

THE CHARITY CFO

Client Impact Story



CLIENT SUCCESS STORY:
CATHOLIC CHARITIES
OF CENTRAL NEW MEXICO

INTERVIEWEE:
Natasha Gacinski, CEO

Leading Through Change with Clarity and Confidence

The Challenge



When Natasha Gacinski stepped into the CEO role at Catholic Charities of Central New Mexico, she joined an organization deeply committed to its mission - but behind the scenes, she faced real financial and operational complexity.

The finance department wasn't producing meaningful reports. Program leaders were in the dark about where their budgets stood. Critical processes like reimbursements and invoice approvals were manual, paper-based, and difficult to track. And with a history of internal turnover and a recent deficit year, Natasha knew the organization couldn't afford to keep operating in the dark.

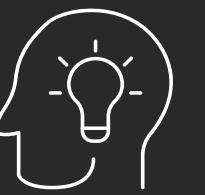
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She also faced a critical decision early in her tenure: whether to keep finance in-house—or take a leap and outsource the function entirely. It wasn't an easy choice. Her board was cautious. Internally, there were fears about losing control. And Natasha herself was new to the idea of working with an external team for such a core function.

"There was hesitation around outsourcing - real hesitation. I had never done anything like this before. But I knew we needed a change."

The Solution



The Charity CFO stepped in during a moment of organizational transition, offering the structure, expertise, and calm execution that Natasha was looking for.

Clarity in the numbers

The team provided consistent financial reports, monthly reviews, and guidance that allowed Natasha to better understand cash flow, revenue, and grant spending across the organization.

Streamlined processes

Reimbursements, payables, and check approvals—once buried in paper files and Post-it notes - were cleaned up and moved into more manageable workflows.

Better communication with leadership and the board

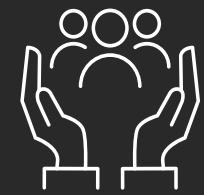
Instead of trying to piece together financials at the last minute, Natasha now receives timely reports that can be shared with her board - allowing for more proactive, transparent conversations.

A team that meets her where she is

From responding to real-time questions to tailoring reports around her needs, Natasha says the team "lets me lead" while still keeping her on track.

"I feel like I have people behind the scenes who are helping move us forward."

The Impact



Confidence in leadership

Natasha no longer wonders whether the numbers are right - or whether she's missing something that could jeopardize the mission. She's leading from a place of clarity, not chaos.

"I'm not flying blind anymore. I feel prepared. And that's a first."



A healthier financial culture

Finance is no longer siloed or reactive. Natasha is working toward a culture where department leads are empowered with data and decisions are driven by understanding, not assumption.



Support that earns trust

Despite early concerns about outsourcing, Natasha and her board now view the model as a success - one that brought consistency, expertise, and a sense of shared accountability.

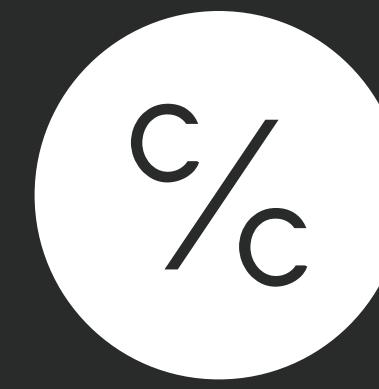
"This partnership has freed up time, stress, and mental space for me as a CEO."

Natasha's Advice to Other Nonprofits

"I get it—outsourcing your finance department sounds scary. I was nervous too. But what I've learned is that you don't lose control—you gain clarity."

"The Charity CFO came in at a moment of big change and helped bring structure and calm. It was the right call."

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