NOT-FOR-PROFIT ADVISORY GROUP

ACHIEVING THOUGHTFUL WORKPLACES. SUPPORTING A UNIQUE MISSION.

CUSHMAN & WAKEFIELD

YOUR ORGANIZATION'S MISSION IS OUR PASSION.

As a nonprofit organization, choosing a new home has a very different set of considerations than those of a typical office tenant. Going far beyond site selection and rental rates, the decision should strengthen the organization's value to constituents, support its mission, and ultimately help drive capital campaigns.

Cushman & Wakefield's Not-for-Profit Advisory Group is best-in-class at aligning your organization's real estate needs with these critical goals in mind. Our team members' expertise runs deep. Many have held leadership positions in nonprofits and the public sector, have served as board members of policy and charitable groups, and have executed real estate strategies for thousands of organizations and agencies across the Americas.

And now, particularly as uncertainty surrounding funding sources is growing, flexibility in real estate decisions is critical.

Our goal is singular.

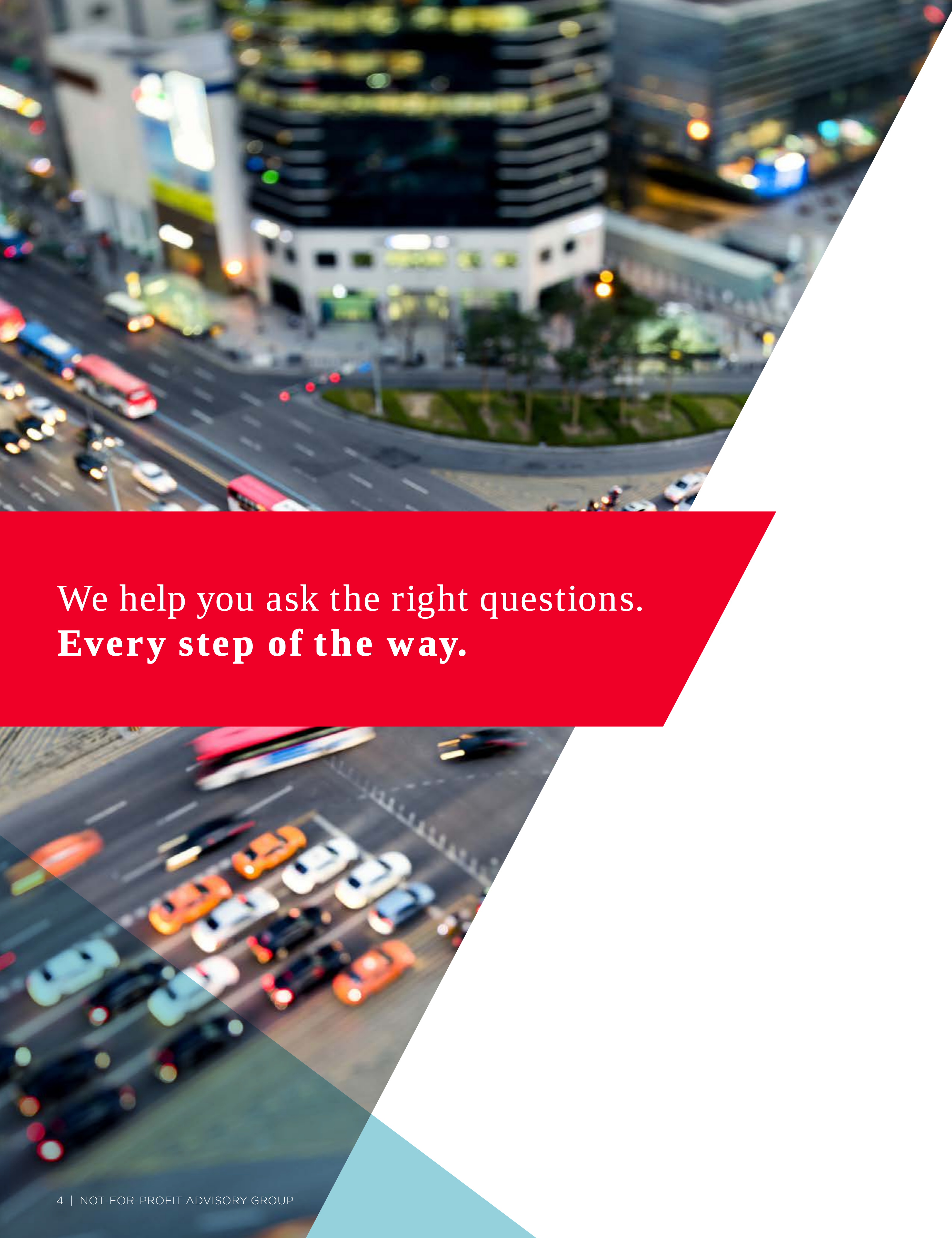
Position your organization to fulfill its mission.

HOW WE CAN HELP YOU

- Craft occupancy solutions that align with your organization's mission
- Manage the decision-making and consensus-building process
- Advocate for specialized uses that are of special concern to institutions such as schools, cultural groups and social service agencies
- Advise on effective space usage; analyze lease vs. purchase options; and lower or stabilize occupancy costs
- Facilitate and integrate the design, construction, and move-in process
- Address financial issues related to fundraising, bond financing, and government reimbursement policies

OUR VALUED CLIENTS

- Arts and Culture
- Associations
- Community, Civic, and Advocacy
- Education
- Foundations
- Government
- Healthcare
- Housing and Social Services
- Religious Institutions
- Unions



We help you ask the right questions.
Every step of the way.

KEY REAL ESTATE DRIVERS
FOR NONPROFITS & ASSOCIATIONS

MISSION

These holistic considerations with help in achieving goals [or the mission], increasing funding and recruiting and retaining employees

- Current & Future Goals
- Organizational Vision
- Value to Stakeholders
- Industry Trends
- Brand & Image
- Cultural & Generational Impact
- Operations Support Mission

"AS WE EVOLVE, HOW CAN YOU **HELP OUR WORKPLACE** STAY CURRENT?"

FINANCIAL

Financial considerations are critical to optimizing the revenue cycle and ensuring cash flow matches site costs

- Best Use of Real Estate Value
- Capital Costs & Funding
- Occupancy Costs Per Employee
- Technology Advancements
- Undepreciated Capital Costs

"HOW CAN REAL ESTATE TEAM HELP **ALIGN FINANCIALS?**"

OPERATIONAL

Operational drivers will help support mission, enhance productivity, and strengthen organizational principles

- Key Performance Indicators
- Recruiting & Retention
- Consensus Building
- Technology
- Conferencing & A/V
- Hoteling Concepts
- Mobility & Teleworking

"HOW CAN YOU HELP **BUILD THE ORGANIZATION** WE NEED?"

OCCUPANCY TRENDS
THAT WILL SHAPE YOUR DECISION-MAKING

MARKET CONDITIONS

- Real estate is often the second largest and longest-term expense on any nonprofit's balance sheet
- The increasing uncertainty of funding sources necessitates flexibility
- Changing market fundamentals across the country affect affordability
- Upward pricing in many business districts may require relocation
- Tenants' "flight to quality" has incentivized landlords to upgrade assets now home to nonprofits, reducing supply

RECRUITMENT

- The growing "Gig Economy" now comprises 20-30% of the total workforce
- Employers can much more easily hire non-permanent employees on an as-needed basis
- 40% of the workforce will be freelancers, independent contractors and 'solopreneurs' by 2020

The battle for talent crosses industries - Nonprofits compete for a labor pool that is **smart**, **ambitious** and **mobile**.

WHAT WE KNOW

ABOUT YOUR WORLD

1.4M

TOTAL NONPROFITS REGISTERED IN THE UNITED STATES

5.4%

TOTAL CONTRIBUTION TO UNITED STATES GROSS DOMESTIC PRODUCT

10.1M

TOTAL NONPROFIT EMPLOYEES IN THE UNITED STATES

REASONS NONPROFITS

STAY:

- Occupancy cost
- Success in attraction & retention of employees
- Less disruption
- It works or it works with modification
- Landlord satisfaction
- Shorter term commitment
- Commuting patterns

REASONS NONPROFITS

MOVE:

- Inefficient office layout
- Expansion or contraction needs
- Desire for location change
- Space utilization
- Obsolete base building
- Cost
- Landlord issues
- Attraction & retention issues

283 SF

THE MEDIAN SQUARE-FOOT-PER-EMPLOYEE FOR NONPROFITS & ASSOCIATIONS

#1

WASHINGTON, D.C. HAS THE HIGHEST CONCENTRATION OF 501 (C) (3) ORGANIZATION JOBS IN THE U.S.

We provide our clients with a **centrally managed** real estate team with a focus on **improving productivity** coupled with **vigilant cost control**.

THE PROCESS

HOW WE WILL GET YOU WHERE YOU NEED TO BE

1 STRATEGIC PLANNING

- Visioning
- Programming
- Analysis
- Financial Projections
- Architect Selection
- Building Consensus
- Location Drivers
- Set Strategic Plan

2 ENGAGING THE MARKET

- Market Surveys
- Property Tours
- Negotiations
- Test-fits
- Financial Analysis
- Site Selection
- Letter of Intent
- Lease Negotiations
- Board Information

3 IMPLEMENTATION

- Design
- Permitting
- Construction
- FF&E Installation
- Punch List
- Move

4 ONGOING SUPPORT

- Lease and Cost Audit
- Landlord Advocacy
- Contingency Planning
- And Everything Else...


No two organizations are exactly alike.
Let us help advance your mission.


CUSHMAN &
WAKEFIELD

About Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global real estate services firm that delivers exceptional value by putting ideas into action for real estate occupiers and owners. Cushman & Wakefield is among the largest real estate services firms with 48,000 employees in approximately 400 offices and 70 countries. In 2017, the firm had revenue of $6.9 billion across core services of property, facilities and project management, leasing, capital markets, valuation and other services. To learn more, visit www.cushmanwakefield.com or follow @CushWake on Twitter.

Cushman & Wakefield Capabilities

Service Lines

Agency Leasing
Asset Services
Capital Markets
Facility Services
Global Occupier Services
Project & Development Services
Tenant Representation
Valuation & Advisory

Property Types

Healthcare
Hospitality
Industrial
Land
Multi-family
Office
Retail

Advisory Groups

Automotive
Banking & Financial
Build-to-Suit
Data Center
eCommerce & Electronic Fulfillment
Education
Emerging Technology
Food & Beverage
Global Supply Chain Solutions
Healthcare
Land
Legal Sector
Life Sciences
Net Lease
Not-for-Profit
Ports & Intermodal
Public Sector
Rail
Sports & Entertainment
Third-Party Logistics (3PL)