



center for nonprofit advancement



STRENGTHENING
NONPROFITS IN
GREATER WASHINGTON
SINCE 1979

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BREAD FOR THE CITY

Center Member Since 2003

In recent years, and certainly in the current economic climate, Bread for the City has seen the need for its services grow. The nonprofit provides the most basic and necessary resources to Wash-



ington, DC's vulnerable populations through its food pantry, medical clinic, clothing room, legal clinic and social services. Bread for the City serves nearly 10,000 residents through its two locations, one in northwest and another in south-east Washington. The increase in persons seeking

food has grown almost 15 percent while visits to the medical clinic have reached an all-time high of 8,000 a year. According to executive director George Jones, Bread for the City's affiliation with the

Center for Nonprofit Advancement is helping them meet this demand and expand the breadth of their resources.

"We as nonprofits are only sustainable when people know we exist, why we exist and they know the value we add to the community as a whole," explains Jones. "The Center helps nonprofits demonstrate their value and raise awareness of their services. That's going to be an even more important role during these economic times. Making the case to the larger community that these services are not expendable is critical for nonprofits themselves and the Center in particular."

Bread for the City, which was founded in 1974, came to know the Center through the advocacy work the Center conducted, but the two organizations developed a close kinship when Bread for the City won the Center's Washington Post 2004 Award for Excellence in Nonprofit Management. Through the award program, Jones explains that his organization received recognition for its administrative strengths, something often overlooked in the nonprofit world.

"We nonprofits don't often get a

platform to demonstrate our efficacy, to demonstrate both the virtue of our programs and the virtue of our systems that manage those programs," he says. "I think my board and staff felt this was a great platform to show off the strength Bread for the City has in its programs and management."

Given the high profile of the award, Jones says Bread for the City has ably utilized its award-winning status to generate more support for the organization's programs. "Like in any business, you want to get the good word out about your work," says Jones. "We have certainly tried to leverage this through our promotional materials and on our website."

In addition to underscoring his nonprofit's credibility, winning the award for excellence opened a chance for Jones to occupy a seat on the Center's board of directors. He explains that he "jumped at the opportunity" to be on a board occupied by many of his executive director peers where he would have a built-in network of colleagues. This knowledge sharing capacity has been of great value to Bread for the City, which has partici-

pated in many of the Center's training programs. In turn, Jones has reciprocated by acting as an expert on several panel discussions hosted by the Center.

Particularly in this era of competitive funding and increased demand for services, Jones explains that the Center helps the nonprofit sector display its professional side as well as its altruistic one, highlighting that while nonprofits provide valuable services, they are also well-managed organizations with successful business models worthy of respect and support.

"More than ever, we in the nonprofit sector need advocates and the Center plays that role, championing the work we do and the level of professionalism we bring to the work we do," says Jones, who notes that this is particularly relevant for Bread for the City as it expands its medical services. "Anything the Center for Nonprofit Advancement can do to shed light both on our deeds and our effectiveness will play a critical part in the success of our expansion."

FOR LOVE OF CHILDREN

Center Member Since 1979

A casual glance at statistics related to educational attainment in Washington, DC, reveals the unfortunate reality that for many young people, access to an efficacious education can be more of a dream than a right, particularly for the 54 percent of the city's youth who live in low-income households. According to 2004 statistics, more than 86 percent of the District's 11th graders performed at or below basic proficiency in reading and more than 91 percent performed at or below basic proficiency in math. Almost half of DC's students failed to graduate in 2004.

For the Love of Children (FLOC) is a nonprofit organization that offers educational services to equip these high risk children and youth with the skills they need to become life-long learners and break the cycle of poverty through education. Founded in 1965 by a coalition of concerned citizens and churches who came together to help close "Junior Village," a dumping ground for 900 abandoned and abused children, FLOC's mission has evolved into providing children in grades K-12 and beyond with access to programs such as one-on-one

tutoring, outdoor education at a facility in Harper's Ferry, and ACT/SAT preparation. The "Neighborhood Tutoring Program" alone helped 550 students in 2008.

According to FLOC's founder, Fred Taylor, he joined what was then the Washington Council of Agencies (today's Center for Nonprofit Advancement), at the Center's inception.

"I've always believed strongly in collaboration and that the more things we can do together, the stronger the community becomes," says Taylor. "And the stronger the private sector becomes – and a stronger private sector is a win-win for everyone."

Taylor wishes that the Center, with its Group Buying programs and access to attractive health benefits for nonprofit employees, had been open when he helped found FLOC in 1965, as those services would have been helpful when the group was just a small start-up. But there are ample opportunities that FLOC seizes today, particularly training.

"Professional development for the nonprofit workforce is always limited by cost," says the current executive director,

Tim Payne. "I think the Center does a phenomenal job of bringing together the most talented leaders in the community to transfer their knowledge to the broader nonprofit community."

He cites by example a recent seminar attended by several FLOC staff members on elevator speeches – what they are, how to deliver them, and their implications for effective fundraising, communication planning and organizational branding.

Sharing knowledge among peers is also valuable, especially in this era when many nonprofits are looking to maximize their impact through collaborative efforts. "I love to read the newsletter and look at new groups joining the Center because the work facing all of us is so daunting that it's easier to think about



ways to work together and the Center provides an opportunity to find potential partners," adds Payne.

Recent advocacy efforts by the Center have appreciated among its members, particularly when Fannie Mae and Freddie Mac went into conservatorship. As the largest corporate donors in the region, Fannie Mae and Freddie Mac funded 400 regional nonprofits

with \$47 million (in 2007), mostly organizations that provide baseline food and shelter services to the most vulnerable. Through its advocacy, the Center helped ensure those services were able to continue. Says Payne, "The state of the economy is obviously out there and I've really been impressed with the leadership the Center has taken along with other partners, in advocating on behalf of the nonprofit sector."