

# CCCCSSNNYSS

The Council of Community Services  
of New York State, Inc.

2003-04  
annual report

# board of directors and staff

## 2004 CCSNYS Officers

Linda Christensen, *President*  
Dorothy Reynolds, *1st Vice President*  
Douglas McCuen, Esq.\*, *2nd Vice President*  
Harold Mandel, CPA, *3rd Vice President*  
Timothy Easley, *Treasurer*  
William Koester, *Secretary*

## 2004 CCSNYS Board of Directors

Oscar Best\*  
Chungchin Chen  
Laura Chodos\*  
Thomas Clingan  
Henry Cohen  
Harriet Comfort  
Martin Conroy  
Rev. Donna Elia  
Richard Frasier, CPA  
Mary Beth Gosende  
Ellen Kotlow  
Brian Lee  
Gerry Pierce  
Paula Mia Rollins  
Kathleen Rooney\*  
Lauri Rosmarin-Plattner  
Joshua Sabo, Esq.  
Robert Stevens  
Margie Van Meter  
Lynn Videka, PhD

\*Retired or resigned

## Additional Board Members Elected for 2005

Barbara Bartoletti  
Sean M. Byrne, Esq.  
Levester Cannon, PhD  
Julie L. Flock  
Alan Harris, Esq.  
Howard P. Harnett  
Jessie Nixon, Jr., PhD  
Francesca Sommer, LMSW

## 2004 STAFF ROSTER

### Senior Management

Doug Sauer, LMSW Executive Director  
Claire Higgins, LMSW Associate Executive Director  
Michelle Jarvais Fiscal Officer  
Denise Harlow, MSW Director, Nonprofit Services  
David Watson, Esq. Director, Legal Assistance Center  
General Counsel

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Traci Adkins NASC Accounts Coordinator  
Krista Clark Director, Pregnancy Prevention Coalition  
Retha Doiley-Miller Assistant Fiscal Officer  
Tina Duffy Director, Health & Dental Insurance  
Jill Farnham Director, RW Care Network  
Muriel Hodgson-Vargas Director, HIV Project  
Catrina Howard Office Manager  
Sam Khan Health Insurance Account Clerk  
Naomi Lippin Organizational Dev. Specialist  
Dina Mack Senior Secretary  
Melissa Mackey Administrative Assistant  
Andrew Marietta Education & Outreach Coordinator  
Katie Markey RW Program Assistant  
Serena Marrero Fund Development Specialist  
Beth Mathews Office Assistant, 2004  
Kelly Mathews Director, NASC  
Odell Mays HIV Organizational Dev. Specialist  
Amy Nevin Training Coordinator  
Alisha Russo Community Planner  
Betsy Schultheis Bookkeeper  
Valerie Venezia Director, Membership & Services Development

Tamara Watson Director, Mid-Hudson Reg. Office  
Susan Weinrich Community & Nonprofit Development Specialist  
Michael West Legal Advisor  
Rochelle Williams Bookkeeper

### Independent Advisors

René Grosser, PhD  
Meghan Johnston, MSW  
Douglas Mace, PhD

# president's message

Linda Christensen, President, Board of Directors

As my term as President winds down, I look toward CCSNYS' future with optimism, confidence and pride. As you can see from our Treasurer's Report and those of our Nonprofit Services and Planning, Evaluation and Research Committees, CCSNYS is an incredibly dynamic, creative, entrepreneurial and fiscally accountable organization dedicated to our mission. Our staff-based, multidisciplinary team approach to nonprofit capacity building combined with community health and human service planning makes us unique among associations of nonprofit organizations both in New York State and nationally.



During my tenure, our work has continued to expand to all corners of the State and our services to communities and nonprofits are in unprecedented demand. Preparing for and managing growth is a challenge for any organization and CCSNYS is no exception. For several years, we have measurably expanded in services, geographic presence, and financial and staffing capacity. During the past year, our board and executive leadership established a strategic framework for transitioning and positioning our board's composition and infrastructure to accommodate the new opportunities and challenges ahead. A vital component of our plan is to increase the geographic diversity of the board to better reflect the communities we serve. I am excited that for 2005, under the leadership of Brian Lee, we will be making significant progress by bringing business, professional and nonprofit leaders to our board from metropolitan New York and Dutchess, Tompkins, Greene and Monroe counties.

We are grateful for the continued support of our members, most of whom have in-depth and lasting relationships with us. We are also appreciative of our growing list of partners and investors, from state and local government to regional foundations to donors; all of whom have become stakeholders in CCSNYS and find the quality of our services to be of value, both to their own leadership and their constituencies.

Our funding partnerships, for example, with the participating agencies in the State Board Training Consortium, the Department of State's Division of Community Services, the Health Research Institute, and the Office of Family & Children Services demonstrate how state government can make a real difference in strengthening the effectiveness of nonprofits and in addressing critical community needs through collaborations. Our recent work with Westchester, Schenectady and Dutchess counties highlights the important role that local government can play in this regard as well.

Foundations are increasingly making a significant difference in their communities through supporting and promoting nonprofit capacity building and accountability. Our partnerships with the Dyson, Clark, Daisy Marquis Jones, Halcyon Hill and Charitable Venture Foundations provide varying models for how CCSNYS as a statewide organization can work collaboratively with foundations in improving nonprofit infrastructure and responsiveness to community needs at the regional level.

Finally, I would like to give my very special thanks to my colleagues on the Board and to our dedicated staff, who make our mission a reality for so many. My service on the Board has been most rewarding and I look forward to continuing my involvement.

2003-04  
president's message

# nonprofit services and policy division

**Marty Conroy, Co-Chair**

**William Koester, Co-Chair**

**Douglas McCuen, Public Policy Chair**

The Nonprofit Services & Policy Division has continued its growth and statewide expansion over the past year. With expanded regional offices, additional staff and technical assistance capacity, successful conferences, and new business products, CCSNYS continues to meet the needs of CCSNYS members across the state.

Our regional expansion continues with the opening of an office in Yonkers. Funded to serve Westchester, Rockland and Putnam counties, we now offer free capacity-building training and technical assistance to agencies providing, or looking to provide, services to persons living with HIV/AIDS, with a special emphasis on minority run organizations. In addition, our Mid-Hudson Valley office, with support from the Dyson Foundation, has expanded its staffing capacity and our Oneonta office has reinvigorated our work with nonprofits in Otsego, Delaware and Chenango counties.

Hundreds of nonprofits utilized our technical assistance this past year by either bringing CCSNYS expertise onsite to their nonprofits or by calling and receiving technical assistance by phone. Expanded professional staffing has allowed the Nonprofit Services Division to respond to a growing number of requests as well as to a broader range of topics. Also, in response to the needs of members for legal representation and general counsel services, CCSNYS is partnering with Watson and West, PLLC, a law firm dedicated to the nonprofit community. While CCSNYS' Legal Assistance Center will continue to provide its existing range of needed legal services, Watson and West, PLLC will allow members to maintain the same attorney as they move along the spectrum of needed legal services.

CCSNYS group training programs have allowed hundreds of nonprofit board and staff to receive quality training and onsite expertise. The ***New York State Board Training Consortium*** reached nonprofit board members across the state through a number of venues with free training. Partnering with the Dyson Foundation and their new strategic restructuring initiative, CCSNYS provided four trainings throughout the Mid-Hudson Valley. Our ***Build a Better Nonprofit*** training series continued to reach nonprofits through monthly trainings, while our Nonprofit Accounting Services Center partnered with Fiscal Management Associates to offer the ***Certified Nonprofit Accounting Professional*** training program. An intensive two-day pilot retreat on nonprofit entrepreneurial ventures was also conducted with support from the Charitable Venture Foundation. For the coming year, an exciting new partnership has developed with the NYS Society for Certified Public Accountants to do a nonprofit governance training collaborative through their chapters.

Several major conferences were also conducted this past year including our second Annual **Camp Finance** in New Paltz; 2004 Nonprofit EXPO-**Money for Mission in Oneonta: Strategies for the Future** in Oneonta; **Mission Driven Technology: Tools for Smart Nonprofits** in Rochester; and **Talk, Tinker, Tap: Technology Solutions for Nonprofits** in Poughkeepsie.

Always seeking nonprofit business solutions, a new option for unemployment insurance savings was added this year through our corporate partner First Nonprofit Companies, as well as a new conference calling discount program. One of our oldest business support services, health insurance administration, remained strong with our dental insurance participation rate showing a 24% increase in participation over the past year. Health and dental premiums generated totaled approximately \$4.5 million with 1,800 policies.

Our ChooseYourCharity.com donor education and online giving website developed an innovative and exciting technology linkage with NYCharities.com. We also published **The Choose Your Charity Donor Guide: A Guide for New York Donors** and **The Choose Your Charity Marketing Guide**.

In order to improve efficiencies, CCSNYS is working to better utilize technology for member communication and training. Members now receive a concise, weekly, electronic update on CCSNYS activities, trainings, and other pertinent information. This e-newsletter has received a tremendously positive response and will provide for timely, regular communication with members. In addition, CCSNYS has experimented with online training with real time audio participation.

In addition to technical assistance, training and business supports, CCSNYS also acts as monitor and advocate for state and national legislation effecting the nonprofit sector. As nonprofit accountability moved into the spotlight this past year through state nonprofit accountability legislation sponsored by the Attorney General and draft regulatory proposals by the US Senate Finance Committee, we responded by educating members and officials on how this issue might effect small to medium sized nonprofits. In addition, CCSNYS worked with the Attorney General's office to simplify the dissolution process for nonprofits in the state.

Strengthening the nonprofit sector across the state of New York continues to be our driving purpose. As we look ahead to the upcoming year, we are ready to respond to new challenges and opportunities to better serve our member agencies. We look forward to succeeding in this effort.

# planning, evaluation and research division

**Ellen Kotlow, Co-Chair**

**Lauri Rosmarin Plattner, Co-Chair**

Over the past year, the Community Planning, Evaluation, and Research Division has continued to expand the depth and breadth of its technical assistance and project leadership services, while remaining committed to customizing our community assessments, marketing research, program development and evaluation, and consortium and coalition development and management assistance to meet the specific interests and concerns of local communities.

We have been particularly pleased to find that the services we have provided to the Capital Region over the past 77 years are now increasingly sought throughout New York State. This year we worked in cooperation with the Mohawk Valley Perinatal Network to complete a comprehensive community assessment designed to help the Network and its stakeholders develop an action plan to improve perinatal care in Herkimer and Oneida counties. We are now preparing to assist Dutchess County in an assessment of transportation services available to seniors in that county.

We were also pleased to continue to serve communities close to our Albany home, conducting the Head Start community assessment and completing a broader assessment of needs of low income households related to housing, health care, employment, and the impact of welfare reform in Schenectady County. Our 2002 work documenting the needs of the aging in Albany County helped guide the county's 2003 allocation of \$500,000 in funding for new services for seniors. The Capital Region Health and Human Services Directory is now accessible on-line through the CCSNYS website.

Over the past few years, CCSNYS has increasingly provided assessment and evaluation assistance to the Charitable Venture Foundation, a foundation providing a wide range of assistance to nonprofits. On behalf of the foundation, we recently completed an assessment of the marketability of specialized employment training programs as well as an assessment of the need for and effectiveness of literacy services in the greater Capital Region.

Under the auspices of the Planning, Evaluation, and Research Division, CCSNYS also serves as lead agency for four teen pregnancy prevention and youth development initiatives funded by New York State as well as for the Ryan White HIV Care Network of Northeastern New York. These consortium based projects remain strong, and we have been pleased on several occasions over the past year when our funders have let us know that they consider our programs to be among the best in the state.

For the second year in a row, a project affiliated with the Ryan White CARE Network was selected to receive the NYS Department of Health Commissioner's award as part of World AIDS Day ceremonies in

December 2003. The award was given to the Take the Test promotional campaign which the Network's Community Awareness Committee, working in cooperation with a local coalition of service providers, helped organize with the assistance of a Community AIDS Partnership grant.

Our new partnership with Capital Region Sponsor-A-Scholar in delivery of the Assets Coming Together (ACT) for Youth program in the Capital Region also proved fruitful as the youth directed initiative organized a Community Unity Day in Rensselaer County, provided the primary youth support for the National Youth Service Day in Schenectady County, and teamed with the Community Foundation of the Capital Region to guide youth philanthropy activities in Albany County.

CCSNYS' Planning Division also has begun to partner with our Nonprofit Services Division, supplementing the technical assistance services we already make available to individual nonprofit organizations throughout the state with our expertise in program development, monitoring, and evaluation as well as in facilitating inter-agency collaboration. Most significantly, with the support of a Ryan White Title I grant from the Westchester Department of Health, the two divisions are now working together to provide capacity building assistance to HIV/AIDS service providers in Westchester, Rockland, and Putnam counties, with the goal of enhancing the resources available in the tri-county area to better serve the minority communities most adversely affected by the disease.

We are also beginning to share our expertise in community assessment methodology and program evaluation on a broader basis through workshops offered in conjunction with CCSNYS' Build a Better Nonprofit training series which are proving to be popular throughout the state.

As we look to the year ahead, we anticipate continued growth in the demand for CCSNYS' planning and evaluation assistance and ongoing creativity in how we use these services to support our efforts to strengthen both communities as a whole as well as the individual nonprofits that work to keep our communities healthy and strong.



2003-04

# financial report

**Timothy Easley, Treasurer, Board of Directors**

CCSNYS is a financially dynamic and diverse organization that has experienced considerable growth within the past decade. Fiscal year 2003 was no exception as we continued our progress in developing earned income, expanded the diversity of our financial stakeholders and our subsidiaries remained successful ventures. During the past year, our board has strengthened the role and involvement of our Audit & Finance Committee to ensure proper accountability.



CCSNYS ended its fiscal year 2003 with a modest increase of \$45,871 to its positive consolidated fund balance, totaling \$285,633. At year-end, \$247,476 was considered unrestricted as to use, while \$38,157 is Temporarily Restricted. Temporarily Restricted funds are donor designated to support technical assistance to member non-profit organizations in need.

Despite a 7% decrease in funding from governmental sources, we experienced growth in our consolidated fund balance of 19% over last year. CCSNYS remained successful due to significant growth in technical assistance and training services, reflected in Fee for Service/Seminar Income, up 32% over last year. Growth is attributed to statewide marketing

efforts, sub-sector association relationship development, and increased professional staffing in our regional offices. Member Dues revenue maintained a steady growth of 7%, a reflection of the 125 new members who joined CCSNYS during 2003. Overall, total annual revenues and expenditures increased proportionately by 8%.

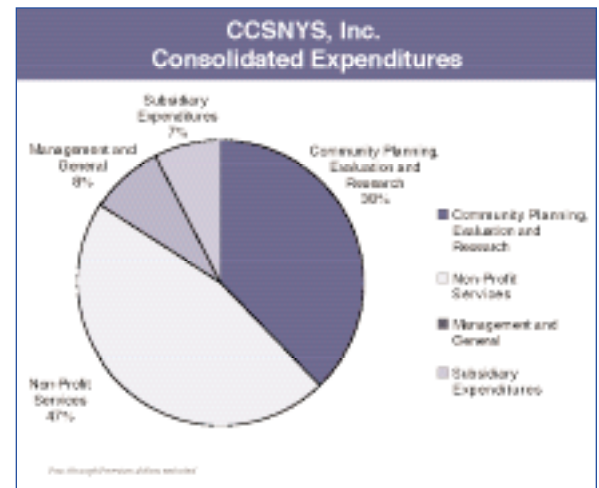
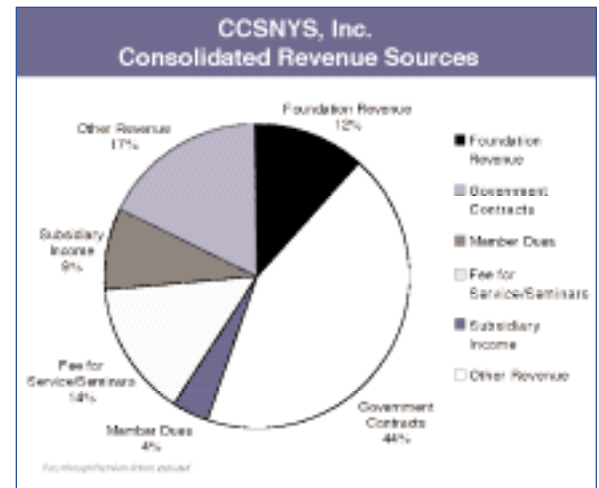
Contributions to the TANC Fund, (Temporarily Restricted Funds), increased 22% from last year, a result of the generosity of voluntary contributions by the CCSNYS Board of Directors and other fundraising efforts such as our May 2003 Annual Meeting and December 2003 Holiday Reception. The market value of the TANC Fund at year-end was \$36,789. Our goal is to reach \$50,000 before we begin to spend the earnings for assistance to members.

CCSNYS has a sound and balanced investment policy and portfolio which is well managed and closely monitored by our Audit & Finance Committee. The vast majority of our investments are health insurance premium dollars. The market value of the health insurance premium investment account at December 31, 2003 was \$246,014, a \$25,386 increase over the 2002 year end market value of \$220,628.

CCSNYS' wholly owned for-profit insurance brokerage subsidiary, Council Services *Plus*, increased its commission income by 20% over last year. To assist with customer service and marketing efforts, Council Service *Plus* added staff capacity and a variety of new services.

Innovative Charitable Initiatives Inc. (ICI), our non-profit subsidiary, adopted a new marketing strategy to increase its outreach to community based organizations and collaboratives to compensate for its 38% decrease in Administrative Service Fee income from the prior year.

The board, officers and staff of CCSNYS value transparency and we encourage our members and the public to view our IRS Form 990 on our website.



# financials

## Council of Community Services of New York State, Inc.

Consolidated Statements of Financial Position

For The Year Ended December 31, 2003 and 2002

*"This information was excerpted from the audited financial statements performed by Cusack and Company, CPA's, LLC. Complete statements are available for review at the offices of the Council of Community Services of New York State, Inc."*

### Assets

#### Current Assets

	<u>2003</u>	<u>2002</u>
Cash	\$188,879	\$165,749
Cash-Subcontractor and Custodial Arrangements	125,196	208,684
Investments	246,014	220,628
Accounts and Grants Receivable	537,816	468,790
Inventory	1,000	8,639
Prepaid Expenses	37,692	21,993
Total Current Assets	1,136,597	1,094,483

#### Non-Current Assets

Investments	36,789	26,244
Land, Building, Equipment, Net	873,873	905,999
Other Assets	16,360	16,892
Total Non-Current Assets	927,022	949,135
Totals Assets	\$2,063,619	\$2,043,618

### Liabilities and Net Assets

#### Current Liabilities

Notes Payable	\$174,869	\$140,576
Current Portion of Long-Term Debt	17,880	16,510
Accounts Payable and Accrued Expenses	202,285	195,785
Due to Subcontractor and Custodial Arrangements	125,196	208,684
Deferred Revenue	521,638	488,447
Total Current Liabilities	1,041,868	1,050,002

#### Long-Term Liabilities

Long-Term Debt, Net of Current Portion	736,118	53,854
Total Liabilities	1,777,986	1,803,856

#### Net Assets

Temporarily Restricted	38,157	1,880
Permanently Restricted	-	26,311
Unrestricted	247,476	211,571
Total Net Assets	285,633	239,762

Total Liabilities and Net Assets	\$2,063,619	\$2,043,618
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# financials cont.

## Council of Community Services of New York State, Inc.

Consolidated Statement of Activities and Changes in Net Assets

For The Year Ended December 31,2003

Revenue	<u>Temporarily Unrestricted</u>	<u>Permanently Restricted</u>	<u>Total Restricted</u>	<u>Total 2003</u>	<u>2002</u>
Foundation Revenue	\$339,985	\$-	\$-	\$339,985	341,142
	<u>Temporarily Unrestricted</u>	<u>Permanently Restricted</u>	<u>Total Restricted</u>	<u>Total 2003</u>	<u>2002</u>
Government Contracts	1,258,073	-	-	1,258,073	1,359,063
Other Contracts	73,846	-	-	73,846	90,083
Member Dues	113,097	-	-	113,097	105,603
Sale of Publications and Software	27,369	-	-	27,369	32,246
Special Events, Net	57,509	-	-	57,509	32,712
Premiums	4,632,857	-	-	4,632,857	4,182,736
Subscriber and Late Fees	253,130	-	-	253,130	217,350
Rental	14,139	-	-	14,139	12,645
Investment Income (Loss)	45,949	-	-	45,949	(7,741)
Fee for Service/Seminars	411,365	-	-	411,365	312,015
Administrative Service Fees	23,329	-	-	23,329	37,906
Commission Income	230,536	-	-	230,536	191,531
Other	29,390	-	-	29,390	44,493
Restricted Contributions		9,966	-	9,966	8,144
Net Assets Released from Restrictions		26,311	(26,311)	-	-
Total Revenue	7,510,574	36,277	(26,311)	7,520,540	6,959,928
<b>Expenses</b>					
<b>Community Planning, Evaluation and Research:</b>					
ACT for Youth	130,521	-	-	130,521	131,109
Abstinence Education	147,439	-	-	147,439	134,513
Community Based Adolescent Pregnancy Prevention	224,232	-	-	224,232	226,579
Community Service Project	298,210	-	-	298,210	292,298
Ryan White Network	117,562	-	-	117,562	131,020
General Community Planning, Evaluation and Research	157,738	-	-	157,738	228,806
<b>Non-Profit Services:</b>					
General Member Services	253,194	-	-	253,194	210,574
Health Insurance Plan	4,674,501	-	-	4,674,501	4,146,038
Leadership and Management Institute	1,022,014	-	-	1,022,014	920,628
Total Program Services	7,025,411	-	-	7,025,411	6,421,565
Management and General Council Services <i>Plus</i> , Inc.	238,378	-	-	238,378	245,190
Innovative Charitable Initiatives, Inc.	182,937	-	-	182,937	149,595
	27,943	-	-	27,943	58,390
Total Expenses	7,474,669	-	-	7,474,669	6,874,740
Increase (Decrease) in Net Assets	35,905	36,277	(26,311)	45,871	85,188
Net Assets, Beginning of Year	211,571	1,880	26,311	239,762	154,574
Net Assets, End of Year	\$247,476	\$38,157	0	\$285,633	\$239,762

# mission statement

**The Council of Community Services of New York State, Inc. (CCSNYS)** is a 501(c)(3) membership-based nonprofit organization dedicated to building healthy, caring communities and effective human-care delivery systems across the state through a strong charitable nonprofit sector, informed philanthropic giving, and quality community-based planning. The National Council of Nonprofit Associations (NCNA) recognizes CCSNYS as the statewide association of diverse charitable nonprofits in New York. In addition to NCNA, CCSNYS is also an active member of the National Association of Planning Councils, the Alliance for Nonprofit Management and the Alliance for Nonprofit Governance.

CCSNYS accomplishes its mission through two program divisions: Nonprofit Services and Policy, and Community Planning, Evaluation and Research. In addition, CCSNYS has two subsidiary corporations: Innovative Charitable Initiatives, Inc. and Council Services *Plus*, Inc.



2003-04  
mission statement



**The Council of Community Services  
of New York State, Inc.**

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