



2024 Nonprofits Survey Research Release

March 5, 2025

Welcome!



Leah McDermott
Program Director
FNA



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

Membership - the Core of FNA

- ▶ Nonprofits
- ▶ Foundations
- ▶ Consultants

- ▶ For more information, visit <https://www.flnonprofits.org/membership-information>



Voice of the Sector

tings!

be 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.

FLA, in partnership with the Oklahoma Center for Nonprofits, has created a [re-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. 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

Newsletters

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

Housekeeping

- ▶ All participants today are on mute
- ▶ Type your questions in the chat box - we will be monitoring them
- ▶ Questions will be answered at the end
- ▶ Captioning is available
- ▶ This session is being recorded

Thank you



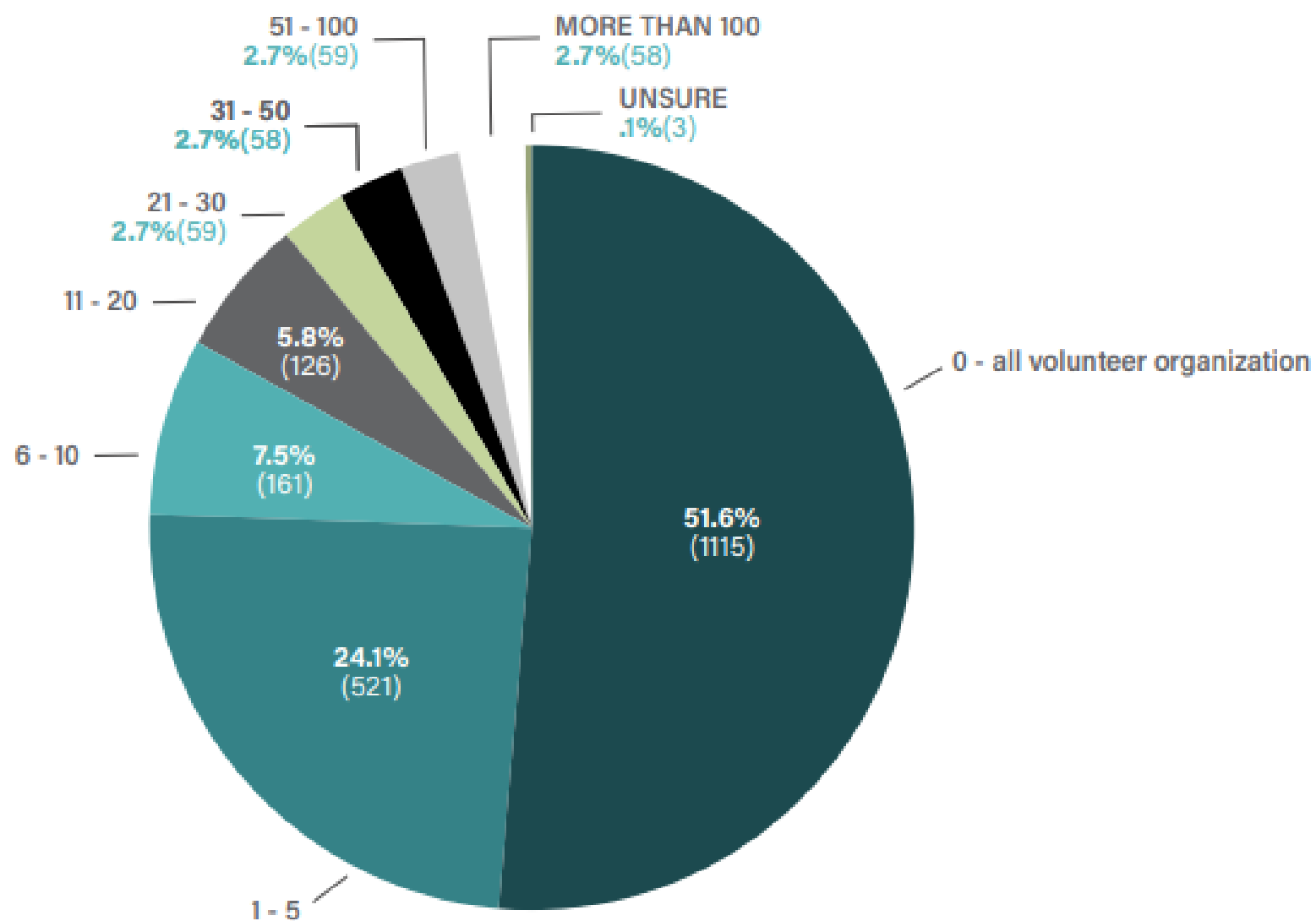
Remarks:
Kate Wilson

Senior Vice President, Philanthropy and Community Impact
Florida Statewide and Central Florida
Public Affairs Team

Survey Method

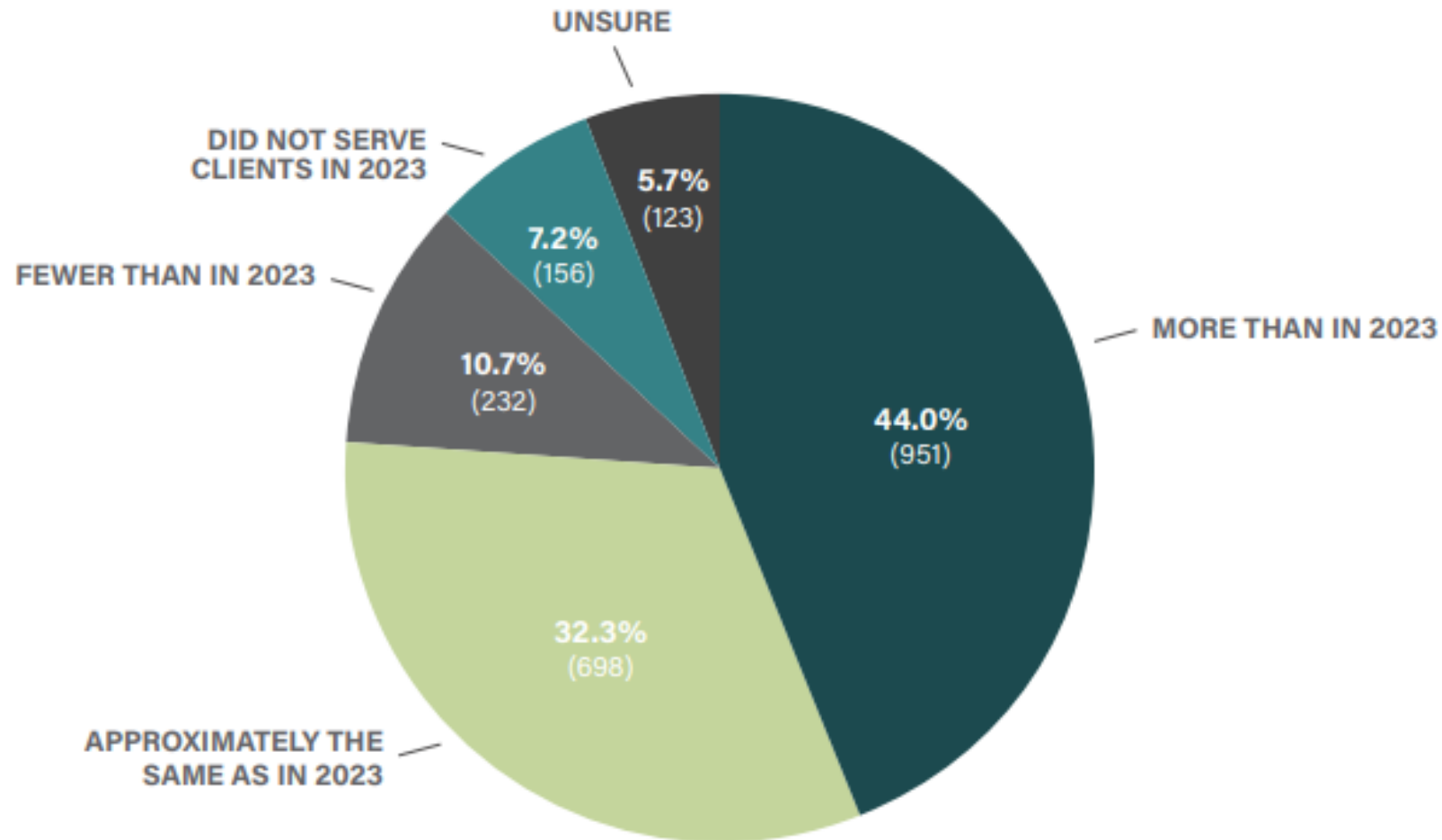
- ▶ 501(c)(3) organizations statewide
- ▶ Surveys in the field from October 16 to November 25
- ▶ Distributed electronically
- ▶ Thanks to our partner, Florida Department of Agriculture and Consumer Services
- ▶ 2,160 organizations participated

Q27 How many total paid staff members (full & part-time combined) does your organization have?



Key Findings: Optimism

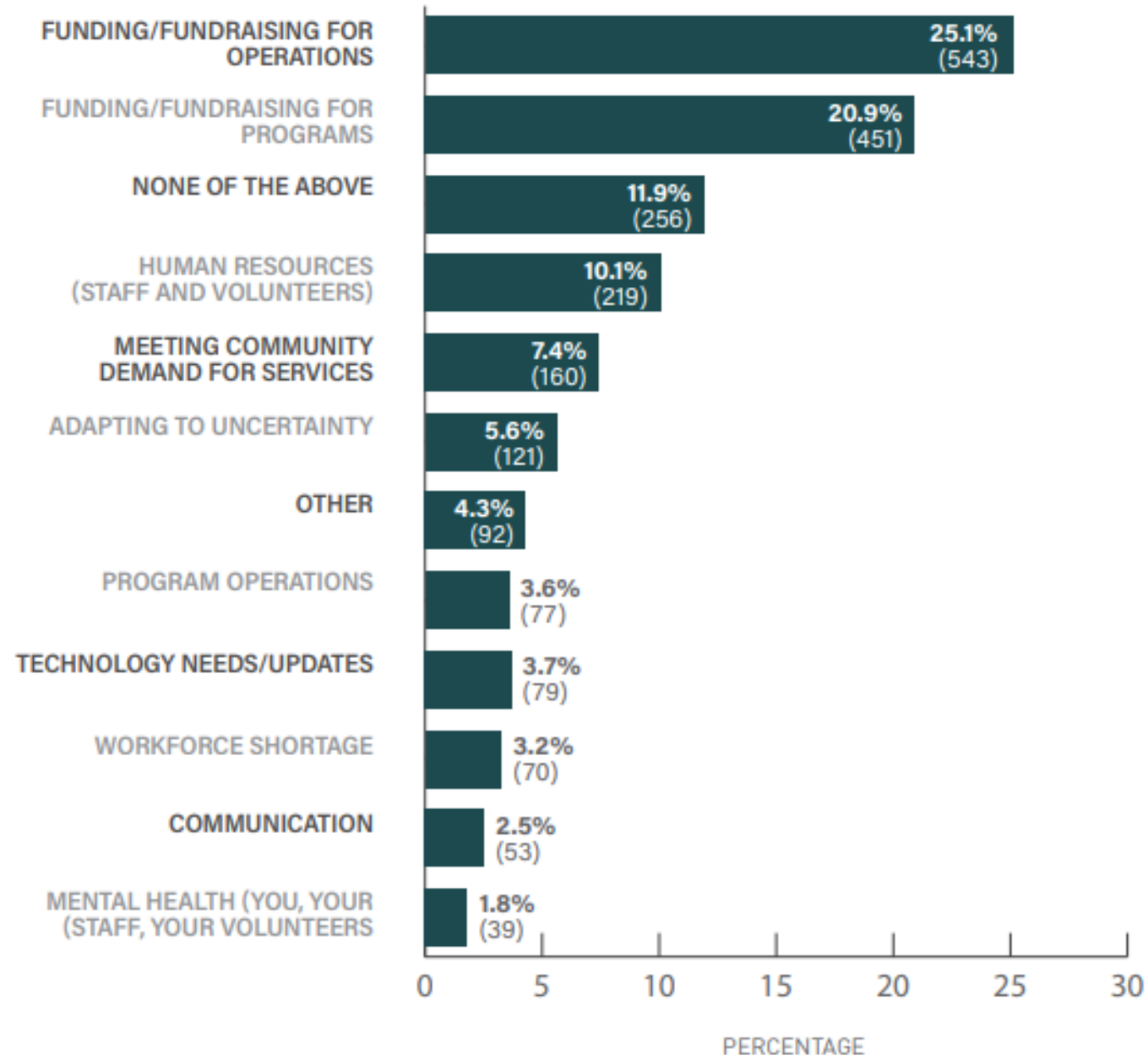
Q3 Compared to 2023, how many clients have you served in 2024?



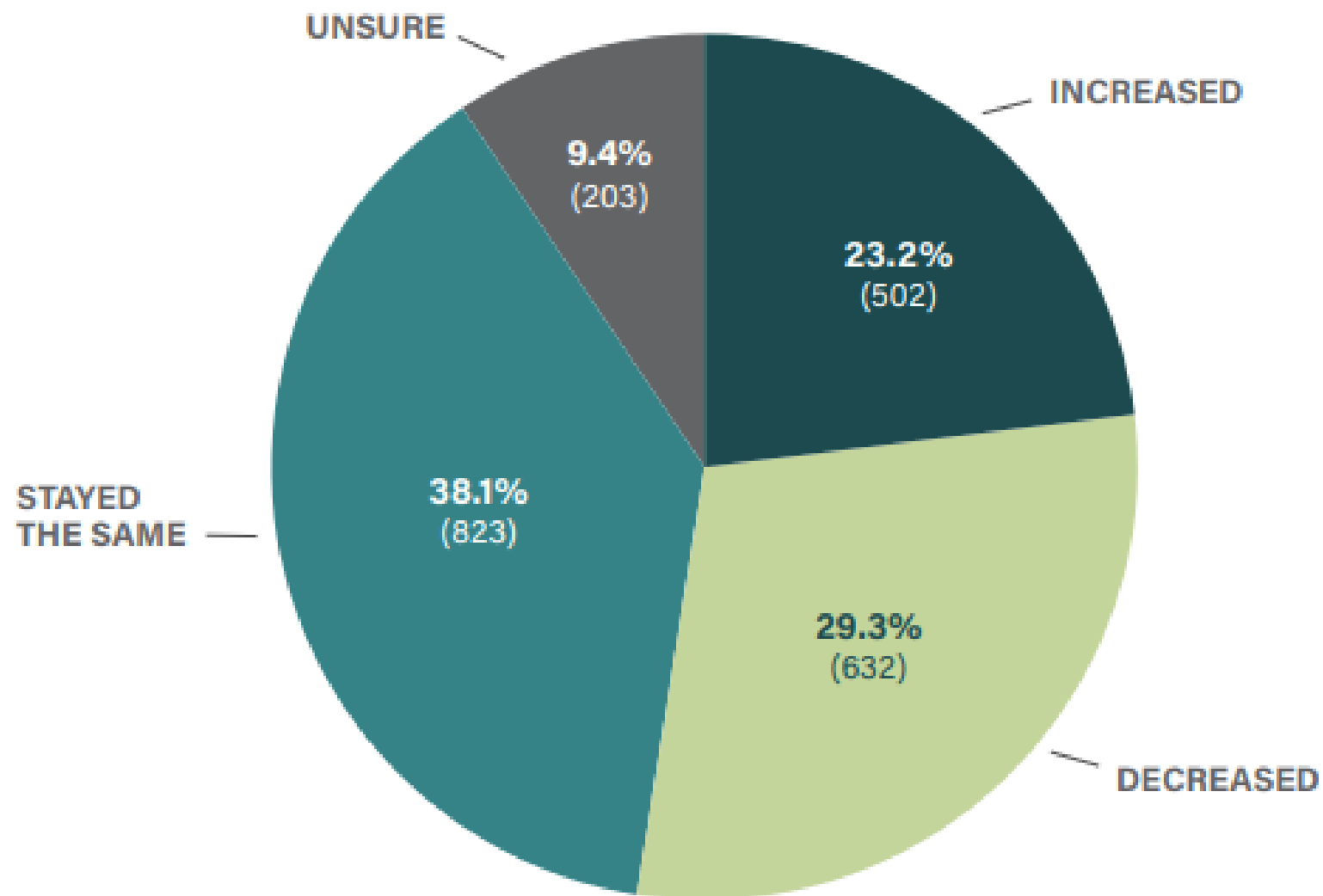
Key Findings: Fundraising

Difficulty in fundraising puts nonprofits at financial risk.

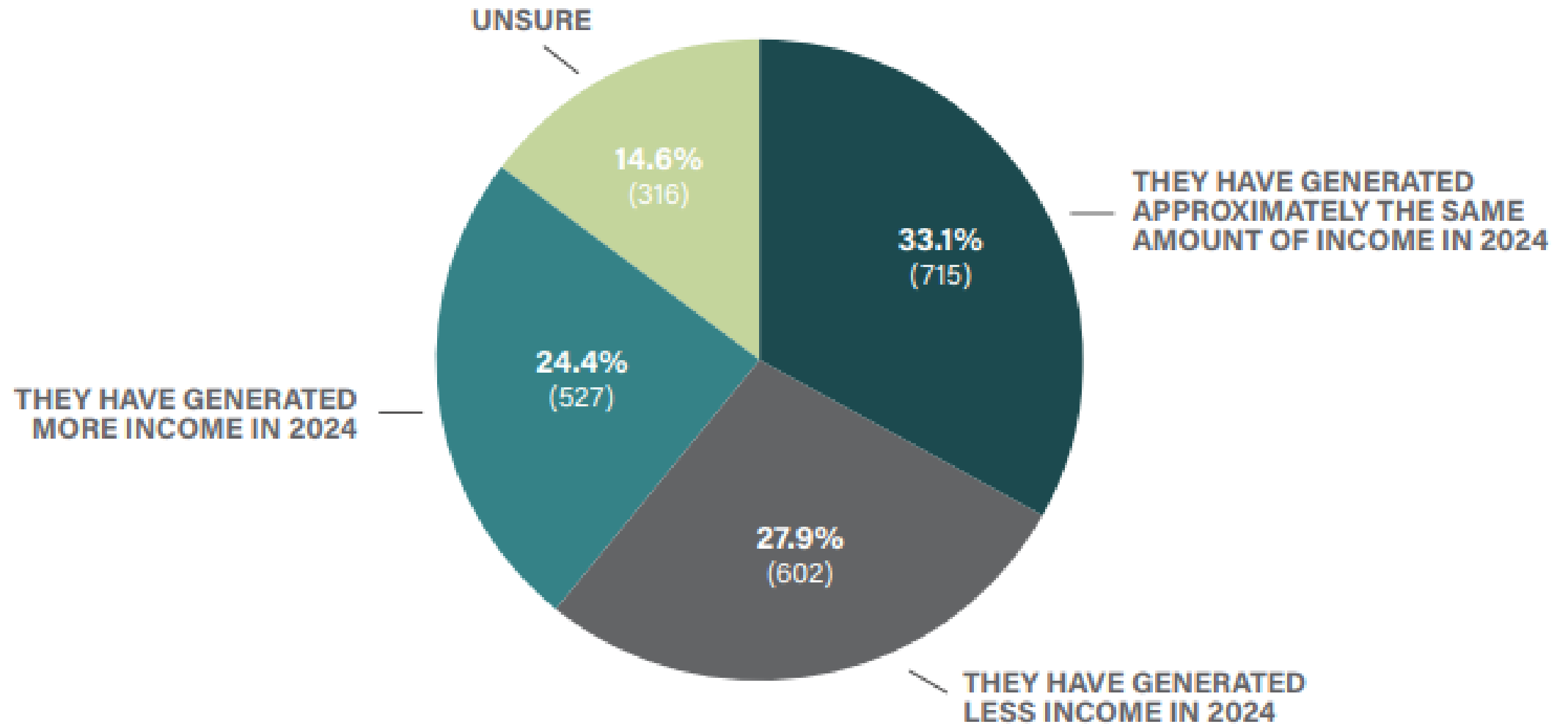
Q22 What is the biggest challenge you have faced this year? Please select one or write one answer in "other."

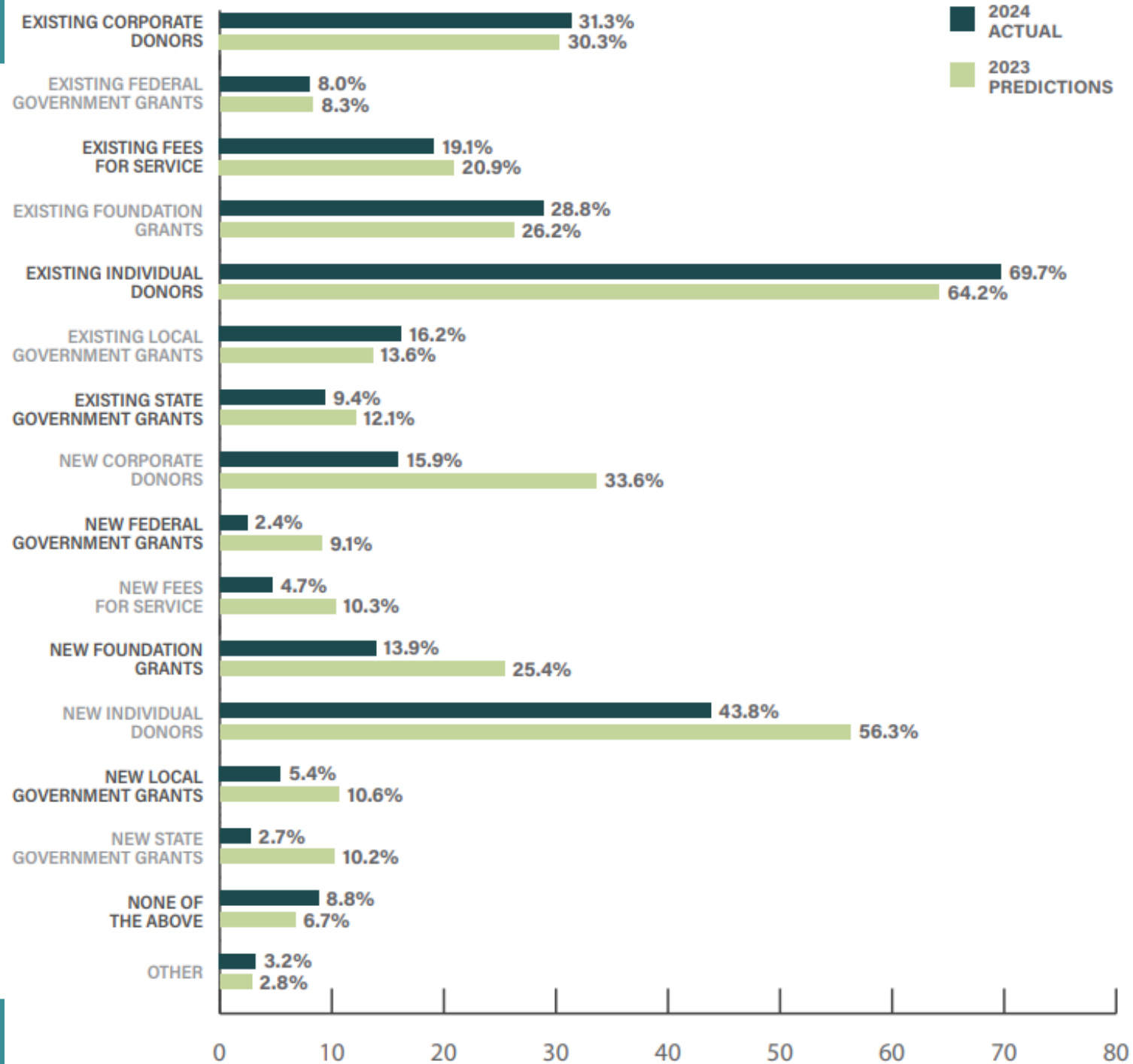


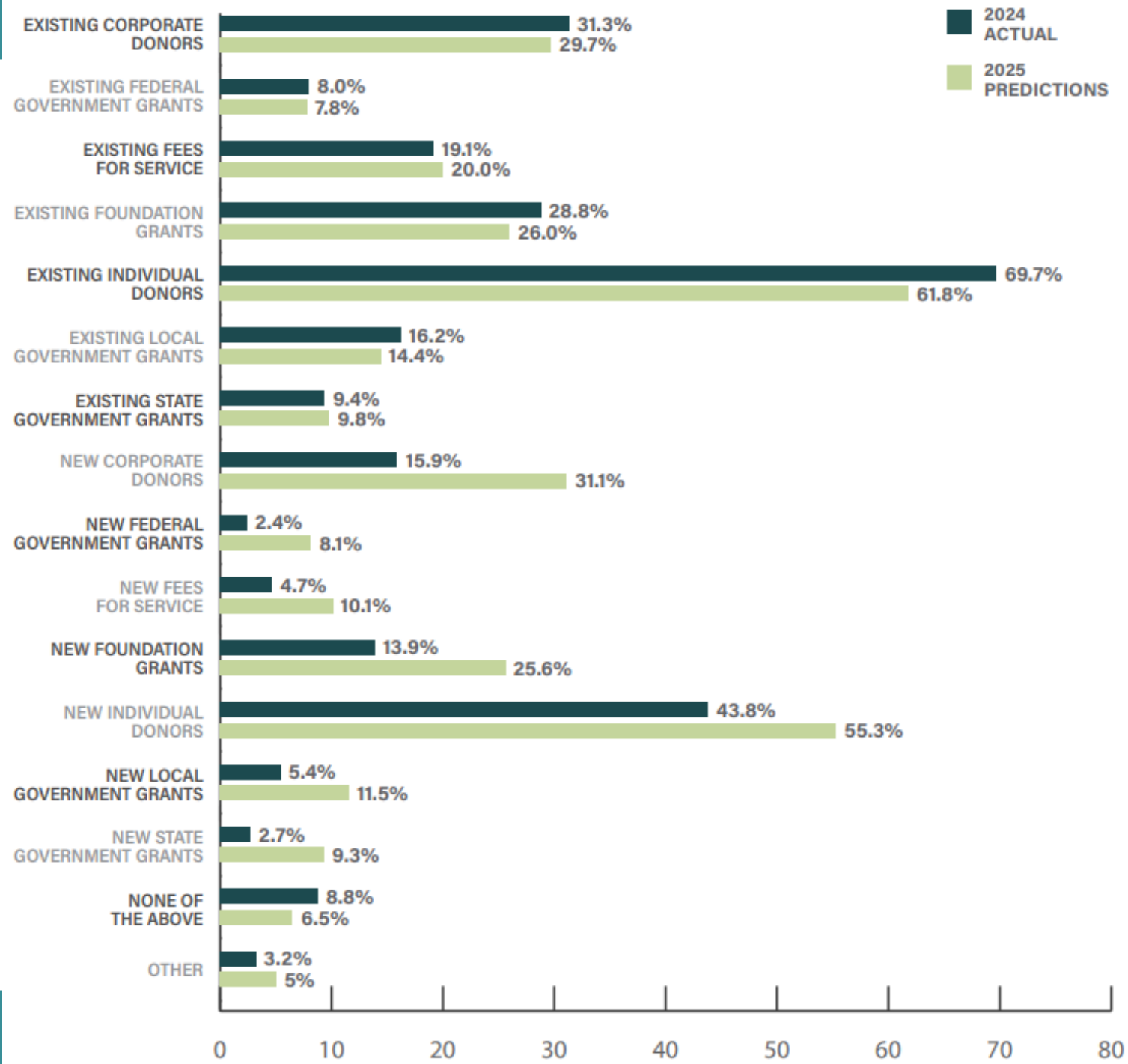
Q9 Has your unrestricted revenue in 2024:



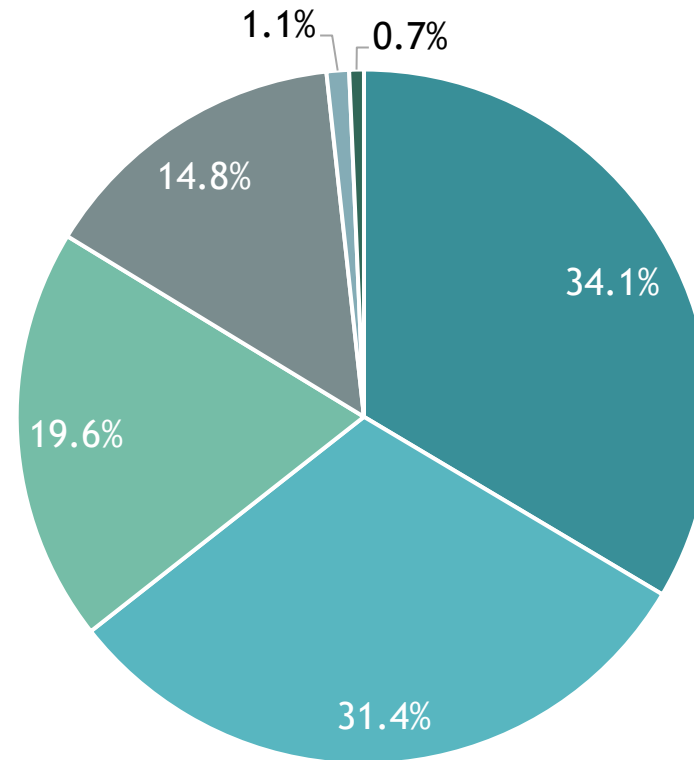
Q13 How did your fundraising activities in 2024 compare to your fundraising activities in 2023?







Q12 Does your organization have reserve funds?

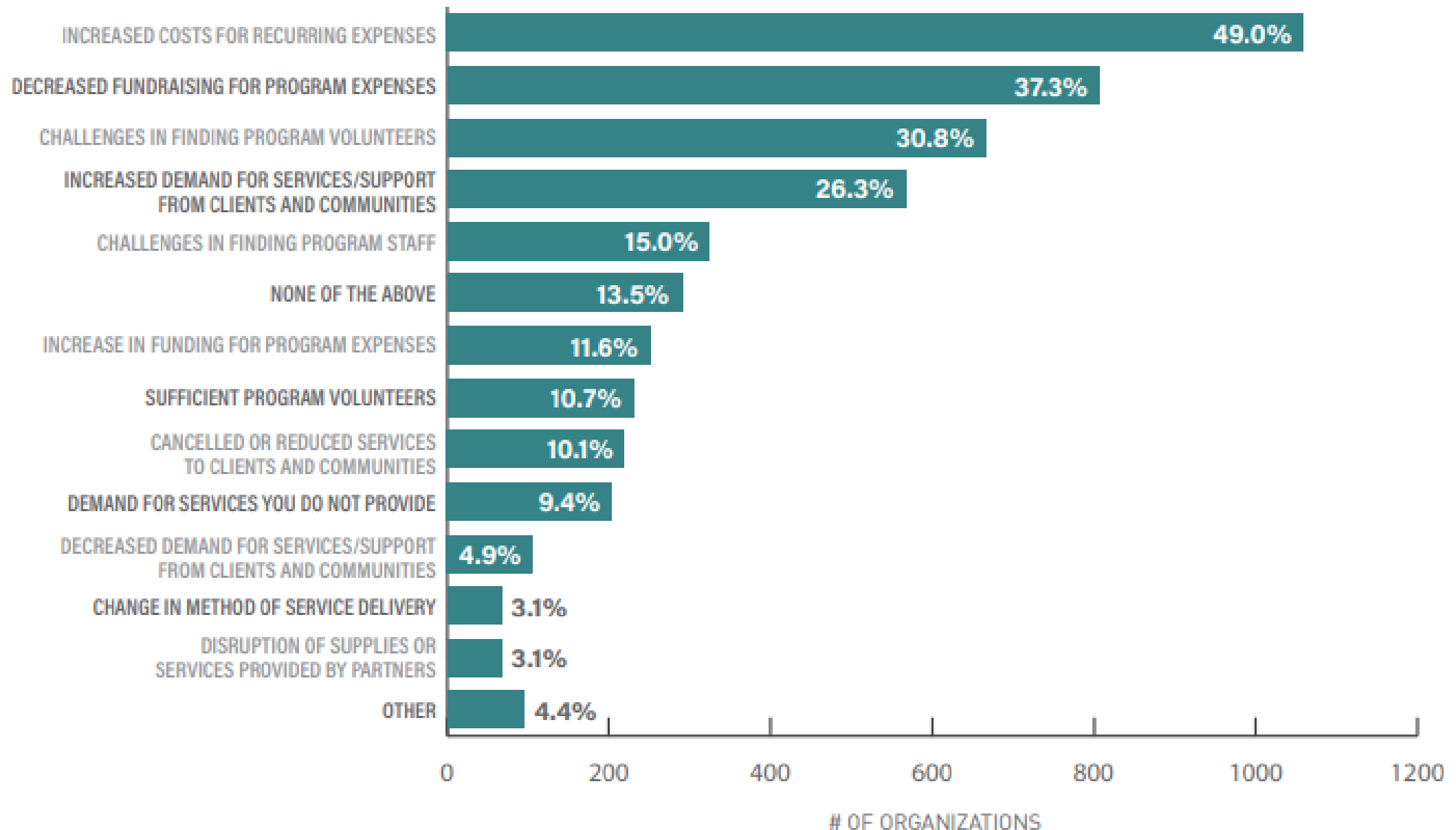


- No, my organization does not have any reserves
- Yes, between three months and one year of operating costs
- Yes, less than three months of operating costs
- Yes, more than one year of operating costs
- Unknown

Key Findings: Costs

Increased costs are burdening the nonprofit sector, just like every other sector of our economy.

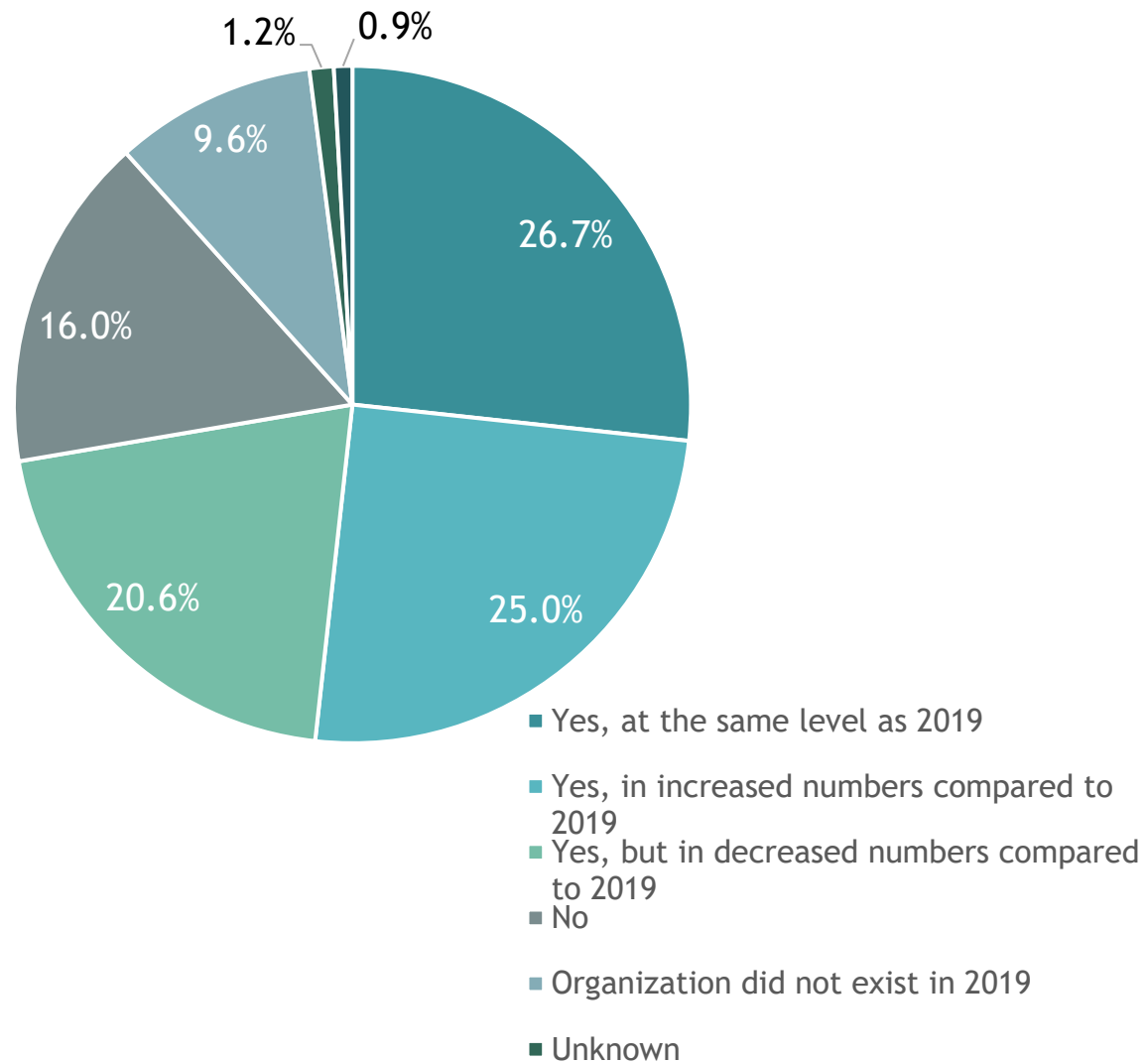
Q1 Which of the following programmatic impacts is your organization currently experiencing?
Select all that apply.



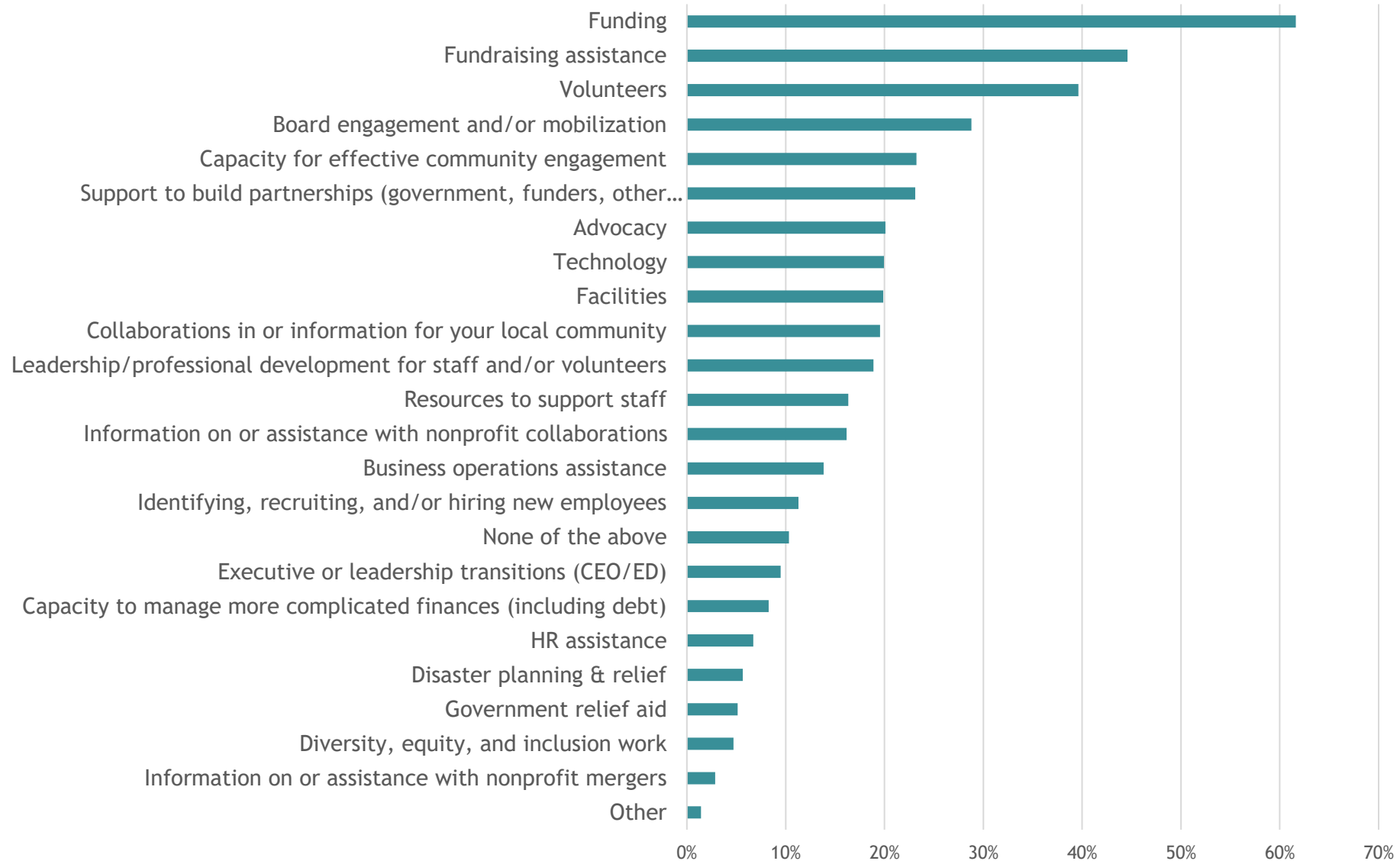
Key Findings: Volunteers

Access to more volunteers is a critical necessity
for nonprofits.

Q8 Are you current using volunteers at your organization, excluding your Board members?



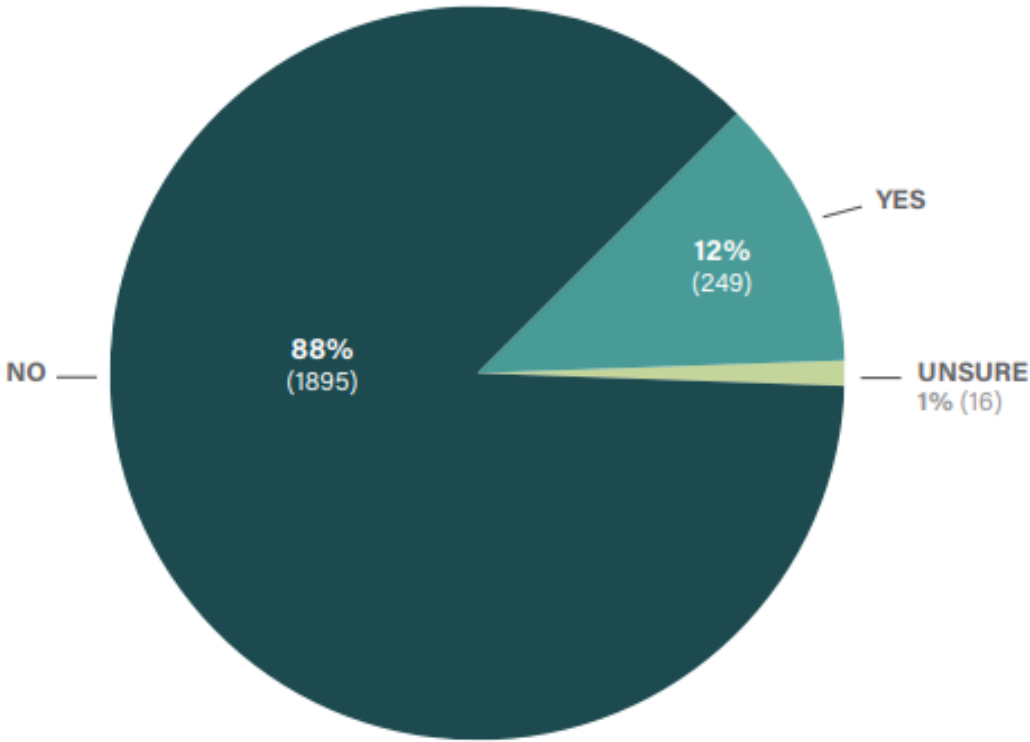
Q24 What resources does your organization need going forward?



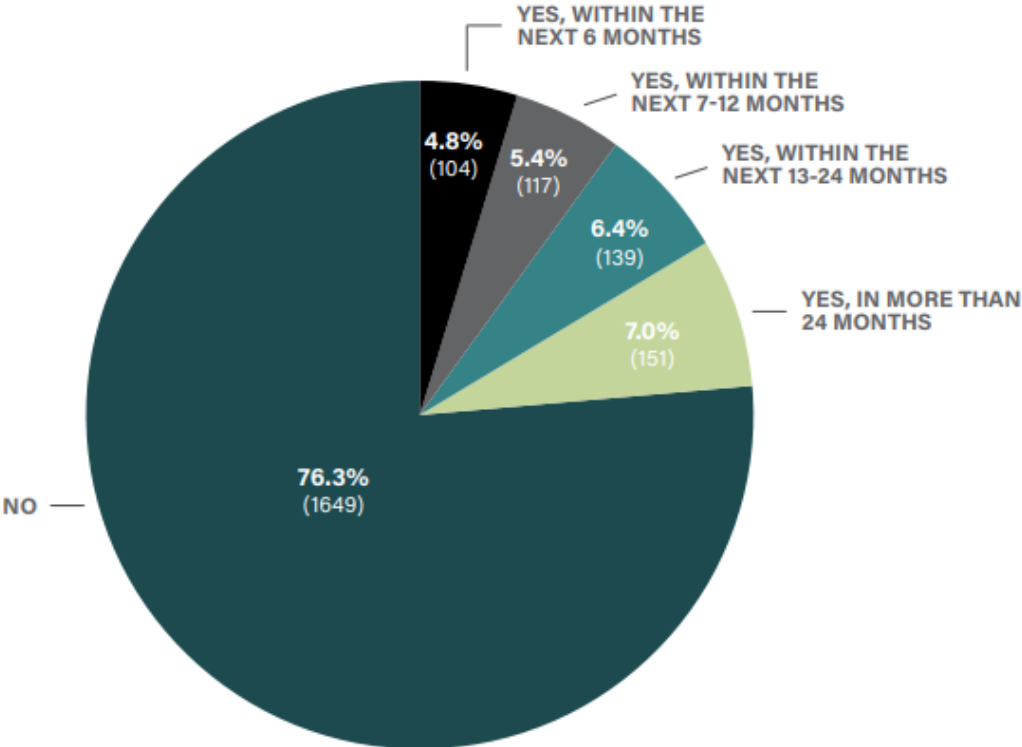
Key Findings: Staff

Investing in nonprofit staff builds continuity.

Q7 Have you had a change in CEO leadership at your organization in the last year?



Q8 Do you anticipate a turnover in the CEO/ED position at your organization?

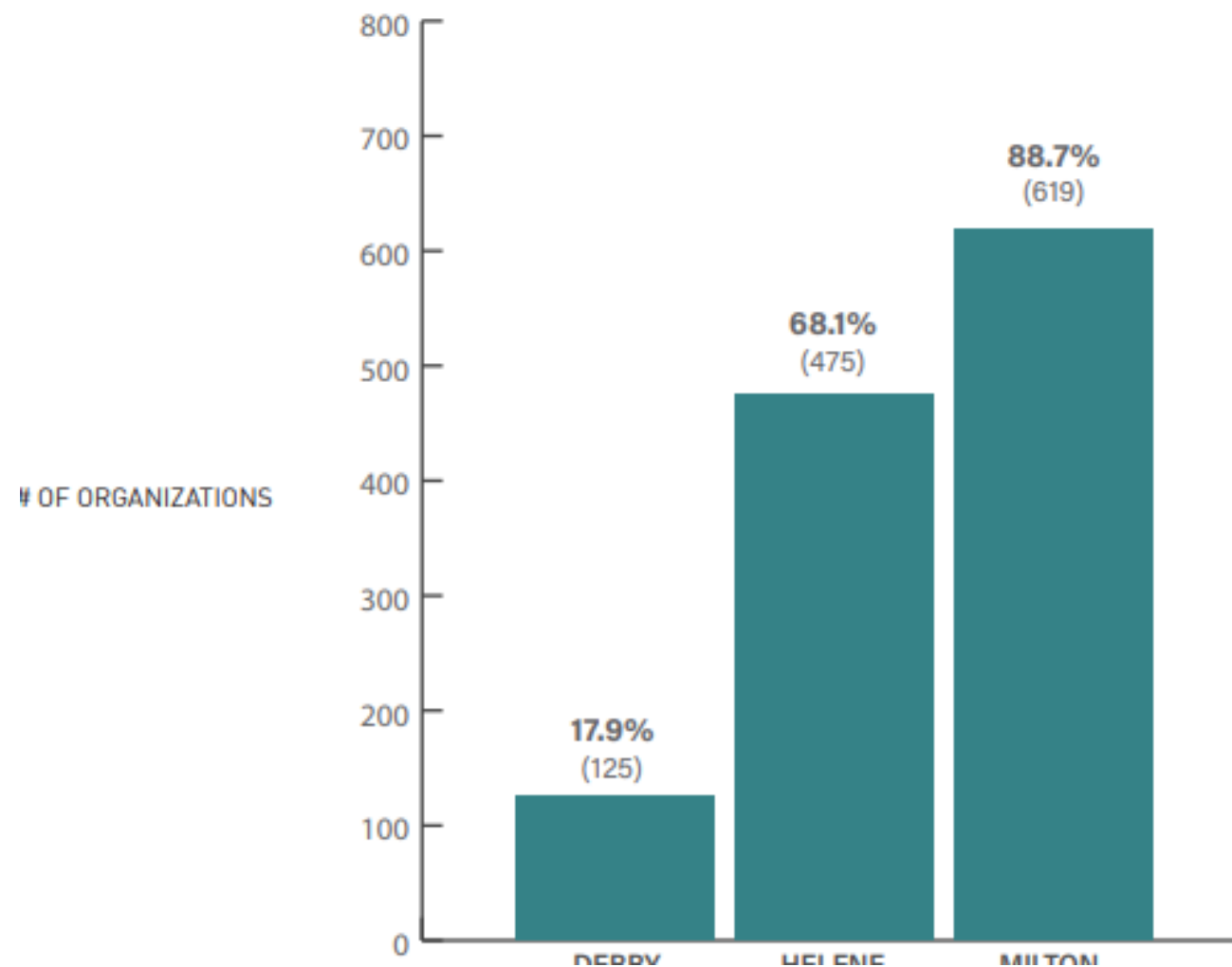


Key Findings: Disaster Response

Nonprofits were on the frontlines of hurricane response and recovery.

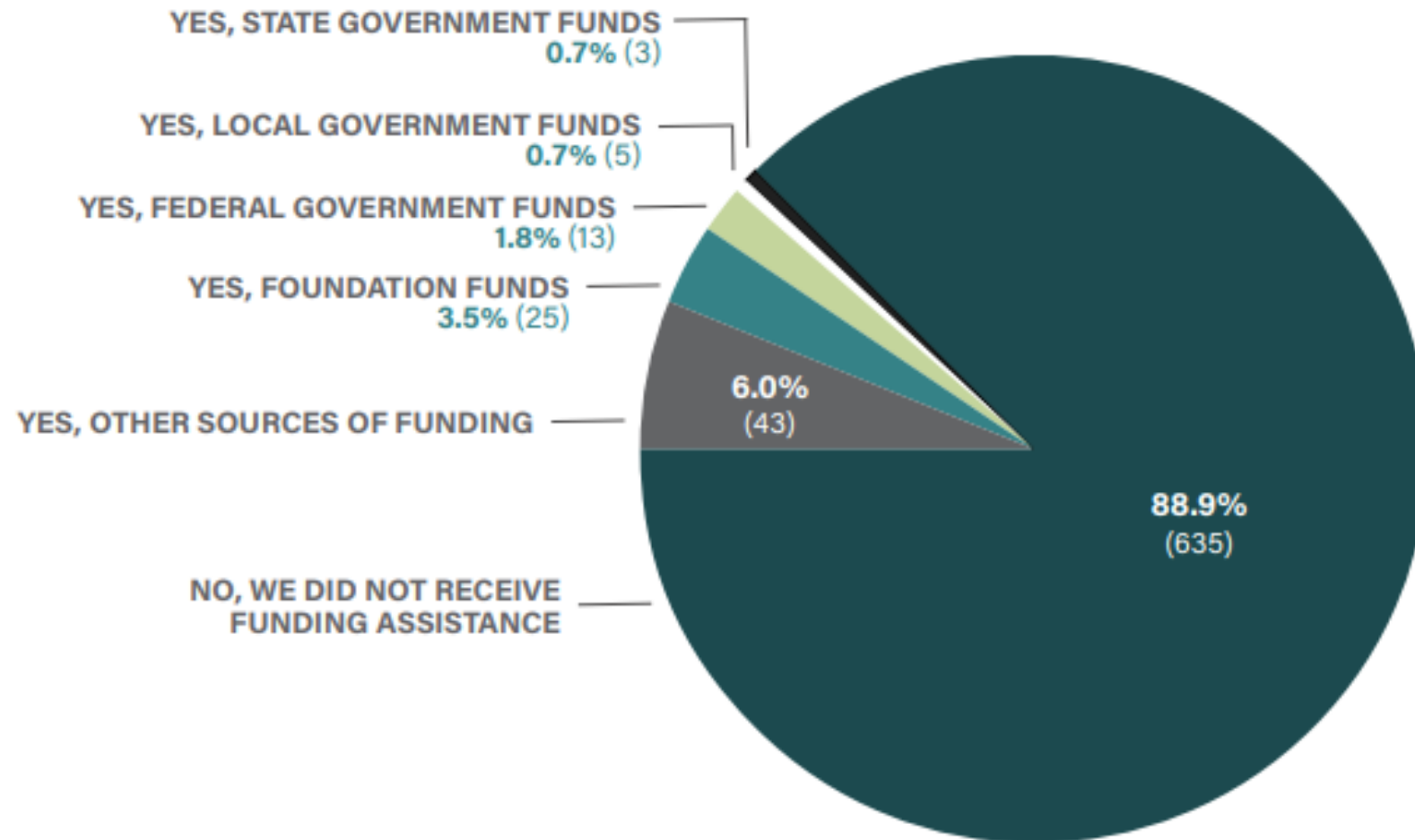
Which Hurricane?

N=698

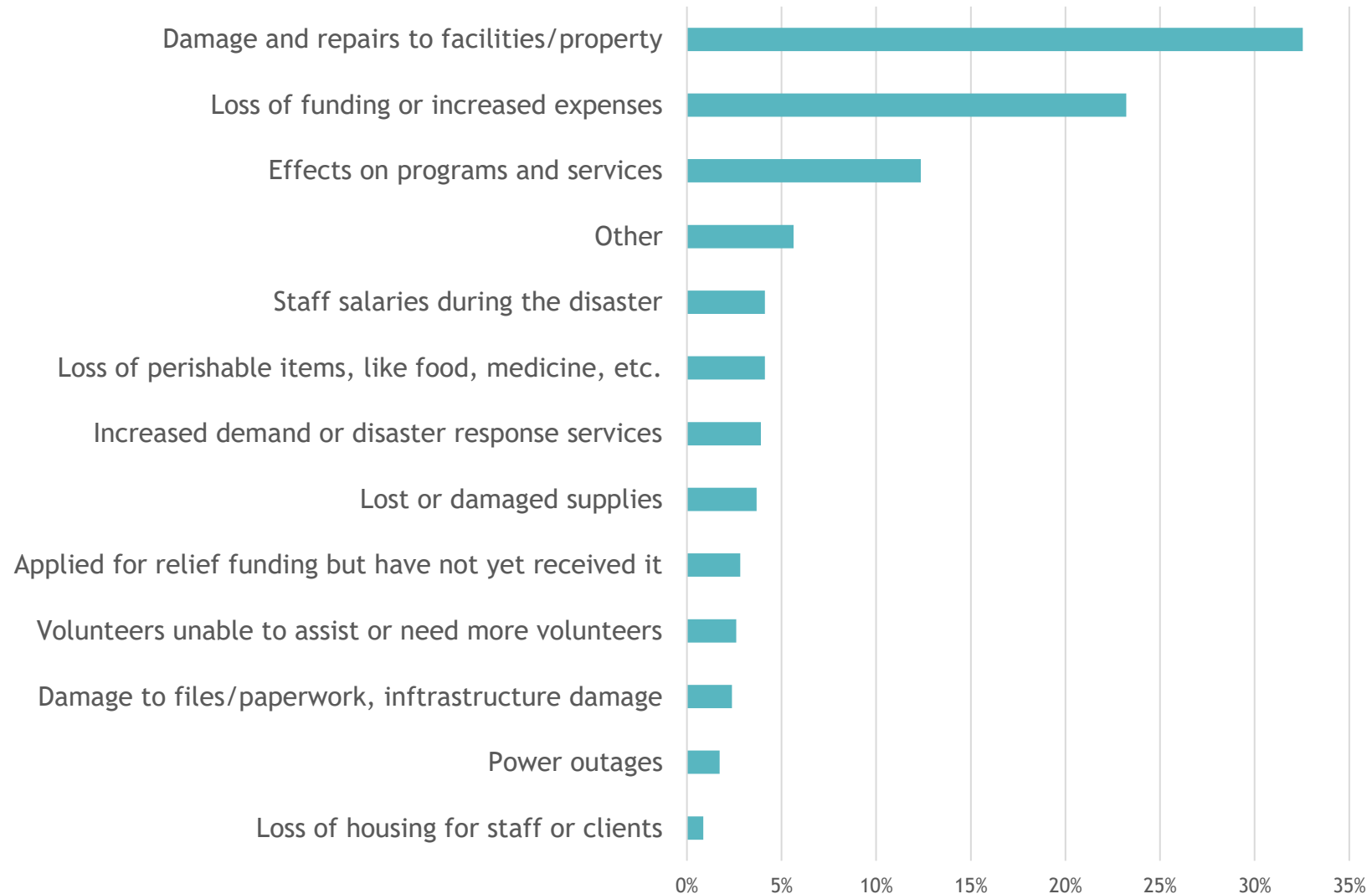


Q18 If your nonprofit organization was impacted by a hurricane, did you have access to recovery assistance? Select all that apply.

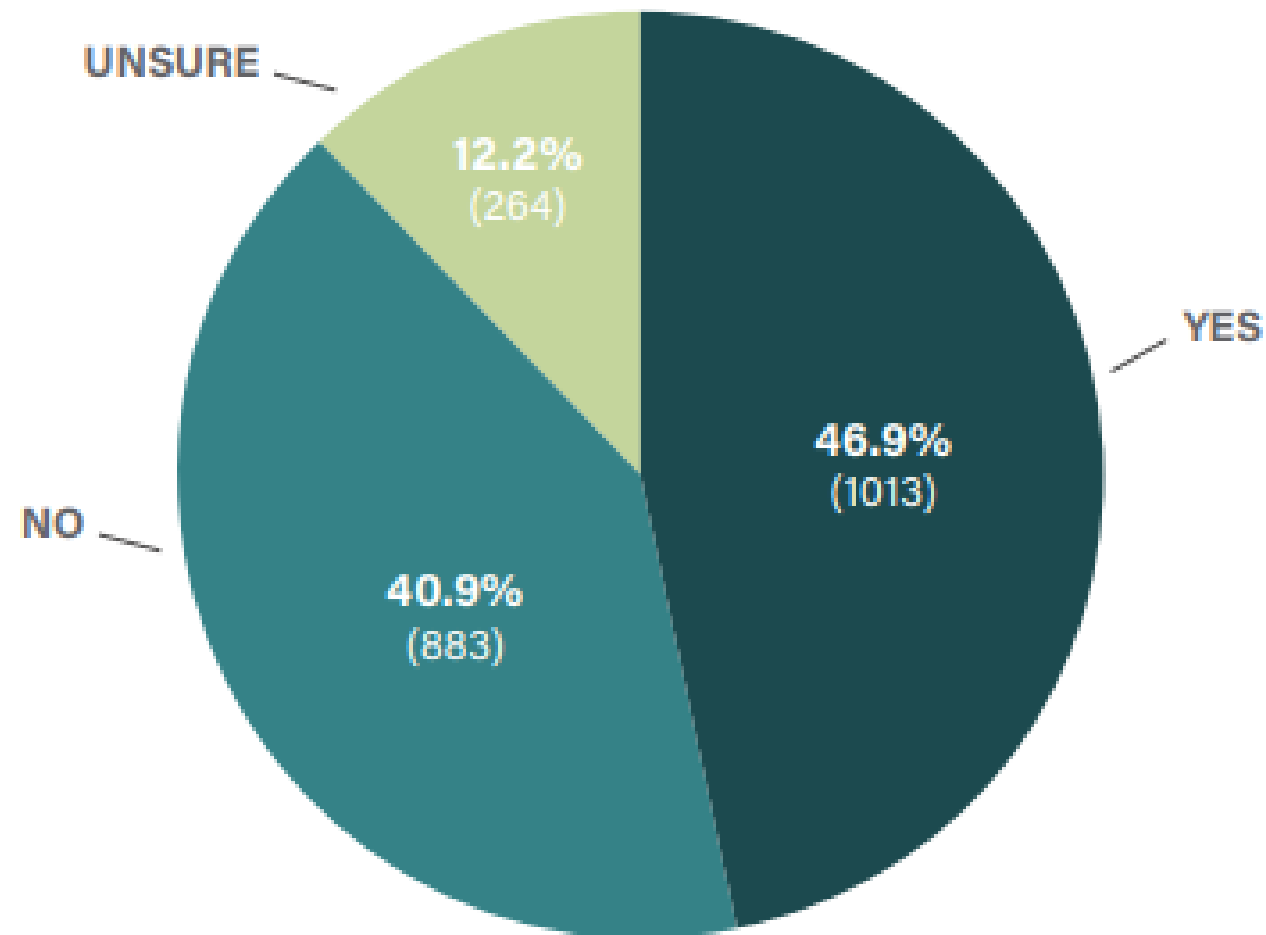
N=714



Q19 If you have recovery needs that you did not receive assistance for, please briefly describe them.

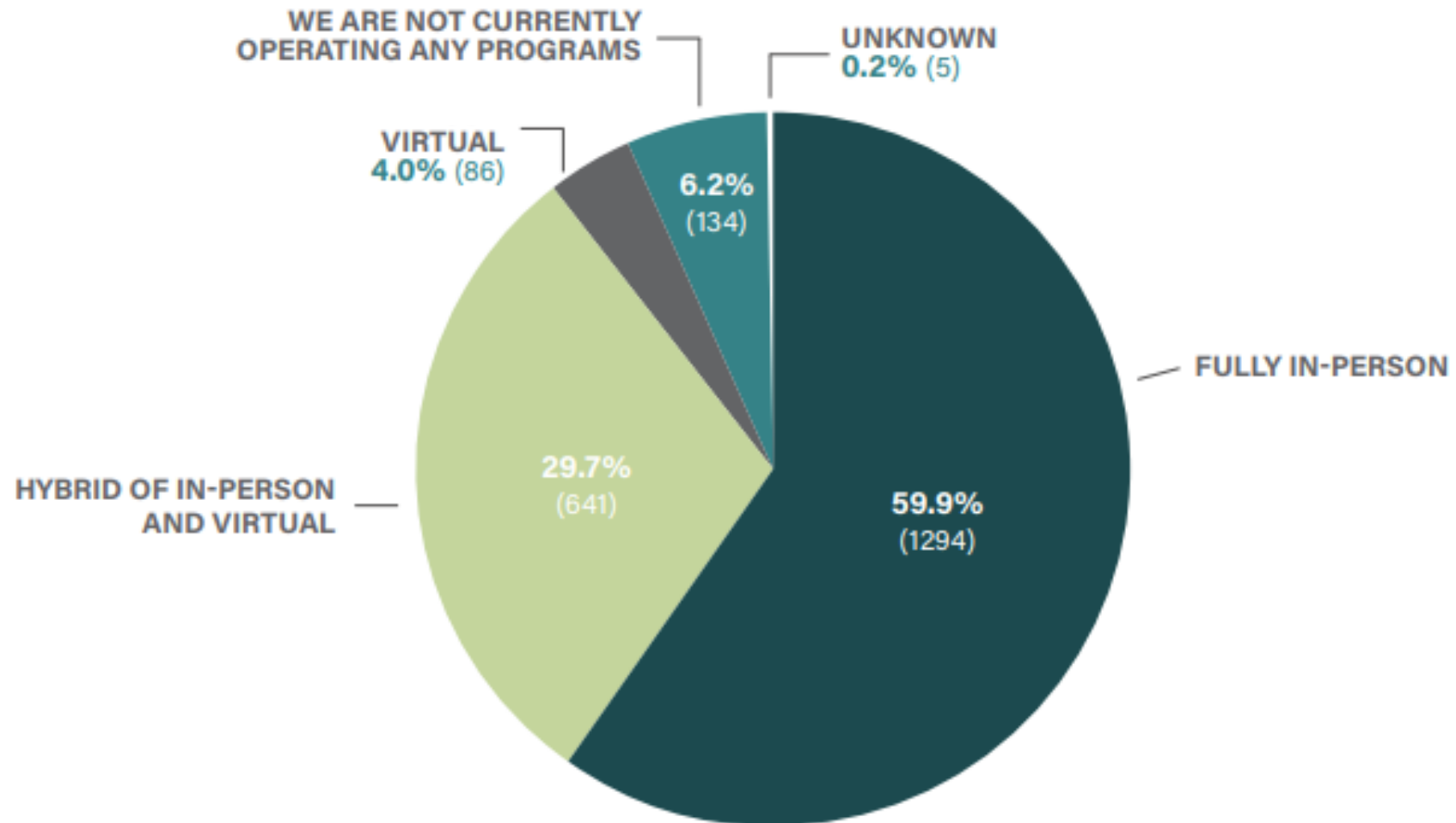


Q20 Do you have a disaster preparedness plan in place for your organization?



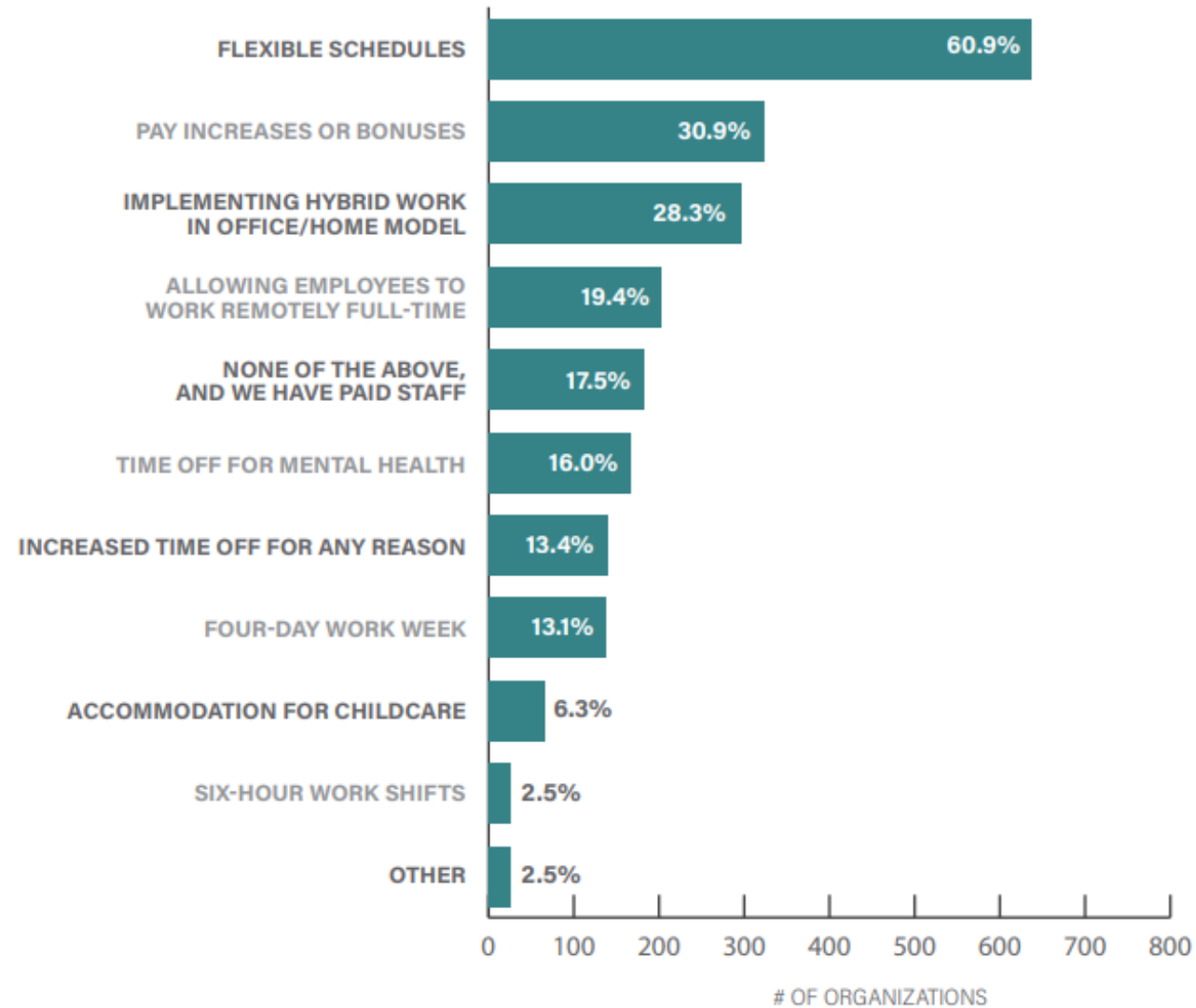
How the Sector Operates

Q2 How are you currently operating your programs?

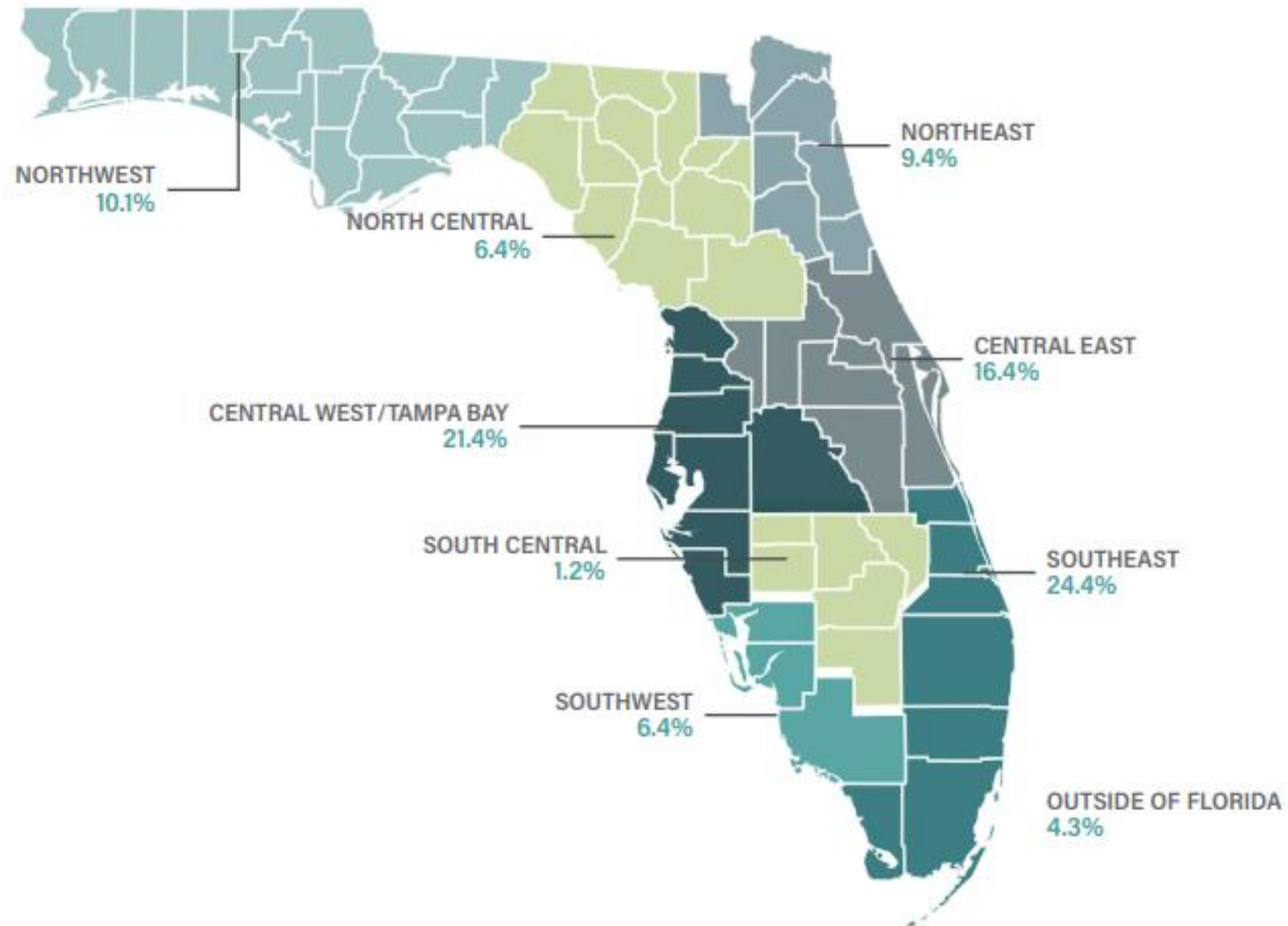


Q5 What work options are you currently offering to employees?

N=1047



Regional Breakdown



Region Highlights

Central East

- ▶ Less likely to have CEO change
- ▶ More likely to have increase in unrestricted revenue
- ▶ Less likely to have a disaster plan

Central West

- ▶ More likely to have a CEO change in the next year

Region Highlights

North Central

- ▶ Decreased volunteer use
- ▶ More likely to have CEO change
- ▶ More likely decrease in unrestricted revenue
- ▶ More likely to have reserves
- ▶ Raise less money

Northeast

- ▶ Slightly more likely to provide services in person
- ▶ More likely to have increased volunteer use
- ▶ Less likely to have a disaster plan

Region Highlights

Northwest

- ▶ Slightly more likely to provide services in person
- ▶ More likely decrease in unrestricted revenue
- ▶ More likely to have disaster plan

South Central

- ▶ Slightly more likely to provide services in person
- ▶ Served fewer clients compared to 2023
- ▶ Decreased volunteer use
- ▶ Less likely to have CEO change
- ▶ More likely to have increase in unrestricted revenue
- ▶ Raised slightly more money
- ▶ More likely to have disaster plan

Region Highlights

Southeast

- ▶ Slightly more likely to have fully virtual services
- ▶ More likely to have CEO change
- ▶ Least likely to have reserves
- ▶ More likely to have disaster plan

Southwest

- ▶ Decreased volunteer use
- ▶ More likely to have reserves

Takeaways and Next Steps

Next Steps

FNA will share this research with:

- ▶ Florida elected officials
- ▶ Funders across the state
- ▶ Media

Nonprofits

Takeaways and Next Steps

- ▶ Have a variety of volunteer experiences (length of commitment, expertise needed, etc.) and share the opportunities widely. Make sure you are sharing in places that are accessible to potential volunteers of all ages.
- ▶ Build operating reserves to decrease the organization's financial risk.
- ▶ Advocate for your mission - with elected officials, other decision-makers, and in your community.

Nonprofits

Takeaways and Next Steps

- ▶ Make sure your organization has an up-to-date disaster plan in place before hurricane season begins on June 1. If you already have one, update it and incorporate lessons learned from the 2024 hurricane season.
- ▶ Boards should ensure the organization has a succession plan in place and funding for professional development for current staff so there is a robust pool of applicants for the available CEO positions.

Individuals

Takeaways and Next Steps

- ▶ Support nonprofit organizations with donations and in kind gifts.
- ▶ If you already donate, ask your friends, colleagues, and others in your network to donate as well.
- ▶ Volunteer! Think about your time and interest and actively seek a position that fills that. Don't forget to consider Board service as a volunteer opportunity.

Individuals

Takeaways and Next Steps

- ▶ After disasters, check in with your local nonprofits to see if they need perishables replenished, foster homes for animals, or funds for repairs that insurance won't cover.
- ▶ Provide expertise in topics like technology or marketing and communications.
- ▶ Connect nonprofits to facilities that nonprofits could use for meetings, performances, or service delivery.
- ▶ Advocate for your favorite nonprofit or cause

Foundations/Corporate Partners

Takeaways and Next Steps

- ▶ Provide unrestricted grants and gifts.
- ▶ Think of ways to make fundraising less of a burden and challenge for nonprofit organizations.
- ▶ Support partnerships and collaborations within the nonprofit sector and among the nonprofit, for-profit, and government sectors.

Foundations/Corporate Partners

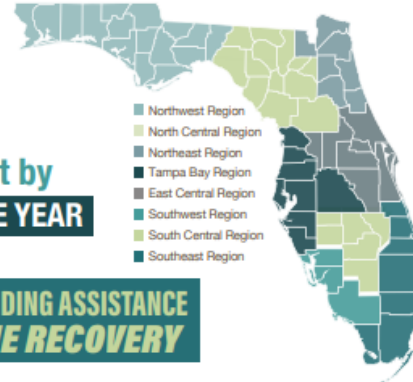
Takeaways and Next Steps

- ▶ Support executive searches and transitions with funds or hiring expertise.
- ▶ Provide expertise in topics like technology or marketing and communications.
- ▶ Connect nonprofits to facilities that nonprofits could use for meetings, performances, or service delivery.

CHALLENGES OF FLORIDA NONPROFITS

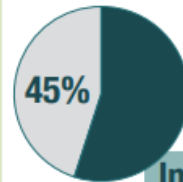


1/3 NONPROFITS
AFFECTED BY
HURRICANES IN 2024



45% of those were hit by
TWO IN THE SAME YEAR

89% DID NOT RECEIVE FUNDING ASSISTANCE
FOR HURRICANE RECOVERY



In Florida, 45% of all households qualify as ALICE households, where income does not adequately cover the cost of everyday essentials.

In some Florida counties, the proportion of ALICE households is more than 60%.



FUNDRAISING REMAINS A STRUGGLE

RANKS 48th
for nonprofit revenue
per 1,000 households

1/3 of nonprofits
have no reserves to cover
shortfalls or emergencies

30% OF NONPROFIT CEOS
WILL LEAVE THEIR POSITIONS IN THE NEXT THREE YEARS

Florida Nonprofits

The success of the state depends on strong nonprofits

Everyone can contribute to the nonprofit sector

Questions?

FNA Resources - flnonprofits.org

- Advocacy:
 - 2025 Legislative Agenda
 - Continued lobbying efforts
- Research:
 - Compensation and Benefits research
 - Economic Impact data
 - Nonprofits Research
 - Individual Giving Research
- Resources:
 - Federal Updates page
 - Legal Compliance checklist
 - Nonprofits and Overhead resource page

Upcoming Events

- ▶ **March Consultant Connection**
March 13, 1-2PM ET
- ▶ **FNA CEO Corner (Members Only)**
March 26, 9-10AM ET
- ▶ **March Policy Call (Members Only)**
March 27, 4-5PM ET
- ▶ **Advocacy 101**
April 8, 2-3:30PM ET

Check flnonprofits.org, then Events - Calendar for future events

Join Us!

- ▶ Membership begins at \$150 for a 12-month membership
- ▶ Receive benefits and support our work for the good of the sector
- ▶ More info:
<https://www.flnonprofits.org/membership-information>



Thank you!

<https://www.flnonprofits.org/florida-nonprofits-survey-2024>

[flnonprofits.org](https://www.flnonprofits.org)

lmcdermott@flnonprofits.org