One of the great joys in life is pride in accomplishment, and I am very proud of the achievements of the Colorado Nonprofit Association in 2007. This was a year of so many accomplishments that I won’t even try to list them. Still, if pressed to choose just one, I’d say that the establishment of the Principles and Practices for Nonprofit Excellence in Colorado program stands out as our greatest accomplishment of 2007. That program promises to have the most wide-reaching, long-lasting influence on the future of the nonprofit sector in Colorado, as nonprofits now have a valuable guidebook to help them achieve greater levels of accountability, transparency, and effectiveness.

Like most nonprofits in the state, our organization spent the latter part of the year studying the recommendations in that guidebook and measuring our own practices against them. We found (as most organizations probably did) that we were in compliance with most of the recommendations, but there were areas where we could improve. That’s the beauty of Principles and Practices: we now have commonly accepted best practices to help us measure our work and further excel.

As we closed 2007 and looked forward to 2008, the board reaffirmed its desire to engage with nonprofits across Colorado to ensure we take an appropriate leadership position on the most pressing issues of the day. We ardently appreciate the work of the nonprofit sector and will support that work in the most meaningful manner possible. Thus we encourage you — as organizations and individuals — to share your thoughts about your needs and the directions we should take.

I look forward to working with you on the challenges of 2008, and to celebrating your successes!

Tom Downey
President, The Children’s Museum of Denver
Chair, Colorado Nonprofit Association Board of Directors

From the President and CEO

2007 was a watershed year for both the Colorado Nonprofit Association and the state’s nonprofit sector. The Colorado Generosity Project, which we had been planning and phasing in for over two years, burst onto the public scene with the release of two important documents, Principles and Practices for Nonprofit Excellence in Colorado and The State of Giving: A Profile of Individual Charitable Giving in Colorado.

Principles and Practices was the culmination of thousands of hours of work, so there are more people to thank than would fit on this page...in very, very small type. But our volunteer leadership for that project — including the Principles and Practices Advisory Council and Regional Advisory Councils — deserve to be singled out for their tremendous contributions of time and talent. Because the Generosity Project aims to build the capacity of organizations all over Colorado to tell their stories and demonstrate their trustworthiness, impact and value, the help of these two groups in tailoring the project to the needs of their communities was vital. See “Committees and Volunteer Leadership” on pages 11-12 for a list of these exemplary leaders.

Our State of Giving report profiled individual charitable giving in Colorado and highlighted the sobering fact that Coloradans give less than most other Americans. This doesn’t mean that Coloradans are not generous; from experience we know otherwise. But it does demonstrate that we nonprofits need to do a better job of telling our stories to our communities, our constituencies, and our donors.

On behalf of the Colorado Nonprofit Association, I invite you to take advantage of the publications and training opportunities of the Colorado Generosity Project to take your effectiveness, stewardship and fundraising capacity to a higher level.

Thanks for all the great work you do in Colorado!

Charley Shimanski
President and Chief Executive Officer
Colorado Nonprofit Association
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2007 was a momentous year for the Colorado Nonprofit Association. We continued to build core competencies in each of our functional areas (advocacy and communications, membership, educational programs, public policy, resource development, and organizational infrastructure) to help us better serve the sector. We also continued initiatives begun in previous years, like the annual report, public forums on issues of interest to the sector, and the Leadership Luncheon Series. And, perhaps most significantly, we began to implement the Colorado Generosity Project, an initiative designed to increase charitable giving throughout the state. Here are some of the year’s highlights (page numbers refer to areas in this report where you can find more information):

- We worked with an advisory council and with nonprofit organizations across the state to develop and sanction Principles and Practices for Nonprofit Excellence in Colorado, a guidebook detailing 9 principles and 120 best practices for Colorado nonprofits. (p. 9)
- We began developing a series of training programs to help nonprofits understand and implement each of the principles and many of the key practices. Training sessions were held in five locations around the state: Denver, Durango, Grand Junction, Loveland, and Pueblo. Attendance was strong at the workshops, and participants expressed gratitude for the opportunity to learn more about best practices. (p. 9)
- We developed additional classes and complementary training guides to support the Colorado Generosity Project’s fundraising initiative. (p. 9)
- The 2007 Leadership Luncheons were very successful, bringing four top-notch speakers in to discuss some of the most critical issues facing nonprofits today. (p. 6)
- We commissioned Johns Hopkins University’s Center for Civil Society Studies and Corona Research to help complete The State of Giving: A Profile of Individual Charitable Giving in Colorado. This study, which highlighted charitable giving trends throughout the state, was released with a very successful media launch and press conference, including commentary by Governor Bill Ritter. (p. 10)
- Our Membership team worked diligently to establish additional group-purchase programs to aid members in achieving cost-savings in their daily operations. (p. 4) We also made a concerted effort to communicate those opportunities – as well as other available benefits – to members. We put a greater emphasis on member engagement in 2007.
- Educational programs were again well received. In 2007 we offered a total of 53 educational workshops, and we saw a 17 percent increase over 2006 in the number of participants. (p. 5)
- Our 2007 Fall Conference & Exhibition was held at the Adam’s Mark Denver Hotel on October 26 to a large showing – 820 participants. (p. 6)
- Our 2007 Eastern Region Conference was held May 7 in Pueblo. About 150 participated. The conference received excellent ratings on presenters, timeliness of topics, and venue. (p. 6)
- Our Awards Luncheon celebrating Colorado Nonprofit Week was a big success, drawing nearly 1,000 attendees. Three of Colorado’s highest public officials (Governor Bill Ritter, Secretary of State Mike Coffman, and Attorney General John W. Suthers) spoke to the record crowd. (p. 6)
- The Association played an important role in convening the Charities Task Force, an advisory body to review and recommend changes to improve oversight of and public education on behalf of nonprofits. (p. 7)
- We also convened a forum in the summer on the work of the Blue Ribbon Commission on Health Care Reform to educate nonprofits about four comprehensive health care reform proposals under consideration. (p. 7)

The Colorado Nonprofit Association has been vigilant and proactive in identifying new ways to lead and support the nonprofit sector in Colorado. We are most grateful for the collaborative relationships forged throughout the year, and know we could not have accomplished our goals to the extent we did without an enormous contribution of volunteer hours and in-kind expertise from individuals across the state. Many thanks also to the numerous foundations and businesses that supported our organization with grants in 2007. We appreciate your faith in our mission and your support of this important work.

Sharon A. Knight
Vice President and
Chief Operating Officer
Colorado Nonprofit Association
As a membership-based organization, we strive to meet the needs of our members. Through our trainings, lobbying, support and leadership we help our members become more efficient and effective. Together with our members, we make a stronger Colorado.

In 2007 we welcomed more than 125 new nonprofit organizations to membership in the Colorado Nonprofit Association. Each new Association member strengthens the voice and the influence of the sector. Membership growth is important because it allows our voice to be heard on important legislative issues. It also gives us leverage with the business sector when negotiating member-only benefits, including reduced pricing on services and products.

We undertook a complete review of our membership dues in 2007, and on September 1 we introduced a new dues structure more closely aligned with the budget codes used by the state of Colorado. This change will enable the Association to better compare our membership statistics with information on nonprofits gathered by the state. Along with the restructure, a dues adjustment was put into effect in August which allowed for the creation of a new, more accessible membership level for the smallest nonprofits – those with annual budgets of $25,000 or less. The dues adjustment also created a new level for the top-tier nonprofits – those with annual budgets of $20 million or greater – while at the same time more evenly distributing dues rates according to organizational budget and size.

To continue our outreach efforts to rural nonprofits, we reevaluated our staffing pattern and combined our membership and education teams – in the process creating a new position, manager of education and membership outreach.

The Benefits of Membership
Providing the benefits that our members find most advantageous continues to be a top priority of the Association; accordingly, 2007 saw increased benefits to Association members. The creation and implementation of a Resume Board and additions to the group purchasing program were among the year’s highlights.

Insurance Offerings
Nonprofit Resources, Inc., a wholly-owned, for-profit subsidiary of the Association, provides access to insurance for our members. In every survey, our members have identified this service as one of the most important benefits we offer.

Nonprofit Resources’ insurance professionals offer a wealth of insurance products, and they have the knowledge and expertise to help nonprofits choose the products that offer the protection they need. Offerings include –

- Employee benefit products – health, dental, and vision plans
- Liability insurance
- Directors & Officers insurance
- Worker’s Compensation insurance

(See Nonprofit Resources on page 47.)

Online Services
Our many online services are designed for quick, accurate access to information. Online information is always being updated to insure our members are receiving the most current news and data.

- Business Member Search: This service makes it easy to search our current business member database to find companies offering the products and services that nonprofits need. These businesses have special expertise in serving nonprofits, and many offer special nonprofit rates.
- Event Calendar: This calendar, where member and nonmember organizations can list their upcoming events (cost-free for members), received 422 postings in 2007, a 20 percent increase over 2006.

Members by Budget

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<tr>
<th>Budget Range</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Less than $100,000</td>
<td>25%</td>
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<tr>
<td>$100,000 - $249,999</td>
<td>22%</td>
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<td>16%</td>
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<tr>
<td>$5M - $10M</td>
<td>3%</td>
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<tr>
<td>More than $10 million</td>
<td>4%</td>
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• **Nonprofit Job Board:** With more than 16,000 page views per week, our Job Board is the place for those looking to post a nonprofit position and for those looking to work in the sector. Some 3,626 jobs were posted to the Nonprofit Job Board in 2007, a 33 percent increase from the previous year. Of these postings, more than 600 came from nonmembers — generating a stream of revenue for the Association.

• **Resume Board:** This new service (free to individual and student members) allows job seekers to market their skills to potential employers, who can increase their pool of potential applicants by viewing resumes online (at no cost) and contacting potential candidates via email.

• **Listserv:** This members-only email communication tool serves more than 500 subscribers. More than 1,100 email messages, ranging from program announcements to “how-to” questions and answers, were posted in 2007. Our members find this networking tool very valuable.

**Informational Services**
Providing our members up-to-date information on everything from how-to’s to the benefits of membership is a priority. We offer varied avenues for getting our members the information they need, including –

• **Newsletter:** Each issue of the Association’s bimonthly newsletter, *Nonprofit Colorado,* was distributed to more than 2,400 nonprofit organizations, individuals and public officials, making it one of the most effective ways for contributors and advertisers to receive exposure all across the sector.

• **Help Desk:** In 2007 the Help Desk responded to 237 calls from members and 59 calls from nonmembers. Additionally, the Help Desk publishes a “Frequently Asked Questions” column in *Nonprofit Colorado.*

**Educational Offerings**
Our members received discounts on many of the educational programs the Association offered in 2007, including workshops, the Fall Conference, and Leadership Luncheons. For more information on these offerings, see pages 5–6.

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**Group Purchasing Program**
Through our group purchasing program, various businesses offer significant discounts to members of the Colorado Nonprofit Association. The number of partners increased in 2007, allowing greater opportunity for cost savings to members. Group purchase partners included –

• AmCheck: Payroll services including tax compliance, time and attendance records
• Constant Contact: Email marketing services
• First Data: Credit card and gift card processing
• The Fuel Team: Affordable web-page design services
• GiftWorks: Comprehensive database software
• iWave: Online subscription for donor research
• Kittleman & Associates: Full-service nonprofit executive recruiting
• Little Voice: Video production
• Metasoft Systems: Online foundation research
• Mountain States Employers Council: HR assistance for organizations with 10 or fewer employees
• Novo Group: Executive recruiting
• Office Depot: Office supplies and furniture, copying services
• Providers’ Resource Clearinghouse: Recycled office furnishings and miscellaneous supplies
• ReadyTalk: Audio/web conferencing
• Reality Background Checks: Screening program for potential employees and volunteers
Always committed to offering high-quality programming to nonprofit professionals throughout the state, the Colorado Nonprofit Association continued to serve and strengthen the sector in 2007 by creating wide-ranging professional training and networking opportunities. We strove to ensure our program topics were thought-provoking and engaging. We focused on improving the overall quality of our programs, providing increased statewide outreach to more communities in Colorado, and improving communications through collaboration with other technical assistance providers.

Educational Programs

In 2007 we offered a total of 53 educational workshops reaching over 2,000 individuals throughout the state. This number represents almost a 17 percent increase in workshop participants over the previous year. This significant increase can be attributed to continued strong attendance at the local (metro Denver) workshops coupled with our new statewide efforts related to Principles and Practices for Nonprofit Excellence and Colorado Generosity Project classes.

Regional Outreach

As a statewide membership organization, the Colorado Nonprofit Association during 2007 renewed its commitment to serving nonprofits throughout the state by increasing and expanding our educational workshops. During the last quarter of 2007 we launched the Principles and Practices for Nonprofit Excellence in Colorado guidebook, which outlines 9 principles and 120 best practices that nonprofits may choose to follow in operating their organizations. This guidebook is part of the Colorado Generosity Project, a comprehensive, multi-year program to help nonprofits demonstrate best practices, increase public awareness of the impact of the nonprofit sector, and increase charitable giving in Colorado. In order to establish credibility and seek engagement from communities statewide, we assembled and worked with local Regional Advisory Councils — composed of representatives of local community foundations and United Ways, as well as other local nonprofit leaders — all over the state.

To fulfill our commitment to nonprofits statewide, we began offering trainings related to the Principles and Practices not only in metro Denver, but also in Durango, Grand Junction, Loveland, and Pueblo.

Training Collaborative

During 2007 we continued our efforts to minimize duplication of professional development offerings and to improve communications. To this end, we stepped up our collaboration with other technical assistance providers. One year after the launch of the Training Collaborative with Metro Volunteers and the Community Resource Center (CRC), the partnership continued to grow. Representatives from all three organizations met quarterly to coordinate their programs to prevent overlap. The Colorado Nonprofit Training Guide, a comprehensive list of the trainings offered by all three, was published quarterly and sent via email to our combined 15,000-constituent base. All three organizations reported increases in attendance to their education programs after these promotional efforts.
Colorado Nonprofit Week and Awards Luncheon

On March 9 close to 1,000 nonprofit professionals, supporters and well-wishers gathered for the 2007 Colorado Nonprofit Association Awards Luncheon. They were joined by Colorado Gov. Bill Ritter, Secretary of State Mike Coffman, and Attorney General John W. Suthers in recognizing 2007’s award winners for their outstanding contributions to the nonprofit community.

Every year, the Colorado Nonprofit Association hosts the awards luncheon as a culmination of Colorado Nonprofit Week, honoring outstanding nonprofit and civic leaders who strengthen Colorado communities through their work with and on behalf of nonprofits.

This year there was an added tribute to the event honoring Steve Graham, former executive director of the Community Resource Center, who passed away in late 2006. In addition to the tribute, a new annual award was created in Steve’s honor. The Steve Graham Award for Building Nonprofit Capacity was given this year to Steve posthumously; in future years it will be awarded to recognize extraordinary leadership, achievement and dedication – the same attributes Steve brought to the nonprofit sector.

The 2007 award winners were as follows: 
- Legislator of the Year – Sen. Maryanne “Moe” Keller (State District 20); Public Service Lifetime Achievement Award – Nan Morehead (Legislative Liaison, Denver Department of Human Services); and William Funk Award for Building Stronger Communities – John Parvensky (president, Colorado Coalition for the Homeless) and Anna Jo Haynes (executive director, Mile High Montessori).

Fall Conference

The 14th Annual Fall Conference, held October 26 in Denver, brought together nearly 800 nonprofit professionals for a day of learning and networking – a record attendance for this event.

The keynote luncheon, a presentation on giving patterns in Colorado, featured the preliminary results of the Association’s study, The State of Giving: A Profile of Individual Charitable Giving in Colorado. Gabriel Guillaume, executive director of the Community Resource Center, spoke at the morning’s opening session about the sector’s growth and the issues involved in nonprofit startup.

Conference sessions followed seven tracks: Fundraising & Development; Board Development; Marketing & Communications; Human Resources & Administration; Advocacy & Public Policy; Executive Leadership; and an enhanced Advanced Practitioner series designed for veteran nonprofit professionals.

Eastern Region Conference

The Association held its 2007 Eastern Region Conference May 7 at the Sangre de Cristo Arts & Conference Center in Pueblo. The topic, “Sufficiency: Creating Resources to Make a Difference,” drew some 150 registrants to the workshops and luncheon keynote presentation. Attendees awarded the conference’s presenters, topics, and venue excellent ratings.

Leadership Luncheons

The Association hosted four Leadership Luncheons in 2007, bringing together nationally renowned sector experts and more than 800 nonprofit executives and other leaders. The Leadership Luncheon series’ unique format – a working session for nonprofit executives – creates opportunities for dialogue and collaboration around the most critical issues facing the sector.

More than 250 community and nonprofit leaders gathered in January to hear internationally renowned nonprofit consultant Peter Brinckerhoff discuss “The Business of Earned Income for Nonprofits.” The session focused on the core philosophies of social enterprise – how to adapt the traditional business planning process to mission outcomes and how to assess organizations’ core competencies.

In May, consultant Renata Rafferty spoke about the growing economic power of women and its effects on philanthropy; the increased number of donor-advised funds; the growing gaps between international, national and local giving; an increased demand for socially responsible investment; and the media’s influence on giving.

The August luncheon, featuring Jan Masaoka, formerly of CompassPoint Nonprofit Services, focused on generation change in the nonprofit workforce, the impact of baby-boomer retirement, and opportunities for cultivating the sector’s future leaders in ways that reflect the increased diversity of communities within the United States.

The final Leadership Luncheon of the year, in November, featured a presentation by James Lardner of Demos on “The Widening Income Gap in America and Its Effects on the Nonprofit Sector,” as well as the ramifications for service providers.
In 2007 the Colorado Nonprofit Association continued working to ensure that elected officials and the general public support issues critical to the success of nonprofits. Among the most urgent issues occupying the Association’s time this year were strengthening nonprofit transparency and accountability; seeking comprehensive health care reform to benefit nonprofits; facilitating delivery of public benefits by nonprofits to lawfully present persons; and defending nonprofit advocacy rights.

Transparency and Accountability

Working with the Colorado Secretary of State, the Association helped convene the Charities Task Force, an advisory body consisting of nonprofit leaders, accountants, attorneys, and regulators charged with reviewing and recommending changes to improve oversight of and public education on nonprofits. As constituted; the Task Force consisted of three subcommittees – Education; Legislation and Rules; and Self-Regulation – that produced a report recommending changes to educational resources, dissemination of self-regulatory resources (including Principles and Practices for Nonprofit Excellence in Colorado), and legislative changes to improve legal compliance and enforce the law against “bad actors.” A bill will be introduced during the 2008 session of the General Assembly to implement legislative changes, and plans to establish a permanent advisory council will be considered.

Comprehensive Health Care Reform

The Association also convened a forum in the summer on the work of the Blue Ribbon Commission on Health Care Reform (also known as the 208 Commission). Over 100 nonprofit professionals attended this forum, called for the purpose of educating nonprofits about the four comprehensive health care reform proposals then under consideration. For spring 2008, the Association planned a Leadership Luncheon to update nonprofit leaders on the state of health care reform and suggest ways they can play a role in shaping this ongoing policy debate.

Delivery of Public Benefits

As anticipated, the General Assembly continued working to prevent unlawfully present persons from accessing public benefits or obtaining employment. The Association supported bills and regulations to address the unintended impacts of these policies on lawfully present persons seeking assistance from nonprofits. This included HB 07-1314, the passage of which created permanent rules for establishing lawful presence, expanded the range of acceptable identification documents, and continued the waiver process for lawfully present persons who cannot produce the particular documents requested. Although the Governor vetoed HB 07-1313, which would have facilitated access to driver’s licenses and identification cards by eligible persons, this legislation paved the way for permanent rules to the same end.
The Association opposed SB 07-029, which would have required all employers to enroll in the federal Basic Pilot program to verify the lawful presence of employees. And it supported HB 07-1073, which limited the application of the federal Basic Pilot program to new hires, as intended by federal law, rather than all employees.

**Defending Nonprofit Advocacy Rights**

Nonprofit advocacy rights faced serious challenges from *Amendment 41*, passed in the 2006 general election, and *HB 07-1116*, which would have prohibited government employees from having wages deducted to contribute to any nonprofit taking a position on a ballot measure. While the latter bill did not pass, *SB 07-210* passed with the intent of limiting the application of *Amendment 41* to instances where gifts exceeding $50 in value were given in order to influence an official action by a government employee. Aside from questions about its constitutionality, *SB 07-210* did not go far enough to protect nonprofit advocacy rights, so the Association joined a lawsuit to challenge *Amendment 41*’s constitutional basis under the First Amendment. A Denver District court halted implementation of *Amendment 41* in late 2007 pending a review of its merits. The Colorado Supreme Court will be holding a hearing and issuing a ruling in 2008.

**Colorado’s Fiscal Outlook and Social Legislation**


**Strategic Communications**

While working to advance public policies that foster an environment that supports nonprofits and leverages the benefits they provide to our communities, we also worked to expand resources to engage members in our public policy work. Besides sending out regular policy updates via www.givevoice.org, we posted an audio file and summaries of health care reform proposals on our web site. We also produced a Frequently Asked Questions document on *Amendment 41* for use by members.
The Colorado Generosity Project was designed as a comprehensive multi-year program to help the state's nonprofits demonstrate accountability, to educate the public about the impact and importance of the sector, and to ameliorate the serious and complex problem of low charitable giving in the state. In 2007 the Association spent considerable effort on two aspects of the project: 1) developing a set of principles by which nonprofits could demonstrate best practices, and 2) conducting research to determine baseline data from which to move forward with the project.

Regional advisory councils were constituted for the project, drawing members from a wide array of nonprofits in various communities across each region. All were commissioned with helping us provide the most meaningful and essential training sessions in a concerted effort to improve management, governance, leadership, and organizational sustainability. The councils included representatives from community and private foundations, United Ways, government, business, and nonprofits of many types and sizes.

The Colorado Generosity Project Training Sessions

The Association also developed and offered several classes to help nonprofits across the state diversify their bases of funding, improve fundraising strategies, and enhance stewardship. Classes offered in 2007 included “Strengthening Business–Nonprofit Partnerships” and “Strengthening Philanthropy: Building Your Individual Donor Program.” Training guides were developed for these classes to provide additional information, resources, samples and templates to help nonprofit professionals use their new skills. One Durango participant emailed several days after the class on individual philanthropy to report, “The class was great! In fact, I was able to put several things into place immediately, and I think we’re going to see results very soon!”

Principles and Practices Training

During 2007, the Association began a new series of classes across the state to inform and educate nonprofits about the legal requirements and recommended practices highlighted in Principles and Practices for Nonprofit Excellence in Colorado. Classes were launched in Denver, Pueblo, Durango, Grand Junction and Loveland on “Principles and Practices Essentials”; “Governance, Transparency and Accountability”; and “Financial Management and Human Resources.” A complementary training guide and a list of resources were developed for each topic. The workshops were well received and resulted in high ratings for content, delivery and timeliness.

Promotion of these practices, heightened visibility, and consistent messaging – encouraging nonprofits to demonstrate their effectiveness and financial responsibility in promotions to their community – are creating a groundswell across the sector. There is a great deal of “buzz” about best practices, leading to wide-scale improvements as nonprofits endeavor to tighten up their policies, procedures, and service delivery.

Principles and Practices for Nonprofit Excellence in Colorado

The Association worked with an advisory council and with nonprofit organizations across the state to develop and sanction Principles and Practices for Nonprofit Excellence in Colorado, a guidebook detailing 9 principles and 120 practices for nonprofits to consider for adoption. The document was formally endorsed by the Attorney General and Secretary of State, and lauded by the foundation and nonprofit communities.

The Principles and Practices program was applauded and immediately adopted by organizations across the state. Over 10,000 organizations downloaded the document from the web site in just six weeks, and nearly 9,000 printed copies were distributed before the end of the year.

The United Ways and community foundations used their organizational networks to distribute and endorse the Principles and Practices programs, research reports, and educational opportunities. They were a vital factor in getting the word out in each region of the state. Additionally, they leveraged their relationships with local news outlets to encourage prominent placement of stories related to the project.

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During 2007, the Association began a new series of classes across the state to inform and educate nonprofits about the legal requirements and recommended practices highlighted in Principles and Practices for Nonprofit Excellence in Colorado. Classes were launched in Denver, Pueblo, Durango, Grand Junction and Loveland on “Principles and Practices Essentials”; “Governance, Transparency and Accountability”; and “Financial Management and Human Resources.” A complementary training guide and a list of resources were developed for each topic. The workshops were well received and resulted in high ratings for content, delivery and timeliness.

Promotion of these practices, heightened visibility, and consistent messaging – encouraging nonprofits to demonstrate their effectiveness and financial responsibility in promotions to their community – are creating a groundswell across the sector. There is a great deal of “buzz” about best practices, leading to wide-scale improvements as nonprofits endeavor to tighten up their policies, procedures, and service delivery.
The State of Giving: A Profile of Individual Charitable Giving in Colorado reported on charitable giving trends throughout Colorado. The State of Giving was released in December 2007 with a comprehensive media launch, including television, radio and newspaper coverage all over the state. Governor Bill Ritter played a substantive role in a press conference, held in Denver, and various representatives from our board, United Way agencies, and community foundations were highlighted in stories all across Colorado. Utilizing the services of Schenkein Public Relations, we were able to secure prime placement in the Denver Business Journal, the Rocky Mountain News, the Durango Herald, and many smaller papers. We received live coverage and also station web site coverage from the major television networks. Total estimated impressions (or viewers of the various stories) was 4,585,549.

Coloradans increased their charitable giving in 2005 by 13 percent over the year before, reaching a record high of $3.8 billion. But despite this promising improvement, Colorado donors still rank low when compared to donors in other states. In fact, Coloradans rank 36th among the 50 states in percent of income donated to charities, though the state ranks 5th in income. We earn 6 percent more than the average American, but give 8 percent less.

The study found that those earning the least give the most: those with incomes less than $50,000 actually give the highest percent of their income to charity — 5.2 percent, significantly more than the 3 percent donated by those in the $75,000–$100,000 range. Still, they lag behind the national average for donors in their income group, who give 6.2 percent.

Other findings:

- Lackluster giving in Colorado is not new. Coloradans have donated 7 percent less than the national average over the last six years, even though Colorado ranks 7th of the 50 states in the percent of tax returns that include deductions for charitable contributions.
- Donors with income greater than $200,000 increased their average charitable contribution by $2,054 over the year before – an increase of more than 9 percent.
- The Southwest, Central and Northwest regions of Colorado led the rest of the state in charitable giving, while the Northeast, Southeast and Denver regions fell behind the national average.
- The seven-county Denver Metropolitan Region gave at levels well below both the national and state averages, and finished last among all regions. But donors in Denver County exceeded both the state and national averages, giving a total of $385 million – nearly 4 percent of their income.
- The Central region was the most generous among regions with large cities, thanks largely to El Paso County’s $361 million.

Copies of The State of Giving were distributed across the state for use by organizations in their own campaigns to inform communities and cultivate support.

During 2007 the Association also commissioned and worked with Johns Hopkins University’s Center for Civil Society Studies and Corona Research to complete a comprehensive nonprofit economic impact study, scheduled for release early in 2008.
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**Four Mile Historic Park**
The Colorado Nonprofit Association demonstrated sound fiscal management and accountability measures in 2007, as shown in the audit completed in May 2008 by Kundinger, Corder & Engle, PC. The financial statements shown are consolidating statements that represent the Colorado Nonprofit Association, Citizen Action for Colorado Nonprofits (the Association’s 501(c)(4) arm), and Nonprofit Resources, Inc. (the for-profit insurance agency owned by the Association).

For highlights of the 2007 consolidated and unconsolidated reports see p. 16.

### Audited Financial Statements

#### Colorado Nonprofit Association

**Schedule – Consolidating Statement of Financial Position Information**

**December 31, 2007**

<table>
<thead>
<tr>
<th></th>
<th>Colorado Nonprofit Association</th>
<th>Citizen Action for Colorado Nonprofits</th>
<th>Nonprofit Resources, Inc.</th>
<th>Eliminations</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$840,273</td>
<td>145</td>
<td>138,061</td>
<td>–</td>
<td>978,479</td>
</tr>
<tr>
<td>Accounts receivable, net</td>
<td>25,494</td>
<td>–</td>
<td>82,037</td>
<td>–</td>
<td>107,531</td>
</tr>
<tr>
<td>Contributions receivable</td>
<td>99,056</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>99,056</td>
</tr>
<tr>
<td>Prepaid expenses and other</td>
<td>22,997</td>
<td>–</td>
<td>8,128</td>
<td>–</td>
<td>31,125</td>
</tr>
<tr>
<td>Inventory</td>
<td>8,869</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>8,869</td>
</tr>
<tr>
<td>Investment in Nonprofit Resources, Inc.</td>
<td>225,928</td>
<td>–</td>
<td>–</td>
<td>(225,928)</td>
<td>–</td>
</tr>
<tr>
<td>Insurance premium escrow</td>
<td>–</td>
<td>–</td>
<td>55,752</td>
<td>–</td>
<td>55,752</td>
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<tr>
<td>Furniture and equipment, net</td>
<td>67,012</td>
<td>–</td>
<td>35,083</td>
<td>–</td>
<td>102,095</td>
</tr>
<tr>
<td>Funds held in trust for others</td>
<td>16,659</td>
<td>–</td>
<td>16,659</td>
<td>–</td>
<td>16,659</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$1,289,626</td>
<td>145</td>
<td>335,720</td>
<td>(225,925)</td>
<td>1,399,566</td>
</tr>
<tr>
<td><strong>Liabilities and Net Assets:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>$94,389</td>
<td>–</td>
<td>71,285</td>
<td>–</td>
<td>165,674</td>
</tr>
<tr>
<td>Accrued payroll expenses</td>
<td>20,823</td>
<td>–</td>
<td>16,388</td>
<td>–</td>
<td>37,211</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>205,363</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>205,363</td>
</tr>
<tr>
<td>Lease payable</td>
<td>–</td>
<td>–</td>
<td>5,460</td>
<td>–</td>
<td>5,460</td>
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<td>Note payable</td>
<td>12,548</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>12,548</td>
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<tr>
<td>Deferred compensation</td>
<td>–</td>
<td>–</td>
<td>16,659</td>
<td>–</td>
<td>16,659</td>
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<tr>
<td><strong>Total liabilities</strong></td>
<td>333,123</td>
<td>–</td>
<td>109,792</td>
<td>–</td>
<td>442,915</td>
</tr>
<tr>
<td><strong>Net assets:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Common stock</td>
<td>–</td>
<td>–</td>
<td>100</td>
<td>(100)</td>
<td>–</td>
</tr>
<tr>
<td>Retained earnings</td>
<td>–</td>
<td>–</td>
<td>225,828</td>
<td>(225,828)</td>
<td>–</td>
</tr>
<tr>
<td><strong>Net assets:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Unrestricted:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Undesignated</td>
<td>338,917</td>
<td>145</td>
<td>–</td>
<td>–</td>
<td>339,062</td>
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<tr>
<td>Designated</td>
<td>424,944</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>424,944</td>
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<tr>
<td><strong>Total net assets</strong></td>
<td>763,861</td>
<td>145</td>
<td>225,928</td>
<td>(225,928)</td>
<td>764,006</td>
</tr>
<tr>
<td><strong>Temporarily restricted</strong></td>
<td>192,645</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>192,645</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$1,289,629</td>
<td>145</td>
<td>335,720</td>
<td>(225,928)</td>
<td>1,399,566</td>
</tr>
</tbody>
</table>

The complete Colorado Nonprofit Association 2007 Audit is available at www.ColoradoNonprofits.org/about.cfm.
Colorado Nonprofit Association
Schedule – Consolidating Statement of Activities
Year Ended December 31, 2007

<table>
<thead>
<tr>
<th>Revenues, gains and support:</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions and grants</td>
<td>$152,432</td>
<td>246,800</td>
</tr>
<tr>
<td>Colorado Nonprofit Week</td>
<td>81,835</td>
<td>24,000</td>
</tr>
<tr>
<td>Seminars and workshops</td>
<td>104,968</td>
<td>16,050</td>
</tr>
<tr>
<td>Members’ support and dues</td>
<td>341,068</td>
<td>–</td>
</tr>
<tr>
<td>Conferences</td>
<td>169,965</td>
<td>8,000</td>
</tr>
<tr>
<td>Publication sales</td>
<td>14,618</td>
<td>–</td>
</tr>
<tr>
<td>Advertising and mailing lists</td>
<td>30,648</td>
<td>–</td>
</tr>
<tr>
<td>Commissions, royalties and fees for services</td>
<td>125,092</td>
<td>–</td>
</tr>
<tr>
<td>Equity in subsidiary net income</td>
<td>39,851</td>
<td>–</td>
</tr>
<tr>
<td>Interest income and other</td>
<td>20,758</td>
<td>–</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>376,681</td>
<td>(376,681)</td>
</tr>
</tbody>
</table>

| Total revenues, gains and support                    | 1,457,916    | (81,831)               |

<table>
<thead>
<tr>
<th>Expenditures:</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colorado Nonprofit Week</td>
<td>90,101</td>
<td>–</td>
</tr>
<tr>
<td>Education programs</td>
<td>167,895</td>
<td>–</td>
</tr>
<tr>
<td>Member services</td>
<td>201,529</td>
<td>–</td>
</tr>
<tr>
<td>Conferences</td>
<td>131,738</td>
<td>–</td>
</tr>
<tr>
<td>Nonprofit advocacy</td>
<td>459,408</td>
<td>–</td>
</tr>
<tr>
<td>Insurance services</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Total program services</td>
<td>1,050,671</td>
<td>–</td>
</tr>
</tbody>
</table>

| Supporting activities:                               |              |                        |
| Management and general                              | 258,454      | –                      |
| Fundraising                                         | 39,295       | –                      |
| Total supporting activities                          | 297,749      | –                      |
| Total expenditures                                  | 1,348,420    | –                      |

| Change in net assets                                 | 109,496      | (81,831)               |

| Net assets at beginning of year                      | 645,365      | 274,476                |
| Less dividend declared                               | –            | –                      |

| Net assets at end of year                            | $754,861     | 192,645                |

The complete Colorado Nonprofit Association 2007 Audit is available at www.ColoradoNonprofits.org/about.cfm.
<table>
<thead>
<tr>
<th></th>
<th>Citizen Action for Nonprofits</th>
<th>Nonprofit Resources, Inc</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unrestricted</td>
<td>Unrestricted</td>
<td>Eliminations</td>
</tr>
<tr>
<td></td>
<td>–</td>
<td>–</td>
<td>152,432</td>
</tr>
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<td></td>
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<td>–</td>
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<td></td>
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<td></td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>–</td>
<td>861,179</td>
<td>(38,400)</td>
</tr>
<tr>
<td></td>
<td>–</td>
<td>–</td>
<td>(39,851)</td>
</tr>
<tr>
<td></td>
<td>–</td>
<td>3,325</td>
<td>–</td>
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<tr>
<td></td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
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<td></td>
<td>–</td>
<td>864,504</td>
<td>(78,251)</td>
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<td>–</td>
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<td>283,409</td>
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<td>824,653</td>
<td>(38,400)</td>
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<td>39,851</td>
<td>(39,851)</td>
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<tr>
<td>145</td>
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<td>216,077</td>
<td>(212,824)</td>
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<td>(30,000)</td>
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<tr>
<td>145</td>
<td>225,928</td>
<td>225,928</td>
<td>(222,675)</td>
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Highlights from the Consolidated Report

- Contributions receivable decreased from $168,255 in 2006 to $99,056 in 2007, primarily due to receipt of contributions related to the Colorado Generosity Project.

- Accounts payable increased from $101,496 in 2006 to $165,674 in 2007, mostly due to payments owed to Corona Research and Johns Hopkins University for their work on the Economic Impact Study (a study for the Colorado Generosity Project).

- Nonprofit Resources, Inc. had net income of $39,851 and was able to distribute a $30,000 dividend to the Colorado Nonprofit Association.

- Key not-for-profit ratios for the Colorado Nonprofit Association (only):
  - Overhead compared to total revenue in 2007: $297,749 / $1,376,085 = 22%
  - Overhead compared to total revenue in 2006: $329,690 / $1,385,883 = 24%
  (Overhead spending of less than 25% of total spending is considered acceptable.)

Highlights from the Unconsolidated Report

While the Colorado Nonprofit Association is a membership organization, only 26 percent of its revenues is attributable to membership dues. Twenty-nine percent is obtained as earned income resulting from training, conferences and special programs. Forty-three percent of 2007 revenues came from public sources. The Association’s long-term goal is to distribute income generation more equitably by continuing to diversify funding sources.

Seventy-eight percent of expenditures went to program services, 19 percent to administrative expenses — even as the Association increased its leadership role in speaking on behalf of and advocating for the sector.

The Colorado Nonprofit Association realized modest growth in 2007. While the Colorado Generosity Project brought new initiatives to the Association, the focus for 2007 was to strengthen and enhance existing programs. Unrestricted net assets increased by $121,761 in 2007, but temporarily restricted net assets decreased by $81,831. This shift in net assets relates to restricted gifts that were received in 2006 and expended in 2007 (for the Colorado Generosity Project).

Although total revenue in 2007 was down (compared to 2006, when the Association’s 20th Anniversary Gala helped to create a spike), all programs saw an increase in revenue except for the Spring Conference, which experienced a decrease of about $15,000. The Colorado Generosity Project brought in about $197,000 in 2007 contributions compared to $228,000 in 2006. Of the $197,000, about $60,000 is included in contributions receivable. The Leadership Luncheon series generated $74,000.
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The following contributors, all of whom have demonstrated a steadfast commitment to Colorado’s nonprofit sector, provided significant multi-year or multi-use grants to the Colorado Nonprofit Association in 2007. Their generosity is also acknowledged below under specific programs and events supported.

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