2012 ANNUAL REPORT

Serving nonprofits. Strengthening communities.
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 critical public policies so they can achieve greater impact on Colorado communities.

Colorado Nonprofit Association’s MISSION is to lead, serve and strengthen Colorado’s nonprofit community to improve the quality of life throughout our state.
Working Harder AND Smarter, the Nonprofit Narrative in Colorado 2012

During one of the more challenging years in recent memory for Colorado’s nonprofit communities, Colorado Nonprofit Association recognized this and upped the ante of trainings throughout Colorado, services to members and advocacy for all nonprofits. With the ever continuing need for Colorado’s nonprofit presence to further fill the gaps in services that were cut or never existed, it was more crucial for Colorado Nonprofit Association not only to use its experience and expertise to strengthen nonprofits, but also form ways to collaborate for success of the sector.

The following report discusses our methods confronting those collective goals and what Colorado Nonprofit Association does with its resources ensuring dedication to mission. You will read further how the collective voice of the sector, through Colorado Nonprofit Association, amplifies the meaningful difference the more than 18,000 registered Colorado nonprofits make in our communities for our citizens.

- We offered the remaining three parts in 2012: Tradition, Perception and Making the Right Appeal; Cultivating Individual Donors; and The Board’s Role in Fundraising.
- More than 600 nonprofit professionals from nine Colorado communities attended at least one session (several attended more than one).
- We published 10 themed, in-depth briefs based on *Understanding Giving: Beliefs & Behaviors of Colorado’s Donors*. The data from these supplemental reports allows nonprofits to better target and segment their donor base and help strengthen their organizations’ overall appeal. These briefs included:
  - Understanding Donors: Across Generations
  - Income Differences
  - Men, Women and Charity
  - Generosity and Political Affiliation
  - Who Gives: Animal Related Causes
  - Who Gives: Youth Related Causes
  - Who Gives: Health and Medical Causes
  - Who Gives: Education
  - Who Gives: Human Services
  - Donors Who Research.

Colorado Nonprofit Association’s **COLORADO GENEROSITY PROJECT** aims to increase Coloradans’ generosity toward the state’s more than 19,000 nonprofits. The initiative strives to build fundraising expertise within Colorado’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.
Over the two-year span of the project (2011–12), Colorado Nonprofit Association’s Fiscal Education Network tackled 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.

The Fiscal Education Project built an informed nonprofit network ready to confront the state’s long-term fiscal challenges, provided key resource guides for nonprofits, and fostered conversations about these challenges.
Colorado Collaborative for Nonprofits opened its doors Nov. 15 with a ribbon-cutting ceremony to inaugurate the new nonprofit center, which includes open office space on the second floor and a first floor training center at 789 Sherman Street, Denver.

Colorado Nonprofit Association (with Colorado Nonprofit Insurance Agency), Colorado Nonprofit Development Center, Community Resource Center, Community Shares of Colorado and Metro Volunteers worked together nearly two years to achieve a shared space arrangement. As innovative leaders, the partner organizations are committed to fulfilling the promise of collectively increasing what they do to support Colorado’s nonprofits through COLORADO COLLABORATIVE FOR NONPROFITS.

Long-term goals are to create a central hub for nonprofit trainings, meetings and distribution of resources, workforce development and changing business models, while seeking administrative cost savings for the partner organizations.
• We published Crafting Pathways: A Colorado Nonprofit Talent Development Report based on the data collected from the 2011 online survey with 1,300 responses. This report contains a wealth of data about the nonprofit workforce and the relationship between talent development and organizational sustainability.

• We made community connections to gain support from local nonprofit leaders for county workforce assessments and future activities for the initiative.

• With the help of county nonprofit partners, we completed a local nonprofit workforce survey in Boulder, El Paso, Mesa and Pueblo counties totalling 575 respondents.

Promoting diversity and increasing talent within the sector, the PATH WITH A HEART TALENT DEVELOPMENT INITIATIVE (TDI) aims to assist nonprofits recruiting and retaining a talented and experienced workforce for the vitality of the sector. Through these efforts, Colorado will bring this research and expertise to strengthen the sector’s workforce, leadership development and retention.
We communicated frequently with Colorado’s members of Congress against Washington D.C.’s proposals to reduce the federal deficit which included limits on the value of itemized deductions for taxpayers.

Three hundred Colorado nonprofits signed a letter we sent urging the state’s members of Congress to protect the charitable deduction, and more than two-thirds of sign-on nonprofits provided quotes communicating the value of the charitable deduction to the people they serve.

Forty nonprofits participated in Nonprofit Day at the Capitol to receive training on how to navigate the Capitol, lobby its legislators and understand policy issues.

Working with the secretary of state’s office, we led the effort to pass House Bill 12-1236, which gives nonprofits a three-month extension on their annual charitable solicitations report if they have already requested an extension to file their IRS Form 990.

Partnering with Colorado Participation Project and Nonprofit Vote, we helped promote the inaugural National Voter Registration Day. Fifteen nonprofits throughout the state served as voter registration sites and registered 140 voters.
• Colorado Nonprofit Association membership remained strong with 1,338 nonprofit members (1,515 members total with businesses and individuals/students) at the end of 2012.

• One hundred and nine new members joined Colorado Nonprofit Association during the year.

• Showing increased support of the sector, three businesses moved up to or joined at the new top level Leadership Circle of Colorado Nonprofit Association business membership.

• With an average attendance of 20, we conducted seven Colorado Nonprofit Association Member Benefit Reviews and six Association Samplers across Colorado – the most successful taking place in Carbondale with three organizations joining after attending the sampler.

**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. Membership allows the organization to broaden its support and create unity in its leadership through collaboration across the state. Members not only support Colorado Nonprofit Association efforts through dues, they allow for a more thorough persuasive voice in the public and private sectors. Colorado Nonprofit Association exists because of the support of its members.
**WHAT WE DO**

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 **EDUCATION AND LEADERSHIP DEVELOPMENT** programs provide ample opportunity for nonprofit professionals to acquire the requisite skills to perform at the highest possible levels.

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**Fall Conference & Exhibition** – The premier annual event for Colorado’s nonprofit sector, Colorado Nonprofit Association’s Fall Conference & Exhibition draws nonprofit decision makers, foundation trustees and staff, corporate giving officers, and consultants and vendors who work with nonprofits. The conference is two full days packed with new ideas, timely information and great networking.

- With a 21 percent increase in attendance from 2011, the 20th annual conference energized and engaged 850 participants – the most since it expanded to the two-day format in 2009 – sharing and gaining Leadership skills and knowledge for real-world application to their organizations.

- The conference featured a plenary from Deirdre Maloney on the “Tough Truths” about leadership, the presentation of the second annual Colorado Collaboration Award and a discussion by former Colorado Governors Bill Owens and Bill Ritter – along with moderator, Cynthia Hessin from Rocky Mountain PBS – on their perspectives of what the 2012 election means for Colorado nonprofits.

**Leadership Development Series** – In 2012, Colorado Nonprofit Association revamped the Leadership Development Series format to provide professional development opportunities offering greater content and in-depth peer learning options. Two Leadership Development events brought experts in their fields to lead the seventh annual series. Attendees heard and discussed innovated useful ideas to further them in better conducting their missions.

- Nonprofit Branding Boot Camp, the May Leadership Development event, featured Mission Minded with a full-day intensive on brand identity and messaging. The more than 125 attendees rated the program 4.7 out of 5.

- Stephanie Roth from Klein & Roth Consulting brought her expertise to this half-day event in December to discuss successful fundraising.

**C(3) Forum** – The C(3) Forum 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 and relationship building amongst funders and nonprofits.

- Filling to capacity, the 2012 event hosted 315 attendees in Denver.

- Numerous breakout sessions focused on topics of funding focusing on the various programs offered throughout the state.
Principles & Practices for Nonprofit Excellence in Colorado – Principles & Practices for Nonprofit Excellence in Colorado, an integral program of Colorado Nonprofit Association, continues to be in demand throughout the state. This 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.

In 2012, we distributed approximately 7,760 hard copies of the second edition of this publication across Colorado. In addition to the hard copy distribution, nearly 300 electronic copies were downloaded from Colorado Nonprofit Association’s website.

Colorado Nonprofit Association continued providing crucial statewide trainings based on the publication and continued developing and updating curricula for the principle areas.

Educational Trainings – Colorado Nonprofit Association offers educational programming across the state on current topics and issues every nonprofit must contend for success. With in-person trainings and webinars, Colorado Nonprofit Association aims to develop leaders and strengthen the organizations they serve.

- Colorado Nonprofit Association hosted 21 individual trainings and webinars across the state in 2012 (excluding Colorado Generosity Project sessions) these programs focused on trends in nonprofit management with an emphasis on communications and fundraising.
- Colorado Nonprofit Association partnered with national speakers and organizations through its membership with National Council of Nonprofits. This opportunity offered Colorado Nonprofit Association members access to trainings they may not normally receive.
- 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.
- In 2012, we distributed approximately 7,760 hard copies of the second edition of this publication across Colorado. In addition to the hard copy distribution, nearly 300 electronic copies were downloaded from Colorado Nonprofit Association’s website.

Colorado Nonprofit Association partnered with Rocky Mountain PBS (RMPBS) offering an exclusive screening of the documentary, Saving Philanthropy, followed by a lively discussion with producer Kate Robinson. This film highlights how several social service organizations developed and used program evaluation tools to measure success and improve outcomes.

- One hundred three nonprofit staff, board members and funders attended the event, at no cost to Colorado nonprofit Association and RMPBS members.
Colorado Nonprofit Week Awards Luncheon – Each year Colorado Nonprofit Association recognizes the vital contributors to the nonprofit sector through the annual Colorado Nonprofit Week Awards Luncheon.

- Featured speakers Colorado Governor Chief of Staff Roxane White, Colorado Treasurer Walker Stapleton, with Colorado Secretary of State Scott Gessler addressed more than 840 nonprofit, business and government officials (10 percent attendance increase over 2011) who gathered to celebrate during this 17th annual event.

- Colorado Nonprofit Association introduced the **Nonprofit Impact Award** in 2012, recognizing a public official whose outstanding leadership and dedication has advanced the sectorwide public policy goals. Colorado Nonprofit Association selected Sen. Rollie Heath for the inaugural award.

- Colorado Nonprofit Association selected the following winners for these established awards …
  
  - **William Funk Award for Building Stronger Communities** – Mary Anne Harvey, The Legal Center for People with Disabilities and Older People and David DeLay, Bayaud Enterprises
  
  - **Steve Graham Award for Building Nonprofit Capacity Building** – Lance Cheslock, La Puente Home
  
  - **Excellence in Media Award** – Rocky Mountain PBS
  
Colorado Collaboration Award – The Colorado Collaboration Award acknowledges and encourages successful collaborative work. Created in 2011 by a diverse group of Colorado funders, it provides a $50,000 prize each year to an outstanding collaboration – given at the Fall Conference & Exhibition.

- Nearly 100 collaborations applied for the 2012 award, leaving a team of nonprofit, foundation, business and government officials and representatives the difficult decision to pare down the applications.
- They selected Boulder County IMPACT as the grantee.

- Colorado Nonprofit Association developed a searchable online database at ColoradoCollaboration.org of Colorado-based collaborations based on Colorado Collaboration Award applicants. Visitors can view information about each collaboration’s structure, goals, results, geographic areas served, and whether the group is accepting new partners.

Nonprofit Colorado – Continuing to set the standard for its efforts, Colorado Nonprofit Association received recognition through international competition for our newsletter, Nonprofit Colorado. Hermes Creative Awards – more than 4,700 entries in 179 categories in seven forms of media and communication efforts – recognized Nonprofit Colorado for a second consecutive year.

- Colorado Nonprofit Association’s September/October 2011 issue received a Hermes Gold Award for its creative design.

Published bimonthly and read by 2,200 nonprofits and supporters, Nonprofit Colorado is Colorado Nonprofit Association’s main communiqué and the most-used benefit of Colorado Nonprofit Association membership. This publication discusses current issues and best practices in the sector and is a source of vital information on how to operate an effective and efficient nonprofit.
Colorado Nonprofit Association’s website ColoradoNonprofits.org continued serving as a central location for critical information and resources to support the nonprofit sector.

- Nearly 364,918 unique visitors went to the website each day – about 69 percent returning visitors.
- The average visitor looked at approximately four pages per session, resulting in a site-wide total of 5,290,962 page views during the year.
- The Nonprofit Job Board remained one of the most popular pages on the site, averaging 63,000 unique page views a month.
- Career Center postings increased across the board over 2012 – the Job Board experienced a 5 percent increase with 4,363; resume postings increased by 9 percent with 158; and the Internship Board had the greatest jump with 251 postings, up 46 percent.

Channel 7, Comcast Newsmakers, Denver Business Journal, The Denver Post and Rocky Mountain PBS 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 Coloradans daily.
Colorado Nonprofit Association’s accessible program resources continued through the Nonprofit Help Desk, *Colorado Nonprofit Salary & Benefits Survey*, pro bono legal service requests and insurance services through Colorado Nonprofit Insurance Agency.

Colorado Nonprofit Association’s highly visible **Nonprofit Help Desk** receives many calls regarding everyday issues affecting the sector – giving useful information to solve routine and non-routine matters.

- The Nonprofit Help Desk received and responded to more than 400 direct inquiries from more than 200 organizations and individuals in 2012.

- Among the queries addressed through our Help Desk: board governance, compliance issues and tax-exempt matters.

Colorado Nonprofit Association released the 2012 edition of *Colorado Nonprofit Salary & Benefits Survey*, a biennial publication helping nonprofits create an affordable and attractive environment that will help support and retain employees.

- The survey provides salary data for more than 90 positions by organizational budget size, geographic region, focus of service, and bilingual/multi-lingual (preferred, required or not considered). It also contains salary data on executive director salaries broken down by more factors.

- The latest edition features lots of data on a wide range of employee benefit topics such as health insurance, Flexible Spending Accounts, retirement plans, benefits offered to part-time employees, leave time and more.

The **Colorado Nonprofit Pro Bono Legal Group** is an initiative of Colorado Nonprofit Association and Colorado Lawyers Committee to match 501(c)(3) nonprofit organizations in need of transactional legal assistance with volunteer lawyers who can help.

- In 2012, the Pro Bono Legal Group placed more than 93 percent of the qualifying requests.
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 Maacham  Board Treasurer
Ehrhardt Keefe Steiner & Hottman
Lydia McCoy  Board Secretary
The Raymond Wentz Foundation
John Arigoni
Boys & Girls Club of Metro Denver
Bruce Atchison
Education Commission of the States
Mary Carrahaer
Project Self-Sufficiency of Loveland-Fort Collins
Kristen Karabensh
Bohemian Foundation
Noreen Keleshian
Rocky Mountain Conference of the United Methodist Church
David Livingston
HealthTeamWorks
Monique Lovato
Xcel Energy
Carolyn Love
Kebaya Coaching – Consulting, Inc.
Elaine Mariner
Town of Parker
Christine Marquez-Hudson
Mi Casa Resource Center
Tom Massey
Colorado Department of Health Care Policy and Financing
Maureen McDonald
Denver Museum of Nature & Science
Amanda Mountain
KTSC Pueblo/Rocky Mountain PBS
Michaelle Smith
Hilltop Community Resources
Kristen Sundin
Colorado State Bank and Trust
Jeannine Truswell
United Way of Weld County
Sonya Ulbarri
Girls Incorporated of Metro Denver
Eileen Wasserbach
Southern Ute Community Action Programs

In 2012 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.

Rich Martinez  Board Member 2009–12
Young Americans Center for Financial Education
Tim Walsworth  Board Member 2007–12
United Way of Southwest Colorado
Brad Young  Board Member 2010–12
RX Plus Pharmacies

New appointees join our board in 2013. They bring years of experience to our current board and we look forward to them sharing their knowledge to strengthen the sector.

Kristen Karabensh
Bohemian Foundation
David Livingston
HealthTeamWorks
Kristen Sundin
Colorado State Bank and Trust

Colorado Nonprofit Association has 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.
We recognize the current staff and the first year they joined us.

Renny Fagan  
President and CEO  
2009

Rebekah Glatt Cardonsky  
Program and Development Coordinator  
2010

Linda Chaisson  
Accountant and Office Manager  
2013

Londell Jackson  
Director of Education and Programs  
2012

Raquel Najera  
Event Coordinator  
2013

Jeannie Nims  
Chief Financial Officer  
2008

Eileen Prosser  
Director of Development and Marketing  
2011

Sara Raab  
Manager of Special Projects  
2003

Gerry Rasel  
Director of Membership Services  
2007

Erin Spletzer  
Graphic Designer and Communications Coordinator  
2005

Mark Turner  
Director of Public Policy  
2003

Welcome aboard new staff for 2012.

Londell Jackson  
Director of Education and Programs

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

Andrew Lindstad  
Fiscal Education Network Coordinator  
2010

Richard Peterson  
Economic Recovery and Outreach Coordinator  
2008

Sarah Stockton  
Manager of Education and Leadership Development  
2010

Colorado Nonprofit Association’s successes are otherwise unachievable without the effort and dedication of our STAFF members.
Each of these DONORS AND SPONSORS made the statewide programs, initiatives and events possible in 2012. 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.
Colorado Nonprofit Association demonstrated sound fiscal management and accountability measures in 2012, as shown in the audit completed by BKD CPAs & Advisors. The financial information shown represents Colorado Nonprofit Association, Citizen Action for Colorado Nonprofits (Colorado Nonprofit Association’s 501(c)(4) arm), and Colorado Nonprofit Insurance Agency Inc. (the for-profit insurance agency owned by Colorado Nonprofit Association).

### 2012 Income by Type

- **Public Support**: 43%
- **Membership Dues**: 28%
- **Program Service Revenue**: 28%
- **Other**: 1%

### Expenditures by Function

- **Program Service**: 77%
- **Administration**: 19%
- **Fundraising**: 4%

### Financial Summary

- **Total Assets**: $1,813,748
- **Total Liabilities**: $404,794
- **Total Unrestricted Net Assets**: $1,019,706
- **Total Change in Net Assets**: $4,711
- **Cash and Cash Equivalents End of Year**: $683,554

The complete Colorado Nonprofit Association 2012 990 is available at ColoradoNonprofits.org.