

# Nonprofit Center of Northeast Florida Mission

*The Nonprofit Center connects, strengthens and advocates for a strong nonprofit community.*



**NonprofitCenter**  
of Northeast Florida

*Connect • Strengthen • Advocate*

# NONPROFIT CENTER

## 2019 State of the Sector

JESSIE BALL  
DU PONT  
FUND



**NonprofitCenter**  
of Northeast Florida

*Connect • Strengthen • Advocate*



# Meet the Speaker!

Deirdre Conner  
*(She/Her/Hers)*

Senior Director, Strategic Initiatives  
and Evaluation

Nonprofit Center of Northeast Florida



**NonprofitCenter**  
of Northeast Florida

*Connect • Strengthen • Advocate*

# Stronger Nonprofits Framework



**NonprofitCenter**  
of Northeast Florida

The Nonprofit Center connects, strengthens,  
and advocates for a strong nonprofit community.

# What is a Charitable Organization?

- Serves a charitable purpose
- Advocacy restrictions
- Operates in the areas of education, health, social assistance, the arts, religious and civic advocacy
- **Benefits the community**
- Tax status, not a business model
- Can (and should!) make a profit that is invested back into the organization



**NonprofitCenter**  
of Northeast Florida

*Connect · Strengthen · Advocate*

# Nonprofits: A Powerful Engine for Good

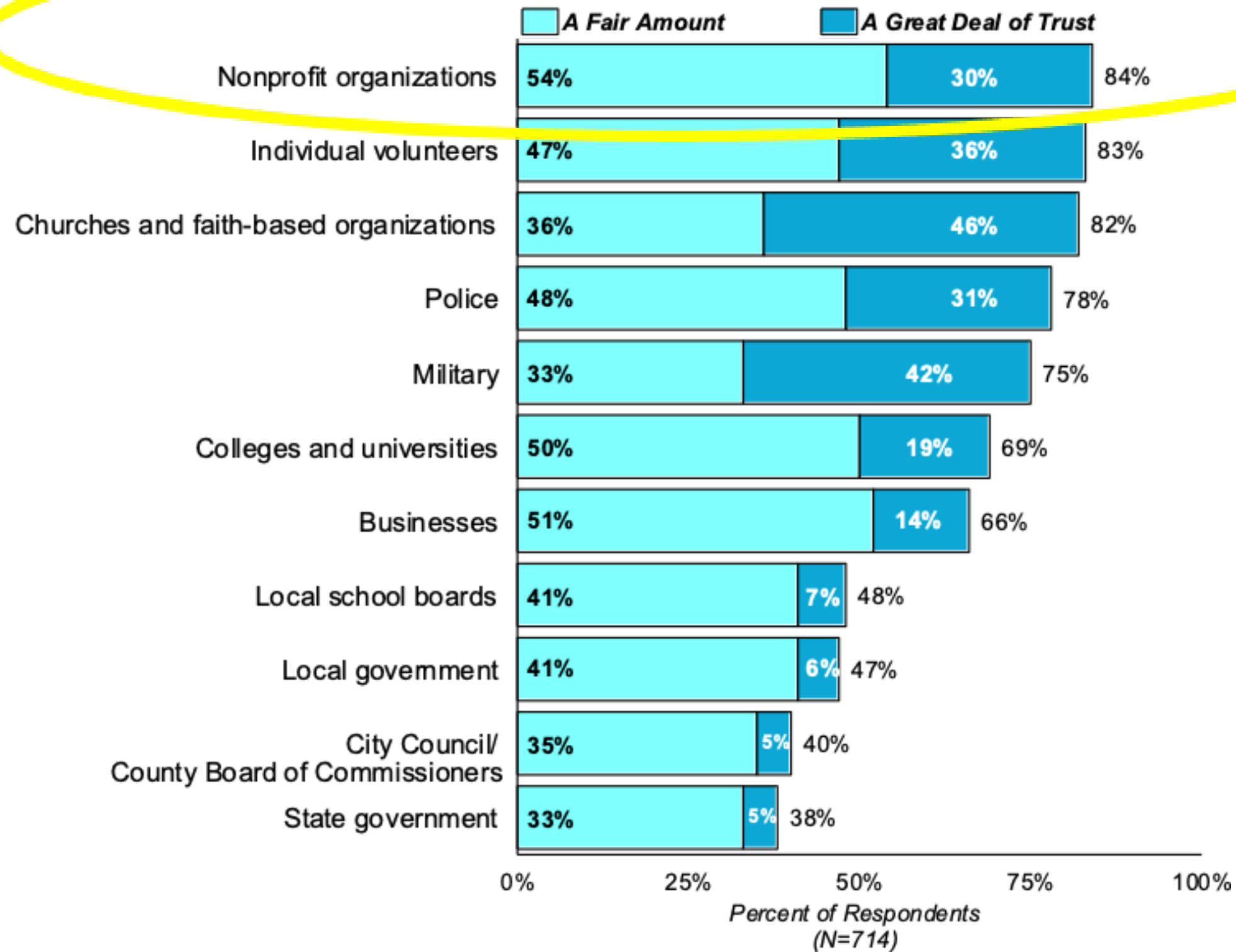
- Represent **13%** of all jobs on the First Coast
- **#1** Trusted source to take action on local issues
- **Second-largest employer** of the paid, private workforce in our community
- Are the **fourth largest** industry in the state of Florida



**NonprofitCenter**  
of Northeast Florida

*Connect • Strengthen • Advocate*

# Public Trust in Organizations to Take Action on Issues



# State of the Sector : Who Is Counted?

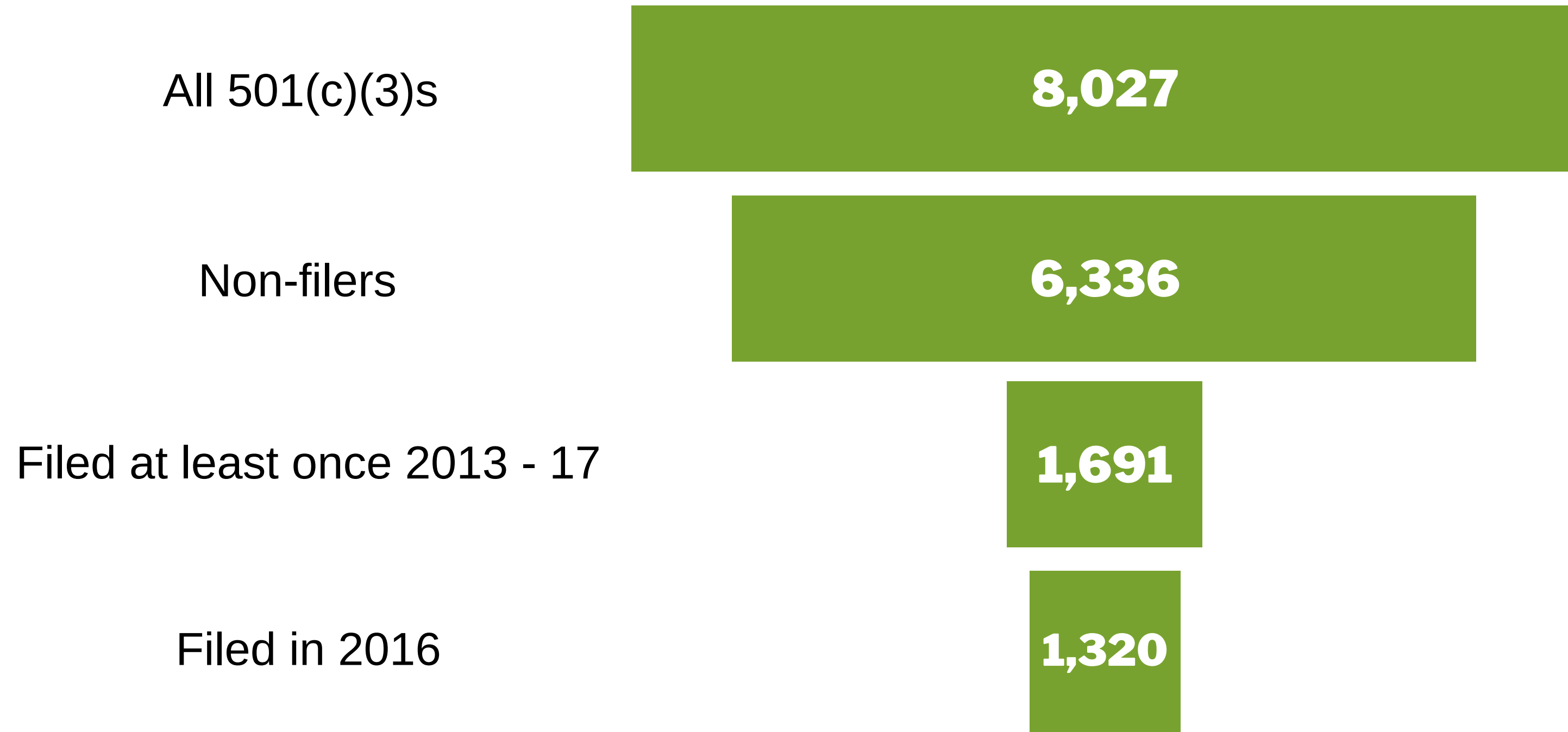
- 501(c )(3) Public Charities
- Based in five-county area
  - Baker
  - Clay
  - Duval
  - Nassau
  - St. Johns
- File a 990 or 990EZ



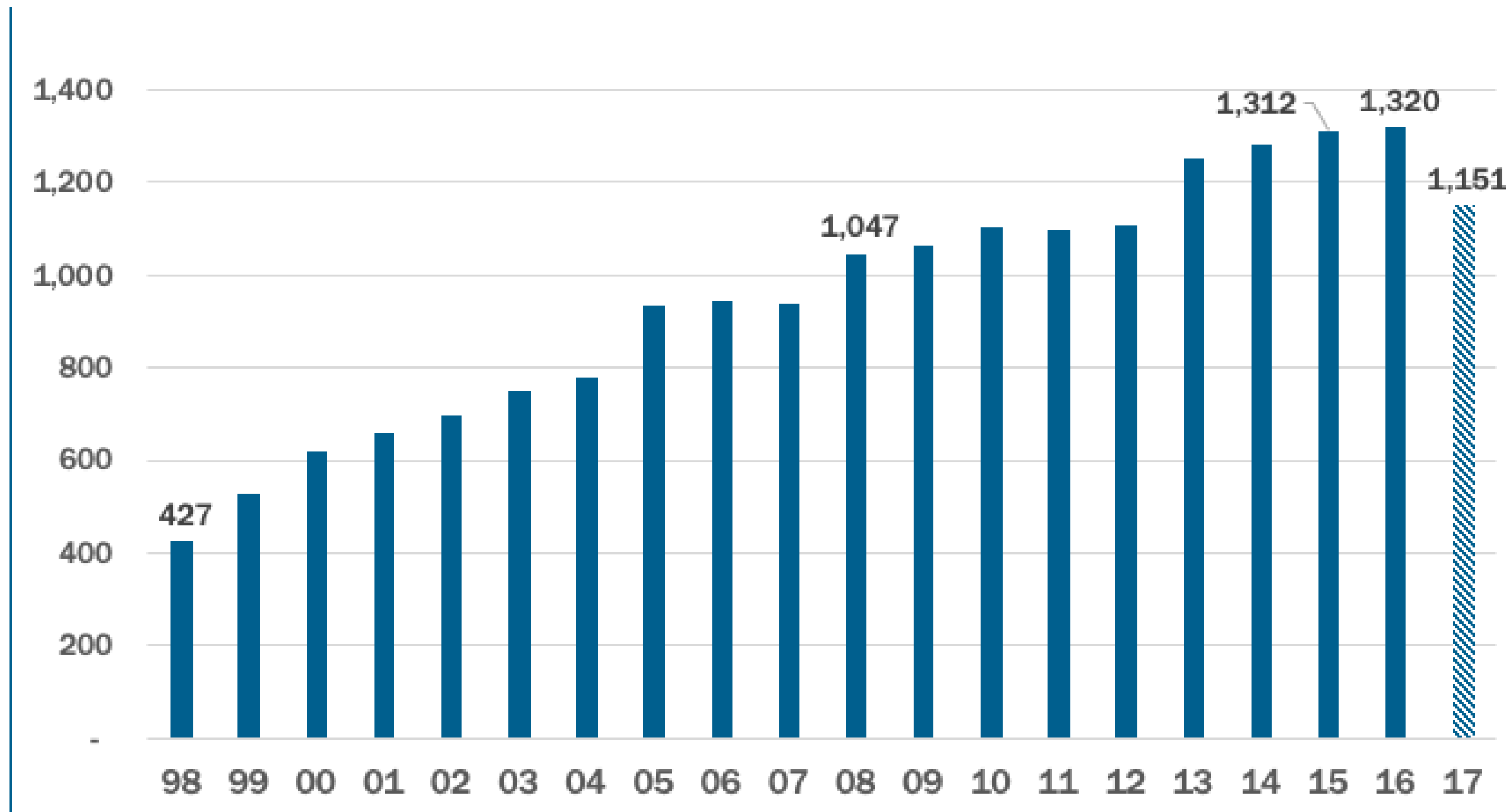
**NonprofitCenter**  
of Northeast Florida

*Connect • Strengthen • Advocate*

# First Coast Nonprofits by the Numbers



# Filing Nonprofits on the First Coast 1998 - 2017



# What Have We Added?

• Education B-12	51
• Religion	44
• Human Services General	38
• Health General	33
• Sports & Recreation	30
• Arts & Culture	28

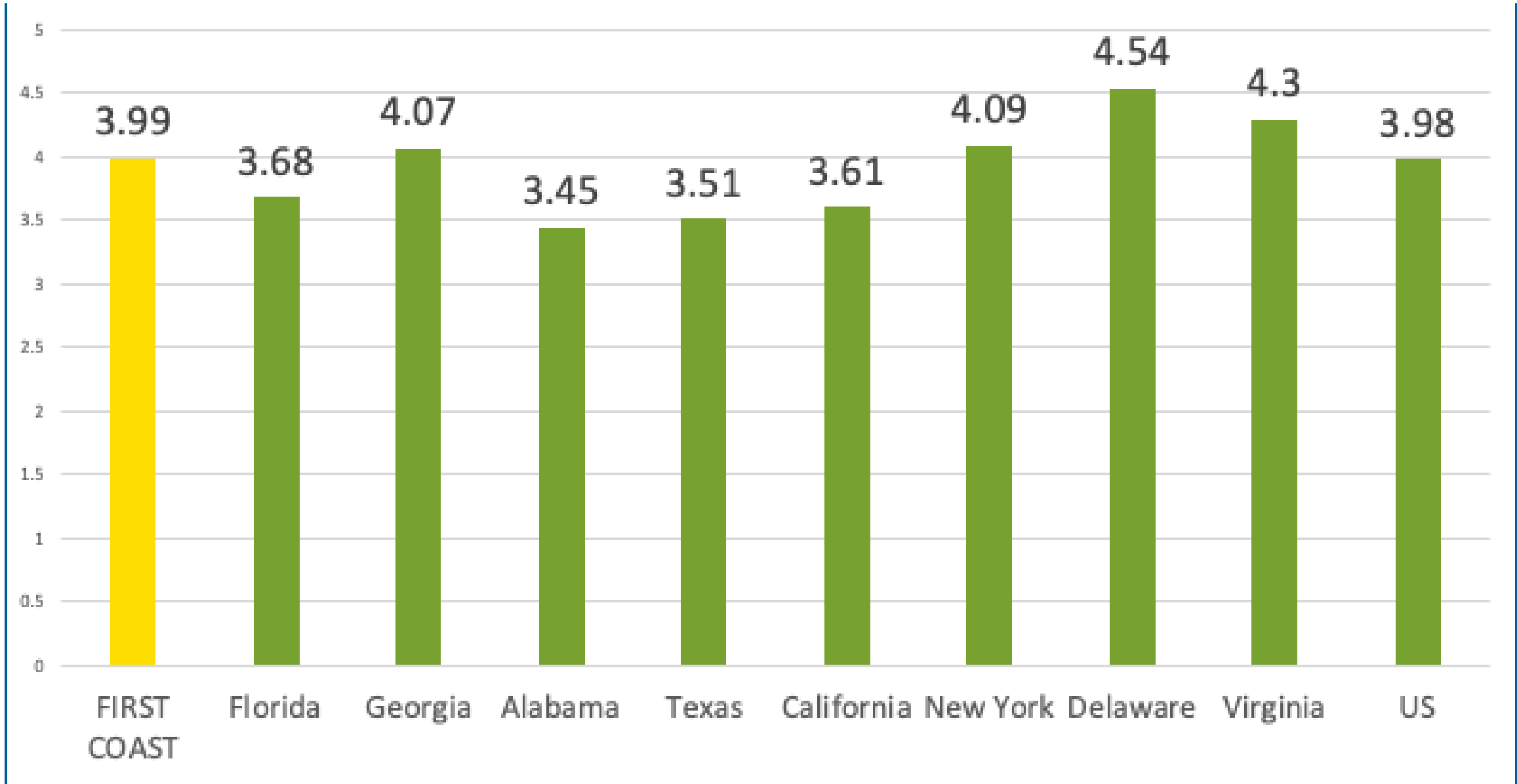


**NonprofitCenter**  
of Northeast Florida

*Connect • Strengthen • Advocate*

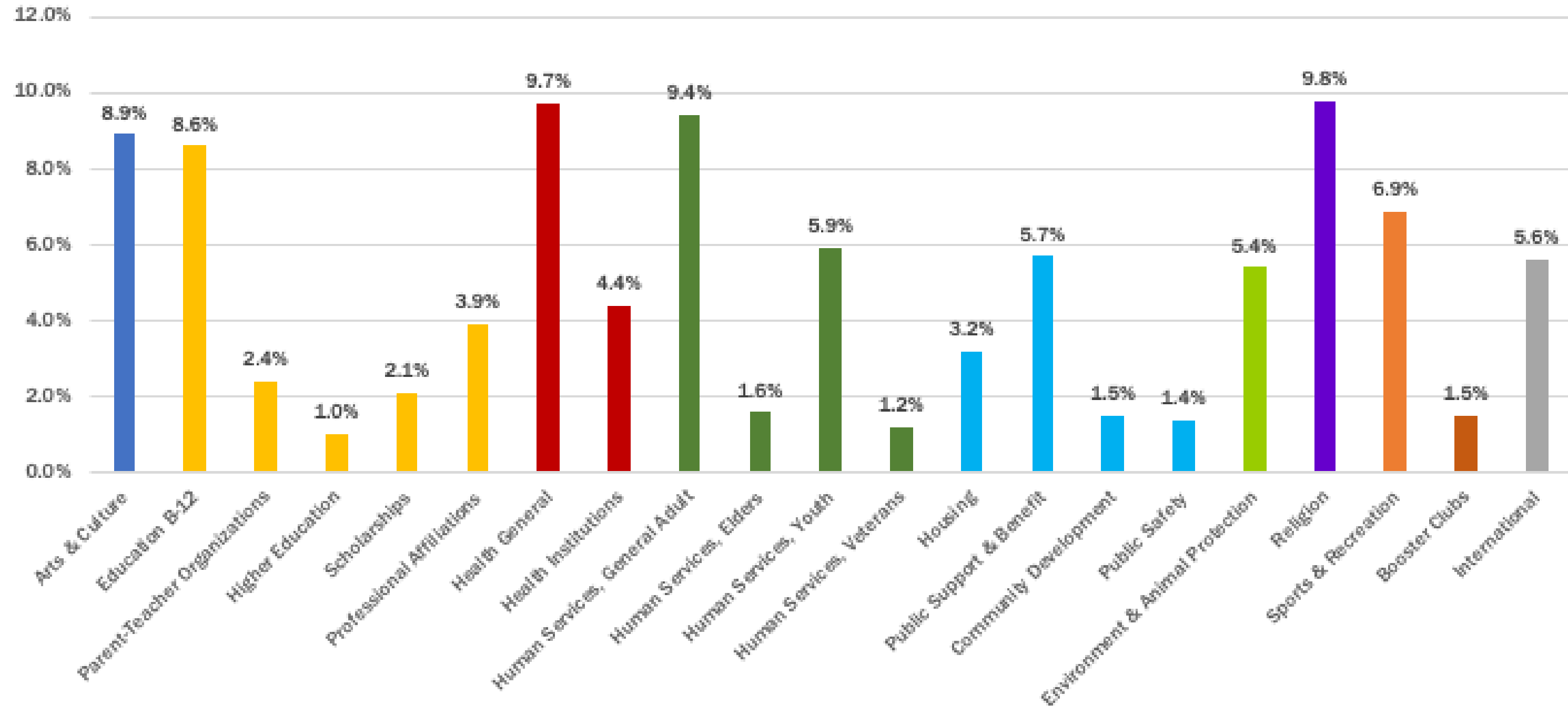
# How Many Nonprofits Are There?

Number of Nonprofits per 1,000 Population



# Who Are These Nonprofit Organizations?

## First Coast Nonprofits by Mission



# The Nonprofit Sector: Economic Impact

**Aggregate Revenue** **\$8.56 Billion**

**Aggregate Assets** **\$7.33 Billion**

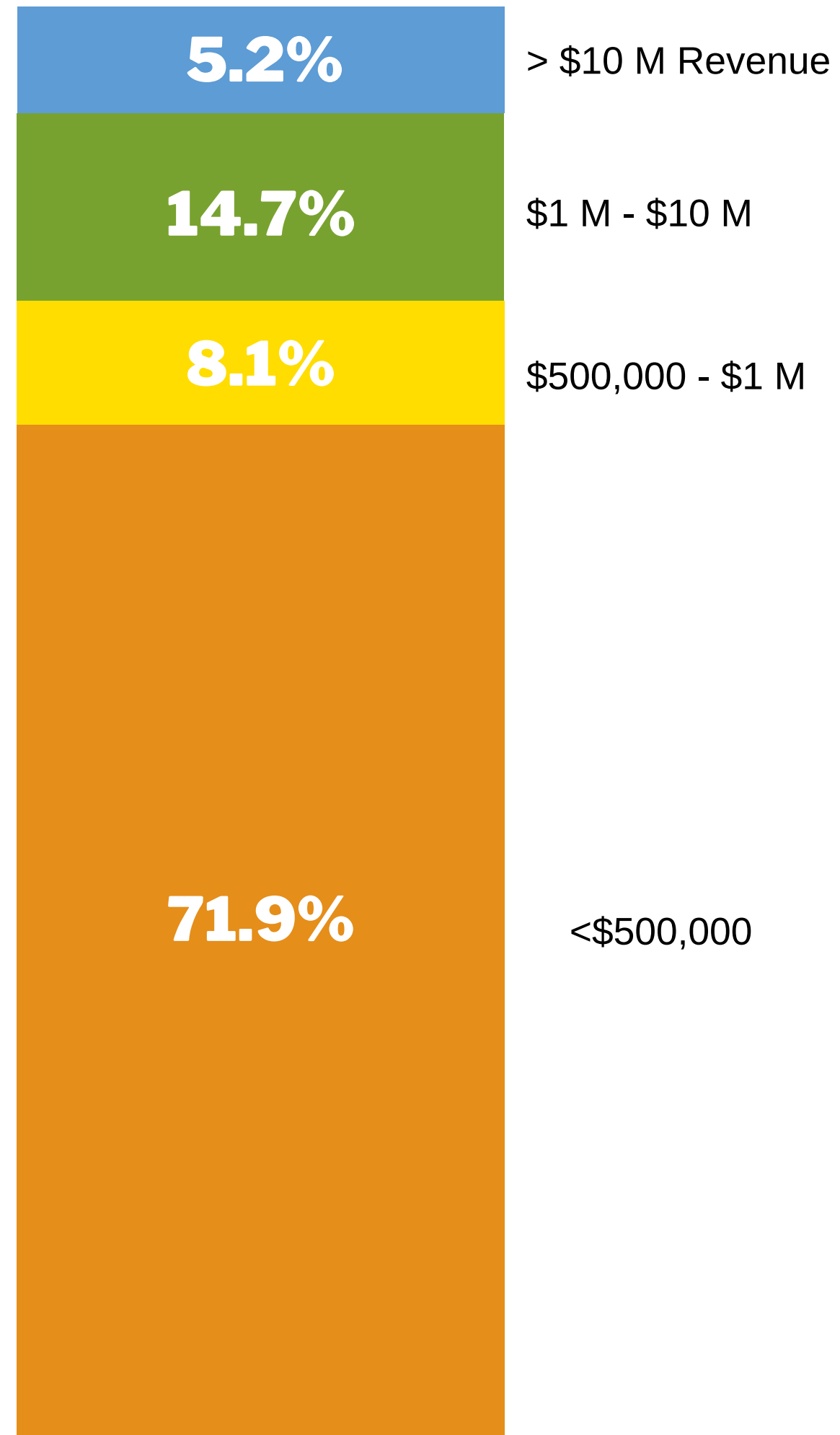
**Employment** **72,188**



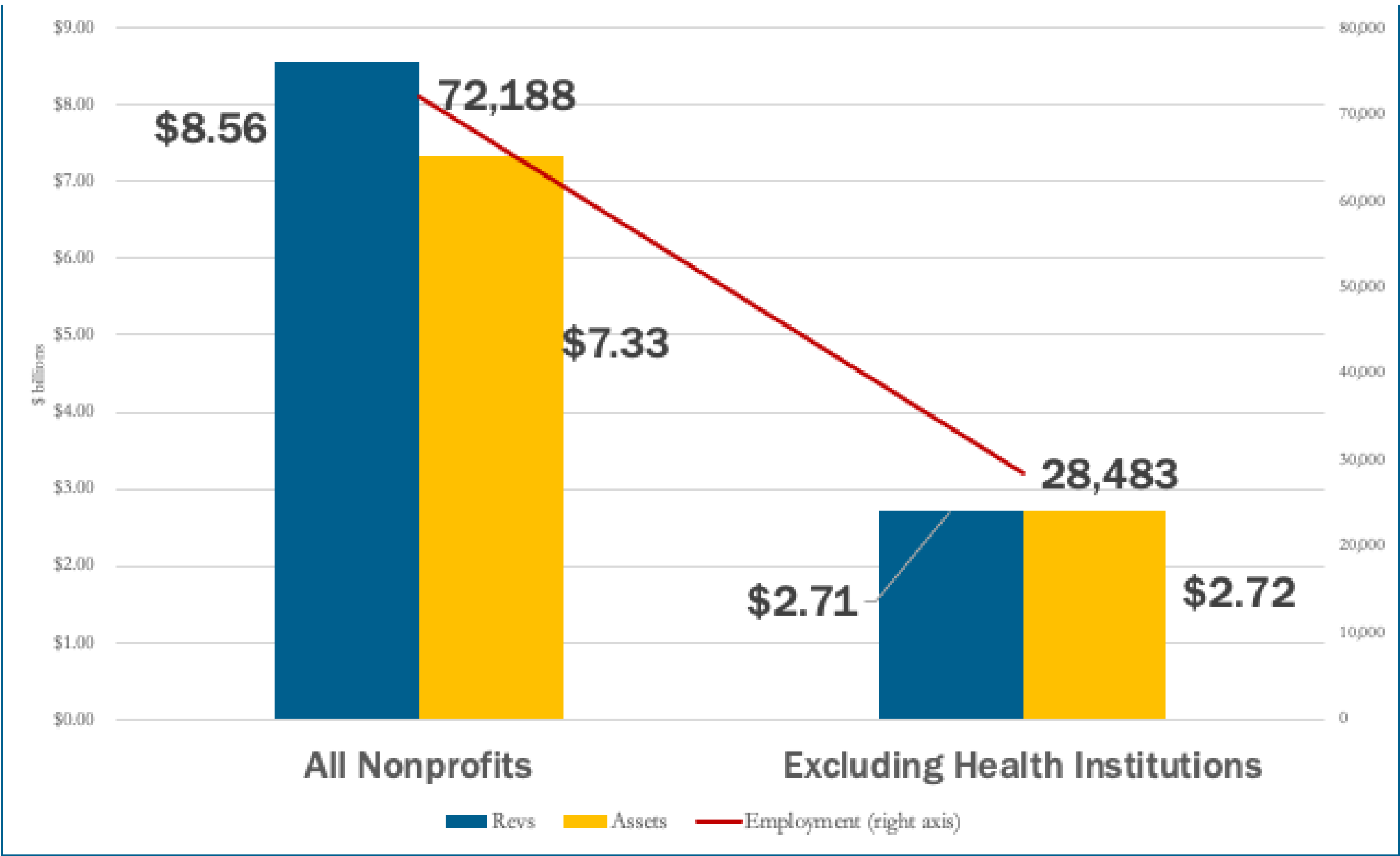
**NonprofitCenter**  
of Northeast Florida

*Connect · Strengthen · Advocate*

# Most organizations are small



# The Impact of Health Institutions



## Largest First Coast Nonprofits

1. The Nemours Foundation
2. Southern Baptist Hospital of Florida
3. Shands Jacksonville Medical Students
4. Step Up for Students
5. St. Vincent's Medical Center
6. University of Florida Jacksonville Physicians
7. Flagler Hospital
8. Wounded Warrior Project
9. St. Luke's - St. Vincent's Healthcare
10. Baptist Health System
11. Jacksonville University
12. Baptist Medical Center Beaches
13. Community Hospice NE Florida
14. St. Vincent's Medical Clay County
15. Brooks Rehabilitation Hospital

## Largest Excluding Health Institutions

1. Step Up for Students
2. Wounded Warrior Project
3. Jacksonville University
4. Dechomai Asset Trust
5. Flagler College
6. The Community Foundation for Northeast Florida
7. Episcopal Children's Services
8. Dechomai Foundation
9. Early Learning Coalition of Duval
10. Family Support Services North Florida
11. World Golf Foundation
12. Bolles School
13. Hope Heritage Foundation
14. Pace Center for Girls
15. YMCA of Florida's First Coast

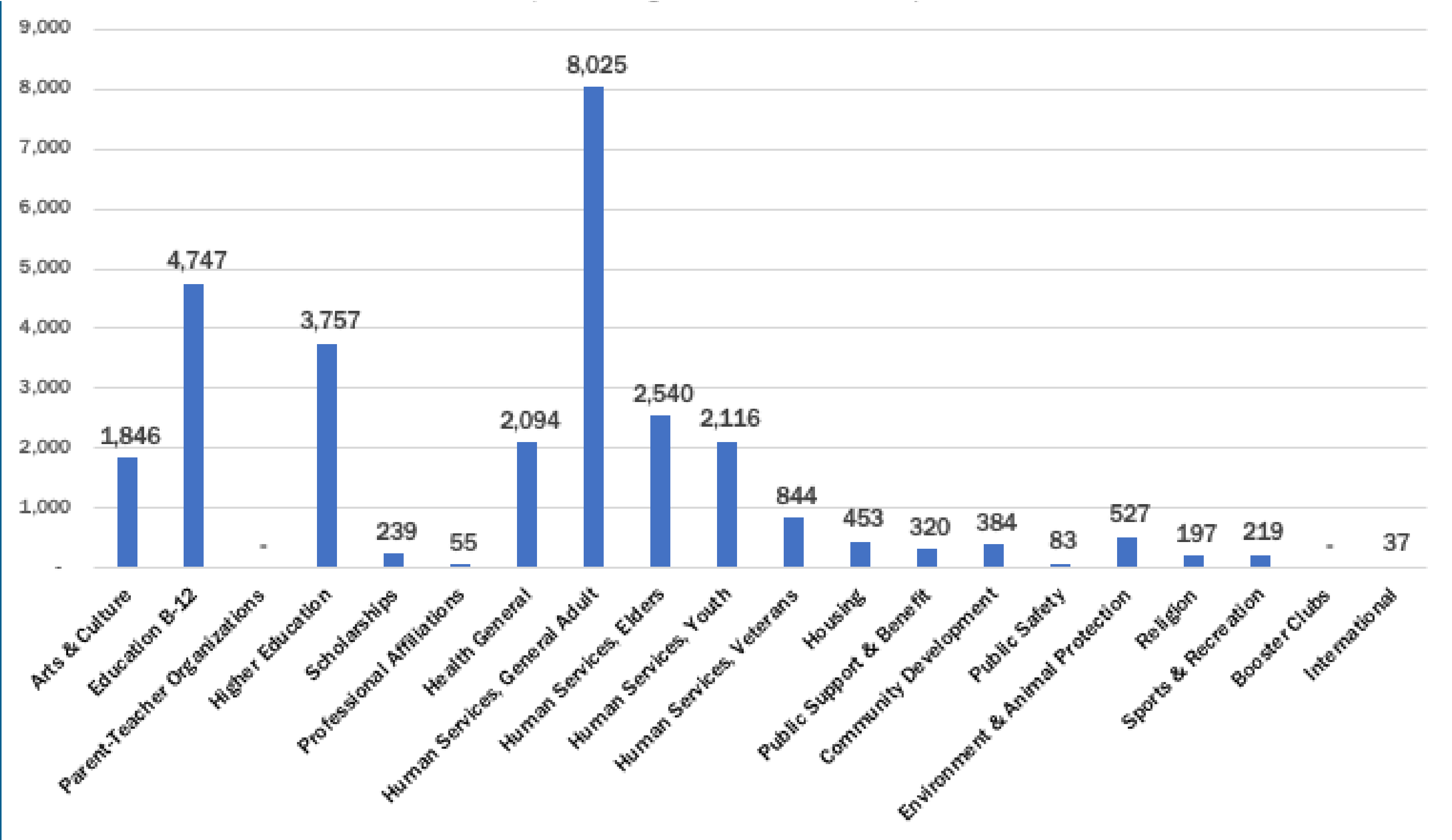


**NonprofitCenter**  
of Northeast Florida

*Connect · Strengthen · Advocate*

# Nonprofit Employment by Field

(excluding Health Institutions)



# How are Organizations Funded?

**EARNED  
INCOME**

**GOVERNMENT  
FUNDS**

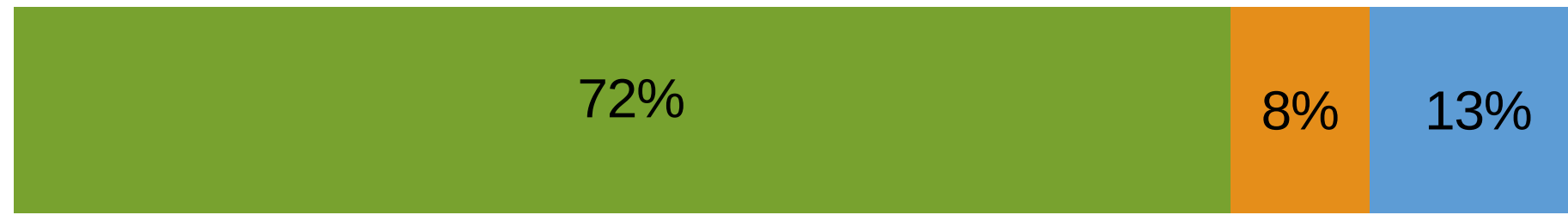
**CONTRIBUTIONS**



**NonprofitCenter**  
of Northeast Florida

*Connect · Strengthen · Advocate*

# How Are Organizations Funded?



National Data



First Coast Nonprofits



**NonprofitCenter**  
of Northeast Florida

*Connect · Strengthen · Advocate*



Earned



Government



Contributions

# How Are Organizations Funded?



National Data



All First Coast Nonprofits



First Coast Nonprofits

Excluding Health Institutions



**NonprofitCenter**  
of Northeast Florida

*Connect · Strengthen · Advocate*



Earned

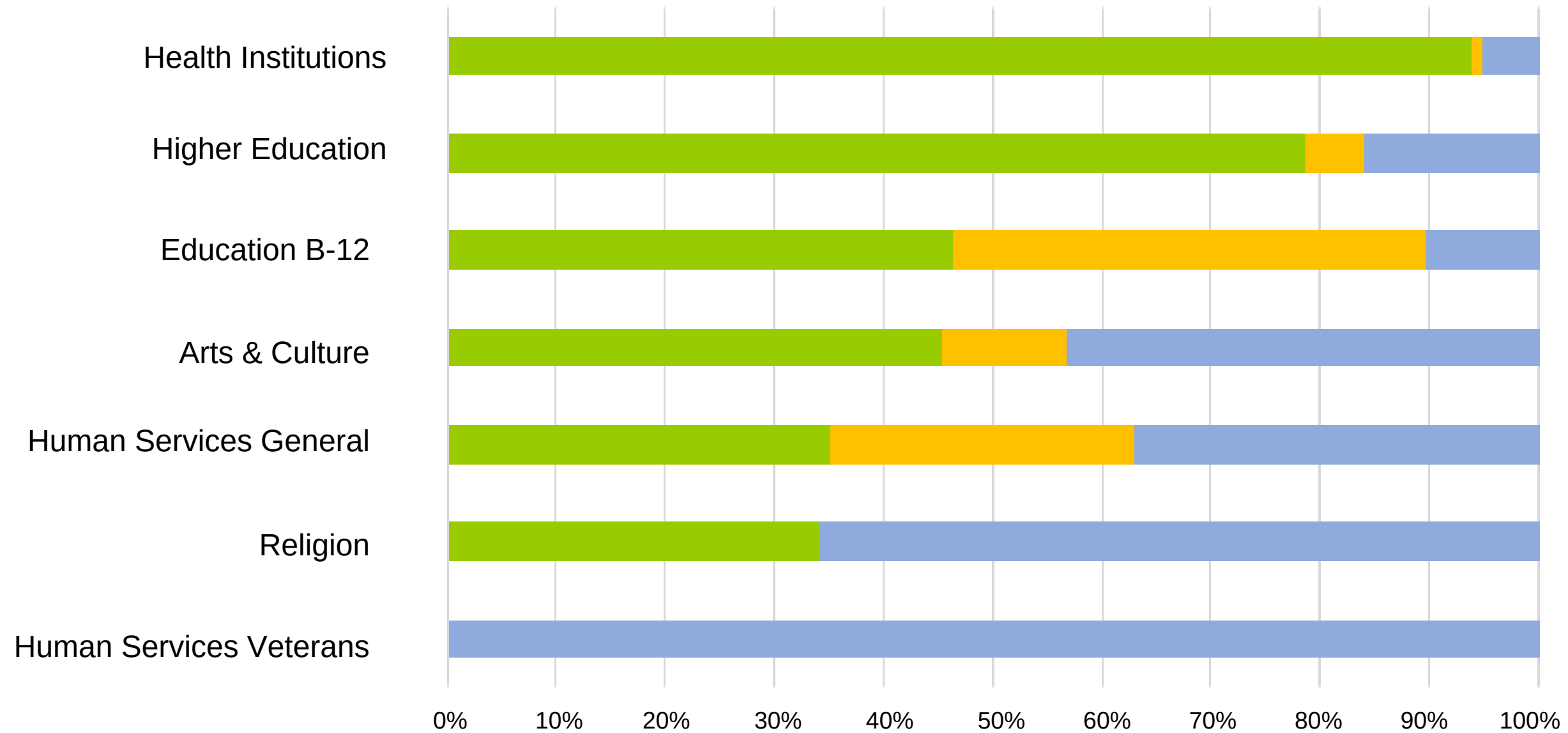


Government



Contributions

# Funding Streams by Field



**NonprofitCenter**  
of Northeast Florida

*Connect · Strengthen · Advocate*



Earned



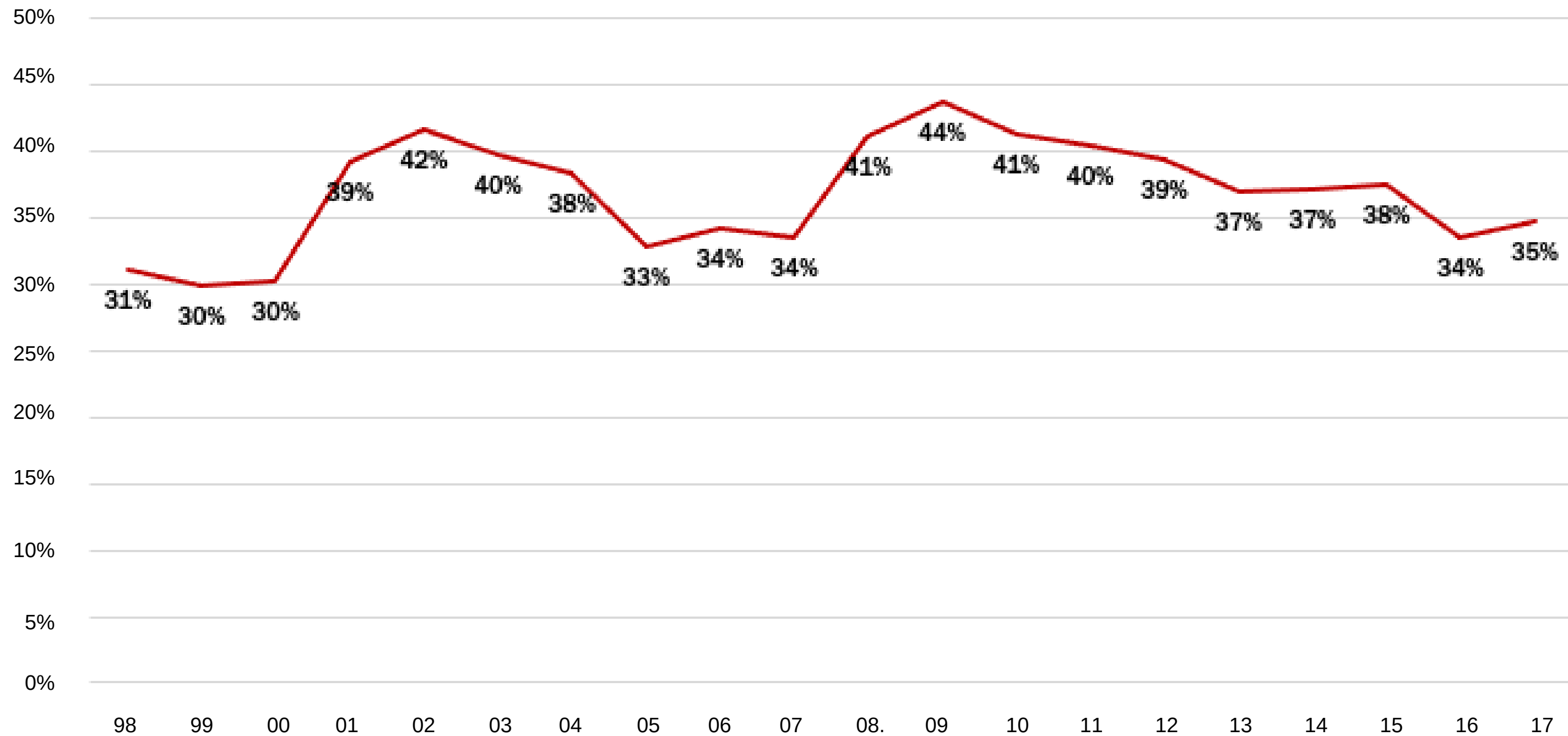
Government



Contributions

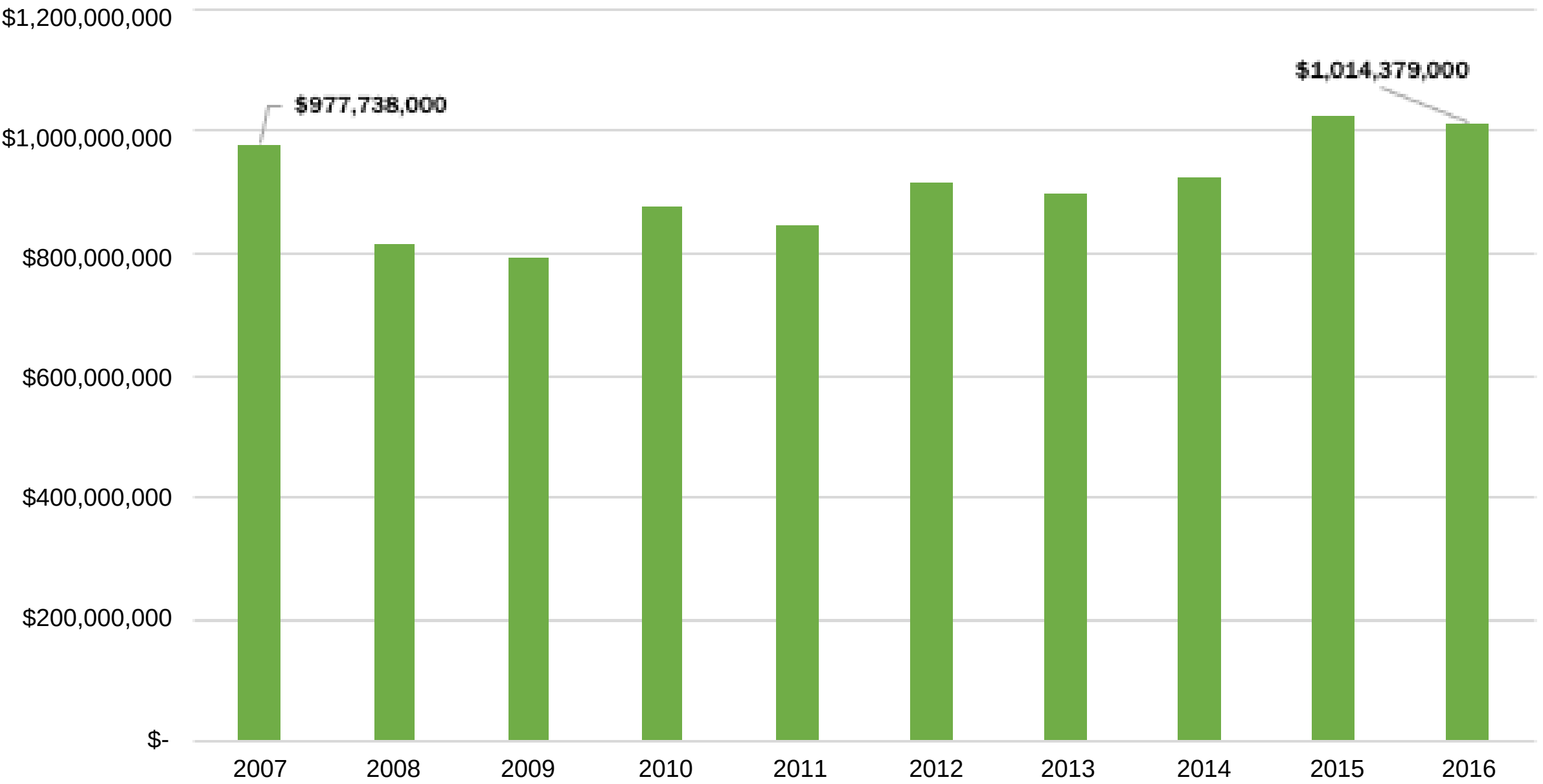
# How Financially Healthy are Organizations?

## Percent of First Coast Nonprofits Operating in the Red



# About those Contributions...

**Total First Coast Contributions**  
*Adjusted for Inflation*



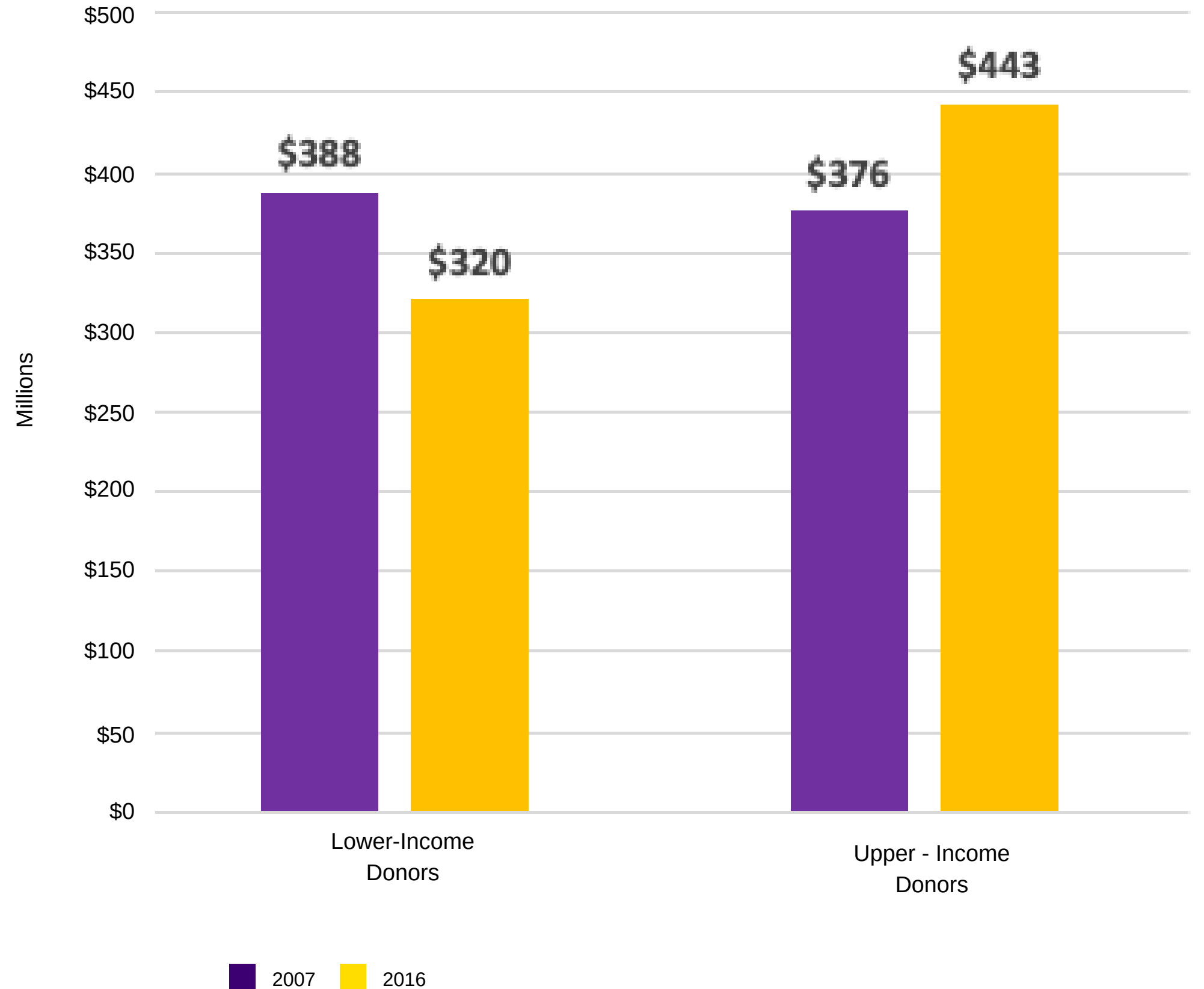
**Gifts coming  
from a  
smaller pool  
of donors**

## How Many Gave?



**Bulk of giving has shifted to upper-income donors**

## Aggregate Giving *Adjusted for Inflation*



# To Recap .... and Re-Evaluate

- Nonprofit organizations are a very diverse group. **The impact on their businesses is as varied as their business models.**
- Though the sector is large, its heft comes from a very small group of entities. Most nonprofits are small. **What indicators – including budget size – determine how well a nonprofit emerges?**
- While contributions are an important income stream, nonprofits earn a large portion of their revenue. **But many haven't been able to earn as much revenue or fully deliver on contracts.**
- Charitable contributions are at or near pre-Recession levels, but there are 30,000 fewer donors and the impact of policy change is unknown. **How deep will this economic blow be felt and how long will its effects stay with us?**



**NonprofitCenter**  
of Northeast Florida

*Connect · Strengthen · Advocate*

# Thank you!

*Deirdre Conner*

*dconner@nonprofitctr.org*

*904-425-8758*



**NonprofitCenter**  
of Northeast Florida

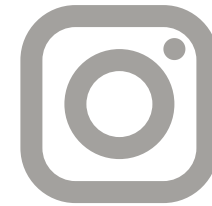
*Connect · Strengthen · Advocate*



**NonprofitCenter**  
of Northeast Florida

*Connect • Strengthen • Advocate*

**Thanks for watching!**  
**Follow us on social media!**



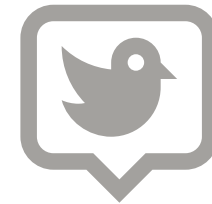
**@nonprofitnefl**



**@nonprofitcenter**



**Nonprofit Center of Northeast Florida**



**@NonprofitNEFL**