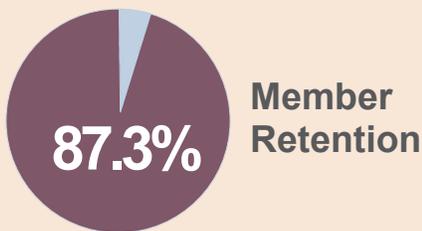




### Overcoming challenges. Growing stronger than ever.

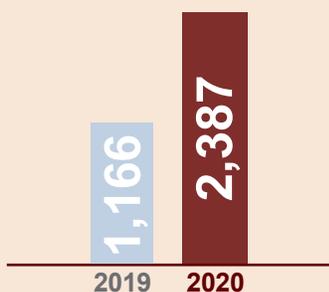
Despite everything that happened this past year, the Center managed to stay true to its mission by supporting the nonprofit community in multiple ways. We invite you to look back at **10 ways the Center stayed at the forefront of nonprofit advancement**, maintaining and even expanding our impact ...

## 1. Surpassed 2020 Goals



**44** New Members

Nonprofits Impacted **989**



**Doubled # of training participants**

LinkedIn **374%**  
# of followers up

Instagram **165%**  
# of followers up

## 2. Took the Center Virtual

In this year of unique challenges, we were forced to bring all events and trainings into a virtual space. We looked at this as an opportunity to shake up events that have taken place for decades.

For example, the **Board Leadership Award** moved from an in-person celebratory event to a series of video shorts on four relevant topics. The series includes interviews with leaders from award winner and honorable mentions, and it lives on YouTube allowing anyone to view and learn.



Although the pandemic forced the cancellation of conferences, we were reluctant to break with the long-standing tradition of our **Annual Celebration**, believing this popular gathering was needed more than ever. Our team was determined not only to make it happen, but also to make it a memorable and engaging event, without compromising the health and safety of anyone involved. We're proud of the result.



More than **250 participants**—leaders from the nonprofit, government, philanthropic and business sectors—reserved their place at the “virtual” table as the Center celebrated its 41st year.

Attendees enjoyed breakfast delivered to their door, networked in a unique and interactive platform, and heard a thought-provoking keynote address from our featured guest, Jason Reynolds. They also received an event packet, including a signed copy of Jason's book, **For Every One**, and a little cookbook with the Center team's favorite “quarantine” recipes.

### 3. Launched Sector Rebuilding Campaign

The Campaign consists of three components: Evaluation, Education and Action. The Center commissioned research from Brighter Strategies as part of a regional study to determine how to structure support that best serves area needs. The data collected focused on the impact of the pandemic and racial inequity in our region—Washington, DC, Maryland and Virginia—and is important to the priorities and action agendas for all sectors.

The results were reviewed by Center CEO Glen O'Gilvie and Elizabeth Scott, PhD, President /CEO, Brighter Strategies, and discussed with close to 100 nonprofit leaders in our area.

In addition, we responded immediately to the global pandemic by creating 13 education classes that specifically addressed its impact on the nonprofit sector, and made them available to everyone.

**1,078** participants attended 13 classes

#### Training addressing 2020 challenges

- Think Fundraising Fast
- CARES Act
- Coronavirus Aid Packages: What You Need to Know
- You Have a PPP Loan, Now What?
- Scenario Building and Contingency Planning
- Building a COVID-19 Case Statement
- New PPP Loan Forgiveness
- Nonprofit Leadership Series for Black Professionals
- Center for Race, Equity, Justice and Inclusion Change Makers Series
- PPP Loan Forgiveness Latest Guidance
- Covid-19 and Racial Inequity in the Greater Washington Nonprofit Sector
- Education, Health and Housing – Change Makers 2
- Leading Effective Online Meetings

#### 4. Launched the Center for Race, Equity, Justice and Inclusion

Substantial work is needed to ensure the nonprofit and philanthropy sectors are equipped to develop, implement and sustain a racial equity work plan that supports all nonprofits, especially those led by leaders of color.

Investment in leadership development and individualized capacity building that can be scaled is critical for sustainability through current challenges and into the future.

The Center is committed to modeling and ensuring racial equity across all sectors. Our Center for Race, Equity, Justice and Inclusion focuses on supporting and building momentum toward real change.

#### 5. Hosted a new nonprofit leadership series

As part of our efforts to transition from discussion to taking actionable steps, the Center initiated—and provided at no charge—an 8-part course: **Nonprofit Leadership Series for Black Professionals**.

Offered over the summer, the course provided invaluable information and tools to prepare and inspire participants to succeed as leaders in the nonprofit sector. Sessions included financial analysis, using PIE and STAR, personal development, inspiring a team, accountability, engaging with recruiters, lessons from leaders and guest speakers, group coaching sessions, and more.

The series was very well received by sixty-six individuals from a variety of organizations, including top executives, senior leaders, managers, a few service coordinators and even a board member.

**66**  
Participants



## 6. Hosted our first BINGO Game

On Friday, June 12, the Center hosted our first Bingo game. This free event allowed the Center to interact with our members in a fun, lighthearted manner while also providing them with tools to utilize as they navigated reopening in the wake of Covid19. The event took place via Zoom, and players were able to win one of three “prize baskets,” as well as special raffle prizes.

**71** people registered for this event with 6 taking home prizes.

A special thanks to our presenting sponsors **Golden Group** and **Simple IT Care**, and our supporting sponsors, **Brighter Strategies**, **Point Made Learning** and **UST**.

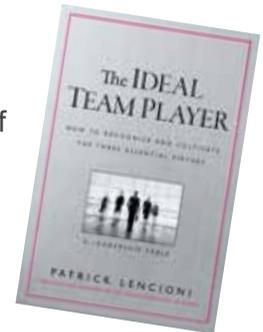
## 7. Expanded Members-Only Cohorts

Building on the Center’s two successful cohorts for CEOs and COOs, we launched two more, brand new cohorts.

- **Development Cohort:** Created for staff charged with meeting the ongoing challenges of funding and grant writing.
- **Marketing/ Communications Cohort:** Created for staff charged with ensuring their nonprofits maintain strong, recognized brands and effective, consistent messaging to their audiences.

## 8. Launched a NEW members-only Book Club

There are countless books available on improving professional skills, but most of us have little time to read them, let alone sift through all to find the ones worth reading. We decided to help with that first step by sharing books we’ve found very helpful and relevant to our nonprofit sector. The club is open to all staff at Center member organizations. The club kicked off with *The Ideal Team Player*, by Patrick Lencioni.



## 9. Virtual site visits

Membership Expert Patrick Rabiecki was able to keep in touch with members during crucial moments through Virtual Site Visits! Patrick met with multiple team members and learned of exact needs to help support organizations where they were. **Americans for Peace**, **Everyone Home DC**, **Humane Farm Animal Care**, **International Campaign for Tibet**, **YWCA National Capital Area** and **Fair Chance** all took advantage of this benefit.



## 10. Initiated Instagram Takeover — a NEW members-only benefit

If a member has a big event planned, a new program to launch, a mission success story, they now have the ability to share it with an even larger audience. This is a unique opportunity for our members to gain access to our Instagram platform to share their message.