

ANNUAL REPORT



FLORIDA
nonprofit
alliance

2020

A NOTE FROM LEADERSHIP

2020 was an intense year. None of us could have predicted what was coming our way. This report reflects the greater volume of work but not the velocity in which we all responded as a sector. FNA was able to champion our **2020 Legislative agenda** and address the unprecedented needs of our sector thanks to our funders, our board and of course, our team.

In a rapidly changing environment, we leaned in on other state associations, National Council of Nonprofits and our members to ensure we were getting questions answered and needs met to the best of our ability. Thankfully, our new website was completed in February of 2020, and boy did we need it for the web traffic that was about to come our way.

Most nonprofit executives have mission moments that stay with them forever. For us, 2020 was a mission year. COVID-19 highlighted why it is necessary to have a state association looking out for the interests of nonprofits. With quick and focused messaging, state associations and the National Council of Nonprofits got charitable nonprofits invested into the Families First Coronavirus Response Act. This victory created a pathway for nonprofits to be included later in the CARES Act and subsequent COVID-19 legislation.

FNA, as a part of this same network of state associations, reached out to our Congressional delegation to ensure nonprofit organizations were eligible for forgivable Paycheck Protection Program (PPP) loans and partially forgivable Economic Injury Disaster (EIDL) loans. Our advocacy efforts also helped create a universal charitable deduction.

At the state level, FNA represented the nonprofit sector on the Association of Industries Reset Taskforce because of trust we built from past collaborations. As a result, we were able to share information quickly with the Florida's nonprofits in partnership with Florida Department of Agriculture of Consumer Services, Florida Philanthropic Network and our regional nonprofit capacity building organizations.

Thank you for your faith in us. Thank you for trusting us to be your state association. Thank you for all you do for Florida's nonprofits.

Sincerely,

Sabeen Perwaiz Eileen Connolly-Keesler



Sabeen Perwaiz
President & CEO

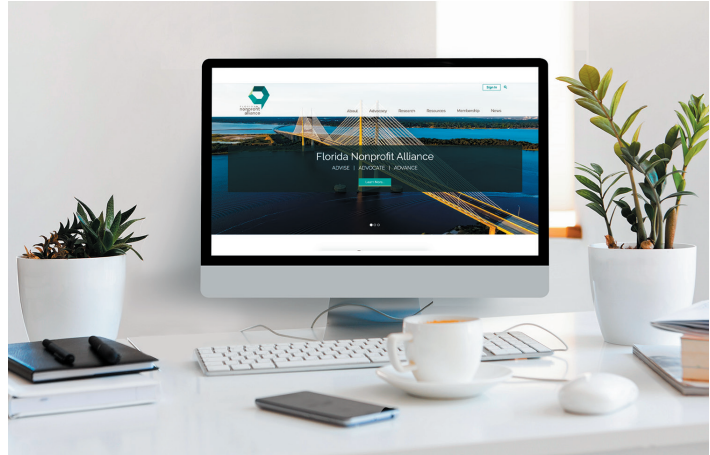


Eileen Connolly-Keesler
Chairwoman

NEW THIS YEAR

WEBSITE LAUNCH

Check out our newly redesigned flnonprofits.org website! Now it is easier than ever to find resources, events, and information from our homepage.



LEGAL COMPLIANCE CHECKLIST

The checklist outlines laws applicable to Florida nonprofits classified as 501(c)(3) public charities in governance, advocacy, human resources, and fundraising. Click [here](#) to download.

RACIAL DIVERSITY AND EQUITY SERIES

The series of four workshops, held in fall of 2020, were requested by members and provided opportunities for organizations to focus on both individual and organizational learning and growth in diversity and equity.

ELECTIONS GUIDANCE

It is vitally important for 501(c)(3) organizations to be seen as unbiased and non-partisan in their work. This [webpage](#) clarifies the do's and don'ts for nonprofits.

BY THE NUMBERS



77 NEW MEMBERS



32 MEMBER UPDATES



33 NEWSLETTERS



5 RESEARCH REPORTS



21 PRESENTATIONS ACROSS THE STATE



6 POLICY CALLS



13,863 WEB SESSIONS



24 EARNED MEDIA ARTICLES



55 PROGRAMS

COVID-19 RESPONSE

In March 2020, COVID-19 halted us in our tracks and took us all by surprise. Nonprofits sprung into action and figured out new ways to tackle their missions amidst a global pandemic. FNA focused on advocating for and elevating the needs of our sector. We were able to:

- **Create a re-opening/re-engagement guide**
- **Create an SBA loans toolkit** and share it with all registered nonprofits in the state of Florida through our partnership with Department of Agriculture and Consumer Services
- **Reach out to our Congressional Delegation** to share why nonprofits need more relief
- **Create a Florida specific sign on letter** for Congress and share it with Florida's delegation to help pass the CARES Act
- **Share multiple letters and policy recommendations** with Governor DeSantis and State Agencies
- **Create a specific webpage for the virus** and resources for our sector
- **Conduct three surveys and deliver corresponding reports** to assess the impact of COVID-19 on the state's nonprofit sector
- **Participate in many calls with numerous partners regarding the state's response to COVID-19** as nonprofits grappled with how to proceed
- **Create a Lobbying section** under COVID-19 guide to share the new rules and processes

Florida Nonprofit Alliance surveyed nonprofit organizations across the state about the immediate effects they were experiencing (**The Effects of COVID-19 on Florida Nonprofits**, April 2020). FNA conducted a second round of research in June, focused on what nonprofits expected as they looked forward - past the Coronavirus (**Looking Forward: How COVID-19 Will Affect Florida Nonprofits**, July 2020). More than 1,100 Florida 501(c)(3) organizations participated in our third round of research, updating on what they have experienced (**Closing Out 2020: COVID Effects Report**, December 2020).

Nonprofits have struggled and adapted in order to stay in existence and continue to serve their missions and clients, while staff and Board members experience burn out and exhaustion. Some organizations have not made it through the pandemic, and Florida is likely to see more nonprofit closures over the next two years. The sector is resilient and remains committed to serving all Florida residents.



Best Practices and Considerations for Nonprofit Re-engagement



COVID-19 NONPROFIT RESOURCES TOOLKIT

www.flnonprofit.org

The programs and initiatives in the Coronavirus Aid, Relief, and Economic Security (CARES) Act that was just passed by Congress are intended to assist business owners with whatever needs they have right now. When implemented, there will be many new resources available for small businesses, as well as certain non-profits and other employers. This guide provides information about the major programs and initiatives that will soon be available from the Small Business Administration (SBA) to address these needs, as well as some additional tax provisions that are outside the scope of SBA.

To keep up to date on when these programs become available, please stay in contact with your local Small Business Administration (SBA) District Office, which you can locate [here](#).

Struggling to get started? The following questions might help point you in the right direction. Do you need:

- **Capital to cover the cost of retaining employees?** Then the [Paycheck Protection Program](#) might be right for you.
- **A quick infusion of a smaller amount of cash to cover you right now?** You might want to look into an [Emergency Economic Injury Grant](#).
- **To ease your fears about keeping up with payments on your current or potential SBA loan?** The [Small Business Debt Relief Program](#) could help.

All nonprofits will need to gather several essential pieces of information before beginning the application process:

1. Documentation of weekly payroll and benefits expenses, including payroll taxes.
2. Documentation of payroll headcount (number of full-time and part-time employees)
3. Documentation of increased material costs.
4. Documentation of rent or mortgage payments.
5. Documentation of other obligations that cannot be met because of revenue losses due to COVID-19.
6. Q1 2020 statement of activities (income statement). This statement must include all subsidiaries.
7. Documentation that your nonprofit was ordered to fully or partially suspend operations in Q1 2020 because of orders from a government authority limiting commerce, travel, or group meetings due to COVID-19 (this could be an executive order from a governor, county executive or mayor).
8. Your charitable determination letter from the IRS (e.g. 501(c)(3), 501(c)(4), 501(c)(19), 501(c)(6). Please note 501(c)(4) and 501(c)(6) organizations are treated differently under the CARES Act.
9. Documentation of state incorporation (Secretary of State filing).
10. Most recent year IRS form 990.



2021 LEGISLATIVE SESSION PREPARATION GUIDE

Lobbying in Florida under the Cloud of COVID-19

The Florida Legislature is a unique citizen-led body that meets for 60 days. There are 40 members of the Senate and 120 members of the House of Representatives. This year, our country was faced with an unprecedented pandemic that changed the way we interact with elected governmental entities. Although our state has slowly started to recover, we must still be prepared for the possibility of a second COVID-19 wave that might impact the upcoming legislative session.

The Florida Nonprofit Alliance has created the following 123rd Legislative Session Preparation Guide for our clients in order to help you become successful with your advocacy efforts for the upcoming legislative session.

Advocacy, Grassroots & Stakeholder Engagement:

- Assume in person visits are now obsolete until further notice.
- Today's staffers are part of the digitized culture. Ask them what platforms they prefer to use because they will be responsible for scheduling "digital" meetings.
- Call-ins / Zoom-ins / TeleTown Halls will become more useful. Be organized and have a plan to educate your digital participants on each platform (i.e. know how to mute; have a moderator; have a process to ask questions).
- Every member's actions are based on constituent/district needs. Understand why it is important for a member to meet with your client/organization.
- Prepare for gridlocks.
- Have a stakeholder engagement strategy ready. You will need allies.
- Revamp their advocacy tools.
- Tell YOUR story and Make Issues Local Again.

Plan on Having Limited Capitol Access:

- Have a plan of action. What happens if the Capitol closes during session?
- Understand the rules, procedural deadlines, and operation of both chambers.
- Prepare for the worst but hope for the best case scenario: normalcy.
- Prepare to make appointments and be escorted by staff/security to your appointment.
- Be aware that access might be limited within the Capitol (i.e. no loitering in the hallways, limited capacity in committee rooms, limited capacity in member's offices, etc.)
- If fly-ins and advocacy days at the Capitol are eliminated, what other alternatives are available to ensure organizations and businesses can still meet with elected officials to discuss their priorities?

Learn How to Build Trust

- Are you politically involved in elections?
- Identify who are your real supporters at the capitol. Support those who philosophically align with your

2020 CENSUS



FNA began working on the Census in 2018. We held dozens of events across the state and joined Florida Counts in 2019. In the end, our collective efforts, allowed Florida to surpass its 2010 numbers and gain one congressional seat. In 2020, we continued our work by training nonprofits on how to promote the census in their communities.

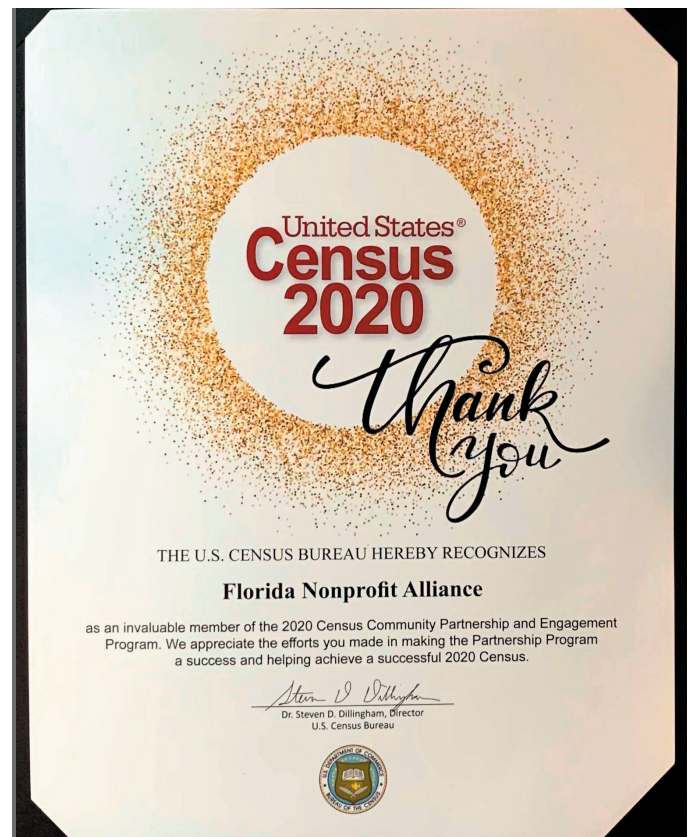
Florida Counts raised more than \$1.5 million in philanthropic funds for Census 2020 outreach, education and messaging to ensure an accurate count. Florida Counts Census 2020 made grants to 45 nonprofits throughout Florida who conducted the hard work of outreach to their communities in this era of physical distancing by using digital, phone, social media and other methods to help people complete their Census.

In addition, the group also funded:

- An 8-week partnership to put Florida Counts census ads on the back of receipts at 161 Family Dollar and Dollar General stores located in hard-to-count (HTC) neighborhoods to raise awareness on the importance of being counted.
- A statewide peer to peer text program involving 2.2 million messages to be sent 5 times in August through October
- A statewide media campaign to reach HTC markets

- A partnership with Farm Share to have Mobile Questionnaire Assistance units at select distribution sites

Florida Counts Census 2020 is a philanthropic initiative to improve the census count in Florida. The eight 501(c)(3) non-partisan organizations spearheading this initiative are: Wallace H. Coulter Foundation, Florida Philanthropic Network, Florida Nonprofit Alliance, Community Foundation for Palm Beach and Martin Counties, Florida C3 Civic Engagement Table, Urban League of Broward County, The New Florida Majority Education Fund and Ventus Charitable Foundation.



Florida

NONPROFIT SECTOR IMPACT

An overview of the economic impact of nonprofits in Florida



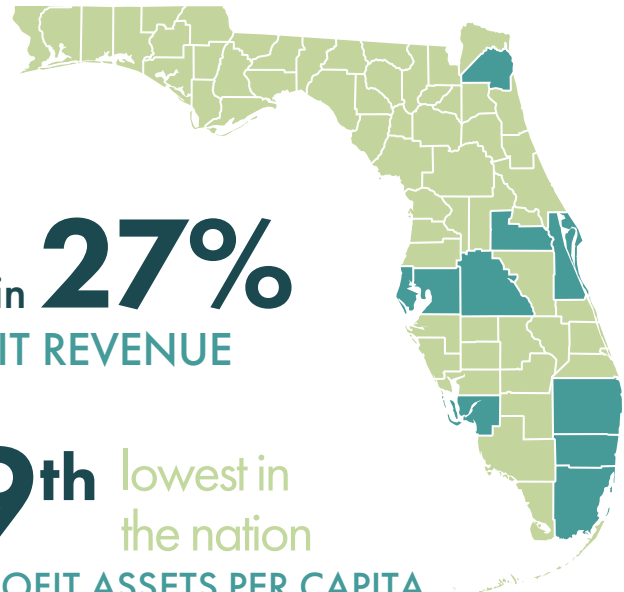
NONPROFITS (2020)

\$105.2 billion
IN REVENUE

the **top 3** COUNTIES contain **27%**
of the state's NONPROFIT REVENUE

94,769
nonprofits
IN FLORIDA

ranks **39th** lowest in
the nation
FOR NONPROFIT ASSETS PER CAPITA



	Top 10 Counties	Number of Nonprofits	Employment	Revenue
1	Miami-Dade	10,434	94,559	\$15,576,560,979
2	Broward	9,144	49,332	\$6,294,290,585
3	Palm Beach	7,748	31,912	\$5,303,275,829
4	Orange	6,617	58,178	\$8,106,665,046
5	Hillsborough	6,333	50,764	\$10,598,020,429
6	Duval	5,308	45,020	\$9,747,733,605
7	Pinellas	4,550	29,346	\$7,019,635,358
8	Lee	2,666	23,915	\$1,972,143,238
9	Polk	2,522	17,652	\$2,542,600,216
10	Brevard	2,496	16,633	\$2,806,742,390

Data from the Internal Revenue Service Business Master Files and National Center for Charitable Statistics. Calculations by Public Sector Consultants, publicsectorconsultants.com.

For County-level Data, visit: fnonprofits.org/page/DataDashboard

Updated May 2020

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GREG BLACK

LOBBYIST

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