

Uplifting nonprofits. Enhancing lives.

The Economic Impact of the Nonprofit Sector

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NonprofitCenter
of Northeast Florida



ABOUT THE NONPROFIT CENTER

Convene. Connect. Develop. Communicate. Advocate.

- Mission: The Nonprofit Center of Northeast Florida enables a thriving nonprofit community by equipping nonprofit leadership, facilitating collective action and enhancing public understanding.
- Workshops and Trainings
- Networking Opportunities
- NUGGETS E-Mail Digest
- Website
- Resource Library
- Staff Resources
- Advocacy and Promotion of the Sector
- Community Coaches Program
- Strategic Alliances
- Nonprofit Sector Research



Lester M. Salamon

The Johns Hopkins Center for Civil Society Studies

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Why Gather This Data?

- **Understand how nonprofits “fit into” the macro economic picture**
- **Create data benchmarks**
- **Give us a new, nontraditional way to describe our sector**
- **Provide the sector with a reason to communicate with each other, press, elected officials, business world, the public**



FLORIDA REALITIES

- **4th most populous state**
- **Twice the U.S. population growth rate, 2000-04**
- **25% larger proportion of elderly than U.S.**
- **Median household income 10% below U.S.**
- **21% of residents with no health insurance vs. 16% nationally**



A MAJOR ECONOMIC PRESENCE – 2005

- **630,000 workers**
 - **380,000 paid workers**
 - **250,000 FTE volunteer workers**
- **4.9% of total state employment**
- **\$48.1 billion in revenues**
- **\$76.2 billion in assets**
- **\$15.1 billion in foundation assets**
- **\$14.6 billion in wages and compensation**
- **Generates at least \$300 million in sales tax revenue**



Florida Nonprofits: The 4th Largest Workforce Among Florida Industries

- 1. Retail**
- 2. Administrative Support**
- 3. Food & Accommodations**
- 4. Nonprofit Sector**

(Construction = 6 Manufacturing = 9

Real Estate = 14 Agriculture = 17)



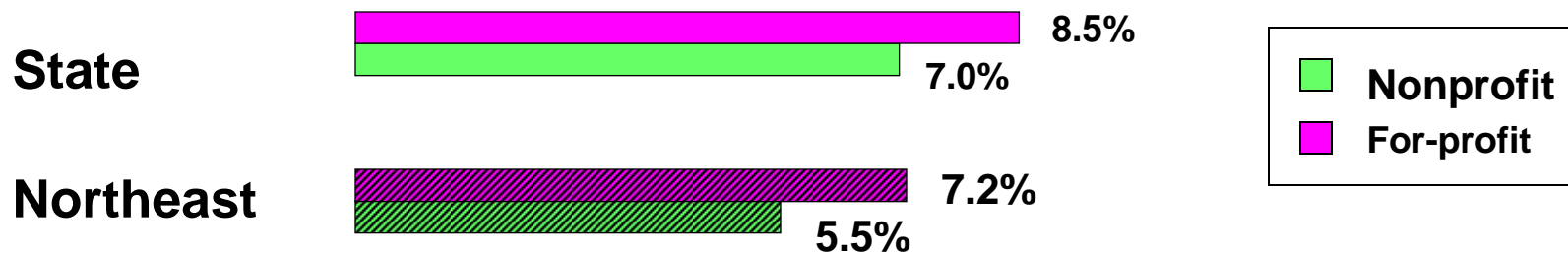
Northeast Region Snapshot



- **36,101 workers**
- **6.1% of total region employment**
- **\$3.8 billion in revenues**
- **\$5.8 billion of assets**
- **\$4.0 billion in expenditures**



NORTHEAST FLORIDA LAGS IN EMPLOYMENT GROWTH, BOTH IN NOPROFIT AND FOR-PROFIT (2002-2005)



STATE OF FLORIDA NONPROFIT EMPLOYMENT BELOW U.S. AVERAGE

- **7.2 % US**
- **4.9% FLORIDA**
- **6.1% NORTHEAST FLORIDA (as percent of total employment)**



VOLUNTEERING, 2006

Percent of Population Volunteering:

- **26.7% of total US Population**
- **18.6% of total Florida Population**



IMPLICATIONS

Sector is BIG but....

We have even greater potentials if we

- **Boost giving and volunteering**
- **Improve credibility and visibility**
- **Strengthen partnerships w/government**
- **Build capacity**



How Nonprofits Can Use the FPN Economic Impact Findings

1. Commit Key Statistics to Memory:

- DON'T SHY AWAY FROM BEING SEEN AS STRONG!**

2. Share these Stats w/ Your Board, Staff and Volunteers:

- Plan a “learning session” at Board/staff meetings, and/or organization events**
- Add the findings to your next newsletter and to your website**



3. Use the Stats When You Lobby and Speak to the Media:

- Make it LOCAL and make it REAL!**
- Re-Frame your explanation of your organization’s work in terms of economic empowerment and economic development**
- Be able to talk about your organization’s revenues, assets, and financial impact.**
- Be sure that your Board, staff, volunteers and key stakeholders can articulate the same critical facts.**
- Know that your organization is part of a strong and crucial industry that advances Florida’s social and economic well-being, then share that message with others!**



CONTEXT AND CONCLUSIONS

- **A powerful force for good.**
- **A significant economic engine helping Florida's economy thrive.**
- **A crucial investment partner for the public and private sector.**