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Survey Finds: Florida Nonprofit Sector sees decrease in resources – both financial and human – to run their programs

JACKSONVILLE, FLA. — March 5, 2025 —Florida Nonprofit Alliance (FNA), which advocates on behalf of nonprofits and seeks to create a more vibrant community for nonprofits, today released its 2024 Florida Nonprofits Survey report. The survey, funded by Wells Fargo, features an annual review of how nonprofits fared in the previous calendar year.

“Nonprofits were on the frontlines of hurricane response and recovery. The 2024 hurricane season affected almost every part of our state. One third of Florida’s nonprofits were affected by at least one hurricane, said Sabeen Perwaiz, president and CEO of FNA. “Of those impacted, 45% were affected by two hurricanes. Despite being affected themselves, many nonprofits still were on the ground during storm response and recovery. 89% of nonprofits affected by hurricanes received no funding assistance for the disaster response and recovery work they did or the damage they experienced.”

“The nonprofit sector in Florida is essential for the success of our communities,” said Kate Wilson, Senior Vice President of Philanthropy and Community Impact for Wells Fargo in Florida. We are proud to fund this survey because it sheds light into the important work our nonprofits are doing, while highlighting the many opportunities available for individuals and institutions to continue to be involved as volunteers and donors so that philanthropic organizations across Florida can continue to provide vital services for all.”

In 2024, a quarter of Florida nonprofits experienced increased demand for their services, and 44% served more clients in 2024 than they did in 2023. One third are concerned about the increased need for their services, while fundraising remains very difficult and finding volunteers is a struggle. At the same time, 26% of nonprofits have experienced increased demand for their services, and 44% served more clients in 2024 than they did in 2023. Although higher costs are not unique to the sector, nonprofits cannot simply raise prices or cut back on services, like the for-profit sector can often do.

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Since this research began in 2020, nonprofits in Florida have consistently prioritized providing their programs and services to the communities they serve. This remains true for the 2024 study. However, nonprofits are also experiencing a decrease in the resources they need to run their programs – both financial and human resources. And with one third of nonprofits in Florida with no reserve funds, Florida’s communities will be impacted by this in 2025.

With Wells Fargo’s support, FNA has been conducting regular surveys within the Florida nonprofit sector since April of 2020. The 2024 survey looked at how nonprofits fared in five major categories – programs, people, finances, fundraising, and barriers to success. It also includes specific actions Floridians can take to support nonprofits.

Additional analyses, insights, and data are accessible in the full report [here](#).

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About Florida Nonprofit Alliance

The Florida Nonprofit Alliance (FNA) is a statewide coalition of nonprofits focused on research, collaboration and advocacy. Our mission is to inform, promote and strengthen Florida’s nonprofit sector. We provide a collective voice at the state and national levels, educating elected officials and constituents, and serve as a central resource and referral center for and about nonprofits. Visit www.flnonprofits.org.