

# THE NONPROFIT INSTITUTE



“We want to leave a positive legacy for our children and future generations by investing in the entire nonprofit sector. Our challenge gift to The Nonprofit Institute enables us to do just that.”

— Susan Flieder



## THE NONPROFIT INSTITUTE

Mother Rosalie Hill Hall, Room 265A  
5998 Alcalá Park  
San Diego, CA 92110-2492  
(619) 260-7791  
emilyyoung@sandiego.edu



## CHAMPIONING THE EICHEN FLIEDER CHALLENGE

[www.sandiego.edu/nonprofit](http://www.sandiego.edu/nonprofit)

HELP THE NONPROFIT INSTITUTE AT USD AND  
DO TWICE AS MUCH TO CHANGE THE WORLD!

## BY THE NUMBERS



11,000

As of 2017, there were more than 11,000 nonprofits in San Diego County



115,000

San Diego County has over 115,000 paid nonprofit employees



3,500

More than 3,500 nonprofit board and staff members trained by The Nonprofit Institute



\$2.5M

Paul Eichen and Susan Flieder have challenged The Nonprofit Institute to raise \$2.5M, which they will match



12/31/21

The time is NOW. We have until December 31, 2021 to complete the challenge



# ACTIVATING THE CHANGEMAKERS IN OUR COMMUNITY

Nonprofits play a critical role in our community. They embody our spirit of compassion and giving back, our desire to build a better world. Nonprofits are all around us, touching millions of lives every day. They nurture us and help us realize our boldest dreams.

Nonprofits enrich the lives of our youth, sparking creativity and helping children become lifelong learners. They make life beautiful and give it meaning through arts, music, parks and access to the great outdoors. They bring families, friends and neighbors together to create vibrant and livable communities. They help develop an educated workforce. They make sure families have access to services contributing to safe, health and enriched lives. They foster a civically engaged public — and so much more!

Founded in 2002, The Nonprofit Institute provides action-oriented research and develops values-driven leaders and organizations to make an impact that will last forever.

These are people in strong organizations who do noble work — and they do their work well. Our job is to help them do it even better.

We do that through a variety of nationally renowned programs and initiatives, including our signature events, the Annual Nonprofit Governance Symposium, the State of Nonprofits and Philanthropy Summit, the Caster Family Center for Nonprofit and Philanthropic Research, the Conscious Leadership Academy, the Environment Initiatives Hub, Equinox Project's Quality of Life Dashboard, and the City of San Diego Nonprofit Academy.

And our numbers speak for themselves. Thousands of nonprofits and philanthropies have benefitted from our research, forums and roundtable discussions.

At The Nonprofit Institute, we are proud to play a role in supporting organizations that meet the needs of so many people near and far.

Our work aligns perfectly with the University of San Diego's vision to confront humanity's urgent challenges.

To do that we need your help.

As we approach our 20th anniversary in 2022, our goal is to grow our endowment. Over the years, our endowment was built with generous gifts from contributors such as the Westreich Foundation, the Caster Family, the Ackerman Foundation, the Pardee Family, and Paul Eichen, who graduated with a Master's degree in our Nonprofit Leadership and Management program in 2012. Recently, Eichen and his wife, Susan Flieder, pledged to match dollar-for-dollar up to \$2.5 million to build our endowment.

We're up for the challenge. And we hope you are too!

Now is your chance to double your investment and amplify the impact. Your gift helps one institute, which then helps thousands of organizations, which in turn touches the lives of millions of people throughout the region, across the nation and around the world.

Some may call it getting the biggest bang for your buck. Others may call it being a force multiplier. At USD, when we have the chance to expand the difference we're making — with one person or millions of people — we call it being Changemakers.



ELDERHELP



WORDS ALIVE



THE SALVATION ARMY - SIERRA DEL MAR DIVISION



## PAUL EICHEN '12 (MA) AND SUSAN FLIEDER



Paul Eichen and Susan Flieder are passionate about giving back and making a difference in the community. They have a long history with The Nonprofit Institute, dating back to their decision to enroll at the University of San Diego for graduate education more than a decade ago.

When they first ventured into philanthropy, Susan suggested they get a certificate in Nonprofit Leadership and Management. After they completed

the certificate, Paul took it a step further and graduated with a Master's degree from our Nonprofit Leadership and Management program. We'd like to think that we gave them the tools to do what they do even better.

In fact, Paul put what he learned from his nonprofit graduate studies into Kid Spark Education, a nonprofit organization that he founded. Kid Spark works with educators to provide fun, hands-on engineering education programs that help children — especially children from underrepresented communities — develop STEM identity and technology fluency.

As a successful entrepreneur, Paul founded the Rokenbok Toy Company in 1995. Rokenbok manufactured a legacy quality toy system focused on creativity, imagination and learning. In the 1980s, he also helped launch Proxima, a highly successful start-up that developed leading edge computer data-projection equipment.

Susan Flieder has also applied her nonprofit education to her community engagements and philanthropy, having supported and served on the boards of many local nonprofit organizations. She divides her time between raising two children and volunteering in various community endeavors.

Paul and Susan have always been supportive of The Nonprofit Institute. Their generous \$2.5 million challenge match, once completed, will enable us to more than triple the value of our endowment!

## WHAT WE DO

### DEVELOP LEADERS

We develop the next generation of leaders dedicated to making a positive difference in their communities through our applied learning and leadership programs.

### STRENGTHEN ORGANIZATIONS

We provide hands on assistance to nonprofits, philanthropy and other partners through community education and consulting.

### CREATE KNOWLEDGE

We drive innovation and solutions through research, evaluation and consulting.



CITY OF SAN DIEGO  
NONPROFIT ACADEMY



# THE EICHEN FLIEDER CHALLENGE

## HOW THE ENDOWMENT CAN AMPLIFY THE IMPACT

The Nonprofit Institute has an existing endowment of \$1.6 million. This effort will help us more than triple it to \$6.6 million. With that,

our reach will be so much greater and our impact will be even deeper — and earnings from the endowment provide a powerful source of funding, which ensures that the work we do can continue in perpetuity to ensure that this unique resource remains available to our region.

## YOUR GIFT WILL KEEP ON GIVING

Endowed funds provide permanently invested capital, while producing annual earnings that are used to underwrite the work of The Nonprofit Institute. A strong endowment assures that we can continue changing the world for your children, your grandchildren and generations to come. It all begins with you.

## HOW TO PARTICIPATE IN THE CHALLENGE

Your gift, no matter the size, will be matched to make an even greater impact. To make a gift, and automatically double its value and amplify its impact, contact Executive Director of The Nonprofit Institute Emily Young, PhD, at (619) 260-7791 or at [emilyyoung@sandiego.edu](mailto:emilyyoung@sandiego.edu) or make your gift online at [sandiego.edu/nonprofit](http://sandiego.edu/nonprofit).

Paul Eichen '12 (MA) and Susan Flieder have issued a challenge to the San Diego community to raise

**\$2,500,000**

for The Nonprofit Institute.

**They, in turn,  
will match every  
dollar raised.**

[www.sandiego.edu/nonprofit](http://www.sandiego.edu/nonprofit)

“We want to make the most strategic and lasting gift to the nonprofit community we possibly can. Our gift to The Nonprofit Institute supports health and human services, the arts, education, the environment and more. Giving to The Nonprofit Institute is the most effective way to support any cause you hold dear.”

— Paul Eichen '12 (MA)



“We want those who do good in the world to have the wind at their back, with the knowledge and tools they need to help people, communities and the planet thrive.”

— Emily Young, PhD  
Executive Director  
The Nonprofit Institute

