



**Linking Money to Mission –
Communicating Your Organization’s Financial Story**
Tuesday, November 16, 2010; 1:00 PM – 4:00 PM
Social Hall of the Joan and Alan Bernikow Jewish Community Center

Nonprofit Finance Fund (NFF) is pleased to provide **Linking Money to Mission - Communicating Your Organization’s Financial Story** for Staten Island-based nonprofit organizations on Tuesday, November 16, 2010; 1:00 PM – 4:00 PM at the Social Hall of the Joan and Alan Bernikow Jewish Community Center of Staten Island. This half-day workshop is designed for Executive Directors and other senior staff and will engage participants in a discussion about how to communicate your organization’s strategic financial goals to internal and external stakeholders. Participants will engage in interactive dialogue and exercises about how to incorporate financial goals into planning for a vibrant and viable future.

Communicating Your Organization’s Financial Story

This practical symposium offers nonprofit leaders the insight, tools, and guidance they need to communicate strategic financial information about their organization’s short and long term goals. Topics covered include:

- Establishing realistic financial goals and objectives consistent with your organization’s mission
- Best practices for developing and maintaining a realistic and effective budget
- Articulating your organization’s financial resource needs internally and to stakeholders
- Practical scenario planning and modeling: how to develop smart, strategic multi-year responses
- Learning how the current economic climate will effect the nonprofit sector and influence the organizational decisions you are making

The goal of this workshop is to help leadership learn how to leverage concrete financial information for communicating their organization’s financial needs and goals to supporters, funders, board members and other stakeholders.

- Who:** Staten Island-Based Nonprofit Organizations
When: Tuesday, November 16, 2010, 1:00 – 4:00 PM
Where: Joan and Alan Bernikow Jewish Community Center
Social Hall
1466 Manor Road
Staten Island, New York 10314
- Register:** Please complete a registration form by Tuesday, November 9 at:
<http://www.zoomerang.com/Survey/WEB22BBNWFGEZ>
- Bring:** A copy of your most recent organizational budget and other internal financial reports. You will reference these during the training session.

Other Details

This workshop is made possible with generous funding support from Altman Foundation, in conjunction with Staten Island NFP Association.



About Nonprofit Finance Fund

Since its inception in 1980, Nonprofit Finance Fund (NFF) has become a national leader in meeting the financial and organizational needs of the nonprofit sector. NFF works to create a strong, well-capitalized and durable nonprofit sector that connects money to mission effectively. True to its mission, NFF has helped thousands of organizations strengthen their financial health and improve their capacity to serve their communities. NFF serves both nonprofits and their funders, offering an integrated package of financial and advisory services, including loans, asset-building programs, workshops, business analyses, and other consultations to help nonprofit managers understand the impact of management and program decisions on their finances.

NFF's New York Program has worked with over 4,000 nonprofits in the New York area since 1980. Through our financial services, we have made over \$160 million in loans to local nonprofits, and through our advisory and consulting services, we have delivered over 350 customized financial consultations since 2003. NFF New York also offers trainings, workshops and financial leadership clinics for nonprofit professionals across the five boroughs and in the greater New York City metropolitan area.



NFF Presenters

Emily Guthman

Associate Director, New York Program

Ms. Guthman manages the program's many initiatives and funding relationships. In addition, Ms. Guthman is actively involved in the marketing of NFF's services to new funders and partners in the New York City market and is responsible for the growth and development of NFF's financial and consulting services businesses. Prior to joining NFF, Ms. Guthman worked at Local Initiatives Support Corporation (LISC) where she managed LISC's federal funding operations and was responsible for spearheading LISC's first-ever government development effort. Ms. Guthman has also worked on community development issues at the Fannie Mae Foundation, as well as in local government with the Los Angeles County Board of Supervisors. Ms. Guthman holds a Master of Public Policy in Community Development and Nonprofit Management from the University of Southern California and a BA in Religion and Political Science from Emory University.

Renée Jacob

Associate Director, Consulting Services

As an Associate Director at the Nonprofit Finance Fund, Renee Jacob oversees the delivery of NFF's full range of consulting services to nonprofit clients in New York, providing nonprofit senior management and board members with guidance on ways to better balance financial management with program priorities. Earlier in her career, Renee was part of NFF's Financial Services team, responsible for underwriting, closing, and monitoring loans to nonprofit clients. Prior to returning to NFF, Renee was Vice President of Investment and Consulting Services at the New American Schools Investment Fund, a social investment fund devoted to meeting the financing and technical assistance needs of nonprofit organizations and private companies operating in the K-12 public education sector. She has also worked on strategic charter school financing initiatives at the National Cooperative Bank Development Corporation. Renee holds an MBA from the Yale School of Management and an AB in History from Harvard University. She also holds a Certificate in Leadership and Organizational Development from New York University.

Kayla Rosenberg

Manager, Consulting Services

Kayla Rosenberg joined NFF in August 2010 as a Manager for Consulting Services in the New York Office. She is responsible for providing financial analyses, customized clients engagements and delivering workshops and trainings for nonprofit organizations in New York City. Previously, Ms. Rosenberg was the Manager of Lending Operations at Seedco Financial Services, Inc., a national community development financial institution (CDFI) headquartered in New York City, a legal intern at the Local Initiatives Support Corporation, and a project manager for the New York City Department of Housing, Preservation and Development. Ms. Rosenberg holds a B.A. in Political Economics from Barnard College, Columbia University, and a J.D. from New York Law School.