Telling our story, one data point at a time.
MORE GIVING + MORE VOLUNTEERING + A GROWING WORKFORCE = GREATER IMPACT

SOUTH CAROLINIANS WHO GIVE ARE GIVING MORE.

23.1% \(^1\) 
Increase in giving from 2012 - 2016

$6,443 \(^1\) 
Average giving per donor

14th \(^2\) 
in the nation for giving in 2017

OUR NONPROFIT WORKFORCE IS GROWING. \(^4\)

<table>
<thead>
<tr>
<th>SC AVG</th>
<th>NTL AVG</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.4%</td>
<td>7.6%</td>
</tr>
</tbody>
</table>

NONPROFIT GROWTH 2012-2016

<table>
<thead>
<tr>
<th>SC AVG</th>
<th>NTL AVG</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.7%</td>
<td>9.1%</td>
</tr>
</tbody>
</table>

FOR PROFIT GROWTH 2012-2016

89,729 \(^3\) 
Total number of nonprofit employees in SC

OUR PEOPLE ARE VOLUNTEERING MORE. \(^5\)

1 in 3 
Volunteered in 2017

1 in 4 
Volunteered in 2015

109 million 
volunteer hours

$2.6 BILLION 
in estimated value

Research compiled by: UPSTATE University of South Carolina

Working in every community, nonprofits are the perfect advocacy ally.

South Carolina’s more than 17,000 charities are a vital part of the fabric of every community, large and small. As allies for good, it is our responsibility to advocate and educate on the issues that matter to our state. From education to homelessness to healthcare, we give a voice to the voiceless and work together with our elected officials to improve public policy.

We ask elected officials to consider nonprofits when:

- Making difficult funding and policy decisions
- Working to strengthen the health of our communities
- Seeking a worthy partner to advance meaningful legislation

Contact us to customize with your logo.

In partnership with

Together SC
Allies for Good

Designed by Octagon
Printed by

[Map showing nonprofits per county]

1. RICHLAND: 486
2. GREENVILLE: 475
3. CHARLESTON: 452
4. SPARTANBURG: 200
5. YORK: 196
6. HORRY: 162
7. BEAUFORT: 157
8. LEXINGTON: 155

Nonprofits per county:
- 1-25
- 26-150
- 150+

*Source: Organizations filing IRS form 990 in 2017
Impacts of South Carolina Nonprofits Update

Kara Davis, M.Ed.
Director, Metropolitan Studies Institute
WORKFORCE
Nonprofit Employment Increases by 11.4% from 2012 to 2016

**Number of Nonprofits**

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2012</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5852</td>
<td>14,428</td>
<td>17,691</td>
</tr>
</tbody>
</table>

**Number of Nonprofit Employees**

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2012</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>76,174</td>
<td>80,542</td>
<td>89,729</td>
</tr>
</tbody>
</table>

Source: Internal Revenue Service 990 Forms and Bureau of Labor Statistics Report

University of South Carolina Upstate

Up is where we live.
Metropolitan Areas Continues Highest Nonprofit Employment Numbers

*Based on individual county data reported by Bureau of Labor Statistics in 2016*

- **Richland County**
  - 18,479 Employees

- **Greenville County**
  - 15,503 Employees

- **Charleston County**
  - 13,733 Employees

*Source: Bureau of Labor Statistics Reports*
Out of organizations who filed 990s with revenue in excess of $50,000 in 2017, 3,600+ organizations in SC in 2017 met this criteria.

Counties with Highest Number of Nonprofits*

1. RICHLAND: 486
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Source: IRS Exempt Organizations Business Master File, 2017

University of South Carolina Upstate
Up is where we live.
CHARITABLE GIVING
Those Who Give are Giving More

- 23.1% Increase in giving from 2012-2016
- $6,443 Average giving per donor in 2017

Source: IRS itemized tax returns, 2012-2016, Forbes 2017 The most and least charitable states in the US in 2017

University of South Carolina Upstate

Up is where we live.
% Returns Making Contribution by Income Range – 2016


University of South Carolina Upstate
Up is where we live.
VOLUNTEERING

University of South Carolina Upstate
Up is where we live.
Sources: BLS & Corporation for National & Community Service, Note: 2015 SC rate updated from previous data
US & SC Volunteer Rates by Age – 2015

Sources: BLS & Corporation for National & Community Service, https://www.bls.gov/news.release/volun.nr0.htm
https://data.nationalservice.gov/Volunteering-and-Civic-Engagement/South-Carolina/v9na-tyer/data

University of South Carolina Upstate
Up is where we live.
South Carolina
Corporation for National & Community Service – Newly Released 2017 Data

• **1,217,735 volunteers** contribute **109.0 million hours** of service
• **30.8%** of residents volunteer, ranking them **32nd** among states
• Volunteer service worth an estimated **$2.6 billion**
• **52.6%** of residents do favors for neighbors
• **24.7%** of residents do something positive for the neighborhood
• **26.6%** of residents participate in local groups or organizations
• **51.8%** of residents donate $25 or more to charity
• **$25.43** National Value of Volunteering per Hour
• Nationally: Volunteers donated to charity at twice the rate of non volunteers

Source: https://www.nationalservice.gov/serve/via/rankings

University of South Carolina Upstate
Up is where we live.
Volunteering Activity by Type of Organization, 2017

Source: https://www.nationalservice.gov/serve/via/rankings
A Quick update on the 2020 Census in South Carolina

Ben Bullock, Together SC

With gratitude to Chris Steed, Fullerton Foundation; Naomi Lett, UWASC; as well as the Funders Committee for Civic Participation, and the Institute for Southern Studies.
Why Does the Census Matter?

Allocation of political power through reapportionment of seats in Congress and drawing of new legislative districts

Distribution of federal funds through funding formulas ($7.3 Billion for SC)

Community planning for schools and hospitals

Civil rights enforcement through fair housing laws, the Voting Rights Act, and other legislation

Business site selection when companies are deciding where to expand

Affects how other data collected - population estimates and projections, weights for sample surveys – any group or institution that uses data for planning, often starts with Census
Who is “Hard to Count”? 

- Racial/ethnic minorities
- People who do not speak English fluently
- Lower-income persons
- Homeless persons
- Undocumented immigrants
- Young mobile persons
- Children
- Persons who are angry at/distrust the government
- LGBTQ persons
Based on the latest census estimates (for the 2013-2017 period), 4,756,406 people live in 1,871,307 households in this state, and 137,038 people live in group quarters. (Total population = 4,893,444.)

Some population characteristics that may affect South Carolina’s participation in the 2020 Census include:

Census Self-Response

In 2010, 81.4% of the state’s households mailed back their 2010 census questionnaire, requiring more costly and difficult in-person follow up to enumerate the remaining 18.6%.

Based on the latest census estimates, approx. 8% of South Carolina’s current population (or 372,159 people) lives in hard-to-count neighborhoods, shaded in light orange-to-dark red on the map. (These are census tracts where almost a quarter or more households did not mail back their census questionnaires in 2010.) Without higher self-response, more households in these and other neighborhoods in the state are at risk of being missed in the 2020 census.

https://www.censushardtocountmaps2020.us/
Census Timeline

• January 2020 – Census Bureau Preparation Complete
• March 2020 – Internet Self-Response Begins
• April 1, 2020 – Census Day! (Reference Date)
• May 2020 – Nonresponse Followup begins
• June-July 2020 – Census is Done!
How can SC nonprofits help?

- **CONNECT**: Sign up for regular updates at [https://census.gov](https://census.gov) or @uscensusbureau

- **ADVOCATE**: Speak to members of your legislative delegation and tell them you support full funding for the 2020 Census

- **ORGANIZE**: Convene people in your local community to discuss challenges with an accurate count and garner commitments on ways to address them ~ maybe even start a Complete Count Committee in your town!

- **EDUCATE**: Make sure your clients and others in your sphere of influence know what’s at stake and encourage them to complete the census. Take advantage of messaging resources: [https://thecensusproject.org/toolkit/](https://thecensusproject.org/toolkit/)

- **ENGAGE**: When the Census kicks off, organize volunteers or staff with laptops or tablets and help your clients complete! Do this at your office…church…community center…health fairs…community events..everywhere!