



FLORIDA  
nonprofit  
alliance

# ANNUAL REPORT **2019**

***Advocacy has become a critical tool for our sector and its power is evident now more than ever.***



**Sabeen Perwaiz**  
Executive Director

FNA is proud to take the lead on my of our sector’s issues for Florida nonprofits. 2019 was filled with many firsts for FNA including our statewide conference, our charitable giving survey and our Census training sessions along with our Florida Counts collaborative.

I invite you to read this report to revisit some of our highlights. We are proud FNA has realized growth every year in our membership, our web traffic, event attendance and our policy work. This growth makes us a more valuable support organization for Florida’s nonprofit sector, and a valued partner for philanthropy and government. We are thankful for our partners and members who push us and inspire us as we all work to create a better Florida for all.

Sincerely,



**Eileen Connolly-Keesler**  
Board Chairman

**Meet Eileen**

Since Eileen took the helm of the Community Foundation of Collier County in January 2013, she’s worked to raise money for numerous causes: among them, providing mental health services to teens, helping disabled youth, and offering services and support to victims of human trafficking. She has been a board member of FNA since 2015.

**You have a broad view of the state nonprofit community, as a board member and a funder. How would you describe FNA’s role?**

It is critical that every state have an organization whose mission is to provide oversight for the nonprofit sector, to protect their best interests and to create awareness. As FNA’s [economic impact report](#) shows, nonprofits factor greatly in Florida’s economy as one of the largest employers, on par with the construction industry. Nonprofits have a valuable voice that must be represented.

**Part of our stated mission is to advocate for the nonprofit sector. Do you have thoughts about expanding our efforts in this area?**

As the state’s philanthropic first responder, we have to stay on top of quickly changing legislation in order to provide oversight and give our nonprofits the tools they need to flourish in today’s ever-evolving political climate. I hope more nonprofits begin to see FNA as our sector’s go to resource on the latest on state and federal policy issues, state agency updates and sign on letters.

# MEET OUR GROWING TEAM



**Greg Black**

LOBBYIST



**Brian Jogerst**

LOBBYIST



**Leah Donelan McDermott**

PROGRAM MANAGER



**Hana Ferguson**

COMMUNICATIONS MANAGER

## BY THE NUMBERS



**1** SURVEY



**15,000** ENGAGEMENTS



**4** POLICY CALLS



**47** NEW MEMBERS



**13** NEWSLETTERS



**4,753** WEB SESSIONS



**15** EARNED MEDIA ARTICLES



**11** PRESENTATIONS ACROSS THE STATE

**YOU BUILD A BETTER WORLD. WE BUILD STRONGER NONPROFITS.**

The Florida Nonprofit Alliance informs, promotes, and strengthens the nonprofit sector in order to create more vibrant communities across the state.

# 2019 CONFERENCE

***Nonprofits Count! was FNA's first statewide conference.*** It brought the leaders of our state's nonprofits together to discuss advocacy and the state of our sector.

On November 1, 2019, approximately 100 nonprofit key influencers were in attendance, including CEOs, board members and public policy staff from across Florida.



*“Learning about all the facets of the nonprofit sector was extremely eye opening for my board member. The fact that we can lobby was totally new to him.”*



Over the course of the day, there was ample time for attendees to network with each other, as well as with the sponsors and exhibitors.

*“I’m a nonprofit chairperson and was able to attend this event. I thought it was terrific. Great discussion and a lot of valuable information. And attending the conference prompted us to become a member of FNA so we look forward to continued involvement.”*



# 2020 CENSUS

**FLORIDA COUNTS**  
CENSUS 2020

## CENSUS 2020 TRAINING SESSIONS

Learn how to integrate Census 2020 in your work, review the Census questionnaire and receive branded Census collateral.

- Individuals + Organizations committed to Census 2020 outreach
- Front Line Nonprofit Staff + Community Based Organizations
- Individuals who are already familiar with the importance of the Census

FNA joined seven non-partisan organizations to form Florida Counts to support and advocate for grassroots census efforts. Our collaborative has raised more than \$1.6 million in philanthropic funds to help with outreach, education and messaging. The group hosted a statewide convening in September to launch the work.

51 organizations have been funded to date. They include:

- |   |  |                                    |
|---|--|------------------------------------|
| Asian American Federation                   | WeCount                                  | Jump for Joi Inc.                  |
| Avanse Ansanm                               | For the Children                         | The Black Collective               |
| Equal Ground Education Fund                 | United Way of Brevard County             | The Thriving Mind                  |
| Faith in Florida                            | Opa Locka                                | UCF Research Foundation            |
| Farmworker Coordinating Council             | Path to College                          | The Arc of the Bay                 |
| Girl Scouts of Gateway Council              | Centro Campesino Farmworker Center       | Poder Latinx (Tides)               |
| Hispanic Unity of Florida                   | Esperanza                                | Mi Familia Vota                    |
| Meals on Wheels South Florida               | The Lord's Place                         | The Arc of Tampa Bay               |
| Pinellas County Urban League                | Women Alliance of Miami                  | National Congress of Black Women   |
| Student ACES                                | Black Votes Matter                       | Sant La, Haitian Neighborhood Ctr. |
| Urban League of Palm Beach County           | eMgage Foundation                        | Real Women Radio Foundation        |
| Hispanic Federation                         | Engage Miami                             | Organize Florida                   |
| Housing Partnership                         | GoodWill Industries of SouthWest Florida | League of Women Voters of PBC      |
| Glades Initiative                           | Florida Literacy Coalition               | West Atlantic Redevelopment        |
| The Common Ground Project/Florida           | The Children's Campaign                  | United Way of West Florida         |
| Voices for Health                           | The Ridge Area Arc                       |                                    |
| Hispanic Business Initiative Fund of FL Inc | Haitian American Comm. Coalition         |                                    |
| LatinoJustice                               | Parker Street Ministries                 |                                    |

FNA and FPN have been in this work together since 2018 and penned an [op-ed](#) that was featured in the Tampa Bay Times in April, 2019. FNA has led the Census training sessions across the state in partnership with KIDS Count.

# CHARITABLE GIVING SURVEY

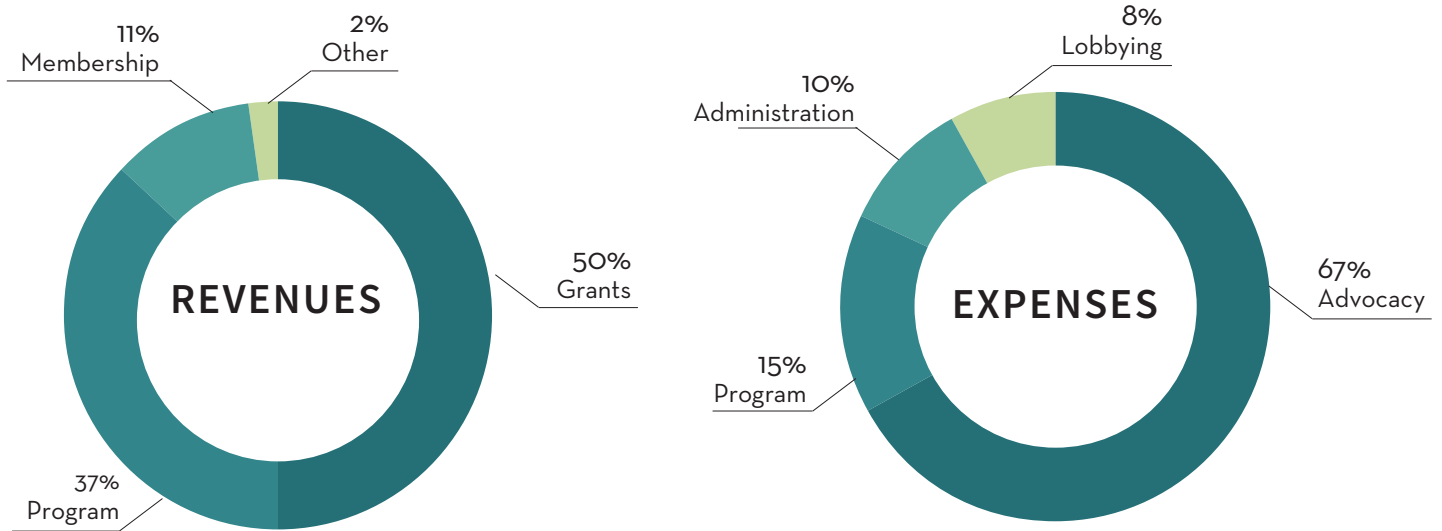
The Florida Nonprofit Alliance (FNA) and the Florida Department of Agriculture and Consumer Services (FDACS) developed and administered a survey to examine the giving practices of Floridians. The survey was inspired by a similar survey developed by the American Association of Retired Persons (AARP) Foundation in Colorado. Our survey included 11 questions about giving practices and nine questions on demographics. Prior to distribution, the survey was reviewed by the FNA board, industry leaders, and Dr. Jones at the University of Florida. The survey was distributed throughout Florida via key agency partners, including FDACS, AARP, FNA, and FNA's partners.

Data were analyzed descriptively by Dr. Jones at University of Florida's Nonprofit Research Lab with the Department of Family, Youth and Community Sciences. The data were presented both in the aggregate and at the county level. The Department of Family, Youth and Community Sciences is located in the Institute of Food and Agricultural Sciences at the University of Florida.

## KEY FINDINGS

- 98% donated to a charitable cause in the past year
- More than 60% gave less than \$1,000 per year
- 84% did not change their giving as a result of federal tax reform
- 85% do some or a lot of research into their chosen charities prior to donating
- 60% were not familiar with the FDACS's efforts to prevent charity fraud
- 59% give to charities in Florida
- 58% know how to verify if a charity is permitted to fundraise in Florida
- 48% gave to national charities
- Letters and emails were the most frequently preferred methods of solicitation

## 2019 FINANCIALS



## BOARD OF DIRECTORS

<b>EMILY BENHAM</b>	Nonprofit Leadership Center of Tampa Bay	<i>Tampa, FL</i>
<b>EILEEN CONNOLLY-KEESLER</b>	Community Foundation of Collier County	<i>Naples, FL</i>
<b>RENA COUGHLIN</b>	Nonprofit Center of Northeast Florida	<i>Jacksonville, FL</i>
<b>TED GRANGER</b>	United Way of Florida	<i>Tallahassee, FL</i>
<b>DAVID KREPCHO</b>	Second Harvest Food Bank of Central Florida	<i>Orlando, FL</i>
<b>UPENDO SHABAZZ</b>	Allegany Franciscan Ministries	<i>West Palm Beach, FL</i>
<b>KELLY SMITH</b>	Wells Fargo	<i>Jacksonville, FL</i>

## OUR DONORS



# GAINING STRENGTH IN NUMBERS 2020 MEMBERS

FNA is a membership organization and our members are the heart of FNA.

- A Chance for Therapy
- A Safe Haven for Newborns
- A&W Associates Bookkeeping LLC
- Able Trust
- Allegany Franciscan Ministries
- All Faiths Food Bank
- American Civil Liberties Union Foundation of Florida
- American Heart Association
- American Steps Corp
- American Sudden Infant Death Syndrome Institute
- AP76.org, Inc.
- Bach Festival Society of Winter Park
- Beth-El Farm Worker Ministry
- Birth Defect Research for Children
- Boys & Girls Clubs of Tampa Bay
- Bridge Disability Network
- Bridge to a Cure Foundation
- Bristol Strategy Group
- Camp Anderson Ministries, Inc.
- Cancer Alliance of Naples
- Center for Social Change
- Central Florida Community Action Agency
- Central Florida Foundation
- Changing Homelessness
- Children's Advocacy Center of Collier County
- Children's Resource Fund Inc
- Coalition for Independent Living Options, Inc
- Communities in Schools of Jacksonville
- Community Foundation for Ocala Marion County
- Community Foundation of Collier County
- Community Foundation of North Central Florida
- Community Foundation of North Florida
- Community Foundation of Sarasota
- Community Foundation of Tampa Bay
- Community Legal Services of Mid-Florida
- Connect For More
- Consortium of Florida Education Foundations
- Cothrom Risk
- Delores Barr Weaver Policy Center
- Delray Beach Community Land Trust
- DonateSmarter
- Early Learning Coalition of Seminole
- Easter Seals Florida
- Easterseals Northeast Central Florida
- Edyth Bush Charitable Foundation
- Edyth Bush Institute for Philanthropy & Nonprofit
- Leadership at Rollins College
- Elijah Network Family and Community Alliance, Inc.
- Epilepsy Association of Central Florida
- Episcopal Children's Services
- Family Foundations of Northeast Florida
- Feeding Tampa Bay
- Fish & Wildlife Foundation of Florida
- FL Alliance of CDCs
- Florida Blue Foundation
- Florida FFA Foundation
- Florida Foreign Language Association, Inc.
- Florida Housing Coalition
- Florida Literacy Coalition
- Florida Network of Children's Advocacy Centers
- Florida Philanthropic Network
- Florida Physical Therapy Association
- Florida Policy Institute
- Florida Prosperity Partnership, Inc.
- Florida State Parks Foundation
- For The Love Of Paws Senior Pet Sanctuary Inc.
- Forest Animal Rescue
- Foster Florida, Inc.
- GaMcKeown & Associates, LLC
- Gang Alternative
- Gazelles Social Initiatives
- Girl Scouts of Gateway Council
- Givewell Community Foundation
- Greater Southeast Affiliate, American
- Heart Association
- H&R Community Development
- Habitat for Humanity of Florida
- Habitat for Humanity of South Palm Beach County
- Harmony Development Center
- Health Council of Southeast Florida
- Healthy Start Coalition of Miami Dade
- Hope and Help Center of Central Florida, Inc.
- Hospice of Marion County
- HR Compensation Consultants, LLC
- Hylant
- Inspired By Queens, Inc.
- Institute for Nonprofit Innovation and Excellence
- JAX Chamber
- Jessie Ball duPont Fund
- Jim Moran Foundation
- Jose Wejbe Spanish Fly Memorial Foundation
- Keeping The Blues Alive Foundation, Inc.
- Latino Leadership, Inc.
- Latinos Salud
- Leadership Jacksonville, Inc.
- LEEF
- Legacy Communication Training and Consulting
- Legal Aid Society, Orange County Bar Assoc.
- Lemon Bay Playhouse
- LISC Jacksonville
- M.L. Donnellan, Author & Consultant
- Manna Project International
- MarineLab/Marine Resources Development
- Foundation
- Minority Help Inc
- National Cancer Assistance Foundation
- Neighborhood Center of West Volusia
- Neighborhood Health Clinic
- Neighborhood Housing Services of South Florida
- New Florida Majority
- Nonprofit Center of Northeast Florida
- Nonprofit Chamber of Palm Beach County
- Nonprofit Executive Alliance of Broward
- Nonprofit Leadership Center of Tampa Bay
- Nonprofits First
- North Florida Land Trust
- Orlando Philharmonic Orchestra
- Pace Center for Girls
- Phil-Com, LLC
- Port Orange Community Trust
- Purpose Built Families Foundation
- Resilient Retreat, Inc.
- Rooterville A Sanctuary Inc
- Rotary Youth Camp of North Florida, Inc
- Sea Turtle Trackers, Inc.
- Second Harvest Food Bank of Central Florida
- Social Venture Partners Tampa Bay
- South Florida Interfaith Worker Justice
- South Florida Wellness Network
- South Santa Rosa Interfaith Ministries, Inc.
- Special Day Foundation
- Springfield Improvement Association and Archives
- Stansbury Consulting
- Sunflower Creative Arts
- Sunshine Social Services
- tag! Children's Museum
- Tall Timbers Research, Inc
- Tampa General Hospital
- Tampa Urban Benefit Farms
- The Arc of South Florida
- The Board Doctor, LLC
- The Children's Movement of Florida
- The Community Foundation for Northeast Florida
- The DONNA Foundation
- The First Tee of Central Florida
- The First Tee of North Florida
- The Howard Phillips Center - Orlando Health
- The Key Clubhouse of South Florida
- The McGregor Clinic, Inc.
- The Sonder Project
- United Against Poverty Orlando
- United Partners for Human Services
- United Way of Brevard
- United Way of Florida
- United Way of Indian River County
- United Way of Northeast Florida
- Verdeja De Armas & Trujillo, CPAs
- Vestibular Migraine & Meniere's
- Women In Distress of Broward County, Inc.
- Women's Emergency Network
- Wounded Warrior Project
- WUCF
- Yoga 4 Change