



NONPROFIT LEADERSHIP SUMMIT 2015

I. FINAL REPORT

Working Together for Healthier Communities and Improved Quality of Life

A. SUMMARY

Summit 2015 was arguably the most successful summit to date, with greater ticket sales and front-page local press, 70% increased funding from 25 private and public sources, continued positive program evaluations, and registrants and speakers arriving from all corners of New York State despite treacherous winter weather and hour delay.

A record **fifteen speakers** led nine sessions over the course of the day. The morning session featured leaders from Marist College, Catskill Regional Medical Center, The Center for Discovery, Mt. Sinai-Beth Israel Medical Center, Sullivan County Department of Health, and Catskill Mountainkeeper on *The Role of Nonprofit in Building Healthier Communities: How Hospitals can Partner to Improve Community Wellness*. Panel and breakout sessions culminated with the 3rd annual Nonprofit Innovation Award winner, WJFF and the Kingfisher Project, which earned the first-ever standing ovation at the summit. The project brings to light the rising challenge of heroin addiction in our communities and offers creative ways the community can effectively act to create awareness, support and healing.

B. IMPACT

Inspired Collaborations: The Summit's impact continues to become more evident: **46%** of registrants who attended past summits reported they **collaborated with other nonprofits** as a result of our past summits. (See Summit Inspired Collaborations, page 3.) Of 52 responses about summit take-aways this year, 40% responded they took away **actionable ideas** for work; out of 38 responses about overall experience, 57% would definitely recommend the summit to a friend or colleague.

Inspired Innovation: Over the last three years, Summit volunteer leadership has raised and awarded **\$17,000** in **Nonprofit Innovation Awards** to seven nonprofits in the Catskill-Hudson region. The Nonprofit Innovation Award recognizes successful innovation that can serve as models for other nonprofits. It is the only award of its kind in New York outside of New York City.

Outreach: Over the last five years since its founding, the Summit has convened over **750** individuals from the nonprofit, business and government sectors, hailing largely from Sullivan County but also from Orange, Delaware, Ulster and Putnam Counties, from Binghamton, Syracuse, Cooperstown, Poughkeepsie, Port Jervis, Bay Side, Albany and New York City and from NJ, PA, CT, and MA.

Community Engagement: Each year, the Summit engages over 30 volunteers representing scores of regional nonprofits and businesses, contributing over **1,200 hours** to produce the summit.

C. Program and Speakers

The fifth annual Nonprofit Leadership Summit was held on Thursday, March 4, 2015. Our theme, *Working Together for Healthier Communities and Improved Quality of Life*, could not be timelier for the Catskill-Hudson region, with Sullivan County ranking 61 out of 62 counties for the poorest health outcomes in New York State.

While in Sullivan County, approximately **30%** of our participants, committee members, and sponsors come from Orange, Putnam, Dutchess and Ulster counties. With the founding aim of fostering collaboration and innovation among the region's nonprofits, the summit was uniquely positioned to bring together hospitals



NONPROFIT LEADERSHIP SUMMIT 2015

and healthcare providers with the region's businesses and nonprofit organizations, all of which stand to benefit from working together.

The morning panel of experts in health, the environment and arts addressed fostering relationships between the health care communities and local nonprofits, introduced and moderated by **Dr. Anne Zahradnik**, Assistant Professor of Public Administration and Health Care Management at the **Marist College** Dept. of Public and Nonprofit Management. Program sessions addressed the impact of the NYS Nonprofit Revitalization Act; creating nonprofit alliances and partnerships; maximizing web-based media marketing; planned giving; prospect research and fundraising; retirement plans for nonprofits; creating wellness/preventing burnout in the workplace.

Our keynote speaker was March Gallagher, Chief Strategy Officer for Hudson Valley Pattern for Progress, who reflected on the Pattern's study on Boomer aging in the region and its implications for the healthcare system as well as nonprofit, business and government leaders.

Also this year, the first Summit Committee-led workshop, *Ask the Experts*, was offered at the Community Foundation of Orange and Sullivan on January 21.

D. Education Partners

In 2015, the Summit Committee collaborated with **Marist College** Department of Public and Nonprofit Administration, offering an MPA program in Healthcare Administration, to address the impact of the Affordable Health Care Act on the regions' health providers. Hospitals will be reimbursed for the health of their populations rather than the number of procedures performed. Thus healthcare providers are seeking to align with other nonprofit organizations with a stake in healthier communities, from health research, education and services, employees and insurance exchanges, to the environment, diet and local farming, to individual well-being, managing stress on the job, and studies on the engaging and healing benefits of the arts.

Also for the first time, Summit 2015 offered credits toward the **Certified Fund Raising Executive certification**, awarded by CFRE International in 80 countries. The Summit was approved for full participation up to 6 points in Category 1.B-Education of the CFRE International application for initial certification and/or recertification. The certification is in collaboration with the **Association of Fundraising Professionals** with over 30,000 members worldwide.

A faculty member on our Program Committee represented **SUNY Sullivan**; SUNY Sullivan Honors Students attended the summit and produced take-away notes for participants. SUNY media students and staff also created a video by interviewing Summit participants. The summit's long-time planning partner, the New York Council on Nonprofits [**NYCON**] continues to participate in the development of the Summit education and training program.

Last summer, the Summit Committee collaborated with students in the **Monticello High School Academy of Finance** and the Sullivan County Center for Workforce Development to research, update and expand the Summit contact and mailing list, resulting in reaching 15% more nonprofit staff and volunteers in Sullivan County.



NONPROFIT LEADERSHIP SUMMIT 2015

E. Summit 2015 Press and Kudos

1. For the first time, the day of the Summit attracted reporters from **both** the Sullivan County Democrat and Times Herald Record. THR article 3/4/15:

<http://www.recordonline.com/article/20150304/NEWS/150309681?template=printart>

2. Note through LinkedIn, from a Summit 2013 speaker:

"Congratulations to my friends Karen VanHouten Minogue, Linda Hartley and all who made yesterday's Nonprofit Leadership Summit at Bethel Woods Center for the Arts so impactful, 5 years in a row. I have my spies!" ~Alisa Kesten; Executive Director, Volunteer New York! (formerly The Volunteer Center of the United Way in Westchester)

3. Another first, recording a powerful moment at the Summit: lead story, on the top half of the front page, about our Nonprofit Innovation Award winner WJFF (attached): <http://www.scdemocratonline.com>

4. Sunday Times Herald Record 1/23/15 (attached):

<http://www.recordonline.com/article/20150125/NEWS/150129682/101012>

5. Three radio interviews conducted with Summit Committee members on:

WJFF Making Waves Jan 19: http://www.wjffradio.org/parchive/mp3/150119_200001waves.MP3

WSUL - Thunder 102 on Jan 23 and 28

6. Summit 2015 articles are attached, with ad on Summit and Award in the SC Democrat special edition on Health and Wellness Resources January 23, 2015.

7. Link to **Summit Video**, produced in collaboration with the Summit Steering Committee and SUNY Sullivan media students: <https://www.youtube.com/watch?v=oGdTAIbXY8Q>

II. SUMMIT BACKGROUND

A. Introduction

The Nonprofit Leadership Summit has convened annually since 2011 at the Bethel Woods Center for the Arts, a cultural and civic center on 2,000 acres in Bethel, New York including a 16,000-seat amphitheater and history museum at the site of the 1969 Woodstock Festival. The Summit has been led by a 30-member steering committee of recruited volunteers representing a cross-section of nonprofit and private sector leaders. Its new fiscal sponsor is the **Community Foundation of Orange and Sullivan**, a not-for-profit 501(c) (3) organization.

Since its founding, the annual Nonprofit Leadership Summit has sold out nearly every year, attended annually by 150 people representing 80 nonprofits serving the Catskill, Delaware and Hudson Valley regions' diverse needs in human services, arts and culture, education, healthcare, agriculture and the environment. Nonprofit professionals and volunteers learn from and exchange ideas with civic, business and philanthropic leaders from across the state. The Summit supports the region's nonprofit community with professional development, business-to-business networking, and tools for both identifying new resources and pooling existing ones, all of which facilitates collaborations for greater effectiveness and impact.



NONPROFIT LEADERSHIP SUMMIT 2015

B. Meeting Regional Needs

The annual summit addresses the special challenges that nonprofits in rural Sullivan County and its surrounding region. While poverty is highest in rural areas, philanthropy from corporations and foundations are heavily skewed toward urban areas. The average rural nonprofit serves a region *100 times larger* than that of an urban nonprofit. A 2006 analysis of grant making of the top 1,000 U.S. foundations shows that grants to rural America accounted for only *6.8%* of overall annual giving by foundations, even though rural America accounts for *18%* of the nation's population and *21%* of those who live in poverty.

A 2004 study by the National Committee for Responsive Philanthropy entitled *Beyond City Limits*, reported "a philanthropic spending level of less than 1% dedicated to rural economic and community development".

Rural and regional nonprofits require not only the same professional development opportunities but also need the same access to funding from private foundations as their urban counterparts. The summit brings to light the significant value of the nonprofit sector in the region's economic development and long-term prosperity. Indeed, the largest economic engines in Sullivan County are nonprofit enterprises.

By fostering leadership, innovation and collaboration the summit creates a greater voice for regional nonprofits and further contributes to the growth, sustainability and vibrancy of the region.

C. Inspiring Collaborations

Catskill Mountainkeeper and Sullivan Alliance for Sustainable Development reconnected at Summit 2014, and in a follow-up meeting, planned to collaborate on a Solar Sullivan Campaign to launch in March 2015. The Solar Sullivan Campaign is a **solar bulk-purchasing initiative** that will host solar workshops and conduct educational outreach, with the goal of signing up Sullivan homeowners for residential solar installations. The more people who sign up, the lower the cost. SUNY Sullivan and Sullivan County have since joined the collaboration.

Past Summits have inspired field-specific conferences, such as the Health Summit in August 2014 with support from the Robert Wood Johnson Foundation, and the first Agriculture and Natural Resources Summit, held in 2011. Our social service agencies are reaping the rewards of being more knowledgeable on nonprofit matters such as insurance, portfolio management, and utilities cost analysis. One agency **nearly halved the amount it was paying on facilities insurance** as a result of resources shared through the Summit.

Participating organizations have a heightened awareness of the need to **reduce duplication of services**. Many agencies have found new partnerships and alliances. One such example is two nonprofits, formerly both running Autism Spectrum Support groups, now working together to plan stronger programming for larger audiences.

C. Earning Endorsement

Monday March 31 2014 - Times Herald Record - Opinion: Cheers!

"To all the leaders of regional nonprofit groups who convened again last week at the Bethel Woods Center for the Arts as they have annually for several years now to figure out how they can help each other as they help the people and causes they serve. The challenge this year was not much different from the one that faced the groups in the past, although it has become more daunting. As government funding sources and individual contributions dwindle in many cases, the groups find themselves working to do even more with even less. Collaboration and cooperation are the key to survival and the annual gathering helps both."



NONPROFIT LEADERSHIP SUMMIT 2015



2015 VOLUNTEER LEADERSHIP

Honorary Co-Chairs*

NYS Senator John J. Bonacic
US Senator Kirsten Gillibrand
NYS Assembly Woman Aileen M. Gunther

Nonprofit Innovation Award Judges

Diane Brown, Community Foundation for South Central New York
Nancy Proyect, Orange County Citizens Foundation
Susan Weinrich, NYCON

Steering Committee Co-Chairs

Linda C. Hartley, Hartley Consulting, Inc.
Karen VanHouten Minogue, Community Foundation of Orange and Sullivan

Steering Committee Vice Chairs

Susan Diamond, Link2Change - Marketing and Social Media
Irene Jones, Marshall & Sterling Insurance, Inc. - Innovation Awards
Elizabeth Rowley, Community Foundation of Orange and Sullivan - Outreach
Lawrence Schafman, Catskill Regional Medical Center Foundation - Press
Gary M. Schuster Esq.; Jacobowitz & Gubits LLP, New York Council of Nonprofits - Program



NONPROFIT LEADERSHIP SUMMIT 2015

2015 VOLUNTEER LEADERSHIP (CONTINUED)

Steering Committee Members

Ramsay Adams, Catskill Mountainkeeper
Susan Bunce, The Center for Discovery
Lynn Allen Cione, Orange County Chamber of Commerce
Barbara Demarest, WJFF Radio Catskill
Bradley Diuguid, Catskill Art Society
Alexis Eggleton, Town of Wallkill Boys & Girls Clubs
William T. Evans, The Center for Discovery
Darlene Fedun, Bethel Woods Center for the Arts (host)
Whitney Fors, Bethel Woods Center for the Arts
Denise Frangipane, The Gerry Foundation
Casey MacDonald, Cancer Resource Center of Hudson Valley
Caryn Mathews, RSVP
Jim McIntyre, Shadowland Theatre
Patricia Pomeroy, Hudson Valley Regional Council
Laura Quigley, Sullivan County Center for Workforce Development
Gabriel Rikard, Ph.D.; SUNY Sullivan
Diana Susan Rowe, Human Resources Consultant
Paul T. Shultz, Catskill Fly Fishing Center & Museum
Brian Seigerman, Marshall & Sterling Insurance, Inc.
Valerie Venezia, New York Council of Nonprofits, Inc.
Anne Zahradnik, Ph.D.; Marist College Dept. of Public and Nonprofit Management

*Senator Charles Schumer and Congressman Chris Gibson were also invited to serve as Honorary Co-Chairs.



NONPROFIT LEADERSHIP SUMMIT 2015



NONPROFIT INNOVATION AWARDS 2013-15

Winners: \$5,000

Finalists: \$500

2013 Winner

The Community Reporting Alliance
Manor Ink, a youth-run community newspaper

Finalists:

Crystal Run Village - New Lives, New Directions
Rural and Migrant Ministry - Youth Economic Group

2014 Winner

Hudson Valley Cancer Resource Center
Online resources for improving quality of life through all stages of the cancer journey

2015 Winner

WJFF-Radio Catskill and The Kingfisher Project (pictured)
A community information and radio project on the new face of heroin addiction and ways the community can effectively create awareness and real, positive change.

Finalists:

Catskill Mountainkeeper
Eat Healthy Sullivan County Farmer's Market with partners at Sullivan County Public Health Services
Sullivan County Breastfeeding Coalition
Led by Maternal Infant Services Network and WIC of Sullivan County Public Health Services for improved population health