

Community Value Alliance

REPORT TO THE COMMUNITY
(2025)



Dan Reynolds, Rachel Covington, Peter Kinsella

NonProfit Synergy Alliance (NSA)

The Nonprofit Synergy Alliance aims to empower nonprofits by providing a comprehensive, one-stop hub for strategic guidance, innovative solutions, and expert support across real estate, operations, and fundraising.

Dedicated to empowering St. Louis nonprofits through a collaborative, team-based, and holistic approach, NSA is a one-stop solution, offering strategic support and expertise to help organizations amplify their impact, achieve sustainability, and thrive.

The nonprofit landscape is evolving rapidly, and traditional approaches are no longer enough. To succeed in this fast-changing environment, we need fresh tools, bold partnerships, collaborations, and innovative revenue generation, nothing is off the table.

Philanthropy is a powerful force and plays a crucial role in bridging the gap. However, today's donors are strategic investors who seek partnerships with organizations offering creative, sustainable solutions delivering greater impact. Nonprofits, like all businesses, must adapt, become more efficient, and embrace new strategies to sustain mission-critical services.

Combining the strengths of Mission Realty Advisors, Community Value Alliance, and Holmes Radford & Reynolds, NSA delivers a holistic approach to nonprofit success. Together, we offer a seamless integration of services that address real estate needs, operational efficiencies, and fundraising strategies. Our collective expertise ensures that nonprofits have access to the tools, guidance, and resources they need to thrive in their missions. We help nonprofits expand their impact, optimize resources, and achieve lasting sustainability.

Overview

During this past year, St. Louis nonprofit organizations experienced a shift in funding sources creating a vacuum for essential funding. CVA is walking side by side with our trusted partners to assist. A business minded culture, strategic planning, creative thinking, and new fundraising strategies are imperative for these organizations to succeed.

Now more than ever, CVA services can fill the vacuum created by less funding. Our three-prong approach (Service Delivery, Advanced Training and Coalition Building) to our mission has culminated in the following:

Service Delivery

- Recruited leadership positions
- Delivered Strategic Planning
- Delivered Employee Policy and Board Handbooks
- Delivered Board Development services

Advanced Training

- Delivered Nonprofit 360 Cohort to nine organizations
- Delivered Business Modeling to three organizations
- Delivered Continuing Education at St. Louis Community College
- Delivered Board Development services

Collaboration

- Worked with United Way of Greater St. Louis in delivering Nonprofit 360
- Thirteen trusted service providers delivering operational work
- Eighteen Corporate Partners advancing philanthropic scholarships to nonprofits

CVA is also pleased to announce a new collaboration, the NonProfit Synergy Alliance (NSA). This union includes CVA (Rachel Covington), Mission Realty Advisors (Peter Kinsella), and Holmes Radford Reynolds (Dan Reynolds), pictured above. The three organizations offer tailored real estate solutions, fundraising strategies, merger and combinations, as well as operational service consulting

For more information please contact Rachel Covington (rachel.covington@cvastl.org) or call 314.780.2902. See the side panel for more details.



What's Next?

During the first quarter of 2026, CVA will embark on a broad customer discovery effort. This effort will help CVA determine best next steps in our quest to strengthen and empower nonprofit organizations. Meetings include engagement with community stakeholders, donors, and nonprofit leaders. We'll use results from these meetings to tailor our service offerings. Stay tuned for more information!

Corporate Partners

Aegis Law

Alliance Technologies

Brandvein & Co., P.C.

Carmody MacDonald Law Firm

Carrollton Bank

Enterprise Business Solutions

Insperty

JLL

Graphic Connections

Omiga, Inc.

MFP Employee Benefits & HR Services, LLC

Plancorp Wealth Management

Regions Bank

Renaissance Financial

Russo Catering

Solomon Turner

Taligent, LLC

Thrivent

Executive Director's Message



----- RACHEL COVINGTON

This past year, CVA and the board of directors concentrated efforts on our collaborations.

Engrained in our culture, CVA has a collaborative model. We utilize state of the art companies to deliver specialized services to our nonprofit organizations. We lean on our Corporate Partners to further our cause, and we seek out other institutions like Washington University, Lindenwood University, and St. Louis Community College to assist us in our advanced training efforts.

As Executive Director I am delighted to say that CVA has been successful in making a difference for at least 50 nonprofit organizations in our five-year tenure. This success is directly attributed to our collaborative model.

Our latest collaborative, Nonprofit Synergy Alliance, positions the nonprofit community to receive comprehensive services to strengthen their infrastructure. This is important because strong nonprofits equate to a stronger community. We believe the St. Louis community deserves to have the best in every sector, and CVA along with our collaborative partners intend to be part of making this difference for the nonprofit community.

Respectfully,

Rachel A. Covington

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Executive Director



Community >>> Inclusivity

Value >>> Benefit to the community

Alliance >>> Work with like-minded organizations