

# Gray Matters

*Pro Bono Advisory Services for  
New York City Nonprofits*

## Help is at Hand



### Do you need:

More money?

More time?

Strategic planning?

Finance guidance?

A legal sounding board?

Board development?

Networking suggestions?

Marketing ideas?

Employment contracts review?

### **Among nonprofit executives, you are not alone.**

Gray Matters members provide pro bono advisory services to nonprofits to help meet your mission, grow and thrive.

Our 25 volunteers have the time and enthusiasm to give back to good causes.

So we apply years of experience in many professional areas to consult at no cost on the topics that keep you awake at night.

We'll help develop realistic strategies, and put plans in place based on your available time and resources.

***See other side for a few of our success stories***

### **Visit Us**

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

Read a few of our success stories then write us at [info@graymattersnyc.org](mailto:info@graymattersnyc.org) briefly describing your specific needs/challenges.

"I am working with a new charter school that is located in temporary space and needs to give up that space in a few years. The school administration has no real estate experience or expertise and retained GM to act as "owner" evaluating alternative real estate opportunities either for long term lease or acquisition. While there are real estate companies that work with charter schools, there are conflicts of interest in putting a deal together. As a GM member I have 18 years of deal experience with a wide variety of types of properties and work with the school advising them on their options and the attendant risks."

"Several years ago I began working with community based organization with a budget of \$5million. Today it is \$35million. Early on I met the acquaintance of the VP of Finance-who recognized me as a source of pro bono first rate legal services. One of the many projects I worked on was the financing by the NY State Dormitory Authority of a building to house homeless and low income families. I, along with an organization member negotiated the deal and I reviewed the papers. During the course I established a fine relationship with the lawyer, from an Albany Law Firm, who represented and received a respectable fee from the State. The deal closed, the building was built and is now occupied. Participation in the transaction gave me a chance to use what I had learned as an attorney and to do some good."

"Currently two of us are working on Strategy and employment contract review for a small nonprofit helping youths in New York City. We are in touch with Board members for both areas. Next on the 'to do' list is fundraising advice."

Gray Matters provided us with invaluable support, ideas and connections. We are a fledgling nonprofit and their cumulative wisdom has helped us to discover new fundraising contacts, to develop new marketing strategies and most importantly, to connect with our community in new ways. I recommend Gray Matters to all the executive directors I know as it is a terrific, free resource in a difficult, competitive field.

**Kate R. Uptown**  
*After School program*

If gray is synonymous with wisdom, then the organization known as Gray Matters is appropriately named. At our nonprofit we have relied on the wisdom and knowledge of the members for a number of projects. Each person with whom we worked provided valuable guidance and direction that helped us grow. Highly recommended! **James O.**

Gray Matters was essential in guiding us through the strategic planning process and helped to keep us on track every step of the way. Through their assistance, our organization was able to come together and develop a quality product that truly reflected the input of all of our stakeholders. **Sean F.**

Gray Matters volunteers helped us develop a new strategic plan and review our fiscal department for much-needed system changes. Gray Matters provided invaluable, expert advice from people willing to guide you through difficult processes in a way that is clear and easily understandable to all levels of staff.

**Susan O.** *Health Center nonprofit.*