



**COLORADO NONPROFIT ASSOCIATION
ANNUAL REPORT 2023**



A NOTE FROM THE CEO



As we reflect on 2023, we are thrilled to share the remarkable achievements and transformations that have shaped the Colorado Nonprofit Association's journey. In the past year, we continued to shift, breaking away from our metro-Denver-centric past to embrace a more expansive and statewide approach.

Our commitment to meeting individuals and organizations where they are — geographically, in terms of need and within their organizational lifecycle — has allowed us to tailor our programs, advocacy and communications, with sharper tools and greater segmented messaging. This strategic focus has opened doors to unprecedented opportunities and connections.

Education took center stage in 2023, with the provision of 90 virtual, live, recorded and in-person development opportunities for nonprofit professionals, attracting an impressive 2,100 registrants. These programs, aligned with our publication, *Principles and Practices*, have equipped professionals with the knowledge and skills necessary to achieve excellence.

Fostering collaboration has been a cornerstone of our efforts, exemplified by our Roundtable Program that facilitated 40 roundtables across eight distinct issue areas, bringing together a total of 572 participants. Additionally, our seven-city Connecting Colorado series gathered nearly 800 participants, fostering partnerships and collaborations between the nonprofit, private and public sectors.

In the fall, we unveiled *Principles & Practices for Nonprofit Excellence* online — an interactive e-learning tool for members. Nonprofit professionals can engage with best-practices content through videos, templates and forms, sample policies, research and linked resources. We are committed to regularly updating the content to ensure its relevance and to tie our work back to the ideals of the publication.

The publication of our biannual *Colorado Nonprofit Salaries and Benefits Survey* in fall 2023 was met with an extraordinary response. A total of 363 organizations participated, representing a remarkable 132% increase compared to the previous survey. This surge in engagement underscores the growing importance and impact of our work within the nonprofit sector.

As we move forward into 2024, our focus remains steadfast on sustaining this momentum, continuously updating our resources and aligning our efforts with the core principles of our organization. We extend our deepest gratitude to all our supporters, stakeholders and partners who have played a pivotal role in making this year a resounding success.

Paul Lhevine
President & CEO, Colorado Nonprofit Association

STRENGTHENING FOUNDATIONS

ASSOCIATION MEMBERS

Our members give voice to our advocacy efforts, utilize unlimited free training and benefit from reduced registration fees at our conferences. It's through the active participation and engagement of our members, both nonprofit and corporate, that we can advance our mission to strengthen Colorado's nonprofits through education, connection and advocacy.

Thank you for being integral partners in our journey towards a stronger, more vibrant nonprofit sector in Colorado!

Nonprofit Member Stats

- Top five industries represented
 - Human Services
 - Education
 - Arts, Culture and Humanities
 - Youth Development
 - Health Care



Business Member Stats

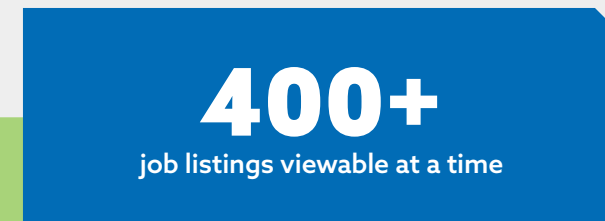
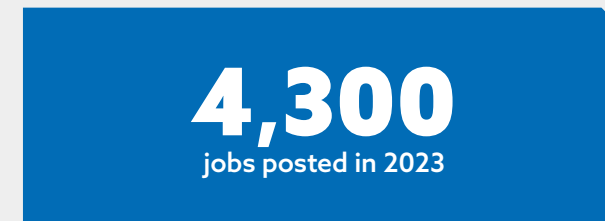
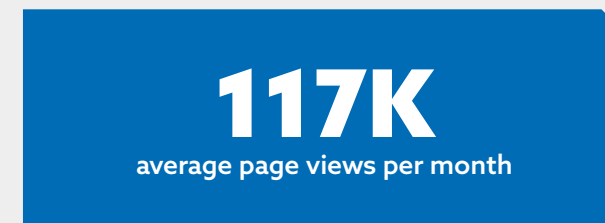
- Types of businesses represented
 - Finance/Banking
 - Insurance
 - IT Support
 - Fundraising and Marketing Solutions
 - HR Solutions



HOSTING THE PREMIER JOB BOARD

NONPROFIT JOB BOARD

Our nonprofit job board allows job seekers to sort by date to find the freshest jobs, exploring over 400 listings at a time to find their next career move. Members can also post up to 50 times on the job board during their membership year to find their ideal candidate, and non-members can post on the job board for a fee.



EXPANSION & IMPROVEMENT

PROGRAMMING REIMAGINED

Our goal is to meet the needs of our members, so when we heard that in-person learning and peer-to-peer connection were of great importance, we answered the call. With this in mind, we launched Nonprofit Bootcamps and Roundtables. These two programs are designed to serve leaders across the state in different and valuable ways.

NON PROFIT BOOT CAMP

Nonprofit Bootcamp

Our Nonprofit Bootcamps are comprehensive, one-day professional development experiences tailored to nonprofit professionals and leaders. Bootcamps are designed to equip leaders with the essential skills and knowledge needed to elevate the organizations they serve. This immersive experience provides participants an opportunity to delve into critical areas such as fundraising, development, marketing, communications and finance.

In 2023, the Association hosted six bootcamps, engaged 35 expert facilitators and convened 214 leaders to learn and grow together.

“Presenters did a great job interacting with the group and making the topics more interesting, even internal controls. I was impressed with the quality.”

GUNNISON BOOTCAMP PARTICIPANT

Roundtables

Roundtables facilitate member-only virtual conversations on the topics of fundraising, finance, operations/HR, board governance, DEAI, communications, marketing, programs and volunteer management. Roundtables are more than just a platform for in-depth exploration of topics; they drive meaningful connections among peers.

In 2023, the Association hosted 40 roundtables for 580 registered participants which included executives, directors, mid-level managers and board members, to learn from, support and inspire one another.

“I’ve really enjoyed all of the roundtables I attended. I like how there is usually a guiding discussion, question or topic, but the conversation always moves fluidly, and the moderator allows the discussion to move where interest and need take it.”

ROUNDTABLE PARTICIPANT

BUILDING INFORMATION

SALARIES & BENEFITS SURVEY

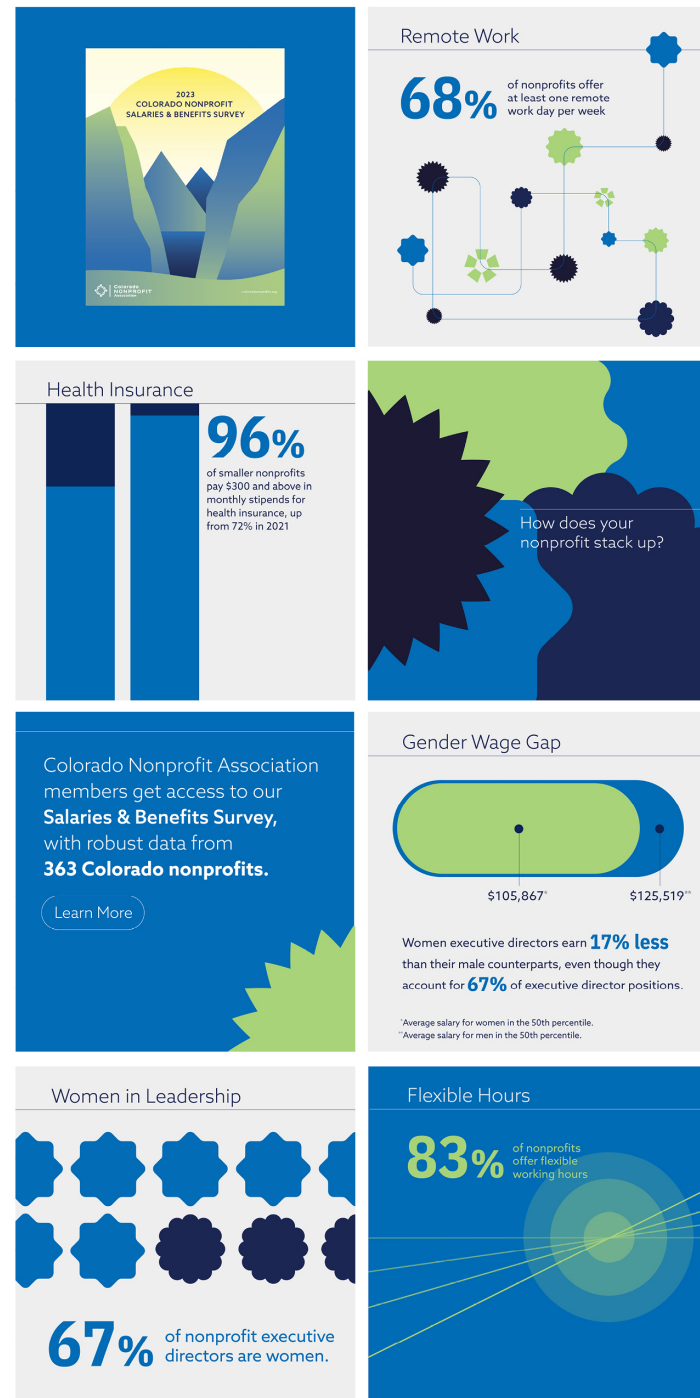
Every two years, the Colorado Nonprofit Association publishes the *Colorado Nonprofit Salaries & Benefits Survey*, a digital publication composed of valuable data from nonprofits across the state. This year's survey saw an incredible 132% increase in survey participants over the previous report.

Nonprofit leaders use this valuable resource to elevate their organization's success by:

- Setting competitive compensation packages to retain and attract talent, and
- Aligning compensation and benefits with industry standards.

The *2023 Colorado Nonprofit Salaries & Benefits Survey* provides:

- Insights on 80+ positions, categorized by budget, type and location.
- Valuable information on health, vision, dental, life and disability benefits and
- Comparative ways nonprofits are addressing leave time, salary increases, bonuses, remote work and more.

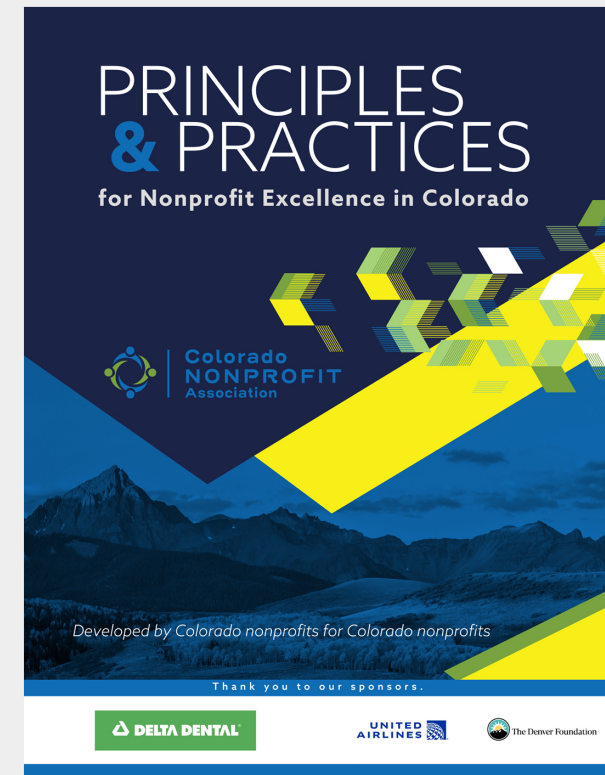


Data visualizations from a campaign highlighting the benefits of the guide

ENGINEERING EXCELLENCE



PRINCIPLES & PRACTICES – A TRANSFORMATION



In 2023, we transformed *Principles & Practices for Nonprofit Excellence in Colorado* from a printed publication into an engaging e-learning tool. This comprehensive platform offers videos, links, templates and best practice resources tailored to support the capacity and development of nonprofit organizations.

We collaborated with over 50 leaders and experts to ensure content is relevant, insightful and useful for our members. By providing a Colorado-specific tool for regulatory compliance, strategic planning and operational evaluation, the Association is enhancing the efforts of its nonprofit members striving for excellence. Since its online launch in fall 2023, more than 2,000 members have accessed the publication, signaling its immediate impact.

ARCHITECTING CONNECTIONS

CONNECTING COLORADO

Connecting Colorado is our annual series of in-person convenings across Colorado to foster in-person learning and cross-sectoral collaboration and partnerships. These day-long events, held in cities and towns across Colorado, bring nonprofit leaders together with private and public sector professions to engage, learn, connect and explore relevant topics to their region and the sector.

We were on the road again in 2023 with Connecting Colorado! Our statewide journey took us to Colorado Springs, Sterling, Greeley, Pueblo, Fort Collins, Grand Junction and Denver. Each stop was a sold-out event, filled with enriching education sessions, valuable networking opportunities and boundless energy.

BY THE NUMBERS



CONFERENCE HIGHLIGHTS

In 2023, we implemented lessons gathered from our 2022 tour, enhancing the experience for all attendees.

- Adding a Funders Panel featuring leaders from both local communities and across the state who offered deeper insights and expanded our knowledge about our funding partners.
- More networking opportunities, ensuring meaningful interactions.
- Collaboration with local partners to meet each region's needs.





CONNECTING COLORADO



ADVANCING NONPROFITS

STATEWIDE ADVOCACY

In 2023, we collaborated with the Attorney General's office on two important issues involving our sector. We worked together to ensure fair administration of Colorado's Privacy Act, fostering compliance among nonprofits covered by the new law. We also partnered to defend the Colorado Charitable Solicitations Act against a constitutional challenge by filing an amicus brief before the United States Tenth Circuit Court of Appeals. Our defense of the Act helps ensure trust and stability in charitable donations.

“One of the most impactful ways that we support our members is through our advocacy efforts, which focus on legislation and public policy that will support the Colorado nonprofit industry for years to come.”

**PAUL LHEVINE, PRESIDENT & CEO,
COLORADO NONPROFIT ASSOCIATION**



LEVERAGING COMMUNICATIONS

REACHING NONPROFIT AUDIENCES

In 2023, the Association shared relevant news, resources, trainings and connection opportunities with its network on social media and in its email newsletter.

Email & Social Strategy

The Association's monthly newsletter, the Nonprofit COnnect, reaches both members and nonmembers to keep Colorado's nonprofit community apprised on the latest and greatest happening across the state. This includes highlighting content such as feature stories; event promotions; advocacy updates; upcoming development opportunities; resource and connection opportunities; job board links; relevant publications and more. In addition to the regular Nonprofit COnnect newsletter, the Association sent regular updates on specific education and training opportunities, as well as event promotions to targeted regions.

30%
audience growth on LinkedIn

13.3%
audience growth on Facebook

132.3%
increase in interactions on Facebook

21K
newsletter subscribers

39.6%
average open rate, up from 25% in 2022

8.8%
average CTR (up from 3.8% in 2022)

Newsletter Engagement Metrics

Newsletter engagement metrics continue to significantly outpace industry averages, demonstrating the effectiveness of a strategic approach that consists of engaging content, enticing design and optimal delivery.



2023 EDUCATION & TRAINING YEAR IN REVIEW



This year, the Colorado Nonprofit Association hosted more training opportunities than ever before — available to both members and nonmembers. **For members, most of our education and training opportunities are FREE with membership.**

If you didn't get a chance to participate in one of our trainings this year, we're excited for a great lineup of opportunities coming in 2024. Be sure to keep an eye on upcoming Nonprofit COnnect newsletters and our training and events calendar to stay up to date on our latest offerings.

[Training & Events Calendar](#)

Here's a glance at how we supported nonprofit professionals in 2023 through training and development.

80+
TRAININGS

40+
ROUNDTABLES

TOPICS COVERED

- Human Resources
- Development
- Information Technology
- Leadership
- Governance
- Marketing & Communications
- Evaluation
- Advocacy
- Finance
- DEI
- Strategic Planning & More

Did you miss out on a training you were hoping to catch? Check out all of our recorded trainings from the year.

[Watch Recorded Trainings](#)

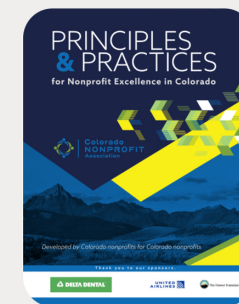
WHAT ATTENDEES HAD TO SAY



Thank you for an informative and interesting session. This was very helpful to a newer grant writer like me.



This was amazing! Huge thanks to Alexandra for being such an engaging speaker, having such a clear agenda and answering questions!



Don't miss the new *Principles & Practices for Nonprofit Excellence in Colorado*

Association members have access to this improved and interactive tool for nonprofits of all sizes working to reach and maintain nonprofit standards requiring transparency, effectiveness and efficiency. Users can engage with a new digital and interactive format that offers best practices in key focus areas.

[Access the Publication](#)



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Want to change how you receive these emails? You can [update your preferences](#) or [unsubscribe](#)

Example COnnect Newsletter

“We are proud to partner with Colorado Nonprofit Association’s Connecting Colorado to continuously provide guidance and stability in helping organizations foster stronger relationships across Colorado.”

**LEXI MULLER, REGIONAL MANAGER – CORPORATE RESPONSIBILITY, SOUTHWEST AIRLINES
CONNECTING COLORADO SPONSOR**

“When I started CNRG, it was important to get connected locally and learn more about the needs of the nonprofit community. When I found out about CNA, I knew I had to join. Over the last five plus years, I’ve been able to connect others to the Association and get more involved in activities and opportunities.”

**CHYLA GRAHAM, PRESIDENT/CPA ON LINES, CNRG
ACCOUNTING ADVISORY, LLC | BUSINESS MEMBER**



“The Weld Trust/Weld Legacy Foundation has been engaged with our nonprofit partners to ascertain their capacity-building needs. We are excited and blessed to be partnering with the Colorado Nonprofit Association to meet these needs.”

**ROY OTTO, DIRECTOR OF COMMUNITY IMPACT, THE WELD TRUST/WELD LEGACY FOUNDATION
NONPROFIT MEMBER**

“The Association is a cornerstone of our state’s nonprofit landscape. Their diverse programs, advocacy efforts and educational resources empower organizations to navigate challenges, connect with subject matter experts and collaborate for greater impact.”

**JONATHAN LIEBERT, CEO/EXECUTIVE DIRECTOR, BETTER BUSINESS BUREAU
NONPROFIT MEMBER**

“Being a member of CNA has provided a great resource to provide training opportunities for our Board and Staff, as well as information on best practices and data that we can use to advance our work. Thank you, CNA.”

**KEVIN MULLIN, PRESIDENT, ESTES PARK HEALTH FOUNDATION
NONPROFIT MEMBER**

2023 STAFF

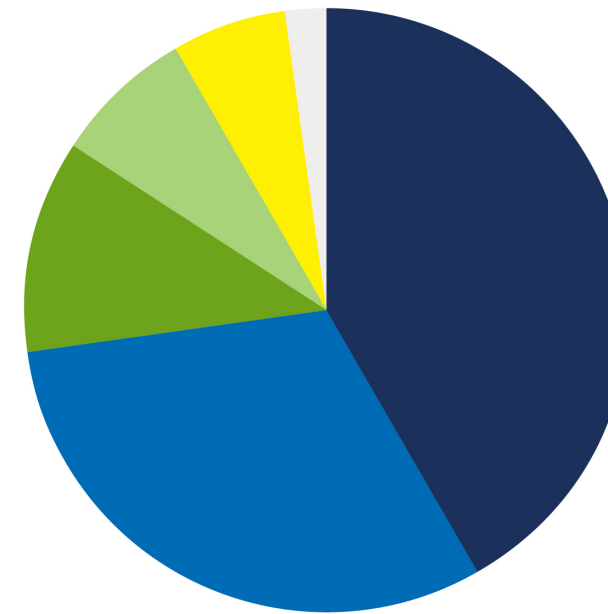
- Paul Lhevine**, President & CEO
- Elizabeth Prutch**, Vice President & Chief Impact Officer
- Nate Broeckert**, Director of Programs
- Amy Black**, Manager of Partnerships & Events
- Halee Tanner**, Manager of Operations
- Kennedy Berreckman**, Resource Coordinator
- Annie Sanchez**, Membership Coordinator

2023 BOARD

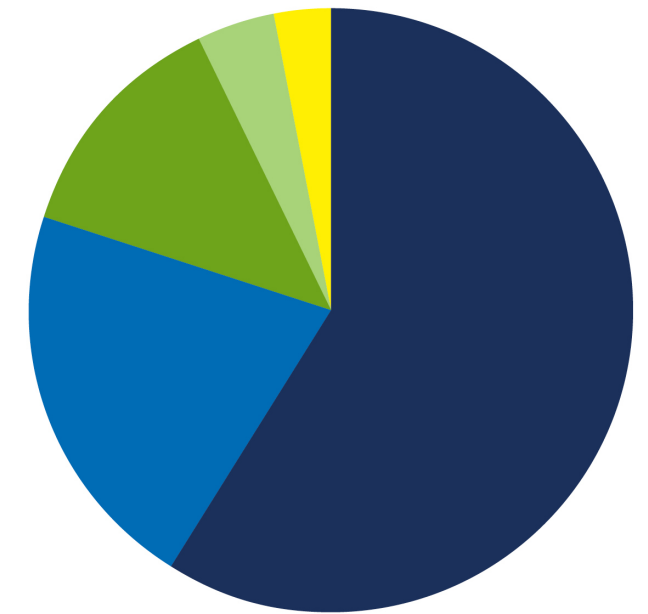
- | | | |
|--|--|---|
| Jonathan Liebert (Chair)
Better Business Bureau of Southern Colorado
and The Colorado Institute for Social Impact | Matt Karkut
Compañeros | Morris Price
The Colorado Trust |
| Lisa Taylor (Vice-Chair)
The Weld Trust | Michael Burke
Mile High United Way | Erin Pulling
Food Bank of the Rockies |
| Kevin L. Mullin (Secretary)
Estes Park Health Foundation | Angela Giron
Boys and Girls Clubs of Pueblo County | Dana Rinderknecht
Wish of a Lifetime from AARP |
| Carter Bair (Treasurer)
Hilltop | Amy Latham
Colorado Health Foundation | Darren Royal
Royal Wealth Management |
| Mark Andersen
Craig-Scheckman Family Foundation | Phil Martinez
Red Cross of Southern Colorado | Kristin Todd
Community Foundation
of Northern Colorado |
| Carmen Hubbs
Rise Above Violence | Scott Martinez
Martinez and Partners | Lynn Urban
United Way of Southwest Colorado |
| | Antonio Mendez
AmeriCorps NCCC | |

2023 FINANCIALS*

YEARLY OPERATING REVENUE: \$1,634,868



YEARLY OPERATING EXPENSES: \$1,575,660



- 40% Membership Dues
- 30% Grants & Contributions
- 11% Product & Job Board Sales
- 7% Net Investment Return
- 6% Registration & Fees
- 2% Commissions & Royalties
- 59% Program Services
- 21% Management & General
- 13% Major Events
- 4% Membership Development
- 3% Fundraising

*non-audited

THANK YOU TO OUR FOUNDATION & CORPORATE PARTNERS

Anschutz Family Foundation

The Boeing Company –
Boeing Global Engagement

Boettcher Foundation

BOK Financial

Breckenridge Residence Inn by Marriott

Caring For Colorado Foundation

Cause & Solution, Inc.

CFO Selections

Citywide Banks, a Division of HTLF Bank

Colorado Gives Foundation

Community Foundation of Northern Colorado

Craig-Scheckman Family Foundation

Delta Dental of Colorado

El Pomar Foundation

Ent Credit Union

First Interstate Bank

FORVIS

GFM|CenterTable

Hilltop Community Resources

Kaiser Permanente

Mercer Advisors

Mutual of America Financial Group

Mytech Partners, Inc.

National Council of Nonprofits

Philadelphia Insurance Companies

Rose Community Foundation

RubinBrown

Southwest Airlines

T. Rowe Price

The Colorado Trust

The Denver Foundation

The Gala Team

The Valtas Group

The Weld Trust/Weld Legacy Foundation

University of Colorado Colorado Springs –
College of Public Service

United Airlines

University of Denver – University College



Colorado
NONPROFIT
Association