ANNUAL REPORT 2010-11
The Center for Nonprofit Leadership
Strengthening Nonprofits for the Public Benefit

BACKGROUND

For nearly a decade, the Center for Nonprofit Leadership (CNL) has been the umbrella service agency and public voice for our region’s nonprofit organizations. CNL provides high quality, local programs that nonprofit governing boards, executive directors, and volunteers turn to for continuing education.

MISSION AND VISION

CNL is the only Nevada County community-wide organization that has the mission of helping regional nonprofit organizations achieve their full potential. For this reason, CNL does not compete with the missions of other nonprofit organizations.

MISSION: CNL strengthens nonprofit organizations in order to advance the quality of our community life.

VISION: The varied programs and services of CNL enable member organizations to fulfill their individual missions, achieve national standards of excellence, strengthen board and staff skills, inspire public confidence and support, and provide collaborative leadership in addressing vital community issues.

CNL Member: The Friendship Club
STRATEGIC PURPOSES

**EDUCATION:** CNL strengthens the performance and accountability of nonprofit organizations through “best practices” workshops and leadership seminars for board members, staff, and volunteers. CNL holds 8-10 workshops and seminars on a wide range of topics annually. The organization is also creating a far-reaching leadership and civic engagement project for Grass Valley and Nevada City.

**RESOURCES:** CNL serves the nonprofit community through various tools and aids, including coaching and mentoring services, and a website.

**COLLABORATION AND PARTNERSHIPS:** CNL engages and supports community nonprofit, education, media, and government organizations in collaborating on critical community issues. The organization sponsored and led a feasibility study on the prospect of establishing and sustaining a regional community foundation.

**NATIONAL STANDARDS OF NONPROFIT EXCELLENCE:** CNL provides nonprofit organizations assessment tools to measure and strengthen their performance against recognized national standards of excellence.

**ADVOCACY:** CNL advances better understanding of the public benefit role that nonprofits play in enhancing our community’s quality of life. In 2011, the organization released an economic impact study on the value of nonprofit organizations to our community (see story on page 4). In 2012, CNL will produce a similar report on the social impact of nonprofits in Nevada County.
Nonprofits are well known for their contributions to our community, helping those in need and improving the quality of life for everyone. That is not the whole story.

Nonprofits also are an economic force in Nevada County, according to a Center for Nonprofit Leadership (CNL) study released in 2011 to help raise awareness about the vital role nonprofits play in the community.

The CNL report on the economic impact of Nevada County’s nonprofit sector found:

- The county’s 154 largest nonprofit agencies employ 600 people. If taken together, this would be the third largest employer behind Sierra Nevada Memorial Hospital and the county government.

- The county’s local nonprofit organizations spend $34 million in salaries and benefits each year.

- The largest nonprofits have collective annual budgets totaling $75 million. Applying a conservative multiplier of 1.32 to acknowledge the economic benefits of injecting and circulating these dollars within the local economy, results in an annual economic impact on the county of at least $100 million. If a more typical multiplier of 3.0 is used, their annual economic impact on the county exceeds $220 million.

- Nevada County’s 12 largest arts organizations report over 200,000 volunteer hours annually, with an estimated value of $4.17 million. The Retired and Senior Volunteer Program is supported by 500 volunteers, contributing more than 80,000 hours annually, valued at $1.87 million.

Nonprofits in Nevada County bridge the widening services gap between government and private enterprise. Nevada County’s nonprofits also are one of the most important economic engines sustaining the local economy.
IN OUR COMMUNITY

WHAT PEOPLE SAY ABOUT CNL

“I applied what I learned … We ended up getting a 23 percent response rate and nearly tripling our end of the year income compared to the previous year.”
- Debbie Arakel, Nevada County Habitat for Humanity

“As President of the Board … I’ve deeply appreciated having the services of the Center for Nonprofit Leadership available in our community.”
- Keith Porter, InConcert Sierra

“The Board President-Executive Director Leadership Series was instrumental in expanding our organization’s capacity.”
- Carol Savary, North Tahoe Business Association

CNL Member:
Nevada County
Digital Media Center/NCTV

CNL Member: Music in the Mountains
CNL Financial Statement of Activity

Total Revenue

- Donations: $39,908 (74%)
- Programs: $10,063 (19%)
- Member Dues: $3,813 (7%)

Total Expenses

- Operations: $19,845 (37%)
- Programs: $14,724 (27%)
- Reserve: $17,785 (33%)
- Fund Development: $1,429 (3%)
ORGANIZATIONAL MEMBERS

AMAH's Heart Ministries
American Association of Univ. Women (AAUW)
Anew Day
AnimalSave
A.P.P.L.E.
Arrow Business Solutions
Big Brothers Big Sisters
Center for the Arts
Child Advocates of Nevada County
Community Asian Theatre of the Sierra
Community Collaborative of Tahoe Truckee
Community Recovery Resources
Domestic Violence and Sexual Assault Coalition
Food Bank of Nevada County
FREED Center for Independent Living
The Friendship Club
Gold Country Community Services
Gold Country Telecare Inc.
Hospice of the Foothills
Foothill House of Hospitality
Friends of Hospice
InConcert Sierra
KARE Crisis Nursery
KVMR
Miners Foundry Cultural Center
Mission Focused Solutions
Music in the Mountains
Neighborhood Center of the Arts
Nevada County Business Services
Nevada Country Fair Foundation
Nevada County Habitat for Humanity
Nevada County Housing Development Corp.
Nevada County Citizens for Choice
Nevada County Digital Media Center/NCTV
Nevada-Sierra Regional IHSS Public Authority
North Columbia Schoolhouse Cultural Center
North Tahoe Business Association
Northern California Lawyer Access, Inc.
Partners in English Language Learning
Scooter’s Pals
Sierra Mentoring Partnership
Sierra Nevada Children’s Services
SNMH Foundation
South Yuba River Citizens League
St. Joseph’s Cultural Center
United Way of Nevada County
Welcome Home Vets, Inc.
W.H.E.E.L.
Women of Worth (WOW)
Yuba River Charter School Educational Foundation

INDIVIDUAL MEMBERS

Keith Porter
Dennis Fournier
Lori Burkart Frank
Bill Neff
Ned Russell
Karen Marinovich
Allison Keeley
Kellen Fisher

CNL DONORS & SUPPORTERS

Julia Amaral and Mark Strate
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Barbara and Ed Thomas
Dena Valin
Gail Johnson Vaughan and John Vaughan
Norm and Jan Westmore

THANK YOU
THE CENTER FOR NONPROFIT LEADERSHIP (CNL)
is a resource center for organizations and individuals in Nevada County
and the Sierra Nevada Region of California. Founded in 2003 as a
catalyst to strengthen and sustain local nonprofit organizations, CNL
focuses on “best practice” workshops, executive leadership seminars,
on-site coaching and mentoring, and public advocacy.
The Center for Nonprofit Leadership is a
501(c)(3) public benefit organization.

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