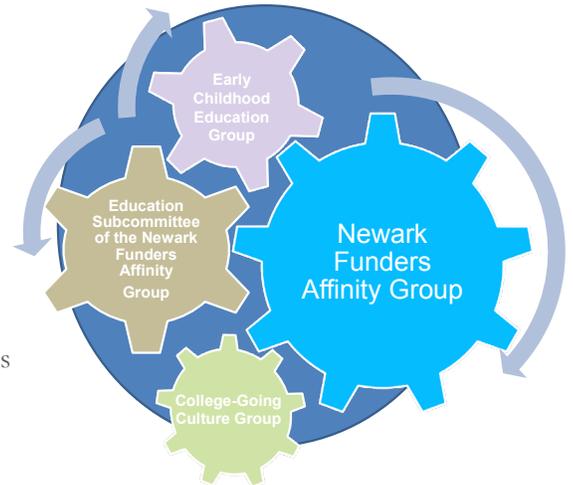
It was also decided early on that the Council would convene a standing weekly conference call for grantmakers to hear from policymakers, disaster relief/recovery experts, and colleagues who have been through similar catastrophes, as well as discuss their collective and individual efforts. The very first call introduced members to Denise Gilliam, Recovery Directorate at FEMA working in the National Disaster Recovery Planning Division addressing capacity building and long-term recovery efforts. We have also learned directly from colleagues' experiences during the calls: John Grady Davies, President of the Baton Rouge Area Foundation, discussed post Hurricane Katrina efforts throughout Louisiana. Jera Stribling of the Bruno Foundation was deeply involved in the philanthropic response following the devastation in Alabama after 62 tornadoes touched down in one day in 2011. The calls have also provided an opportunity to connect directly with local leaders addressing the many needs of our communities on the ground. Cathy McCann, President of the NJ VOAD (Voluntary Organizations Active in Disasters) has been working closely with FEMA and the NJ VOAD group since the onset of Hurricane Sandy. Finally, calls have also focused on very specific areas of disaster recovery, for instance Dr. April Naturale discussed the serious mental health issues often seen in disaster survivors and the need to plan for longer term therapeutic programs and therapists expressly trained in disaster therapy.



Philanthropy has been called upon to play a vitally important role in response to the extraordinary devastation caused by Hurricane Sandy throughout our state. The Council of New Jersey Grantmakers is the central clearinghouse for timely, relevant information to support the efforts of not only our state's grantmaking community, but funders beyond New Jersey's borders. The Council would like to acknowledge and thank the Victoria Foundation, Rita Allen Foundation, and PSEG which provided CNJG with grants to help underwrite some of the added costs related to our coordination work, including engaging a consultant to assist CNJG efforts to support the philanthropic community's response.

Newark Philanthropic Liaison

The nonpartisan Newark Philanthropic Liaison office, now in its fifth year at Newark City Hall, has enabled CNJG and the broader philanthropic community to formalize communication with the administration of Newark Mayor Cory Booker. Staffed by Jeremy Johnson, the office was recognized in June by the United States Conference of Mayors in a resolution endorsing government-foundation-nonprofit offices and encouraging local governments to work closely with foundation partners. The office has cultivated a growing number of grantmaker committees and working groups that link private and public stakeholders. One of the most active groups is the Education Subcommittee, whose members are tackling issues across the human lifespan, from birth to career. The Subcommittee spawned the Early Childhood Education Leaders group, which is advancing policies to ramp up childhood success for kids, especially 0-3 years old. A mid-year coalition was created to promote Grade Level Reading by Grade Three and seek national funding support. The office participated in Expanded Learning Time working group which has made recommendations to the superintendent. Several subgroups are addressing the challenges and opportunities of college readiness, college success, and universal college scholarship. At a recent convening of “liaisons” and “strategic partnerships” by the University of Southern California’s Center for Philanthropy and Public Policy, it was revealed that Newark was the only municipality liaison fully supported by philanthropy. In 2012, the Liaison has worked with a number of collaborators, including Newark Youth Advisory Board, Living Cities’ Strong Healthy Communities Initiative, Promise Neighborhood Applications Steering Committee – Rutgers University, Kresge Foundation’s Healthy Homes Funders Forum, the Greater Newark Workforce Funders Collaborative, and the Mayor’s Office Sustainability Action Plan group. The Newark Philanthropic Liaison is supported by: Geraldine R. Dodge Foundation, The Nicholson Foundation, Victoria Foundation, Turrell Fund, Schumann Fund for New Jersey, Prudential Foundation, Bank of America and the MCJ Amelior Foundation.



Public Policy

Government relations and monitoring public policy continue to be an important service CNJG provides on behalf of our members. The annual **Foundations on the Hill** trip in March affords members the opportunity to meet with Congressional and Senate offices to share the work of the state’s philanthropic sector and build on relationships with our elected officials. This year the 2-day event sponsored by the Council on Foundations and the Forum of Regional Associations of Grantmakers included 219 registrants from 35 states. Eight representatives from the Council met with 12 offices this year, including two exceptional meetings with Congressman Frelinghuysen and Congressman Lance – both of whom understand the importance of the philanthropic sector to our communities. Additionally, Nina Stack and CNJG Board Member Sam Crane were invited to a special meeting of the Democratic Senate Steering and Outreach Committee with Senator Menendez and Senator Lautenberg. The Committee was especially interested to learn about the critical elements in successful initiatives, challenges to public-private partnerships, and what government does right in supporting public-private partnerships.

The Council was also invited to join the Center for Non-Profits’ Advocacy Committee. The purpose of the **Advocacy Committee** is to advise and assist the Center in: monitoring and influencing federal and state law, policy and funding decisions

in order to enhance the effectiveness of the nonprofit sector; and identifying policy issues for potential action. Understanding the interrelated work and partnerships between the philanthropic and nonprofit communities, Linda Czipo, Executive Director of the Center will join the Council’s **Leadership and Policy Committee**. Ms. Czipo brings a high level of expertise on legislation and regulatory issues affecting the nonprofit sector. Both of these changes are major



Nina Stack giving testimony during Foundations on the Hill

milestones in the Council's advocacy and policy work on behalf of the state's philanthropic sector.

PolicyWorks is a national effort to help build the capacity of regional associations to assist their members with government relations and public policy engagement among 28 regional associations. Now a formal program under the Forum of Regional Associations of Grantmakers, PolicyWorks provides monthly learning webinars for regional associations staff and member organizations; tools and resources that the community of members can use and adapt for their own state or regional association policy efforts; and a two-day Summer Institute gathering for both regional associations staff and volunteer leaders to collectively discuss strategies, issues, and stories of impact. This year volunteer leaders Bill Byrnes, CNJG Board Chair and Bill Engel, CNJG Leadership and Policy Committee Co-Chair attended the Institute. Among the Institute presenters, Tim Delaney, President and CEO of the National Council of Nonprofits provided an excellent briefing on some of the national, state and local policy trends potentially affecting our sector including PILOTs (payments in lieu of taxes), elimination of state charitable tax deductions, and the imposition of burdensome mandates and restrictions on what are private organizations because they are organized as a nonprofit. The issues are many and continue to grow both in number and scope of potentially harming the sector. The Institute also provided the ideal community for the Council to "test and hone" a newly developed procedure for how and when the Council would take a position on an issue. Finally the PolicyWorks team has been instrumental in tracking and deciphering the many issues surrounding the fiscal cliff and the charitable deduction national discussion.

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. In addition to regular affinity group meetings, the 2012 Camden Funders Survey was released in September. The survey reflects the grantmaking investments of 26 funders working in Camden and updates the 2006 Camden Funders Survey commissioned by the Annie E. Casey Foundation. In addition the information gathered as a result of the survey also populated the Camden Funders Peer Network Map with 2010 and 2011 grants made to nonprofit organizations working in or on behalf of Camden. The survey and map are available at <http://www.grantmakers.info/home/>.

Facing Our Future

The Council continued supporting Facing Our Future, a groundbreaking initiative to objectively examine New Jersey's long-term structural fiscal problems. In 2011 and again in 2012, Facing Our Future documented the operational shortfalls across all levels of New Jersey government, and projected the additional shortfalls over the next five years if no changes are made in budgetary policy. Led by an all-volunteer Leadership Group composed of former state cabinet officers, senior government executives and public servants representing all sides of the political spectrum, Facing Our Future released a second report "Updated Report with Options Analysis" in February 2012. This report contained updated budget information and gap projections, as well as more than one dozen specific options for increasing efficiency in government services delivery. As an extension to this report, policymakers and stakeholders receive regular e-communications, "Options in Action," to advance discussion about how all levels of NJ government might rethink critical government services in light of our state's fiscal challenges. These short communications highlight actions and proposals developed by communities in New Jersey and around the nation. Some ideas focus on developing more efficient delivery systems, while others champion the application of new technological tools to support governmental services. The Leadership Group, through the Council, embarked upon a third phase of the project in July to provide an "Investments Report" that will discuss potential investments impacting economic growth in the areas of environment, energy and transportation. The report will identify recommendations for investment and options to prioritize funding those investments. The Facing Our Future website, facingourfuture.org, provides the full body of work. Nina Stack, CNJG President serves on the Leadership Group, as well as a number of CNJG members having previous appointments in government.

84% of attendees to CNJG's Signature Events find the keynote presentations to be of great value.

2012 Highlights of Member Services and Benefits

2012 PROGRAM HIGHLIGHTS

Throughout the year, CNJG programs bring together all types and sizes of grantmakers with leaders from government, business, academic, and New Jersey's nonprofit community. By end of 2012, CNJG offered members well over 75 roundtable and panel discussions, workshops, teleconferences and webinars, providing grantmakers the opportunity to gain knowledge and share ideas on best and emerging practices in philanthropy and areas of funding interest. (For details see selected highlights.)



Colloquium Panelists Satullo, Appiah, Raphael, and Bornstein

Every other year, the Council brings together recognized thought leaders from both the philanthropic and nonprofit sectors for a conversation exploring topics of critical interest to the future of the social sector. The Council's **2012 Colloquium for New Jersey's Social Sector** explored the extraordinary loss of civility in our society and what this means for the social sector. The June program welcomed over 130 foundation and nonprofit leaders, and heard from Dr. Anthony Appiah, Princeton University, David Bornstein, author of *How to Change the World: Social Entrepreneurs*, Cathy Raphael, Chair of the Board of Directors of the Ms. Foundation for Women and a family philanthropist, and Chris Satullo, Vice President for News and Civic Dialogue at WHYY. The Council is also pleased to report, for the first time ever, CNJG simulcast the event to 10 regional association locations throughout the nation from Iowa to Arizona to Baltimore to New York. Participant commentary confirmed both the in-person audience and the virtual audience found the subject matter compelling and relevant in today's fast-paced, modern world. The Council thanks our Colloquium sponsors: PSEG, Citi, Horizon Blue Cross Blue Shield of New Jersey, The Provident Bank Foundation, and Subaru.

The **2012 Annual Meeting and Holiday Luncheon** welcomed over 130 of the Council's members and special guests on Friday, December 7th at the Hyatt Regency in New Brunswick. The keynote address by Tom Tierney, founder of the Bridgespan Group, provided a timely and highly relevant discussion about the nonprofit starvation cycle, aligning goals between grantmakers and grantees and a number of issues that grantmakers might contemplate when working with their grantees. Following the address, a conversation between Tom, Irene Cooper-Basch, Victoria Foundation and Bill Byrnes, F. M. Kirby Foundation further explored many of these hard-hitting points. The Council thanks our Annual Meeting sponsors: Novartis, the Prudential Foundation, and Novo Nordisk.



Annual Meeting Conversation with Bill Byrnes, Irene Cooper-Basch, and Tom Tierney,

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 meet with Commissioner Mary O'Dowd, Department of Health. The presentation provided a number of entry points and potential areas of interest for grantmakers. Among key priorities discussed by Commissioner O'Dowd were the initiatives to promote healthy people and healthy communities, the hunger and food initiatives to reduce disparities, ShapingNJ- a public-private partnership which as expected already included a number of CNJG members. These meetings directly connect grantmakers with state policymakers, often opening the door for philanthropy to partner with state government on areas of mutual concern.

Funder Briefings

Financial Empowerment Briefing for Funders explored the central role of financial empowerment in Mayor Booker's comprehensive agenda to achieve: early childhood success, positive youth development, and stronger families and stronger neighborhoods. The briefing helped funders better understand the connection between financial empowerment and positive outcomes for Newark residents, in terms of social, educational, economic, and health measures. Mayor Booker has made financial empowerment for Newark residents a high priority and has generated partnerships and networks that promote financial empowerment. Additionally, a report documenting New York City's programs to integrate financial empowerment into core social service programs was shared. Funders came away with a better understanding how to leverage their involvement in financial empowerment programs for the success of high-need Newark communities and beyond.

A funders briefing to help grantmakers further understand the escalating foreclosures evident in our state took place on September 13. Kathe Newman, Ph.D., noted expert on the foreclosure crisis led the webinar - **New Jersey Foreclosure Statistics**. Dr. Newman has been on the front lines of this work. She has documented the extent of foreclosures, while combating an epidemic that has displaced families and left neighborhoods in some of the state's poorest communities riddled with vacant, boarded-up buildings.

Raphael J. Caprio, Ph. D. of the Edward J. Bloustein School of Planning and Public Policy at Rutgers University took the helm for **New Jersey's Urban Centers – What Trends are Emerging**. The webinar provided an analysis of the most current economic and demographic data available and the resulting impact on the state's most vulnerable cities. The briefing focused on Asbury Park, Camden, Newark, Paterson and Trenton, and the cumulative fiscal impact on these cities stemming from state aid cuts to municipalities over the years and the priorities of needs that will likely surface as a result.

Skill Building Workshops and Seminars

Maximizing Corporate Community Investments (MCCI) is a comprehensive and cutting-edge 6-part module curriculum on corporate giving designed for small to medium-sized corporate giving programs. The high-powered program - for both new and veteran corporate foundation and giving professionals - addresses the basic skills needed to build a strategic corporate giving program and the advanced skills to take an existing program to the next level. Part I focused on uncovering the key business benefits of corporate philanthropy and understanding the many strategic variables to consider when establishing a corporate giving program. Part II discussed employee giving programs, in-kind giving, and how to effectively communicate giving programs to build brand awareness. Part III helped attendees develop the skills to measure the internal and external impact of their corporate giving, and readily communicate their organization's corporate and community impact both internally and externally. With sponsorship support from TD Bank, this first-time series sold out.

A favorite and often requested workshop – **Looking for Trouble & Opportunities on the Form 990** - helped grantmakers examine just how to make sense of the form and how this information can be used for sound grantmaking decisions. In preparation for the meeting, registrants received a 10 question worksheet to complete by reviewing a grantee's Form 990. The pre-meeting assignment set the stage for the workshop and provided a real-time, relevant case study for the workshop.

In order to make sound funding decisions, grantmakers must have a firm grasp of the nonprofit's story. The information contained in a nonprofit's financial records completes the picture. **Due Diligence for Small and Family Foundations** helped funders understand the fiscal health of current and prospective grantees, and provided a working checklist of management and governance best practices for foundations. This interactive program was so well received by attendees that we have already made arrangements for program facilitator, Hilda Polanco, CPA, CCSA, Founder and Managing Director of Fiscal Management Associates, LLC (FMA) to be brought back in January 2013 to present Foundation Due Diligence 2.0.

Affinity and Interest Groups

CNJG's 14 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 2012, CNJG members took the leading role in convening Art Funders, Environmental Grantmakers, Finance & Investment, Grantmakers for Education, Early Childhood Education, Strong & Thriving Communities, Camden Funders, Newark Funders, College Going Culture Group (Newark) Education Subcommittee (Newark), Health and Aging, Paterson Funders, Ocean and Monmouth County Funders, and Trenton and Mercer County Funders. Discussion topics were as varied as the groups themselves. Among the meeting topics and speakers: Environmental Grantmakers presented *Urge to Merge* - Cindy Ebrenclo and Bill Kibler, Raritan Headwaters Association; Arts Funders presented *Issues in Arts Education* - Larry Capo, Young Audiences of NJ and Bob Morrison, Quadrant Arts Education Research; Health and Aging Funders presented *A Conversation with Dr. George Heinrich* - Vice Chairman and CEO of the Foundation of UMDNJ; and Strong & Thriving Communities presented *Fresh Foods in the Neighborhood* - Marco Navarro, The Robert Wood Johnson Foundation and Don Hinkle-Brown, The Reinvestment Fund. Affinity and Interest Groups are highly sought core programming provided by the Council.

Throughout 2012, members participated in monthly **Family Philanthropy Teleconferences** featuring presentations and Q&A sessions with national experts and practitioners in family philanthropy. Topics included: *Leveraging Limited Dollars for Impact*, *Celebrating Milestones in Family Philanthropy*, and *Diverse Voices in Family Giving*.

CNJG Annual Program Registrations



CNJG's membership represents 86% of the state's private foundation assets.

CNJG Programs with Partners

As a member of the 34-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 the North Carolina Network of Grantmakers we presented **Measuring Your Scholarship Program: Two Case Studies on Evaluating Foundation Scholarship Programs**. Scholarship programs can be one of the more rewarding and direct grantmaking approaches foundations take. Grantmakers learned about implementing winning strategies to evaluate scholarship programs.

In partnership with Grantmakers for Effective Organizations (GEO) and the Geraldine R. Dodge Foundation, the Council presented **Imagine: How Creativity Works** with Jonah Lehrer, neuroscientist and author of *How We Decide* on March 13. Dr. Lehrer demonstrated that creativity is not a single "gift" possessed by the lucky few. It's a variety of distinct thought processes that everyone can learn to use more effectively. Lehrer also discussed the importance of embracing the rut, thinking like a child, and daydreaming productively. By using these ideas and techniques, he suggested our organizations can become more productive and effective.

Presented in three parts, **A Funders Toolkit: Building Grantees' Technology Knowledge** was provided in partnership with the Council, the Forum of Regional Associations of Grantmakers, and Idealware. Funders learned about the many different ways technology can help nonprofits be more effective, examined specific case studies explaining how to build grantees' tech knowledge, and options to match technology with grantmakers' current processes and guidelines.

New Resources for Members

A number of **new interest and affinity groups** focused specifically on a geographic area or community were launched this year. Among these groups, Paterson Funders, Ocean and Monmouth County Interest Groups, and the Trenton and Mercer County Affinity Group. These groups add to CNJG's previously established affinity groups focusing on a specific geographic region, including Newark and Camden.

CNJG e-News added two new features to the monthly e-publication: **Leadership & Policy** and **Research and Resources**. The Leadership & Policy section provides articles and news stories related to philanthropy's ever-expanding need to stay informed about policy issues affecting the philanthropic and nonprofit sectors. Increasing grantmakers' knowledge with the latest studies and research, as well as providing access to an array of cutting-edge resources inspired the Research and Resources section. Finally, as the year drew to an end and following Hurricane Sandy, the monthly e-publication also includes a section for Sandy related news.

Building on the Council's advocacy and policy work, the Center for Non-Profits will provide members with at minimum, biannual briefings **on legislative and regulatory issues and important policy discussions**. From Payments In Lieu of Taxes (PILOTs) to burdensome legislative policies meant for quasi-governmental organizations, grantees in New Jersey and across the country are facing consistent and highly intensive challenges from municipalities, legislatures, regulators and Congress. The Center tracks these challenges and responds on behalf of the nonprofit community while promoting sound public policies and preserving grantees' advocacy rights. The first briefing was held in October. CNJG is a member of the Center for Non-Profits.

Organizational Investments

The Council continues to grow and was pleased to welcome a number of new members in 2012. Steering this growth, CNJG embarked upon a two-year fundraising campaign to underwrite critical investments that CNJG requires to take full advantage of philanthropy's encouragement and investment to effect positive change. Ensuring a well-represented and expansive membership fuels a healthy and vibrant philanthropic community, one that is capable of working together on emerging and significant issues of benefit to our communities and citizens. On behalf of members and the philanthropic sector in New Jersey, the Council will continue to fulfill this critical leadership role in service to the state's philanthropic sector, not only today – but well into the future. To date over \$191,000 has been raised. The Council thanks four individuals and the following organizations for their contributions to the capacity-building campaign: Community Foundation of New Jersey, Conservation Resources, Inc., E. J. Grassmann Trust, Essex Equity Management, F. M. Kirby Foundation, Fund for New Jersey, Geraldine R. Dodge Foundation, Harbourton Foundation, The Hyde and Watson Foundation, Johannette Wallerstein Institute, The Karma Foundation, Blanche and Irving Laurie Foundation, The Nicholson Foundation, Novo Nordisk, The George A. Ohl, Jr. Foundation, Prudential Foundation, Schumann Fund for New Jersey, Six Talents Foundation, Inc., Standish Foundation, TD Bank, N.A., Turrell Fund, Union Foundation, and Victoria Foundation.

The Council welcomed Alyssa Gillon, Office Manager and Assistant to the President in January. Alyssa had previously interned with the Wells Fargo Regional Foundation for several summers so came with a solid understanding of our philanthropic community. The Council also engaged Mary Trimbach in February as our Website/Communications Consultant. Mary served for several years with colleague regional foundations and understands the complexity of CNJG's work. Both Alyssa and Mary have been valuable additions to the CNJG team.

CNJG

COUNCIL OF NEW JERSEY GRANTMAKERS

Harnessing Philanthropy's Potential

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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