

#### DEMYSTIFYING YOUR NON-PROFIT'S FINANCIALS: HELPFUL FACTS AND PRACTICAL ADVICE

Charlie Glassenberg, Elizabeth Jick & Dave Noymer

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### WHY ARE WE HERE?

- Eliminate Mystery Behind Non-Profit Financials
- Provide Guidance For Non-Profit Volunteers
- > Offer Advice For Finance Committees
- > Present Case Studies
- Summarize "Takeaways"
- > Q&A

# WHAT IS A NON-PROFIT?

An organization whose mission focuses on furthering a social cause or a shared goal or mission.

**Types of Non-Profits include:** 

- > Charitable/Philanthropic
- Charter/Independent Schools, Colleges, and Universities
- > Hospitals
- > JCC's/YMCA's
- > Museums and Theaters
- > Religious
- > Scientific
- Social Services
- > An organization that has been given 501(c)(3) tax-exempt status by the IRS.

# FINANCIAL STATEMENT NOMENCLATURE

#### **For-Profit**

#### **Non-Profit**

Income Statement	Statement of Operations
Balance Sheet	Statement of Financial Position
Statement of Retained Earnings	Statement of Changes in Net Assets
Retained Earnings	Net Assets
Net Income	Excess of Revenues over Expenditures

# WHAT ARE THE SIGNIFICANT DIFFERENCES?

#### For-Profit

- Track revenue & expenses related to sale of products & services in a general ledger
- Revenues are for the product or services to benefit the buyer
- Primarily, but not always, exist to earn money for shareholders

#### **Non-Profit**

- Revenue typically from donations & grants, and program service revenue
- Donations/grants may be <u>donor -</u> <u>restricted</u> in their use
- Net Assets are used to further the mission

Non-Profits can and <u>should</u> show an operating surplus and maintain an operating reserve.

# **ASSET CATEGORIES**

- Unrestricted Assets:
  - > Have no donor restriction and are available for general use
- Temporarily Restricted Assets:
  - > Have donor-imposed restrictions based on a defined period/performance of designated activities
- Permanently Restricted Assets:
  - > Restricted by donor for a designated purpose for a period that never expires

#### **Combined Statements of Financial Position**

#### June 30, 2022 and 2021

2021

2022

#### ASSETS

Current assets Cash and cash equivalents Certificates of deposit Restricted cash Accounts receivable, less allowance for doubtful accounts of approximately \$142,000 and \$262,000 at June 30, 2022 and 2021, respectively Other receivables and prepaid expenses Total current assets	\$ 1,632,175 \$ 1,704,227 201,927 452,190 43,178 42,827 278,474 249,741 78,722 59,051 2,234,476 2,508,036
Note receivable	<b>10,000</b> 10,000
Investments	7,501,635 7,762,536
Property and equipment, net of accumulated depreciation	6,684,796 6,582,389
Total assets	\$ <u>16,430,907</u> \$ <u>16,862,961</u>
LIABILITIES AND NET ASSETS	
Current liabilities Accounts payable and accrued expenses Cash held for others Current portion of retirement obligations Deferred revenue Total current liabilities	\$ 287,983 \$ 146,151 43,178 42,827 35,000 35,000 333,942 127,356 700,103 351,334
Retirement obligations, net of current portion Total liabilities	92,985 86,589 793,088 437,923
Net assets Without donor restrictions: Operating Board designated for capital reserve Board designated - functioning as endowment Board designated - other Property and equipment Total without donor restrictions With donor restrictions Total net assets	983,949 846,717   320,232 471,350   3,225,666 3,371,428   1,508,906 2,031,978   6,684,796 6,582,389   12,723,549 13,303,862   2,914,270 3,121,176   15,637,819 16,425,038
Total liabilities and net assets	\$ <u>16,430,907</u> \$ <u>16,862,961</u>

Years Ended June 30, 2022 and 2021

		2022		2021				
	Without Donor Restrictions	With Donor Restrictions	Total	Without Donor Restrictions	With Donor Restrictions	Total		
Operating revenues and support								
Membership dues	\$ 2,802,762	s -	\$ 2,802,762	\$ 2,675,630	s -	\$ 2,675,630		
Contributions:								
Annual appeal	1,867,903		1,867,903	1,827,044		1,827,044		
Donations	796,716	173,963	970,679	346,406	93,714	440,120		
High holy day seats	575,164	-	575,164	544,434	-	544,434		
Nursery school fees	454,947	-	454,947	301,450	•	301,450		
Employee retention tax credit	346,860	-	346,860	-	-	-		
Religious school fees	237,377	-	237,377	202,764	-	202,764		
Event fees	104,977	-	104,977	81,124	-	81,124		
Bar/Bat Mitzvah fees	49,875		49,875	36,575	-	36,575		
Miscellaneous	39,775	-	39,775	36,460	-	36,460		
Adult education fees	22,802		22,802	23,003	-	23,003		
Building fee rentals	71,015		71,015	16,236	-	16,236		
Youth fees	11,581	-	11,581	12,799	-	12,799		
Net assets released from restrictions	200,494	(200,494)		140,085	(140,085)	-		
Total operating revenues and support	7,582,248	(26,531)	7,555,717	6,244,010	(46,371)	6,197,639		
Operating expenses								
Program services	6,277,489	-	6,277,489	5,092,683	-	5,092,683		
Management and general	1.558,474		1,558,474	1.547.093		1.547.093		
Fundraising	22,342		22,342	19,704		19,704		
Total operating expenses	7,858,305	-	7,858,305	6,659,480	-	6,659,480		
Change in net assets from operations	(276,057)	(26,531)	(302,588)	(415,470)	(46,371)	(461,841)		
Non operating (losses) revenues								
Investment (loss) income, net	(304,256)	(180,375)	(484.631)	1.067.510	484,110	1.551.620		
Debt forgiveness income	(004,200)	(100,010)	(404,001)	561,900		561,900		
Total non operating (losses) revenues	(304,256)	(180,375)	(484,631)	1,629,410	484,110	2,113,520		
Change in net assets	(580,313)	(206,906)	(787,219)	1,213,940	437,739	1,651,679		
Net assets, beginning of year	13,303,862	3,121,176	16,425,038	12,089,922	2,683,437	14,773,359		
Net assets, end of year	\$ 12,723,549	\$ 2,914,270	\$ 15,637,819	\$ <u>13,303,862</u>	\$ 3,121,176	\$ 16,425,038		

The accompanying notes are an integral part of these combined financial statements.

# WHY AN AUDIT OPINION MATTERS

- Non-Profits must comply with GAAP (Generally Accepted Accounting Principles) in order to obtain an unqualified opinion from a CPA firm
- <u>Unqualified</u>: Financial statements are fairly presented under GAAP
- <u>Qualified</u>: There are limitations to the scope of the audit or an exception to GAAP
- <u>Adverse</u>: Financial statements materially depart from GAAP (not advised)
- **<u>Disclaimer</u>**: Auditor is unable to issue an audit opinion (Big Red Flag)
- Other Non-Audit Options: Reviews or Compilations
- \*Select a CPA firm with non-profit client experience.
- \*Religious institutions are technically exempt from this requirement.

#### IS A NON-PROFIT REQUIRED TO HAVE AUDITED FINANCIALS?

In Massachusetts, Non-Profits are required to have an <u>audit</u> performed if they have gross revenue of more than \$500K of revenue in a fiscal year. A <u>review</u> is required is revenue exceeds \$200K.

# WHAT IS AN IRS FORM 990?

Form 990 is the IRS's primary tool for gathering information about taxexempt organizations. Most tax-exempt organizations must file Form 990.

#### **Common Exemptions**

- > Religious-only organizations
- Schools below college level affiliated with a religious organization (Many religious organizations voluntarily file Form 990)

When is the deadline to file Form 990?

15<sup>th</sup> day of the 5<sup>th</sup> month following the end of the organization's taxable year.

# WHAT IS DISCLOSED ON THE FORM 990?

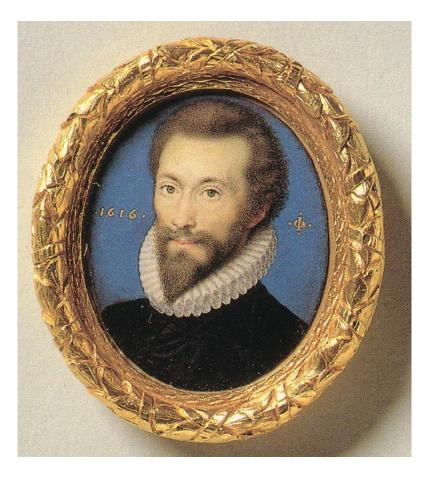
- Fair market value of assets
- Donations and Grants received
- > Board member names
- Compensation of board members, executive management, and highly compensated personnel
- Largest donors (anyone who (i) contributed \$5,000 or more, or (ii) an amount larger than 2% of your total donation revenue)
  - Names but not amounts are redacted on the public inspection version of the Form 990

#### **Board best practices**

A Non-Profit Board's review and approval of the Form 990 helps directors fulfill their fiduciary duties. *Not required but highly recommended.* 

# **CFO'S GUIDANCE FOR FINANCE COMMITTEES**

- Fiduciary Duty All Trustees but especially Finance Committees have a clear fiduciary responsibility
- Review By-Laws (terms, term limits)
- Strong Communication with other key Committees (Executive, Development, Audit, Governance, Program, etc.)
- > Committee Leadership should include a 'Financial Expert', if possible
- > Plan for continuing operations in the event of adverse developments
- Budget changes during FY; Standard % of Revs/Exps
- > Who oversees process in smaller org's– Administrator or Treasurer?



*"No man is an island, entire of itself; every man is a piece of the continent, a part of the main."* 

- John Donne

# FINANCE COMMITTEE RECRUITMENT

Look for:

- Professional Diversity
- Regional Diversity
- Religious Diversity
- > Age Diversity
- Gender Diversity
- > Internal vs. External Community Diversity
- 'Capacity to Give' Diversity
- > Opinion Diversity

- Active Participation by CEO (Vision/Leadership)
- Helpful to have Audit and Development Committee members on Finance Committee
- Non-Trustees (0-49%) offer wonderful recruitment opportunities for future Trustees
- Be strategic (i.e., real estate or A/E expertise if new construction planned)
- Be mindful of Conflicts of Interest

#### CRITICAL TO RECRUIT DEVOTED AND ENGAGED MEMBERS!

# FINANCE CHAIR / CFO COMMITTEE PLANNING

- Advance Orientation:
  - Committee Goals, Priorities, Meeting <u>Schedule</u>, Meeting <u>Calendar</u>, Membership Roster, Organizational Flow Chart
  - Mentors for New Members & Prepare Orientation Packet (e.g., past financials, meeting minutes, etc.)
  - > Offer Orientation with CFO and past Committee chair
- > Meetings:
  - > ALWAYS start and end on time!
  - > Send out agendas and materials at least 1 week in advance
  - Package needs to include a clear cover memo, highlighting most important information and addressing priority items to be discussed at the meeting
  - Incorporate Executive Sessions, with and without the CFO
- Post-FYE Committee Surveys and Succession Planning

# **OTHER ITEMS TO CONSIDER**

- > Which Committee "owns":
  - Enterprise Risk Management (ERM) responsibility, including oversight of business insurance (e.g., liability, property, D&O, etc.), cyber protection, succession planning, etc.
  - Audit
  - Compliance
  - Information Technology
  - Facilities
- CEO Review and Compensation oversight

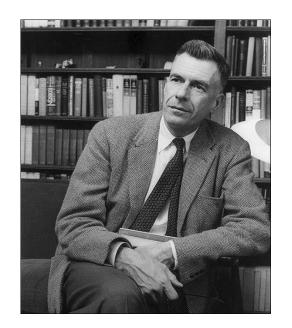


- Balance preservation of capital with the need to generate returns for distribution
- > Be mindful of the need for intergenerational equity
- Distinguish between long term and short-term assets
- > Take the long-term view



#### **ENDOWMENT RETURNS REMAIN UNPREDICTABLE**

"We have two classes of forecasters: Those who don't know – and those who don't know they don't know."



Economist John Kenneth Galbraith

#### **ANNUAL ASSET CLASS RETURNS BY PERFORMANCE**

Annual Asset Class Returns										
2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	YTD-2019
US Bonds	Cash	EM Equity	Cash	US TIPS	Commodities	Commodities	Cash	Cash	EM Equity	Cash
-5.87%	0.18%	-18.42%	0.14%	-9.26%	-26.82%	-28.92%	0.40%	1.01%	-14.57%	0.21%
Cash	EAFE Bonds	EAFE Equity	Commodities	EM Bonds	EAFE Equity	EM Equity	Hedge Funds	US Bonds	EAFE Equity	US Bonds
0.16%	4.12%	-12.14%	0.86%	-8.31%	-4.90%	-14.92%	0.52%	2.54%	-13.79%	0.71%
EAFE Bonds	Non-US IPS	Global Equity	US Bonds	US Bonds	EM Equity	HY Bonds	US Bonds	EAFE Bonds	Commodities	Non-US IPS
2.99%	4.85%	-7.35%	4.11%	-5.82%	-2.19%	-4.64%	0.97%	2.66%	-12.49%	0.87%
Non-US IPS	Hedge Funds	Hedge Funds	Non-US IPS	Commodities	Cash	Global Equity	EAFE Equity	Non-US IPS	Global Equity	EAFE Bonds
7.66%	5.70%	-5.72%	4.35%	-4.59%	0.09%	-2.36%	1.00%	3.29%	-9.41%	1.15%
US TIPS	US TIPS	Commodities	Hedge Funds	EM Equity	HY Bonds	US TIPS	EAFE Bonds	US TIPS	EM Bonds	US TIPS
10.48%	6.33%	-4.20%	4.79%	-2.60%	2.50%	-1.72%	4.61%	3.30%	-5.33%	1.40%
Hedge Funds	EAFE Equity	Cash	US TIPS	Non-US IPS	Hedge Funds	EAFE Equity	US TIPS	Commodities	US Equity	Hedge Funds
11.47%	7.75%	0.10%	7.26%	-1.99%	3.37%	-0.81%	4.85%	5.46%	-5.24%	2.56%
Commodities	US Bonds	US Equity	EAFE Bonds	Cash	Global Equity	Non-US IPS	Global Equity	HY Bonds	Hedge Funds	HY Bonds
14.47%	9.30%	1.03%	7.27%	0.11%	4.16%	-0.63%	7.86%	7.48%	-4.09%	4.59%
EM Bonds	EM Bonds	HY Bonds	HY Bonds	EAFE Bonds	US TIPS	Hedge Funds	Commodities	Hedge Funds	REITS	EM Bonds
25.95%	11.83%	4.38%	15.58%	1.36%	4.43%	-0.27%	8.41%	7.77%	-3.94%	5.08%
REITS	Global Equity	EAFE Bonds	Global Equity	REITS	EM Bonds	Cash	REITS	EM Bonds	HY Bonds	EAFE Equity
27.80%	12.67%	5.32%	16.13%	2.34%	6.15%	0.14%	9.37%	8.29%	-2.26%	6.57%
US Equity	Commodities	REITS	US Equity	HY Bonds	US Bonds	US Equity	EM Bonds	REITS	US TIPS	Commodities
28.34%	12.93%	7.30%	16.42%	7.42%	8.55%	0.48%	9.62%	9.29%	-1.48%	7.03%
EAFE Equity	HY Bonds	EM Bonds	EAFE Equity	Hedge Funds	EAFE Bonds	US Bonds	EM Equity	US Equity	US Bonds	Global Equity
31.78%	15.19%	9.20%	17.32%	8.96%	11.68%	1.61%	11.19%	21.13%	0.88%	7.90%
Global Equity	US Equity	Non-US IPS	EM Bonds	EAFE Equity	US Equity	EM Bonds	US Equity	Global Equity	Non-US IPS	US Equity
34.63%	16.93%	9.22%	18.04%	22.78%	12.56%	1.82%	12.74%	23.97%	1.29%	8.58%
HY Bonds	EM Equity	US TIPS	EM Equity	Global Equity	Non-US IPS	EAFE Bonds	Non-US IPS	EAFE Equity	Cash	EM Equity
57.51%	18.88%	13.98%	18.22%	22.80%	13.00%	1.85%	14.53%	25.03%	1.88%	8.76%
EM Equity	REITS	US Bonds	REITS	US Equity	REITS	REITS	HY Bonds	EM Equity	EAFE Bonds	REITS
78.51%	27.56%	15.15%	19.73%	33.55%	27.23%	2.05%	17.49%	37.28%	3.87%	11.42%

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#### Source: Bloomberg, data as of 1/2019.

Provided by Highvista Strategies.

#### WHAT A DIFFERENCE ONE MONTH MAKES...

Monthly Asset Class Returns												
Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19
REITS	REITS	Global Equity	EM Bonds	EM Equity	EM Equity	Commodities	EM Bonds	REITS	EM Equity	Commodities	US Equity	Cash
-3.18%	-7.04%	-2.14%	-1.53%	-3.54%	-4.15%	-2.86%	-3.13%	-2.35%	-8.71%	-8.08%	-9.31%	0.21%
US Bonds	EM Equity	US Equity	US Bonds	EAFE Equity	EAFE Equity	US Bonds	EM Equity	US Bonds	EAFE Equity	Non-US IPS	<b>REITS</b>	US Bonds
-2.16%	-4.61%	-2.01%	-1.23%	-2.25%	-1.22%	-0.57%	-2.70%	-1.30%	-7.96%	-1.60%	-7.75%	0.71%
Non-US IPS	EAFE Equity	EM Equity	Non-US IPS	EM Bonds	EM Bonds	US TIPS	EAFE Equity	US TIPS	Global Equity	HY Bonds	Global Equity	Non-US IPS
-1.70%	-4.51%	-1.86%	-1.19%	-1.63%	-1.03%	-0.52%	-1.93%	-1.13%	-7.49%	-0.91%	-7.04%	0.87%
US TIPS	Global Equity	EAFE Equity	EM Equity	EAFE Bonds	Global Equity	EAFE Bonds	Non-US IPS	EM Equity	US Equity	Hedge Funds	Commodities	EAFE Bonds
-0.88%	-4.20%	-1.80%	-0.44%	-0.24%	-0.54%	-0.13%	-0.44%	-0.53%	-7.36%	-0.47%	-6.04%	1.15%
EAFE Bonds	US Equity	HY Bonds	EAFE Bonds	HY Bonds	Hedge Funds	Cash	Commodities	Non-US IPS	Commodities	EM Bonds	EAFE Equity	US TIPS
-0.81%	-3.69%	-0.62%	-0.15%	-0.02%	-0.50%	0.17%	-0.13%	-0.52%	-4.53%	-0.14%	-4.85%	1.40%
EM Bonds	Commodities	Hedge Funds	US TIPS	Global Equity	Commodities	Non-US IPS	EAFE Bonds	Hedge Funds	Hedge Funds	EAFE Equity	EM Equity	Hedge Funds
-0.50%	-2.31%	-0.48%	-0.06%	0.12%	-0.50%	0.17%	0.00%	-0.19%	-2.91%	-0.13%	-2.65%	2.56%
Cash	EM Bonds	Cash	Cash	Cash	US Bonds	Hedge Funds	Cash	EAFE Bonds	REITS	Cash	HY Bonds	HY Bonds
0.13%	-2.23%	0.12%	0.15%	0.15%	0.05%	0.26%	0.16%	-0.18%	-2.59%	0.18%	-2.19%	4.59%
HY Bonds	Hedge Funds	Commodities	Hedge Funds	US TIPS	Cash	REITS	Hedge Funds	Cash	EM Bonds	US TIPS	Hedge Funds	EM Bonds
0.64%	-1.53%	0.55%	0.20%	0.41%	0.15%	0.79%	0.23%	0.15%	-2.10%	0.53%	-1.71%	5.08%
Hedge Funds	US TIPS	EM Bonds	US Equity	Hedge Funds	HY Bonds	HY Bonds	HY Bonds	US Equity	HY Bonds	EAFE Bonds	Cash	EAFE Equity
2.33%	-1.08%	0.70%	0.38%	0.72%	0.35%	1.12%	0.72%	0.17%	-1.64%	0.95%	0.20%	6.57%
Commodities	HY Bonds	US TIPS	REITS	Non-US IPS	Non-US IPS	EM Bonds	US TIPS	Global Equity	US TIPS	US Bonds	US TIPS	Commodities
2.67%	-0.93%	1.12%	0.52%	0.82%	0.37%	1.92%	0.73%	0.44%	-1.56%	1.34%	0.55%	7.03%
EAFE Equity	US Bonds	US Bonds	HY Bonds	US Bonds	US TIPS	EM Equity	Global Equity	HY Bonds	US Bonds	Global Equity	EAFE Bonds	Global Equity
5.02%	-0.91%	1.24%	0.67%	1.08%	0.44%	2.20%	0.79%	0.58%	-0.36%	1.46%	1.29%	7.90%
US Equity	Cash	EAFE Bonds	Global Equity	Commodities	US Equity	EAFE Equity	US Bonds	EAFE Equity	Cash	US Equity	EM Bonds	US Equity
5.27%	0.11%	1.57%	0.95%	1.43%	0.65%	2.46%	1.10%	0.87%	0.20%	2.00%	1.61%	8.58%
Global Equity	EAFE Bonds	Non-US IPS	EAFE Equity	US Equity	EAFE Bonds	Global Equity	REITS	EM Bonds	EAFE Bonds	EM Equity	Non-US IPS	EM Equity
5.64%	0.41%	2.03%	2.28%	2.82%	0.75%	3.02%	2.62%	2.79%	0.39%	4.12%	1.64%	8.76%
EM Equity	Non-US IPS	REITS	Commodities	REITS	REITS	US Equity	US Equity	Commodities	Non-US IPS	REITS	US Bonds	REITS
8.33%	0.43%	3.88%	4.37%	3.55%	4.02%	3.32%	3.51%	2.97%	1.33%	4.57%	2.72%	11.42%

Source: Bloomberg, data as of 1/2019.



Provided by Highvista Strategies.

# **Be Conservative – EVERY PENNY HELPS!**



- > Provide More Services
- Build Endowment
- > Offer Attractive Employment

Packages

# **COMMON PITFALLS TO AVOID**

- Failure to maintain confidentiality
- Lack of transparency
- Too much committee involvement in daily operations
- Insularity
- Budgeting large deficits
- Ignoring PPRSSM (Physical Plant Replacement, Repairs and Special Maintenance)

# **QUESTIONS FOR FINANCE COMMITTEE MEMBERS**

- 1. Does our operating model work?
- 2. Do we use a multi-year forecast model?
- 3. What percentage of the budget covers overhead vs. programming?
- 4. Are our revenues sufficiently diversified?
- 5. Is our donor base diversified?
- 6. Can we cover 3-6 months of operations with cash on hand?
- 7. Are we properly insured?
- 8. Are we meeting our stated goals?

# **ADDITIONAL HELPFUL RESOURCES**

- MA AG's Guide for Board Members of Charitable Organizations (12/22)
- Encourage your CFO and Treasurer to connect with peers to stay current
- Financial Executives International
- CFO Leadership Council
- Financial Executives Alliance
- Other appropriate specialty networking groups

# CASE STUDIES: BASE CASE

#### **PRIVATE INDEPENDENT K-12 SCHOOL**

#### **Quantitative Metrics**

#### **Qualitative Metrics**

- Cash & Cash Equivalents \$11MM
- Total Assets \$110MM
- Investments \$45MM
- Debt \$17MM
- Total Revenues \$29MM
- Change in Net Assets \$12MM
- Unrestricted Net Assets- \$62MM

#### Is this a sound institution?

#### Well-established

- Steady Enrollment
- Beautiful Campus
- Remains True To Its Mission
- Solid Leadership

#### War Stories: Finance Committee-Related



- > Thriving Higher Ed institution, Expanded too quickly with overly-ambitious fundraising forecasts.
- > Thriving Independent Day School, Ignored past declining enrollment trends, issued too much debt.
- > Bd Chair invests 95% of endowment into illiquid investment for high yielding, quick investment return.
- > Investment Committee moves 50% of its liquid portfolio to the Finance Chair's investment choice.
- > National civil rights organization authorizes CFO to write checks without proper checks/balances.
- > Cultural organization relies too heavily on a donor's support that provides 80% of revenues.
- > Largest donor of Community organization remains permanent Board Chair and makes all decisions.

#### **ULTIMATELY, THE BOARD BEARS RESPONSIBILITY!**

# **Common Causes of Catastrophe**

**o** Poor Governance/Succession Planning



- Lack of sound investment and conflict of interest policies
- Unrealistic fundraising projections/No multi-year forecasting
- Failure to recognize adverse trends
- Lag in making decisions to address situations appropriately and transparently
- Inattention to enterprise risk management
- No checks and balances and segregation of duties
- Lack of strategic vision/direction to diversify revenues

#### TAKEAWAYS...

- > Strong Executive, Board and Committee Leadership is paramount
- > Important to view the BIG picture, esp. historic trends, strategic vision
- Sound governance policies and procedures are critical
- > Always remember-- you are a fiduciary
- > Be a good listener
- Be curious never stop asking questions
- > Dream BIG!!!



Charlie Glassenberg <u>charlesg@cjp.org</u> 617-457-8540

Elizabeth Jick ejick@zionsboston.com 617-513-9025 David Noymer <u>davidnoymer@cjp.org</u> 617-997-9685

We look forward to helping you.

