



FLORIDA
nonprofit
alliance

10 ANNIVERSARY
YEARS

2021

ANNUAL REPORT

A NOTE FROM LEADERSHIP

Advocacy is a long game, and no year embodied that better than 2021. FNA's consistent efforts to produce state of the art research for the sector paid off in many different ways. Our economic impact data was utilized by elected officials, news outlets and nonprofits. Our individual giving research was added on to the Florida Chamber dashboard as an important metric to track. Our COVID-19 impact reports helped funders make determinations on how best to help the sector. In addition, our sector's work in the wake of the pandemic positioned the Florida Council of 100 to name Florida Nonprofits as a key priority area to support in the 2022 Legislative Session. This is of course no surprise to you, our members. Our 2021 membership survey highlighted that most of you come to us for our research, our advocacy efforts and our resources for the sector.

At the national level, FNA now represents Florida on the board of National Council of Nonprofits. At the state level, we helped preserve property tax exemption for nonprofits and helped simplify your solicitation permit application. On an organizational level, FNA graduated to become a full state association member of the National Council of Nonprofits. We entered as a nonprofit ally back in 2012 and were promoted to an emerging state association in 2018. This title recognizes the hard work the team at FNA have put in to ensure our state's nonprofits are well represented.

As we enter our 10th anniversary year, it is exciting to see just how far we have come as an organization. Thank you for trusting us to be your state association. Thank you for all you do for Florida's nonprofits.

Sincerely,



Sabeen Perwaiz
President & CEO



Tony Carvajal
Chairman

ADVOCACY

FNA WORKED ON THE FOLLOWING ISSUES DURING 2021:



Fought for inclusion of nonprofits in any State and Federal relief funds



Fought to preserve property tax exemption for Florida nonprofits



Published a Lobbying Guide for 2021



Florida Council of 100 has included nonprofits as a priority area for the first time



Streamlined contracting across state agencies to provide clear and consistent guidelines for nonprofits



Hosted three calls regarding ARPA funding opportunities with nonprofit leaders, capacity builders and foundation leaders



Encouraged government to invest ARPA recovery funds to create relief and recovery funds and grants for nonprofits to use in their communities



Florida Chamber dashboard now features charitable giving data

BY THE NUMBERS



60 NEW MEMBERS



50 MEMBER UPDATES



2 RESEARCH REPORTS



20 NEWSLETTERS



7 POLICY CALLS



39 EVENTS



40,450 WEBSITE PAGEVIEWS



13 EARNED MEDIA ARTICLES

WHO WE ARE

THE VISION, MISSION, AND VALUES WERE UPDATED AS A PART OF OUR STRATEGIC PLANNING PROCESS

VISION

A better Florida through an elevated nonprofit sector.

MISSION

Florida Nonprofit Alliance is the state's collective voice, respected advocate, effective connector, and powerful mobilizer for the nonprofit sector.

WE VALUE

Inclusion

We value the perspectives and contributions of all people, while incorporating the needs, assets, and perspectives of communities into policy and action.

Integrity

We uphold strong ethical principles, act with honesty and respect, and are accountable to our members.

Transformation

The power of the nonprofit sector turns beliefs and hopes into action and change.

WE ARE

Proactive

We anticipate the collective needs of the sector and work collaboratively to have those needs met.

Transparent

We are open about our actions and motivations with nonprofits and decision makers.

Vigilant

We are attentive to the environment that nonprofits operate in and respond to threats and opportunities.

FNA became a Full State Association with the National Council of Nonprofits.

Proud State Association Member of the



NEW RESEARCH

FNA continues to publish relevant research for our sector on an annual basis. Check out fnanonprofits.org/research on how to leverage our research portfolio.

A DECADE OF CHARITABLE GIVING TRENDS IN FLORIDA, 2011-2018

Nonprofits rely on donations, especially from individuals, to support their vital mission work. Because of COVID-19, 71% of Florida nonprofits had a decrease in unrestricted income in 2020, and 69% raised less money in 2020 than in 2019, making fundraising that much more important - and difficult.

This look at individual charitable giving across the state of Florida was released by FNA in March of 2021. It dives into the itemized deductions of individuals from the years 2011 to 2018, including a first glance at how the Tax Cuts and Jobs Act of 2017 affected charitable giving.

Key findings include:

- Charitable giving by Floridians overall has shown strength in recent years, returning to pre-Recession levels in 2015 and remaining relatively stable since.
- The number of reporting donors in Florida has declined steadily since the Recession, even as the state's population and wealth have grown.
- The bulk of charitable giving in Florida today comes from a relatively small group of wealthier donors, mostly in South Florida, rather than from a cross-section of Floridians, as was the case 15 years ago.
- Giving across the state is not equal - with the exception of Southeast and Southwest Florida and one part of the Panhandle, the rest of Florida has seen a decline in individual giving.
- The sustainability of current giving levels is an area of concern and the long-term impact of recent tax law changes remains uncertain.

Click [here](#) to download the full report.

Thank you to our sponsors:

Central Florida Foundation
Community Foundation of Broward
Community Foundation of Collier County
Community Foundation for Palm Beach and Martin Counties
Community Foundation of Sarasota County
Gulf Coast Community Foundation
Southwest Florida Community Foundation
The Community Foundation for Northeast Florida

COVID-19 EFFECTS: 2021 UPDATE

Florida Nonprofit Alliance surveyed nonprofits across the state of Florida in late 2021 to get an update on how the COVID-19 pandemic affected them throughout the year. 1,565 nonprofit organizations participated in this round of research.

The challenging news:

- Nonprofits are not recovering quickly financially: 53% had a decrease in unrestricted revenue, and 48% have budgets that shrunk.
- 49% of nonprofit organizations have spent some or all of their reserve funds
- Half of nonprofits generated less income from fundraising in 2021 than they did in 2020, building upon the 69% that had a drop in fundraising in 2020.
- At the same time, nonprofits are still seeing an increase in the demand for services; 38% of organizations experienced increased demand in 2021. 36% of organizations have served more clients in 2021 than in 2020, and 30% said they served more this year than in 2019, pre-pandemic.
- 44% of organizations are experiencing volunteer absences, and about half of the organizations are using fewer volunteers now than they did in 2019. 55% of organizations have altered their volunteering opportunities and/or experiences.

The bright side:

- Nonprofits are getting back to providing services in person. 34% are providing services fully in-person, and 48% provide a hybrid of virtual and in-person services. Program operations was a big challenge for nonprofits in 2020, but nonprofits are feeling more confident and less challenged in program delivery this year.
- Nonprofits in Florida are largely not concerned with closing their doors or merging with another organization, and 27% of nonprofits say they can continue to operate their programs and services for more than two years (up from 18% in 2020).

Click [here](#) to download the full report.

Thank you to Wells Fargo for sponsoring this report.

NONPROFITS COUNT!

— embracing disruptions —

OCTOBER 1, 2021

The 2021 Nonprofits Count theme was Embracing Disruptions, a nod to how nonprofits have survived more than a year of unprecedented challenges and how they continue to navigate the new “normal” we are faced with. Our bi-annual, day-long conference provided plenty of networking time with nearly 100 peers, as well as top quality sessions on topics that are important to nonprofits. For the first time, the conference was fully virtual.

THE AGENDA INCLUDED:



Keynote Address

Mayor Daniella Levine Cava
Miami-Dade County

Advocacy in Action

Heard directly from lawmakers on what is coming in 2022 and how to effectively get your message to them

HEARING FROM OUR POLICYMAKERS WAS HELPFUL, SO WAS HEARING THAT MANY OTHER ORGANIZATIONS ARE FOCUSING ON CULTURE AND NURTURING THAT TO KEEP IT ALIVE”

“NOT SURE I CAN ZERO IN ON JUST ONE....I HAVE NUGGETS FROM EACH SESSION THAT I ATTENDED. THE WHOLE DAY HAS BEEN FANTASTIC. THERE WAS A NICE MIX OF SOME THEORETICAL AND PRACTICAL IN EACH SESSION.”

Corporate Engagement and Volunteer Re-activation

A panel of corporate social responsibility officers and volunteerism experts

Setting Strategy

Capacity building experts from around the state shared key lessons from the pandemic and strategies to plan for the future.

Engaging Constituents to Create More Equitable Programming

The Fund for Shared Insight discussed how engaging your constituents and clients in feedback can increase both the effectiveness and the inclusiveness of your programming.

Lessons Learned in Equity, Diversity, and Inclusion

The John L. and James S. Knight Foundation shared their experience in starting the journey to making their foundation more diverse and inclusive and has some guidance for how other organizations can do the same.

“LOVED HEARING FROM KNIGHT FOUNDATION ON HOW THEY “LIVE” DIVERSITY AND INCLUSION. WE ARE EMBARKING ON THIS IN OUR MEMBERSHIP AND REINFORCES FOR ME THAT WE ARE ON RIGHT TRACK AND HOW IMPORTANT IT IS.”

THANK YOU AGAIN TO OUR SPONSORS

Orlando Health • Winter Park Health Foundation • Central Florida Foundation • Feathr

OUR TEAM

PRESIDENT & CEO
SABEEN PERWAIZ

LOBBYIST
GREG BLACK

LOBBYIST
BRIAN JOGERST

PROGRAM MANAGER
LEAH DONELAN MCDERMOTT

COMMUNICATIONS MANAGER
KATY KEENE

BOARD OF DIRECTORS

CHAIR
TONY CARVAJAL
Florida Tax Watch
Tallahassee, FL

ELIZABETH BARBELLA
The Community Foundation of Martin & St. Lucie
Martin & St. Lucie, FL

EMILY BENHAM
Nonprofit Leadership Center of Tampa Bay
Tampa, FL

EILEEN CONNOLLY-KEESLER
Community Foundation of Collier County
Naples, FL

RENA COUGHLIN
Nonprofit Center of Northeast Florida
Jacksonville, FL

JORGE MARTINEZ
Florida Blue
Miami, FL

MARY MARX
Pace Center for Girls
Jacksonville, FL

KATRINA ROLLE
Community Foundation of North Florida
Tallahassee, FL

UPENDO SHABAZZ
Allegany Franciscan Ministries
West Palm Beach, FL

OUR DONORS



THE
JIM MORAN
FOUNDATION

CENTRAL FLORIDA
FOUNDATION

JPMORGAN
CHASE & CO.



NonprofitCenter
of Northeast Florida

