Investing in Change
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TECHNICAL ASSISTANCE FOR NONPROFITS

Strengthening nonprofits to achieve greater impact.

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Q&A with Kathy Brady
Chief Operating Officer of Catchafire

Catchafire matches professionals with nonprofits that need their pro bono expertise. Skilled people want to volunteer their time. And nonprofits need help with marketing, managing resources, and more. LICF gave Catchafire $42,500 to work with 75 Long Island nonprofits to join the efficient and affordable platform and get help.

How does Catchafire work?
Through Catchafire’s web-based platform and network of more than 10 million professionals, nonprofits have access to experts who can help develop a website, build a strategic plan, and design a brochure. We actually have many types of projects nonprofits can get help on. Each match is done virtually, with instructions for volunteers, expectations, and recommended timelines. Nonprofits can then review volunteers who have applied for their projects and select the one best suited for their needs.

Catchafire makes it possible for grantmakers like Long Island Community Foundation to provide a full suite of services to nonprofits.

Catchafire and its partners are not only helping nonprofits improve their capacity, sustainability, and effectiveness, but also leveling the playing field—the services are available to all nonprofits, big or small.

Who are the volunteers in Catchafire’s network?
Catchafire’s virtual network is made up of passionate volunteers across a diverse range of fields, from Fortune 500s to one-person startups all over the world. They come from our corporate partnerships, including companies such as Viacom, Merck, and Bristol-Myers Squibb, as well as our partnership with LinkedIn Volunteer Marketplace.

What are the top requested projects among Long Island nonprofits on the platform?
In the year and a half that Catchafire has worked with LICF, the most commonly requested services are marketing and communications (e.g. brochure graphic design, annual report writing, social media expertise, and website help). As of this year, an emerging popular project has been translation, specifically from English to Spanish.

Do you see differences between Long Island NGOs and other regions?
Not really. Among all the nonprofits we serve across the nation, including Long Island, marketing and communications, technology, and fundraising are the most requested project types. This is also fairly consistent with what the Center for Effective Philanthropy reported in its 2018 “Strengthening Grantees” report, which indicated communications, fundraising and staffing were areas nonprofit CEOs are seeking to strengthen.

"Rona [the volunteer for Strategic plan project] is extremely thorough, and patient and clear. She made sure to cover all areas. She researched models and gave me ways to improve on my ideas. She was always available and committed to focusing on the project. We came up with a strategic plan I am proud of."
Developing Legislative Advocates

To push for important policy changes, local nonprofits often need to navigate the legislative process on both the county and state levels. And they’ve had a number of successes, including language access for those with limited English, fair housing, paid family leave, and the 2018 raise-the-age law, which means 17- and 18-year-olds in legal trouble will no longer be automatically prosecuted as adults.

Organizations that advocate for change need to understand the legislative process and be able to navigate long-standing relationships among professional lobbyists, politicians and other insiders.

That’s where the Advocacy Institute comes in. It helps nonprofits learn about New York’s legislative process, develop practical lobbying skills, and create their own advocacy campaigns. Through training, resources, and technical assistance, the Institute supports groups advancing social justice campaigns to build power among the disenfranchised and strengthen the organizing infrastructure throughout the State.

“Legislative advocacy is an important way to give a voice to people and causes that are often neglected,” says Sol Marie Alfonso Jones, senior program officer at LICF. “Nonprofits, with their large numbers of board members and volunteers, have enormous potential to improve Long Island’s practices and the lives of all who live here. The Advocacy Institute is uniquely positioned to help legislative advocacy organizations become strategic and savvy, a necessity in today’s political environment.”

A $20,000 grant from the Long Island Unitarian Universalist Fund at the LICF gives grassroots organizations on Long Island the resources and support they need to effectively push for change.

“With the support of the LIUU Fund, says Marissa Martin, executive director of the Advocacy Institute, we are building new tools to understand who holds power at the county level and how to reach them.”
Pro Bono Legal Services for Long Island Nonprofits

Pro bono, the shortened version of the Latin phrase pro bono publico, means “for the public good.”

Like other corporations, the approximately 6,000 nonprofits on Long Island regularly need legal advice to understand the complex web of overlapping state and federal regulations that govern them. They need help establishing governance and management policies, and navigating contracts, real estate transactions, employment policies, lobbying, fundraising regulations, and mergers. Nonprofits often are unaware of relatively recent laws such as the New York State Nonprofit Revitalization Act, which require compliance with a host of issues.

With $55,000 in grants from the Long Island Community Foundation, the Pro Bono Partnership opened an office at Touro Law Center’s Public Advocacy Center. It then recruited 77 volunteer attorneys, who have assisted Long Island nonprofits with legal matters, including compliance and governance issues; media, website, and intellectual property questions; personnel issues; and Legal Resource Helpline queries. They provided approximately $480,000 in free legal services. Pro Bono also hosts workshops to educate nonprofit executives and board members on legal obligations and requirements, compliance with the 2013 Nonprofit Revitalization Act, and best legal practices for a healthy nonprofit.

“We saw a growing need to help nonprofits on Long Island increase capacity and reduce their risk,” says Nancy Eberhardt, Executive Director of the Pro Bono Partnership. “We look forward to continuing to empower Long Island nonprofits and make all of our neighborhoods better places to live and work.”

Fran Karliner of Long Island Crisis Center (a Pro Bono client), said, “We couldn’t have hoped for a more communicative, responsive, and wonderful mentor” in the process.
Is LICF in your will?
The projects you’re reading about here are possible because people left gifts in their wills. You can set up a permanent fund. We’ll make grants supporting the causes you care about. Forever.

Contributing to our Annual Fund, helps improve life on Long Island!

You choose how we put your gift to work in 2019—from protecting our natural resources to advancing and preparing students for the workforce. We can match you with the perfect organizations to support. Contact Marie Smith at (631) 991-8800, ext. 223 today!

Leading in the Community

Since 2014, the Long Island Community Foundation has funded the Leading in Community program for diverse nonprofit professionals and community leaders at Adelphi’s Center for Nonprofit Leadership. The certificate program combines monthly on-campus workshops with weekly online discussions focusing on personalized development plans to help these professionals with budgeting, fundraising, strategic planning, and collaborating with local organizations. “The unique design and content of the program has empowered me to develop myself as an effective and efficient leader to continue the mission of our work,” says a recent graduate. “Thank you to the developers, instructors, and funders of this much-needed program.” Nearly 50 nonprofit professionals have completed the program.

Leadership News

The Long Island Community Foundation has named Patricia “Tricia” Marcin of Farrell Fritz, chair of its Board of Advisors. Tricia was elected to the board in 2010 and has served as vice chair for the past four years.

Tricia, a partner in Farrell Fritz, concentrates in estate planning, estate and trust administration, and taxation. Her practice includes preparing wills and trusts and other estate-planning documents, and all phases of the administration of estates, including the analysis and review of estate and fiduciary income tax issues, and administrative and legal issues in each estate.

Marc Wong, Senior Vice President-Wealth Management for The Empire Group at UBS Financial Services Inc. and a member of the LICF Board of Advisors since 2015, has been elected to serve as vice chair of the board.

As a managing partner of The Empire Group, Marc works closely with clients and third-party specialists to develop comprehensive financial plans to suit each client’s goals. In addition to being a Certified Financial Planner (CFP®) he has earned the Chartered Life Underwriter (CLU®) designation to assist clients with their risk-management needs.

“We’re thrilled to have Tricia serve as board chair,” says David Okorn, the Foundation’s executive director. “Throughout her years of service on the Foundation’s Board, her insight and passion for Long Island have been invaluable. Together with Marc as vice chair, we are confident their leadership and steadfast commitment to philanthropy will continue to grow LICF’s charitable funds to further improve the quality of life on Long Island.”
Investing in Change

In Memoriam

The Long Island Community Foundation wishes to recognize the generous spirit and support of two of our beloved donors who have recently passed. They will be fondly remembered for their unselfish and life-long devotion, service and giving to LICF and to the many nonprofits they supported. Their legacies will live on through the Foundation.

**Erwin P. Staller, 1921-2019**

On February 11, the Long Island Community Foundation lost a dear friend, donor, and champion, Erwin P. Staller. He was 97. Much has been written about Erwin’s talents and energy, as well as the respect he commanded in real estate, business, education, and social and civic interests. Erwin and his wife, Pearl “Freddie” (LICF board member emeritus), both graduated from Hempstead High School, and in 1987 they established the Staller Scholarship Fund at LICF. Building on a family tradition, which includes support for the Staller Center at Stony Brook University, Pearl and Erwin decided to help graduating students from their alma mater. Thirty-two years later, the Staller Scholarship Fund has distributed 65 scholarships totaling more than $120,000 to grateful Hempstead High students, many of whom have gone on to graduate studies and launch successful careers.

LICF is also honored to host the Erwin P. and Pearl F. Staller Charitable Fund, where millions of dollars have been generously granted to programs ranging from social justice to education to the arts.

**Joan Saltzman, 1919-2019**

The Board of Advisors and staff of the Long Island Community Foundation are deeply saddened by the passing of Joan R. Saltzman on February 9. She was 99. Joan was a long-time member of LICF’s board of advisors and became an emeritus board member in 2009. With her late husband of 71 years, businessman Arnold Saltzman, she established their legacy with two funds at the Long Island Community Foundation: the Arnold Saltzman Family Charitable Fund and the Joan and Arnold Saltzman Fund. Joan and Arnold had a passion for many areas and issues and supported countless nonprofits on Long Island—helping people with developmental disabilities, and supporting mental health, children and family, and higher education programs. Joan was especially well known and respected for her community advocacy and social justice work, and her desire to help the most vulnerable members of our community.