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 flnonprofits.org, then News - Community Calendar for future events

Early bird rate until July 31st
Newsletters

Voice of the Sector

Greetings!

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

IPA, 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 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. Take a look at 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 the Campaign Guide; Florida Nonprofits' News Map.
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!
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

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Central</td>
<td>17%</td>
</tr>
<tr>
<td>North Central</td>
<td>4%</td>
</tr>
<tr>
<td>Northeast</td>
<td>8%</td>
</tr>
<tr>
<td>Northwest</td>
<td>8%</td>
</tr>
<tr>
<td>South Central</td>
<td>1%</td>
</tr>
<tr>
<td>Southeast</td>
<td>34%</td>
</tr>
<tr>
<td>Southwest</td>
<td>7%</td>
</tr>
<tr>
<td>Tampa Bay</td>
<td>21%</td>
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</tbody>
</table>
Nonprofits by Sub-sector

- Arts, culture, and humanities: 22%
- Education: 22%
- Environment: 6%
- Human services: 21%
- Mutual benefit: 5%
- Religion: 4%
- International: 7%
- Public and societal benefit: 10%
- Unknown: 2%
## Sub-Sector Revenue and Employment

<table>
<thead>
<tr>
<th>Nonprofit Type</th>
<th>Total Revenue</th>
<th>Percent of Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts, culture, and humanities</td>
<td>$1,213,787,101</td>
<td>1.6%</td>
</tr>
<tr>
<td>Education</td>
<td>$19,304,055,960</td>
<td>17.6%</td>
</tr>
<tr>
<td>Environment</td>
<td>$990,545,428</td>
<td>1.2%</td>
</tr>
<tr>
<td>Health</td>
<td>$58,026,776,633</td>
<td>45.7%</td>
</tr>
<tr>
<td>Human services</td>
<td>$14,186,667,400</td>
<td>17.9%</td>
</tr>
<tr>
<td>International</td>
<td>$1,428,673,024</td>
<td>0.07%</td>
</tr>
<tr>
<td>Mutual benefit</td>
<td>$36,832,226</td>
<td>0%</td>
</tr>
<tr>
<td>Public and societal benefit</td>
<td>$5,229,063,223</td>
<td>1.2%</td>
</tr>
<tr>
<td>Religion</td>
<td>$1,451,273,746</td>
<td>0.31%</td>
</tr>
<tr>
<td>Unknown</td>
<td>$14,717,152,666</td>
<td>14.6%</td>
</tr>
</tbody>
</table>
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
<table>
<thead>
<tr>
<th>Level</th>
<th>Advocacy</th>
<th>Funding</th>
<th>Sustainability</th>
</tr>
</thead>
</table>
| **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 (All)

County (All)

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

<table>
<thead>
<tr>
<th>Network</th>
<th>Cooperate</th>
<th>Coordinate</th>
<th>Collaborate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exchange information and develop professional and social contacts# of non-profits in your county</td>
<td>Interact informally to accomplish discrete activities</td>
<td>Align work to achieve greater outcomes</td>
<td>Align mission, goals, and decision-makers to share the work</td>
</tr>
</tbody>
</table>
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
## Example: Hillsborough County

<table>
<thead>
<tr>
<th>Focus area</th>
<th>Where to look</th>
<th>How to use the data (example)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax policy</td>
<td>Overview</td>
<td>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.</td>
</tr>
<tr>
<td>County snapshot</td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>Budget &amp; spending</td>
<td>Social function</td>
<td>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.</td>
</tr>
<tr>
<td>The economy</td>
<td>Overview</td>
<td>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.</td>
</tr>
<tr>
<td>County</td>
<td></td>
<td>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.</td>
</tr>
<tr>
<td>Public-private collaborations for the public good</td>
<td></td>
<td>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.</td>
</tr>
<tr>
<td>Social function</td>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>
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
  - Data dashboard: employment, revenue, assets
  - Strength in Numbers: A Practical Action Guide

- Phase 2 - coming in July
  - Data dashboard: poverty levels, ALICE data
  - Infographic
  - Full report
Questions?
Thank you!

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lmcdermott@flnonprofits.org