



FLORIDA
nonprofit
alliance

2023

ANNUAL REPORT

A NOTE FROM LEADERSHIP

2023 was a year of growth, in reach and in impact. It started with the Florida Nonprofit Alliance releasing its economic impact report to highlight the contributions of our sector. The nonprofit sector is seen as helpers but our impact to our local and state economies is often forgotten. The latest update not only highlights how critical we are to Florida's economy, it also includes two new features. The Demonstrating Need tab provides information on the percent of Florida households that fall below the ALICE threshold or the federal poverty line. This data is useful in identifying counties that might have higher need for social supports. The National Comparisons tab provides state level data for nonprofit incomes and revenues, allowing users to see how Florida compares to other states. This was just one of our research releases. We also released a Florida specific workforce shortage report and a report on the giving trends of those 45 and under.

Our work in Tallahassee resulted in a big win. FNA has worked on nonprofit transparency for three years to ensure there are fair and transparent rules for Florida's nonprofits. FNA is proud to see SB 242 pass. The bill is clear in the documentation it requires for any nonprofit that receives state funds and makes it easy for nonprofits to relay where and how state dollars will be used. Be sure to visit www.flnonprofits.org to learn more about this and our other priorities.

We continue to grow. Your trust in us has led to our largest membership to date. FNA now has four full time team members working for you and the sector. Thank you for trusting us to be the voice of Florida nonprofits. Thank you for all you do for Florida's nonprofits.

Sabeen Perwaiz & Tony Carvajal



Tony Carvajal
Chairman



Sabeen Perwaiz
President & CEO

MEET OUR TEAM



**Leah Donelan
McDermott**
Program Director



Brandon Johnson
Public Policy and
Government Affairs
Manager



Yackaira Faneyte
Membership and
Communications
Coordinator



Greg Black
Lobbyist

BY THE NUMBERS



4.4K

Followers
Up 4.3%



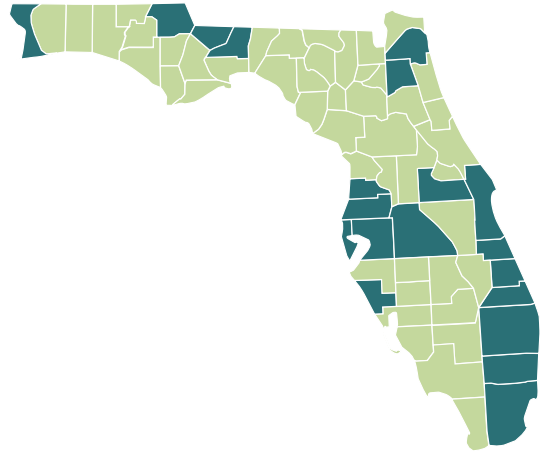
233

Posts



11.3K

Impressions



EDUCATED FLORIDA NONPROFITS AND THEIR STAKEHOLDERS ON THE LATEST TRENDS AND DATA FOR THE SECTOR



- HELD 28 EVENTS AND 20 SPEAKING ENGAGEMENTS

- 93% OF ATTENDEES SAID, "I HAVE AN IDEA OF AT LEAST ONE THING TO IMPLEMENT FROM THIS TRAINING."

KEPT FLORIDA NONPROFITS UP TO DATE WITH TIMELY NATIONAL AND STATEWIDE NONPROFIT PUBLIC POLICY UPDATES



- 7 POLICY CALLS, 18 NEWSLETTERS & 45 MEMBER UPDATES

- ADDED A PUBLIC POLICY AND GOVERNMENT AFFAIRS MANAGER TO THE TEAM

ADVANCED FLORIDA NONPROFITS AND RAISED THE PROFILE OF OUR SECTOR



- 17 NEWS ARTICLES

- GROWING OUR STATEWIDE NETWORK WITH 105 NEW MEMBERS

OUR FL NONPROFIT SECTOR IS

**MORE THAN
22,000
ORGANIZATIONS
STRONG**

PUBLIC POLICY

FNA EDUCATES

Strength in Numbers: Nonprofit Economic Impact in Brevard County 2023



Economic Impact presentation in Brevard County

Held training sessions on topics critical to nonprofits including many on the sector's economic impact

Convened nonprofits from across the state for our daylong conference, Nonprofits Count!

Updated the sector on the latest giving trends for those under 45

Participated in National Council of Nonprofits Policy Forums

FNA INFORMS

2022 FLORIDA NONPROFITS SURVEY



Florida Nonprofit Survey

Relayed timely information on Florida's legislative session and national policy updates

Provided the sector with an election season primer

Completed a state of the sector report to provide timely information on the sector

Held a webinar on Hurricane Idalia resources

FNA ADVANCES



Worked with Florida House and Senate to pass bill on fiscal accountability for nonprofits

Shared information on the sector's workforce shortage with Congressional delegation and Florida's House and Senate members

Presented at Future of Florida Forum on the status of Florida's nonprofits

Held four Florida Charitable Advisory Partnership meetings

CONFERENCE



NONPROFITS COUNT! Impact for Today and Tomorrow

FNA's bi-annual conference was held in Winter Park at the Center for Health and Wellbeing. Over 125 nonprofit leaders attended. Some key takeaways from the day included:

1. Collaborations are critical to our work. But we need to thoughtfully build relationships and be deliberate about this given the turnover our sector is facing.
2. Discuss advocacy with your boards. Know your role and the law. It is imperative nonprofits know what they can and cannot do.
3. Volunteers need recognition and impactful work. We need to reimagine the role of volunteers.
4. Florida nonprofits are only reaching a quarter of the state's population. Nonprofits need to utilize different approaches to reach more Floridians.
5. Create your organization's disaster response plan. We all have a role to play in our communities but we should start planning before a disaster strikes.



THANKS TO OUR SPONSORS:



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CHARITABLE FOUNDATION**



**JPMORGAN
CHASE & CO.**



RESEARCH

ECONOMIC IMPACT:

Florida Nonprofit Alliance released a [report](#) that creates a vibrant picture of the nonprofit sector's positive economic impact to the State of Florida. This Economic Impact Report demonstrates that nonprofits are more important than ever. They contribute towards health, human service, and education. They are also considerable drivers of Florida's economic health.

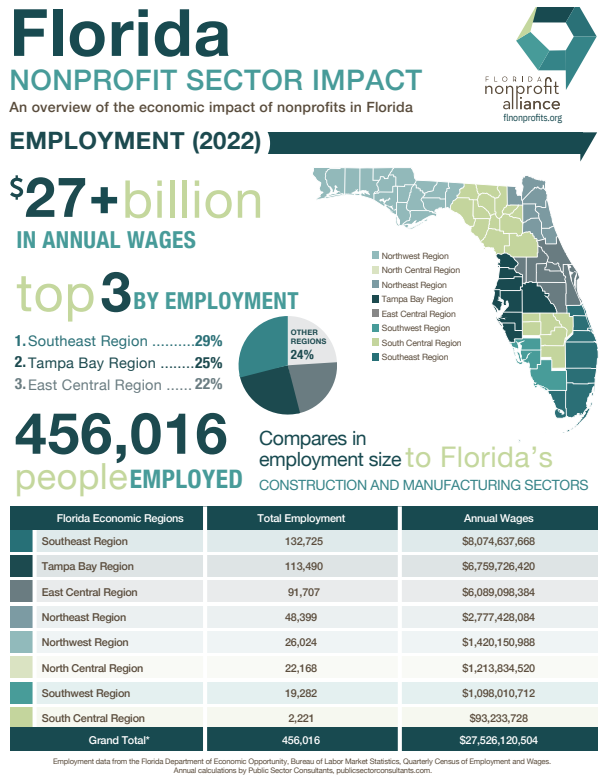
Strength in Numbers is a new companion guide that was designed for nonprofit leaders to help you use the Economic Impact Report as you achieve your mission, working within our interconnected network. When leaders understand the contribution of the nonprofit sector, both in general and with specific focus on your region and work, you have data and stories to tell funders, policymakers, community leaders, and others. You can see how your experiences compare to the larger trends experienced by nonprofits all around you.

FLORIDA NONPROFITS SURVEY:

Florida Nonprofit Alliance has been conducting regular surveys within the Florida nonprofit sector since April of 2020. Our three reports in 2020 and the annual check-ins in 2021 and 2022 have provided an overview of the sector's strengths and a real time look at the challenges it is facing.

The 2023 survey, for the first time, did not include questions specifically about the pandemic, and instead looked at how nonprofits fared in five major categories – programs, people, finances, fundraising, and barriers to success – in the calendar year 2023.

The [2023 report](#) highlights the state of Florida nonprofit organizations in three categories: things that are going well for the sector (Positives), things that are challenging (Pressure Points), and things that the sector needs (Present Opportunities).



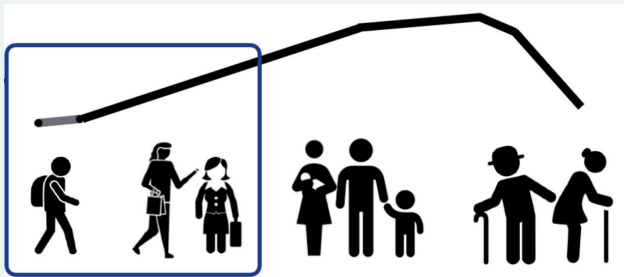
RESEARCH

GROWING IN GENEROSITY:

In partnership with Jessie Ball duPont Fund and Giving Tuesday, FNA released a new research report on the giving and generosity profiles of Floridians under 45. [This report](#) provided actionable insights for nonprofit organizations, donors, and policy makers about the dynamics of individual givers across Florida.

WE COLLECTED 2,641 RESPONSES TO OVER 30 QUESTIONS AND FOUND:

GENEROSITY INCREASES THROUGHOUT LIFESPAN BUT BEGINS TO DECLINE AROUND AGE 65-75.



LARGE DONOR TRAITS

People who gave the most (\$2,500+ last year) differed in their self-described identities compared to those who gave small amounts. High dollar donors are twice as likely to think about themselves in terms of being “religious/spiritual,” “patriotic,” or “rooted in culture.” They self-identify less as “thankful,” “compassionate,” and/or “independent.”

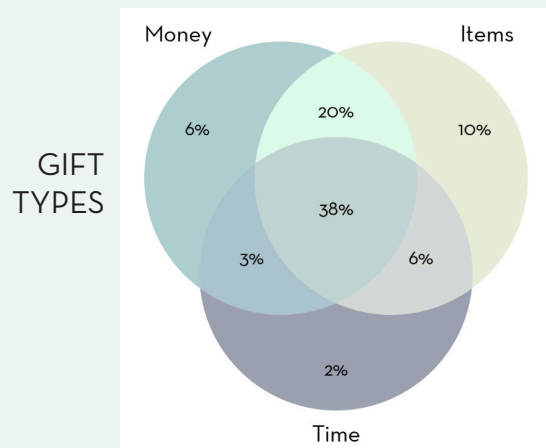
OF THOSE WHO GAVE MONEY, 48% GAVE LESS THAN \$100 LAST YEAR.

The average total donation value made by a Floridian last year was \$829, while the median was \$125, and half of all the dollars donated came from just 2.3% of the population.

NATIONALLY COMPARABLE

When we contrast Floridians to a comparable national profile of 18–49 year old adults, we observe that both groups are very similar, but Floridians are slightly more generous and have a minor bias towards giving money.

GENEROSITY ACROSS ALL GIVING MODES:



GROUP LABEL

Florida residents fall into one of three generosity profiles



How Generous

GROUP 1 SPONTANEOUS INFORMAL GIVERS

More generous

62% decided to help “in the moment” and 86% gave directly to someone in need



GROUP 2 RELIABLE RESPONDERS

Most generous

76% respond with generosity when solicited and 96% were asked last year



GROUP 3 UNRELIABLE UNENGAGED

Least Generous

28% don't give at all



OUR TEAM

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SABEEN PERWAIZ

PROGRAM DIRECTOR
LEAH DONELAN MCDERMOTT

PUBLIC POLICY & GOVERNMENT AFFAIRS MANAGER
BRANDON JOHNSON

MEMBERSHIP & COMMUNICATIONS COORDINATOR
YACKAIRA FANEYTE

LOBBYIST
GREG BLACK

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