



FLORIDA
nonprofit
alliance

Strength in Numbers:

Economic Impact of Florida's Nonprofits

2023

Welcome!



Sabeen Perwaiz
President & CEO
Florida Nonprofit Alliance



Mission:

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

Website:

www.flnonprofits.org



FNA Resources

- ▶ **Membership**
- ▶ **Research**
- ▶ **General Advocacy**
- ▶ **Tools**
- ▶ **Trainings**
 - ▶ **Creating a Policy Agenda**
Wednesday, July 12, 2-3:30 PM ET
 - ▶ **Policy Call (Members Only)**
Tuesday, July 25, 4-5PM ET
 - ▶ **Advocacy 101**
Thursday, August 10, 2-3:30 PM ET
 - ▶ **Nonprofits Count Conference: Impact for Today and Tomorrow**
Friday, September 29, Winter Park
Early bird rate until July 31st
 - ▶ Check fnonprofits.org, then News - Community Calendar for future events



Voice of the Sector

...tings!

...pe you are all healthy and safe. Florida has been in phase 1 of re-opening since April 4th. Many nonprofits never closed their doors during quarantine but are now exploring what re-engagement looks like for their clients and their staff.

FLNA, in partnership with the Oklahoma Center Center for Nonprofits, has created an [engagement guide](#) to help you make the best decision for your agency and your team. We hope this tool is a useful guide for you.

Our team has been hard at work gearing up for our economic impact report and keeping you updated on the latest from Tallahassee and Washington D.C. Please remember to visit our COVID-19 [resources](#) page to keep up with the latest.

In addition, we have a full calendar of events scheduled over the next month! Check out the full list [here](#).

If there is anything else that you feel would help, please do not hesitate to reach out. Thank you for all you do for Florida nonprofits.

Sincerely,
Sabeen Perwaiz

HEROES ACT

Speaker Pelosi has released the [Health and Economic Recovery Omnibus Emergency Solutions Act](#) (HEROES Act). See also this [one-pager](#) and [fact sheet](#).

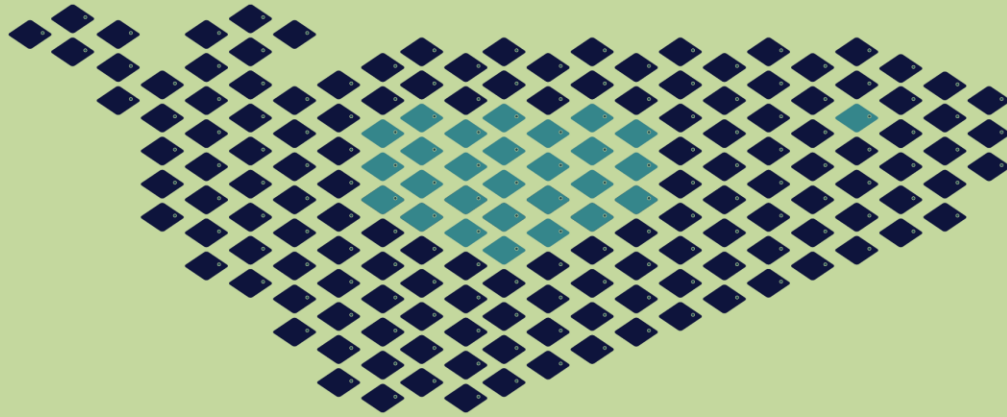
Newsletters

- ▶ [Sample newsletter](#)
- ▶ Sign up at <https://flnonprofits.org/>

Housekeeping

- ▶ All participants today are starting on mute
- ▶ Type your questions in the chat box - we will be monitoring them
- ▶ Other questions will be taken at the end
- ▶ Closed captioning is available
- ▶ Interaction is valued and important!
- ▶ This release is being recorded
- ▶ Please provide your feedback to us after this research release

STRENGTH IN NUMBERS



**How to use an
economic impact report
to grow your influence,
resources, and connections**

Why
Understanding
Economic
Impact
is Important

Influence

Resources

Connections

2023 Economic Impact

▶ Phase 1

- ▶ Report highlights
- ▶ Key messages
- ▶ Data dashboard: employment, revenue, assets
- ▶ Strength in Numbers: A Practical Action Guide

▶ Phase 2

- ▶ Data dashboard: poverty levels, ALICE data
- ▶ Infographic
- ▶ Full report

Thank You!

JESSIE BALL
DU PONT
FUND

Strength in Numbers Highlights



Leah McDermott
Program Manager
FNA

Florida is the 16th largest
economy in the world

Data Criteria

- 501(c)3, (c)4, (c)5, and (c)6 organizations
- \$50,000 or greater in annual revenue
- Have filed a 990 in the last four years
- As of 2022

Key Findings

Florida nonprofits:

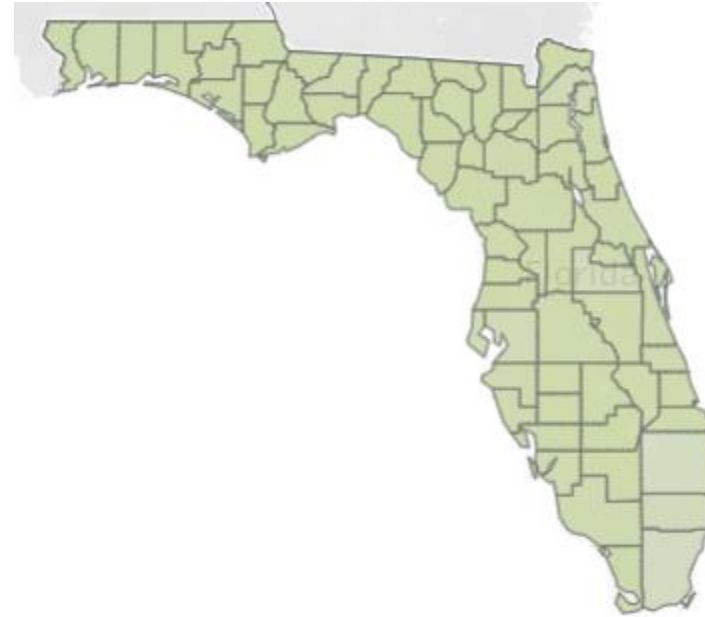
- Number **22,710**
- Employ over **450,000** employees annually
- Provide annual wages of **\$27.5 billion**
- Generate **\$116.5 billion** in annual revenue
- Hold assets valued at **\$255.4 billion**

Key Takeaways

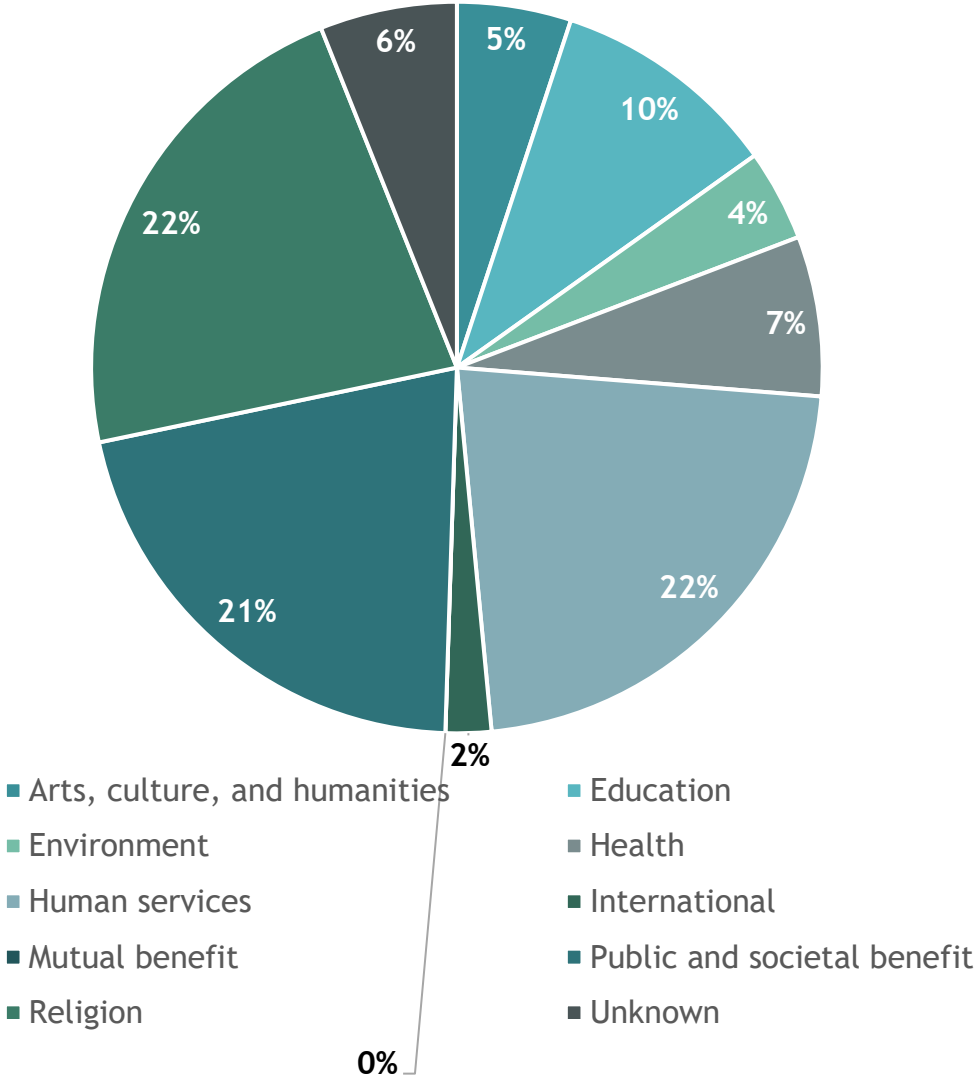
- Florida's economy cannot be as successful or as large without the nonprofit sector's strength
- The nonprofit sector is an important employer for Floridians
- Economic data can help your organization tell their story of importance and need in advocacy and fundraising
- Economic data can help your organization build connections and collaborations
- Economic data can help elected officials and other decision makers better understand the sector
- Use our practical action guide to help staff and Board members determine some of your own key messages

Nonprofits by Region

Region	Percentage
East Central	17%
North Central	4%
Northeast	8%
Northwest	8%
South Central	1%
Southeast	34%
Southwest	7%
Tampa Bay	21%



Nonprofits by Sub-sector



Sub-Sector Revenue and Employment

Nonprofit Type	Total Revenue	Percent of Employment
Arts, culture, and humanities	\$1,213,787,101	1.6%
Education	\$19,304,055,960	17.6%
Environment	\$990,545,428	1.2%
Health	\$58,026,776,633	45.7%
Human services	\$14,186,667,400	17.9%
International	\$1,428,673,024	0.07%
Mutual benefit	\$36,832,226	0%
Public and societal benefit	\$5,229,063,223	1.2%
Religion	\$1,451,273,746	0.31%
Unknown	\$14,717,152,666	14.6

How do Florida nonprofits rank nationally?

- 38th lowest in income generated per capita
- 40th lowest for revenue per capita
- 46th lowest for number of nonprofits per capita
- **\$22.05** hourly wage is below living wage for 1 adult, 1 child in Florida

Level

Advocacy

Funding

Sustainability



Organizational

Staff and board members grow their skills in telling their organizations story in the context of the sector.

Staff and board learn to invest in building relationships with legislators so those relationships are there when they need them.

Organizations grow their capacity to tell their story to funders, increasing their success with donations and grants.

Executive Directors and board members can make better decisions on behalf of their organizations because they have access to data.

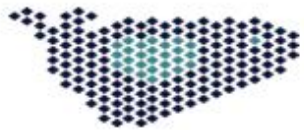


Regional

City and county councils demonstrate their understanding of the importance of nonprofits in their communities because nonprofits are their partners in solving local problems.

Collaborations focus on topics of common concern and make a difference through a networked approach.

Coalitions expand the capacity of nonprofits to raise their voices and expand their influence.



Sector

Nonprofits participate in the legislative process through their relationships with policymakers.

Policymakers know the economic impact of nonprofits and actively support budgets and policies that include nonprofits.

Florida Nonprofit Alliance is seen as nonprofits' partner for sector level advocacy.

Gaps in funding across Florida can be noted so funding and support can fill them.

Giving in Florida can increase because more individuals, donors, and foundations understand the impact of these donations on the nonprofit safety net.

Nonprofits are seen as experts in their issue areas.

Gaps in service areas can be identified and filled.

Volunteerism as a cornerstone in nonprofit sustainability will be understood and invested in.

The Surprising Size of Florida's Nonprofit Sector

22,710

Total NonProfits

\$116,584,827,407

Total Revenue

454,079

Total Employees

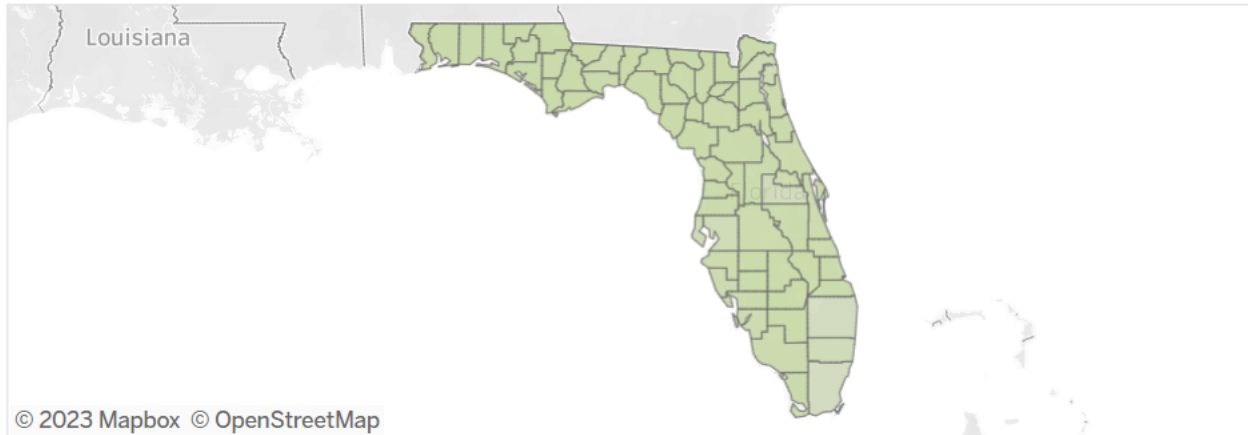
\$27,443,665,272

Total Annual Wages

Select a region or county below to filter the data

Region

County



© 2023 Mapbox © OpenStreetMap

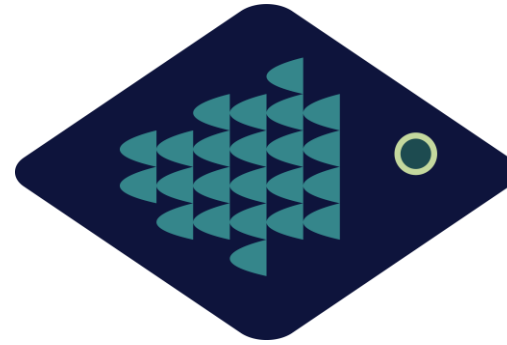
Total Nonprofits by Selection



Sources:

Public Sector Consultants retrieved revenue, nonprofit, and social sector data from the Internal Revenue Service's Business Master File from February 2023. Employment data were provided by the Florida Department of Economic Opportunity and the U.S. Bureau of Labor Statistic's Quarterly

Strong Organizations



- Use the data to tell the story of your organization

Pull-out example: Arts organization in Brevard County

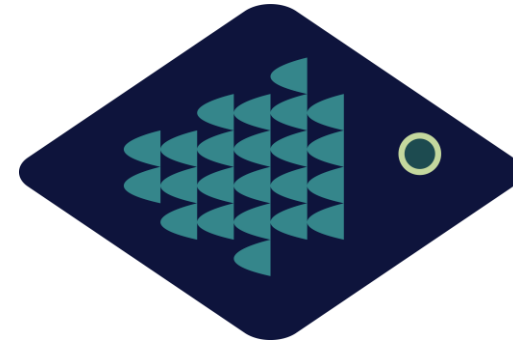
There are 515 nonprofits in Brevard County.

Average revenue for arts organizations is \$580,893 (\$19,750,346/34).

Arts ranks 8th in assets per capita in Brevard County. Its percentage of total employment is 0.57%. That only increases to 1.42% when we remove public benefit (i.e., philanthropy). We are trying to accomplish a lot with barely any staff.

Strong Organizations: Stories

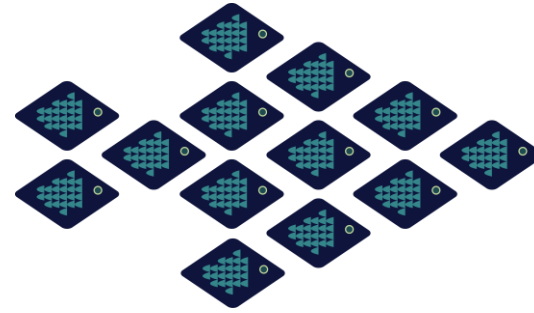
Total revenue for arts and humanities nonprofits in Brevard County is \$19,750,346. With 34 arts organizations in our county, that means an average revenue of \$580,893. Our revenue is \$428,548, just below average. When we looked at the list of arts organizations in our state, we recognized several that we consider similar to us in terms of size and budget. It is good to know who is a part of our arts community



120 of the 515 nonprofits in Brevard County focus on Human Services. That's 23% of the total number of nonprofits, but only 11% of the nonprofit workforce works within human services. That suggests that a lot of work is being done by volunteers. We heard that volunteerism is low in Florida, so a lot of nonprofits are probably stretched thin in terms of who can do the work.

What stories do you tell that
could be strengthened with
this data?

Connected Organizations



- Use the data to build connections and collaborations

Network	Cooperate	Coordinate	Collaborate
Exchange information and develop professional and social contacts# of non-profits in your county	Interact informally to accomplish discrete activities	Align work to achieve greater outcomes	Align mission, goals, and decision-makers to share the work

Connected Organizations: Identify

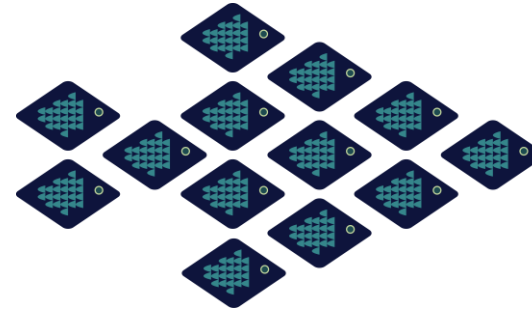
Small county example

Nonprofit: Bradford County Food Bank

County: Bradford, 11 nonprofits

Social functions: Education, Health, Human services

of nonprofits in these functions: 6



Large county example

Nonprofit: Early Childhood Education Center

County: Broward, 1,710 nonprofits

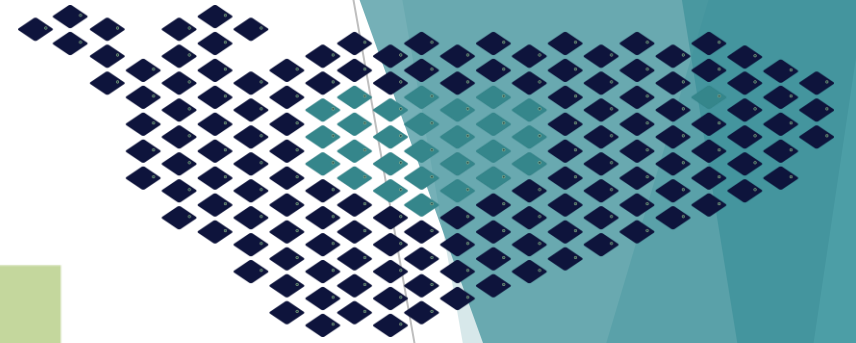
Social function: Education

of nonprofits in this function: 203

Powerful Organizations

Example: Hillsborough County

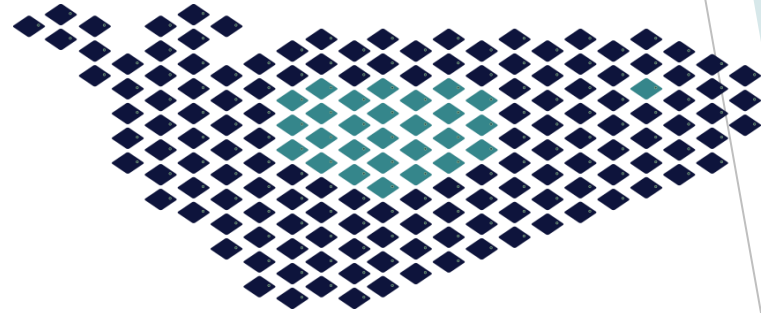
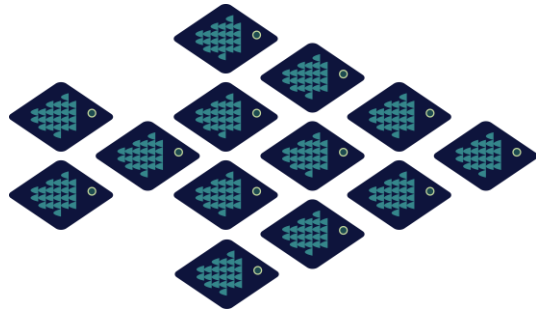
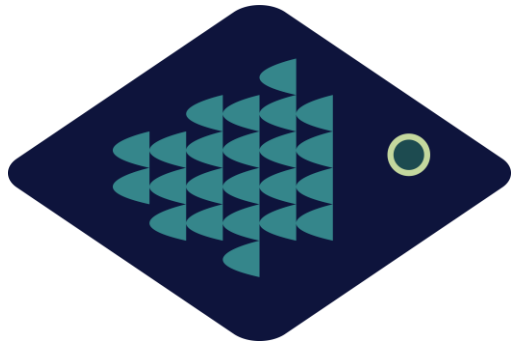
Focus area	Where to look	How to use the data (example)
Tax policy	Overview	Nearly 48,000 people in our county depend on nonprofit jobs. Nonprofit-friendly tax policies are important to ensuring that nonprofits can continue to employ these people and pay an average wage of \$64,273.
	County snapshot	20% of Hillsborough nonprofits have annual income between \$50,000 and \$100,000. They rely on volunteers, and we need to make sure our tax policy encourages volunteerism.
Budget & spending	Social function	Nonprofits deliver the services that benefit our communities. Take human services, for example. 363 nonprofits ensure people in our county have access to basic needs. Nonprofits are leveraging volunteer hours and financial contributions to contribute to the \$1.4 billion in total revenue needed within the system. Government funding is vital to ensure that the system runs in service to the nearly 1.5 million people who live in our county.
The economy	Overview	Nearly 48,000 people work for nonprofits, yielding over \$3 billion in total annual wages. The nonprofit workforce is a vital component of our county's economic health.
	County	The average wage for nonprofit workers in the county is \$64,273. That wage funnels into our housing market, our stores, and our service economy. The average annual wage is well above minimum.
Public-private collaborations for the public good		Tampa Bay relies on a range of industries: avionics, business and financial services, marine sciences, and tourism. Every one of those industries depends on a community that is a good place to live, work, and recreate. Nonprofits are on the front lines of making sure our communities thrive.
	Social function	Consider education and contracting. 166 nonprofits work hard every day to ensure our children receive a high quality, nurturing education. Many of these providers have contracts with the city or county to provide services otherwise unable. If the full cost of running these programs is not paid for, we risk losing these services.



What policy goals does your organization have that can be supported by data?

2023 Economic Impact: Strength in Numbers

- ▶ Phase 1 - available on flnonprofits.org, Research
 - ▶ Report highlights
 - ▶ Key messages
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 - ▶ Strength in Numbers: A Practical Action Guide
- ▶ Phase 2 - coming in July
 - ▶ Data dashboard: poverty levels, ALICE data
 - ▶ Infographic
 - ▶ Full report



Questions?



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Thank you!

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