Colorado Nonprofit Association exists to strengthen nonprofits because they are crucial to a better quality of life in Colorado. Every day we educate and inform Colorado nonprofits about new ideas, best practices, and pressing public policies because with that knowledge they can achieve greater impact on Colorado communities.

Our Mission
Is to lead, serve and strengthen Colorado's nonprofit community to improve the quality of life throughout our state.
Throughout our more than 25 years Colorado Nonprofit Association witnessed the need for Colorado’s nonprofit presence in our communities grow. These nonprofits fill the gaps in services where federal, state and local governments are no longer present and/or where significant services were cut or never existed. In these stressful economic times, filling these ever-increasing gaps becomes a daunting task; this is where our experience and expertise is put to use to strengthen the sector.

In the following report we’ll discuss our methods tackling – and ultimately attaining – our collective goals and what we do with our resources ensuring our dedication to our mission. You’ll read how the collective voice of the sector through Colorado Nonprofit Association amplifies the meaningful difference the more than 19,000 Colorado nonprofits make in our communities for our citizens.
The Colorado Generosity Project, launched by Colorado Nonprofit Association in 2007, aims to increase Coloradans’ generosity toward Colorado’s more than 19,000 nonprofits. The initiative strives to build fundraising expertise within the state’s nonprofit sector and awaken the consciousness of unaware Coloradans to engage the nonprofits in their communities.

The Colorado Generosity Project seeks to reach this objective by:
1. conducting research about giving trends in Colorado;
2. helping nonprofits fundraise more effectively through verified and practiced technical assistance, and training; and
3. educating the public about the social significance of giving to Colorado nonprofits.

These tactics combine to construct a consistent and concentrated message through the sector’s donors, friends and advocates as well as messaging through the external media, increasing visibility and giving probabilities across Colorado.

Through the 2011 Colorado Generosity Project report *Understanding Giving: Beliefs & Behaviors of Colorado’s Donors*, Colorado’s nonprofit and philanthropic communities gain a richer understanding of Coloradans’ perceptions about giving, why they give and what motivates them to give more. This report provides concrete research Colorado nonprofits can utilize to increase fundraising effectiveness.

- The report, with more than 2,000 downloads since its September online release, is available at ColoradoNonprofits.org. The report published in printed form in 2012.

Through this project, Colorado Nonprofit Association likewise sought to ascertain whether charitable giving in Colorado could increase influencing Coloradans’ values, attitudes and behaviors. The Association engaged SE2, a Colorado-based communications firm, to conduct the research to find solutions.

The study asked, examined and assessed information on how donors decide particular causes and organizations to support and how often they act on those decisions, combined with data and trends among different demographic groups and regions of Colorado.

To aid nonprofits apply the results to their organizations and initiate discussions around these strategies to reach donors, the Association partnered with Mountain Sage Consulting to create and conduct a four-part “Understanding Donors” training series for 2011–12.

- More than 125 participants from various Colorado nonprofits across the state attended part one of the training series, the remainder of the series continues into 2012.
Principles & Practices for Nonprofit Excellence in Colorado is a guide developed by nonprofits for nonprofits, ensuring transparency and accountability to constituents and potential donors, bringing nonprofits together to validate sector best practices and legal requirements.

- The inaugural nonprofit standards program in 2007 initially promoted transparency and accountability for Colorado’s nonprofits so they could better perform their crucial services.


- New features include a helpful form 990 reference with a step-by-step checklist and organizational assessment, key updates, and two new principle areas: communications and information technology.

- During the year, more than 5,000 nonprofit professionals and volunteers received a printed copy of this resource or downloaded it from ColoradoNonprofits.org.

This year Colorado Nonprofit Association updated the Principles & Practices program curriculum, offering the latest educational opportunities for Colorado nonprofit professionals. These updates accompany complimentary online resources.
Promoting diversity and increasing talent within the sector, the Path with a Heart Talent Development Initiative (TDI) foresees nonprofits recruiting and retaining a talented and experienced workforce for the vitality of the sector. Accomplishing this proposal requires spreading tactics through civil society, economic vitality and effective leadership.

Research shows leadership and human capital lead most predictors to organizational effectiveness and nonprofit sustainability. Through these efforts, Colorado will be one of the first states to bring this research and expertise to fortify the sector’s workforce as well as its ascension/retention plans.

Colorado Nonprofit Association has partnered with Pathfinder Solutions to bring TDI to several communities throughout the state. The focus of the program is threefold:

1. engage competent and diverse individuals in its workforce;
2. build the sector’s capacity to recruit, develop and retain talented professionals; and
3. support successful leadership transitions.

- TDI kicked off in May with the Career Pathways and Talent Development Survey, tallying responses from more than 1,300 responders from across the state. This valuable data will be disseminated and reported in full in 2012.
The American Recovery and Reinvestment Act funded Colorado Nonprofit Association’s Strengthening Communities Fund Grant for two years beginning in 2009. Running its course in 2011 the grant allowed the Association to assist several Colorado nonprofit communities through these funds. Partnerships with other nonprofits, government and the broader community continued to be a central theme.

Focusing on two training programs in 2011 – “Working with the Media” and “Building Multiple Revenue Sources” – the fund allowed support to more than 80 organizations in the San Luis Valley and throughout Weld, El Paso, Montezuma, Montrose, Pueblo and Mesa counties. Denver Office of Strategic Partnerships offered similar training and technical assistance in Denver.

With this grant Colorado Nonprofit Association ...

- Provided 1,118 hours of technical and practical assistance to 37 community nonprofits.
- Delivered more than 182 hours of hands-on training.
- Witnessed more than 1,500 organizations throughout Colorado participate in the two years.
- Demonstrated 15 different revenue sources for 80 community nonprofits.
- Offered trainings on the Colorado Common Grant Application process through technical assistant consultant Sarah Fischler.
- Partnered with Center for Nonprofit Excellence in Colorado Springs to host advocacy training in El Paso County.
- Created *Colorado Strategic Alliances Guide* providing profiles of innovative strategic alliances around the state.

Although the grant finished in 2011, lessons learned from the experience enables Colorado Nonprofit Association to continue the strong commitment through innovative strategic programs across the state.
Colorado Nonprofit Association’s Fiscal Education Network project tackles Colorado state budget challenges by creating a community-based network promoting genuine, non-partisan discussions about Colorado’s long-term fiscal trials which affect nonprofits and their communities.

This effort is coordinated with the Colorado Reform Roundtable, a coalition of businesses, nonprofits and labor unions interested in fiscal reform. The Fiscal Education Project builds an informed nonprofit network ready to confront Colorado’s long-term fiscal challenges, provides key resource guides for nonprofits, and fosters conversations about the state’s fiscal challenges.

- More than 1,000 nonprofits have taken part in FEN activities.
- Monthly webinars and presentations across the state informed and initiated issue-based discussions about the state’s long-term budget concerns.
Colorado Nonprofit Association identifies and addresses public policies that affect the ability of nonprofits to effectively and efficiently serve our communities ensuring that elected officials and the general public support issues critical to the success of nonprofits.

We encourage nonprofits to engage in public policy work by providing training and technical assistance and by disseminating information about current and upcoming legislative issues.

**Protecting the Charitable Deduction**

Through public policy and civic engagement, Colorado Nonprofit Association continues its alliance with National Council of Nonprofits and Independent Sector continuing to engage public servants to aid in preserving and protecting charitable deductions. Several announced proposals include provisions that weaken charitable donations to fund deficit reduction and job creation efforts.

- Engaging these elected officials through rigorous dialogue, Colorado Nonprofit Association has successfully garnered support with the help of the Council of Nonprofits, signing a national letter to the supercommittee that had previously failed to agree on a comprehensive proposal through the Americans Jobs Act of 2011.

**Nonprofit Day at the Capitol**

- This day was reborn in 2011 with more than 50 representatives of Colorado’s nonprofits participating in a full day of meetings with legislators and Gov. John Hickenlooper.

Participants received training on how to navigate the Capitol, lobby its legislators and understand policy issues.
Membership in Colorado Nonprofit Association shows the commitment Colorado’s nonprofits and supporters have in recognizing the strength of a total sector is better than going it alone.

Reaching its highest level in Colorado Nonprofit Association’s more than 25 years, our membership allows us to broaden our support and create unity in our leadership through collaboration across the state. Membership not only supports our efforts through dues, it allows for more thorough persuasive voice in the public and private sectors.

- More than 1,380 Colorado’s nonprofit organizations understood the need to band together making our 2011 year-end member total the highest ever.
- Business membership support was also at an all-time high with more than 120 business supporting the important work our nonprofits do in the state.
- Group purchasing partners increased as well, aiding our members to save money on the important tools vital to their missions.
Colorado Nonprofit Association promotes nonprofit effectiveness and builds organizational and sector capacity by offering forums and trainings to nonprofit staff, directors, and volunteers in every region of Colorado. Our educational programs provide ample opportunity for nonprofit professionals to acquire the requisite skills to perform at the highest possible levels.

Fall Conference & Exhibition
Hosting our 19th annual Fall Conference & Exhibition brought together more than 700 participants—marking a 10 percent increase over the previous year’s attendance, sharing and gaining leadership skills and knowledge for real-world application to their organizations.

- The October event received the highest overall rating in the event’s history.
- We presented the inaugural Colorado Collaboration Award (see Page 12 for more information).

Leadership Luncheon Series
Two Leadership Luncheons brought experts in their fields to lead the sixth annual series, designed to initiate sector discussions on best practices. Attendees heard and discussed innovated everyday useful ideas to further them to better conduct their missions.

- The May Leadership Luncheon, with more than 170 attendees, featured Rosetta Thurman with an inspiring lecture and discussion on Cultivating Leadership Across Generations.
- Patricia Martin brought her expertise to more than 200 at the December luncheon to discuss sponsorship and marketing, speaking from her experience from her various books and engagements about the sector from a nationwide voice on capitalizing on trends.
C(3) Forum
The C(3) Forum, initiated in 2010, is a collaborative program through Colorado Nonprofit Association, Community Resource Center and Colorado Association of Funders encouraging Colorado’s nonprofits to get a better grasp of the grant making process. The Forum conducts this business through a daylong event encouraging dialogue amongst funders and nonprofits. The 2011 event took place in Loveland.

- 385 attendees took advantage of the daylong event.
- Numerous breakout sessions focused on topics of funding focusing on the various programs offered throughout the state.
- The lunch program featured Noah Atencio, Matt Carpenter, Jeannine Truswell, Kathi Wright and was moderated by Gordan Thibedeau.

Colorado Nonprofit Association sponsored or held more than 30 individual trainings across the state focusing on current issues every nonprofit must contend for success. This is an ongoing education mission making up most of the our most affordable and useful programs.

- An updated version of Principles & Practices program curriculum was introduced offering new trainings by expert presenters focusing on Communications, Board Governance & Leadership, Evaluation & Financial Management.
- Colorado Nonprofit Association continued its partnership with Community Resource Center and Metro Volunteers in the Colorado Nonprofit Training Collaborative Guide as a one-stop resource for professional development opportunities.
Colorado Nonprofit Week Awards Luncheon
Every year there are vital contributors to the sector and they were recognized again through Colorado Nonprofit Association’s Colorado Nonprofit Week Awards Luncheon. More than 750 representatives from various nonprofits, business members and government officials saw featured speaker Lt. Gov. Joe Garcia along with Colorado Treasurer Walker Stapleton and Secretary of State Scott Gessler celebrate the sector and announce the following winners …

- **2010 Legislator of the Year** – Rep. Mark Ferrandino and Sen. Al White
- **Public Service Lifetime Achievement Award** – Ken Gordan
- **Steve Graham Award for Building Nonprofit Capacity Building** – Tom Kaesemeyer
- **William Funk Award for Building Stronger Communities** – Dixie van de Flier and Joe Higgins
- **Excellence in Media Award** – The Denver Post

Colorado Collaboration Award
In 2011, Colorado Nonprofit Association and a diverse group of Colorado funders partnered to create the inaugural Colorado Collaboration Award – a $50,000 grant recognizing and inspiring outstanding collaborative work – given at the Fall Conference.

- More than 170 collaborators applied for the award, leaving a team of nonprofit, foundation, business and government officials and representatives the difficult decision to pare down the applications to select Northwest Colorado Community Health Partnership as the first-year grantee.
International Award Recognition
2011 saw our own efforts recognized through international competitions for our outstanding work informing and creating inspirational materials for our members and constituents in the state. Recognized for creative design through the Hermes Creative Awards – more than 4,400 entrants in 151 categories – and the MarCom Awards – more than 6,000 entrants in 261 categories – our communications and graphics departments, set a standard for our work and demonstrated we can be as design trendy as our for-profit compatriots. Award recognition includes:

- **Hermes Platinum Award**, Design/Publication overall *Nonprofit Colorado* (September/October 2010).
- **Hermes Gold Award**, Design/Publication overall *Nonprofit Colorado* (September/October 2009).
- **Hermes Honorable Mention**, Design/Publication overall *Nonprofit Colorado* (January/February 2011).

- **MarCom Gold Award**, Design C(3) Forum Logo, and
- **MarCom Honorable Mention**, Design 25th Anniversary Logo.
A complete redesign of the Colorado Nonprofit Association’s website ColoradoNonprofits.org occurred at the end of our silver anniversary offering not only a more comprehensive members’ only area but also more up-to-date features and easier to navigate streamlined layout. Highlights of the new design include ...

- Member login to access restricted benefits special to active members.
- Rotating news banners for a quick read on news and information affecting Colorado nonprofits.
- Direct links to our social media sites.

In direct correlation with these changes we saw greater than usual activity on this platform, they include ...

- Averaging 6,665 sessions (individual views) a day, up 24 percent previous year-to-date.
- Averaging visitor checked out at least four pages before ending their session.
- 26,427 views a day in the calendar year.
- Almost 30,000 specific user visits a week.
- Higher than average job posts – 20 percent increase of visibility of job vacancies.
- Increased resume postings for nonprofit professionals (transitioning and continuing) as well as recent graduates wanting into the field.

A new, inspirational promotional video was produced as well touting the importance of Colorado nonprofits and their missions in our communities. Debuting in concert with our 25th Birthday Bash in November, the seven-minute video is a reminder of Colorado Nonprofit Association’s advocacy of the sector.

PSAs really work, that’s why media is important. Rocky Mountain PBS, The Denver Post, Comcast, Durango Herald, KGNU radio, 9News and MyShow were integral in our mission through various shows, public service announcements, panel discussions and interviews with key personnel about how not only we, but nonprofits in general impact Colorado citizens daily.
Our easily followed and accessible programs continued through the Nonprofit Help Desk, Colorado Nonprofit GIS Map and Pro Bono Legal Service Requests.

Our highly visible Nonprofit Help Desk receives many calls regarding everyday issues affecting our sector – to both our members and nonmembers alike – giving useful information to solve routine and non-routine matters. Among the queries addressed through our Help Desk:

- starting a nonprofit;
- tax-exempt issues;
- staff and board development handbooks, professional direction and other materials;
- recruiting board members and volunteers; and
- laws governing nonprofits in Colorado.

We also unveiled the Geographic Information System (GIS). An easy-to-use tool, the Colorado Nonprofit GIS map provides a snapshot of nonprofits in a certain community. Users can search nonprofits by keyword, mission, city, county or district to find specific 501(c)(3)s in their area of concern.

Another milestone was passed with more than 100 successful placement requests from Colorado Nonprofit Association for transactional legal aid through the Colorado Nonprofit Pro Bono Legal Group. The scope for help was successfully broadened allowing organizations easier access to the process of pro bono legal work.
Colorado Nonprofit Association boasts a diverse board of directors, committee members and volunteer leadership. This distinctive group, culled from every community Colorado Nonprofit Association represents in our state, shares their expertise and experience through our organization for Colorado’s nonprofits.

The directors and volunteer leadership guide several committees, events and task forces with the best interest of Colorado's nonprofit sector in mind.

Rebecca Arno, Board Chair  
The Denver Foundation

Juan Botello, Past Board Chair  
Graland Country Day School

Kevin Seggelke, Board Vice Chair  
Food Bank of the Rockies

Lisa Meacham, Board Treasurer  
Ehrhardt Keele Steiner & Hottman (EKS&H)

Lydia McCoy, Board Secretary  
The Raymond Wentz Foundation

John Arigoni  
Boys & Girls Club of Metro Denver

Bruce Atchison  
Colorado Early Learning Partnership

Mary Carraker  
Project Self-Sufficiency of Loveland-Fort Collins

Sonya Garcia Ulibarri  
Girls Incorporated of Metro Denver

Noreen Keleshian  
Rocky Mountain Conference of the United Methodist Church

Monique Lovato  
Xcel Energy

Carolyn Love  
Kebaya Coaching – Consulting, Inc.

Elaine Mariner  
Town of Parker

Christine Marquez-Hudson  
Mi Casa Resource Center

Rich Martinez  
Young Americans Center for Financial Education

Maureen McDonald  
Denver Museum of Nature & Science

Amanda Mountain  
KTSC Pueblo – Rocky Mountain PBS

Michaelle Smith  
Hilltop Community Resources

Tim Walsworth  
United Way of Southwest Colorado

Brad Young  
RX Plus Pharmacies

In 2011 Colorado Nonprofit Association bid farewell to these board members upon successful completion of their terms. We recognize and appreciate their leadership and counsel in all their past endeavors and look forward to future collaborations.

Tom Downey, Board Chair 2008–09; Board Member 2006–11  
City of Denver

Frances Owens, Board Member 2009–11  
Galloway Group

New appointees join our board in 2012. They bring years of experience to our current board and we look forward to them sharing their knowledge to strengthen the sector.

Christine Marquez-Hudson  
Mi Casa Resource Center

Maureen McDonald  
Denver Museum of Nature & Science
Each of the following donors and sponsors made the statewide programs, initiatives and events possible in 2011. Without their support Colorado Nonprofit Association’s task to impact and strengthen the state’s nonprofits would suffer. We are grateful for and look forward to working with each in the future.

General Operating Support
Anschutz Family Foundation
Bonfils-Stanton Foundation
The Colorado Health Foundation
Daniels Fund
El Pomar Foundation
Gay & Lesbian Fund for Colorado
The Jay and Rose Phillips Family Foundation of Colorado
Rose Community Foundation
Schlessman Family Foundation
Temple Hoyne Buell Foundation

Donors and Sponsors

Professional Development Track Sponsors
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Silver Sponsors
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Mountain States Employers Council
Pinnacol Assurance
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Bronze Sponsors
The Colorado Health Foundation
Colorado Housing and Finance Authority
Developmental Disabilities Resource Center
Ehrhardt Keefe Steiner & Hottman PC
Kundinger Corder & Engle PC
Wells Fargo

Copper Sponsors
Holland and Hart
Mountain States Employers Council

In-kind Sponsor
Pismo Fine Art Glass

Leadership Luncheon Series
Bonfils-Stanton Foundation
Ehrhardt Keefe Steiner & Hottman PC
Pinnacol Assurance
University of Denver, University College
US Bank

Colorado Nonprofit Week Awards Luncheon
Presenting Sponsor
Boettcher Foundation

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The Denver Foundation

Media Sponsors
Colorado Statesman
The Denver Post
Diamond Sponsor
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Gold Sponsors
The Colorado Health Foundation
The Colorado Trust
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C(3) Forum
Community Foundation of Northern Colorado
The Community Foundation Serving Greeley and Weld County
United Way of Weld County
United Way of Larimer County

Program Sponsors
Principles & Practices for Nonprofit Excellence in Colorado
Ballantine Family Fund
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Erhardt Keele Steiner & Hottman PC
Kaiser Permanente
The David & Lucile Packard Foundation
Polsinelli Shughart

Fiscal Education Network
Bohemian Foundation
Chambers Family Foundation
The Colorado Health Foundation
The Colorado Trust
Gay & Lesbian Fund for Colorado
Rose Community Foundation

Path with a Heart Talent Development Initiative
Bacon Family Foundation
Leighty Family Fund
The David & Lucile Packard Foundation
Piton Foundation
Wells Fargo Foundation

Colorado Generosity Project
The Colorado Health Foundation
The Denver Foundation
The Fuel Team
Gay & Lesbian Fund for Colorado
Gill Foundation
Mile High United Way
The David & Lucile Packard Foundation
Xcel Energy

Colorado Collaboration Award
Anschutz Family Foundation
Anschutz Foundation
Boettcher Foundation
The Colorado Health Foundation
The Colorado Trust
Community Shares of Colorado
Daniels Fund
The Denver Foundation
Denver Office of Strategic Partnerships
El Pomar Foundation
Gay & Lesbian Fund for Colorado
Gill Foundation
Kaiser Permanente
The Kenneth King Foundation
The LARRK Foundation
The Women's Foundation of Colorado
Xcel Energy Foundation

Individual Donors
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Phil Eggers
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Kristin Todd
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Brad Young

Premium Level Business Members
Anton Collins Mitchell, LLP
Fireside Production
Firespring
Guaranty Bank & Trust
Mountain States Employers Council
Office Depot
Roecker Consulting Group, LLC
Xcel Energy
Colorado Nonprofit Association’s successes are otherwise unachievable without the effort and dedication of our staff members; we recognize the following staff for the reporting year, and the first year they joined us.

Renny Fagan (2009)  
*President and CEO*

Rebekah Glatt Cardonsky (2010)  
*Program and Development Coordinator*

Libby Frey (2011)  
*Office Manager and Bookkeeper*

Londell Jackson (2012)  
*Director of Education and Programs*

Stephanie Doehler (2011)  
*Events Coordinator*

Andrew Lindstad (2010)  
*Fiscal Education Network Coordinator*

Jeannie Nims (2008)  
*Chief Financial Officer*

Eileen Prosser (2011)  
*Director Development and Marketing*

Sara Raab (2003)  
*Manager of Special Projects*

Gerry Rasel (2007)  
*Director of Membership Services*

Erin Spletzer (2005)  
*Communications Coordinator*

Mark Turner (2003)  
*Director of Public Policy*

Welcome aboard new staff for 2011.

Libby Frey  
*Office Manager and Bookkeeper*

Stephanie Doehler  
*Events Coordinator*

Eileen Prosser  
*Director Development and Marketing*

We also acknowledge the contributions from staff no longer with us but made contributions in the reporting year.

Sharon Knight, CFRE (2005)  
*Vice President and Chief Operating Officer*
Colorado Nonprofit Association demonstrated sound fiscal management and accountability measures in 2011, as shown in the audit completed by BKD CPAs & Advisors. The financial information shown represents Colorado Nonprofit Association, Citizen Action for Colorado Nonprofits (the Association’s 501(c)(4) arm), and Colorado Nonprofit Insurance Agency Inc. (the for-profit insurance agency owned by the Association).

Total Assets
- $1,761,844

Total Liabilities
- $357,601

Total Unrestricted Net Assets
- $1,053,717

Total Change in Net Assets
- ($4,216)

Cash and Cash Equivalents End of Year
- $763,364

The complete Colorado Nonprofit Association 2011 Audit is available at ColoradoNonprofits.org.