Center for Nonprofit Excellence

Annual Report

Fiscal Year 2020-2021

Mailing Address:
325 W. Main Street
Waterfront Plaza, Ste 150
Louisville, KY, US 40202
502-315-2673
www.cnpe.org
Message from Ann L. Coffey, CEO

Our last fiscal year was like no other in the history of the Center for Nonprofit Excellence. The COVID-19 pandemic started a few months before our fiscal year did on July 1, 2020. The CNPE team, intent on serving our almost 500 members, had already begun to work from home. And we had moved all of our training and programming to Zoom.

Almost 2,500 people participated in CNPE events and programming in FY 2021. Here are some highlights:

**Training and Professional Development.**
- We hosted 67 classes.
- 1,253 people registered for our regular professional development classes.
- Another 344 people participated in our Bolder Board Training with Dan Pallotta.

**Convening.** Even though the pandemic separated us, we convened people virtually:
- CNPE convened “CAN,” the Community Activation Network, a network of people and organizations nurturing a thriving nonprofit ecosystem of inclusion, co-creation, and interdependence to help address our community’s most pressing problems. In FY 2021, we had 583 CAN participants. (For calendar year 2021, this number exceeded 900.)
- We also convened participants to address how local funds may be distributed under the federal American Rescue Plan Act. We had another 306 participants in those programs.

**Racial Reckoning.** New stresses were added as our city and country underwent a racial reckoning after the shooting death of Breonna Taylor. CNPE responded by engaging both with the community and with consultants to further racial equity. The CNPE board adopted a statement describing CNPE’s role in ending racial injustice, which you can find on our website. CNPE also created the Nonprofit Leaders Advancing Racial Equity program for nonprofit CEOs.

**Fundraising School.** CNPE also launched the School for Fundraising & Engagement, which may be the country’s first fundraising school operating through an equity lens. For the initial semester just ended in June 2021:
- 45% of the School’s faculty were BIPOC (Black, Indigenous, or People of Color);
- the School offered 13 courses; and
- 24% of its 269 participants were BIPOC.

Read on for more highlights. CNPE is entering its 2022 fiscal year full of energy and excitement for what lies ahead in the local nonprofit sector.

Ann L. Coffey, CEO
Staff and Board of Directors
As of June 30, 2021

Ann L. Coffey - CEO
Garrison Cox – Sr. Director of Strategic Communications & Marketing
Ed Cortas - Director of Consulting
Merv Antonio - Director of Learning
Darlene Whitney - Director of Finance and Operations
Sarah Stalker - Director Community Engagement and Membership

Karina Barillas, La Casita Center
Jordan Bond, PricewaterhouseCoopers LLP
Christen Boone, Fund for the Arts
Mark Carroll, Bandy Carroll Hellige
Dave Christopher, A.M.P.E.D. Louisville
Katie Dailing, Office of the Mayor
Pam Darnall – Board Secretary
Family & Children’s Place
Ralph de Chabert, Brown-Forman Corporation
Mike Fine, Wyatt, Tarrant & Combs
Lori Flanery, New Directions
Ron Gallo, Community Foundation of Louisville
Stephen George, Louisville Public Media
Jill Horn, Brown-Forman Corporation

Tess McNair – Board Chair
The C. E. and S. Foundation
Tom O’Bryan – Emeritus, Retired
Ashley Parrott, Office of the Mayor
Rebecca Phillips – Board Treasurer
Community Leader
Jeff Polson, Jewish Heritage Fund for Excellence
Mason Rummel, James Graham Brown Foundation
Anthony Smith, Cities United
Linda Speed – Board Vice Chair
Community Foundation of Southern Indiana
Robert Taylor – Emeritus, Retired
FY 2020-2021 Updates

✓ CNPE developed its first strategic plan in eight years.

✓ CNPE increased participation in professional development and programs by 138%. This increase happened because: (1) the pandemic moved us to the virtual space and made our programming more accessible; and (2) CNPE recalibrated programs to respond to the immediate needs expressed by the nonprofit community.

✓ CNPE launched two new leadership programs:
  - **Board Chair Learning Circles**, a moderated venue where nonprofit board chairs can meet for support and problem-solving with peers.
  - **Nonprofit Leaders Advancing Racial Equity**, a training series to prepare nonprofit CEOs/EDs, personally and professionally, to do work that engages them in collective efforts to foster greater racial inclusivity and equity throughout their organizations and our community.

✓ CNPE launched a virtual forum for convening nonprofit leaders, funders, and supporters in our **Community Activation Network (CAN)**, which held its 10th monthly meeting in June. Attendance to date has been more than 900 people, from leaders, staff, and volunteers within nonprofits, foundations, and the community of people who care about nonprofits.

✓ CNPE launched the **School of Fundraising & Engagement** in collaboration with Ashley| Rountree, a leading nonprofit consulting firm and with assistance from the Association of Fundraising Professionals — and with generous support from the James Graham Brown Foundation. The school has a diverse planning team, advisory group, and faculty roster to ensure that we operate through an equity lens.

✓ We hosted **Bolder Board Training** by nonprofit thought leader Dan Pallotta. More than 300 board and staff leaders participated virtually in this dynamic follow-up to the presentation Dan had made at our Changemakers Conference in 2019.

✓ We partnered with **MindEdge Learning**, an online learning enterprise founded in 1998 by Harvard and MIT educators to provide on-demand, online learning opportunities for nonprofit leaders and staff.

These initiatives all embody CNPE’s purpose to elevate an equitable nonprofit sector by (a) developing the competence and confidence of nonprofit boards, staff, and volunteers; and (b) convening and connecting members of the nonprofit community in new, generative ways.
Revenue and Expenses - Unaudited
For Fiscal Year Ending June 30, 2021

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>NP &amp; Individual Membership</td>
<td>$63,225</td>
</tr>
<tr>
<td>Corporate Membership</td>
<td>$9,396</td>
</tr>
<tr>
<td>General Foundation Membership</td>
<td>$14,267</td>
</tr>
<tr>
<td>Consultation Services</td>
<td>$58,283</td>
</tr>
<tr>
<td>Learning Events</td>
<td>$312,249</td>
</tr>
<tr>
<td>Philanthropic Income</td>
<td>$649,274</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>$1,106,693</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical Operations/ Facilities</td>
<td>$4,817</td>
</tr>
<tr>
<td>Office Expenses</td>
<td>$5,961</td>
</tr>
<tr>
<td>Software Expense</td>
<td>$7,468</td>
</tr>
<tr>
<td>Office Equipment Lease</td>
<td>$2,847</td>
</tr>
<tr>
<td>Consultation Expenses</td>
<td>$21,659</td>
</tr>
<tr>
<td>Learning Expenses</td>
<td>$157,602</td>
</tr>
<tr>
<td>Fund for Excellence Scholarship</td>
<td>$9,147</td>
</tr>
<tr>
<td>Salaries, taxes &amp; Benefits</td>
<td>$620,857</td>
</tr>
<tr>
<td>Staff Development</td>
<td>$3,315</td>
</tr>
<tr>
<td>Database Consulting Support</td>
<td>$22,888</td>
</tr>
<tr>
<td>Professional Fees &amp; Services</td>
<td>$32,285</td>
</tr>
<tr>
<td>Member resources</td>
<td>$867</td>
</tr>
<tr>
<td>Local Travel</td>
<td>$991</td>
</tr>
<tr>
<td>Marketing/Promotional</td>
<td>$1,312</td>
</tr>
<tr>
<td>Meeting Expense</td>
<td>$275</td>
</tr>
<tr>
<td>Membership/Subscriptions</td>
<td>$2,995</td>
</tr>
<tr>
<td>Miscellaneous Expenses</td>
<td>$867</td>
</tr>
<tr>
<td>Telephone</td>
<td>$4,183</td>
</tr>
<tr>
<td>Postage</td>
<td>$619</td>
</tr>
<tr>
<td>Depreciation Expense</td>
<td>$4,617</td>
</tr>
<tr>
<td>Amortization Expense</td>
<td>$15,032</td>
</tr>
<tr>
<td>Insurance Expense</td>
<td>$5,324</td>
</tr>
<tr>
<td>Bank Fees</td>
<td>$6,147</td>
</tr>
<tr>
<td>PayPal Fee</td>
<td>$135</td>
</tr>
<tr>
<td>QuickBooks Payments Fees</td>
<td>$794</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$933,004</strong></td>
</tr>
<tr>
<td>Profit/ Loss</td>
<td><strong>$173,689</strong></td>
</tr>
</tbody>
</table>

Note that the final audit of CNPE’s financial statements for the fiscal year ending June 30, 2021, was not available as of the date this report was prepared. We will reissue this report once it is.
Budgeted Revenue and Expenses
For Fiscal Year Ending June 30, 2021

FY 21 Actual Revenues - $1,106,240
- Philanthropy 62%
- Learning 24%
- Membership 8%
- Consultation 6%

FY21 Total Program Expenses: $933,004
- Capacity Building/Infrastructure/Operations 38%
- Learning 25%
- Communications 9%
- Consultation 8%
- Community Leadership & Convening 8%
- Fundraising 4%
- Conference 1%
- Membership 7%