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.

OUR WORK:

**Leaderosity** 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 Leaderosity learners.
• First generation college students: 48% of CNPs.