

Building Trust: *Essential Financial Insights for Nonprofits*

As the end of the calendar year approaches, now is the time to organize your finances and ensure the fiscal transparency of your organization.

For nonprofit organizations, a few questions to ask as you work through your year-end finances are:

- What is our programmatic spending ratio?
- Are high revenues justified in the current marketplace?
- Are our tax forms updated?
- Are we publishing reports for transparency?

Beyond regular auditing and reporting, we highly recommend thoroughly understanding how BBB Standards for Trust apply to your organization.



The BBB standards suggest eight principles to keep in mind to ensure your organization is operating in compliance with best business practices.

Eight Principles for Nonprofits to Follow

- **Build Trust:** Trust among an organization and its key stakeholders – from board members to funders and donors – is invaluable.
- **Advertise Honestly:** Advertisements and PR efforts must be based on empirical facts and data. Treat every advertisement like an endorsement from your organization. If you can't prove it, don't publish it.
- **Tell the Truth:** Providing an honest and realistic representation of the organization's programs allows the community, partners and donors to gain a clear, accurate understanding of the impact and scope of the organization's work.
- **Be Transparent:** Have contact information for your organization publicly accessible. Donors should receive clear instructions about how to make a donation, what that process entails and exactly what their funds will support.
- **Honor Promises:** Fulfill all contracts and commitments as agreed upon, establishing strong partnerships and relationships.
- **Be Responsive:** Address stakeholder and public concerns quickly, earnestly and in good faith.
- **Safeguard Privacy:** Protect the data and information provided by your donors, staff and program participants. Understand the scale of trends in cyber scams and phishing attacks and ensure your systems are set up to safeguard private information.

Your Financial Story

Most importantly, remember that your financial story is also your story of impact. Make sure that it's one that reflects the successes of your organization this year.

TASC Client Urban Resource Institute *Opens First Pet-Inclusive Shelter for Homeless Families in NYC*



Urban Resource Institute, the largest provider of domestic violence shelter services in the United States and a leading provider of shelter and services for homeless families, enlisted The TASC Group to promote the opening of New York City's first pet-inclusive shelter for homeless families.

URI's Uplift Families Residence is an expansion of the nonprofit's successful People and Animals Living Safely (PALS) program for survivors of domestic violence. The PALS program launched 10 years ago and has served over 600 families and 800 pets to date.

Earlier this May, URI partnered with New York City's Department of Social Services for a ribbon-cutting and launch of the new pilot program at Uplift Families Residence in the Bronx.

The TASC Group conducted media outreach around the announcement of the program and the organization's annual gala. URI's pet-inclusive shelter was featured in NBC New York, FOX 5, PIX 11, CBS New York, New York Daily News, NYN Media, City & State, POLITICO, New York Amsterdam News, Bronx Times and more!

Congratulations to the Urban Resource Institute team!



TASC Expands Its Broadway and 30th Street New York City Office Space

The TASC Group has dramatically expanded and improved our office space in order to accommodate our growing team and better serve our clients.

The space has brand-new video and audio-equipped conference and meeting rooms and more opportunities for team and client collaboration, as well as a brand-new, fully-equipped kitchen.

Please come and visit our new office soon. We look forward to hosting you.



Staff Updates at TASC

Team Additions

With our office space expanding, we're excited to share some fantastic updates about our team! We've recently welcomed two new account associates, DeAsia Samuels and Hannah Weill, to the team, each bringing fresh expertise and energy to our work.



Promotions

We're thrilled to announce a series of well-deserved promotions. Jocelin Leon has been promoted to senior account executive, and Emiliano Garcia has been promoted to account executive. Their hard work and dedication drive our agency success and the successes of our clients every day.



City & State New York Who's Who in Communications

Director Jennifer Lawrence was included in [City & State's Who's Who in Communications](#) list. Jennifer was acknowledged for her impactful work, helping them advance their causes in New York.



Agency of the Year Finalist

And there's more to celebrate! PR Daily recently recognized TASC as one of the Top Agencies of 2024! PR Daily's list highlights agencies that set the bar for innovation and excellence and their ability to elevate brands and campaigns. We're thrilled to see our work with our incredible partners honored on the national stage.

Spotlight on Larry Kopp's Presentation at PRSA ICON

We're proud to highlight our chairman and founder's presentation at this year's PRSA ICON conference. Larry took the stage for a session entitled "Every Battle Is Won Before It's Ever Fought: Managing a Reputational Crisis," offering a fresh perspective on some of the most impactful crisis communications cases The TASC Group has managed over the last twenty years.

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