



Colorado
NONPROFIT
Association

FORTIFYING OUR **IMPACT** 2024

**COLORADO NONPROFIT ASSOCIATION
ANNUAL REPORT**

A NOTE FROM THE CEO

Dear Members, Friends and Supporters,

As we reflect on 2024, it is clear the Colorado Nonprofit Association has hit its stride. Over the course of the year, we witnessed a surge in member engagement with our programs and resources. Nonprofit professionals from across the state sought our educational offerings, networking opportunities and advocacy efforts, demonstrating growing recognition of the value we bring to the sector. This increased engagement underscores the relevance of our work and highlights the sector's eagerness for collaboration and support.

Efforts to foster a more connected, collaborative nonprofit community have also borne fruit. We saw an increase in outreach from organizations and businesses interested in working together. Heightened interest in collaboration reflects a broader understanding of the power of collective action in addressing Colorado's social challenges. As we continue to bridge gaps between nonprofits, philanthropy and the private sector, we are creating a more robust and resilient ecosystem that benefits all stakeholders. This momentum positions us well for future growth and impact as we continue to catalyze positive change across the state.

In April, we released the Colorado Nonprofit Economic Impact Report, produced in partnership with Community Resource Center and Philanthropy Colorado. This critical report revealed our sector's substantial economic contributions to the state.



Key findings include:

- The total economic impact of Colorado's nonprofit sector increased by 55% to \$62 billion in 2024, up from \$40 billion in 2019.
- The sector directly employs 182,000 people and supports an additional 80,000 jobs, accounting for 10% of all jobs in the state.
- Colorado is home to 34,000+ nonprofits, contributing \$25 billion to the state's GDP.

We've shared the report with nonprofits, the philanthropic community, business and community leaders, and elected officials in Colorado and Washington, D.C. It is a powerful tool to advance our sector, inform policymakers, equip advocates and guide strategic decisions to support nonprofit growth statewide.

In 2025, we remain focused on sustaining momentum, updating our resources and aligning our efforts with our core principles. We extend our deepest gratitude to the supporters, stakeholders and partners who played a pivotal role in making 2024 a resounding success. Together, we are strengthening the nonprofit community and improving quality of life throughout Colorado.

Sincerely,

A handwritten signature in blue ink, appearing to read "Paul Lhevine".

Paul Lhevine

President & CEO, Colorado Nonprofit Association

STRENGTHENING MEMBERSHIPS

ASSOCIATION MEMBERS

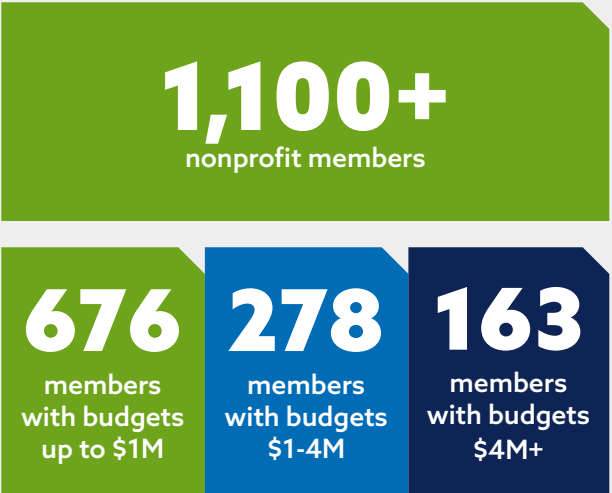
Our members are integral partners in our journey towards a stronger, more vibrant nonprofit sector in Colorado. Through active participation and engagement of our members in activities such as advocacy, professional development and resource-sharing, we are advancing our mission and strengthening Colorado’s nonprofits.

Thank you for your partnership in elevating Colorado nonprofits.

Nonprofit Member Overview

Top five industries represented:

- Human Services
- Education
- Arts, Culture and Humanities
- Youth Development
- Health Care



Business Member Overview

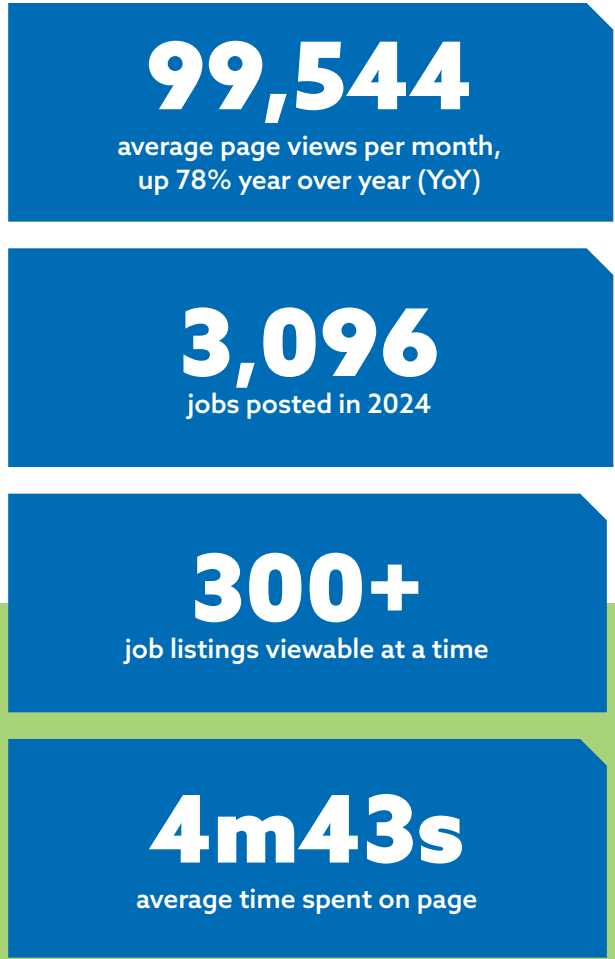
Types of businesses represented:

- Finance/Banking
- Fundraising and Marketing Solutions
- Legal
- HR Solutions
- Consulting Services

SUPPORTING JOB SEEKERS

NONPROFIT JOB BOARD

The Association hosts the state’s premier nonprofit job board, connecting passionate individuals with mission-driven organizations across Colorado. Members can 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.



SUSTAINING PROGRAMMING

NONPROFIT BOOTCAMPS & WORKSHOPS

Nonprofit Bootcamps (full-day) and Workshops (half-day) are comprehensive, immersive learning experiences tailored to nonprofit leaders, emerging leaders and board members. Bootcamps and Workshops equip leaders with the essential skills and knowledge to elevate their organizations.



“The content was superb. I learned so much and have a whole list to take to our board for action.”

2024 BOOTCAMP PARTICIPANT

Nonprofit Bootcamps

In 2024, the Association hosted five bootcamps in Denver, Greeley, Pueblo and Boulder, engaging 17 subject matter experts and convening 226 leaders to learn and grow together.

Bootcamp Topics

- A-Z Nonprofit Management
- Board Member Development
- Fundraising
- Grant Writing

Nonprofit Workshops

We also hosted five workshops in Colorado Springs, Arvada, Denver and Pueblo, engaging 13 subject matter experts and convening 124 leaders to learn and grow together.

Workshop Topics

- Strategic Planning & Leadership
- Human Resources
- Fund Development
- Marketing & Communications
- Grant Writing

VIRTUAL TRAININGS

We offered 38 virtual trainings, bringing together 1,100+ participants across the state to support nonprofit leaders, emerging leaders and board members, and helping organizations build capacity. Sessions were led by 40+ nonprofit and business subject matter experts with extensive nonprofit sector experience. The top three training themes were human resources, fundraising/ fund development and strategic planning.

“I greatly appreciate these roundtables! Thank you for the time and energy put into these — I think they make a big difference for us all.”

2024 ROUNDTABLE PARTICIPANT

ROUNDTABLES

In 2024, we hosted 29 roundtables. Roundtable cohorts met on five topics — operations and finance; fundraising; communications and marketing; DEIA; and volunteer management. The program is more than just a platform for in-depth exploration; it’s a catalyst for meaningful connections among peers. Roundtables meet virtually, making them accessible to members statewide. There was a 114% increase in registrations from 2023 to 2024 (580 in 2023 compared to 1,243 in 2024).

NONPROFIT LEGAL AUDIT CLINIC

The Nonprofit Legal Audit Clinic is a collaborative initiative led by the Colorado Nonprofit Association, the Colorado Lawyers Committee, the Colorado Association of Corporate Counsel and sponsoring law firms to support small nonprofits in assessing their legal health. This free clinic connects nonprofit representatives with experienced volunteer attorneys who provide guidance on a wide range of legal issues affecting their organizations. In addition to addressing specific legal questions, the clinic emphasizes a comprehensive evaluation of organizational legal health. The clinic equips nonprofits with valuable legal insights, helping them navigate challenges and strengthen operations for long-term success. The Association hosted two clinics in 2024, serving 40 nonprofits, engaging 111 volunteer lawyers and providing a value of approximately \$355,200 in legal services.

“[I’m] extremely grateful for this service and opportunity. Each attorney assigned provided valuable and applicable insight that our foundation will use.”

2024 NONPROFIT LEGAL AUDIT CLINIC PARTICIPANT

KEEPING UP CONNECTIONS

CONNECTING COLORADO

We were on the road again in 2024 with our Connecting Colorado conferences! Our statewide journey took us to Colorado Springs, Loveland, Grand Junction and Denver. Each stop was an exhilarating day filled with enriching education sessions, valuable networking opportunities and boundless energy.

Attendees were able to select conference sessions based on three programming tracks: education, connection and executive.

BY THE NUMBERS



4

COMMUNITIES
VISITED



29

SPONSOR
RELATIONSHIPS



47

EVENT
EXHIBITORS



61

LEADERS SERVED AS
SPEAKERS OR PANELISTS



890

EVENT
ATTENDEES



372

ORGANIZATIONS
REPRESENTED

CONFERENCE HIGHLIGHTS

In 2024, we featured an interactive advocacy panel with local elected officials and our partners at Aponte and Busam at the Loveland, Colorado Springs and Denver conferences.





Colorado
NONPROFIT
Association

CONNECTING COLORADO



BOLSTERING NONPROFITS

STATEWIDE ADVOCACY

Legislative Proposal: Nonprofit Lobbying Reform Bill

The Association took a huge step forward in its multi-year effort to remove barriers for nonprofit employees engaging in public policy and advocacy. Working with State Representatives Eliza Hamrick and Andrew Boesenecker, our public policy committee transformed our members' feedback into a formal legislative proposal for the 2025 state legislative session.

The Association's proposal would exempt nonprofit leaders and staff from several of the requirements associated with formal lobbying activity when engaging in less than 12 hours of direct lobbying per year.

A Leading Voice Under the Gold Dome

In 2024, The Association was a key voice in passing SB24-016 — which allows intermediary nonprofit organizations to accept pass-through charitable contributions for tax credits. The Association also tracked 11 different bills, hosted a number of state officials at its bi-weekly public policy committee, provided testimony on two pieces of legislation and presented the General Assembly with the 2024 Colorado Nonprofit Economic Impact Report — culminating with a press conference with Governor Jared Polis.

Serving as Colorado's Nonprofit Watchdog — Preparing for an Uncertain Landscape

In 2024, it became clear that the political landscape across all levels of government, as well as public opinion towards the nonprofit organizations, was changing. From hostile rhetoric at local levels of government to threatening legislation in the U.S. Congress, the Colorado Nonprofit Association anticipated attacks on the nonprofit sector. The Colorado Nonprofit Association engaged Colorado's federal lawmakers, as well as the National Council of Nonprofits, in preparation of this new landscape, ensuring that the Association's membership has a voice in Washington.

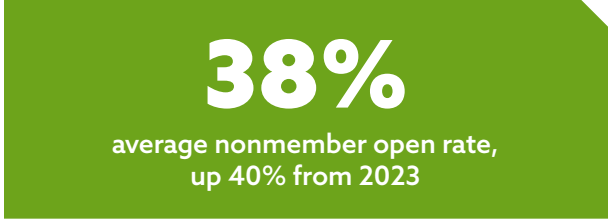
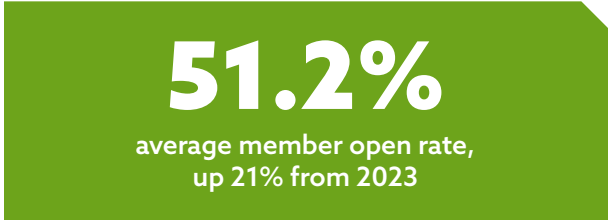


BUILDING COMMUNICATIONS

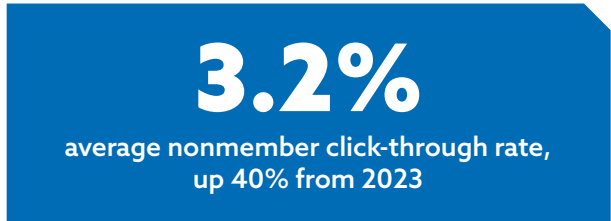
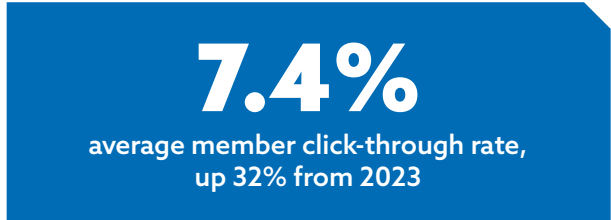
REACHING NONPROFIT AUDIENCES

Email Newsletter Engagement Metrics

In 2024, open rates and click-through rates for both member and nonmember email newsletters saw notable growth, continuing to outperform industry benchmarks. This success stems from the trust we've built as a go-to resource in subscribers' inboxes, consistently delivering valuable content, programming opportunities and digestible yet in-depth insights. Our visually appealing design enhances engagement, while a steady increase of 700 net new subscribers presents further growth potential in 2025. Content performed best when it was aligned with our core pillars: Advocacy, Trainings/ Programs and Resources (especially grant opportunities).



Industry standard email open rate is 28%.



Industry standard email click-through rate is 3.3%.

2024

NEW YEAR & NEW UPDATES

Happy New Year! We're so excited for all we have planned for both members and the nonprofit community at large in 2024.

Here's a preview of what's to come this year:

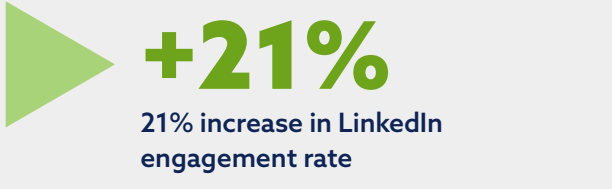
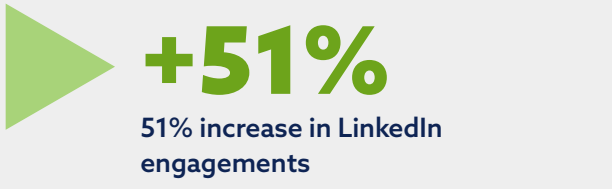
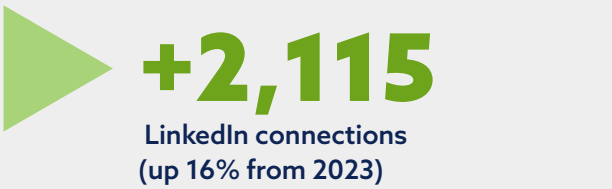
- » Continued Roundtable Cohorts and Nonprofit Bootcamps
- » Increased advocacy for Colorado nonprofits this legislative session
- » Connecting Colorado is back in four regions, focusing on regional connection
- » New trainings each month — live, recorded, bite-sized learning and more!
- » Connection opportunities for nonprofit and business members
- » Expanded Knowledge Center
- » Principles & Practices for Nonprofit Excellence in Colorado interactive resource
- » In-person learning workshops around the state

We can't wait for you to experience the connection, education and advocacy initiatives the Colorado Nonprofit Association has to offer. Stay tuned for more information throughout the year!

Social Strategy

LinkedIn continues to be a strong platform for us, with growing engagement and follower counts reflecting the increasing value of our content. Despite posting less frequently, higher engagement rates indicate that our audience sees our content as more valuable — an uncommon but encouraging trend.

Our most successful posts incorporate key elements such as tagging partners and organizations to expand reach, using engaging images of individuals and leaders, and weighing in on timely topics like advocacy issues and economic impact.



Session 1:
Media Relations

Practical guidance for driving your nonprofit's mission through earned media.

AMY MOYNIHAN & BARB JONES





TRAININGS & EVENTS

**THANK YOU
TO OUR
SPONSORS**

BUSINESS MEMBER SHINE

FUELING OUR ECONOMY

ECONOMIC IMPACT REPORT

The Colorado Nonprofit Association, Community Resource Center and Philanthropy Colorado partnered to produce the Colorado Nonprofit Economic Impact Report. This report provides critical, updated information about the nonprofit sector’s substantial economic contributions to the state and its communities.

Despite facing challenges such as job losses during the pandemic and slower recovery due to tight budgets, employee burnout and competition for higher-paying jobs in other industries, the nonprofit sector has shown remarkable resilience and continued growth. This growth demonstrates the sector’s ability to adapt and thrive in the face of adversity.

The report underscores the importance of nonprofits across all eight of Colorado’s congressional districts, highlighting their substantial economic and employment contributions throughout the state.

We orchestrated a successful launch of the report on April 4, 2024, including a press conference with Governor Polis and day at the Capitol to celebrate the report and share the report summary with state legislators.

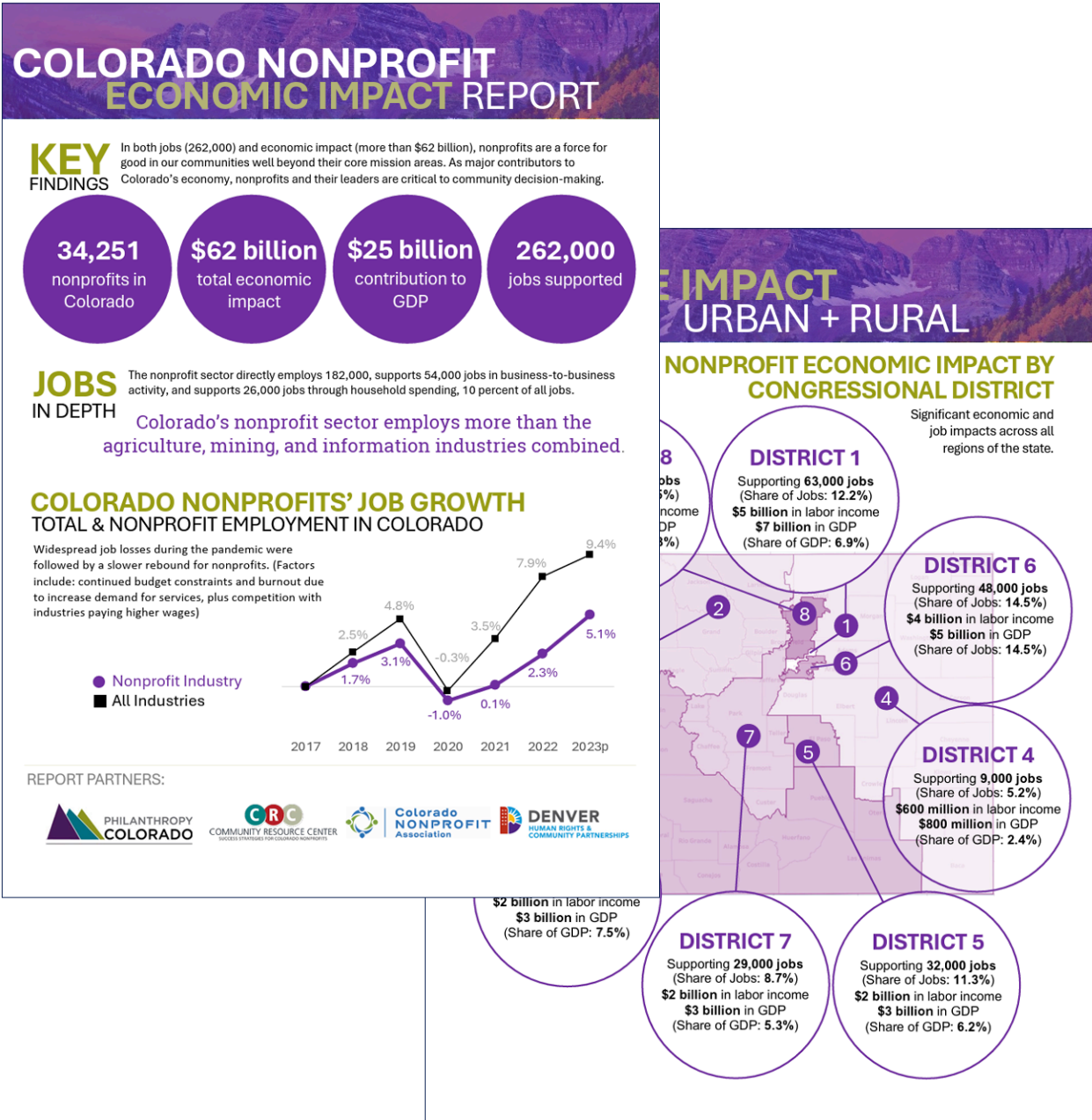
The final report and supporting materials have been shared with nonprofits, philanthropy leaders and business and community leaders, as well as elected and appointed officials both in Colorado and Washington, D.C. Additionally, we have been highlighting this report with our networks and partners throughout the year to ensure this resource is used to showcase the impact of the nonprofit sector.

The Colorado Nonprofit Economic Impact Report stands as a powerful tool for advancing the nonprofit sector in our state. This authoritative resource informs policymakers, equips advocates and guides strategic decisions to support nonprofit growth statewide.

By providing clear, concise data on Colorado’s nonprofit landscape, this report empowers the sector, policymakers and the public to make informed decisions. It serves as a cornerstone for raising awareness and shaping policies that strengthen nonprofits, ultimately enhancing their capacity to serve Colorado’s communities effectively.

Key Findings

- **Economic Impact:** The total economic impact of Colorado’s nonprofit sector increased by 55% to \$62 billion in 2024, up from \$40 billion in 2019.
- **Employment:** The sector directly employs 182,000 people and supports an additional 80,000 jobs through business-to-business activity and household spending, accounting for 10% of all jobs in the state.
- **GDP Contribution:** The nonprofit sector contributes \$25 billion to Colorado’s GDP.
- **Nonprofit Landscape:** Colorado is home to over 34,000 nonprofits, with the majority operating on annual budgets of less than \$500,000.
- **Philanthropic Activity:** 2,000 foundations in Colorado give more than \$1.4 billion in grants annually.



“Joining the [Association] board has been an inspiring and rewarding experience from day one. As a new board member, I have been welcomed by a supportive and passionate community of individuals who are dedicated to making a positive impact.”

**KAYLEE A. ROMERO, COMMUNITY RELATIONSHIP MANAGER,
COLORADO HOUSING AND FINANCE AUTHORITY
BOARD MEMBER**

“Serving on the Colorado Nonprofit Association board has been an incredible opportunity to support and strengthen the nonprofit sector across our state. I’ve seen firsthand how the Association empowers nonprofit organizations with critical resources, advocacy and connections that drive meaningful impact.”

**KRISTIN TODD, PRESIDENT & CEO,
NOCO FOUNDATION
BOARD MEMBER**



“I’m proud to be on the board because of all the vital services the Association provides to the nonprofit sector.”

**DACE WEST, CHIEF IMPACT OFFICER, THE DENVER FOUNDATION
BOARD MEMBER**

“What I’ve been most impressed by and appreciative of is the relationship and respect the Association has built with many state legislators who embrace our value and work with us to strengthen nonprofits throughout Colorado.”

**CARMEN LEWIS, EXECUTIVE DIRECTOR, RISE ABOVE VIOLENCE
BOARD MEMBER, PUBLIC POLICY COMMITTEE MEMBER**

“Our partnership with the Association has been invaluable to ensuring organizations have access to top-tier talent during critical leadership transitions.”

**DERIK TIMMERMAN, MANAGING PARTNER, VALTAS GROUP
BUSINESS MEMBER**

“Supporting the places we call home is core to First Interstate’s values. Partnering with the Association has allowed us to put our words into action and help support the growth of our communities throughout Colorado.”

**JAMES SCOTT, VP, COMMERCIAL GROUP MANAGER, FIRST INTERSTATE BANK
BUSINESS MEMBER**

2024 STAFF

Paul Lhevine, President & CEO

Amy Black, Director of Corporate Engagement

Jaime Burgher, Director of Programs

Jack Murphy, Associate Director of Government Affairs

Halee Tanner, Manager of Operations

Annie Sanchez, Membership & Corporate Engagement Coordinator

Madeline Espinoza, Programs & Events Coordinator

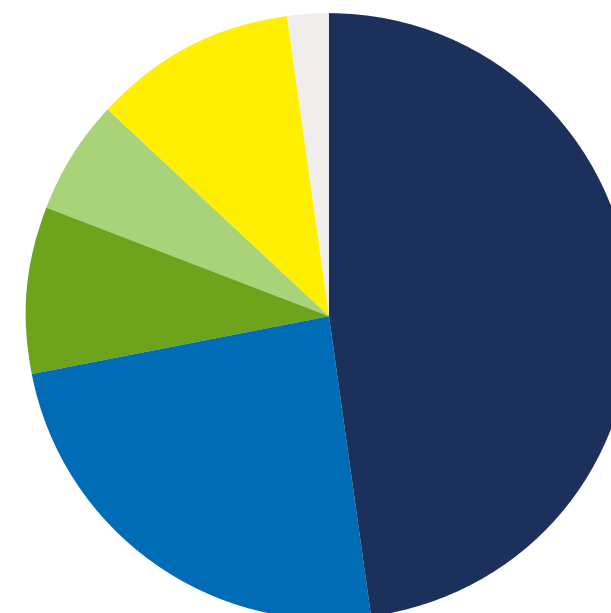
Rebecca Murabito, Administrative Assistant

2024 BOARD

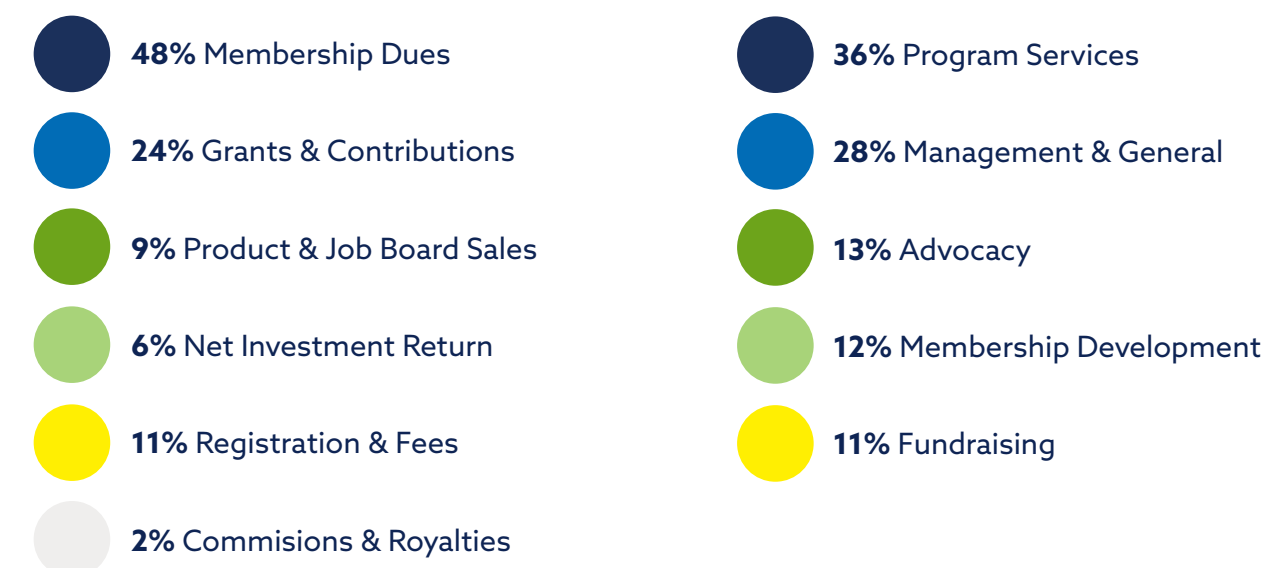
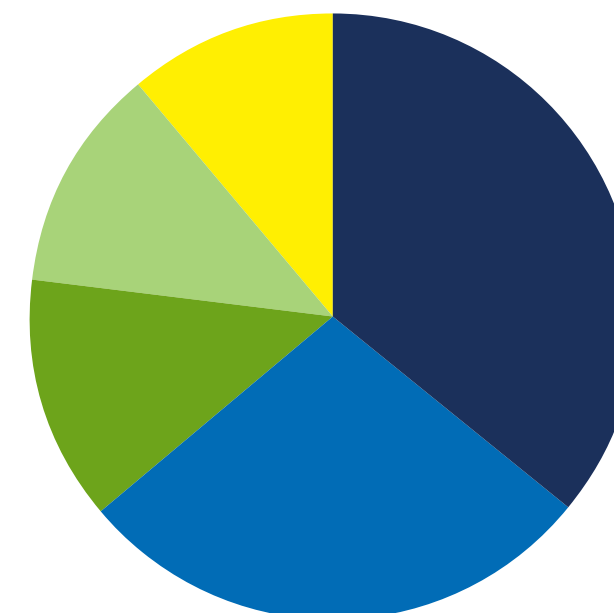
Lisa Taylor (Chair) The Weld Trust	Jonathan Liebert Better Business Bureau of Southern Colorado and The Colorado Institute for Social Impact	Darren Royal Royal Wealth Management
Mark Andersen (Vice Chair) Craig-Scheckman Family Foundation	Nick Lopez Latin American Educational Foundation	Melissa Scruggs Financial Talent Group
Kevin L. Mullin (Secretary) Judi's House	Phil Martinez Red Cross of Southern Colorado	Kristin Todd NoCo Foundation
Carter Bair (Treasurer) HopeWest	Scott Martinez Martinez and Partners	Lynn Urban United Way of Southwest Colorado
Michael Burke Mile High United Way	Tyler Mounsey Colorado Bar Association	Dace West The Denver Foundation
Carmen Lewis Rise Above Violence	Dana Rinderknecht Denver CASA	

2024 FINANCIALS*

**YEARLY OPERATING
REVENUE: \$1,493,831**



**YEARLY OPERATING
EXPENSES: \$1,535,047**



*non-audited

THANK YOU TO OUR SPONSORS & FUNDING PARTNERS



- | | |
|--|--|
| The Denver Foundation | Delta Dental of Colorado |
| Boettcher Foundation | Ent Credit Union |
| The Colorado Trust | Forvis Mazars, LLP |
| Colorado Gives Foundation | GFM Center Table |
| NoCo Foundation | IMA Financial Group |
| Craig-Scheckman Family Foundation | Hilltop Community Resources |
| El Pomar Foundation | Huntington National Bank |
| Caring For Colorado Foundation | Kundinger, Corder & Montoya, P.C. |
| First Interstate BancSystem Foundation | Mytech Partners |
| ANB Bank | National Council of Nonprofits |
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