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FOR IMMEDIATE RELEASE
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NonProfit HelpDesk Announces JP Morgan Chase Fresh Growth Program to Build Organizational Capacity in East New York

Brooklyn, NY, February 2, 2009 – The NonProfit HelpDesk, a division of the Jewish Community Council of Greater Coney Island, announced today the start of its JP Morgan Chase Fresh Growth Tools leadership intensive. This program gives leadership from three nonprofit organizations in Brooklyn's East New York neighborhood the opportunity to participate in a three-month fellowship that will build the capacity of their organizations.

JP Morgan Chase is committed to developing organizations in East New York. Having worked with the NPHD previously and seen what it can accomplish, the company asked the NPHD to develop a program that would help selected neighborhood nonprofits become more efficient and effective in serving their clients.

Chaya Abelsky, Director of the NPHD, observes, "By strengthening an organization's leadership its greatest difficulties can be resolved, often more easily than anticipated."

The Fresh Growth program is designed for nonprofit leaders working in management, administration, and program development. The program includes workshops, individual consultations and the use of empowerment and coaching techniques. Fellows are taught and coached by experts in organizational governance, program development, financial management, fundraising and technology, and personal life and leisure coaching.

In addition to giving fellows the opportunity to learn from experts, Fresh Growth is also designed to foster development of a community of nonprofit leaders who can learn from each other.

At today's kickoff meeting, participants met individually with experts to discuss their current organizational challenges. Using a technique called SpeedCoaching, the experts helped participants explore innovative methods of resolving these challenges.

One such expert, governance and development consultant David-Shriner Cahn observed "It is very moving to see people so dedicated to improving the lives of others."

NPHD also conducted a series of intensive workshops today, on topics including board and program development, fundraising, human resource structures and wellness in the workplace. Topics for future sessions will include financial management, technology as a management tool, and strategies for sustainability and growth.

Alicia Ponce De Leon, executive director of the East New York Learning Center for 30 years, indicated that the topics prompted a flood of ideas that she did not have the opportunity to consider in her day-to-day work. One participant voiced her feeling that the

individualized attention was the best part of the program. The technology coaching booth received rave reviews because of its applicability to addressing urgent programs needs.

The underlying message that NPHD offered participants was absolute confidence in their dedication and ability to problem-solve. Participants found considerable relief in knowing they would be supported in weathering the current economic climate and in emerging as stronger leaders in the process.

Stuart Post, Program Officer from Independence Community Foundation who dropped in as a special guest and offered closing remarks, later said: "The experts were top-notch. Participants were hungering for something like that. The real power of the program will deepen as participants become a cohort...I am sure they will develop as people."

Director of Development Orah Chaya Bitton summed up the experience of the day, noting, "The level of warmth and enthusiasm this program is generating amongst fellows has exceeded even our own high expectations. We are thrilled to see fellows drinking up the information and resources we create for them and immediately applying it to their work. This is a unique program and we are only beginning to witness its impact, which is likely to be compounded as the workshop series reaches its climax in April and are followed by individual consultations and implementation."

About the NonProfit HelpDesk

The NonProfit HelpDesk (NPHD) was created in 1992 to provide technical assistance to strengthen nonprofit organizations throughout New York City. These community-based nonprofits are a vital part of the fabric of life in the City, providing youth services, cooked meals, services for the homeless, local development and cultural celebration, as well as many other services. As our social safety net frays, these groups can make a critical difference in the quality of life for neighborhood residents.

NPHD strengthens these organizations by providing services, education and resources in financial management, technology, marketing communications and in the development of leadership, organizations and programs. We are frequently able to offer our services free of charge.

The NonProfit HelpDesk uses our social service background to deliver holistic support with understanding, relevance and innovation. We have helped more than 800 NYC nonprofits to automate their fiscal, administrative and programmatic operations, expand their management capacities, boost staff efficiency and confidence and ultimately improve service delivery to constituents.

For more information, visit the organization's web site at www.nphd.org