



2025

ANNUAL REPORT



Irwin A. and Robert D.

Goodman
NONPROFIT CENTER

AN AUSPICIOUS BEGINNING

When people ask how the first year of the Goodman Nonprofit Center has gone, I tell them it's been a whirlwind. A center dedicated to supporting our nonprofit community had been years in the making — yet MCF launched it just as a rush of federal policy changes sent shock waves through Madison-area organizations. In that moment, the need for a trusted hub for information, professional development and peer support could not have been clearer.



In our inaugural year, we built a strong financial foundation, convened an experienced Advisors' Council, mapped a clear program strategy and launched our flagship initiative: the Goodman Nonprofit Fellowship.

Our first cohort of 18 executive directors meets monthly with expert instructors, building skills in governance, financial leadership, storytelling, fundraising and more — while forming a trusted peer network that understands the complexities of mission-driven leadership.

In 2026, we're expanding our offerings to include a blog, webinars and workshops on subjects like data collection and advocacy, and new resources for our website.

We're deeply grateful to our Founding Partners (page 5) and donors who believed in this vision and helped bring it to life. Your support is essential to strengthening the nonprofit community in Greater Madison.

And finally, I want to thank my colleagues at MCF — those who raised the endowment, set up the systems, pay the bills, and surround Jazzmine and me with expert guidance and advice.

Andy Davey
Director

Goodman Nonprofit Center Advisors Council

The work and development of the Goodman Nonprofit Center is guided by a council of advisors that include members of the community and representatives from MCF's Board of Governors.



Front Row

Amy Washbush, *UW-Madison Center for Community and Nonprofit Studies*;
Jody Bartnick, *United Way of Dane County*;
Sharon Lezberg, *UW-Madison Extension Dane County (ret.)*

Back Row

Scott Haumersen, *Wegner CPAs (ret.)*;
Eugenia Podestá, *MCF Board Member*;
Vital Voices Global Partnership/Synergy Coworking; Jim Welsh, *Groundswell Conservancy (ret.)*; E.G. Schramka (Chair), *MCF Board Member*; Irwin A. and Robert D. *Goodman Foundation*

Not Pictured

Roxie Hentz, *CEOs of Tomorrow (ret.)*

ENGAGING THE COMMUNITY

The Goodman Nonprofit Center is committed to regularly engaging our community to learn more about our nonprofit ecosystem, the resources that are available here and opportunities for us to bridge gaps. The following activities over the past year were especially helpful in this engagement process, raising awareness about the Center, and informing our evolving programming:



Staff, donors, nonprofit professionals, advisors, board members and more attended the Open House in November.

April

- UW Wisconsin Idea Conference Panel
- Wisconsin Partnership Program Presentation
- Dane County Funders Roundtable

May

- Grantwriting Group Luncheon
- United Way Agency Executives Gathering

June

- Nonprofit Leaders Advance Breakfast

October

- Wisconsin Philanthropy Network Conference

November

- Madison Nonprofit Day Sponsorship
- Goodman Nonprofit Center Open House

Goodman Nonprofit Center Staff & Fellowship Consultant



From left to right:

Jazzmine Haygood, *Community Impact Coordinator*
Andy Davey, *Center Director*
Abha Thakkar, *Fellowship Co-Facilitator and Leadership Coach*

The Irwin A. and Robert D. Goodman Nonprofit Center
is a project of Madison Community Foundation

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IN THEIR OWN WORDS

The Goodman Nonprofit Fellowship was designed to provide training and support to nonprofit leaders in our community. The participants from the first cohort shared how it benefitted them personally.



“The fellowship has helped me grow as a leader by providing dedicated time to step out of the daily demands of the center and focus on developing foundational skills. In the nonprofit world, day-to-day challenges often take priority over intentional leadership development. This experience created the space I needed to focus on growing in my role.”

Regina McConnell, Executive Director of East Madison Community Center



“As a new executive director, this opportunity gave me a strong foundation for my journey forward as a nonprofit leader. I am so happy to know that nonprofit leaders in the greater Madison region finally have a program to support our professional development, capacity building, networking and more.”

Geraldine Paredes Vásquez, CEO of YWCA Madison



“Many nonprofit leaders are expected to lead complex organizations without structured leadership development or peer support. This cohort provides both. It creates space for skill-building, reflection and authentic connection; things that are often missing in our sector. The entire team did a fantastic job putting this cohort together, and I am grateful to have been part of it.”

Michael Etheridge, Executive Director of Road Home Dane County



“The Goodman Nonprofit Fellowship Program has been truly transformational. The combination of expert training, a learning cohort, and the year-long involvement has given us a gift. This fellowship has been a richer, deeper experience both personally and professionally than I thought possible. Undoubtedly one of the highlights of my career.”

Conor Moran, Executive Director of Madison Public Library Foundation

2025 BY THE NUMBERS

A Growing Endowment Supports Programming

The Goodman Nonprofit Center was able to move from being a long-standing community desire to reality thanks to the generous support of the community. The gifts from our Founding Partners and other donors have helped us make tremendous progress toward creating a \$12.5 million endowment that will help sustain the Center into the future.

\$11.4 MILLION

endowment gifts
and pledges

as of 3/31/26

\$311,070

2025 operating
budget from
endowment

18

Fellows

45,639

people employed
by nonprofits
in Greater
Madison

or

10.5%

of the workforce

650

hours of leadership development
through Fellowship program

4,600+

nonprofits in
Greater
Madison

6

Founding Partners

American Family
Dreams Foundation

Anonymous

Ascendium
Education Group

Irwin A. and Robert D.
Goodman Foundation

Roots & Wings
Foundation

United Way of
Dane County

\$8 BILLION

in revenue generated by
nonprofits in Greater Madison

GOODMAN NONPROFIT FELLOWSHIP

The Goodman Nonprofit Center launched its first major program, the Goodman Nonprofit Fellowship, in September 2025. The Fellowship's launch marked a significant milestone in the Center's inaugural year. Designed for current executive directors of nonprofit organizations, the Fellowship responds to a clear and pressing need for sustained, high-quality, affordable leadership development that is practical and grounded in the real challenges of running mission-driven organizations.

An Intentional Learning Community

The inaugural cohort brought together 18 nonprofit leaders from across the Madison area, representing a remarkable diversity of missions and communities served. Each arrived with both significant talent and experience and a shared willingness to grow.

The Fellowship was intentionally designed as a learning community rather than simply a series of classes. Fellows meet monthly, engaging deeply with one another and with expert instructors and facilitators, discussing the complex realities of nonprofit leadership.

Each Fellowship session focuses on a core dimension of nonprofit leadership and organizational effectiveness. Throughout these sessions, the Fellowship has been enriched by the generosity of community partners and supporters who provided space, expertise and resources to make the program possible. Below are highlights of our 2025 sessions.



Fellows gathered at the MCF office for their first meeting in September.



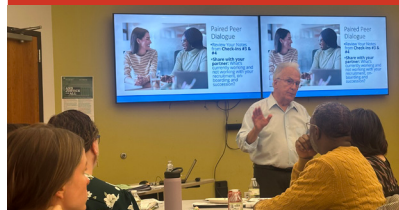
Fellows pause for a photo during a breakout session activity in September.

OCTOBER



Crafting Powerful Value Propositions
with Dr. Roxie Hentz,
entrepreneur, teacher and executive director

NOVEMBER



Board Governance and Effectiveness
with Frank Martinelli,
nonprofit board consultant

DECEMBER



Financial Leadership
with Steve Zimmerman,
Spectrum Nonprofit Services

2025 GOODMAN NONPROFIT CENTER FELLOWSHIP COHORT MEMBERS



Seated, from left to right:

Emily Hyde Cawley; *Executive Director of Wisconsin Women's Network*

Esther Ama Safia Ptak; *Executive Director of African Center for Community Development*

Betsy Parker; *Executive Director of Aldo Leopold Nature Center*

Jason Mack; *Executive Director of Open Doors for Refugees*

Rachael Maysels; *Executive Director of FairShare CSA Coalition*

Standing from left to right:

Geraldine Paredes Vásquez; *CEO of YWCA Madison*

Jennie Mauer; *Executive Director of Wisconsin Head Start Association*

Tanya Zastrow; *Executive Director of Olbrich Botanical Gardens*

Regina McConnell; *Executive Director of East Madison Community Center*

Michael Etheridge; *Executive Director of Road Home Dane County*

Rosa Thompson; *Founding Executive Director of Black Girl Magic Educational Services*

Conor Moran; *Executive Director of Madison Public Library Foundation*

DeAndre Martin; *Executive Director of CEOs of Tomorrow**

Deborah Kaddu-Serwadda; *Executive Director of Women in Education Leadership Foundation*

Angela Laufenberg; *Executive Director of Samaritan Counseling Center of Southern WI*

Marie Everett; *Co-Executive Director of Eastmorland Community Center*

Not Pictured:

Kendra Deja; *Executive Director of Solace Friends*

Virginia Hughes; *Co-Executive Director of Rooted WI*

**DeAndre departed the fellowship after the December session to pursue a new position in Oklahoma.*



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the Goodman Nonprofit Center
and its programming.

\$500,000 CHALLENGE GRANT

For Gifts to the Goodman Nonprofit Center Endowments

In honor of MCF President Bob Sorge's retirement at the end of 2026, a generous donor has issued a \$500,000 challenge grant for gifts to either the:

Bob Sorge Goodman Nonprofit Center Endowment

or the general **Goodman Nonprofit Center Endowment** fund.

All funds raised will help complete MCF's \$12.5 million campaign to build a permanent endowment for the Goodman Nonprofit Center and ensure sustaining support for the Nonprofit Center.

Help meet the challenge. GIVE NOW!

Learn more or make a gift at gnpc.org.