Advocacy has become a critical tool for our sector and its power is evident now more than ever.

FNA is proud to take the lead on my of our sector's issues for Florida nonprofits. 2019 was filled with many firsts for FNA including our statewide conference, our charitable giving survey and our Census training sessions along with our Florida Counts collaborative.

I invite you to read this report to revisit some of our highlights. We are proud FNA has realized growth every year in our membership, our web traffic, event attendance and our policy work. This growth makes us a more valuable support organization for Florida's nonprofit sector, and a valued partner for philanthropy and government. We are thankful for our partners and members who push us and inspire us as we all work to create a better Florida for all.

Sincerely,

Sabeen

Meet Eileen

Since Eileen took the helm of the Community Foundation of Collier County in January 2013, she's worked to raise money for numerous causes: among them, providing mental health services to teens, helping disabled youth, and offering services and support to victims of human trafficking. She has been a board member of FNA since 2015.

You have a broad view of the state nonprofit community, as a board member and a funder. How would you describe FNA's role?

It is critical that every state have an organization whose mission is to provide oversight for the nonprofit sector, to protect their best interests and to create awareness. As FNA's economic impact report shows, nonprofits factor greatly in Florida's economy as one of the largest employers, on par with the construction industry. Nonprofits have a valuable voice that must be represented.

Part of our stated mission is to advocate for the nonprofit sector. Do you have thoughts about expanding our efforts in this area?

As the state's philanthropic first responder, we have to stay on top of quickly changing legislation in order to provide oversight and give our nonprofits the tools they need to flourish in today's ever-evolving political climate. I hope more nonprofits begin to see FNA as our sector's go to resource on the latest on state and federal policy issues, state agency updates and sign on letters.
MEET OUR GROWING TEAM

Greg Black
LOBBYIST

Brian Jogerst
LOBBYIST

Leah Donelan McDermott
PROGRAM MANAGER

Hana Ferguson
COMMUNICATIONS MANAGER

BY THE NUMBERS

1 SURVEY
4 POLICY CALLS
13 NEWSLETTERS
15 EARNED MEDIA ARTICLES
15,000 ENGAGEMENTS
47 NEW MEMBERS
4,753 WEB SESSIONS
11 PRESENTATIONS ACROSS THE STATE

YOU BUILD A BETTER WORLD. WE BUILD STRONGER NONPROFITS.

The Florida Nonprofit Alliance informs, promotes, and strengthens the nonprofit sector in order to create more vibrant communities across the state.
2019 CONFERENCE

**Nonprofits Count! was FNA’s first statewide conference.** It brought the leaders of our state’s nonprofits together to discuss advocacy and the state of our sector.

On November 1, 2019, approximately 100 nonprofit key influencers were in attendance, including CEOs, board members and public policy staff from across Florida.

> “Learning about all the facets of the nonprofit sector was extremely eye opening for my board member. The fact that we can lobby was totally new to him.”

Over the course of the day, there was ample time for attendees to network with each other, as well as with the sponsors and exhibitors.

> “I’m a nonprofit chairperson and was able to attend this event. I thought it was terrific. Great discussion and a lot of valuable information. And attending the conference prompted us to become a member of FNA so we look forward to continued involvement.”
FNA joined seven non-partisan organizations to form Florida Counts to support and advocate for grassroots census efforts. Our collaborative has raised more than $1.6 million in philanthropic funds to help with outreach, education and messaging. The group hosted a statewide convening in September to launch the work.

51 organizations have been funded to date. They include:

- Asian American Federation
- Avanse Ansanm
- Equal Ground Education Fund
- Faith in Florida
- Farmworker Coordinating Council
- Girl Scouts of Gateway Council
- Hispanic Unity of Florida
- Meals on Wheels South Florida
- Pinellas County Urban League
- Student ACES
- Urban League of Palm Beach County
- Hispanic Federation
- Housing Partnership
- Glades Initiative
- The Common Ground Project/Florida
- Voices for Health
- Hispanic Business Initiative Fund of FL Inc
- LatinoJustice
- WeCount
- For the Children
- United Way of Brevard County
- Opa Locka
- Path to College
- Centro Campesino Farmworker Center
- Esperanza
- The Lord's Place
- Women Alliance of Miami
- Black Votes Matter
- eMgage Foundation
- Engage Miami
- GoodWill Industries of SouthWest Florida
- Florida Literacy Coalition
- The Children's Campaign
- The Ridge Area Arc
- Haitian American Comm. Coalition
- Parker Street Ministries
- Jump for Joi Inc.
- The Black Collective
- The Thriving Mind
- UCF Research Foundation
- The Arc of the Bay
- Poder Latinx (Tides)
- Mi Familia Vota
- The Arc of Tampa Bay
- National Congress of Black Women
- Sant La, Haitian Neighborhood Ctr.
- Real Women Radio Foundation
- Organize Florida
- League of Women Voters of PBC
- West Atlantic Redevelopment
- United Way of West Florida

FNA and FPN have been in this work together since 2018 and penned an op-ed that was featured in the Tampa Bay Times in April, 2019. FNA has led the Census training sessions across the state in partnership with KIDS Count.
CHARITABLE GIVING SURVEY

The Florida Nonprofit Alliance (FNA) and the Florida Department of Agriculture and Consumer Services (FDACS) developed and administered a survey to examine the giving practices of Floridians. The survey was inspired by a similar survey developed by the American Association of Retired Persons (AARP) Foundation in Colorado. Our survey included 11 questions about giving practices and nine questions on demographics. Prior to distribution, the survey was reviewed by the FNA board, industry leaders, and Dr. Jones at the University of Florida. The survey was distributed throughout Florida via key agency partners, including FDACS, AARP, FNA, and FNA’s partners.

Data were analyzed descriptively by Dr. Jones at University of Florida’s Nonprofit Research Lab with the Department of Family, Youth and Community Sciences. The data were presented both in the aggregate and at the county level. The Department of Family, Youth and Community Sciences is located in the Institute of Food and Agricultural Sciences at the University of Florida.

KEY FINDINGS

- 98% donated to a charitable cause in the past year
- More than 60% gave less than $1,000 per year
- 84% did not change their giving as a result of federal tax reform
- 85% do some or a lot of research into their chosen charities prior to donating
- 60% were not familiar with the FDACS’s efforts to prevent charity fraud
- 59% give to charities in Florida
- 58% know how to verify if a charity is permitted to fundraise in Florida
- 48% gave to national charities
- Letters and emails were the most frequently preferred methods of solicitation
2019 FINANCIALS

**REVENUES**
- 37% Program
- 11% Membership
- 2% Other
- 50% Grants

**EXPENSES**
- 15% Program
- 10% Administration
- 8% Lobbying
- 67% Advocacy

BOARD OF DIRECTORS

**EMILY BENHAM**
Nonprofit Leadership Center of Tampa Bay
Tampa, FL

**EILEEN CONNOLLY-KEESLER**
Community Foundation of Collier County
Naples, FL

**RENA COUGHLIN**
Nonprofit Center of Northeast Florida
Jacksonville, FL

**TED GRANGER**
United Way of Florida
Tallahassee, FL

**DAVID KREPCHO**
Second Harvest Food Bank of Central Florida
Orlando, FL

**UPENDO SHABAZZ**
Allegany Franciscan Ministries
West Palm Beach, FL

**KELLY SMITH**
Wells Fargo
Jacksonville, FL

OUR DONORS

[Image of logos representing various donors]
GAINING STRENGTH IN NUMBERS

2020 MEMBERS

FNA is a membership organization and our members are the heart of FNA.

A Chance for Therapy
A Safe Haven for Newborns
A&W Associates Bookkeeping LLC
Able Trust
Allegany Franciscan Ministries
All Faiths Food Bank
American Civil Liberties Union Foundation of Florida
American Heart Association
American Steps Corp
American Sudden Infant Death Syndrome Institute
AP76.org, Inc.
Bach Festival Society of Winter Park
Beth-El Farm Worker Ministry
Birth Defect Research for Children
Boys & Girls Clubs of Tampa Bay
Bridge Disability Network
Bridge to a Cure Foundation
Bristol Strategy Group
Camp Anderson Ministries, Inc.
Cancer Alliance of Naples
Center for Social Change
Central Florida Community Action Agency
Central Florida Foundation
Changing Homelessness
Children's Advocacy Center of Collier County
Children's Resource Fund Inc
Coalition for Independent Living Options, Inc
Communities in Schools of Jacksonville
Community Foundation for Ocala Marion County
Community Foundation of Collier County
Community Foundation of North Central Florida
Community Foundation of North Florida
Community Foundation of Sarasota
Community Foundation of Tampa Bay
Community Legal Services of Mid-Florida
Connect For More
Consortium of Florida Education Foundations
Cothrom Risk
Delores Barr Weaver Policy Center
Delray Beach Community Land Trust
DonateSmarter
Early Learning Coalition of Seminole
Easter Seals Florida
Easterseals Northeast Central Florida
Edyth Bush Charitable Foundation
Edyth Bush Institute for Philanthropy & Nonprofit Leadership at Rollins College
Eliah Network Family and Community Alliance, Inc.
Epilepsy Association of Central Florida
Episcopal Children's Services
Family Foundations of Northeast Florida
Feeding Tampa Bay
Fish & Wildlife Foundation of Florida
FL Alliance of CDCs
Florida Blue Foundation
Florida FFA Foundation
Florida Foreign Language Association, Inc.
Florida Housing Coalition
Florida Literacy Coalition
Florida Network of Children's Advocacy Centers
Florida Philanthropic Network
Florida Physical Therapy Association
Florida Policy Institute
Florida Prosperity Partnership, Inc.
Florida State Parks Foundation
For The Love Of Paws Senior Pet Sanctuary Inc.
Forest Animal Rescue
Foster Florida, Inc.
GaMcKeown & Associates, LLC
Gang Alternative
Gazelles Social Initiatives
Girl Scouts of Gateway Council
Givewell Community Foundation
Greater Southeast Affiliate, American Heart Association
H&R Community Development
Habitat for Humanity of Florida
Habitat for Humanity of South Palm Beach County
Harmony Development Center
Health Council of Southeast Florida
Healthy Start Coalition of Miami Dade
Hope and Help Center of Central Florida, Inc.
Hospice of Marion County
HR Compensation Consultants, LLC
Hylant
Inspiried By Queens, Inc.
Institute for Nonprofit Innovation and Excellence
JAX Chamber
Jessie Ball duPont Fund
Jim Moran Foundation
Jose Wejbe Spanish Fly Memorial Foundation
Keeping The Blues Alive Foundation, Inc.
Latino Leadership, Inc.
Latinos Salud
Leadership Jacksonville, Inc.
LEEF
Legacy Communication Training and Consulting
Legal Aid Society, Orange County Bar Assoc.
Lemon Bay Playhouse
LISC Jacksonville
M.L. Donnellan, Author & Consultant
Manna Project International
MarineLab/Marine Resources Development Foundation
Minority Help Inc
National Cancer Assistance Foundation
Neighborhood Center of West Volusia
Neighborhood Health Clinic
Neighborhood Housing Services of South Florida
New Florida Majority
Nonprofit Center of Northeast Florida
Nonprofit Chamber of Palm Beach County
Nonprofit Executive Alliance of Broward
Nonprofit Leadership Center of Tampa Bay
Nonprofits First
North Florida Land Trust
Orlando Philharmonic Orchestra
PACE Center for Girls
Phil-Com, LLC
Port Orange Community Trust
Purpose Built Families Foundation
Resilient Retreat, Inc.
Rooterville A Sanctuary Inc
Rotary Youth Camp of North Florida, Inc
Sea Turtle Trackers, Inc.
Second Harvest Food Bank of Central Florida
Social Venture Partners Tampa Bay
South Florida Interfaith Worker Justice
South Florida Wellness Network
South Santa Rosa Interfaith Ministries, Inc.
Special Day Foundation
Springfield Improvement Association and Archives
Stansbury Consulting
Sunflower Creative Arts
Sunshine Social Services
TAG! Children's Museum
Tall Timbers Research, Inc
Tampa General Hospital
Tampa Urban Benefit Farms
The Arc of South Florida
The Board Doctor, LLC
The Children’s Movement of Florida
The Community Foundation for Northeast Florida
The DONNA Foundation
The First Tee of Central Florida
The First Tee of North Florida
The Howard Phillips Center - Orlando Health
The Key Clubhouse of South Florida
The McGregor Clinic, Inc.
The Key Clubhouse of South Florida
The Howard Phillips Center - Orlando Health
The First Tee of Central Florida
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The Howard Phillips Center - Orlando Health
The Key Clubhouse of South Florida
The McGregor Clinic, Inc.
The Sonder Project
United Against Poverty Orlando
United Partners for Human Services
United Way of Brevard
United Way of Florida
United Way of Indian River County
United Way of Northeast Florida
Verdeia De Armas & Trujillo, CPAs
Vestibular Migraine & Meniere’s
Women In Distress of Broward County, Inc.
Women’s Emergency Network
Wounded Warrior Project
WUFC
Yoga 4 Change