



## 17 Year Old Nonprofit Alliance Gets a Makeover

The Rainmaker Companies is excited to announce plans for the emergence of a new identity for its nonprofit alliance of CPA firms. What has been known as the National NonProfit Advisors & Consultants Association (NPAC) will now be recognized as the *Nonprofit CPAs Alliance*. The name and logo has changed, and fresh marketing materials and a new user friendly, more intuitive website have been added to help members access more content, better connect with members, and engage with clients.

With this new look and name, the group hopes to significantly raise the profile of its brand so it becomes synonymous among nonprofit organizations, for depth, expertise, expanded resources, and high quality services. Nonprofit CPAs member firms serve nonprofit organizations around the world, helping them to operate more effectively, find better ways to get things done, and enable nonprofit leaders to be better equipped to serve a larger mission for their organizations. Part of the new message is directed at these nonprofit leaders, who need to know that choosing a Nonprofit CPAs member makes a difference and is a real value add for their organization. Nonprofit CPAs members have the ability, through their international network, to deliver much more than standard audit services. They are true advisors to their clients and their resources can often exceed those found at the large regional and even national firms.

"The Nonprofit CPAs Alliance has a primary purpose to provide members with resources in education and marketing, and foster collaboration among members in order to provide high-quality, comprehensive business advisory services to the nonprofit community," explains Patrick Pruett, Executive Vice President of The Rainmaker Companies. "Our members have a passion for their clients' missions, which are better served when their accountant is more informed, has a more specialized team, and is constantly learning how to improve their service to nonprofit organizations.

In addition to being able to provide certification for their nonprofit clients, Nonprofit CPAs is also excited for the first time to be in a position to invite other nonprofit professionals such as lawyers, consultants, and nonprofit leaders to join its international group to take advantage of the knowledge, resources, and expertise found among the membership.

"This group has provided our firm with useful training tools to help our professional staff as well as those of our clients. In addition, Nonprofit CPAs provides us with the opportunity to discuss not-for-profit issues with an experienced group of fellow professionals," explains Brenda DeCosta with Marcum LLP.

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