The Center thanks all of our funders, members, supporters and allies. Our work to strengthen New Jersey’s non-profit community for the people of our state is possible because of you.

COVID-19
When the COVID-19 pandemic hit, the Center quickly shifted gears to respond to the rapidly changing crisis, providing timely, important information, and advocated for non-profits’ needs.

Information and Guidance

- Launched a comprehensive COVID-19 resource page on our website, connecting non-profits with current, reliable information about rapidly changing government guidelines, legislation, funding opportunities, webinars, tools/technical assistance, and other important updates.
- Documented the impact of the crisis on non-profits through three rapid response surveys (March, April and July) conducted in partnership with the Council of New Jersey Grantmakers, sharing the findings broadly with policy makers, philanthropy and the media.
- Wrote blogs and op-eds to help non-profits cope with the crisis.
- Hosted 19 online briefings with over 3,100 registrants, offering insights on topics such as the federal and state grant and loan programs (presented with the Office of Senator Cory Booker); stress management and self-care; and the impact of the crisis and strategies non-profits can employ to address it.

- Published a reopening guide to assist non-profits as they prepare to operate in the next stage of recovery and presented a comprehensive webinar to complement the guide.
- Produced three COVID-19-focused segments for our TV show, “NJ Non-Profits: Front and Center,” produced in partnership with Princeton Community TV and available on Vimeo.
- Partnered with the League of Women Voters of NJ to provide two webinars to educate non-profits about nonpartisan voter engagement and the vote-by-mail ballot rules implemented due to the pandemic, and through our communications channels encouraged non-profits to increase their own nonpartisan efforts for their constituents.
- Fielded hundreds of individual requests for expertise and referrals through our Non-Profit HelpDesk.
Championing Non-Profits in the Government Response

- Fought for non-profits in federal relief legislation. With national advocates and allies across the country Center acted swiftly to advocate for emergency funding for non-profits, immediate and universal charitable deductions and expanded access to government loans as part of the federal stimulus bills and mobilized New Jersey non-profits to advocate for these crucial aspects of the federal packages.

- Championed non-profits at the state level, advocating for low-interest and forgivable loans, financial assistance and insurance protections to be extended to non-profits; enhanced flexibility for non-profits providing services and reliant on payment through State contracts; a state-level charitable deduction for donations made during the pandemic; and other measures to lessen the strain on charities and enable them to be there for our residents and communities.

- Legislation, promoted by the Center, to allow non-profits to request modifications of their State government contracts if they are unable to meet the original terms due to the pandemic was signed into law by Governor Murphy on November 9, 2020.

- Another important bill that we championed, to provide critical relief to non-profits and other employers that have had to let employees go due to the pandemic, was signed by the Governor on January 4, 2021.

- Issued regular critical e-updates and alerts to our email list and social media networks.

Supporting efforts to advocate for full funding of the 2020 U.S. Census and to ensure a fair, complete and accurate count of all persons.

The decennial census is one of the most important ways to ensure adequate funding, data and representation for the people of our state. We were proud to join with The Fund for New Jersey, Advocates for Children of NJ, the Council of New Jersey Grantmakers, and other state and national leaders in advocating for a complete and accurate 2020 Census. We held sessions as part of our annual conference in 2018 and 2019; we have shared information for non-profits on our website, through email and social media; posted guest blogs; hosted sessions on our TV show; took advocacy action; and encouraged others to do the same.

Serving as a Watchdog and Advocate on Key Non-Profit Issues.

Although COVID-19 dominated our 2020 public policy work, the Center continued to advocate on other issues such as protecting non-profit property tax exemptions, championing fair and reasonable fundraising regulations, legalized games of chance and others.
Annual Conference
Nearly 500 non-profit leaders, champions and allies gathered virtually over two days to explore critical issues and gain practical tools to forge a path forward for the people and communities we serve.

Diversity, Equity and Anti-racism
• As our society works to address deep-seated challenges of institutional racism and inequities, the Center is committed to advancing diversity and equity both internally and in the broader non-profit community. In late 2019, we published our first New Jersey Non-Profit Diversity Report, highlighting in stark terms the racial and gender bias in New Jersey non-profits and the challenges that need to be addressed. This survey will be rerun in early 2021.
• We have shared and promoted the important work of others, provided forums for education and discussion, and have spoken out regularly about diversity, equity and anti-racism as an imperative for all non-profits.
• For years, our annual conference has featured plenary speakers and breakout sessions focused on advancing diversity and equity. Given the urgency of the challenge, this year’s conference provided two full days for non-profits to explore critical issues, with equity issues a central theme.

Looking Forward
Our society and the non-profit community are at a crossroads. The pandemic, political divisions, and the heightened outcry for racial justice have laid bare deep inequities and years of under-investment in critical systems and needs – including non-profits and the people and communities they serve, and particularly marginalized communities and people of color. As non-profits, if we are to fulfill our promise of making society better through our missions and actions, we must recommit ourselves to advancing an equitable society, and actively working against systemic racism and injustice, through our direct programs and operations, through advocacy and systems change.

The Center has launched a process to update our three-year strategic plan, which will be completed by March 31, 2021. We are committed to a plan that is grounded, internally and externally, in equity and justice while advancing strategies for a strong Center as an independent voice and trusted resource in service to the community, to advance a thriving New Jersey for all.
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