

ALLIANCE 2021 IMPACT REPORT

The Nonprofit Leadership Alliance is pleased to provide this impact report that demonstrates the many accomplishments made possible **thanks to the support of our friends and donors.**

WE CANNOT DO THIS WORK ALONE.

Thank you to the many individuals, corporations and foundations who believe, like we do, that leadership matters.

WHY WE DO WHAT WE DO.

We believe that great leaders run strong nonprofit organizations. This is the very core of our mission: invest in the people who are working to build a better world for all of us.

KADETRA COOPER, CNP

Founder & Executive Director



Kadetra's organization, Women of 4D, is working to strengthen families by providing resources that enable single working moms to attend college, develop work and personal skills, and enhance their families' overall well-being. She earned the CNP credential because she wanted to increase her capacity to do more good. She is one of the 11,406 CNPs who are in the trenches, working tirelessly to lift our collective quality of life.



**Nonprofit
Leadership
Alliance**

Our World. Only Better.

OUR WORK:

Leadersosity is an online training platform that offers nonprofit-tailored courses and events.

The Certified Nonprofit Professional (or CNP) is the only nationally recognized credential in nonprofit management that provides learning and real-world experience.

DURING FISCAL YEAR 2021, THE ALLIANCE:

- Trained **10,231** nonprofit leaders through virtual courses and conferences.
- Issued **3,767** online certifications.
- Achieved an overall net promoter score of **57**.
(The Net Promoter Score is a tool that measures how likely the learner is to recommend the course to a friend. A score of 55 or higher is considered excellent.)
- Credentialed **365** through the CNP program.
- Welcomed **700** onto CNP Central, an online resource hub where students studying nonprofit management can access resources, internships and mentors.

WHO WE TRAIN:

- Nonprofit leaders:
85% of learners are currently working at a nonprofit.
- People of color:
43% of CNPs; **50%** of Leadersosity learners.
- First generation college students:
48% of CNPs