

**What's Trending in Nonprofits | Executive Service Corps (ESC) | Nov 2018**

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## **Redefining the 'Business' of Social Services**

You probably have read about Dorri McWhorter's incredible success as CEO of the YWCA of Chicago. Her innovative leadership has motivated an incredible turnaround there. ESC wanted to learn how she is redefining the business of social services for an incredibly important community institution. The mission of the ESC is to make nonprofits successful. ESC fulfills our mission by providing consulting and coaching to hundreds of nonprofit and governmental organizations each year.

Dorri McWhorter kindly shared her success with ESC. Her engaging presentation included some practical ideas that would be applicable to an organization of any size. You can watch her presentation at

<https://www.execservicecorps.org/redefiningsocialservice>.

Thank you to Dorri for her time and expertise. Special thanks to Dr. Connie Bonbrest, MD, for nominating Dorri to present to ESC and to ESC's Professional Development Committee (Tim Thompson, Eleanor Hamilton, Dave Gugel, and Rachelle Jervis) for organizing it. We

are also grateful to ESC consultant Dr. Thom Parrott-Sheffer for filming it so the community could benefit from it as well.



To engage the Executive Service Corps in helping your organization fulfill your mission contact us at [www.4org.org](http://www.4org.org).

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## **Support ESC's 40th Year of Making Nonprofits Successful**

Invest in ESC's service to over 100 Chicago-area nonprofits every year, equipping them with sustainable solutions to advance

in a competitive and changing environment. In 2018 alone, ESC's nonprofit and public agency clients touched the lives of over 3 million men, women, and children, providing vital services to those in need.



It is time to show your support.  
[www.SupportESC.org](http://www.SupportESC.org)

## 40<sup>th</sup> Year Anniversary Panel

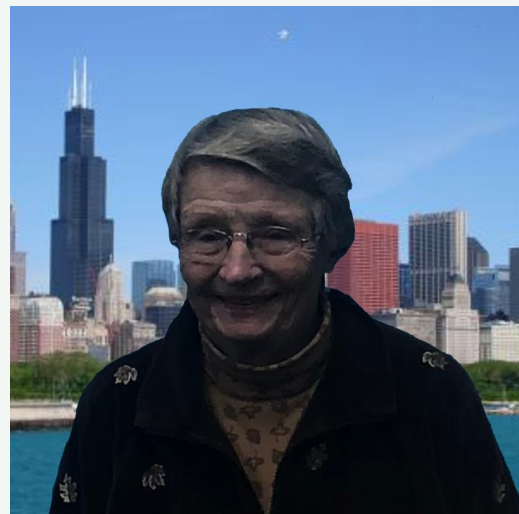
This year the Executive Service Corps of Chicago (ESC) is celebrating our 40<sup>th</sup> year anniversary. As part of our celebration we held a panel discussion of "The 40 Year Legacy and Future of ESC." Thank you to panelists: Bob Greenebaum, Jr., Treasurer, ESC Board, Carl Wolf, Executive Director, ESC client Respond Now, Jim Brandt, ESC Life



Director and Engagement Manager, Kenneth Hobby, President, ESC client Cure SMA, Rachelle Jervis, President & CEO, Executive Service Corps, and Tom Lamb, Chairperson, ESC Board. This discussion was facilitated by ESC Consultant Tim Thompson. You can view their interesting discussion at <https://www.execservicecorps.org/40year>.

## ESC Consultant Spotlight: Nancy Carstedt

Nancy Carstedt recently retired as the Executive Director of the National Alliance on Mental Health (NAMI) Cook County North Suburban, concluding a 25 year career as a nonprofit executive. Nancy began her interest in the nonprofit sector as a volunteer on several boards in Winnetka while her children were growing up. In 1990 she became the Executive Director of the Chicago Children's Choir. During her 14 year tenure, Nancy grew the organization from a small neighborhood choir in Hyde Park serving approximately 300 children with a budget of \$300,000 to a city wide organization based at the Chicago Cultural Center serving over 3,000 children with a budget of \$3 million. During this time Nancy became interested in social entrepreneurship and started the Choir Academy, a charter school of the Chicago Children's Choir. She was also instrumental in opening a Ben and Jerry's Partnership, featuring singing scoopers. During this time Nancy was part of the national Denali Fellowship Program in Social Entrepreneurship. She was also invited to attend month long



executive education programs at both the Harvard and Stanford Schools of Business and was featured in Fast Company magazine.

After retiring from the Choir in 2004, Nancy became an usher for the Chicago Cubs and watched the Cubs win the World Series in 2016. Nancy continues to usher at Wrigley and will embark on her fifteenth season in April, 2019. Nancy's professional interests turned to the field of mental health after experiencing mental health issues herself and seeing mental health issues affect her son, who attempted suicide at age fifteen and was left quadriplegic. Nancy became the Executive Director of Recovery International, a national and international mental health organization based on the cognitive behavioral health methods of Dr. Abraham Low. In 2011 she began her seven year tenure at NAMI CCNS. During Nancy's tenure the organization grew from a budget of \$80,000 annually to a \$450,000 annual budget and increased its service reach by several thousand, touching individuals with serious mental illness and those who love and care for them. Nancy is a frequent speaker sharing her story of recovery and hope. Nancy joined the Executive Service Corps' consulting team in 2018.

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[To engage a consulting team or coach go to 4org.org.](http://4org.org)

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## 10 Ways to Strengthen Your Nonprofit's Bottom Line

1. Build referral relationships, online and business to business.
2. Don't follow the anecdote. Make data informed decisions.
3. Focus on the return on investment of any significant staff or resource commitment.
4. Go paperless.
5. Have a board get/give. This is required by most funders and is a good way to keep your board full of your engaged and current supporters.
6. Invest in your team.
7. Reduce office footprint by encouraging telecommuting when possible.
8. Utilize technology to keep stakeholders engaged and informed.
9. When possible monetize your mission.
10. Engage a consultant or coach from ESC to help you get to the next level. Please submit your inquiry to [4org.org](http://4org.org).

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[To engage a consulting team go to 4org.org.](http://4org.org)

[www.ExecServiceCorps.org](http://www.ExecServiceCorps.org)

**[Click Here to Engage ESC in Helping Your Nonprofit Achieve Your Mission!](#)**

