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What's Fair to Expect From Nonprofits?

Corporate Fund to Sponsor Nonprofit Evaluation Training

Concord, NH: It's logical to anticipate a return for any investment you make, but what kind of return should funders, donors and the community expect when donating to charitable causes?

Often success is hard to measure since it might involve helping a teenager avoid delinquency, preservation of a woodlot or cultural experience which makes a tourist appreciate NH.

"We are delighted to be hosting Peter York, national nonprofit evaluator for a series of three seminars this month, because it's high on everyone priority list to gain more skill and knowledge of this critical area. And because Peter is masterful at making evaluation real, invigorating and doable," states Mary Ellen Jackson Executive Director of the NH Center for Nonprofits.

Sponsored by the Corporate Fund, a collaboration of 10 NH companies committed to the well-being of the state, York will present his lively seminars in Manchester on October 22 in Plymouth on October 23 and in Portsmouth on October 24. The seminars are \$50 for members of the Center and \$100 for not-yet members. Scholarships are available.

York, creator of the Core Capacity Assessment Tool for nonprofits, encourages nonprofits to think in terms of learning what works as they deliver programs, and tweaking services along the way to incorporate what is learned in order to get the best results. There's good reason to think this way: studies have shown that those organizations regularly involved with this kind of learning are more effective, have stronger leadership and sustainable growth.

"It makes sense on so many levels," says York. "Evaluation is really about learning – understanding which specific strategies have the biggest impact – so that you can build your programs around your strengths."

"We are thrilled to bring Peter York back to NH on this important topic," noted Mary Ellen Jackson. "His ground breaking research and development of tools that assist nonprofits by measuring what really tells their unique story is essential to the success of sector."

For information on how to register visit the Center website, www.nhnonprofits.org or call the Center at (603) 225-1947.

The NH Center for Nonprofits is a statewide nonprofit association dedicated to advancing the impact and visibility of the nonprofit sector and supporting the growth of nonprofits to reach their mission. Its services included leadership development programs, organizational consultation and assessment, online resource sharing and advocacy.

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