



The NonProfit HelpDesk
helping you do good, better.

The NonProfit HelpDesk
A division of the Jewish Community Council of Coney Island
Achievement Report 2008



*“The NonProfit HelpDesk teaches
nonprofit organizations ‘how to fish’
so that they can accomplish their
goals by themselves.”*

- NY City Council member Michael C. Nelson



Introduction

The NonProfit HelpDesk (NPHD) was created in 1992 at the urging of the commissioner of the NYC Community Development Agency, now known as the Department of Youth and Community Development. The commissioner saw the need for technical assistance to strengthen nonprofit organizations throughout New York City.

The NPHD helps build capacity at the nonprofit organizations which are a vital part of the fabric of life in New York City communities. These organizations serve all segments of the population, providing youth services, cooked meals, services for the homeless, local development, and cultural celebration, as well as many other services. As our social safety net frays, these groups make a critical difference in the quality of life for neighborhood residents.

We strengthen these organizations by empowering leaders and staff members to take responsibility for their own continued growth through technical assistance in information technology, fiscal management, resource and board development and other capacity-building services. Our high-quality support helps our clients stabilize their operations



and provide more and better services in a more accountable and efficient environment.

We are frequently able to offer our services free of charge.

The NPHD has helped more than 800 New York City nonprofits to automate their fiscal, administrative and programmatic operations, expand their management capacities, boost staff efficiency and confidence and ultimately improve service delivery to constituents.

A division of the Jewish Community Council of Greater Coney Island, the NPHD uses our social service background to deliver holistic support with understanding, relevance and innovation.



Overview

During these challenging economic times, more and more people are looking to the varied and often life-saving services that nonprofits provide. It's more important than ever for these organizations to work effectively and efficiently. That's where the NonProfit HelpDesk comes in. We help nonprofit organizations do good, better.

2008 Management Statistics

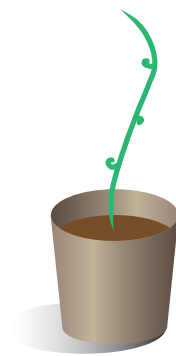
In 2008, the NonProfit HelpDesk provided more than 500 hours of technology assistance, including network assessments, installations and maintenance, including the development and/or maintenance of two dozen websites. We also provided 448 financial consultations, more than twice the number in 2007. In addition, we led almost 60 small group training sessions and workshops, and provided certificate training to almost 50 participants in our Non-Profit Accounting programs held at Brooklyn College.

From Dual Service Provider to Full Capacity Provider: Growing With the Needs of Our Clients

As the NonProfit HelpDesk (NPHD) continues to help nonprofits do good, better, we've expanded our services to keep up with the increasing needs of our clients.

We've always provided nonprofit organizations with assistance in two essential areas: technology and financial management. Last year, we increased our capabilities to become a multiservice assistance provider, adding capacities in leadership, organizational, and program development as well as marketing support.

With these new areas of expertise, which also include fundraising, governance and professional development, NPHD is now equipped to address a far wider range of issues. We do this through an expanded consulting framework that tackles problems proactively and offers guidance for integrating the solutions appropriately.



Program Accomplishments

With funding from our contributors in 2008, the NonProfit HelpDesk has continued to strengthen and support nonprofits throughout New York City's five boroughs..



Launching an Online Community for Nonprofit Problem-Solving

Sometimes the best way we can help nonprofits serve their clients effectively is by connecting these organizations to one another. That's why we launched PuzzleNYC.org.

Puzzle, created through a grant from the New York Community Trust, is a virtual gathering space for nonprofit professionals to share

their experiences, problems and solutions. On Puzzle they can brainstorm, encourage each other, and identify ways to work together on common issues—a cost-effective way to strengthen organizational performance. With Puzzle's official launch in 2008, the number of professionals registered on the site increased from fewer than 50 to more than 200, and the number continues to grow.

Building Skills in Financial Management

Through generous support from NYC DYCD, the NonProfit HelpDesk partnered with Brooklyn College's Continuing Education division and its Department of Economics, Program in Accounting, to continue funding certificate bookkeeping programs for nonprofit professionals. Three main modules were offered:

Basic Bookkeeping, Advanced Bookkeeping and Accounting Information Systems. In short-term intensive courses of study, participants gained greater knowledge of the vital bookkeeping skills that allow a nonprofit to function smoothly and comply with contractual requirements.



This past year, an additional course of study was developed in which participants could design their own Certificate Program by selecting courses across the other three modules.

A total of 49 students graduated from all four programs with Brooklyn College certification.



Developing a Curriculum in Fiscal and Organizational Management

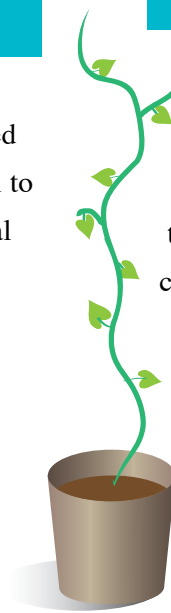
The NonProfit HelpDesk has developed a comprehensive, 10-month curriculum designed to help emerging professional leaders at small to mid-size nonprofits enhance the organizational capacity of their organizations.



The curriculum, designed as a fellowship program to be taught at Brooklyn College and generously funded by the Independence Community Foundation, is to comprise a combination of lectures, case studies, assessments, role-playing and exercises. Other features of the program include peer-networking events and one-on-one mentoring sessions.

Helping Nonprofits Do Good, Better

The **Altman Foundation** initiated its **support of** the NonProfit HelpDesk in 2008. Their grant supports all that we do to enable nonprofits serving the social, civic, cultural, religious and economic needs of New York City.



Program Development

Funding received in 2008 has also allowed us to develop programs that will support nonprofit organizations in the coming year.

Developing Leadership and Providing Organizational Support

In 2008, the DYCD honored the NonProfit HelpDesk (NPHD) with an important expansion of our responsibilities. They designated us as their sole citywide technical assistance provider for nonprofit contractors receiving discretionary funds, starting in 2009. These contracting agencies serve a broad-cross section of constituents in high-need neighborhoods.

Under this contract, NPHD will provide assistance in leadership development and organizational and program support. Our focus will include sound corporate governance, compliance with legal requirements, establishing systems of internal management and control, building an active Board of Directors, effective management practices, and the development of a diverse financial base. The program will feature consultations and may also include workshops, train-

the-trainer conferences, and peer networking services.

Keeping Data Secure

Computer network security is daunting to small nonprofits with limited technology staff and inadequate knowledge. Yet maintaining security is critical to complying with client privacy regulations and avoiding the costs and repercussions of dealing with cyber-damage.

With a grant from the **William Randolph Hearst Foundation**, the NonProfit HelpDesk has created the Hearst Computer Security Awareness Project. This project has been designed to help small nonprofits develop a systemic approach to combating threats to computer security.

In 2009, at no cost to the organizations, we will be providing 30 nonprofit organizations with assessments of their computer security needs, implementation of necessary changes in security processes, and staff training on procedures and strategy to prevent cyber-crime.



Providing Tools for Growth

East New York is a Brooklyn community that has struggled with poverty long before the recent economic downturn. With help from **JP Morgan**, the NonProfit HelpDesk has developed a multiservice technical assistance platform to expand the capacity of three issues-related agencies that work within and for this low-income population.

A nine-month educational intensive, to be held in 2009, will feature consulting support, skills-based training workshops and organizational mentoring. Participating organizations will benefit from training and tools developed by our consultants to help them maximize operational, administrative, fiscal and/or technical functionality. Workshops will also encourage peer-networking relationships among the three nonprofits.



Training Women as Peer Trainers

Fear of technology can hold back nonprofit business leaders who are otherwise dynamic and passionate about the causes they serve.

With financial support from the New York Women's Foundation, members of the Women's Housing and Economic Development Corporation (WHEDCo) will attend a series of 2009 Train-the-Trainer workshops run by the NonProfit HelpDesk, where members will replace anxiety with information and hands-on learning. Subjects covered will include computer technology, reducing fears of the Internet through improved security, efficient ways to navigate the Web, instruction in Excel and PowerPoint, and time management on and off the computer.



Funding

Through our active solicitation of donations, in 2008 we succeeded in obtaining grant support from two important new sources:

- **The Altman Foundation**, with grants of \$50,000 in 2008 and \$50,000 in 2009
- **The JP Morgan Chase Foundation**, with grants of \$25,000 in 2008 and \$25,000 in 2009.

In addition the **William Randolph Hearst Foundation** significantly increased its funding to the NPHD providing new funding of \$75,000 for 2009, vs. \$75,000 for the three prior years combined.

Our DYCD contract now has a broader scope and a more targeted audience. While it previously was limited to technical assistance in financial management and our service were available to any DYCD contractor, it now covers full capacity-building services specifically to DYCD's Discretionary Funding contractors. Funding for 2008 increased by \$35,000, with the new funding awarded starting in September 2008.



In addition, through the **Women's Housing and Economic Development Corporation (WHEDCo)**, we received funding from the New York Women's Foundation for a series of workshops to be held in 2009.

Ongoing Funding Sources

The following organizations have continued their generous support of the NonProfit HelpDesk.

- **New York Community Trust**
- **NYC Department of Youth and Community Development (DYCD)**
- **Independence Community Foundation**

Honors

On March 5, 2008, for one of the first times in its history, the New York City Council honored a specific nonprofit organization for its far-reaching contributions. Government officials from across the five boroughs paid tribute at City Hall to the NonProfit HelpDesk (NPHD) for the accomplishments of its Fiscal Management Capacity Building Program, which over three years had empowered over 180 nonprofit professionals with a range of training that enabled them to function with far greater financial integrity and efficiency.

During the ceremony, two awards were presented to prominent individuals who have partnered with the NonProfit HelpDesk to propagate its capacity-building services. Honorable Jeanne B. Mullgrav, Commissioner, NYC Department of Youth and Community Development, was honored for her agency's crucial support of the program.

"Through its close work with the organizations that serve our communities," Mullgrav noted, "the NonProfit HelpDesk ensures that the funds we dispense are being used efficiently. This is so important to our mission."

A tribute was also paid to Dr. Christopher Kimmich, President of Brooklyn College, for his institution's offering of certified nonprofit accounting training

courses as part of NPHD's fiscal management program.

Professor Kass-Schraibman, representing Dr. Kimmich, stated that "Partnering with the JCCGCI and the NPHD enables us [Brooklyn College] to train the future leaders of the nonprofits in New York City."

The awards were presented by a group of City Council members who actively support the NonProfit HelpDesk, including the Honorable Gale A. Brewer, Domenic M. Recchia, Jr., Michael C. Nelson and Simcha Felder.

"With its superior technical knowledge," Brewer emphasized, "the NonProfit HelpDesk keeps 80,000 nonprofits in New York City going."

Recchia praised Rabbi Moshe Wiener, Executive Director of the Jewish Community Council of Greater Coney Island (JCCGCI), for the "visionary leadership role" he took by establishing the NonProfit HelpDesk in 1992 to increase the capacities of the city's small to mid-size nonprofit organizations through technology and operations management services, education, and advocacy.



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This is so important to our mission.”*

- Honorable Jeanne Mullgrav, Commissioner,
NYC Department of Youth and Community Development

For more information about the NonProfit HelpDesk, please contact:

Chaya Abelsky, Director
718-449-5000 ext. 2267
chaya@nphd.org



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A Division of the Jewish Community

Council of Coney Island

3001 West 37th Street

Brooklyn, NY 11224

718-449-5000

info@nphd.org | www.nphd.org