The Capital of Nonprofits:
Elevating Our Community and Its Economy
Agenda

1. Survey Results
2. Moderated Panel Discussion
3. Audience Q&A
Welcome

Presenter

Panelists

Karen Cyphers, PhD
Partner & Vice President of Research
Sachs Media Group

Sue Dick
President & CEO
Tallahassee Chamber of Commerce

Nigel Allen
President & Chief Advancement Officer
TMH Foundation

Jared Ross
President & CEO
League of Southeastern Credit Unions

Felina Martin
Executive Director
Institute for Nonprofit Innovation and Excellence
Survey Results

Presented by
Dr. Karen Cyphers, Ph. D.
Partner & Vice President of Research
Sachs Media Group
Most respondents correctly identified faith-based institutions and human service/social welfare organizations as nonprofits, but were not aware other organizations are nonprofits, as well.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Churches &amp; Other Faith-Based Institutions</td>
<td>61%</td>
</tr>
<tr>
<td>Human Service &amp; Social Welfare Organizations</td>
<td>60%</td>
</tr>
<tr>
<td>Arts &amp; Cultural Institutions</td>
<td>47%</td>
</tr>
<tr>
<td>Social &amp; Recreational Clubs, Fraternal Organizations &amp; Associations</td>
<td>40%</td>
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<tr>
<td>Private Foundations</td>
<td>31%</td>
</tr>
<tr>
<td>Hospitals</td>
<td>30%</td>
</tr>
<tr>
<td>Local, State &amp; National Associations</td>
<td>29%</td>
</tr>
<tr>
<td>Credit Unions</td>
<td>20%</td>
</tr>
<tr>
<td>Chambers of Commerce</td>
<td>19%</td>
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</tbody>
</table>
Besides social services, there's a lot of uncertainty about what's offered by nonprofits.
79% of respondents donated to a nonprofit organization in the past year.
However, only 32% said they used or benefited from a nonprofit’s services
Most respondents are not aware there are over 2,400 registered nonprofit organizations in the Big Bend.

<table>
<thead>
<tr>
<th>Number of Organizations</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fewer than 500</td>
<td>31%</td>
</tr>
<tr>
<td>501-1500</td>
<td>27%</td>
</tr>
<tr>
<td>1501-2500</td>
<td>8%</td>
</tr>
<tr>
<td>Greater than 2500</td>
<td>10%</td>
</tr>
<tr>
<td>Don't know</td>
<td>24%</td>
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</tbody>
</table>
Nor the number of people employed by nonprofits
Nor that nonprofits contribute $3B in economic activity

Correct Response

- Less than $250 million: 46%
- $250 million to $1 billion: 37%
- $1 billion to $3 billion: 12%
- More than $3 billion: 5%
Favorability for nonprofits increases when people understand the significant economic impact to the Big Bend (25% of GDP)
More than half of respondents agree that nonprofits have valuable insights that can help catalyze growth

Nonprofits play a vital role in providing services to our community that for-profit businesses don’t provide (66%)

Nonprofit leaders can provide valuable insights to community leaders if given a seat (58%)

Strong, well-resourced nonprofits with connections to decision-making infrastructure in their communities can catalyze growth and opportunity (56%)

We need more oversight and accountability of taxpayer funds provided to local nonprofits (44%)

Local government should provide more funding to nonprofits (39%)

Most nonprofits mean well but are generally unsuccessful in making a difference with the funds they raise or are provided (19%)
The Capital of Nonprofits: Elevating Our Community and Its Economy

Nonprofits are the voice of the people they serve and have higher visibility and a better understanding of the people they serve and their communities.

Nonprofits contribute economically and provide jobs, with payrolls exceeding those of most other U.S. industries, including construction, transportation, and finance.

Nonprofits consume goods and services, supporting the business community, ranging from large expenses, like medical equipment for nonprofit hospitals, to everyday purchases such as utilities, and rent.

Nonprofits provide services and benefits not provided by business and government including career and job training, education, day care, elder services and more.
Panel Discussion

Sue Dick  
Nigel Allen  
Jared Ross  
Felina Martin
Help Promote the Impact of Nonprofits

1. **Share survey results with your boards, staff, and supporters.**
   - The survey results are available at URL
   - A recording of this Townhall will be available online by the end of this week on INIE/COCA/UPHS’ websites and the Collaborate Big Bend Facebook page

2. **Join Big Bend Collaborate FB page**
   [https://www.facebook.com/groups/206851770328287/](https://www.facebook.com/groups/206851770328287/)

3. **Share your contact information with us.**
   Type your email in the chat, or contact COCA at info@tallahassseearts.org
Thank you.