

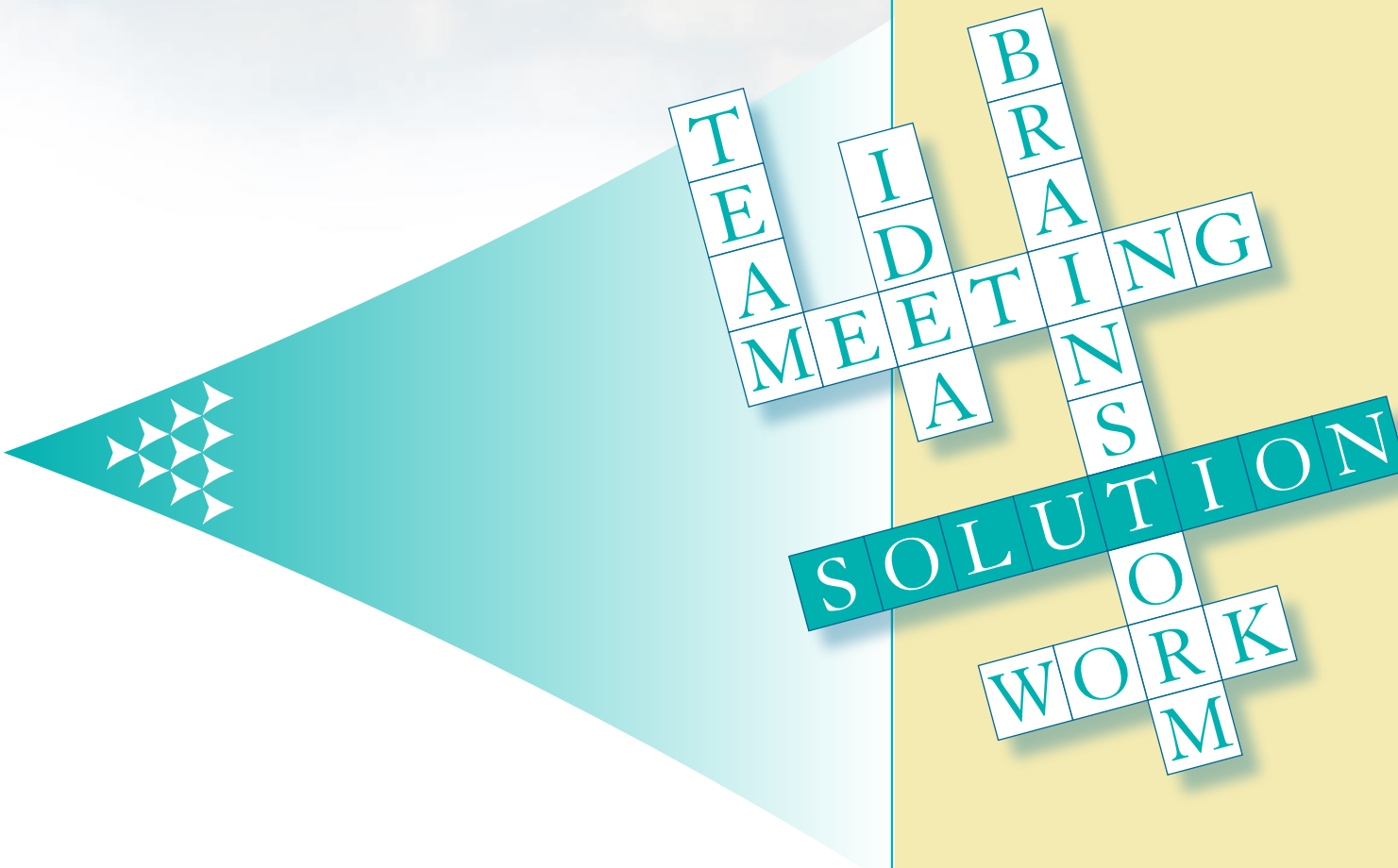


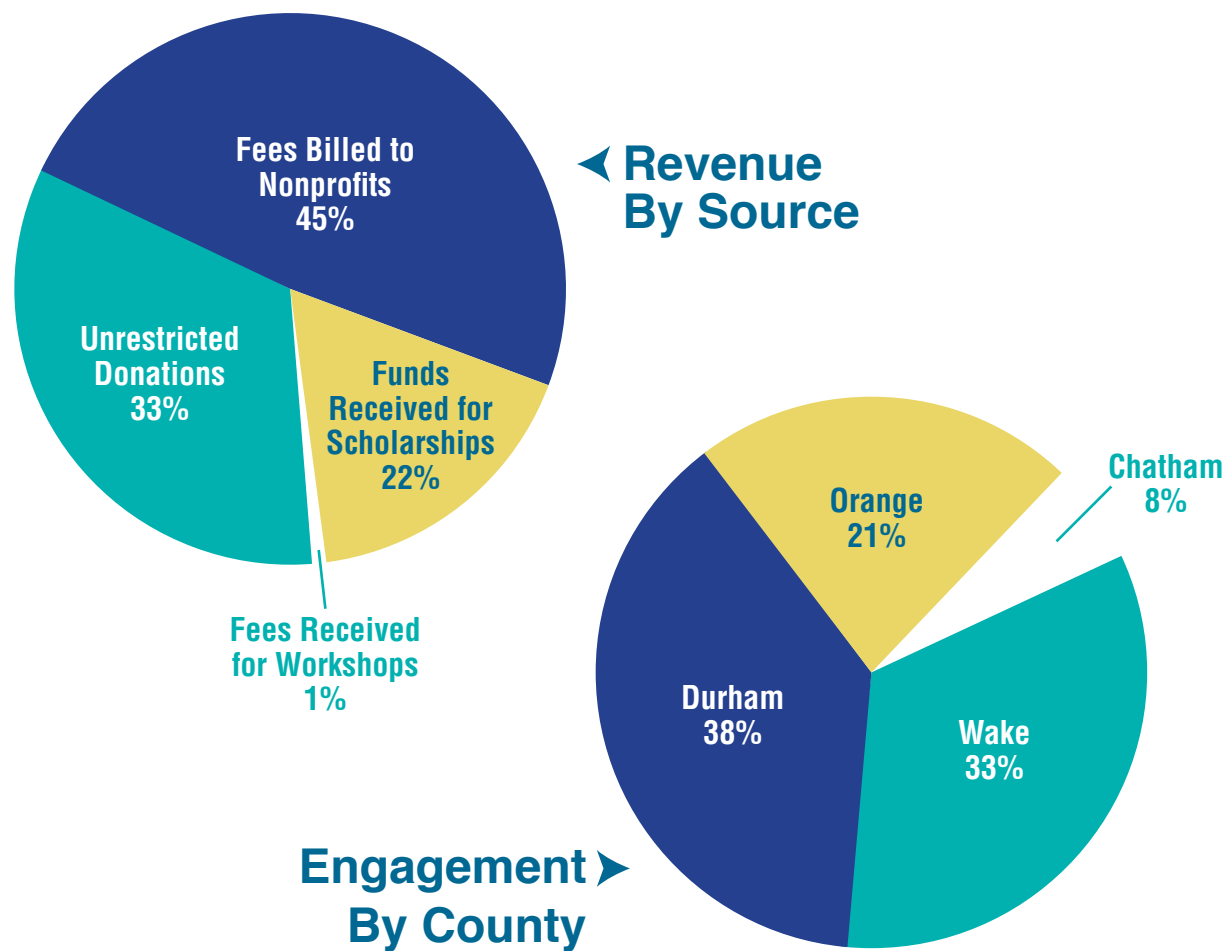
ESC

Executive
Service
Corps
of The Triangle

PROFESSIONAL
AFFORDABLE
CONSULTING FOR
NONPROFITS

2010 REPORT TO THE COMMUNITY *Generating Solutions*





Note: Represents engagements (projects) completed in 2010.

Engagement By Category

Board Development and Retreats	37%
Coaching	24%
Fundraising/Communications	11%
Organizational/Financial Assessments	11%
Strategic Planning	10%
Other	7%

Client Size

0-\$100,000	31%
\$100,001-\$250,000	11%
\$250,001-\$500,000	13%
\$500,001-\$1,000,000	9%
Over \$1,000,000	29%
Undetermined	7%

** Clients represent those unduplicated agencies with one or more completed projects in 2010



Trudy Smith
Executive Director

Executive Director Trudy Smith has been at ESC for 5 years—expanding the number of clients served, the number of pro bono consultants engaged and the number of services offered. Her goal is to reach as many nonprofits as possible to help them become more efficient and more effective.

To Our Stakeholders:

2010 was an excellent year for the Executive Service Corp and the clients we serve. Our mission, simply stated, is to provide professional, affordable consulting services to Triangle nonprofits to help them achieve their missions. We help generate solutions that solve problems and address issues that arise in nonprofit organizations.

In 2010, we completed 62 consulting assignments for our clients, made possible in part by the generous financial grants from six local foundations.

This successful effort was also achieved through the generous donation of time by our 37 experienced consultants who provide our clients with professional consulting services that are tailored to meet their individual needs.

Contributions by our funders are leveraged many times over through the value of the services donated by our consultants. A typical \$1,000 donation is matched by an average of \$6,000 in pro bono services.

In addition, our Triangle BoardConnect service helps connect nonprofits with outstanding area professionals seeking to contribute their time and talent by being a member of a Board of Directors. In 2010, our website of some 400 candidate profiles was being used by nonprofits to fill some 300 Board positions.

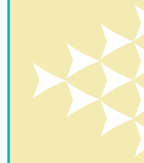
I am also proud to report that we have made great strides in ensuring that we provide the highest quality services possible. In 2010, we implemented a plan to hold follow-up Quality Assurance calls with our clients to monitor our progress in generating solutions that have meaningful impact.

We are also fortunate to have six new directors join our Board this past year. As a result, we have a Board that can provide the leadership and governance needed for now and the future.

In this report, we have highlighted a few of our client successes in order to provide you with a better sense of the range of services we provide and the results we achieve.

We take pride in our work, pride in the success of our clients, and pride in the communities we are fortunate to serve.

Trudy Smith
Executive Director, ESC of the Triangle



FUNDRAISING

Kidzu Children's Museum: *Engaging a Board of Directors*

As the economy began to turn downward, Jon Mills, founder of the Kidzu Children's Museum in Chapel Hill, realized that the organization would have to seek funding differently. Historically, fundraising for Kidzu had been done by a small handful of individuals from within the board. In order to be successful with fundraising in "the new economy," Kidzu would need to have its entire board involved in fundraising. Unfortunately, many board members either had no experience or little comfort with fundraising. Kidzu turned to ESC for help.

Kidzu Children's Museum is an interactive museum for young children and families located in downtown Chapel Hill. Its mission is to inspire children and the adults in their lives to learn through play. The museum offers weekly programs and exhibits for young children and is a prime destination for field trips.

ESC was retained to help the Board of Directors understand the principles of fundraising, as well as how to develop a communications plan, build a donor base and design an overall fundraising plan that would cover the needs of the organization on a multi-year basis.

The consultants also conducted a workshop on developing an "elevator speech" on Kidzu -- a consistent story Board members now use when describing the value and needs of the organization when representing the organization in the community.

"I would highly recommend ESC's program for fundraising to any organization," added Mills. "They helped us energize our Board and get everyone engaged, as well as provided practical tips that we have put to good usage."

"I would highly recommend ESC's program for fundraising to any organization."

COMPREHENSIVE ORGANIZATIONAL ASSESSMENT

The Arc of Wake County: *Finding a Solution for Future Growth*

When Steve Strom, the executive director of The Arc of Wake County, first met with ESC consultants, he spoke passionately of an organization that needed to grow to meet the expanding needs of the community it served.

With its mission to help people with developmental disabilities and their families to achieve their life goals, the organization was challenged by growing client and family needs. A sense of urgency was the norm.

In his initial conversation with ESC, Strom stressed, "Our biggest issue is sustainability." He indicated that The Arc of Wake County needed help in developing an overall comprehensive strategy that addressed both the long-term needs and day-to-day governance issues.

A team was assembled, with expertise in finance, marketing, fundraising, public relations and human resources. The team began meeting with Strom, his staff and the Board of Directors for several months. Based on these exchanges, the ESC consultants developed a series of recommendations and solutions that addressed the key needs of the organization, including recommendations in resource development, fundraising, governance and internal operations and policies.

"We received a quality product from ESC and have acted on many of these recommendations," said Strom. "In fact, the Board of Directors felt so positively about the results that they have now re-engaged ESC for a second round of consulting for 2011."



COACHING

The Abundance Foundation: *Going to the Next Level*

Whenever a new nonprofit organization is formed, there are a thousand problems to solve and expertise is needed instantly in many areas.

Tami Schwerin, as the executive director of the new Abundance Foundation, recognized that she needed assistance in a number of areas and turned to ESC for guidance.

The Abundance Foundation, based in Chatham County, was formed to increase the public awareness of sustainable energy usage and local food consumption, with the goal to create programs that can model how people can harness, use, and benefit from renewable energy sources, as well as support the increase of local, sustainable farms.

Schwerin arranged to receive executive coaching assistance from ESC. Meeting once a month with her ESC consultant, she developed new skills in management, delegation, fundraising, systems and processes, and working with a nonprofit Board of Directors.

"ESC's coaching program helped me to focus on our mission," said Schwerin. "My consultant set monthly goals, which motivated me to meet targets that were important to the mission of our organization. He also helped me to more clearly define our programs, and taught me that sometimes you just have to say no to even good ideas if they don't fit within your core mission."

With Schwerin's enhanced and effective leadership, The Abundance Foundation is now prospering, with strong programs and sustainable fundraising in place for 2011 and beyond.

"ESC's coaching program helped me to focus on our mission."



"We received a quality product from ESC and have acted on many of these recommendations."





“We achieved our desired outcome with clear and professional guidance. I would tell colleagues to put ESC on their speed dial!”

The North Carolina Therapeutic Riding Center

2010 Clients

ARTS

- Contemporary Art Museum
- Girls Rock NC
- Mallarme Chamber Players

CHILD/YOUTH SERVICES

- Chapel Hill-Carrboro YMCA
- Big Brothers/Big Sisters of the Triangle
- Carolina Children's Communicative Disorders Program
- Covenant with North Carolina's Children
- Durham At Risk Youth Collaborative
- Durham's Partnership for Children
- Lucy Daniels Center for Early Childhood
- Movement of Youth, Inc.
- Prevent Child Abuse NC
- SeeSaw Studio

EDUCATION

- Casa Esperanza Montessori Charter School
- Common Cause
- Museum of Life and Science
- North Carolina Campus Compact
- Pittsboro Montessori Preschool
- Read and Feed
- Shodor
- Success In Mind
- Woods Charter School
- World View

ENVIRONMENTAL

- NC WARN
- Piedmont Wildlife Center

FAITH-BASED

- Butterfly House
- Jewish Federation of Chapel Hill
- Judea Reform Congregation
- Urban Ministries of Durham

HEALTH CARE

- Mental Health America of the Triangle
- Piedmont Health Services, Inc.

LATINO

- El Futuro
- El Pueblo
- NC Society of Hispanic Professionals

SOCIAL SERVICES

- Club Nova
- Durham Center for Senior Life
- Dress for Success Triangle NC
- Durham Crisis Response Center, Inc.
- EmPOWERment, Inc.
- First in Families of NC
- Habitat for Humanity - Orange County
- NC Therapeutic Riding Center
- Raleigh Partnership to Prevent and End Homelessness
- SouthLight, Inc.
- The Arc of Wake County, Inc.

OTHER

- Department of Commerce, North Carolina
- North Carolina Center for Women in Public Service
- PAWS4EVER
- Sister Communities of San Ramon, Nicaragua
- Southern Coalition for Social Justice

Major Donors

The BIN Foundation
 Michael Warner and Betty Craven Fund
 The Mary Duke Biddle Foundation
 Blue Cross & Blue Shield of NC
 Durham Merchants Association Charitable Foundation
 The Fox Family Foundation
 Maxwell, Freeman & Bowman, P.A.
 Strowd Roses Inc.
 Triangle Community Foundation
 The Wachovia-Wells Fargo Foundation

Staff

Trudy Smith – Executive Director
 Terri Buchanan – Administrative Assistant

Consultants

ESC Consultants are primarily retired executives. Each of our 37 consultants brings years of experience from business and public sectors. Every one a volunteer, they come from a variety of backgrounds, including sales, marketing, strategic planning, human resources and non-profit management. All have a lifetime of valuable experience and are trained to understand the unique requirements of the nonprofit sector.



Board

Joan Lipsitz
 Chair 2010

Beth Maxwell
 Chair 2011

Dave Gettles
 Vice Chair 2011

Don Wells
 Secretary

Tom Cogswell
 Treasurer

Laura Benson

Allen Berk

Perry Colwell

Bonnie Gordon

Mike Gulley

Joe Glasson

Gracie Johnson-Lopez

Ruth Peebles

Dave Pottenger

Josh Ravitch

Fred Stang

Lorraine Stephens

Linda Stryker-Luftig



PROGRAMS

ESC provides individually tailored programs to help your Board and Staff become more efficient and effective:

- **Board Assessments and Development:** Your Board will increase its effectiveness in such areas as roles and responsibilities, membership, organization and operations.
- **Retreat Facilitation:** Customized, one day retreats help your Board members understand their roles, plan for the future and address specific challenges.
- **Strategic Planning:** A structured process to develop specific plans to meet the long term goals of your organization.
- **Executive Coaching:** A specially trained coach develops a one-on-one confidential relationship with your Executive Director to achieve impressive results
- **Fundraising:** Your Executive Director and Board are guided to strengthen or launch an effective fundraising program.
- **Communication/Marketing:** Improve your visibility and impact with your key audiences.
- **Financial Assessment:** A financial expert assesses your financial reports and processes, then recommends improvements.
- **Additional Services:** Human Resources, Mergers and Acquisitions, Organizational Design, Crisis Management.
- **Triangle BoardConnect:** Connect with talented community leaders to serve on your nonprofit boards using our free online service. www.triangleboardconnect.org



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For a no cost, in-person consultation, or for more information, please contact Executive Director Trudy Smith at escgt@mindspring.com or 919.641.9173.

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ESC is a registered 501(c)(3).

