

@PhilanthropyNY



# 2012 ANNUAL REPORT

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\$\$\$ by the Numbers

286 Members Who Make It All Possible

## for Members to Engage

#PNYpeople\*



# Use This Report as a Tool

## A Message from Ronna Brown and Mark Bodden

This year, we're doing two things that are a little different with our annual report. With the substance of the content, we are using the report to look not just on the accomplishments of our organization, but to shine a spotlight on the many ways in which our members utilize our programming, networking opportunities and public policy work to maximize their engagement with the rest of the philanthropic community, the larger nonprofit sector and government.

In a time of scarce resources, we want to make sure our member organizations are getting the most out of their involvement with Philanthropy New York. For some members, it is enough to know that their dues support the organization that functions as the voice of the region's philanthropic community and is a central meeting place for foundation professionals. But many of our members utilize dozens of our services and benefits. We've positioned this annual report as a tool for members to figure out which of Philanthropy New York's vast array of services they can use even more.

As part of the process of creating this report, we developed a Member Engagement Checklist (see page 3). We reached out to the official liaison

of each member organization and asked them to reflect on it. We got dozens of responses and the Member Engagement Profiles contained in this report are the result. We'll be creating more Member Engagement Profiles and placing them in a special section of our website. One of the most gratifying parts of the process so far has been the feedback from many members saying that they are going to use the Member Engagement Checklist with their staff to encourage them to take fuller advantage of their membership.

The other thing we're doing differently this year is stylistic. We've taken our design cues from the proliferating and increasingly popular news aggregation sites that have become known for their enumeration of trivial, but highly entertaining fluff with headlines like "12 Awesome Pictures of Cats on Vacation" and "The Worst Reviews of Best Picture Nominees." Our objective is to have a little fun with the innumerable ways members are engaging with their philanthropic colleagues and taking full advantage of their Philanthropy New York membership.

We hope you enjoy this report! Please let us know what you think.



*Ronna D. Brown*

**Ronna Brown**  
President  
@ronnabrown



*Mark Bodden*

**Mark Bodden**  
Board Chair  
Vice President/Director,  
Rudin Foundations

# Membership Engagement Checklist

How many more ways can you take advantage of your PNY membership?

How many more ways can your organization take advantage of Philanthropy New York membership?

## 1 Programming

- ✓ Regularly attend programs that will increase knowledge and skills
- ✓ Lead program panels as a speaker or moderator
- ✓ Be a program developer or initiator
- ✓ Encourage staff new to philanthropy to attend the intensive “Essential Skills and Strategies for New Grantmakers” 3-day training
- ✓ Attend PNY’s Annual Meeting—the region’s largest policy and networking event for funders
- ✓ Watch live-feed broadcasts of our more high-profile public programs

## 2 Policy Development

- ✓ Members can suggest issues that PNY’s Public Policy Committee should explore, which might lead to the creation of an issue guide on the topic and/or PNY eventually taking an official position
- ✓ Submit commentary on pending policy positions being considered by PNY
- ✓ Participate in PNY’s meetings with key government officials
- ✓ Join PNY staff in meetings with New York’s congressional delegation during Foundations on the Hill

- ✓ Get involved in special policy projects (grant funded) that aim to increase public dialogue on issues of particular concern to the philanthropic community, such as the “Education Funders Research Initiative”
- ✓ Suggest new policy working groups for issues that significant numbers of members are interested in and would benefit from more philanthropic coordination

## 3 Peer Interactions

- ✓ Serve on the Board of Directors or one of its committees:
  - Executive Committee
  - Committee on Members
  - Committee on Directors
  - Communications Committee
  - Audit Committee
  - Finance Committee
  - Increasing Diversity in Philanthropy Committee
  - Public Policy Committee
  - Strategic Planning Committee
- ✓ Participate in these issue-based working groups run by Philanthropy New York:
  - Education Working Group
  - Health Policy Working Group
  - Funders of Women & Girls Network
  - International Grantmakers Network

## 4 Information Sharing

- ✓ Participate in these professional interest groups run by Philanthropy New York:
  - CEO Roundtables
  - Corporate Foundation/CSR Leaders
  - Foundation Administrators Network
  - Public Policy Communicators NYC
  - Social Media Club for Grantmakers and Nonprofits
  - Service for Impact (volunteerism interest)
  - Young Leaders Breakfast Club
- ✓ Meet and have cocktails with colleagues at the monthly Documentary Film Series
- ✓ Seek out personal introductions to other grantmakers with common interests
- ✓ Submit organizational news for *Currents*, *Philanthropy Connects* and *PhilanthropyNewYork.org*
- ✓ Write blog posts for *Smart Assets*, or submit commentary on posts of other members
- ✓ Interact with @PhilanthropyNY and fellow members on Twitter and participate in “tweet team” events
- ✓ Submit your organization’s upcoming events for the PNY Community Events calendar
- ✓ Submit your organization’s research, reports and other notable writings for PNY’s resource listings

# Membership Engagement Checklist

## 5 Services

- ✓ Fiscal sponsorship of member-driven projects
- ✓ One-on-one consultations with PNY staff on any topic of concern to members
- ✓ Free use of PNY Conference facilities
- ✓ Salary Survey — New York City data, updated annually, on compensation at all professional levels throughout the philanthropic field
- ✓ Tax-Deferred Annuity Program
- ✓ Long-term Care Insurance
- ✓ Top-line foundation data
- ✓ Family Philanthropy Online Knowledge Center
- ✓ Peer-to-Peer resources — an array of advice and tools covering the full scope of foundation administration and grantmaking — from health insurance to legal matters, from site visits to evaluation strategies — compiled by PNY from among our foundation members
- ✓ Consultant & vendor recommendation lists
- ✓ Staff expertise — timely responses to questions on all subcategories, access to other experts
- ✓ Job listings
- ✓ PNY Member Directory
- ✓ Common Grant Application and Grant Report
- ✓ Discounts from GrantCraft, MicroEdge and others
- ✓ Access through PNY to Foundation Directory Online Professional information
- ✓ Access to searchable resources from partner Regional Associations across the nation
- ✓ Search by topic our listings of countless reports, PowerPoint presentations and other materials associated with programs and partner organizations
- ✓ Discounts on conferences (up to 50%!) listed on our online calendar

# Six New Ways for Members to Engage in 2012

We're always thinking of new ways for our members to connect and share. Here are a few that were offered for the first time in 2012.

## 1 Submitting Commentary on our Public Policy Positions

We have developed a formal process for taking official positions on pressing policy concerns for our sector. One of the most important parts of that process is opening the discussion to all of our members, giving them the chance to weigh in on the topic. We solicited member input through email and our *Smart Assets* blog when we considered supporting the simplification of the federal excise tax on private foundations. The process went smoothly and we anticipate more engagement with members on policy issues that concern the philanthropic sector.

## 2 Getting Involved in the Funders of Women & Girls Network

Over the past year, membership in the Funders of Women & Girls Network—which is committed to raising awareness of the status of women and girls in New York City and ensuring continuing investment in them—has grown steadily. This group of funders is developing programming and learning opportunities related to economic security, safety from sexual assault and domestic violence, women's leadership across society, health and well-being, and access to education (with a focus on coaching and mentoring girls).

## 3 Coordinating the Philanthropic Response to Hurricane Sandy

In the days and weeks after Sandy swept through the region, hundreds of people from our member organizations participated in half-a-dozen conference calls PNY organized to help them coordinate their efforts and learn from government and nonprofit leaders involved in direct response. Our members have responded to the disaster in innovative ways too numerous to list. Philanthropy New York created a dedicated webpage on Sandy relief and recovery to broadcast our members' giving stories, important news updates and other resources. This information-sharing paved the way for several collaborative programs in 2013.

## 4 Contributing to the Education Funders Research Initiative

Several of our member foundations are participating in this project—developed by a subset of our Education Working Group—which will support the creation of three white papers that will provide the next mayoral administration with a review of the impact of New York City education reform efforts over the last decade. Our members will also collaborate on communications and outreach strategies for the project, helping us participate in the public discourse on education reform in a timely and nonpartisan way.

## 5 Public Policy Communicators NYC

This five-year-old local affinity group of nonprofit and foundation communications professionals is now officially a project of Philanthropy New York. Many of our members took advantage of PPC-NYC's informative programming in 2012, meeting to discuss topics like election-year messaging, the potential of nonprofit journalism, and the effectiveness of Twitter—and share best practices and the latest technologies with their communications peers.

## 6 Tweet Teams!

At many of our programs, our members have contributed their voices to our social media efforts—commenting on the proceedings in the room, forwarding questions from people following our sessions via livestream and immediately disseminating the important ideas and conversations that are an integral part of our programming. Our Tweet teams were also an essential part of our 2012 Annual Meeting, giving those who couldn't attend the event access to our breakout sessions before the main panel. It's easy to become a PNY Tweet Team member—and we hope that more of our members will join us on social media during the year ahead!

# Member Engagement Profile

## The New York Community Trust Is Deeply Involved in Program Development at Philanthropy New York



*"I have served on the Philanthropy New York board for five years. The Trust's President, Lorie Slutsky, is a member of the PNY Public Policy Committee, and many of our staff members are involved in a host of programmatic activities at PNY. We consider engagement with the philanthropic community through our regional association to be an essential element of being a community foundation."*

GAY YOUNG, VICE PRESIDENT OF DONOR SERVICES,  
THE NEW YORK COMMUNITY TRUST

With its staff of fifty, The New York Community Trust is engaged at many touch points across PNY. The Trust has also been a key partner in several crucial programmatic initiatives in the past year.

When Philanthropy New York committed to presenting a conference for funders on the needs of veterans returning to the region from Iraq and Afghanistan, we knew we had to work closely with The Trust for it to be a success. It had established the New York City Veterans Fund and has been working extensively on veterans' issues, including health, education, career, family and other priorities. That conference, "The New Rapid Deployment: Resources for Returning Veterans," would not have been possible without both funding and planning assistance from the staff of The Trust.

The Trust has also been deeply involved in PNY's Education Working Group and, through the Donors Education Collaborative, a central contributor to

the Education Funders Research Initiative. This initiative formed in 2012 and is on track in 2013 to deliver a series of white papers on the results of a decade of education reform efforts in New York City.

The New York Community Trust staff participates in programming at Philanthropy New York in more ways that we can count. They are regular presenters and moderators. Staff members often suggest topics for programs and, of course, regularly attend them. And they are even regular attendees at the PNY Documentary Film Series at the Ford Foundation.

The Trust staff has also helped develop our public policy work. Aside from The Trust's President Lorie Slutsky serving on the PNY Public Policy Committee, its staff have attended PNY-organized meetings with public officials, submitted comments on pending policy positions being considered by

## THE NEW YORK COMMUNITY TRUST ENGAGES in the Philanthropic Community

### Programming:

- ✓ Regularly attends programs that increase knowledge and skills
- ✓ Leads program panels as a speaker or moderator
- ✓ Acts as program developers and initiators
- ✓ Attends PNY's Annual Meeting

### Policy Development:

- ✓ Suggests issues that PNY's Public Policy Committee should explore, which might lead to the creation of an issue guide on the topic and/or PNY eventually taking an official position
- ✓ Submits commentary on pending policy positions being considered by PNY
- ✓ Participates in PNY's meetings with key government officials
- ✓ Joins PNY for Foundations on the Hill
- ✓ Gets involved in special policy projects (grant funded) that aim to increase public dialogue on issues of particular concern to the philanthropic community, such as the "Education Funders Research Initiative"

# Member Engagement Profile

## Peer Interactions:

- ✓ Serves on these committees and working groups:
  - Board of Directors
  - Committee on Members
  - Public Policy Committee
  - Education Working Group
  - Health Policy Working Group
  - Funders of Women and Girls Network
- ✓ Participates in these professional interest groups:
  - CEO Roundtables
  - Young Leaders Breakfast Club
- ✓ Attends Documentary Film Series

## Information Sharing:

- ✓ Submits organizational news for *Currents*, *Philanthropy Connects* and *PhilanthropyNewYork.org*
- ✓ Interacts with @PhilanthropyNY and fellow members on Twitter
- ✓ Submits the organization's upcoming events for the PNY Community Events calendar
- ✓ Submits the organization's reports and other notable writings for PNY's resource listings

## Services:

- ✓ Free use of conference facilities
- ✓ Job listings
- ✓ PNY Member Directory

PNY and suggested topics our policy work should address. Trust staff have joined us on our trips to Washington, D.C. for Foundations on the Hill. And, in addition to being involved in PNY's Education Working Group, The Trust's staff has been involved in the Health Policy Working Group and the Funders of Women and Girls Network.

But their engagement goes way beyond just policy-related interests. The Trust's staff is involved in PNY's Committee on Members, our CEO Roundtables and the Young Leaders Breakfast Club.

The Trust produces a lot of news, and fully utilizes our information dissemination services. They submit organizational news for our two monthly newsletters and their news regularly appears on

PhilanthropyNewYork.org. They have written many posts for *Smart Assets* and have been contributors to comment threads when we use the blog to develop online conversations among members. And The Trust's Twitter team interacts with us online on a regular basis.

Even though The Trust has beautiful office space of its own, it occasionally uses our free conference facilities for off-site meetings. And, like most members, it utilizes our online jobs board to post openings.

The New York Community Trust is a leader in the region's philanthropic community and it maximizes its membership in Philanthropy New York to connect in countless ways.

## THE NEW RAPID DEPLOYMENT: RESOURCES FOR RETURNING VETERANS

**VETERANS RETURNING FROM IRAQ & AFGHANISTAN**  
*What are the best opportunities to make a big difference in their lives now?*

philanthropy new york  
Disability Funders Network  
Trinity Wall Street

In Collaboration with:  
The New York Community Trust

Disability Funders Network

Trinity Wall Street

*The New York Community Trust was one of the main supporters of our December 2012 conference focusing on support for returning veterans.*

# Top Ten Programs You May Be Sorry You Missed

We offered 174 programs last year, so it's possible you might have missed a few! Here are some of the groundbreaking sessions that resonated the most with our members in 2012.

## 1 The New Rapid Deployment: Resources for Returning Veterans

Funders and veterans' advocates came together for a daylong conference, hosted generously by Trinity Wall Street and The New York Community Trust, that highlighted some of the most creative and successful initiatives for supporting our returning veterans and their urgent needs, including mental health, employment and education.

## 2 Philanthropy New York's Documentary Series

Whether it was an openly gay man becoming one of the most important bishops in America, the growth of the Occupy Wall Street movement, the ongoing consequences of the War on Drugs, one couple's fight for their marriage going all the way to the Supreme Court, or an Academy Award-winning search for an internationally beloved musician, the Philanthropy New York Documentary Series continued to share powerful and gripping real-life stories with our members, thanks to our partners at the Ford Foundation.

## 3 The 2012 Election with MSNBC's Chris Hayes: Power Tools to Build a Better Democracy

Chris Hayes and our colleagues from the Participatory Politics Foundation, Demos, Document-Cloud and Media Impact Funders explored our society's current distrust and distaste for politics-as-usual and shared new strategies for a more transparent and inclusive political process.

## 4 A Conversation with Jennifer Buffett and Robert F. Sherman

NoVo Foundation President Jennifer Buffett and Director of Social and Emotional Learning Robert Sherman discussed innovative approaches for supporting girls and women worldwide and NoVo's promotion of the "girl effect" — the economic and social empowerment of adolescent girls in the developing world that results in a ripple effect of positive change.





# Top Ten Programs You May Be Sorry You Missed

5

## Pathways to Economic Mobility: How Can Philanthropists Help the Poor Build Wealth?

During this collaborative event with The Philanthropy Roundtable, leaders from the philanthropic and nonprofit sectors came together with financial services industry leaders to explore strategies to help low-income workers pursue economic independence through financial development and wealth building.

6

## Changing the System: Effective Strategies for Grassroots Activism to Make NYC More Fair, Just and Compassionate

Funders and activists discussed how they have advocated for and supported the disenfranchised in our city and how foundations can help strengthen the leadership and resources needed for grassroots-led movements and social change.

7

## The Nuts, Bolts & Art of Networking with David Schachter

Schachter, the Assistant Dean for Student Affairs at NYU Wagner and an Advisory Board Member of Idealist.org, led members in an interactive session for young professionals to learn more about networking and relationship-building and practice those skills in a safe space with their peers.

8

## Decision of the Century: How Will Philanthropy Respond to the Supreme Court Ruling on the Health Care Reform Act?

Immediately following the historic ruling on the Affordable Care Act, health care funders and policy experts explained the Court's decision and the role philanthropy can play on the national and state level as the ACA moves toward implementation.

9

## Star Power: Achieving Impact by Working Effectively with Celebrities (Featuring Kevin Bacon)

The celebrated actor and musician joined us and our colleagues from Commit Media, Media Impact Funders and Network for Good in a

stimulating conversation on the best ways for nonprofits and foundations to engage artists and other icons and increase the public visibility of philanthropy and fundraising.

10

## Putting a Human Face on the Fiscal Cliff for Nonprofits and Foundations: A Post-Election Reality Check with Tim Delaney

The CEO of the National Council of Nonprofits explained the rapidly approaching sequestration process to our members and exactly what the mandatory budget cuts called for by Congress would mean for social services providers, the nonprofit sector and the communities they serve.



# Member Engagement Profile

## Citi Foundation Went Above and Beyond by Hosting PNY's Annual Meeting in 2012



*"Philanthropy New York is synonymous with sharing innovation, best practices and partnership, and we greatly value our relationship. In fact, every year, our team finds new ways to participate in the networking and peer learning opportunities offered by our membership."*

PAM FLAHERTY, PRESIDENT & CEO, CITI FOUNDATION

In many ways, the Citi Foundation's engagement with the broader philanthropic community is fairly typical—its staff regularly attends PNY programs to learn from peers, networks with colleagues at our Documentary Film Series and posts job announcements to identify new talent. But the Foundation stood out among our members when it hosted PNY's Annual Meeting at Citi's headquarters last spring.

While few have access to meeting space for some 300 people, Citi volunteered its offices, staff and suite of resources to help us deliver an ambitious and logistically complex annual event. The half-day program focused on education reform and featured U.S. Secretary of Education Arne Duncan, New York State Commissioner of Education

John King and New York City School Chancellor Dennis Walcott. By hosting our Annual Meeting, Citi showed the commitment that philanthropy can have to nationwide policy work.

But Citi didn't just host the Annual Meeting. Its team is highly engaged with Philanthropy New York all year long. The Citi Foundation sent staff to present and attend the intensive, three-day training program "Essential Skills and Strategies for New Grantmakers." Program Officer Jasmine Thomas acted as an instructor for ESS and also developed a PNY program on the key components of an effective grant recommendation. They are also active contributors to the International Grantmakers Network and Service for Impact (the group of funders working to increase volunteerism).

## CITI FOUNDATION ENGAGES in the Philanthropic Community

### Programming:

- ✓ Regularly attends programs that increase knowledge and skills
- ✓ Leads program panels as a speaker or moderator
- ✓ Acts as program developers and initiators
- ✓ Staff attends Essential Skills and Strategies for New Grantmakers intensive training
- ✓ Attends PNY's Annual Meeting
- ✓ Hosted PNY's Annual Meeting

### Peer Interactions:

- ✓ Participates in these working groups:
  - International Grantmakers Network
- ✓ Participates in these professional interest groups:
  - Service for Impact (volunteerism interest)
- ✓ Attends Documentary Film Series

### Information Sharing:

- ✓ Submits organizational news for *Currents*, *Philanthropy Connects* and *PhilanthropyNewYork.org*
- ✓ Interacts with @PhilanthropyNY and fellow members on Twitter

### Services:

- ✓ Job listings

# Four Members Who Are Bringing Their PNY Connections Back to Their Organizations

At Philanthropy New York, we believe it is important not just to present information, but to provide the time and space for relationships within the philanthropic community to grow. Whether it's the Young Leaders Breakfast Club, CEO Roundtables, Documentary Film Series or the countless other learning opportunities we present, we know that our members come together not just to get information but to connect with colleagues on a deeper level.

## 1 ANIKA RAHMAN, President & CEO, Ms. Foundation for Women



"Philanthropy New York's series of CEO lunches, in addition to being a convenient and pleasant way to meet with my peers, has served as an informal support group gathering. It has been helpful to me to meet leaders of other philanthropic organizations in a casual setting and to share ideas and solutions to address the common challenges we face. I also appreciate the diverse nature of those present, such as CEOs from family foundations, corporate foundations and other public foundations, many of whom I might not otherwise have met on a regular basis. Although we lead different types of foundations, we are all executives who can provide each other with a multitude of perspectives that can assist us to be better leaders."

## 2 TRUPTI PATEL DOSHI, M.P.A., Senior Grants Manager, The Commonwealth Fund



"The Young Leaders Breakfast Club was a wonderful opportunity to reach out to other young professionals working in philanthropy and hear more about their experiences in the field. Having a dedicated space for networking—and all the elements that go along with it—is incredibly valuable. In addition, the Club helped me achieve one of my own professional goals: to learn more about board service and what that entails. I was able to use the advice I received and the lessons I learned to join the board of a nonprofit organization myself. Being able to bring my goals to a gathering like the Breakfast Club, and get that kind of direct counsel, is an immense career benefit."

## 3 CASSIUS O. JOHNSON, Program Officer, New School Designs for K-16 Pathways, Carnegie Corporation of New York



"As someone who has extensive nonprofit experience, but is new to the philanthropic sector, the Essential Skills and Strategies for New Grantmakers program gave me not only a grounding in "the pieces of the practice" of philanthropy, but illustrated the most important aspects of my role as a program officer. I could also tell by the end of our three-day course that the more career experience (both in and out of philanthropy) that students and teachers brought to ESS, and the more they were willing to share, the more effective learning there was for everyone. It was definitely a great use of our very limited time as foundation professionals, and the energy and enthusiasm of everyone in the room really came through."

## 4 M. ANNETTE ENSLEY, Director of Administration and HR, Nathan Cummings Foundation



"Twenty-three years ago, as I was starting at a newly formed foundation that was still developing its staff, policies, culture and programs, I hoped for a community that could brainstorm together, share ideas and experiences, and talk about the highly nuanced work of human resources. I realized that I would have to help create it, and so I co-founded the Foundation Administrators Network. Over time, it has proven to be enormously helpful to have the recommendations I make to my foundation backed by research from foundations of similar mission and values. Looking back on the eve of my retirement, I feel like FAN has been a child that I have watched grow and mature over the years. Building in the component for mentoring the newer members to this profession was quite rewarding. FAN became that trusted safe space to have conversations about the nature (and difficulties) of our work. The knowledge, wisdom and sincerity (and fun!) we have shared online, over the phone and in person have helped all of us do our work better and better serve our organizations—and it wouldn't happen without the support of Philanthropy New York."

# Member Engagement Profile

## The Ford Foundation Demonstrates that Even Foundations with the Most Resources Take Advantage of Opportunities Small and Large



*“The Ford Foundation is a strong believer in collaboration among funders, and Philanthropy New York creates countless ways for us to connect. We support PNY and PNY really supports us, too. After reviewing the engagement checklist, I was reminded of just how many ways our staff participates in this vibrant community.”*

KEN MONTEIRO, ASSISTANT SECRETARY AND  
ASSOCIATE GENERAL COUNSEL, FORD FOUNDATION

Ford Foundation staff make full use of Philanthropy New York’s resources and have been very involved in our programming, participating regularly as planners, speakers and moderators. They have played important roles in our policy work as well—including serving on our Public Policy Committee, suggesting policy issues to pursue, submitting commentary on pending policy positions and participating in informational meetings with key government officials.

The foundation has been an outstanding leader in collaborative efforts with other funders concerned about education issues, and its contributions to the Education Working Group (which is co-chaired by Ford Foundation Program Officer Fred Frelow) have been invaluable. Recently, it joined about 16 education funders to work on a special white paper

project organized by Philanthropy New York that will review the progress of education reform in New York City over the past decade. When the papers are complete, we will deliver the findings to the next Mayor and Chancellor.

The Ford Foundation is deeply committed to collaborating with its peers and supporting the development of the philanthropic community in our region. Its staff members serve in many capacities on Philanthropy New York’s Board and committees, including the Communications Committee and the Public Policy Committee, and they are major contributors to groups like our CEO Roundtables, Foundation Administrators Network, Public Policy Communicators NYC (which Ford has hosted for four years) and the Young Leaders Breakfast Club. The foundation has also taken the lead in helping

## THE FORD FOUNDATION ENGAGES in the Philanthropic Community

### Programming:

- ✓ Regularly attends programs that increase knowledge and skills
- ✓ Leads program panels as a speaker or moderator
- ✓ Acts as program developers and initiators
- ✓ Attends PNY’s Annual Meeting

### Policy Development:

- ✓ Suggests issues that PNY’s Public Policy Committee should explore, which might lead to the creation of an issue guide on the topic and/or PNY eventually taking an official position
- ✓ Submits commentary on pending policy positions being considered by PNY
- ✓ Participates in PNY’s meetings with key government officials
- ✓ Gets involved in special policy projects (grant funded) that aim to increase public dialogue on issues of particular concern to the philanthropic community, such as the “Education Funders Research Initiative”
- ✓ Suggests new policy working groups for issues that significant numbers of members are interested in and would benefit from more philanthropic coordination

### Peer Interactions:

- ✓ Serves on these committees and working groups:
  - Board of Directors

# Member Engagement Profile

- Committee on Members
- Communications Committee
- Public Policy Committee
- Education Working Group
- ✓ Participates in these professional interest groups:
  - CEO Roundtables
  - Foundation Administrators Network
  - Public Policy Communicators NYC
  - Social Media Club for Grantmakers and Nonprofits
  - Young Leaders Breakfast Club
- ✓ Acts as partner on Documentary Film Series

## Information Sharing:

- ✓ Submits organizational news for *Currents*, *Philanthropy Connects* and *PhilanthropyNewYork.org*
- ✓ Interacts with @PhilanthropyNY and fellow members on Twitter
- ✓ Submits the organization's upcoming events for the PNY Community Events calendar
- ✓ Submits the organization's research, reports and other notable writings for PNY's resource listings

## Services:

- ✓ Fiscal sponsorship of member-driven projects
- ✓ Salary Survey
- ✓ Job listings
- ✓ PNY Member Directory

develop a new group called the Social Media Club for Grantmakers and Nonprofits, which uses social media to advance the member organizations' work. And finally, our immensely popular Documentary Film Series owes its origins to Ford, which now hosts the series at its auditorium.

As the checklist here makes clear, the Ford Foundation takes advantage of its membership in lots of other ways, too—and demonstrates how collaboration can unlock the full potential of Philanthropy New York's many resources.



PHILANTHROPY NEW YORK  
**DOCUMENTARY**  
FILM SERIES

*In Partnership with Ford Foundation's JustFilms*

Searching for Sugarman      **Detropia**

**The House I Live In**

While We Watch

One Day on Earth

**The Loving Story**

Give Up Tomorrow      Love Free or Die

# Ten Ways PNY Amplified Philanthropy's Voice in 2012

## 1 Took philanthropy's concerns to the halls of Congress

We developed materials that highlighted the work of our members for our Foundations on the Hill meetings last year. And after those meetings, four of our local representatives joined the congressional Philanthropy Caucus for the first time. Sen. Charles Schumer was already the Co-Chair of the Senate Philanthropy Caucus, but no local Representatives were members of the House Philanthropy Caucus. Following our meetings, Sen. Kirsten Gillibrand and Reps. Yvette Clarke (D-NY9), Carolyn Maloney (D-NY12), José Serrano (D-NY15) and Ed Towns (D-NY10, now retired) joined the Philanthropy Caucus. We met with several other Congressional offices (including Reps. Nydia Velázquez, Jerrold Nadler and Nita Lowey) to press for greater understanding of the role of philanthropy and key legislative concerns for the sector.

## 2 Brought Washington to New York City

On just about any issue you can name, the interplay of Federal, State and City government is complex, and an understanding of those factors is essential in making progress. Perhaps no issue illustrates that point better than education reform. For PNY's 2012 Annual Meeting, we brought together on one stage, for the first time ever, U.S. Secretary of Education Arne Duncan, New York Education Commissioner John B. King and New York City Chancellor Dennis Walcott

for a discussion that produced great insights for our members as well as the panelists themselves. With probing discussion moderated by WNYC's education correspondent Beth Fertig, we were able to identify key areas of agreement and notable differences in strategy.

## 3 Helped our education funders get deeper into reform policy

Since 2008, PNY has facilitated the Education Working Group, which has presented programming of interest to a wide range of funders. A subset of that group, about 16 foundations employing a diverse range of education reform strategies, has come together to develop the "Education Funders Research Initiative" that will examine how effective the New York City school system has been in producing greater levels of college and career readiness in our student population. We began fostering the funder conversations and helped to solidify this project in the summer of 2012, but the fruits of this initiative — which will produce a set of three white papers and a coordinated public and leader information campaign — will play out in the second half of 2013.

## 4 Connected funders to Sandy recovery efforts

After Hurricane Sandy swept through our region, there was confusion and a lot of questions. Even before we got back into our own offices, we had a dedicated Sandy page on our site and con-

ducted a first funder coordination call. Over the next two months, we held weekly calls for funders with Federal, State and City government officials. We helped our members organize around specific topics of interest. We also brought together representatives from all of the organizations that were raising funds for regranting to nonprofits working on Sandy relief. Nearly all of our coordination meetings involved government officials from key agencies. Philanthropy New York will continue throughout 2013 to ensure that the issues of concern to philanthropy are heard among government officials leading the short-term response and long-term resiliency planning.



*Mary J. Hutchins Foundation Trustee Hildy Simmons and Fund for Public Schools CEO Julia Bator speak with New York City Department of Education Chancellor Dennis Walcott at our 33rd Annual Meeting.*

# Ten Ways PNY Amplified Philanthropy's Voice in 2012

## 5 Developed closer ties to the Cuomo Administration

Many in the nonprofit community were happy to see Gov. Andrew Cuomo designate an Inter-agency Coordinator for Nonprofit Services, only the second state in the nation to create a cabinet-level position of this sort. He appointed Fran Barrett, who has worked for both foundations and extensively in the nonprofit sector. Barrett sat down with PNY's Public Policy Committee shortly after being appointed, and she has stayed in close contact with us as she works to improve the State's relationships with the nonprofits that it relies upon so heavily.

## 6 Contributed to Attorney General's work on nonprofits

PNY President Ronna Brown served on New York State Attorney General Eric Schneiderman's Leadership Committee on Nonprofit Revitalization. When the AG issued the report "Revitalizing Nonprofits: Renewing New York" last year, PNY issued an official statement alerting members to its key provisions. The only item in the report specifically aimed at the philanthropic sector—eliminating the unnecessary and costly law requiring private foundations and trusts to publish newspaper advertisements announcing the public availability of their annual reports—came about because of suggestions from PNY members.

## 7 Collaborated even more with other nonprofit advocates

We worked in close coordination with the Non-profit Coordinating Committee of New York, the Human Services Council and others to weigh in on the Governor's nonprofit directives and several other issues over the course of the year. We are taking full advantage of our relationships with those organizations to stay connected to the nonprofit issues that arise in Washington, Albany and City Hall to ensure that our members have all the information they need to act accordingly.

## 8 Took our first policy position

After formalizing a process and hiring staff to lead PNY's policy work in 2011, we were ready to move ahead. The first issue we took up was one we felt would be relatively uncontroversial but a good test of our process: simplifying the federal excise tax on private foundations. We started by developing an issue guide on the topic that laid out the pros and cons and circulated it to our members. The Public Policy Committee debated the issue and recommended taking a position in favor of simplifying the excise tax. We thoroughly engaged our members on the issue and solicited feedback on both our website and through email. We shared all of that feedback with the board and gained board approval on an official state-

ment supporting simplification of the excise tax. That official statement is now used in our meetings with federal officials when we talk about the concerns of the philanthropic community.

## 9 Helped develop national government relations strategies

Our VP of Communications and Public Policy, Michael Hamill Remaley, served on the joint Council on Foundations/Forum of Regional Associations of Grantmakers Government Relations Committee and represented our members' interests there. The joint committee helps lay out the long-term strategy for our sector's efforts to raise the profile of philanthropic organizations and ensure that our concerns are heard in Washington and beyond.

## 10 Created a public policy section on our website

We're working on a brand new PNY website for 2013, but we couldn't wait to provide better-quality information to our members on a new Public Policy section of our existing website. It includes a full articulation of why we engage in public policy work, our process for taking a stand, a listing of all the issue-based working groups, issue guides we've developed, official policy statements and lots of other materials that are updated regularly.

# Member Engagement Profile

## This Small Family Foundation Is a Key Player in PNY's Policy Work



*"I was working in nonprofits for over 20 years before I came to the Cricket Island Foundation, so for me, being involved in Philanthropy New York's public policy work is a great way to contribute to the sector beyond the specific interests of my organization. Our work is very focused on youth, but our engagement with the philanthropic community through PNY helps us do so much more than we could otherwise."*

ELIZABETH SAK, EXECUTIVE DIRECTOR,  
CRICKET ISLAND FOUNDATION

You might think that the largest foundations with dozens or hundreds of staff members are always the ones that are most highly engaged in the Philanthropy New York community. But there is really no correlation between foundation size and level of engagement. The Cricket Island Foundation is just one example of a relatively small family foundation (\$39 million in assets) that not only takes advantage of PNY's many services, but is also a highly active contributor to amplifying the sector's voice through our public policy work.

In addition to serving as a PNY Board Member, Cricket Island Foundation Executive Director Liz Sak is member of our Public Policy Committee and has been an indispensable leader in helping us chart our course in this new territory. With a voice that combines pragmatism and vivid aspiration, she has provided an important perspective in an area that could have been dominated by philanthropic

heavy hitters. As Philanthropy New York sets its priorities in developing issue guides on policy topics, pursuing specific stands on some issues and growing its relationships with key government officials, Liz is in the thick of it all.

In 2012, Liz also raised her voice on our *Smart Assets* blog to talk about the need for new ways of thinking about supporting social justice organizations. In a post titled "The Sky Really Is Falling...Now What?" Liz called attention to a new working group of funders dedicated to supporting social justice organizations in several specific ways. In it, she said, "We believe that, as funders, we have greater access and more relationships (as well as a broader perspective) than any single organization might and therefore can serve the field by turning our attention to its continued viability. The time for action is now and we invite our colleagues to share their ideas and join us in this Working Group."

## CRICKET ISLAND FOUNDATION ENGAGES in the Philanthropic Community

### Programming:

- ✓ Regularly attends programs that increase knowledge and skills
- ✓ Staff attends Essential Skills and Strategies for New Grantmakers intensive training
- ✓ Attends PNY's Annual Meeting

### Policy Development:

- ✓ Suggests issues that PNY's Public Policy Committee should explore, which might lead to the creation of an issue guide on the topic and/or PNY eventually taking an official position
- ✓ Submits commentary on pending policy positions being considered by PNY
- ✓ Participates in PNY's meetings with key government officials
- ✓ Suggests new policy working groups for issues that significant numbers of members are interested in and would benefit from more philanthropic coordination.

### Peer Interactions:

- ✓ Serves on these committees:
  - Board of Directors
  - Public Policy Committee



# Member Engagement Profile

- ✓ Participates in these professional interest groups:
  - CEO Roundtables
  - Foundation Administrators Network
- ✓ Seeks out personal introductions to other grantmakers with common interests

## Information Sharing:

- ✓ Submits organizational news for *Currents*, *Philanthropy Connects* and *PhilanthropyNewYork.org*
- ✓ Writes blog posts for *Smart Assets*

## Services:

- ✓ Uses PNY's free conference facilities
- ✓ Salary Survey
- ✓ Peer-to-Peer resources — an array of advice and tools covering the full scope of foundation administration and grantmaking — compiled by PNY from among our foundation members
- ✓ Consultant & vendor recommendation lists
- ✓ Staff expertise — timely responses to questions on all subcategories, access to other experts
- ✓ Accesses searchable resources from partner Regional Associations across the nation
- ✓ Searches by topic our listings of countless reports, PowerPoint presentations and other materials associated with programs and partner organizations

The Cricket Island Foundation is engaged in the philanthropic community through PNY in several other ways. In addition to attending lots of programs, the foundation's staff regularly uses PNY to seek out other foundations with similar interests and programmatic goals. As a small funder dedicated to the big mission of "developing the capacity and commitment of young people to improve their lives and communities, as well as the world around them," seeking out collaborative opportunities with other funders is always a priority.

Cricket Island Foundation staff say that they get a lot of great information from their involvement in the Foundation Administrators Network, which attracts professionals from all different sizes of foundations. In fact, the foundation completely redesigned its financial statements based on materials its staff got from the FAN listserv.

Taking advantage of PNY's many services is one of the things that small foundations are often the best at, and the Cricket Island Foundation is a great example. The foundation uses our free-for-members conference facilities, Salary Survey data, peer-to-peer information resources, consultant and vendor recommendation lists, counsel from PNY staff on a host of professional issues, access to information resources from regional associations across the nation and topical searches of our vast online trove of program resources, research reports, PowerPoint presentations and the like.

The Cricket Island Foundation shows just how much more leverage a small foundation can have when it engages with the larger philanthropic community. It is also a great example of how much more a small foundation can do when it more fully utilizes its membership in Philanthropy New York.



*Cricket Island Foundation Executive Director Liz Sak has served as a moderator for several Philanthropy New York programs and meetings.*

# 286 Organizations that Believe in Philanthropy New York's Mission

1661 Foundation  
21st Century Foundation—  
    Powered by Tides  
42nd Street Development Corporation  
The Achelis and Bodman Foundations  
Rita Allen Foundation  
Alpern Family Foundation, Inc.  
Altman Foundation  
American Express  
Andrus Family Fund  
Arabella Advisors  
Arcus Foundation  
Catherine & Joseph Aresty Foundation  
ASPCA  
The Atlantic Philanthropies  
Lily Auchincloss Foundation, Inc.  
AXA Foundation  
Bank of America Charitable Foundation  
The Bank of Tokyo-Mitsubishi UFJ, Ltd.  
The Barker Welfare Foundation  
The Bay and Paul Foundations  
Bend the Arc: A Jewish  
    Partnership for Justice  
The David Berg Foundation  
Bessemer Trust  
Better Way Foundation  
The Morton K. and Jane  
    Blaustein Foundation  
Bloomberg  
Bloomberg Philanthropies  
Blue Ridge Foundation New York  
BNY Mellon Foundation  
Booth Ferris Foundation  
Botwinick Wolfensohn Foundation  
Robert Bowne Foundation  
The Andrea and Charles  
    Bronfman Philanthropies  
The Samuel Bronfman Foundation  
Brooklyn Community Foundation  
The Peter and Carmen  
    Lucia Buck Foundation  
The William C. Bullitt Foundation

The Bulova Stetson Fund  
The Louis Calder Foundation  
Capital One  
Carnegie Corporation of New York  
Frank and Ruth E. Caruso Foundation  
Casey Family Programs  
Centerbridge Foundation  
The Century Foundation  
Child Care and Early Education Fund  
Citi  
Citi Foundation  
The Clark Foundation  
The Edna McConnell Clark Foundation  
Robert Sterling Clark Foundation  
Coatue Foundation  
The Commonwealth Fund  
Con Edison  
The Concordia Foundation  
The Covenant Foundation  
Credit Suisse Americas Foundation  
The Cricket Island Foundation  
The Frances L. & Edwin L.  
    Cummings Memorial Fund  
The Nathan Cummings Foundation  
The Dammann Fund, Inc.  
Daphne Foundation  
Deutsche Bank Americas Foundation  
The Irene Diamond Fund  
Cleveland H. Dodge Foundation, Inc.  
Geraldine R. Dodge Foundation  
Jean & Louis Dreyfus Foundation, Inc.  
Doris Duke Charitable Foundation  
The Dyson Foundation  
Lucius and Eva Eastman Fund  
The ELMA Philanthropies  
    Services (U.S.), Inc.  
The Elmezzi Foundation  
EMPower—The Emerging  
    Markets Foundation  
Engineering Information Foundation  
Feinsod Herz Fund  
The Fertel Foundation

Fifth & Pacific Foundation  
Max M. & Marjorie S. Fisher Foundation  
Ford Foundation  
Fordham Street Foundation  
Foundation for Child Development  
The Freeman-Harrison Family Foundation  
Fund for the City of New York  
Gap Foundation  
Bernard F. and Alva B. Gimbel Foundation  
Herman Goldman Foundation  
The Joyce and Irving Goldman  
    Family Foundation  
Goldman Sachs Office of  
    Corporate Engagement  
Edwin Gould Foundation  
William T. Grant Foundation  
William Caspar Graustein Memorial Fund  
The Greenwall Foundation  
The William and Mary Greve  
    Foundation, Inc.  
The Peter and Patricia Gruber Foundation  
Harry Frank Guggenheim Foundation  
Stella and Charles Guttman  
    Foundation, Inc.  
The John A. Hartford Foundation, Inc.  
The Merrill G. & Erita E.  
    Hastings Foundation  
Hau'oli Mau Loa Foundation  
Edward W. Hazen Foundation, Inc.  
William Randolph Hearst Foundations  
The Heckscher Foundation for Children  
The Leona M. and Harry B.  
    Helmsley Charitable Trust  
F.B. Heron Foundation  
Hess Corporation  
Hoffman Brothers Foundation  
HSBC Bank USA, N.A.  
The Charles Evans Hughes  
    Memorial Foundation, Inc.  
Mary J. Hutchins Foundation, Inc.  
The Hyde and Watson Foundation  
IBM Corporation

IDP Foundation, Inc.  
Ittleson Foundation, Inc.  
Jarvie Commonweal Service  
Jerome Foundation  
JESNA: The Jewish Education  
    Service of North America  
Jewish Foundation for  
    Education of Women  
Jewish Women's Foundation of New York  
Johnson Family Foundation  
Johnson & Johnson  
Jonas Center for Nursing Excellence/  
    Barbara & Donald Jonas Family Fund  
J.P. Morgan Private Bank  
    Philanthropic Services  
JPMorgan Chase Foundation  
Elaine & William Kaplan  
    Family Private Foundation  
The J.M. Kaplan Fund, Inc.  
Kavelman Group Philanthropic Advisors  
The Esther A. & Joseph  
    Klingenstein Fund, Inc.  
Susan G. Komen for the Cure  
    Greater New York City Affiliate  
Korean American Community Foundation  
The Emily Davie & Joseph S.  
    Kornfeld Foundation  
Samuel H. Kress Foundation  
The Albert Kunstadter Family Foundation  
Lavelle Fund for the Blind, Inc.  
LCU Foundation  
Frances Lear Foundation  
The Lester Fund  
Levitt Foundation  
Leon Levy Foundation  
Long Island Community Foundation  
Lotus & Grain LLC  
Leon Lowenstein Foundation, Inc.  
The Caroline M. Lowndes Foundation  
The Henry Luce Foundation, Inc.  
Macquarie Group Foundation  
Josiah Macy Jr. Foundation

# 286 Organizations that Believe in Philanthropy New York's Mission

A. L. Mailman Family Foundation, Inc.  
Markle Foundation  
Marsh & McLennan Companies  
The Mayday Fund  
John P. & Anne Welsh McNulty Foundation  
Media Development Loan Fund  
William M. & Miriam F. Meehan  
Foundation, Inc.  
Merck Company Foundation  
Mertz Gilmore Foundation  
MetLife Foundation  
Milbank Memorial Fund  
The Lois H. and Charles A.  
Miller Foundation  
Joan Mitchell Foundation  
Mitsubishi Corporation Foundation  
for the Americas  
Mizuho USA Foundation, Inc.  
Edward S. Moore Family Foundation, Inc.  
Morgan Stanley  
Ms. Foundation for Women  
MSBPhilanthropy Advisors, LLC  
Musicians Foundation, Inc.  
National Grid Foundation  
The New York Community Trust  
New York Foundation  
New York Life Foundation  
New York State Health Foundation  
The New York Stem Cell Foundation, Inc.  
The New York Women's Foundation  
Newman's Own, Inc.  
Stavros Niarchos Foundation  
Edward John Noble Foundation, Inc.  
Eric and Jane Nord Foundation  
Norman Foundation, Inc.  
North Star Fund  
NoVo Foundation  
Jessie Smith Noyes Foundation  
Ralph E. Ogden Foundation  
The O'Grady Foundation  
Open Society Foundations

The Overbrook Foundation  
The Palette Fund  
The Patrino Foundation  
Peter G. Peterson Foundation  
Pfizer Inc.  
Phillips Charitable Organizations  
The Pinkerton Foundation  
Posner-Wallace Foundation  
The Prospect Hill Foundation  
Proteus Fund  
QBE Foundation of the Americas  
Paul Rapoport Foundation, Inc.  
The Rauch Foundation  
Robert Rauschenberg Foundation  
Reader's Digest Foundation  
Reader's Digest Partners  
for Sight Foundation  
Renova  
Revenue Watch Institute  
Charles H. Revson Foundation  
Fannie E. Rippel Foundation  
Irene Ritter Foundation  
Laura A. Robbins Consulting  
The Roche Foundation  
The Rockefeller Archive Center  
The Rockefeller Foundation  
The David Rockefeller Fund, Inc.  
Rockefeller Brothers Fund  
Rockefeller Family Fund  
Rockefeller Philanthropy Advisors  
Sunny and Abe Rosenberg  
Foundation, Inc.  
The Alfred & Jane Ross Foundation  
The Shelley & Donald Rubin Foundation  
May and Samuel Rudin Family Foundation  
Russell Sage Foundation  
The Fan Fox and Leslie R.  
Samuels Foundation, Inc.  
The Reba Judith Sandler Foundation  
The Sandy River Charitable Foundation  
SC Group

The Scherman Foundation, Inc.  
Charles and Mildred Schnurmacher  
Foundation, Inc.  
The Schott Foundation for  
Public Education  
Charles and Lynn Schusterman  
Family Foundation  
Edith M. Schweckendieck Trust  
SeaChange Capital Partners  
J.J. Segal Foundation  
Select Equity Group Foundation  
SIFMA Foundation  
Sills Family Foundation  
The Sirius Fund  
The Sister Fund  
Alfred P. Sloan Foundation  
Paul and Daisy Soros Fellowships  
For New Americans  
The Spingold Foundation, Inc.  
Seth Sprague Educational &  
Charitable Foundation  
The Spunk Fund, Inc.  
State Street Corporation  
The Staten Island Foundation  
The Steinhardt Foundation for Jewish Life  
Stonewall Community Foundation  
Surdna Foundation  
Target Corporation  
TCC Group  
TD Bank  
The Teagle Foundation  
Tides Foundation  
The Tiffany & Co. Foundation  
Tiger Foundation  
Time Warner Inc. Office of  
Corporate Responsibility  
Tinker Foundation, Inc.  
The Laurie M. Tisch Illumination Fund  
Toshiba America Foundation  
The Tow Foundation  
Toy Industry Foundation

Toyota Motor North America, Inc.  
Parish of Trinity Church Grants Program  
Isaac H. Tuttle Fund  
UBS Financial Services Inc.  
Community Affairs  
UJA-Federation of New York  
Unbound Philanthropy  
Unitarian Universalist Veatch  
Program at Shelter Rock  
United Hospital Fund  
United Way of New York City  
U.S. Trust  
van Ameringen Foundation, Inc.  
Viking Global Foundation  
The Laura B. Vogler Foundation, Inc.  
The Wallace Foundation  
John A. & Mary Clare Ward  
Family Foundation  
The Andy Warhol Foundation for the  
Visual Arts  
The Joseph LeRoy and  
Ann C. Warner Fund, Inc.  
The Harry and Jeanette  
Weinberg Foundation  
Wellspring Advisors, LLC  
The Wenner-Gren Foundation  
The Westchester Community Foundation  
Wise Philanthropy  
Wolfensohn Family Foundation  
Zeldin Family Foundation

## **We also welcome our new Philanthropy New York members for 2013:**

Collegiate Church Corp.  
The Educational Foundation of America  
Foundation for Research  
to Prevent Blindness  
PIMCO Foundation  
Royal Bank of Canada Foundation USA  
Summer Fund II



# You Won't Believe How Far Philanthropy New York Can Stretch a Dollar

INDEPENDENT AUDITOR'S REPORT  
FEBRUARY 25, 2013

To the Board of Directors of  
Philanthropy New York, Inc.

We have audited the accompanying financial statements of Philanthropy New York, Inc. (the "Organization") which comprise the statement of financial position as of December 31, 2012, and the related statements of activities, functional expenses and cash flows for the year then ended, and the related notes to the financial statements.

### ***Management's Responsibility for the Financial Statements***

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

### ***Auditor's Responsibility***

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's

judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### ***Opinion***

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Philanthropy New York, Inc. as of December 31, 2012 and the results of its activities and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

### ***Other Matter***

The prior year summarized comparative information has been derived from the Organization's 2011 financial statements and, in our report dated March 1, 2012, we expressed an unqualified opinion on those financial statements.

*Condon O'Meara, McElroy & Donnelly LLP*

STATEMENT OF FINANCIAL POSITION

DECEMBER 31, 2012

	2012	2011
<b>ASSETS</b>		
Cash and cash equivalents	\$ 2,029,088	\$ 1,177,158
Investments, at fair value	1,158,126	1,093,493
Membership dues and other receivables	20,507	64,710
Prepaid expenses	22,581	23,299
Property and equipment, net	4,905	63,845
Investments, at fair value – restricted	52,460	51,619
	<b>\$ 3,287,667</b>	<b>\$ 2,474,124</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
Accounts payable and accrued expenses	\$ 155,778	\$ 70,869
Unearned dues	126,000	144,950
Tenant's security deposit payable	5,308	5,308
	<b>287,086</b>	<b>221,127</b>
<b>NET ASSETS</b>		
Unrestricted		
Operating	540,627	309,193
Board-designated	919,639	919,639
	1,460,266	1,228,832
Temporarily restricted	1,540,315	1,024,165
	<b>3,000,581</b>	<b>2,252,997</b>
	<b>\$ 3,287,667</b>	<b>\$ 2,474,124</b>

See notes to financial statements.



## STATEMENT OF CASH FLOWS

YEAR ENDED DECEMBER 31, 2012

	2012	2011
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Change in net assets	\$ 747,584	\$ 72,919
Adjustment to reconcile change in net assets to net cash provided by operating activities		
Depreciation and amortization	58,940	109,080
Change in unrealized appreciation of investments	(37,856)	17,408
Change in operating assets and liabilities		
(Increase) decrease in membership dues and other receivables	44,203	(41,937)
Decrease in prepaid expenses	718	3,879
Increase (decrease) in accounts payable and accrued expenses	84,909	(15,539)
Increase (decrease) in unearned dues	(18,950)	19,500
(Decrease) in due to organization	—	(8,387)
Net cash provided by operating activities	879,548	156,923
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Purchases of investments	(27,618)	(2,923,817)
Sales of investments	—	2,900,000
Net cash (used in) investing activities	(27,618)	(23,817)
<b>Net increase in cash and cash equivalents</b>	<b>851,930</b>	<b>133,106</b>
<b>Cash and cash equivalents, beginning of year</b>	<b>1,177,158</b>	<b>1,044,052</b>
<b>Cash and cash equivalents, end of year</b>	<b>\$ 2,029,088</b>	<b>\$ 1,177,158</b>

See notes to financial statements.



## STATEMENT OF FUNCTIONAL EXPENSES

YEAR ENDED DECEMBER 31, 2012

(with summarized comparative financial information for 2011)

	2012							2011	
	PROGRAM SERVICES				SUPPORTING SERVICES			Total	Total
	Member Services	Communications and External Relations	Collaborative Programs	Total Program Services	Management and General	Fundraising	Total Supporting Services		
<b>PERSONNEL</b>									
Salaries	\$ 519,242	\$ 233,068	\$ 94,679	\$ 846,989	\$ 188,170	\$ 36,844	\$ 225,014	\$ 1,072,003	\$ 769,876
Payroll taxes and employee benefits	140,268	62,961	15,214	218,443	50,832	9,953	60,785	279,228	225,307
Total personnel	659,510	296,029	109,893	1,065,432	239,002	46,797	285,799	1,351,231	995,183
<b>OTHER</b>									
Rent	188,416	84,572	—	272,988	68,281	13,370	81,651	354,639	320,664
Utilities	13,514	6,066	—	19,580	4,897	959	5,856	25,436	25,630
Postage, mailing and messenger	2,149	965	2,045	5,159	779	152	931	6,090	2,203
Printing and copying	3,207	1,439	4,349	8,995	1,162	228	1,390	10,385	7,121
Dues and subscriptions	28,732	12,897	3,287	44,916	10,412	2,039	12,451	57,367	42,550
Equipment rental and repair	4,991	2,240	—	7,231	1,808	354	2,162	9,393	10,203
Office related	23,734	10,654	6,229	40,617	8,601	1,684	10,285	50,902	40,416
Accounting and legal	8,755	3,930	52,206	64,891	3,173	621	3,794	68,685	10,860
Auditing	6,375	2,862	—	9,237	2,311	452	2,763	12,000	11,200
Staff travel and professional development	9,853	4,422	61,127	75,402	3,571	699	4,270	79,672	20,464
Meeting facilities and related	27,555	12,368	513,076	552,999	9,986	1,955	11,941	564,940	33,717
Typeset and design	5,284	2,372	1,185	8,841	1,915	375	2,290	11,131	483
Consulting	69,345	31,126	331,139	431,610	25,130	4,920	30,050	461,660	355,347
Telecommunications	9,369	4,205	2,461	16,035	3,395	664	4,059	20,094	17,137
Insurance	6,753	3,031	—	9,784	2,447	479	2,926	12,710	19,656
Other	667	299	6,768	7,734	243	47	290	8,024	4,667
Depreciation and amortization	31,314	14,056	—	45,370	11,348	2,222	13,570	58,940	109,080
Re-grants	—	—	670,000	670,000	—	—	—	670,000	—
<b>Total</b>	<b>\$ 1,099,523</b>	<b>\$ 493,533</b>	<b>\$ 1,763,765</b>	<b>\$ 3,356,821</b>	<b>\$ 398,461</b>	<b>\$ 78,017</b>	<b>\$ 476,478</b>	<b>\$ 3,833,299</b>	<b>\$ 2,026,581</b>

See notes to financial statements.

## NOTES TO FINANCIAL STATEMENTS

DECEMBER 31, 2012

### Note 1 — Organization and significant accounting policies

Philanthropy New York, Inc. (the "Organization") is a not-for-profit organization incorporated under the laws of the State of New York. The Internal Revenue Service has determined that the Organization is exempt from income taxes under Section 501(c)(3) of the Internal Revenue Code (the "Code") and furthermore has been ruled not to be a private foundation under Section 509(a)(1) of the Code.

From 1979 to May of 2009, the Organization's name was New York Regional Association of Grantmakers, Inc. ("NYRAG"). The Organization is a membership organization of foundations, corporate giving programs and other philanthropies in the metropolitan region and beyond. The Organization supports the practice of effective philanthropy for the public good through educational activities, publications and communications. The Organization actively facilitates collaboration and information sharing and is a key provider of philanthropic knowledge in the region.

During 2012, the Organization continued in its role of fiscal sponsor for seven collaborative programs in which some of its members are involved. The programs during 2012 were Asset Funders, the New York Blacks in Philanthropy Network, The Veterans on Wall Street Project, The Gbowee Peace USA Foundation, Cricket Island Capacity Building Project, The Man Up Campaign and the Staten Island Sandy Non-Profit Recovery Fund. During 2012, these programs added \$2,536,661 to restricted and unrestricted grant revenue and \$2,000,366 in expenses on the Organization's Statement of Activities. These programs are temporary in nature and require the support of an organization with a 501(c)(3) designation to carry out their fiscal functions. Because these programs are temporary in nature, they could create significant variances in the Organization's financial statements going forward.

The Organization reports gifts of cash and other assets as restricted support if they are received with donor stipulations that limit the use of the donated assets. When a donor restriction expires, that is, when a stipulated time restriction ends or purpose restriction is accomplished, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions. Donor-imposed restrictions that are satisfied in the same reporting period are recorded as unrestricted.

Cash equivalents consist of highly liquid investments with original maturities of 90 days or less. Cash equivalents consist of money market funds.

Investments are stated at fair value, which are based on publicly quoted market values with the resulting change in unrealized appreciation or depreciation included in investment return on the statement of activities.

Fair value measurements establish a hierarchy that prioritizes the inputs used to measure fair value into three broad levels. All of the Organization's investments are measured using Level 1 inputs, which are defined as quoted prices in active markets for identical assets or liabilities that the reporting entity has the ability to access at the measurement date.

Property and equipment are recorded at cost. The Organization capitalizes additions to property and equipment for items that have a useful life greater than one year and are in excess of a nominal amount.

Depreciation of furniture and equipment is being provided for by the straight-line method over the estimated useful lives of the related assets. Leasehold improvements are amortized over the lesser of the life of the lease or estimated useful life.

The Organization's financial instruments that are potentially exposed to concentrations of credit risk consist primarily of cash, cash equivalents, investments and receivables. The Organization places its cash and cash equivalents with what it believes to be quality financial institutions. At times, balances may exceed federally insured limits. The Organization has not experienced any losses in such accounts and continued to mitigate some of the risk by purchasing certificates of deposit through the use of the Certificate of Deposit Account Registry Service ("CDARS") program at Carver Federal Savings Bank. The Organization invests in mutual funds and a separate certificate of deposit. The Organization's investments are exposed to various risks such as market volatility, liquidity, interest rate and credit. Due to the level of uncertainty related to changes in these risks, it is reasonably possible that these risks could materially affect the fair value of the investments reported on the statement of financial position as of December 31, 2012. The Organization's management monitors the collectibility of its receivables. The Organization believes no significant concentration of credit risk exists with respect to its cash, cash equivalents, investments and receivables.

Membership support is recognized when an organization commits to join or continue the Organization membership, generally indicated by its dues payment. Membership dues are recognized as revenue over the applicable membership period. Membership dues receivable are reported at their outstanding unpaid balances. The Organization estimates that, based upon historical bad debts, no allowance for doubtful amounts is needed.

Advertising and promotional costs are charged to operations when incurred.

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires the use of estimates by management. Actual results could differ from these estimates.

**NOTES TO FINANCIAL STATEMENTS (continued)**

DECEMBER 31, 2012

The financial statements include certain prior-year summarized comparative information in total but not by net asset class or functional classifications. Such information does not include sufficient detail to constitute a presentation in conformity with accounting principles generally accepted in the United States of America. Accordingly, such information should be read in conjunction with the Organization's financial statements for the year ended December 31, 2011 from which the summarized information was derived.

The Organization has evaluated events and transactions for potential recognition or disclosure through February 25, 2013, which is the date the financial statements were available to be issued.

Certain items in the 2011 financial statements have been reclassified for comparative purposes only.

**Note 2 — Membership**

As of December 31, 2012 and 2011, the Organization has 281 and 281 members, respectively.

**Note 3 — Investments at fair value**

The Organization's investments, which are valued based on public market quotations, consist of the following as of December 31, 2012:

	<u>Fair Value</u>
Equity and income mutual fund	\$ 769,331
Federal mutual fund	84,256
Certificate of deposit - 60 months	52,460
Certificates of deposit ("CDARS Program")	<u>304,539</u>
Total	<u>\$ 1,210,586</u>

Consists of:

Current operations	\$ 1,158,126
Restricted for lease agreement	<u>52,460</u>
Total	<u>\$ 1,210,586</u>

The following is a summary of the investment return for the year ended December 31, 2012:

Dividends and capital gains distributions	\$ 25,928
Change in unrealized appreciation of investments	<u>37,856</u>
Total	<u>\$ 63,784</u>

**Note 4 — Property and equipment, net**

Property and equipment, net, at cost, consist of the following as of December 31, 2012:

		<u>Depreciation/ Amortization Period</u>
Furniture and fixtures	\$ 130,903	5 years
Office equipment and computers	337,627	5 years
Leasehold improvements	<u>556,448</u>	7 years
	1,024,978	
Less accumulated depreciation and amortization	<u>(1,020,073)</u>	
	<u>\$ 4,905</u>	

**Note 5 — Board-designated reserve**

In April 2009, the Board of Directors adopted a policy directing the Organization to maintain a reserve of unrestricted net assets that will provide cash flow security in the event of a temporary shortfall; accommodate unusual or unforeseen emergency cash requirements or temporarily seed projects in anticipation of grant or special supporting funds.

In the event that the Organization needs to use reserve funds, management will alert the Finance and Executive Committees prior to withdrawing funds from the reserve; inform these Committees of the basis of the need and proposed timeframe to replenish the reserve and request the approval of the Executive Committee for the amount and use of the reserve funds.

As of December 31, 2012, the reserve is \$919,639.

**NOTES TO FINANCIAL STATEMENTS (continued)**

DECEMBER 31, 2012

**Note 6 — Temporarily restricted net assets**

The transactions in the temporarily restricted net assets during the year ended December 31, 2012 were as follows:

	Balance at December 31, 2011	Additions	Net Assets Released from Restrictions	Balance at December 31, 2012
Membership support	\$ 637,678	\$ 732,585	\$ (669,820)	\$ 700,443
Educational Reform Review	—	130,000	(5,380)	124,620
Public Policy	51,511	40,000	(57,414)	34,097
Website Redesign	26,667	40,000	(15,377)	51,290
The EngAGEMENT Initiative	19,203	—	(18,565)	638
Diversity in Philanthropy	5,301	—	(5,000)	301
Renovo Grant	—	7,500	—	7,500
Young Leaders Breakfast Club	—	5,000	(2,495)	2,505
Capacity Building	43,189	—	(43,189)	—
Essential Building	—	9,400	(4,708)	4,692
Strategic Planning	1,441	—	—	1,441
Total Philanthropy New York	<u>\$ 784,990</u>	<u>\$ 964,485</u>	<u>\$ (821,948)</u>	<u>\$ 927,527</u>
Fiscal Sponsor Projects				
Asset Funders Network	239,175	381,750	(373,783)	247,142
Cricket Island Capacity Building	—	20,000	(20,000)	—
Man Up Campaign	—	25,000	(24,354)	646
Staten Island Sandy Non- Profit Recovery Fund	—	365,000	—	365,000
Total Fiscal Sponsor Projects	<u>239,175</u>	<u>791,750</u>	<u>(418,137)</u>	<u>612,788</u>
Total	<u>\$ 1,024,165</u>	<u>\$ 1,756,235</u>	<u>\$ (1,240,085)</u>	<u>\$ 1,540,315</u>

**Note 7 — Retirement plan**

The Organization maintains a qualified defined contribution 403(b) retirement plan providing annuity retirement coverage for all eligible employees. Employer contributions were up to 13% of each participant's annual compensation. Employer contributions during the year ended December 31, 2012 amounted to \$91,059.

**Note 8 — Commitments**

The Organization entered into a sublease agreement in January 2005 for its office space at 79 Fifth Avenue, New York. The lease provides for additional payments based on increases in real estate taxes and operating expenses. In 2010, the Organization entered into a lease extension agreement with the Foundation Center expiring in June 2015. Minimum future obligations under the lease, exclusive of required payments for increases in real estate taxes and operating expenses, are included in the table on the next page.

The Organization has a sublease arrangement with a nonprofit organization for space in its new office. During January 2012, this sublease arrangement was renewed and expires in June 2015. The revenue generated from this agreement is also included in the table below.

Year Ending December 31	79 Fifth Avenue	Sublease Revenue	Net
2013	\$ 303,925	\$ 36,849	\$ 267,076
2014	328,716	39,855	288,861
2015	167,480	20,306	147,174
Total	<u>\$ 800,121</u>	<u>\$ 97,010</u>	<u>\$ 703,111</u>

As part of Organization's lease agreement in lieu of a cash deposit, it obtained an active letter of credit, which is collateralized by a 60-month certificate of deposit amounting to \$52,460 that is included in investments.

**Note 9 — Tax status**

As of December 31, 2012, no amounts were recognized for uncertain income tax positions. In addition, the Organization's tax returns for 2009 and forward are subject to the usual review by the appropriate authorities.

# 21 Board Members and 12 Staff Who Thank You for Your Support

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**The PNY Board of Directors remembers with great fondness the William T. Grant Foundation's Larry Moreland, who passed away on June 10, 2012. His seven years of leadership on the board included two years as its Treasurer.**

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### LEARNING SERVICES

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*Assistant Director, Learning Services*

#### Crystal M. Ovalles

*Learning Services Associate*

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Our Board of Directors.

Our Committee Chairs and members who served on a Philanthropy New York committee in 2012.

Everyone who organized and/or participated in a Philanthropy New York program this year.

The contributors to our blog, *Smart Assets*.

All of our colleagues and peer organizations who worked with us on programs and initiatives over the past year.

All of our members, for their engagement and their ongoing support.



@PhilanthropyNY



\* #PNYpeople (From Front Cover)

*from left to right:*

**Christopher Oechsli**, The Atlantic Philanthropies;  
**Christopher Stone**, Open Society Foundations;  
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*Philanthropy New York Staff, December 2012*



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