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BUILDING BUSINESS FOR A GREATER NEWARK

Survival Strategies for Non-Profits

Editor's Note: A worldwide financial crisis changes many things but it does not lessen the need for non-profit organizations to deliver services that help people and fill the gaps between government and business providers. This month's expanded lead story focuses on some of the great work being done by NRBP's non-profit members. *Barbara E. Kauffman*

Non-profit is a tax status, not a business plan. Non-profits face many of the same challenges as for-profit corporations such as fiscal stability, competition, effectiveness, staffing, technology and relevancy to their constituents/clients. Additionally, non-profits are seeing unprecedented cutbacks by some of their traditional donors in the corporate world and dramatically reduced resources from foundations that traditionally have supported their initiatives.

For this edition of *Connections*, we asked our non-profit members what they are doing to stay above water. While many of our non-profit members have trimmed their budgets to match shrinking donations, **Habitat for Humanity** indicated the opposite. David R. Zurheide, executive director, Newark Habitat for Humanity, said "We are aiming to maintain if not increase our production of affordable housing. In recent years Habitat Newark has built five or six houses per year, and we appear to be on target for the same number in 2009. We are planning to increase productivity to as many as 12 housing units in 2010. Even this barely scratches the surface of the needs of the City of Newark (and Essex County)."

How have they done it? "By repopulating our Board of Directors and by reinvigorating our approach to fundraising and development and engaging directors more actively in making connections for the organization. Additionally, Habitat Newark has never relied on any one sector for support," said Mr.



Zurheide. Pursuing "non-traditional" donations has also proven successful. High end building products and furniture is sold on e-Bay, with sale proceeds coming directly to Habitat Newark.

A similar trend was cited in a report summarizing the results of a survey of non-profits conducted by **Sobel & Co., LLC** in collaboration with The Community Foundation of New Jersey and Semple-Bixel Associates. The purpose of the survey was to identify emerging trends in non-profits over the last five years. The authors reported that over 70% of respondents said their budget grew in the last five years, with 85% saying that there had been an increase in demand for their services, hence expansion of programming to meet stated needs amongst their constituency. More than half reported that they were impacted by public funding cuts, thus increasing the need to attract and retain private donors. Those that in the past relied on local corporate dollars now need to look to new sources as these resources become scarce.

Richard Mingoia, President/CEO of **YCS Consultation Service** said, "We are trying to develop new funding streams, particularly new grants from Washington and we are diversifying our payor mix by serving new populations in NJ." YCS is one of New Jersey's largest non-profit childrens social service agencies dedicated to the care of thousands.

The Newark Museum has not altered its mission or strategic plan and is proceeding with plans to expand the Museum, although its leadership has developed a phased approach to the capital fund raising campaign.

"Courtesy and professionalism helps us maintain current accounts," says Cephias Bowles, executive director of **Newark Public Radio/WBGO**, a nationally recognized premier jazz radio station based in Newark. "We are taking a personal approach by talking with donors and sending more snail and electronic mail." Similarly, The Newark Museum is taking a personal approach by focusing on renewing and upgrading gifts from current supporters and staying in touch with our constituents.

Like Habitat for Humanity, Mr. Bowles is asking his Board of Trustees and Advisory Board to play a greater role in identifying new resources. He added, "We are embarked on a new training initiative to help our management team learn and/or improve the

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Companies, organizations and individuals join NRBP for a host of good reasons – business development, peer-to-peer networking, business information, community interaction and public policy advocacy among them. The following are new members since the last issue. Please give serious consideration to using a member company for products and services that you require. To see the entire membership directory, please go to www.newarkrbp.org.

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CMIT Solutions of West Essex
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Environmental Waste Management Associates, LLP
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Paul Schatz
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For membership details, please contact Lorraine Gretchen, Membership Services Coordinator at (973) 242-4228.

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skills needed to solicit gifts from individuals.”



Despite challenging economic conditions, WBGO's goals remain high said Mr. Bowles (pictured left). “We have a cash reserve and a small endowment, which we are trying to grow and we have re-assessed and rebalanced our endowment portfolio to focus on principal protection. We are a very frugal organization that

has a broad base of donor support and we are working each day to broaden the funding base as much as possible.”

The Newark Museum also is conscious of making every dollar count. Planned major exhibitions for 2009 have been reduced from three to two. The Museum has also cut back on some higher-cost, higher-risk initiatives for soliciting new sources of support. As is true for the museum field in general, the Newark Museum is emphasizing the public benefit/value of communication with institutional donors.



Carlos Rodrigues (pictured left), vice president and New Jersey director for **Regional Plan Association**, the 80-year old revered metropolitan region planning group, said that the organization has expanded its public sector work while it continues to build its traditional base of corporate and foundation support. The strategy? “Try to provide higher value and higher quality deliverables where possible. Beat the bushes for new sources of support and follow every lead,” noted Mr. Rodrigues.

At the end of the day, a quality product or service is essential to the ongoing success of the non-profit. Mr. Bowles' notes: “Radio is portable and can take the content from many arts providers and present it to people in a cost-efficient way that reduces individual and community stress while providing quality, wholesome, family-friendly cultural activities for the soul and mind.”



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Member NEWS

Fred Gruel, president and CEO of **AAA New Jersey** has been selected to receive the 2009 Legacy Award from William Paterson University. Mr. Gruel will receive the University's most prestigious and coveted award in recognition of his long history of community leadership and dedication to the field of higher education. He will be presented his award at the end of April during The Legacy Award Dinner and Silent Auction.

FORTUNE magazine recently named **Continental Airlines** as the top airline in its annual airline industry list of the world's most admired companies. This is the sixth consecutive year that Continental has topped their list. Companies are evaluated according to the quality of products/services, global competitiveness, people management, quality of management, social responsibility, innovation, use of corporate assets, financial soundness and long-term investment.

ENVIRON, an international consultancy firm with a network of offices across North America, Europe, Australia, and Asia that assists companies in resolving their environmental and human health issues, has nearly doubled the size of its Newark office. Environ has leased 8,235 square feet of Class A office space on the seventh floor at One Riverfront Plaza, The Legal Center. The firm will relocate this spring.

NJBIZ recognized **Illumination Arts** as a finalist for the Business of the Year Award in the emerging business category. Based on the NJBIZ selection process, IA "achieved notable success and demonstrated strong leadership and commitment in their industry and the community." Illumination Arts was nominated by Newark Regional Business Partnership and Sobel & Co and accepted their award this past December.

Sills Cummis & Gross P.C. is pleased to announce the expansion of its New York office with the addition of the lawyers of Silverberg Stonehill Goldsmith & Haber, P.C. Along with Michael B. Goldsmith and Harvey T. Haber, the firm also welcomes Jay L. Silverberg; Kenneth R. Schacter; David F. Segal; Robert Stonehill; Marc D. Leve; Joseph C. Walsh; and Lori K. Sapir.

Studley announced that William Colgan has joined the organization as an associate in their Northern NJ office. Mr. Colgan will serve as a strategic and financial analyst in the firm's New Jersey consulting department.

TUCS Cleaning Service, Inc. has been selected as one of the Top 500 Hispanic American Owned Businesses in the U.S. by DiversityBusiness.com. At the end of April, the company will be honored at the 9th Annual National Multicultural Awards Ceremony and Conference.

To submit your organization's member news, please send an email to msteinberg@newarkrbp.org

MEMBER CORNER

If you have expertise you would like to share with members, please call (973) 242-4229 for rates and specifications.

Realistic Expectations for Environmental Cleanup by Licensed Site Professionals

Note: This article is based on the Feb. 20th 2009 version of S-1897 (The Site Remediation Reform Act) and was written immediately preceding the anticipated vote on this version of the bill in the State Senate on March 16.

While it is far too early to say what the outcome of this pending legislation will be, many believe that the Site Remediation Reform Act represents the most significant change to New Jersey's Remediation Program since the transformation of the Environmental Cleanup and Responsibility Act (ECRA) to the Industrial Site Recovery Act (ISRA) in 1993. At the heart of the Site Remediation Reform Act is a series of reforms that would require the vast majority of new remediation cases to be reviewed and essentially approved by independent Licensed Site Professionals (LSPs). The role of New Jersey Department of Environmental Protection (NJDEP) personnel would largely be re-defined to auditing selected submissions. The bill intends to have NJDEP case managers assigned to high priority cases thereby ensuring that the resources of the state are able to leverage private resources while simultaneously realigning priorities to be more effective in protecting the environment while increasing the pace of site cleanup. The LSP concept is modeled after Massachusetts' highly successful LSP program.

When the Site Remediation Reform Act was introduced, many leading consultants in the state had concerns that if not done properly, the bill could construct a framework so onerous for potential LSPs that the pace of site cleanup and associated redevelopment would actually worsen rather than improve. Over the last six months, Senator Bob Smith has led a series of hearings and unprecedented meetings with all stakeholders, which has resulted in smart revisions to the original bill, and produced a framework that strikes a critical balance between environmental cleanup and economic development. If the bill is passed in its current form, the challenge going forward will be to balance all perspectives to support this new framework as all stakeholders will have to collaborate in newly defined roles. With this approach, the framework will achieve goals of increased environmental protection while supporting economic redevelopment.

For more information regarding the Site Remediation Reform Act and the LSP program, please call Nick De Rose at (201) 794-6900 or send an e-mail to nderose@langan.com.



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- April 17** Brown Bag Lunch: Change Your Company Before It Changes You
- April 14** NRBP/NJ Devils Rally Luncheon
- April 22** Newark Leaders Perspective Forum
- April 28** BIS: Power of E-Mail Marketing II
- May 6** Spirit Cruise
- May 8** Brown Bag Lunch: Charting New Directions and Staying on Course
- May 11** Transportation Awards Breakfast
- May 28** Let's Do Lunch

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