

# Nonprofit Assessment

2023

Pinellas County



**ST. PETERSBURG**  
FOUNDATION



UNIVERSITY OF  
SOUTH FLORIDA



PINELLAS  
Community  
Foundation

*Giving Humanity a Hand Since 1969*

# About

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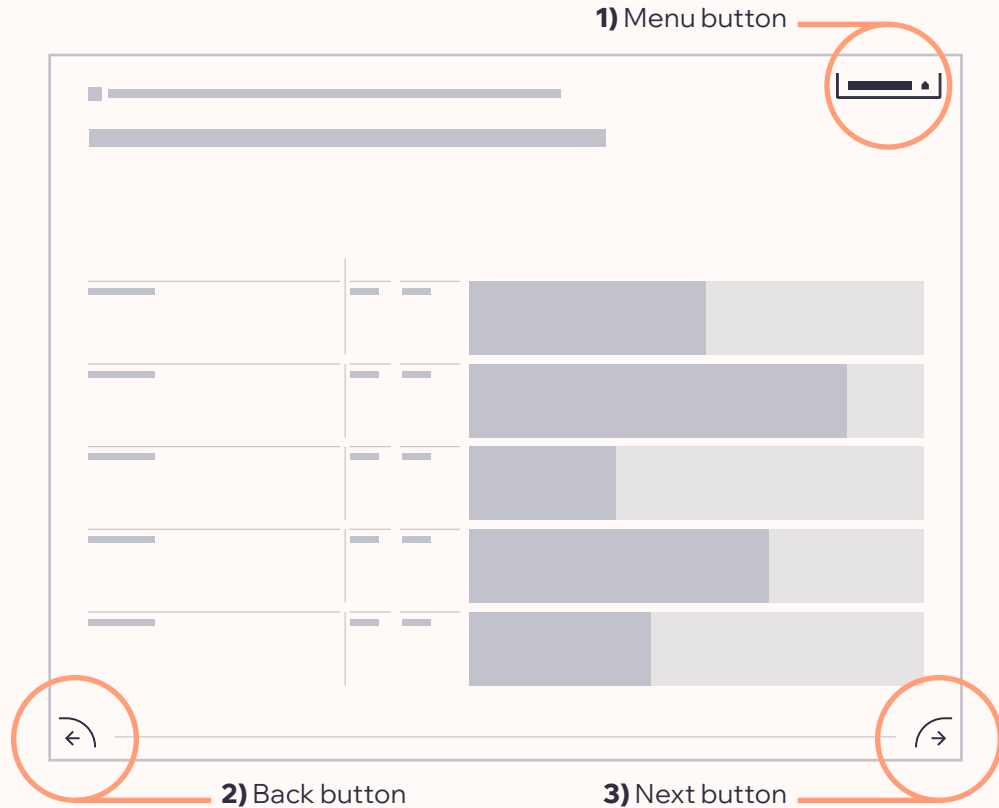
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# INTRODUCTION

In 2022, Pinellas Community Foundation, the St. Petersburg Foundation and the experts at the University of South Florida Muma College of Business joined forces to create a robust survey to explore the state of the nonprofit sector in Pinellas County and to understand the pandemic experiences, needs, and challenges of individual nonprofit organizations and their leaders.

This survey was inspired by and builds upon the 2018 Pinellas County Nonprofit Scan and Survey, generously commissioned by the Foundation for a Healthy St. Petersburg. Additionally, the leaders of 12 nonprofit organizations of various sizes and missions were interviewed in-depth to provide additional insight and perspective. A link to transcripts of these anonymous interviews are at the end of this report.

The reasons for undertaking a periodic assessment of the nonprofit sector are numerous. The nonprofit sector plays an outsized role in addressing community needs, creating innovative solutions to complex problems, and activating necessary-- even lifesaving-- services and functions for residents of our region. Nonprofit organizations are vital to

our community's economy, they drive philanthropic activity, contribute to education, health, and the well-being of countless individuals and families, and help create a sense of place and cultural connectedness. And increasingly, support systems and services that were traditionally shouldered by government have been entrusted and outsourced to nonprofit organizations to fulfill.

It's only fitting that such an important part of our regional ecosystem be better understood. Listening to nonprofit leaders can give us insight into the needs, aspirations, and challenges of the organizations that contribute so much to the quality of life in Pinellas County and the Tampa Bay region. Together, we can support our favorite organizations and causes with our time and treasure and help to lift up the sector as a whole by advocating for the resources they need to do their important work.

The Pinellas County Nonprofit Survey was open to all nonprofits based in or providing services in Pinellas County, Florida. It was designed to be completed once per nonprofit by the CEO, executive director, or board member with the most complete working knowledge of the organization. The survey was completely confidential; no data was collected other than that reported by respondents during completion of the online survey instrument.

## ACKNOWLEDGEMENTS

We wish to thank not only the many nonprofit leaders who took the time to complete the survey, but also the many nonprofit leaders who helped us develop and shape the survey questions themselves, particularly the members of the Catalyst Impact Council.

This survey was funded in part by a generous grant from the Pinellas Community Foundation and benefitted from the expertise, judgment and support of their leadership and team. PCF's knowledge of the County's nonprofit organizations is unparalleled, as is their commitment to philanthropy and the charitable giving that sustains them.

Thanks also go to the Consumer Experience Laboratory at USF, which contributed technical expertise, guidance and time far beyond the scope of their initial contract for this project. Their work is an excellent example of the University of South Florida's commitment to putting academic excellence and innovation to the service of the broader community.

Finally, to the board and staff of the St. Petersburg Foundation, who believed in this project and invested heavily in bringing it to fruition: thank you! This project is emblematic of your commitment to building organizational and community capacity for social change and a better quality of life for all in our region.

## METHODOLOGY

The 78 question Pinellas County Nonprofit Survey was created by the survey experts at the Consumer Experience Laboratory at the University of South Florida Muma College of Business, St. Petersburg campus. Qualtrics electronic survey software was used for survey formation, implementation, and distribution.

Survey questions were inspired by the 2018 Nonprofit Survey and Scan conducted by the Nonprofit Leadership Center and the Foundation for a Healthy St. Petersburg. The survey was further refined and guided by staff and leadership at the Pinellas Community Foundation and St. Petersburg Foundation. Additionally, anonymous interviews and survey pretests with nonprofit leaders helped inform the questions about donor and funder relations and philanthropy.

A total of 161 usable responses were obtained in the Pinellas County Survey of Nonprofits between October 2022 and April 2023. Of those, 122 were fully complete. Median survey taking time was 19.7 minutes. The survey was distributed electronically through email links obtained through contacts with Pinellas Community Foundation, St. Petersburg Foundation,

and Giant Partners, a provider of e-mail distribution lists. Response rate, generated by dividing the number of usable responses by total number of email links distributed, was 16%. This rate is reasonable given that respondents were not monetarily incentivized panelists (such as those on Amazon's MTurk or Prolific Academic survey panels).

As a point of comparison, typical response rate for consumer phone surveys, according to Pew Research Center (2019) is about six percent. <https://www.pewresearch.org/short-reads/2019/02/27/response-rates-in-telephone-surveys-have-resumed-their-decline/>

According to Qualtrics' metrics, response quality was 100%. This score is based on the absence of five criterion that undermines quality: ambiguous text (respondents providing unclear open-ended responses), unanswered questions, straight lining (respondents giving the same answer to each question), completion rate, and speeders (respondents speeding through the survey).

# EXECUTIVE SUMMARY

The Pinellas County Nonprofit Survey was responded to by nonprofit leaders from July 2022 through April 2023, a time during which the impacts of COVID were easing but not fully recovered from. The vast majority of those surveyed claimed that their organizations responded well or very well to the demands of COVID, a majority responding that their organization's core activities remained consistent throughout.

These findings speak volumes about the resilience and importance of nonprofits during an unprecedented time of challenge. Since pandemics are predicted to be with us more frequently in the future, these learnings will continue to be instructive.

The organizations represented in this report were evenly distributed by size: about one quarter had revenue of \$5 million and above; a quarter were between \$1 and \$5 million in revenue; a quarter fell between \$250K and \$1 million; and roughly one quarter had less than \$250K in revenue.

Key findings in this survey include:

- ❑ More than 80% said that their boards were “definitely” or “mostly” helpful with fundraising. Almost universally, respondents said that their boards contribute valuable financial resources through their service.
- ❑ The majority of organizations felt optimistic about their ability to grow-- nearly 70%. Close to 20% said they would remain at current capacity.
- ❑ Among the learnings from COVID organizations are taking forward include the value of including virtual meetings and events as a means expanding participation among diverse constituents, and
- ❑ The top two funding sources reported were government and private donors.
- ❑ Fewer than 5% earn income from a social venture.
- ❑ Only half the organizations met their fundraising goals over the past three years.
- ❑ The rising cost of real estate in Tampa Bay is a problem across the board for nonprofits. From office space to warehouse capacity, to property on which to build affordable housing, organizations report that the cost to rent or purchase property is constraining their activity and capacity to fulfill mission.
- ❑ Likewise, inflationary pressure is affecting the cost of goods, services, salaries, facilities maintenance and repair, and the availability and affordability of virtually every aspect of their work.
- ❑ The top two most frequently cited challenges were talent concerns, including the ability to pay competitive wages, and the ability to keep up with ever-increasing demand for services
- ❑ The top three needs of organizations to grow and increase their capacity were: Unrestricted funding; the ability to increase staffing to meet capacity; and better marketing and communications
- ❑ In spite of talent concerns for the future, more than 50% of organizations nevertheless “strongly” or “somewhat” agreed with the statements that they are currently able to attract and retain the talent they need on their boards and on their staff.
- ❑ When asked to address relations with funders via open-ended questions, nonprofit leaders mentioned that some funders continue to require onerous reporting, which can sometimes make grants only marginally beneficial to the organization's ability to deliver services.
- ❑ Another challenge reported by roughly one-quarter or respondents were funder-driven restrictions that compromise organizations' ability to pay a living wage and/ or a competitive wage to staff.
- ❑ Based on responses, trust-based philanthropy is currently relevant in a small percentage of funder-grantee relationships.

## POTENTIAL FOLLOW UP ACTION ITEMS

Leaders of Pinellas County’s nonprofits are the individuals in the best position to craft an action agenda that builds upon the data provided in this survey report and meets the needs of their organizations and the sector. However, here are several recommendations that seem straightforward to make, based on key findings.

**Inform and Advocate.** Create data-informed presentations and messages for individual donors, the business community, and public officials about the rising costs of providing necessary services at a time when demand for nonprofit services has never been higher. Create tools for nonprofit leaders to persuasively make the case for greater financial support based on the vital role of nonprofits in enhancing our quality of life in Tampa Bay.

**Cultivate, attract, and reward talent.** Work together as a sector to build a case for working at nonprofits as a rewarding career with many benefits. Consider a campaign directed toward next generation workers, who prioritize work/life balance and a sense of mission in their work lives. Identify pipelines of county residents who need work but might lack traditionally

required prerequisites for employment at your organizations. Could alternate training or paths to work readiness be appropriate? Identify best practices at broadening the nonprofit talent pool, or break new ground with a regional workforce initiative.

**Collaborate and share resources for efficiency and effectiveness.**

Given inflationary pressure, talent, HR and compensation issues, reporting requirements, and other pressures on mid-sized to smaller nonprofits, we wonder: could more shared services, back office and business operations, and evaluation and reporting collaborations among nonprofit organizations reduce costs and increase capacity? Could a countywide nonprofit grant strategy be developed for such collaboration(s)? Or might smaller consortia of nonprofits receive support and training about creating shared relationships with vendors for greater leverage and efficiency?

**Build marketing and communications capacity—and excellence.**

Every organization can do a better job of telling its story. Leveraging media—legacy and social— to touch the hearts and minds of donors, policy makers, and constituents is

vital. Yet few organizations can support the communications and marketing staff that their brilliant work deserves. Can we work together as a sector to pool resources to engage top talent to message, tell stories, and build more effective websites to engage audiences? Funding proposals for trainings, workshops, and consultations could be a place to begin.

**Work with funders toward a culture of “trust-based philanthropy.”**

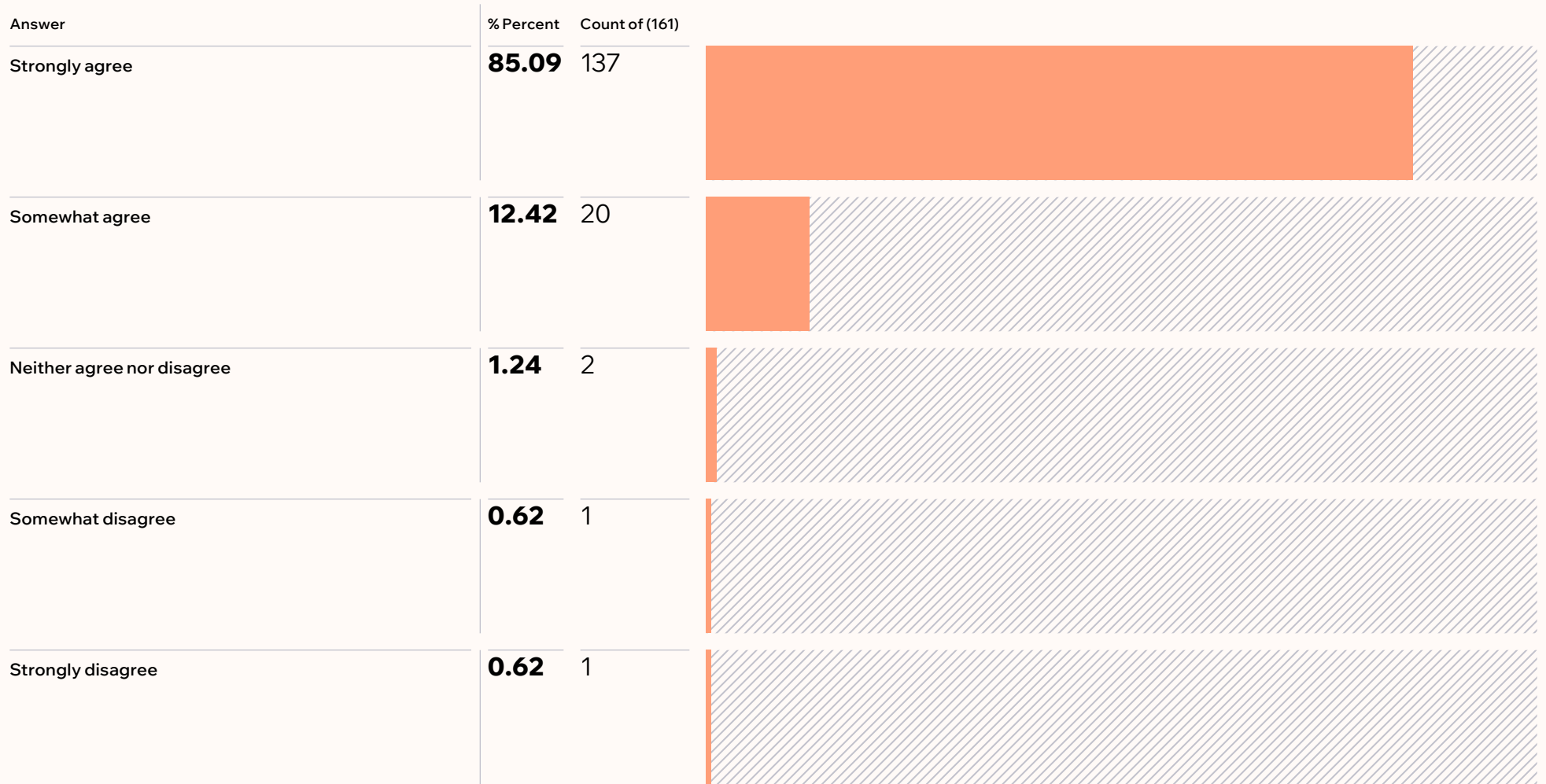
Trust-based philanthropy is a movement to reduce the power differential between funders and nonprofits. Strategies include less rigid reporting requirements, more multi-year, unrestricted grants, and new ways of looking at overhead and administration as mission-critical costs upon which every successful program depends. While government grants are unlikely to change reporting requirements in the short term, private donors, foundations, and corporate giving programs might well be open to understanding and considering trust-based giving and its benefits to nonprofit mission fulfillment. An education campaign on this topic is strongly recommended.

**Create a stronger culture of giving in Tampa Bay.** In the next few years, one of the largest transfers of wealth in American history will occur when Baby Boomers’ estates move to their heirs and the causes they care about. Also, the levels of charitable giving in the Tampa Bay area is below national averages for the wealth index of the community. Nonprofit sector leadership, board members, and all interested parties need to pool their ideas for a message, strategy or campaign to encourage more charitable giving in the Tampa Bay area. “Give where you live” ideas, economic and quality of life cases, and hearts and minds stories, for example.

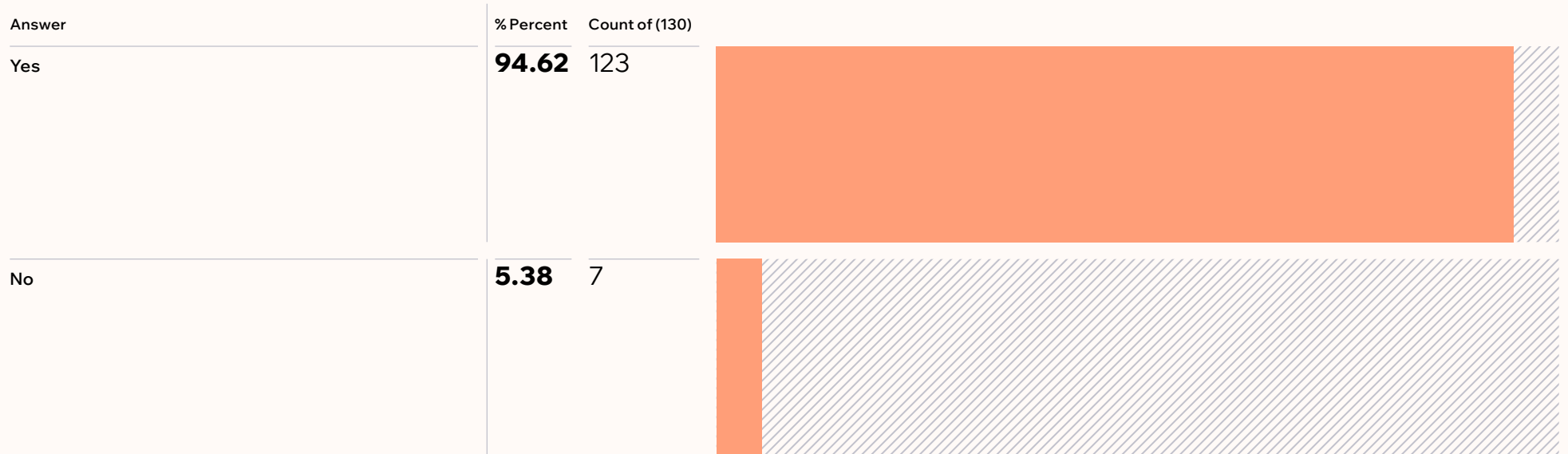


# **Mission, Board of Directors, Demographics**

# My organization has a clear mission statement.



# Does your organization have a board of directors?

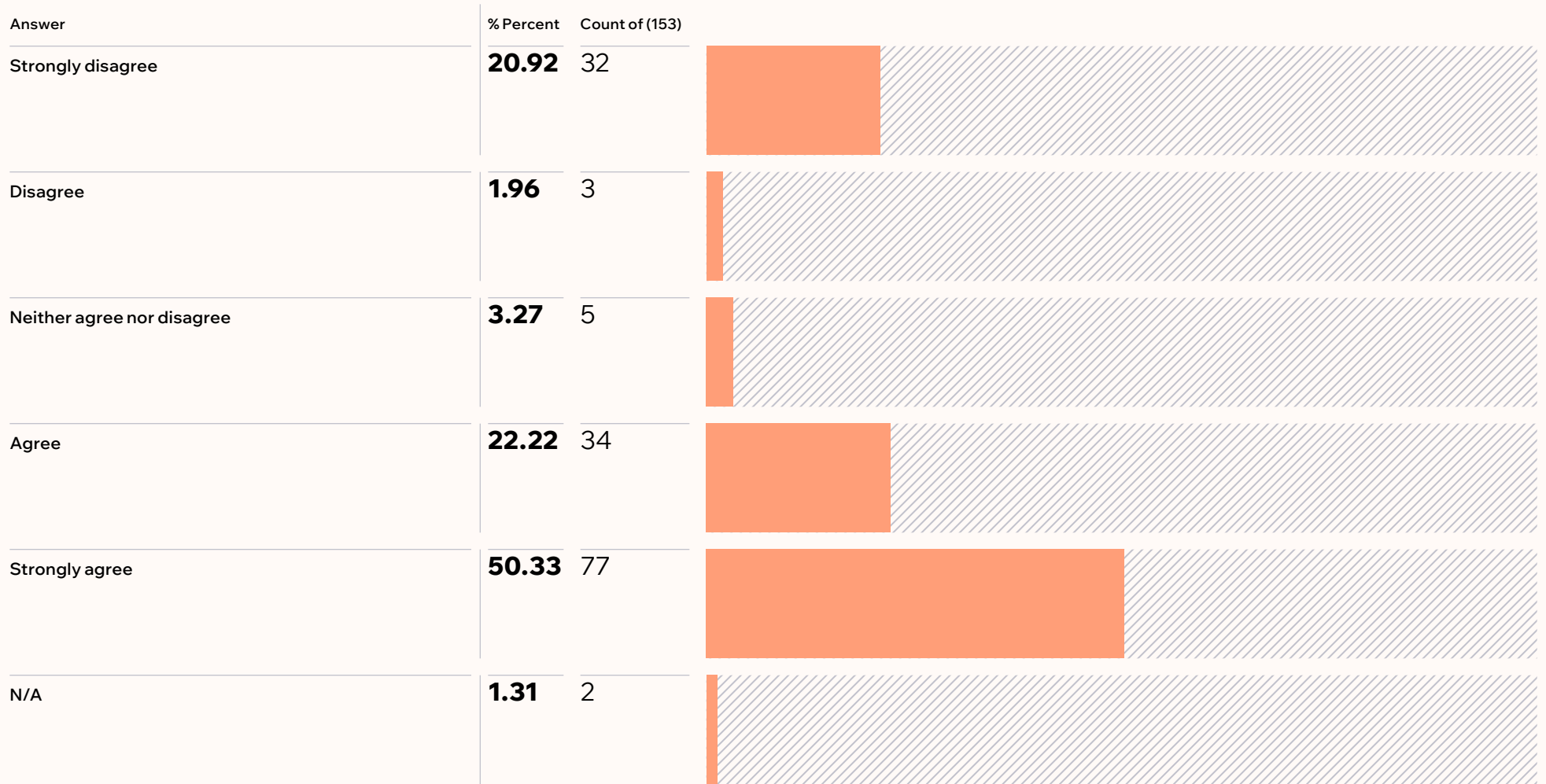


“It would be great if nonprofits could come together as a sector to create a campaign to increase giving by individuals in Pinellas County. There's a great deal of wealth in the community, but often people are not being asked to give back to the place where they live. Or transplants from other parts of the country don't transfer their giving here. We need to paint a compelling picture of need and opportunity. I believe people with means will respond generously.”

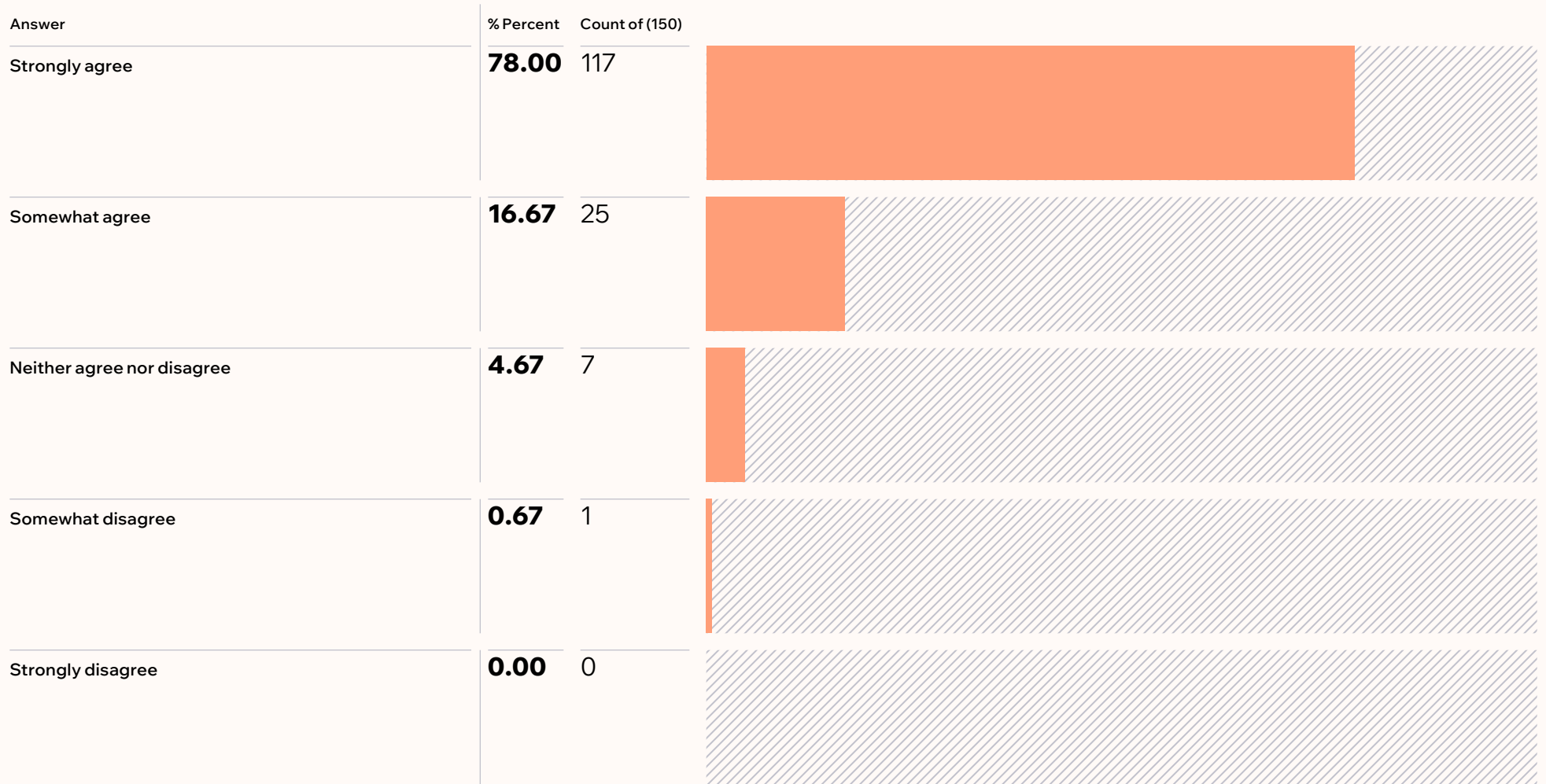
Executive Director, Community Development and Capacity Building Nonprofit

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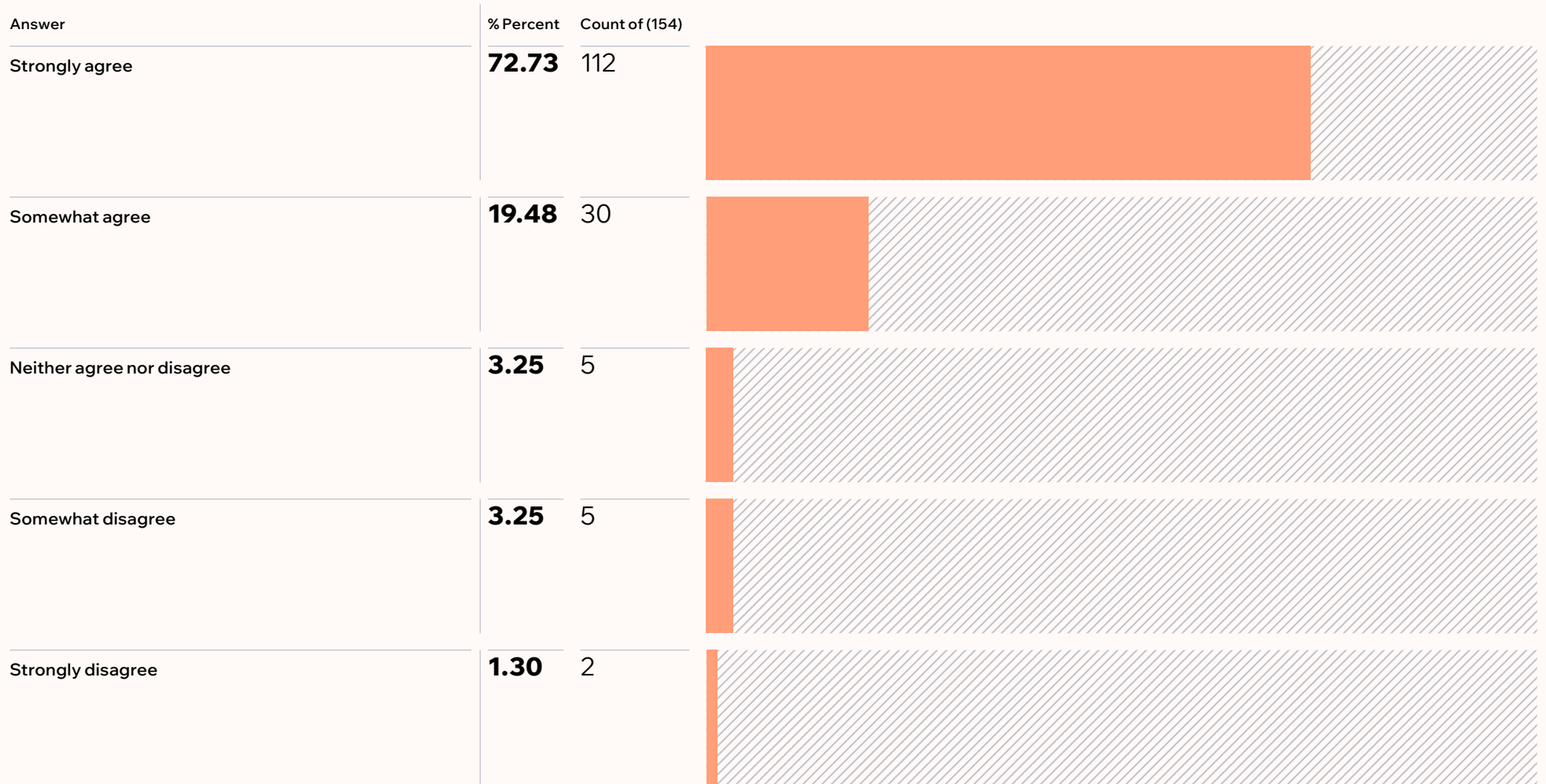
# My board is generally in alignment with the mission statement.



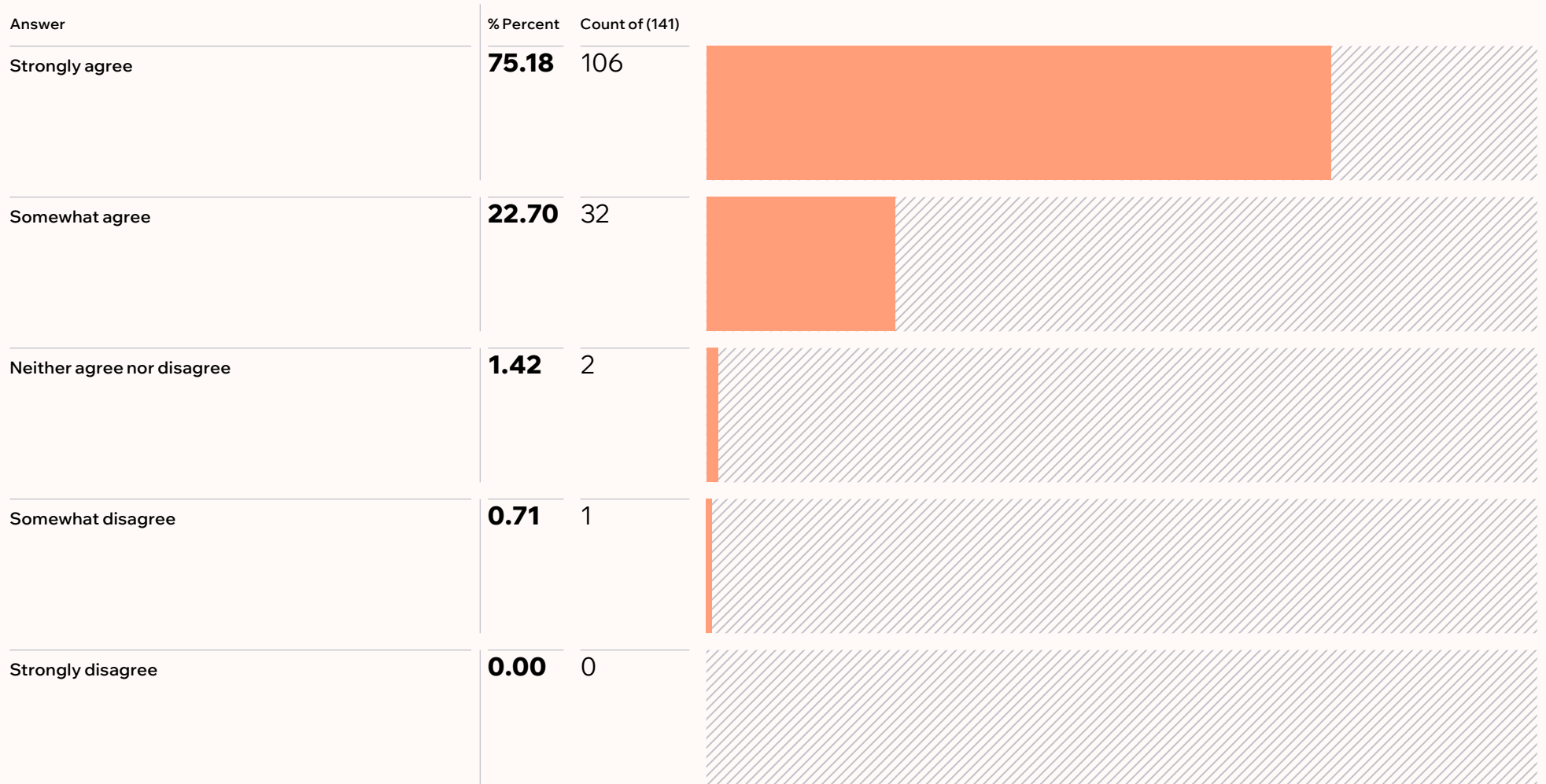
# The staff is generally in alignment with the mission statement



# My organization has a clear statement of its values.

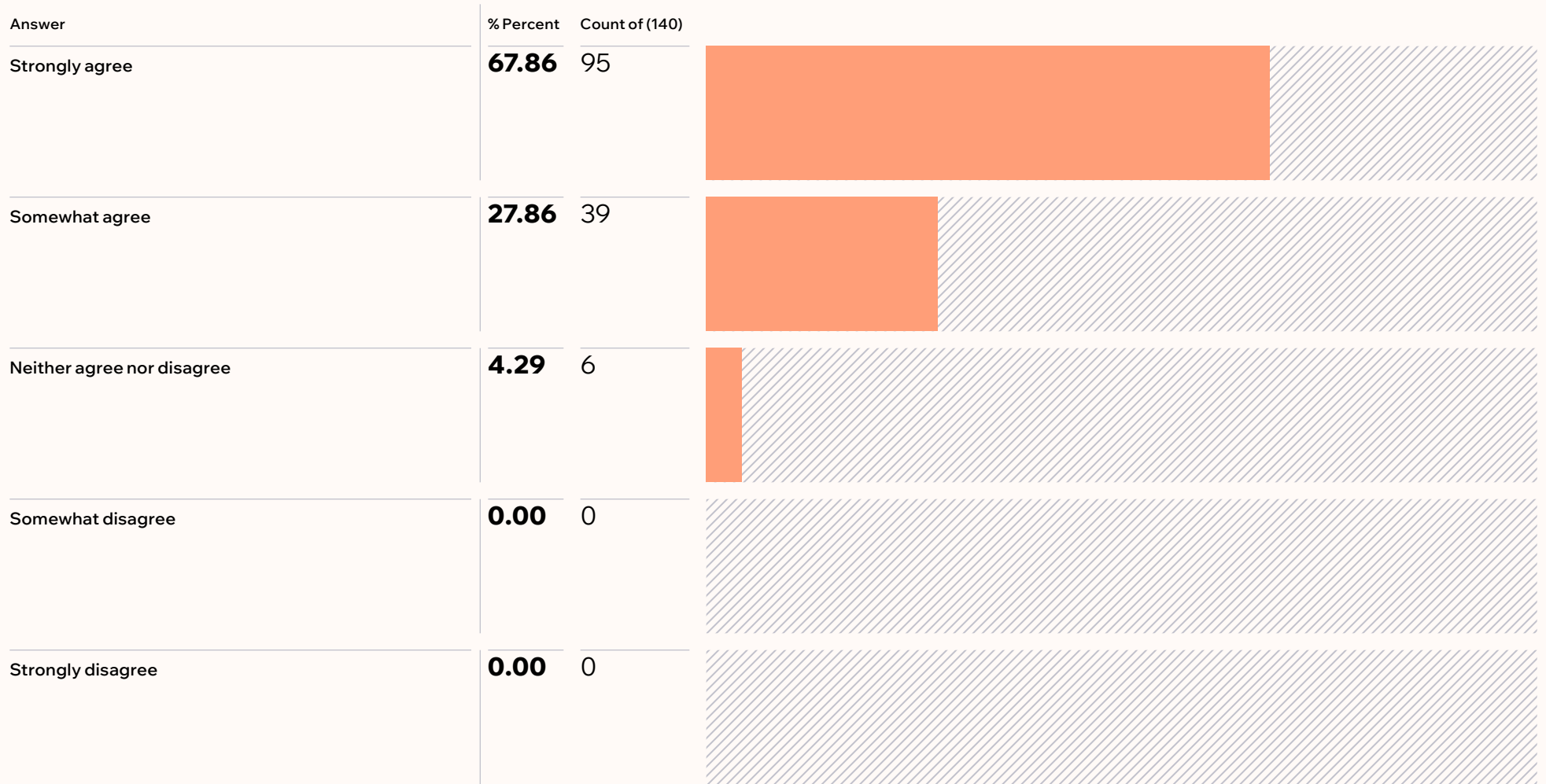


# The board generally shares the organization's values.

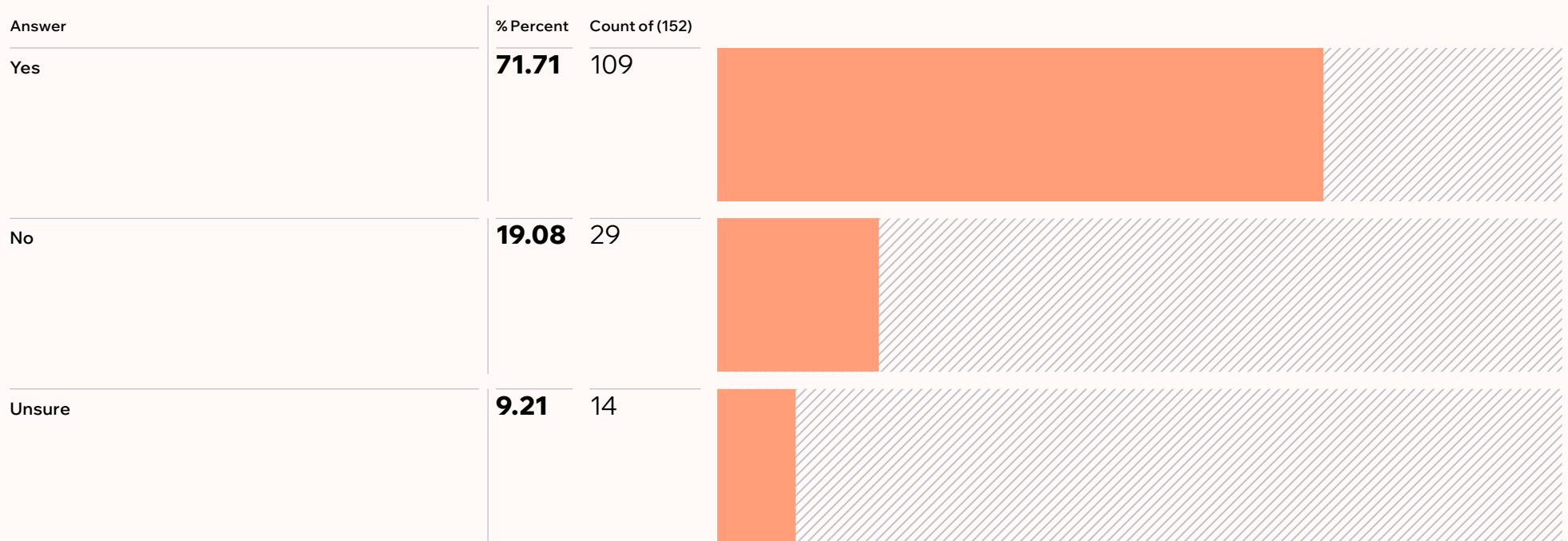




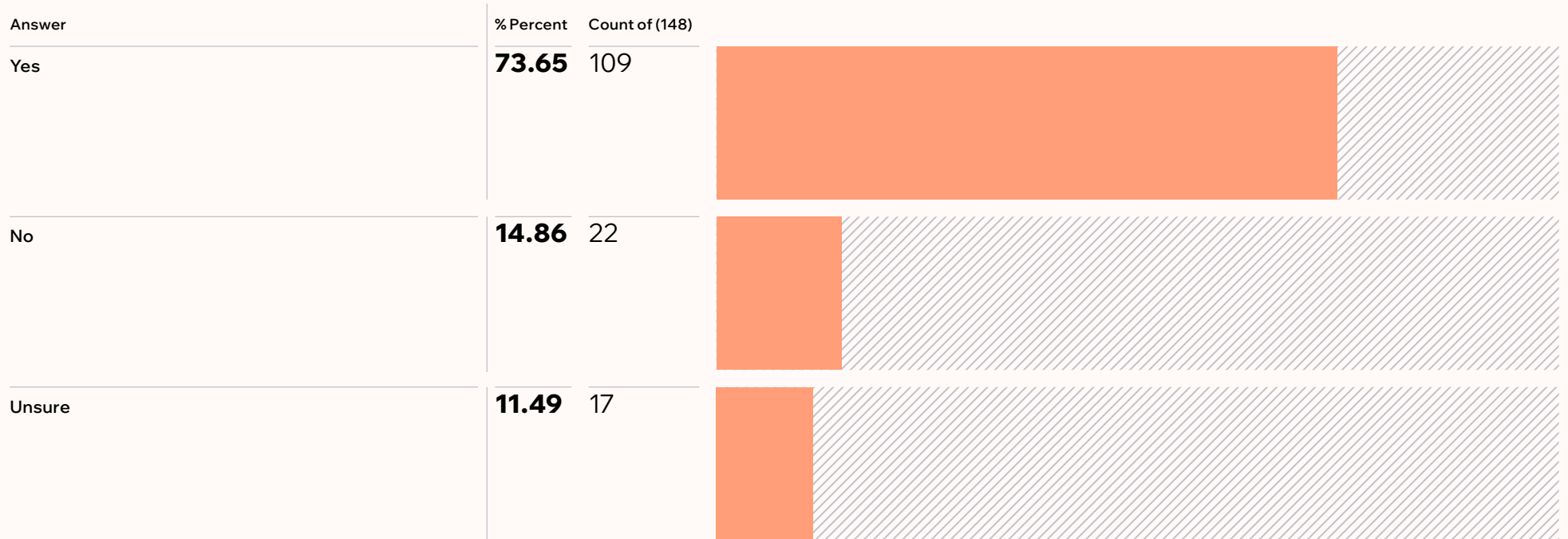
## The staff generally shares the organization’s values.



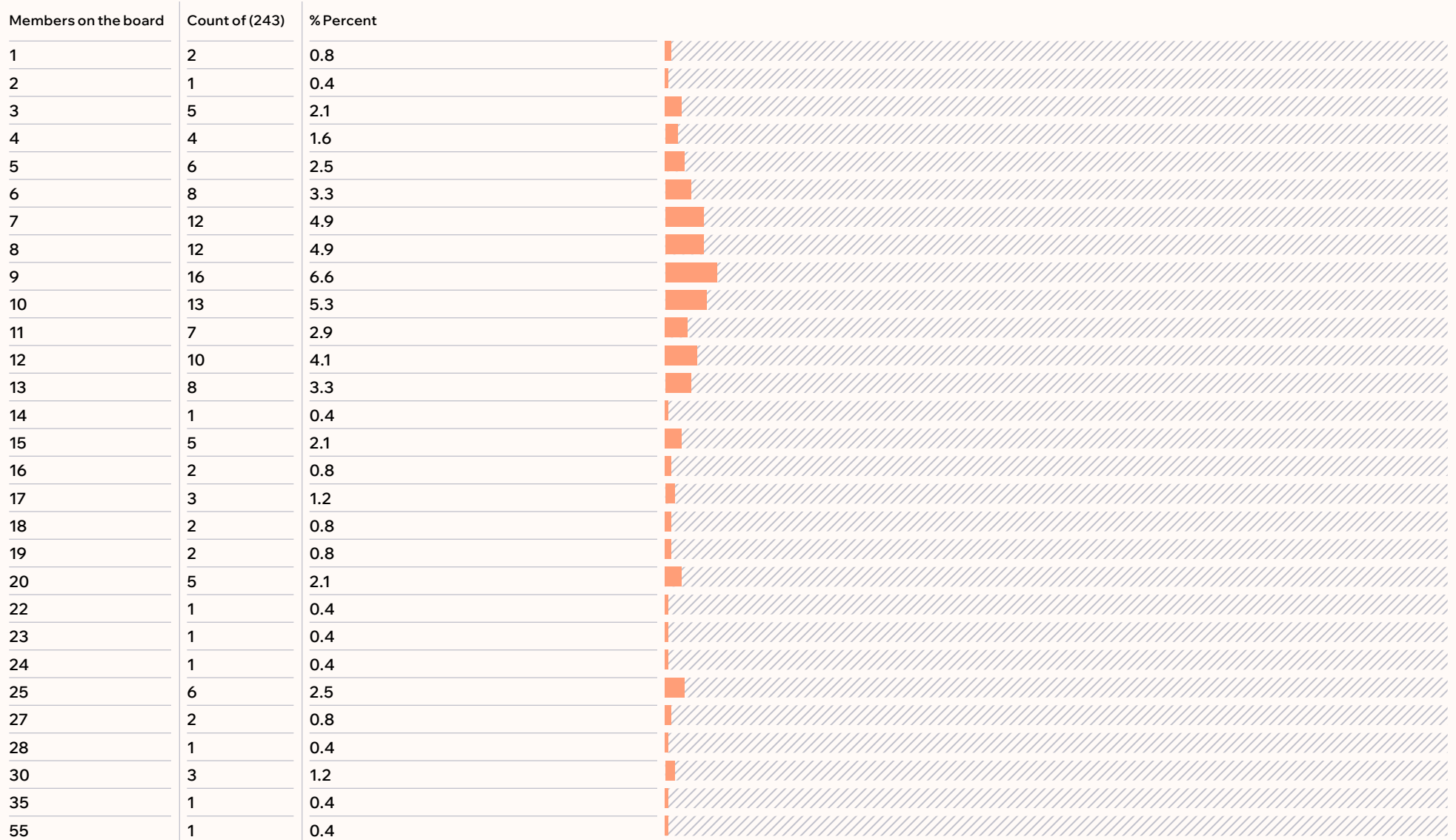
## Does your organization measure the demographics of its constituents?



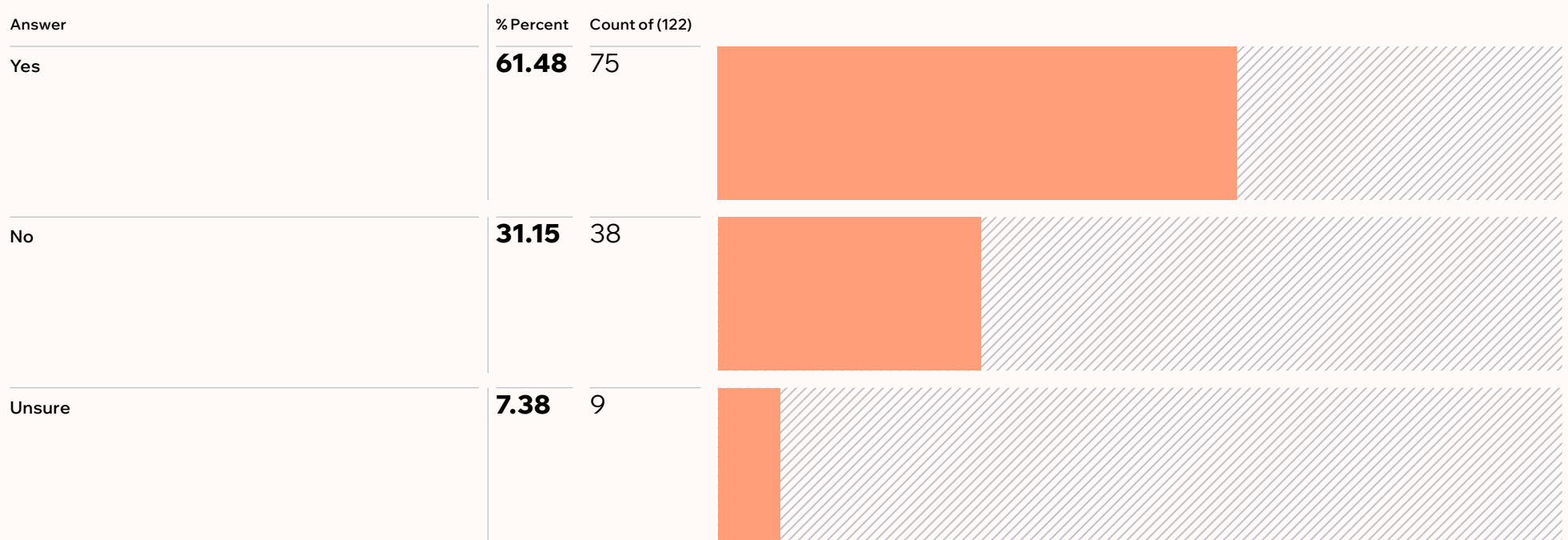
# Does the make-up of your staff reflect the demographics of the population your organization serves?



# How many members serve on your organization's board?



# Does the make-up of your board reflect the demographics of the population your organization serves?

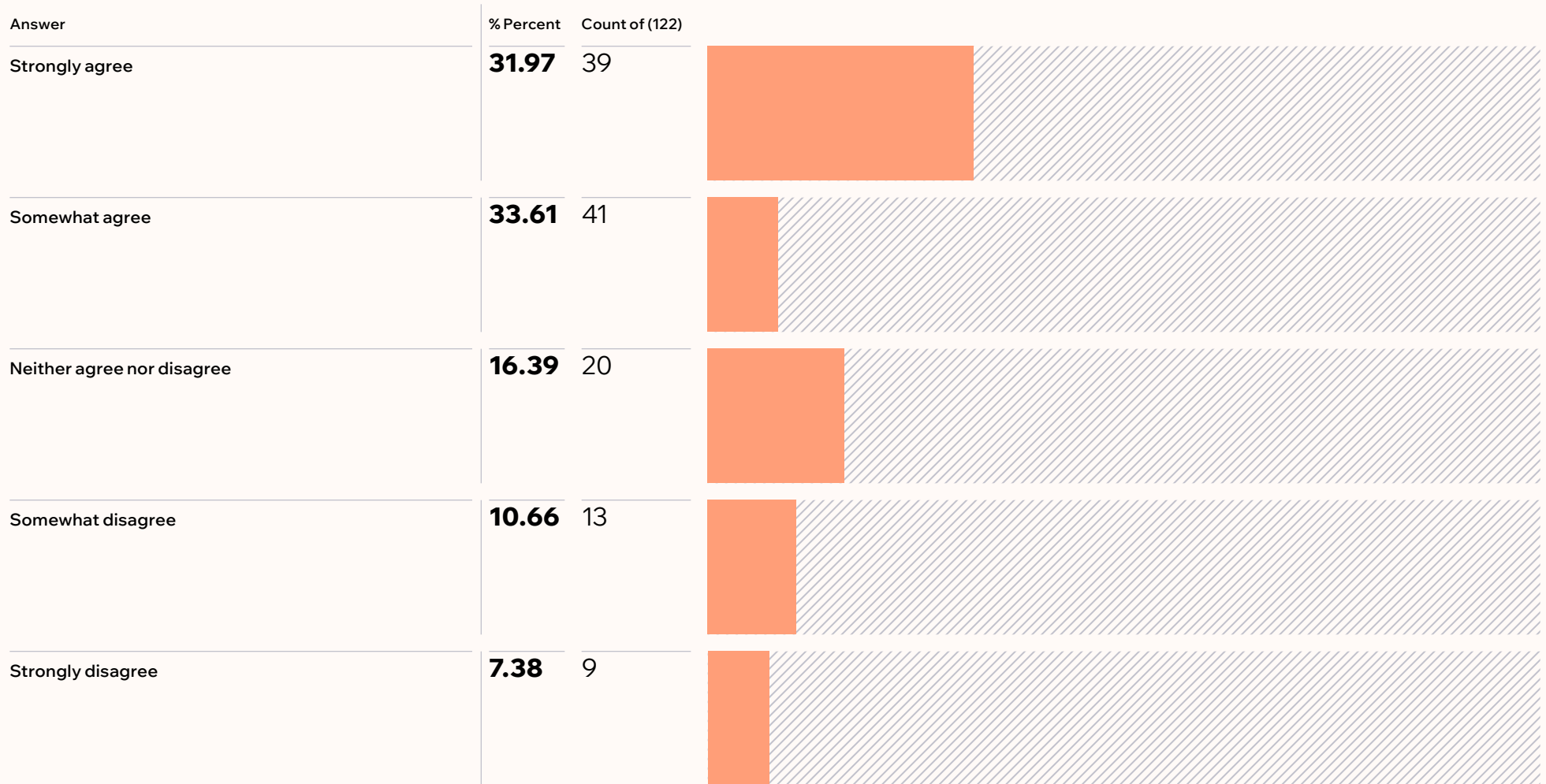


“Return on investment is as real for nonprofits as it is for for-profits. We stress our results with donors and inform them with transparency about what we do with their funds. We want them to see our work preparing youth for careers in the arts as something that strengthens our community culturally and economically.”

CEO and co-founder, youth-serving arts organization

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## Staffers communicate freely with board members.

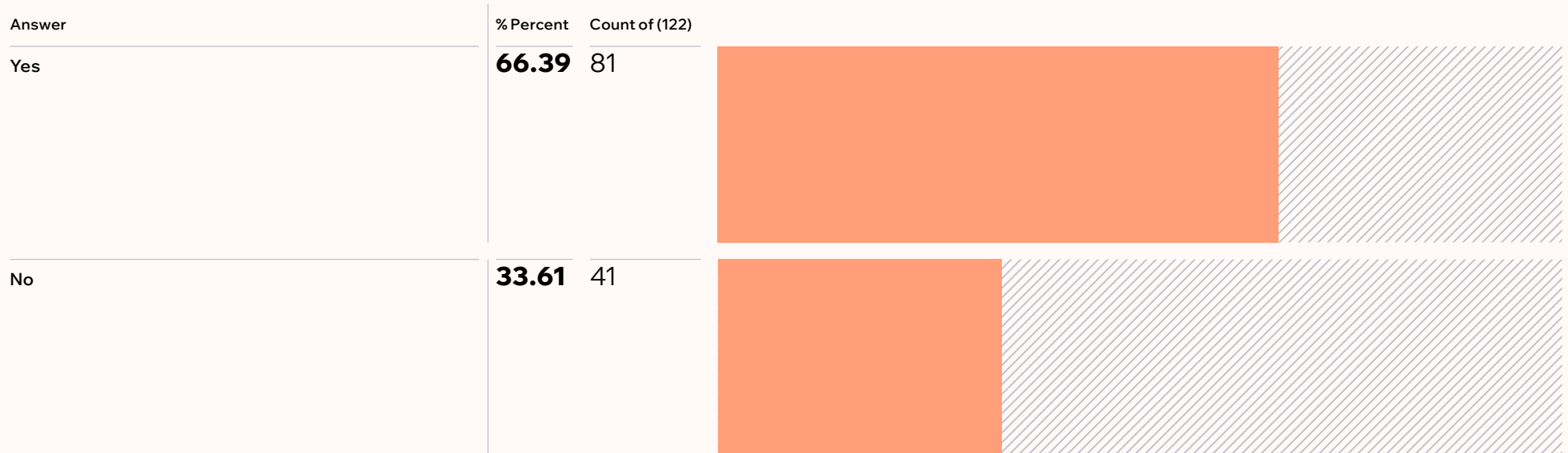


# Please assess how the following abilities and activities have changed since the COVID-19 pandemic.

Question	Answer	Much worse	Worse	About the Same	Better	Much Better
Ability to engage stakeholders as often as we'd like on social media.	% Count of (141)	2.84 4	15.60 22	44.68 63	27.66 39	9.22 13
Ability to communicate effectively to ensure clients are aware of our services, efforts, and impact.	% Count of (144)	2.08 3	13.89 20	44.83 66	27.08 39	11.11 16
Ability to collect and measure program impact.	% Count of (143)	2.80 4	20.98 30	47.55 68	20.98 30	7.69 11
Ability to communicate effectively to ensure donors are aware of our services, efforts, and impact.	% Count of (142)	2.82 4	19.72 28	40.85 58	26.06 37	10.56 15
Ability to update our website as frequently as needed.	% Count of (143)	3.50 5	9.09 13	51.05 73	23.78 34	12.59 18
Ability to recruit volunteers.	% Count of (135)	11.85 16	37.78 51	31.11 42	14.07 19	5.19 7
Ability to train and manage volunteers.	% Count of (132)	7.58 10	30.30 40	45.45 60	12.88 17	3.79 5
Ability to reward volunteers.	% Count of (128)	7.03 9	28.13 36	45.31 58	17.19 22	2.34 3
Ability to use data to inform program design.	% Count of (141)	2.84 4	9.22 13	51.77 73	29.08 41	7.09 10
Board member meeting attendance.	% Count of (143)	2.80 4	20.98 30	40.56 58	21.68 31	13.99 20
Productivity of interactions between board members.	% Count of (144)	2.78 4	22.22 32	45.83 66	20.83 30	8.33 12
Productivity of interactions between board members and staff.	% Count of (136)	3.68 5	20.59 28	50.74 69	16.91 23	8.09 11



## Since the pandemic, has your board changed the way it functions?



# In what ways has the board changed the way it functions?

\*Responses that relate to multiple issues are followed by a <SUBJECT> tag

**6.25%**  
**Frequency**  
 Frequency 5

Frequency, full board only meets six times a year instead of 12, Meeting Less often and We have less frequent face-to face connection with Board, Staff, Clients and Programs. Meeting frequency

**6.25%**  
**Planning, Organization & Prioritization**  
 Frequency 5

Held workshops for strategic planning. Less meeting prioritization. Functional organization.

**20%**  
**Attendance & Engagement**  
 Frequency 16

Meeting attendance is challenging. Fewer attend meetings in person. less engaged. more engaged in center activities. The board now functions with less capacity due to departing board members. We have new members, less number of members. However, this has impacted some engagement between members at meetings. More engagement with the congregation... the board now reflects more diversity. members are much less engaged. engages with staff. Less engagement. We went from 4 -7 members. better committee attendance; less ability for Board to participate in donor stewardship and other supportive activities <DIVERSITY AND CONTENT CHANGES> hard to recruit new members. Fewer members attend meetings in person

**22.5%**  
**Diversity & Content Changes**  
 Frequency 18

More strategic discussions, effective use of consent agenda, and recognizing the importance of board socials. Refuse to do fundraising - place that burden solely on ED. more focus on long-range planning instead of getting stuck in the weeds <PLANNING, ORGANIZATION & PRIORITIZATION> How it runs meetings and meetings more narrowly focused, fewer issues addressed<PLANNING, ORGANIZATION & PRIORITIZATION> consent agendas, and flexibility has decreased. lowed down on fundraising. we email all board meeting and info to each others. More hands on, better communication. Committee structure is also being reviewed to include others from the community in addition to only Board Members.<ATTENDANCE & ENGAGEMENT > email updates. More oversite of finances to ensure liquidity. They have become a bit frozen in time and scared to spend money because we don't have as much coming in and more commitment to health and safety initiatives. Board portal. Meeting format.

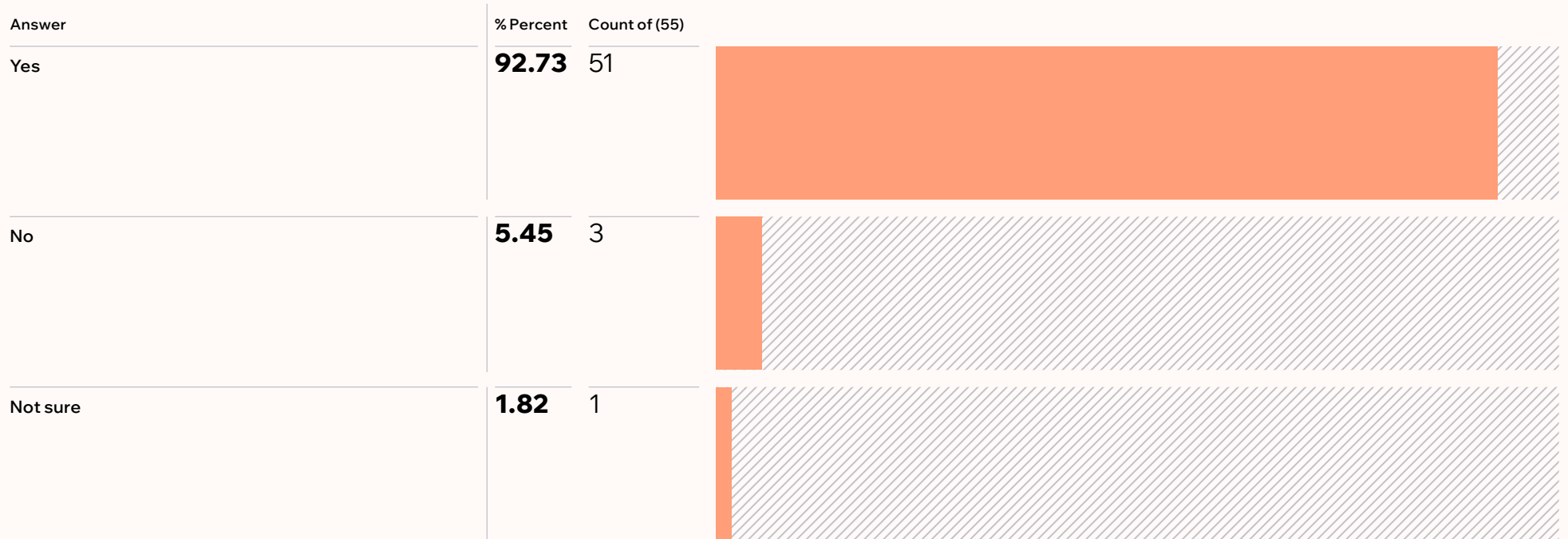
**71%**  
**Video Conferencing /Virtual Options**  
 Frequency 57

Meet virtually for committee work. More video conferencing. We now conduct hybrid meetings. More virtual Virtual meetings and committees, virtual vs in person meetings. We switched to virtual Board meetings. Monthly meetings are done through zoom making it easier and safer for all to attend. Virtual meetings, Most attend by Zoom. Some meetings which were once "in-person" have been conducted on-line. Attendance to board meetings via zoom. Less in-person meeting attendance, if at all. Still conducting meetings virtually. Meeting virtually as needed. Zoom meetings rather than in person. Meetings virtually and now in person. Meetings are mostly virtual, which has improved. attendance. Meeting online rather than in person. zoom meetings. virtual meetings, less interactions. More zoom type meeting, not all in person. board meetings continue to be a hybrid of in person and zoom attendance. Still have Board members who use Zoom. Virtual meetings more often than in-person. Committee meetings are now on Zoom, More virtual board meetings - concerns about COVID less physical interaction Until Jan. of 2022, the board was only meeting virtually. Since Jan. '22, the board holds hybrid meetings. Everything had to go virtual. Zoom meetings, Gone to online meetings. Mostly virtual currently. Most meetings are virtual and usually on zoom. All meetings were in-person only prior. Meetings are held virtually. Meetings and activities are more often virtual than before. Much more virtual meetings vs.. meeting in person Prior to COVID all monthly meetings were face to face. Post-COVID board now meets face to face quarterly and all other meetings are virtual. Mostly remote meetings; better attendance at meetings; more done on-line and virtual meetings Remote meetings. Less face to face meetings. still on zoom, Board meetings are now virtual. Virtual Meetings. meeting on Zoom conference call to replace in person meetings. All Committee/Task Group Meetings are Virtual and Board meetings are hybrid (in person/virtual). We have greater attendance at Board meetings that are held via zoom. More virtual meetings/More virtual meetings - unfortunately. More virtual meetings than prior. Zoom meetings. zoom meeting instead of in person. Zoom. More remote/Zoom meetings; more virtual meetings. We are starting to return to in person board meetings

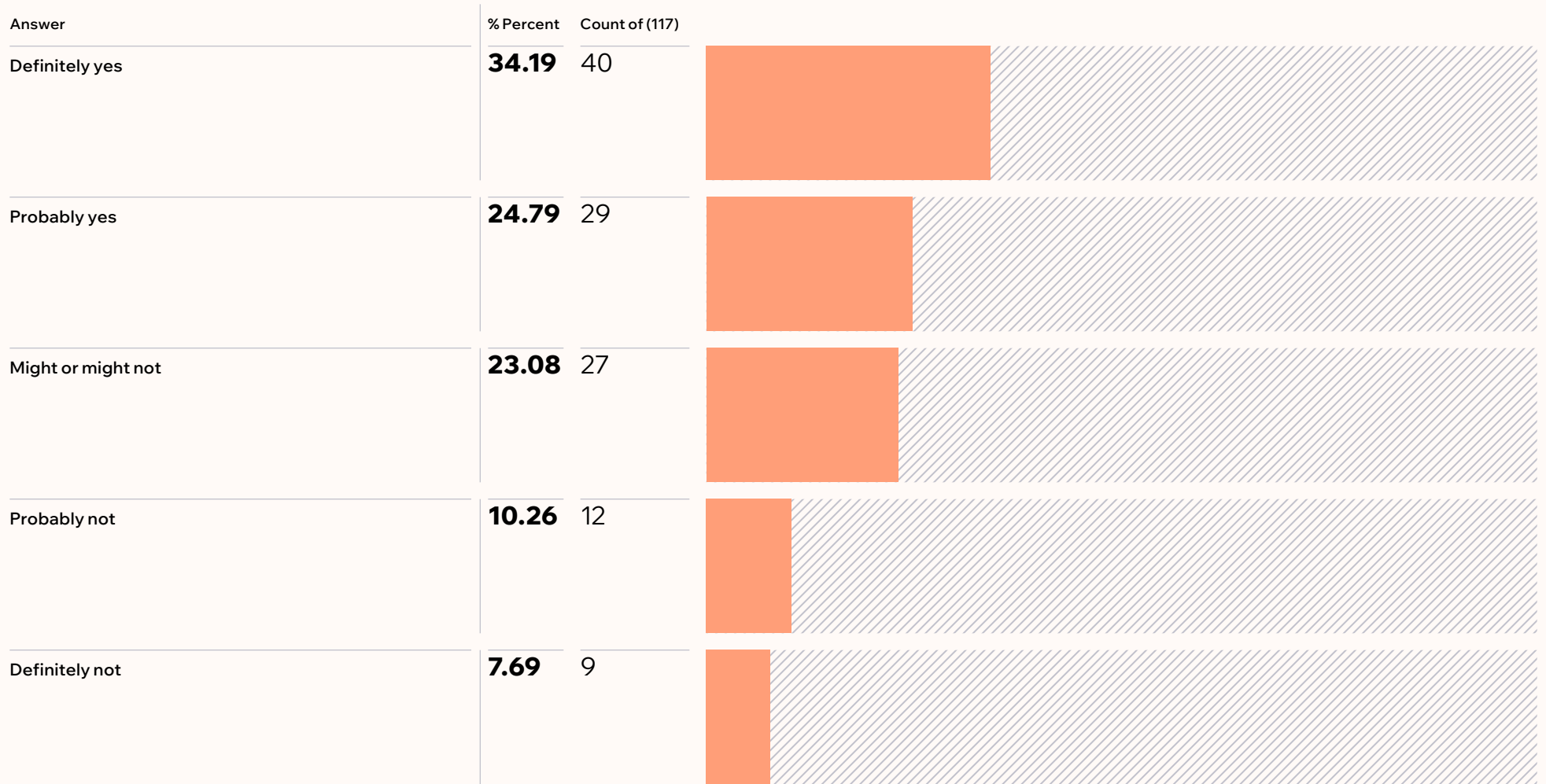
# My organization has:

Question	Answer	Yes	No	Not Sure
A written policy that explicitly states the relationship between the top executive and the board of directors.	% Count of (112)	<b>66.07</b> 74	<b>23.21</b> 26	<b>10.71</b> 12
Current written job descriptions for the board that are reviewed, as needed.	% Count of (112)	<b>67.86</b> 76	<b>22.32</b> 25	<b>9.82</b> 11
Current written job descriptions for the staff that are reviewed, as needed.	% Count of (109)	<b>89.91</b> 98	<b>9.17</b> 10	<b>0.92</b> 1
An annual staff review.	% Count of (109)	<b>78.90</b> 86	<b>17.43</b> 19	<b>3.67</b> 4
A board that evaluates its own work.	% Count of (110)	<b>50.91</b> 56	<b>32.73</b> 36	<b>16.36</b> 18

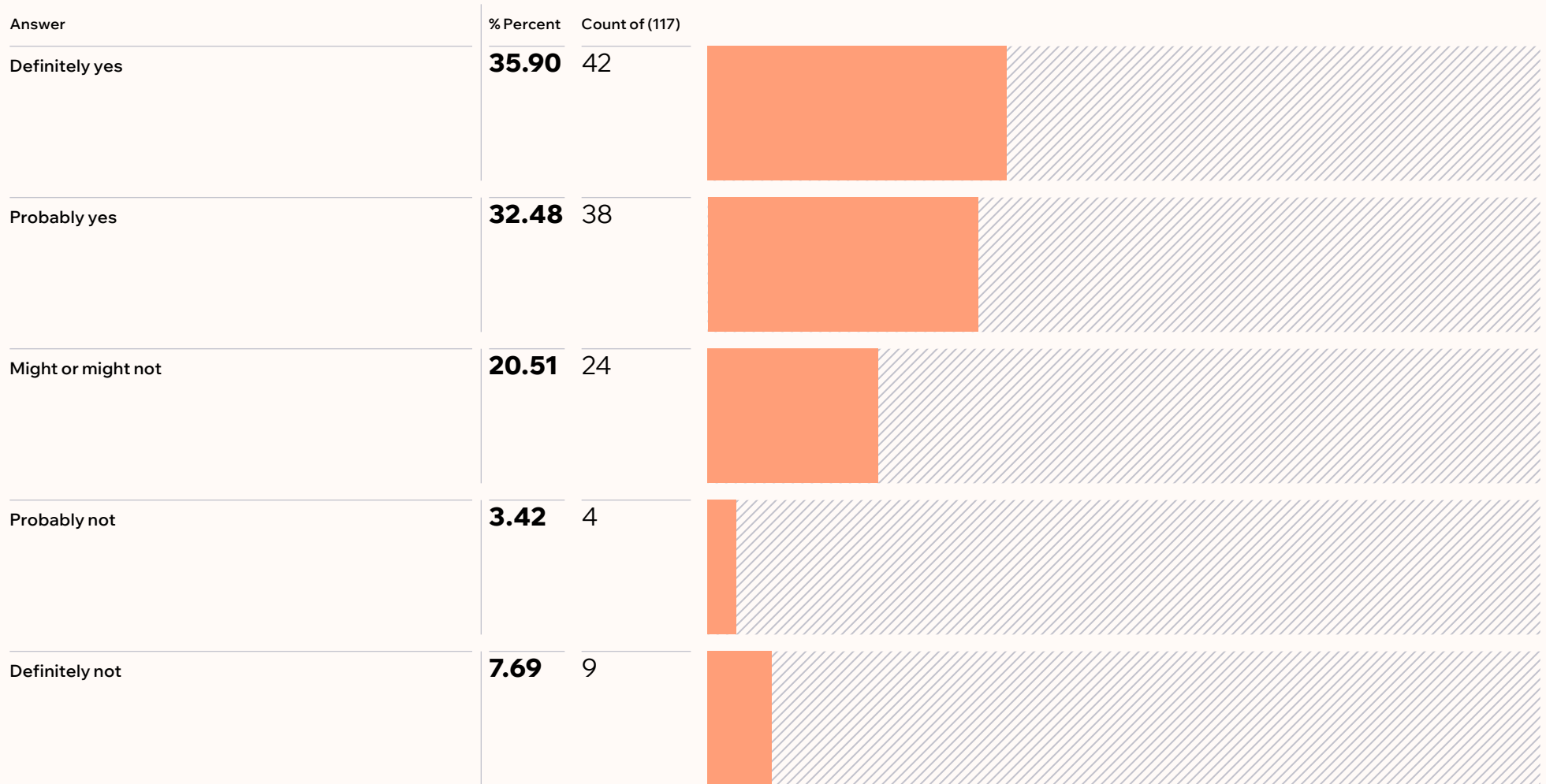
## After the board evaluates its own work, it acts to make needed changes.



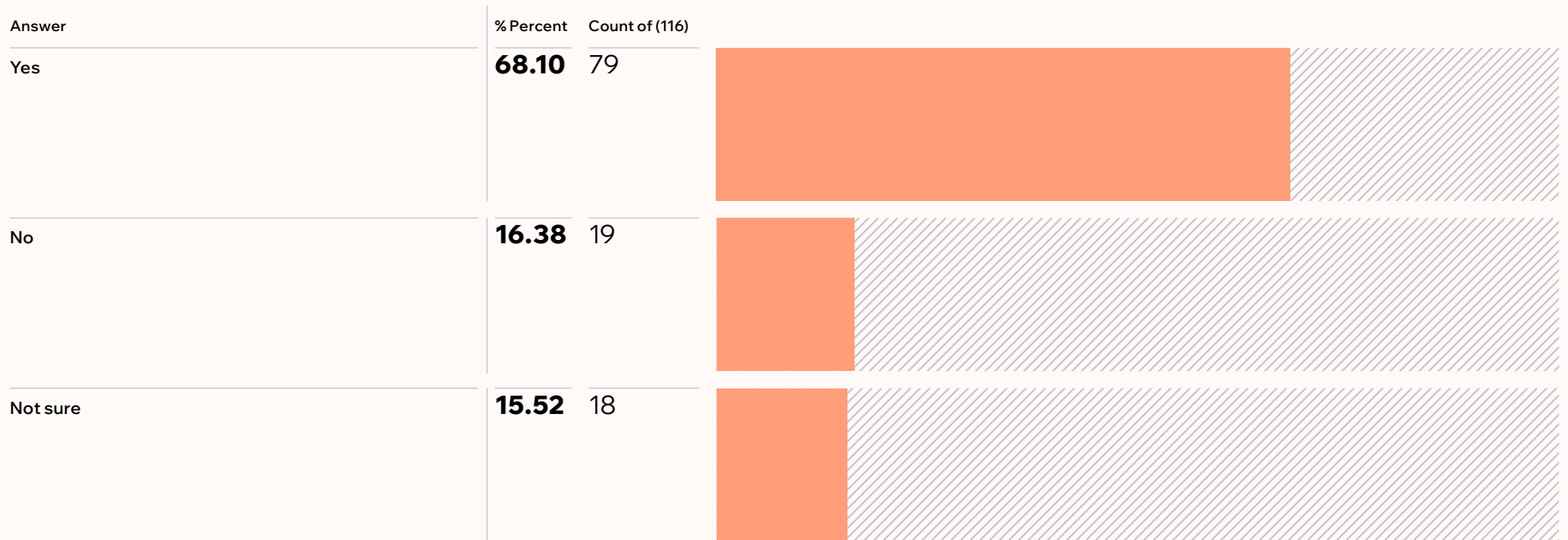
## The board of directors is helpful in terms of raising funds for the organization.



## The board of directors contributes valuable financial resources to the organization.



# I can count on my board members to deliver for me when I need it.



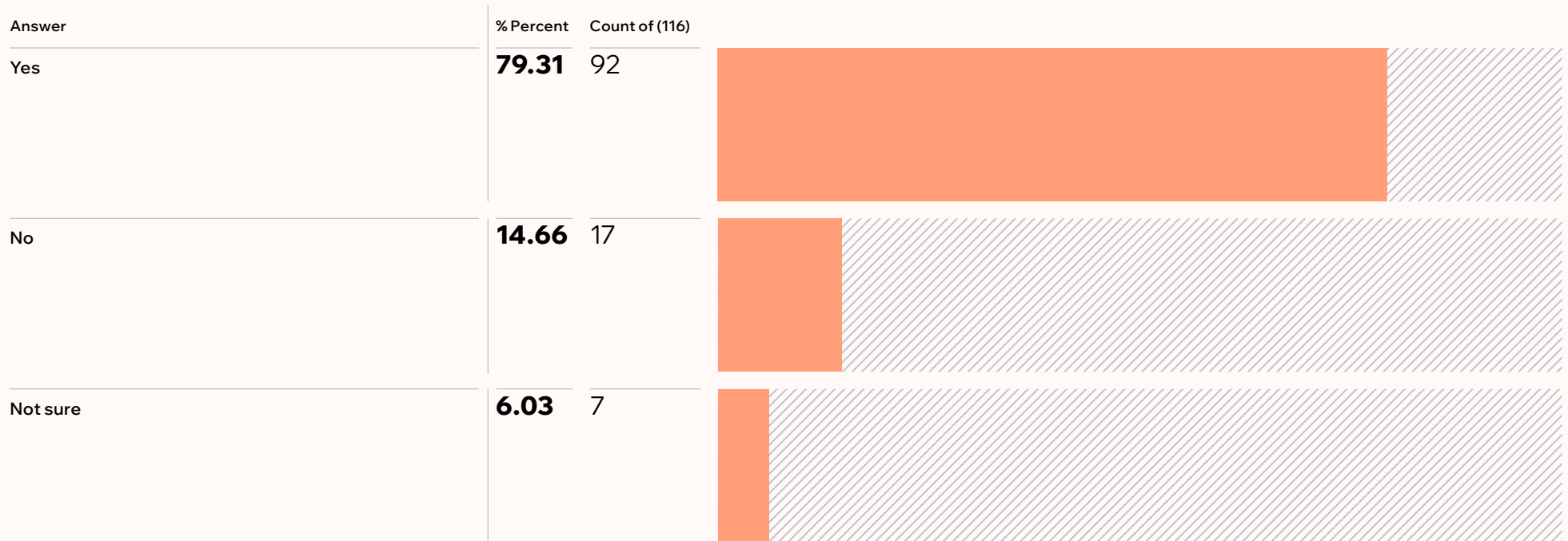
“We have seen a significant decrease in private donations in recent years. Changes in tax law have reduced the number of end-of-year gifts we used to get from individuals. Corporate giving and grants have been strong. We are working with a fundraising consultant to engage donors to make monthly sustaining gifts.”

COO, Human Services Organization

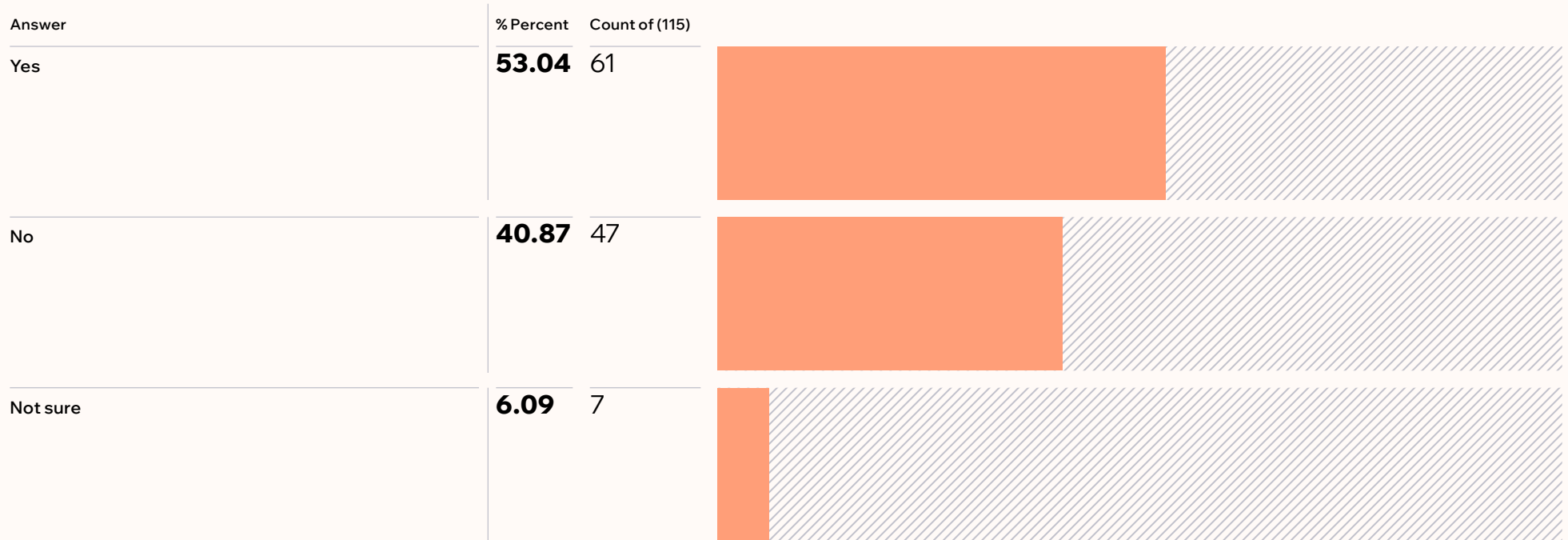
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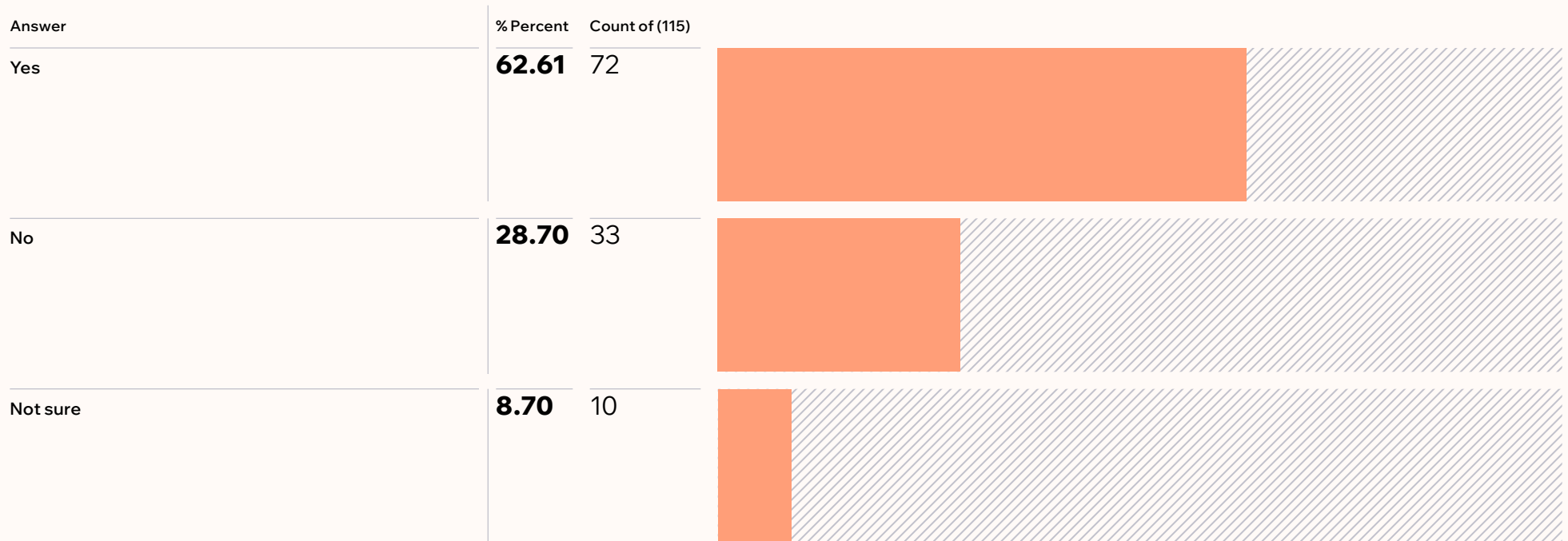
## My organization has bylaws that spell out term limits for the board of directors.



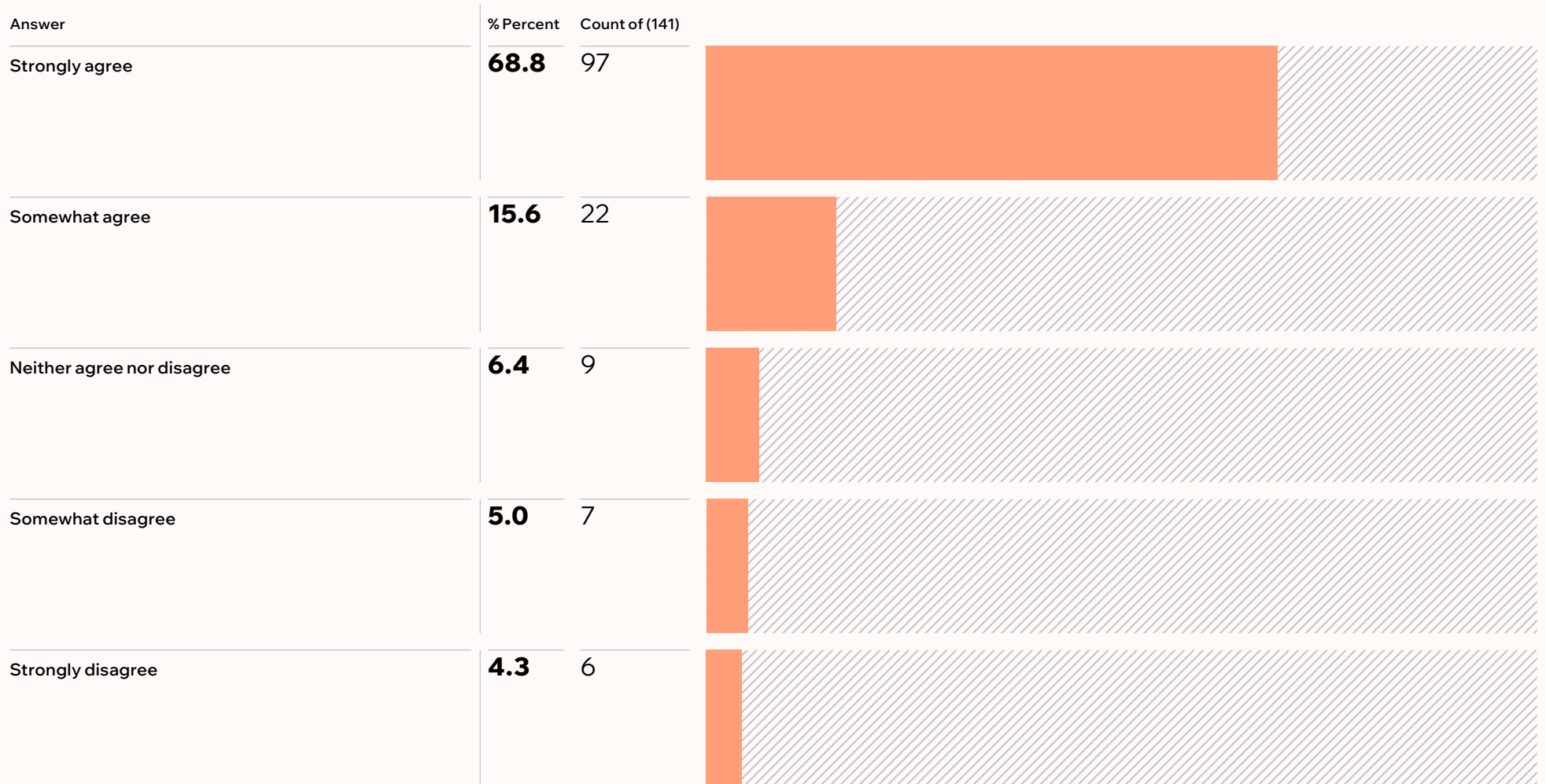
## My organization has term limits for the board of directors that are adhered to.



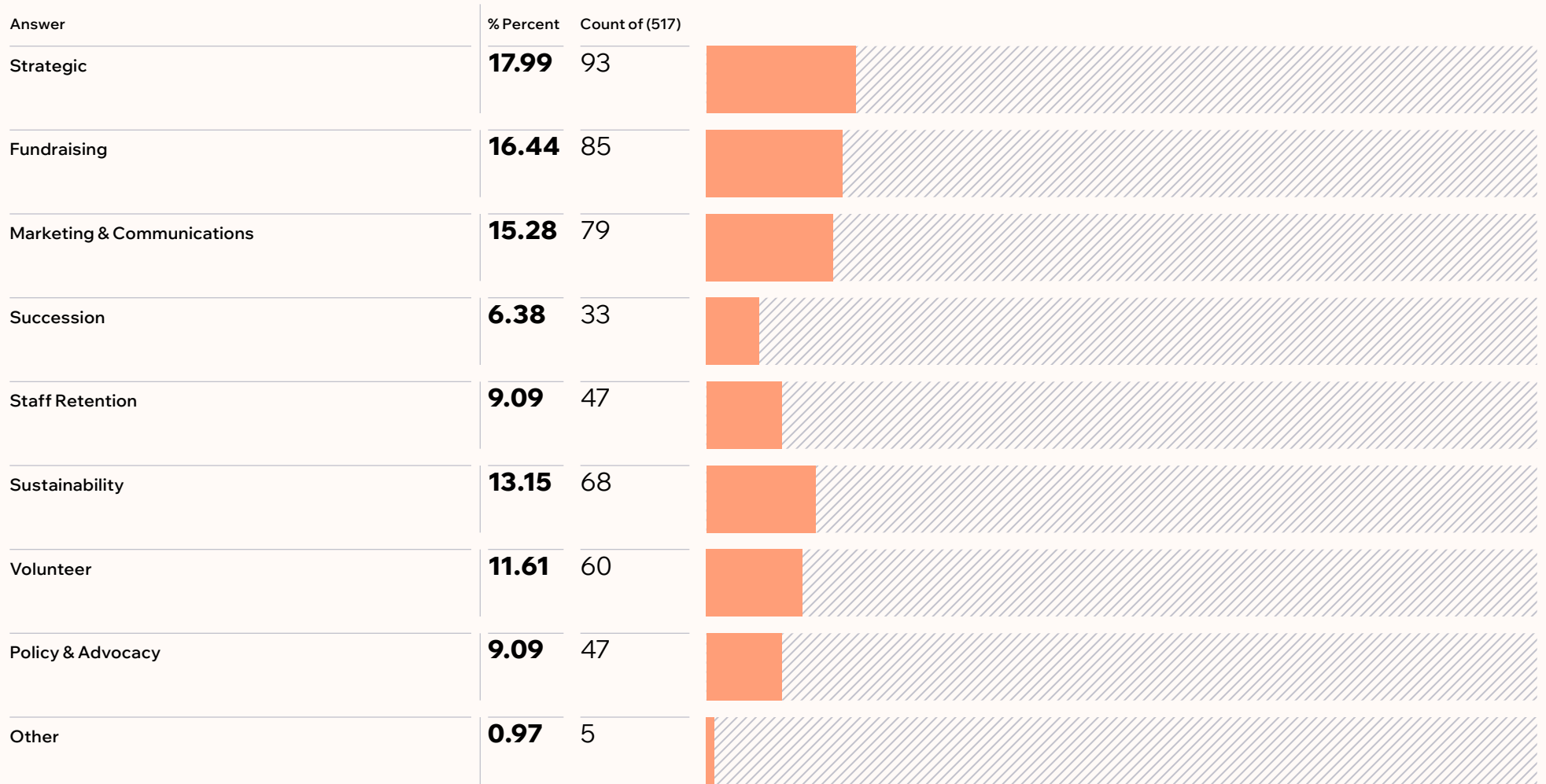
## The board of directors performs an annual evaluation of the top executive.



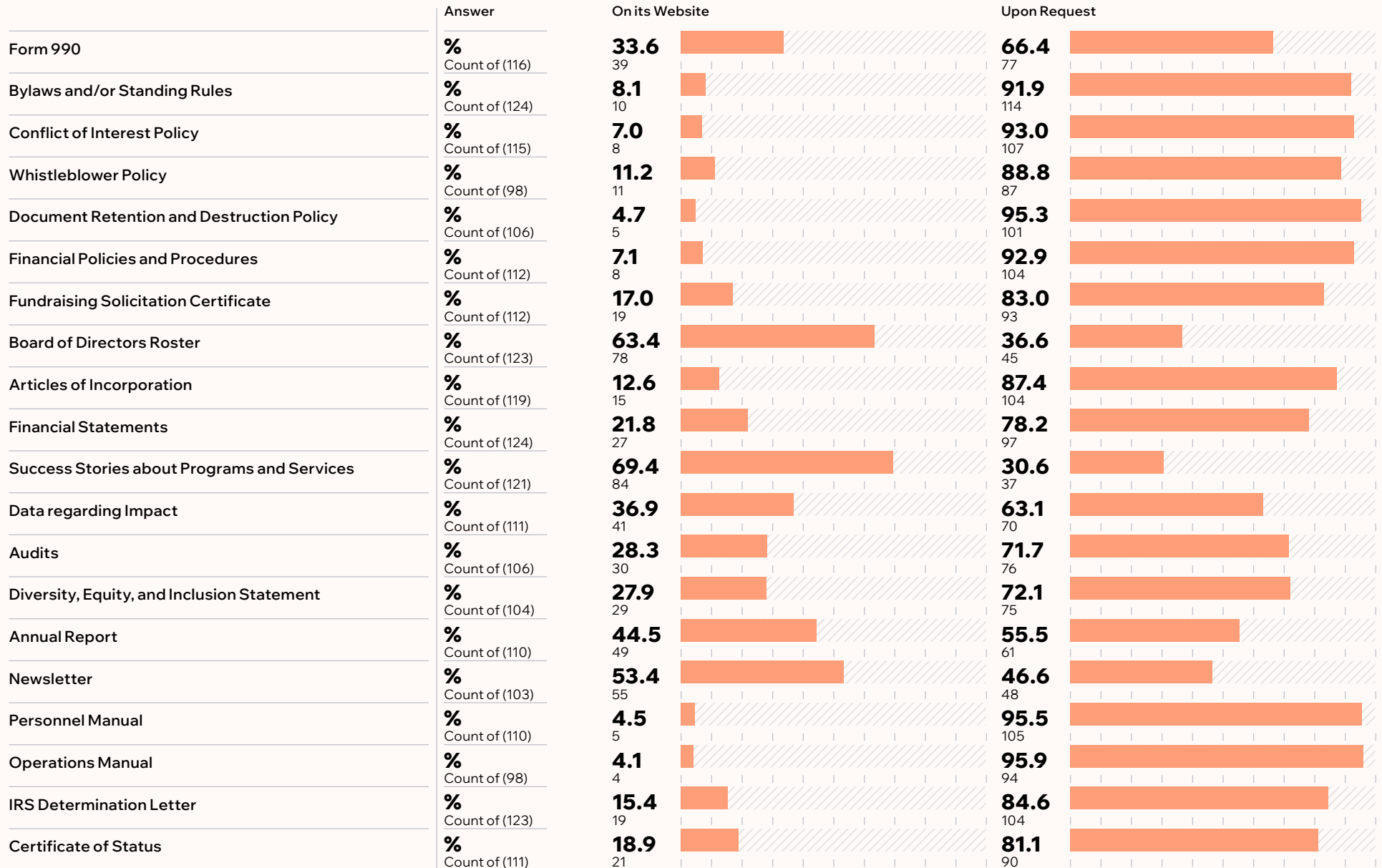
# My organization has a robust conflict of interest policy that is clear and enforceable.



# Which type of planning does your organization actively/regularly engage in?



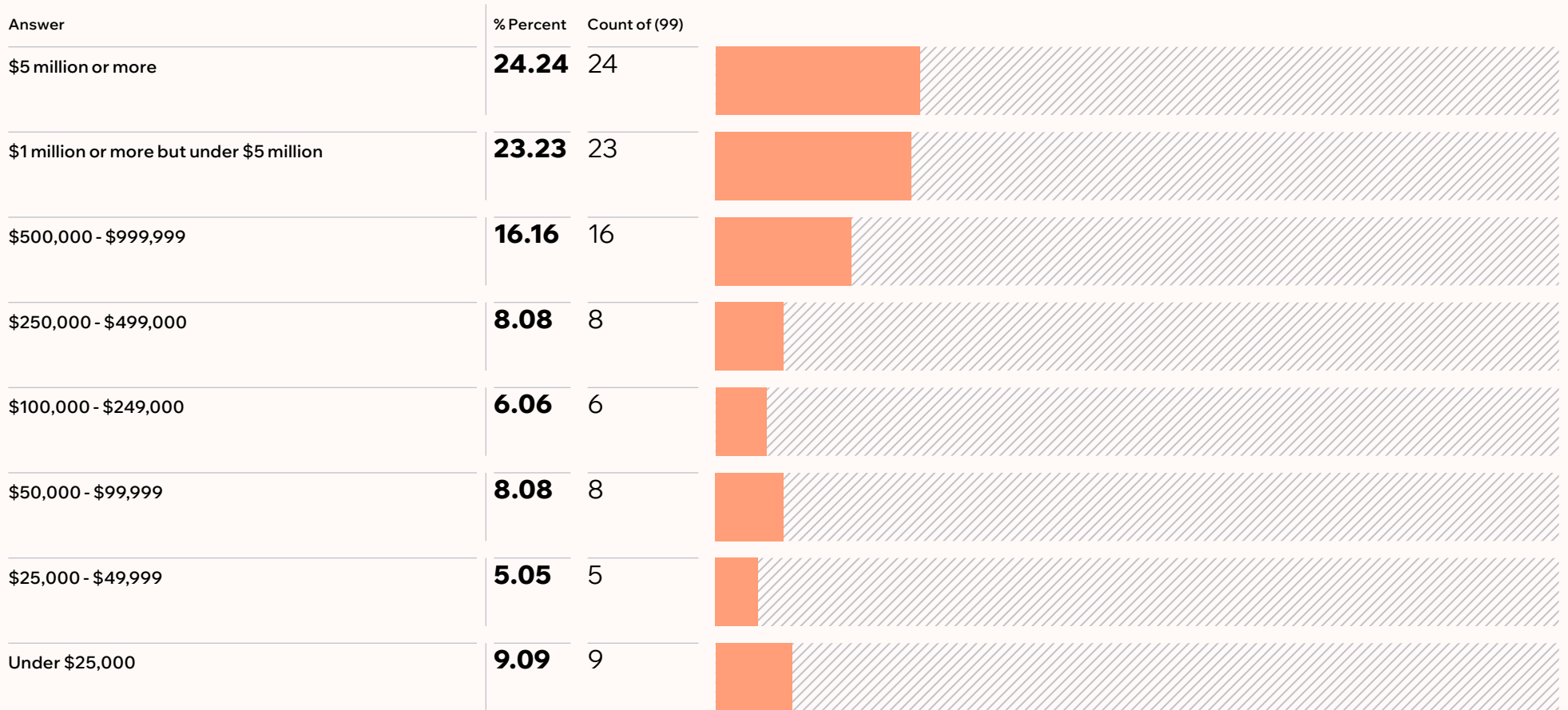
# Please check whether your organization can provide the following, either on its website, by request, or both.



# Choose the area of charitable mission focus that best describes your mission focus and incorporation.

Answer	% Percent	Count of (96)	
Arts, Culture & Humanities	<b>8.33</b>	8	
Education Institutions & Related Activities	<b>8.33</b>	8	
Environmental Quality Protection & Beautification	<b>2.08</b>	2	
Animal Related	<b>1.04</b>	1	
Health - General & Rehabilitative	<b>2.08</b>	2	
Mental Health Crisis Intervention	<b>4.17</b>	4	
Disease Disorders/Medical Disciplines	<b>0.00</b>	0	
Medical Research	<b>0.00</b>	0	
Employment/Job Related	<b>2.08</b>	2	
Food - Agriculture and/or Nutrition	<b>4.17</b>	4	
Housing/Shelter	<b>5.21</b>	5	
Recreation/Sports/Leisure Athletics	<b>3.13</b>	3	
Youth Development	<b>17.71</b>	17	
Human Service Multipurpose	<b>27.08</b>	26	
Civil Rights Social Action Advocacy	<b>1.04</b>	1	
Community Improvement/Capacity Building	<b>2.08</b>	2	
Philanthropy Volunteerism & Grantmaking Foundations	<b>1.04</b>	1	
Public Society Benefit Multipurpose	<b>3.13</b>	3	
Religious Related/Spiritual Development	<b>4.17</b>	4	
Other	<b>3.13</b>	3	

# Which range best describes your annual operating budget?





## In what city/town in Pinellas County is your organization headquartered?

Location/s	Total
St. Pete	34
Clearwater	24
Largo	12
Pinellas Park	5
Tarpon Springs	4
Dunedin	3
Lealman	2
Seminole	2
Indian Rocks	1
Madeira Beach	1
Palm Harbor	1
Tierra Verde	1
11	1
We cover 8 including Pinellas	1
N/A -Tampa	1
N/A	1
No	1

**“Funders must let us know all the terms of a contract before we engage with them... A contract or grant kick-off should not be the place for surprise stipulations and requirements.”**

CEO, health equity, human and recovery services organization

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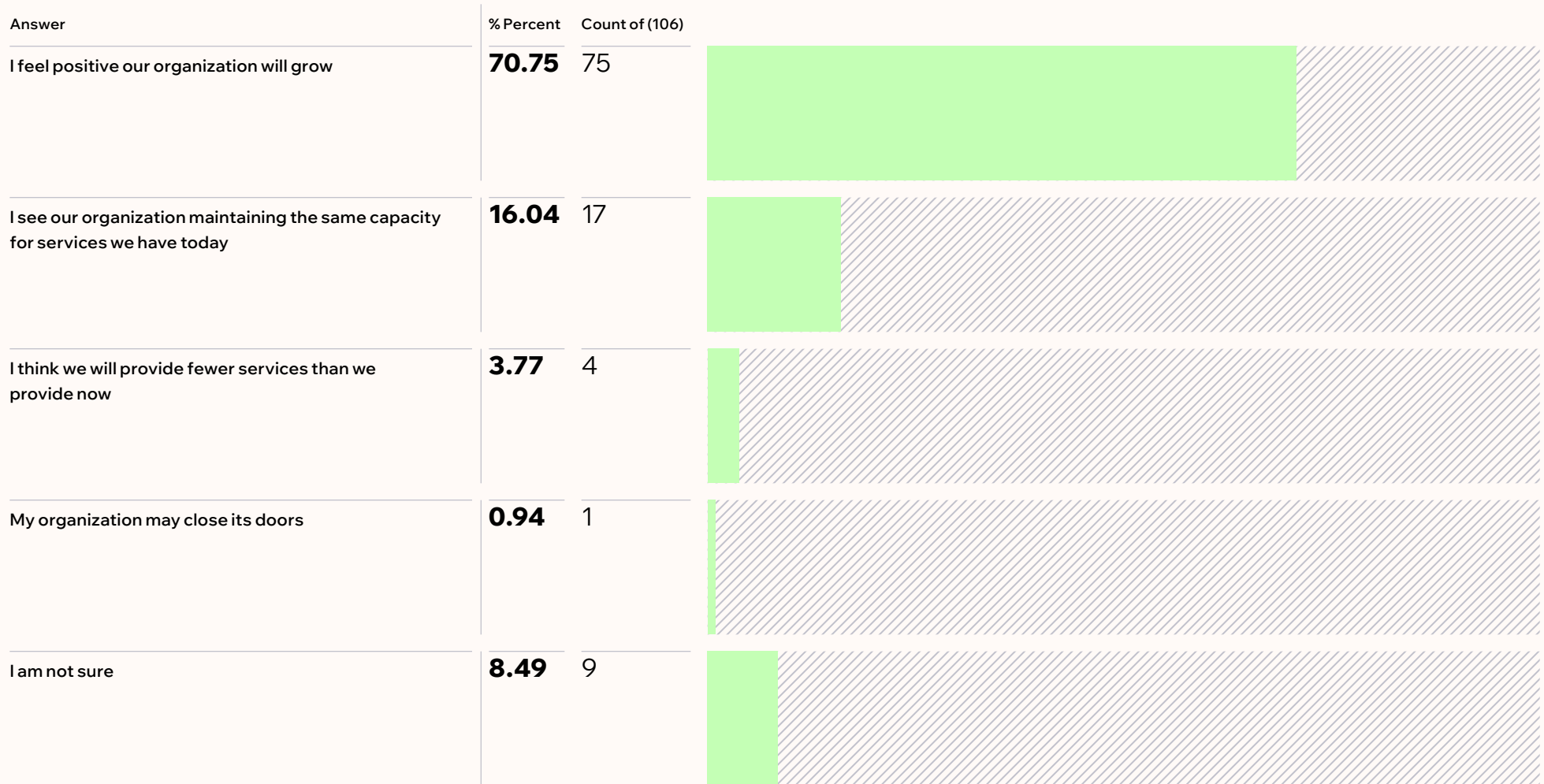


# **Growth, Capacity, Fundraising**

# Please indicate whether board members, volunteers, or staff both provide the following areas of expertise to your organization.

Question	Answer	Board Members	Staff	Volunteers
Fundraising	% Count of (217)	<b>35.48</b> 77	<b>40.09</b> 87	<b>24.42</b> 53
Executive Leadership	% Count of (164)	<b>42.07</b> 69	<b>50.00</b> 82	<b>7.93</b> 13
Finance/Audit	% Count of (170)	<b>47.06</b> 80	<b>45.88</b> 78	<b>7.06</b> 12
Planning/Strategy	% Count of (195)	<b>44.10</b> 86	<b>45.13</b> 88	<b>10.77</b> 21
Relationships/Networks	% Count of (222)	<b>38.29</b> 85	<b>40.54</b> 90	<b>21.17</b> 47
Public Policy	% Count of (136)	<b>44.85</b> 61	<b>50.00</b> 68	<b>5.15</b> 7
Marketing	% Count of (174)	<b>28.74</b> 50	<b>54.02</b> 94	<b>17.24</b> 30
Nonprofit Management	% Count of (145)	<b>37.93</b> 55	<b>58.62</b> 85	<b>3.45</b> 5
Real Estate	% Count of (104)	<b>44.23</b> 46	<b>44.23</b> 46	<b>11.54</b> 12
Banking	% Count of (146)	<b>48.63</b> 71	<b>45.21</b> 66	<b>6.16</b> 9
Legal	% Count of (132)	<b>54.55</b> 72	<b>33.33</b> 44	<b>12.12</b> 16
Human Resources	% Count of (127)	<b>32.28</b> 41	<b>61.42</b> 78	<b>6.30</b> 8
Education/Training	% Count of (157)	<b>22.29</b> 35	<b>54.78</b> 86	<b>22.93</b> 36
Mission-related knowledge	% Count of (212)	<b>37.74</b> 80	<b>41.51</b> 88	<b>20.75</b> 44
Knowledge of the communities they're serving	% Count of (234)	<b>36.32</b> 85	<b>40.17</b> 94	<b>23.50</b> 55
Other	% Count of (3)	<b>33.33</b> 1	<b>66.67</b> 2	<b>0.00</b> 0

## Which statement best applies to your current feelings about your organization’s future growth in the next three years?



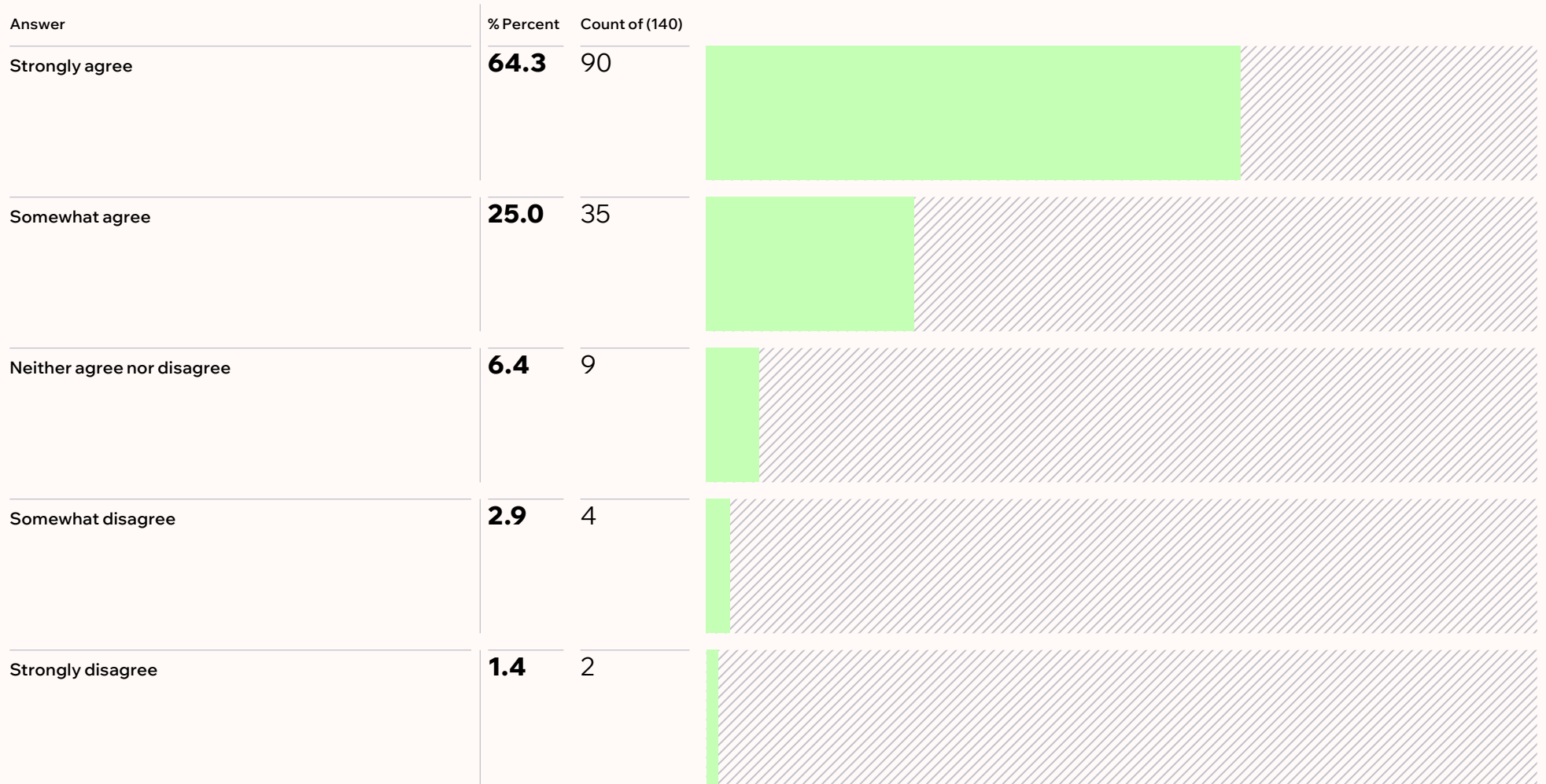
# Which statement best applies to your current feelings about your organization’s future growth in the next three years? \*Budget Categories

Statement	Answer	More than \$5 million	\$1 million to \$5 million	\$250,000 to \$999,999	Under 250,000
I feel positive our organization will grow	<b>%</b> Count of (88)	<b>88.2</b> ▶ 30	<b>67.7</b> 21	<b>58.6</b> 17	<b>62.5</b> 20
I see our organization maintaining the same capacity for services we have today	<b>%</b> Count of (23)	<b>5.9</b> 2	<b>25.8</b> 8	<b>24.1</b> 7	<b>18.8</b> 6
I think we will provide fewer services than we provide now	<b>%</b> Count of (3)	<b>0.0</b> 0	<b>3.2</b> 1	<b>6.9</b> 2	<b>0.0</b> 0
My organization may close its doors	<b>%</b> Count of (3)	<b>2.9</b> 1	<b>3.2</b> 1	<b>0.0</b> 0	<b>3.1</b> 1
I am not sure	<b>%</b> Count of (9)	<b>2.9</b> 1	<b>0.0</b> 0	<b>10.3</b> 3	<b>15.6</b> 5

▶ **Pearson Chi-Square = 0.1**

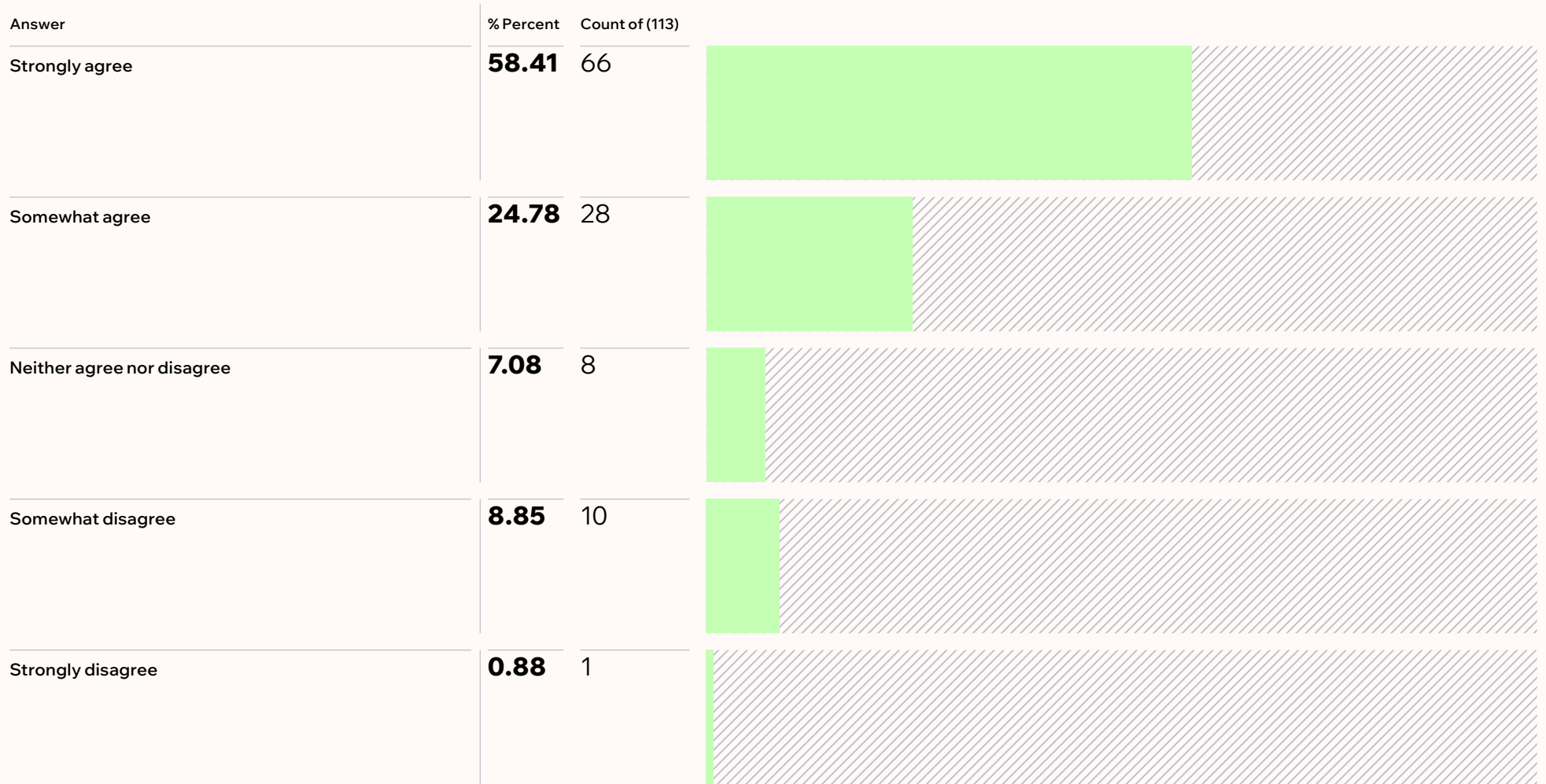
The table above and associated Pearson Chi-Square value shows we can be about 90% confident that the size of the nonprofit’s budget has an impact on perceptions of future growth. From the table, we can see that the leaders of nonprofit with the largest budgets (More than \$5 million) are more likely to be optimistic about growth prospects than the others.

# My organization adapted well to the new demands brought about by the COVID-19 pandemic.





# My organization had total (or near total) control of how it aligned its resources after the COVID-19 pandemic.



# In the past 2-3 years, what aspects of your organization were most heavily impacted by COVID-19?

\*Responses that relate to multiple issues are followed by a <SUBJECT> tag

**10.8%**  
**COVID**  
**Restrictions &**  
**Requirements**  
Frequency 11

Human toll. The delivery of services have been adjusted to limit the physical contact between guests and staff/volunteers. increased need for food services, health and safety issues, lack of resources in our area. (We are considered to be a food desert and many resources do not come to our area, impacting our community. Social distancing with clients. not being able to enter centers. Operations, serving families safely (we stayed open throughout the whole pandemic serving families in-person in our facilities w/ heavily modified operations and services). disconnect from our consumers who rely on face to face interaction. COVID-19 created more challenges for parents & families, but we exist to help them. mask mandates...Unsure of the long term effect to our culture. In-person gatherings and community initiatives.

**19.6%**  
**Funding**  
**/Cost &**  
**Donations**  
Frequency 19

Food pantry requests, fundraising ability, Cost to serve, decrease in donor contributions. Economic status, lack of organizational funding. Fundraising. We also were not able to host fundraising or volunteer appreciation events. economic. Increase expense due to needing to use technology we did not before COVID (telehealth platforms and docusign). Finances, special event fundraising. Need is greater, however lack of unrestricted funding is causing angst and questions for future projects. Donations and travel. Decrease in donations. We adapted! We actually increased our programs and after the first 6 months, revenue got back on track. Completion of projects and use of restricted funds to finish them. sustain their income

**22.5%**  
**Attendance &**  
**Participation**  
Frequency 23

Attendance. client participation. numbers of active clients. attendance. Enrollment. customer program participation. Membership. client participation numbers. Younger students stopped coming, no growth in younger classes It has taken awhile for our participant level to come back to pre-covid levels. Census down. Operations on shelter campus, as no customers were surrendering animals. Daily operations. Board engagement, social media marketing rehearsals and concerts. Attendance declined and are not returning. The community need has increased, operated a food pantry once a month prior to COVID in 2020 began weekly and it continues. effects on some participants. All of our indoor programming suffered a greater than 50% reduction, our indoor rentals are just recovering as of Oct of 2022 canceling programs. Elders had to learn technology. Many were only willing to try because they HAD to attendance at in-person services. We saw less clients and had to quickly figure out how to see clients via zoom. Attendance at events and membership.

**29.4%**  
**Staffing**  
**/Volunteers**  
Frequency 30

Volunteers. Employee and client sick days/vacancies; staffing for children's programs. volunteer engagement and recruitment. Board and staff health problems. fewer volunteers during 2020-2021. lack of volunteers-getting folks back into volunteering. Volunteers. Staffing climate (more want virtual, more benefits than we can offer), retention of staff and clients, motivation of staff and clients. staffing, availability. Staff compensation. staff attendance/health, death of staff member due to COVID-19, ability to impact rapid growth in community needs. staff turnover, increased duties. staff, pt care. But pet hospital revenue grew until staff shortages hit staffing, inability to hire no applicants; Numbers served; supplies/purchasing; need to increase staff salaries; staff retention; Volunteers and in person abilities for service and fundraising events. staff costs. Staffing shortage. funds not coming in to support the program and staff. staffing, program operations. volunteer engagement, locked down not serving clients, census reduction, workforce. Retention.....hot market for employees. The office dynamics of some having the desire and ability to work remotely. Staffing, program revenue. Staffing positions with the Covid related work force. Staffing. getting volunteers

**29.4%**  
**Consumer**  
**Access &**  
**Programing**  
Frequency 30

the first 18 months of COVID required us to shift to remote programming <CONSUMER ACCESS & PROGRAMING>. Closure of some programs, IT challenges, access to schools. Had to suspend building a more suitable and affordable administration office. Program service delivery. technology. Delay in building of used cars and car partsSupplies, ppe, providing programming via zoom/remote, limited performing opportunities Ability to deliver mission in communities due to shut doors at community centers and schools. Access to our clients (not the other way around). We completely overhauled the way in which we deliver services from in-person to primarily virtual. in person programs. Zoom instead of in person. Our focus is on education, which was hit especially hard by COVID. Students, teachers/classrooms, testing results and college selection procedures were all knocked seriously backwards.sting. In person programs and activities all moved to Zoom with adverse. Client traffic in our centers. Opening Hours of programming with children. Ability to meet with potential donors. Board meetings and dialogue. Both limited in ability to meet and work face to face. not enough housing for those in need, influx in mental health issues upon participants, no in-person meetings was challenging, re-grouping after lockdown and worst part of Covid. Service - The numbers of those in need reaching out for help increased dramatically. Reduced access to children when schools closed. Going from in person to telehealth when the COVID numbers increased. Increased demands on the food pantry and clients needs for assistance. Letting people know We are here opened 9 months before the pandemic and getting active board members - getting community engagement. how we operate our day programs. Shut down of trolley services, assisting performing and visual artists to sustain their income

# Which of the following funds/loans your organization applied for, and which it received.

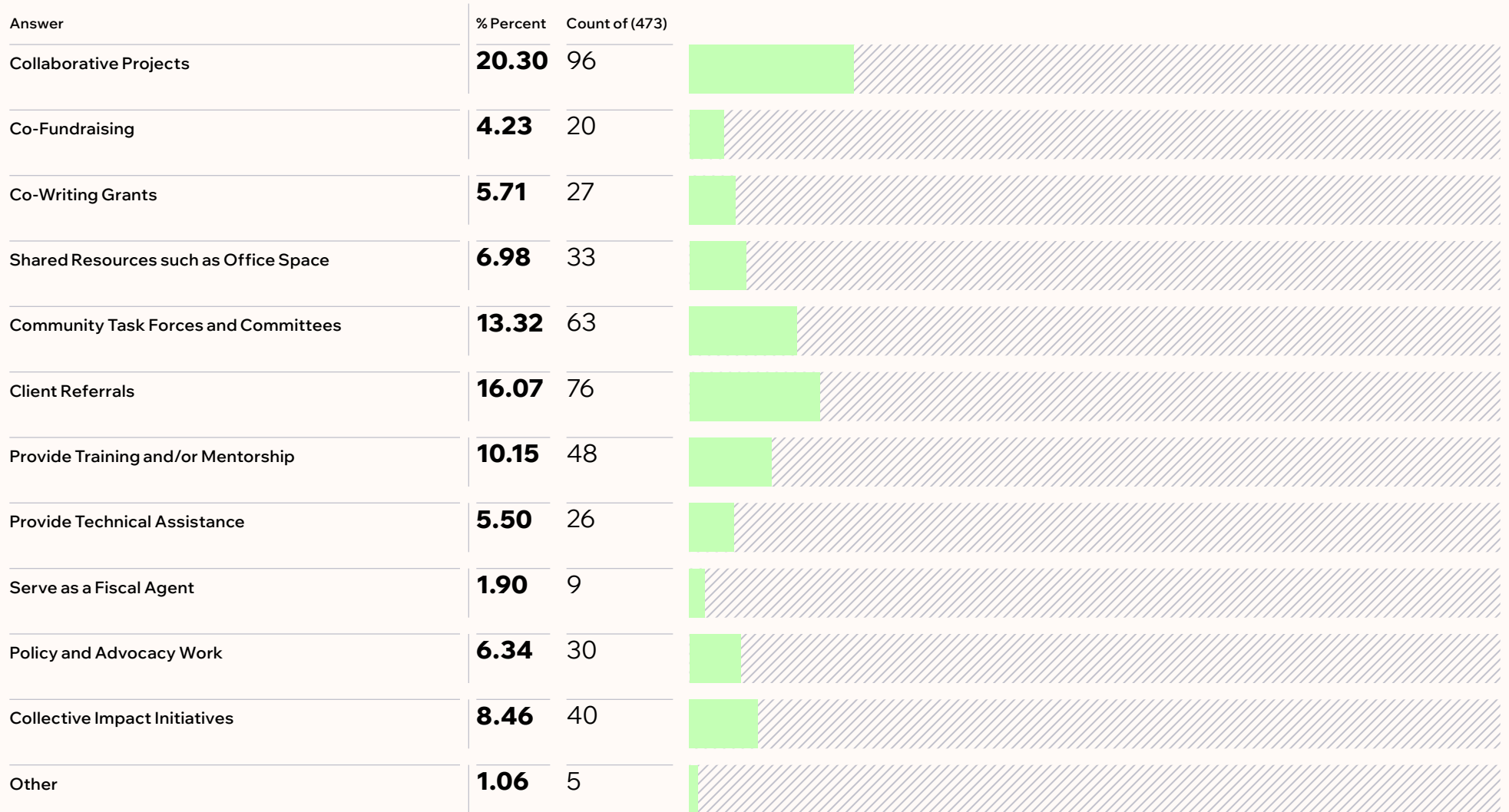


# In the past 2-3 years, what aspects of your organization were most heavily impacted by inflation?

\*Responses that relate to multiple issues are followed by a <SUBJECT> tag

<p><b>5.1%</b> Supply &amp; Demand Imbalance Frequency 5</p>	<p>Increased demand for assistance in rents and food. Shelter animals received (increased), shelter animals adopted (decreased), more no-shows at pet hospital. program participation. The level of need amongst the parents &amp; families that we serve. It's led to us helping even more parents &amp; families and get very good at it. Significant growth in community need necessitating our need to expand and sustain those expansions</p>
<p><b>16.3%</b> Maintenance, Repairs, Services Frequency 16</p>	<p>Vacancy rates, transportation cost increases. services offered and increased client need. Operating without the resources that are disproportionately available to larger organizations. IT Infrastructure and Facilities Maintenance, Repair, and Capital Improvement Projects. installation of these items. building maintenance. Building maintenance and equipment replacement; cost of installations. Facility renovation/construction. Maintenance of Facilities Higher: construction costs, construction material costs, labor costs, land and technology vendors / renovation costs and professional contract costs to facilitate.</p>
<p><b>22.5%</b> Budget &amp; Funding /Donations Frequency 22</p>	<p>Budget. budget. food pantry donations, fundraising attendance at programs/fees. Food donations from Food Banks have dropped SIGNIFICANTLY. lack of organizational funding. funding. Less cars donated, cost of used cars increased 40%, cost of clients maintaining adequate car insurance. lack of increase in revenue. Ability of families to meet tuition increases. The grants we award now are simply worth less, therefore less helpful to our clients, than a few years ago. Financial Giving parents need scholarship for their autistic youth and are program not be able to help because of inflation. funding. Revenue - this limited our capacity to grow our transportation fleet and thus increase number of participants. funding added expense. Unable to meet DEI and BIPOC protocols, resulting in lack of unrestricted funding (2 full time people 3 part time). attendance at fundraising events. Donations and travel. Decrease in donations. Fundraising and facility improvements</p>
<p><b>30.5%</b> Supply Cost /Availability Frequency 30</p>	<p>Costs of building maintenance supplies and vendors. The increased cost of food has resulted in a decrease in food donations. food, fuel, Cost of goods. Construction supplies. Rent, cost of goods and services to clients, travel expenses &lt;MAINTENANCE, REPAIRS, SERVICES&gt; Cost of food and supplies for the animals &lt;MAINTENANCE, REPAIRS, SERVICES&gt; Costs of goods, Supplies, supply and gas costs. cost of everything we purchase, including consumer equipment and cost of student supplies, cost of renting performance spaces. Cost of feed, hay and supplements for the horses &lt;MAINTENANCE, REPAIRS, SERVICES&gt; Food, No Affordable places to rent for organization. Rent food costs for clients. We have no physical location and the new real estate market is making acquisition of a physical space more difficult. the ability to buy land and housing. Prices charged by venues. Cost of items we purchase under our CEMA Program that keep Consumers safe and independent, including grab bars and Our costs have increased at a much higher rate then we can make up in our pricing to our community. Construction materials, increased rents, increased prices for most needed items. food and supply costs, utilities costs, housing costs. Cost of goods. real estate costs. Office Supplies and Printing Costs. Rising expenses for rent, utilities, curriculum, supplies have led to higher tuition and expenses. Cost of food for distribution to our clients. We are a food pantry. Affordable Housing Development. Apartment Unit upgrades. Buying wheelchairs, contractors and building supplies for home modifications,</p>
<p><b>38.8%</b> Wages, Payroll &amp; Compensation Frequency 38</p>	<p>Participation. Employee and contractors quality of life / Payroll. Employee turnover. Wages, salaries. Staffing, insurance. Healthcare costs. Clientele. Contract labor. ability to pay competitive salaries. staffing. Staff compensation aiding staff in surviving inflationary pressures. pt no shows, staff. Payroll. Our ability to pay staff an equitable wage. Staff retention has been increasing challenging because we do not pay an equitable wage given the educational requirements needed for key positions. Staff salaries. staffing due to salaries; Fewer volunteer attorneys willing to take on pro bono cases, difficulty filling vacant positions due to pay being offered &amp; lack of benefits. Salaries Staff costs. Staff Retention. Ability to retain staff due to cost of gas and other services. Staffing (recruiting, hiring, retention), program enrollment, changes in more need in community for services and support. salaries. Staff feels pinched. employee salaries, insurance costs. Ability to retain staff and offer competitive wages. Professional Liability/Property/Cyber/etc. Insurance, rent, competitive market rate for salaries, health insurance. staffing costs - wages, health care and other benefits. ability to hire. Trying to keep up with cost of living for salaries. Transportation of participants and retention of part time staff. Payroll. Salaries and wages followed by insurance costs (arguably whether due to inflation) facility renovation and staff recruitment and retention. Ability to add staff and increase remuneration for staff and artists.</p>

# How does your nonprofit organization collaborate with other nonprofit organizations?

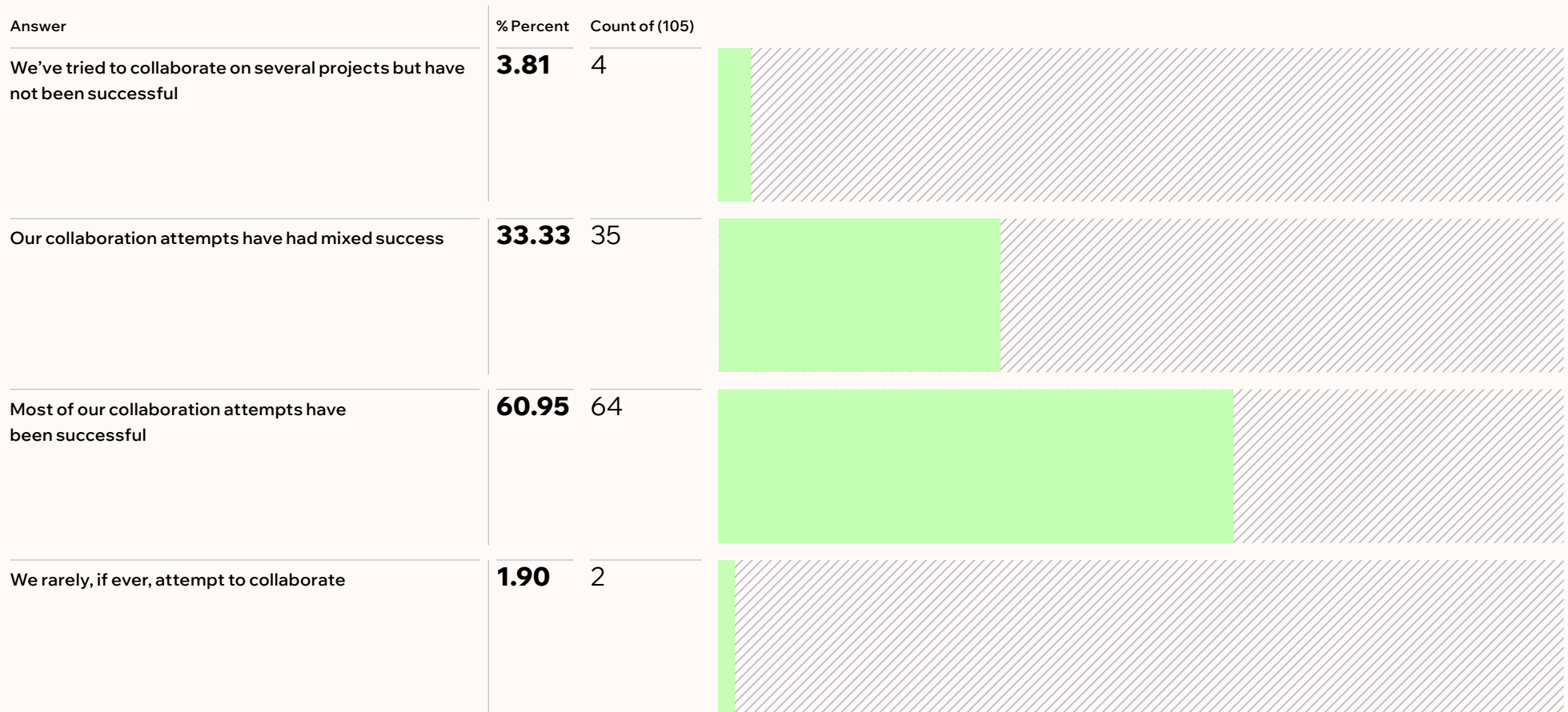


**“For organizations at a certain scale, we have sophistication and expertise... In the business world, no equity partner would lay excessive reporting requirements on a startup, let alone an established business.”**

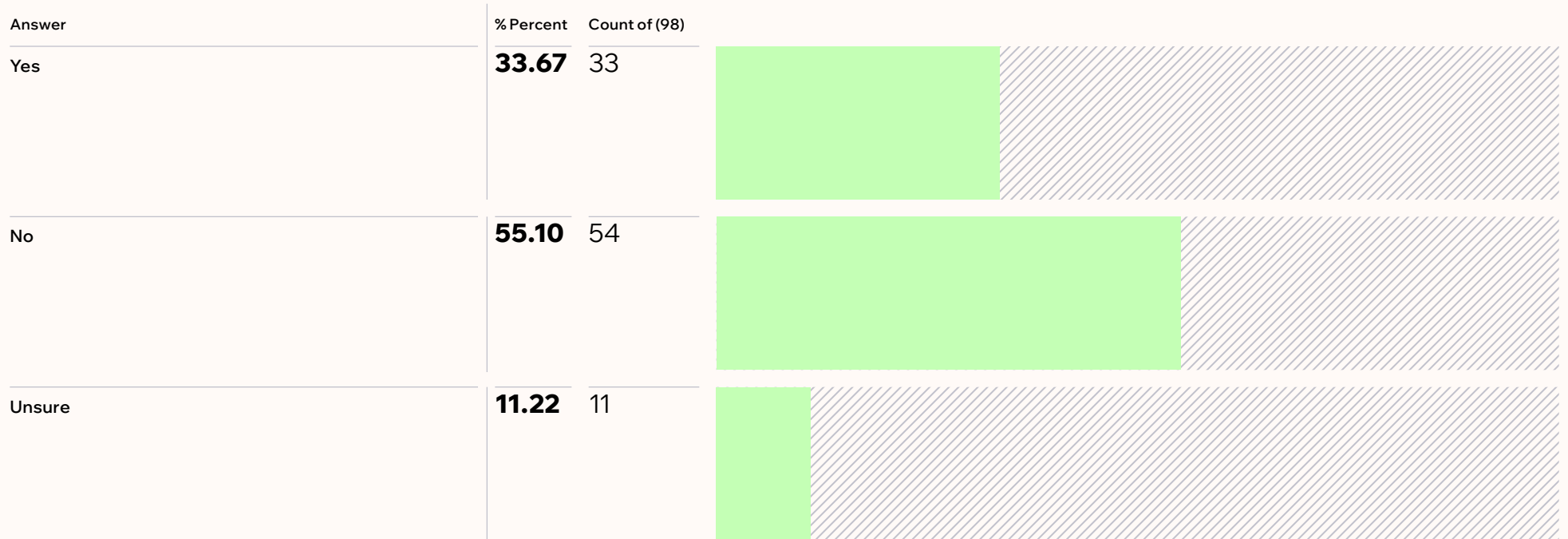
CEO, health equity, human services organization

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## Which statement best describes your collaboration attempts with other nonprofit organizations?

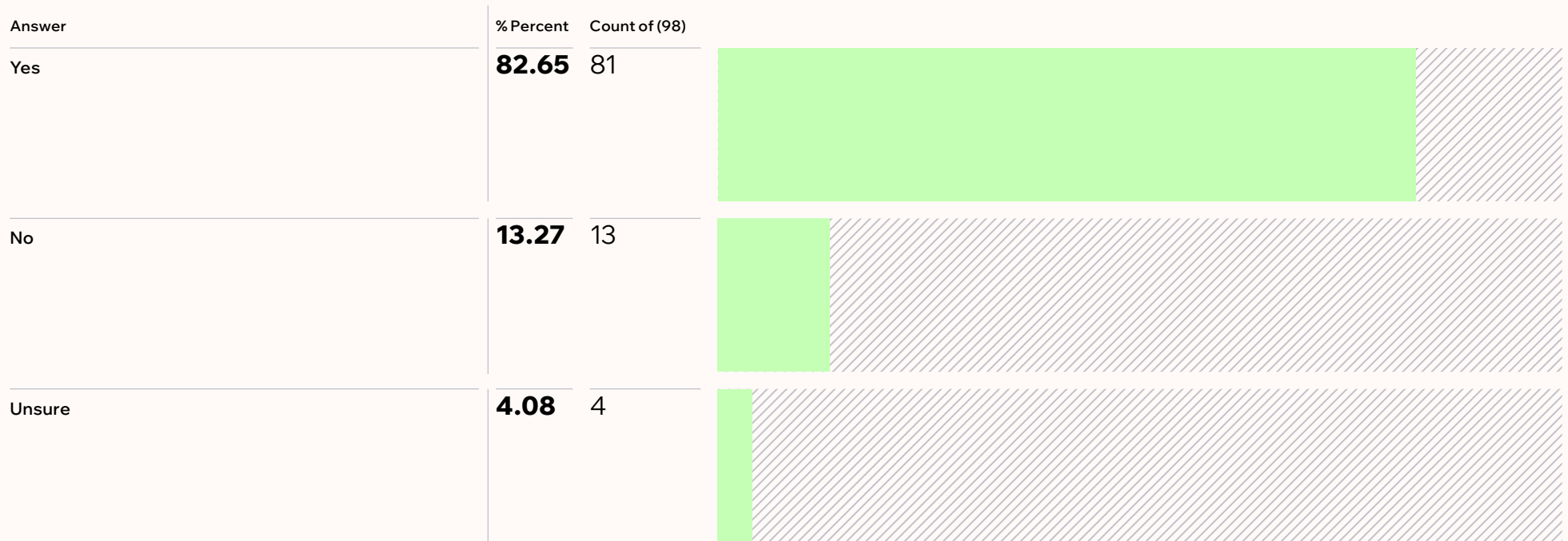


## Have you worked on a collective impact initiative in the past two years?





## Do you collaborate with government (local, state, federal) entities?



## Of the following, which three factors would most increase the capacity of your nonprofit?

Answer	% Percent	Count of (298)	
Increased Unrestricted Funding	<b>28.52</b>	85	
Appropriate Staff Size	<b>13.09</b>	39	
Enhanced Technology	<b>5.70</b>	17	
Ability to Collaborate with Others	<b>2.01</b>	6	
Increased Board Engagement	<b>7.72</b>	23	
Improved Marketing & Communications	<b>10.07</b>	30	
Improved Physical Facilities	<b>7.38</b>	22	
Improved Staff Skills/Expertise	<b>4.36</b>	13	
Hiring Qualified Employees	<b>7.05</b>	21	
Location/Accessibility to Clients	<b>1.68</b>	5	
Participation in Professional Training	<b>0.34</b>	1	
Legislative Advocacy	<b>1.68</b>	5	
Engaging Talented Board Members	<b>8.72</b>	26	
Other	<b>1.68</b>	5	

# Relationship between “Which three factors would most increase the capacity of your nonprofit?” and ‘Operating Budget’

For those underlined in mint (.05 significance level or less) and lavender (.10 significance level or less), the overall operating budget of the organization was found to have a significant impact on whether the following factors were identified. For the others, the operating budget of the organization was not found to have a significant impact.

Factor	Organizations selected by:	Significance	More than \$5 million	\$1 million to \$5 million	\$250,000 to \$999,999	Under 250,000
Increase Unrestricted Funding	%	0.115				
Appropriate Staff Size	% #	0.084	44.1 15	41.9 13	40.0 12	17.6 6
Organizations with the smallest budgets (under \$250,000) were less likely to cite appropriate staff size as factor that would increase the capacity of a nonprofit (at 90% confidence level).						
Enhanced Technology	%	0.242				
Ability to Collaborate with Others	%	0.877				
Increase Board Engagement	%	0.364				
Improved Marketing & Communications	% #	0.042	17.6 6	29.0 9	16.7 5	44.1 15
The organizations with the smallest budgets (under \$250,000) were more likely to cite improved marketing & communications as a factor that would increase capacity than the larger organizations.						
Improved Physical Facilities	%	0.827				
Improved Staff Skills/Expertise	%	0.938				
Hiring Qualified Employees	% #	<0.001	47.1 16	19.4 6	23.3 7	2.9 1
Organizations with budgets over \$5 million were much more likely to cite the hiring of qualified employees as a factor that would increase their capacity than those with medium-sized operating budgets (47.1%). Further, those with the smallest budgets were least likely to cite hiring qualified employees as a factor (2.9%).						
Location/Accessibility to Clients	%	0.921				
Participation in Professional Training	%	0.364				
Legislative Advocacy	%	0.624				
Engaging Talented Board Members	%	0.470				

# Relationship between “Which three factors would most increase the capacity of your nonprofit?” and ‘Organizational Mission.’

Mission of the nonprofit as divided into eight groups below.

Respondents were asked “Which three factors would most increase the capacity of your nonprofit?” Each of the identified factors were cross-tabulated against the general mission of the organization.

For those underlined in mint, the mission of the organization was found to have a significant impact on whether the following factors were identified (.05 significance or less). For those factors, tables elaborating on the impact are provided. For the others, the mission of the organization was not found to have a significant impact.

Factor	Organizations selected by:	Significance	1 Arts, Culture, & Education	2 Environment	3 Human Health	4 Food, Shelter, Employment, & Human Services	5 Youth Development & Rec	6 Civil Rights, Advocacy, & Social Action	7 Philanthropy, Capacity Building & Grantmaking	8 Religion & Spiritual Development
Increase Unrestricted Funding	%	0.552								
Appropriate Staff Size	%	0.221								
Enhanced Technology	% #	<0.001	10.0 2	0.0 0	85.7 6	22.0 9	4.3 1	0.0 0	20.0 1	33.3 2
Organizations specializing in enhancing human health were much more likely to cite enhanced technology as a key factor in terms of increasing capacity. This finding was found to be significant at the 99+% level.										
Ability to Collaborate with Others	%	0.734								
Increase Board Engagement	%	0.792								
Improved Marketing and Communications	%	0.730								
Improved Physical Facilities	%	0.338								
Improved Staff Skills/Expertise	%	0.516								

# Relationship between “Which three factors would most increase the capacity of your nonprofit?” and ‘Organizational Mission.’

Continued...

Factor	Organizations selected by:	Significance	1 Arts, Culture, & Education	2 Environment	3 Human Health	4 Food, Shelter, Employment, & Human Services	5 Youth Development & Rec	6 Civil Rights, Advocacy, & Social Action	7 Philanthropy, Capacity Building & Grantmaking	8 Religion & Spiritual Development
Hiring Qualified Employees	%	0.384								
Location/Accessibility to Clients	%	0.975								
Participation in Professional Training	%	0.987								
Legislative Advocacy	% #	0.047	0.0 0	50.0 1	14.3 1	4.9 2	0.0 0	0.0 0	0.0 0	16.7 1

Participants from only five organizations chose legislative advocacy as an option, but because 1 of 2 respondents (50%) from environmental non-profits chose the option, compared to 1 in 6 or fewer responses from any of the other mission categories, this difference was deemed significant at the 95% level.

Engaging Talented Board Members	% #	0.048	35.0 7	100.0 2	0.0 0	24.4 10	21.7 5	25.0 1	0.0 0	0.0 0
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Individuals from environmentally-driven organizations, as well as those from Arts, Culture, & Education were significantly more likely to cite engaging talented board members as a factor that may increase capacity than those whose missions involve human health, philanthropy, capacity building & grantmaking, and religion and spiritual development.

## Aside from funding, what issues pertaining to your organization keep you up at night? Describe as many issues as you would like.

\*Responses that relate to multiple issues are followed by a <SUBJECT> tag

**4.8%**  
**Public perception & treatment**  
Frequency 5

Hesitancy of other nonprofits to collaborate  
Lack of diversity in hiring.

**9.6%**  
**Cultural**  
Frequency 10

Systemic racism, I organization is often denied opportunities and ideas co-oped without permission support or recognition<**PUBLIC PERCEPTION & TREATMENT**> maintaining connection in low-economic areas, sustaining ethnic balance <**COMMUNITY/REACH**> lack of diversity in attracting customersand child safety.

**32%**  
**Community /Reach**  
Frequency 34

Attendance. Fundraising. Opportunities **CULTURAL**><**PUBLIC PERCEPTION & TREATMENT**> Not being able to reach all the families who are in need. Growth – there is considerable demand for services. Our model is very people intensive which makes expanding coverage a challenge. regulatory demands, community participation keep up with the demand from the community. meeting demands, that will allow us to fully operate to the levels that we need to. political climate in FL, messaging and marketing, Economic Climate Uncertainty (external conditions, community needs, providing fun new activities for our participants. not reaching all of the homeless/human trafficked girls out there, health and safety of the girls<**CULTURAL**>, changes in consumer behavior (donors, clients, volunteers)<**CULTURAL**> How to reach Donors with no fundraising history; Succession Planning: Eligibility requirements for programs/shelters not being inclusive. Programs participation and retention. We also need to get our program and our story into the community better to make sure we reach the people who could use us. Children and parents in community settings. Operating in unincorporated Northern Pinellas while resources are given first to South Pinellas and incorporated areas first. Sufficient ways to reach the community that is in need but it also affects our community. We provide counseling and other services to lower income families and they cannot afford private pay clinicians, but a lot of clinicians are going that route due to inflation and the state of our economy. Child welfare is another concern and how these children need services.<**FINANCIAL**><**CULTURAL**>. Attendance at events adapting to the needs of the community families and community. Mission. expanding services to at risk youth communities; expanding fleet of vehicles for student transportation, how to do more in our community. Changing climate in state of FL. Our impact in the community, respect for the program, access to needed resources, community representation on board, kids on waitlist, events more community engagement, marketing, visitors.

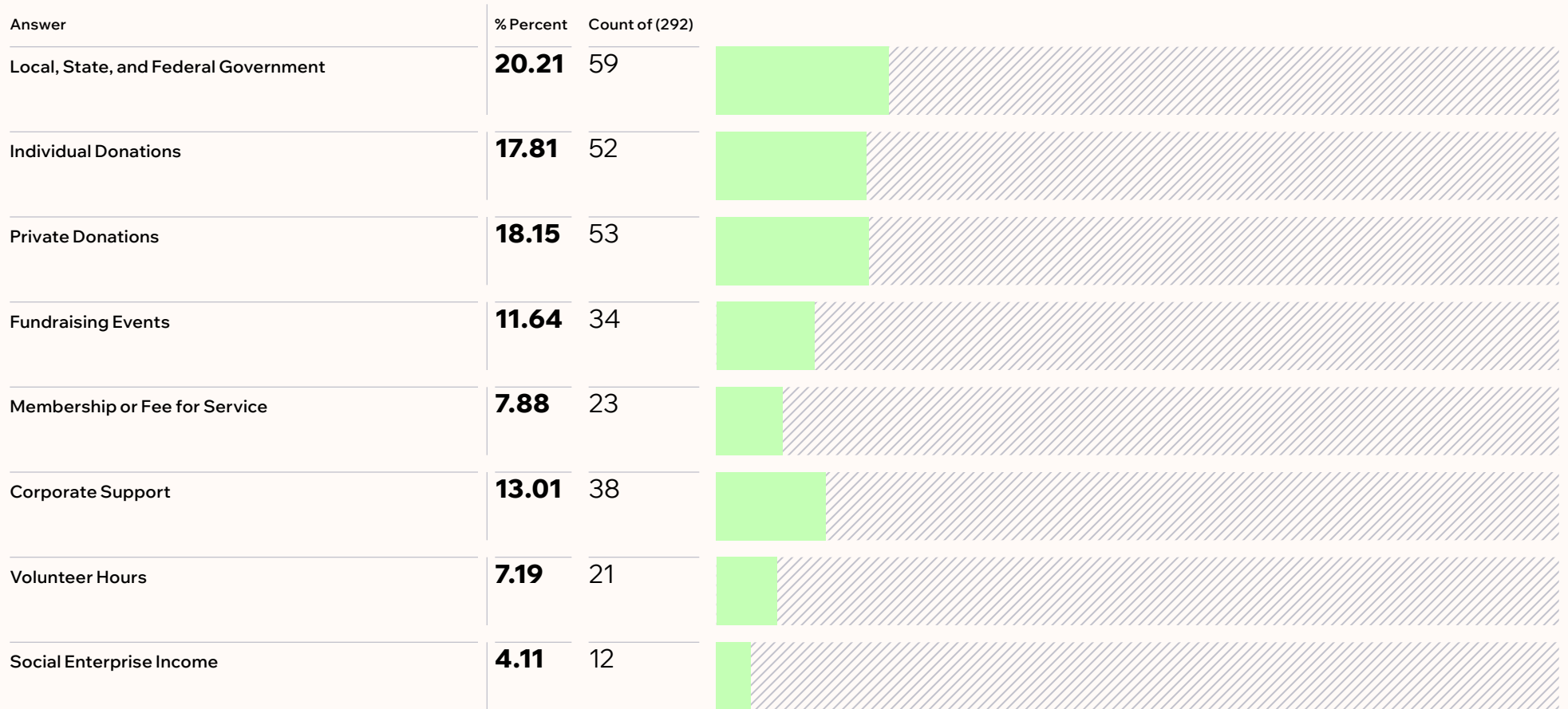
**35%**  
**Financial**  
Frequency 35

Financials; IRS 990. Diversification of Funding - we are highly dependent on one large annually renewable funder. inflation, budget, fundraising and diversifying funding sources. Receiving enough in-kind donations to keep up with Affordable Housing for clients <**COMMUNITY/REACH**> competitive wages. Continued repercussions of loss of revenue due to COVID Impact of economy on families <**CULTURAL**> ex. possible recession), availability of necessary resources, fundraising, salaries and benefits, /benefits, growth Re-location of rented facilities due to our building being sold, poor salaries, funders pay their staff an above average salary but won't allow providers to do the same and then blame and shame the providers, funders recruit staff from providers, funders recruit staff from providers and pay them more, "take it" or "leave it" contracts without actual negotiation, reimbursement contracts without prompt reimbursements, eligible expenses being denied reimbursement, provider taking all of the risk, funders not working together to know the restrictions that each funding source has put in place, making everything a competitive procurement and then criticizing providers for being competitive and proprietary, funders making decisions without working in partnership with providers Staff Pay Increases/how to implement and sustain; Staff unable to meet their financial needs with economy where it is; Sustainability; Fundraising Budgeting and lack of certain documentation (because of our life cycle; no 990 or payroll information) Financial - Pay increases; Sustainability; Special Projects; Sufficient food inventory for food pantry, adequate operating funds None, really, other than funding Participation of volunteers has declined. Cost of storage, cost of staff and provide scholarships. Affordable housing, in-kind donations, under paid staff more cost, families living on the streets, not enough affordable housing keeping up with competitive pay. increased inflation for services (utilities, rent, insurance, IT support etc.), and keeping pace with salaries/benefits to meet escalated housing expenses for staff. Heavy reliance of state funding for scholarships. Large fundraising event costs of renovations to property and procuring renovation funding. Sustainable funding for the arts, positive collaborations, county and city funding.

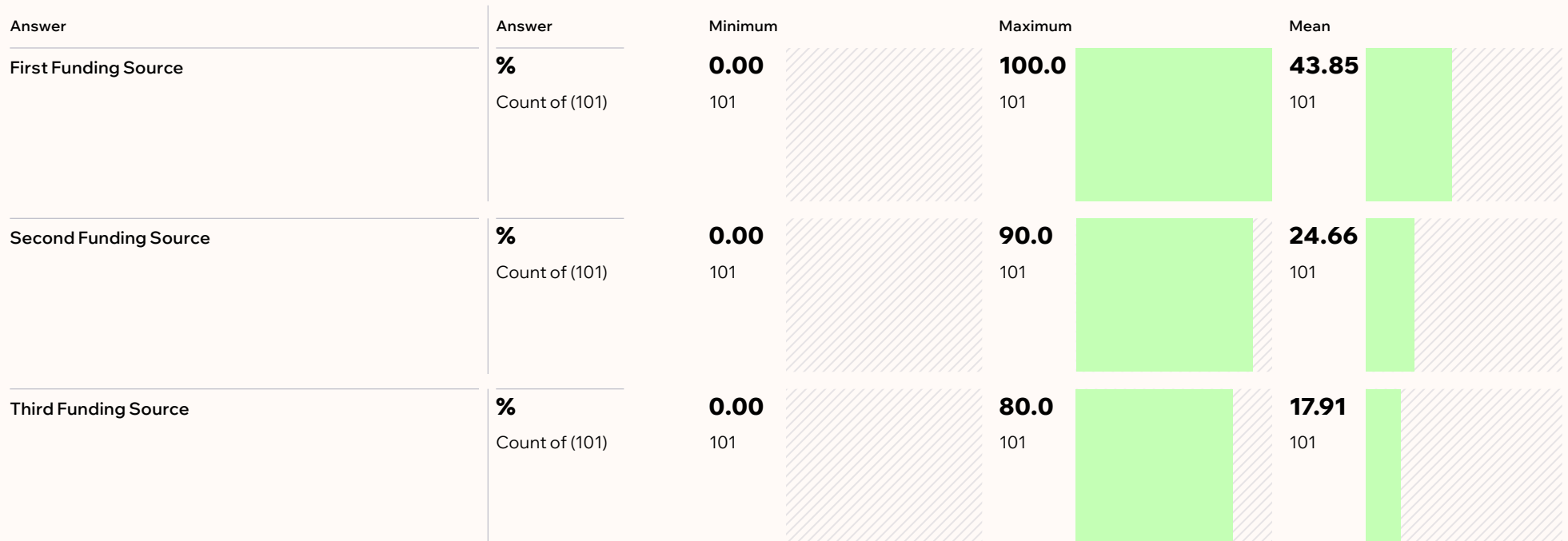
**75%**  
**Teamwork /In office relations**  
Frequency 78

Rebuilding team morale. Building strong leadership on the board. Staffing, board, engagement. Succession - Our CEO is a volunteer. We need capacity and talent to replace the many activities that are done by this individual. staffing. Health and safety of staff and clients. Board development, staff retention. Talent. collaboration. Location. We need a bigger space in our current demographic. Health concerns among staff and volunteers, teams are understaffed, pressure to show results, attracting and retaining the right talent. Staffing, Volunteers, getting the amount of work done in time. STAFFING. RETENTION (of staff and clients) Networking challenges <**CULTURAL**><**COMMUNITY/REACH**> space, staffing issues, staffing. Staffing. Having enough volunteers to meet demand. Volunteers. Staff and Volunteer Recruitment/Retention Acquiring and retaining donors.<**PUBLIC PERCEPTION & TREATMENT**> Staffing, succession planning. Adequate staffing. Contract compliance, finding enough time to get everything done. Membership. HR issues Patient safety, ppe supplies. staff retention a failing program which the board micro-manages, staff retention. Staff retention. Board of Directors trying to shut down the nonprofit because they do not want to be on it anymore. Our census of girls down due to the lingering effects of COVID, Decline in membership during COVID that will take years to recover from and its impact on unrestricted revenue. Staffing, Turnover/staff retention, recruitment of qualified staff, demands of funders without any understanding of how things work, Staff Retention, Maintaining a board that is accomplishing something as opposed to just meeting, finding the time and space to engage in robust evaluation of services and to involve clients & the community in planning for new programming, being able to offer decent benefits to employees. Committed Volunteers. New volunteers. perception. scammers. Finding talented board members with a vision for our future needs and willing to work towards those needs. Hiring staff - finding individuals with passion for our mission and ability to work variable schedules. Access to those we seek to serve; includes impact of COVID impact on daycares and hiring shortages in child caring agencies. Parent gatherings slow to resume. Personnel challenges, Staffing- Recruitment and retention; Fundraising projects. Board engagement, sustainability, ensuring we continue to fulfill our promises to the community, staff retention, find enough volunteers, Staff retention since we are an agency that bills Medicaid and that funding does not compensate appropriately. This affect staff, Safety, Staffing shortage staffing and retention, HR and Staffing issues. Staying mission focused, retaining employees, hiring in skilled and knowledgeable staff who can help move our mission forward, keeping programs going with limited resources, providing quality services, pivoting to make the best use of our resources, which includes making hard choices that impact, staff, Succession Planning, continuity, Staff growth and retention, not enough help, Rapid growth through COVID and need for sustained impact at this level (more staff, more risk, more need) succession planning, infrastructure creation, volunteer coordination, client crises. Collaborating to provide enough wraparound support to REALLY help people in a profound way. Safety, volunteer & parent participation, community leaders recognizing Board term limits, Workforce, Governmental and Legislative regulations. Hybrid Work policies. Too small of a staff to meet DEI and BIPOC protocols. Lack of volunteer help at fundraising events. Shortage of staffing and Meeting increased number and needs of clients since the pandemic, Building a strong board, working locations. Risk management. Staffing positions, One staff per department, one staff not wanting to work from home. Staffing, Sustainability <**FINANCIAL**> COA Re-accreditation and licensing regulations. Growth, the right staff, talent. Support and policies from the state; staff retention (competitive wages); Micro-management by the Board of Directors <**FINANCIAL**> More volunteers, staff recruitment.

## Choose the top three funding sources most critical to your organization’s current budget.



# Of your top 3 funding sources provided above, which percentage of your organization’s budget do they represent?





## If one or two of your key funders stopped funding your organization, which options below would most likely occur?



**“Nonprofit growth depends upon capital and your business model. Half our nonprofits have done well in recent years, half have not... 501c3 is a tax status, not a business model. If you have thrived during the pandemic, it’s because you have adapted and stayed connected to the marketplace.”**

President and CEO, human services organization

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# ‘If one or two of your key funders stopped funding your organization, which options below would most likely occur?’ and ‘Operating Budget.’

For those underlined in mint below (95% confidence level), the overall operating budget of the organization was found to have a significant impact on which options would most likely occur if one or two key funders stopped funding the organization. For the others, the operating budget of the organization was not found to have a significant impact. For those organizations where the operating budget appeared to play a role in options selected, the tables below provide more detail.

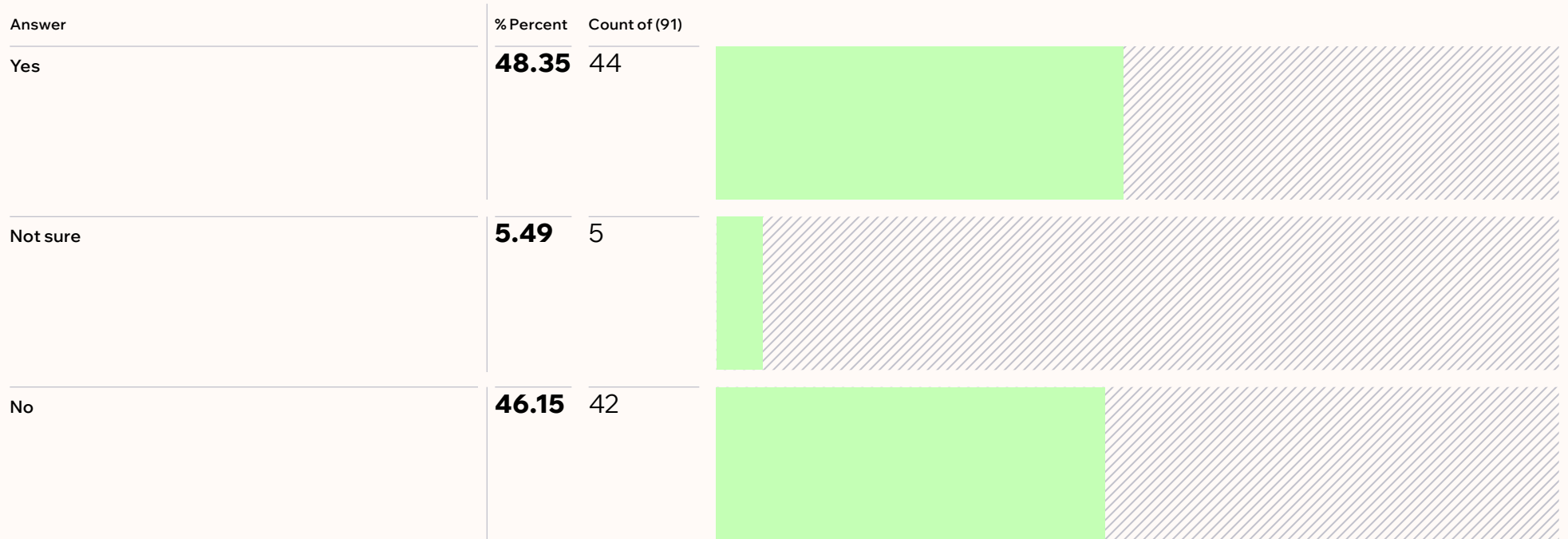
Option	Organizations selected by:	Significance	More than \$5 million	\$1 million to \$5 million	\$250,000 to \$999,999	Under 250,000
We would have the ability to solicit other funders	%	0.181				
We would use our reserves	% #	0.007	32.4 11	61.3 19	36.7 11	20.6 7
A significantly greater percentage of organizations with budgets between \$1 million and \$5 million indicated they'd use their reserves than any other budget category.						
We would turn to the board for additional financial support	% #	0.009	5.9 2	22.6 7	40.0 12	17.6 6
Organizations with very large budgets (over \$5 million) are much less likely (only 5.9%) to turn to the board for additional financial support. In contrast, 12 of 30 (40% of nonprofits in the \$250,000 - \$999,999 range) expressed that they would reach out to their board for additional financial support.						
We would reduce programming/services	%	0.225				
We would reduce our staff	% #	<0.001	52.9 18	61.3 19	33.3 10	14.7 5
As can be seen in the table row above, the organizations with larger budgets (over \$1 million) are much more likely to reduce staff if one or two key funders stopped funding the organization.						
We would recruit more volunteers	%	0.719				
We would close our doors	% #	0.050	0.0 0	9.7 3	20 6	17.6 6
Among those nonprofits with budgets more than \$5 million, no respondent indicated they would close their doors. Among those nonprofits with budgets under \$1,000,000, however, between 17.6% (6 of 28 with budgets under \$250,000) and 20% (6 of 24 with budgets between \$250,000 and \$999,999) of respondents indicated they would shut down operations.						
We would identify partner agencies to fill the gaps	%	0.772				

# Relationship between, ‘If one or two of your key funders stopped funding your organization, which options below would most likely occur?’ and ‘Organization Mission.’

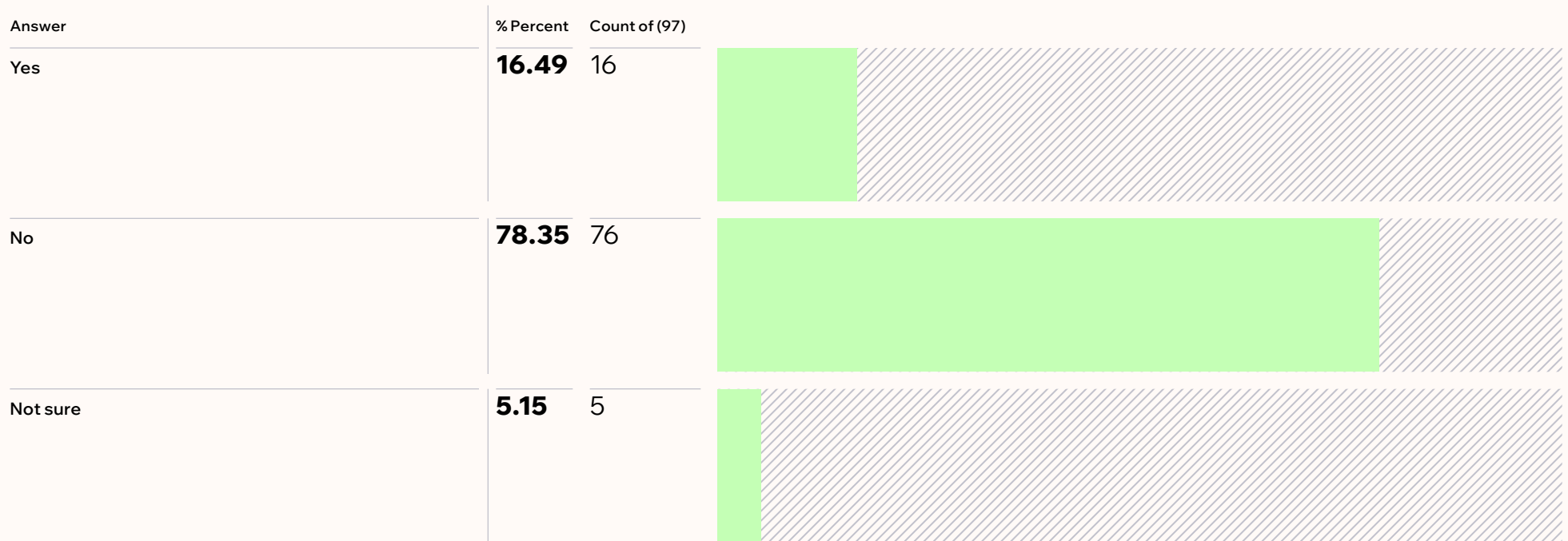
For those underlined in mint (95% confidence level), the organization’s mission was found to have a **significant impact** on which options would most likely occur if one or two key funders stopped funding the organization. For the others, the operating budget of the organization was not found to have a significant impact. A table is presented elaborating on organization mission impacts the option that was found to be significant.

Option	Org's selected by:	Significance	1 Arts, Culture, & Education	2 Environment	3 Human Health	4 Food, Shelter, Employment, & Human Services	5 Youth Development & Rec	6 Civil Rights, Advocacy, & Social Action	7 Philanthropy, Capacity Building & Grantmaking	8 Religion & Spiritual Development
We would have the ability to solicit other funders	%	0.191								
We would use our reserves	%	0.296								
We’d turn to the board for additional financial support	%	0.451								
We would reduce programming/services	%	0.468								
We would reduce staff	% #	0.032	15.0 3	50 1	0.0 0	43.9 18	52.2 12	50.0 2	80.0 4	66.7 4
<p>From the data, 80% (4 respondents out of 5) of those with a focus on Philanthropy, Capacity Building, and Grantmaking and 66.7% (4 respondents out of 6) would reduce staff. This compares to ‘only’ 18 out of 41 respondents (43.9%) in Food, Shelter, Employment, &amp; Human Services.</p>										
We would recruit more volunteers	%	0.207								
We would close our doors	%	0.687								
We would identify partner agencies to fill the gaps	%	0.196								

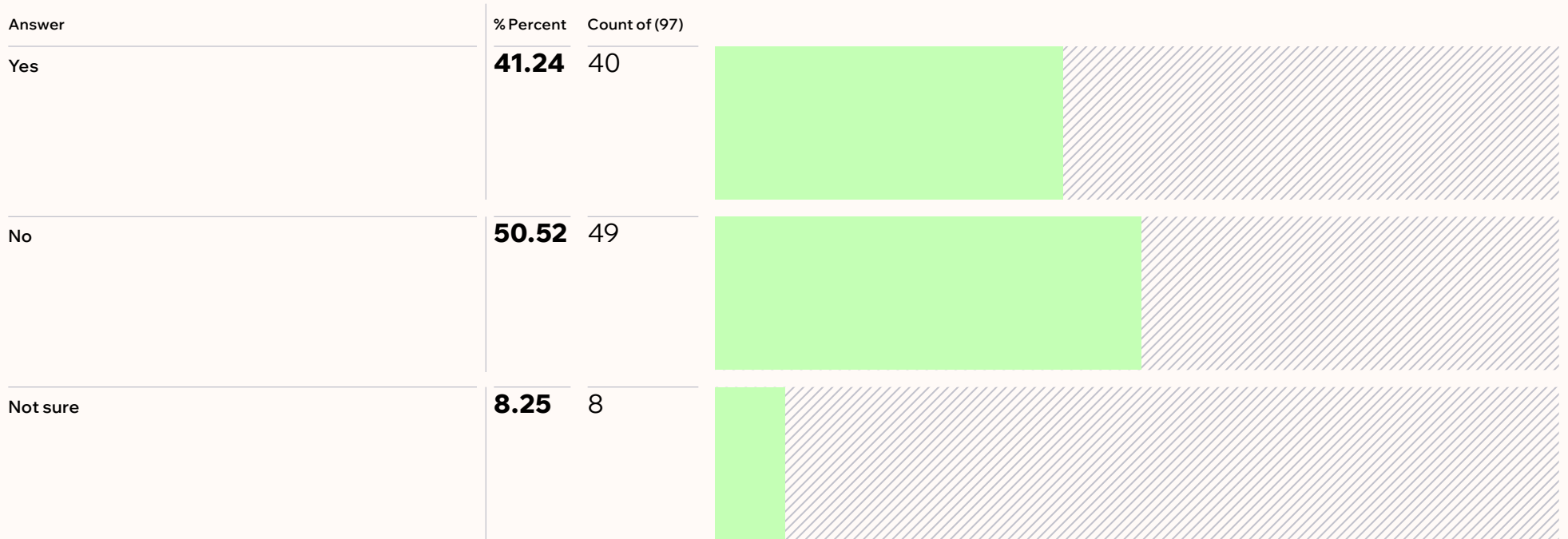
# Over each of the last three years, we have met our fundraising goals.



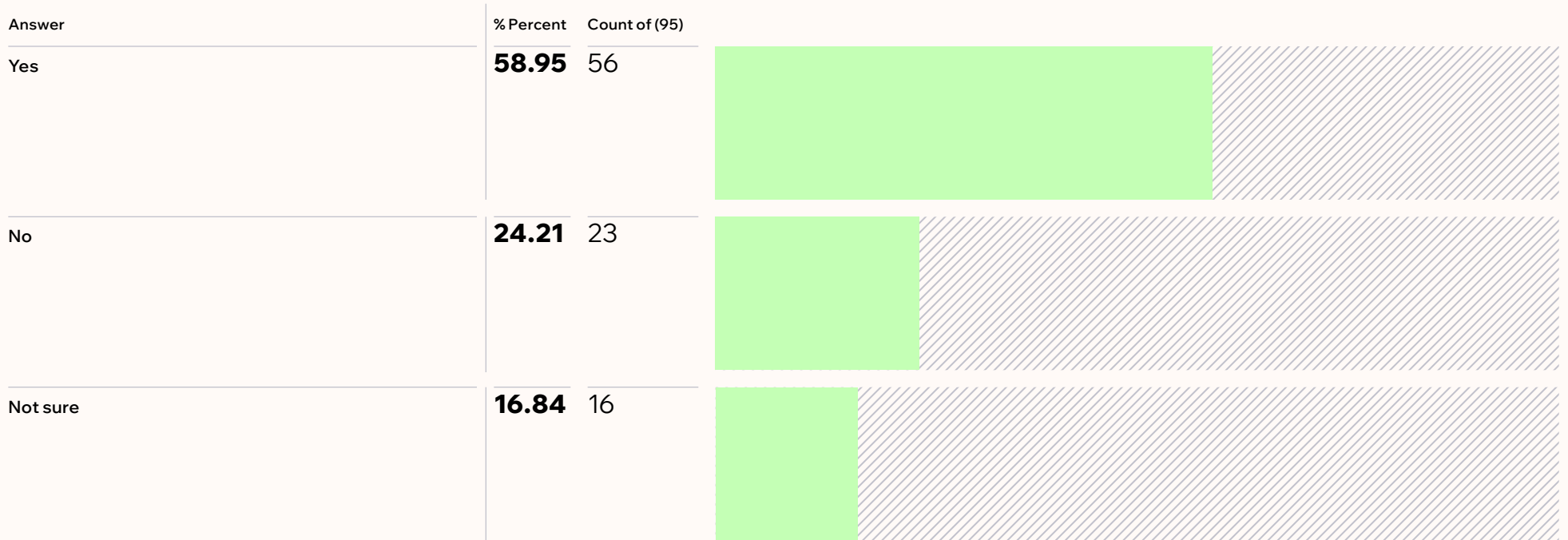
# The majority of our gifts in the past 24 months have been \$5,000 or more.



# We are able to recruit donors at \$5,000 and above on an annual basis.

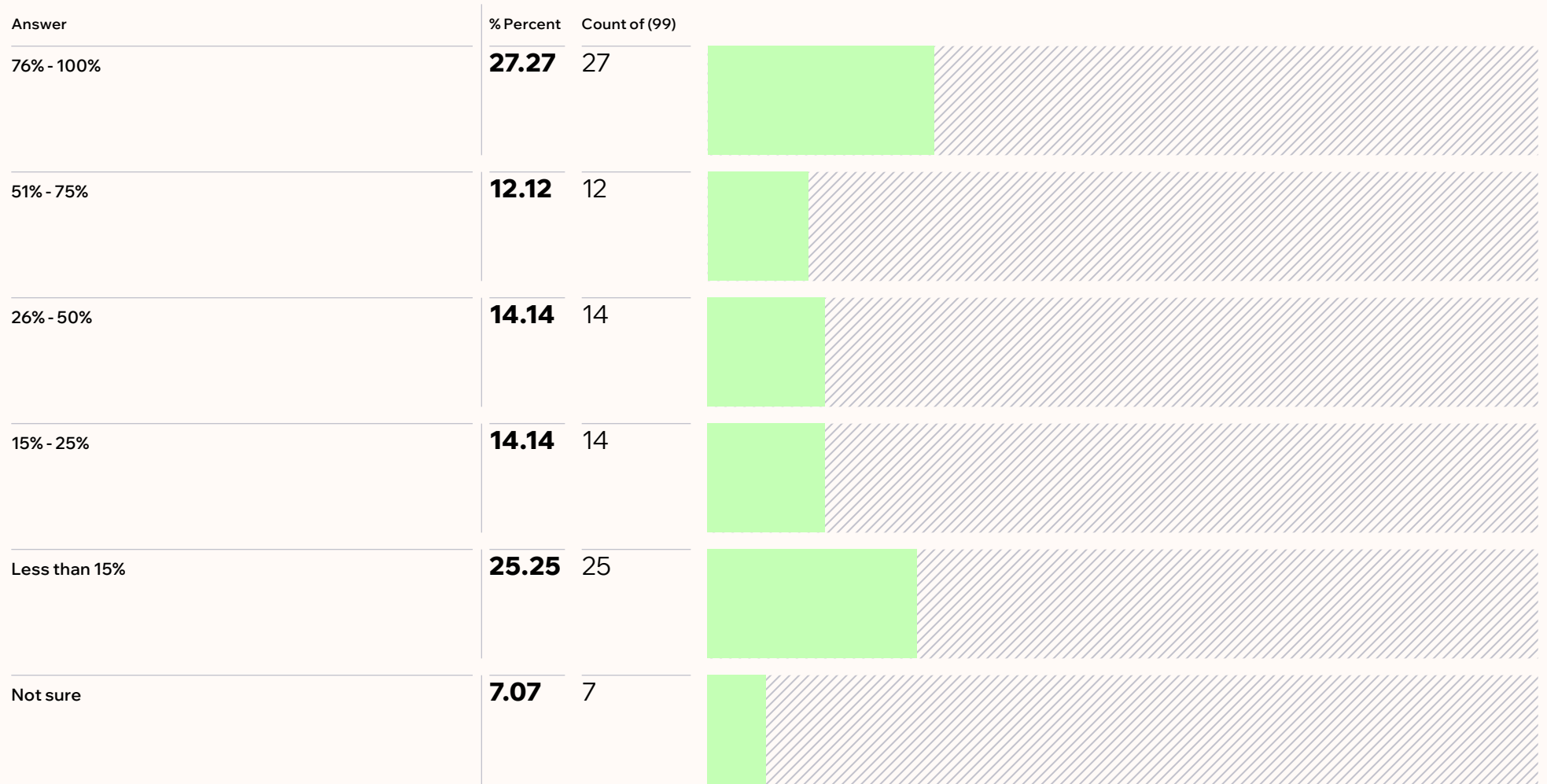


# We are able to recruit new donors of any giving level annually.

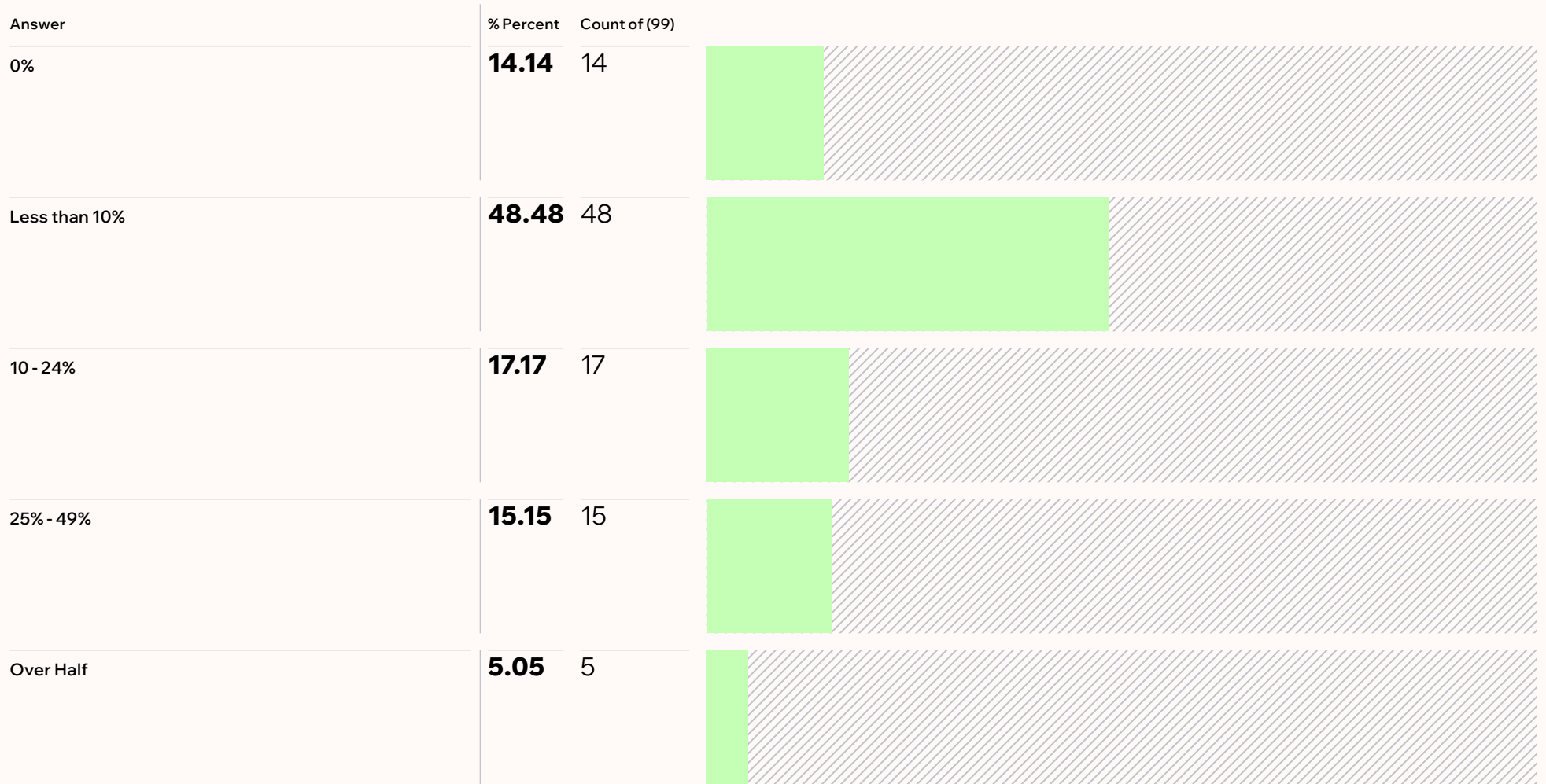




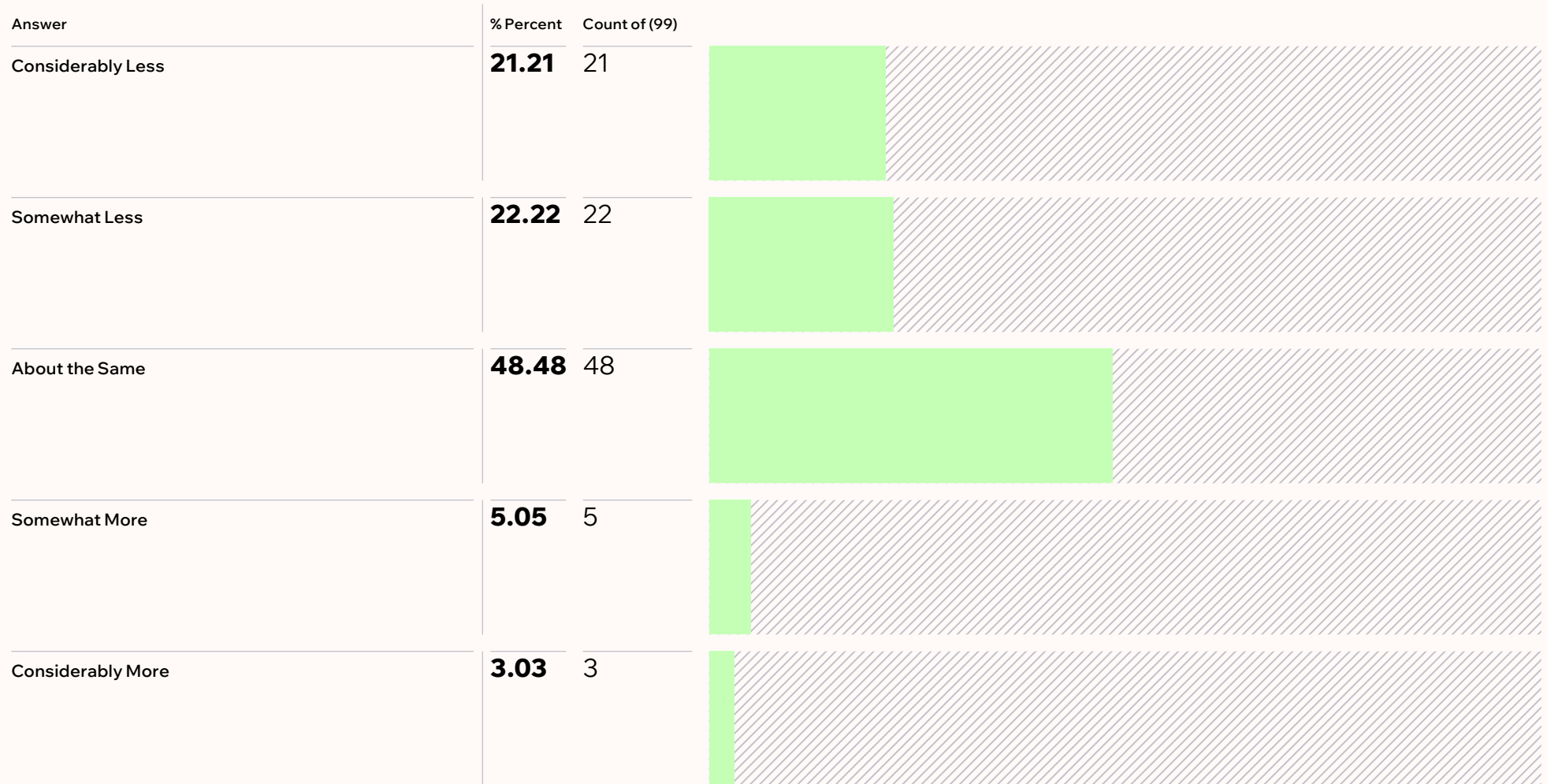
# What percentage of your revenue is unrestricted?



## About how much of your 2021 annual revenue came from fundraising events?



## Compared with pre-COVID, the above percentage is:

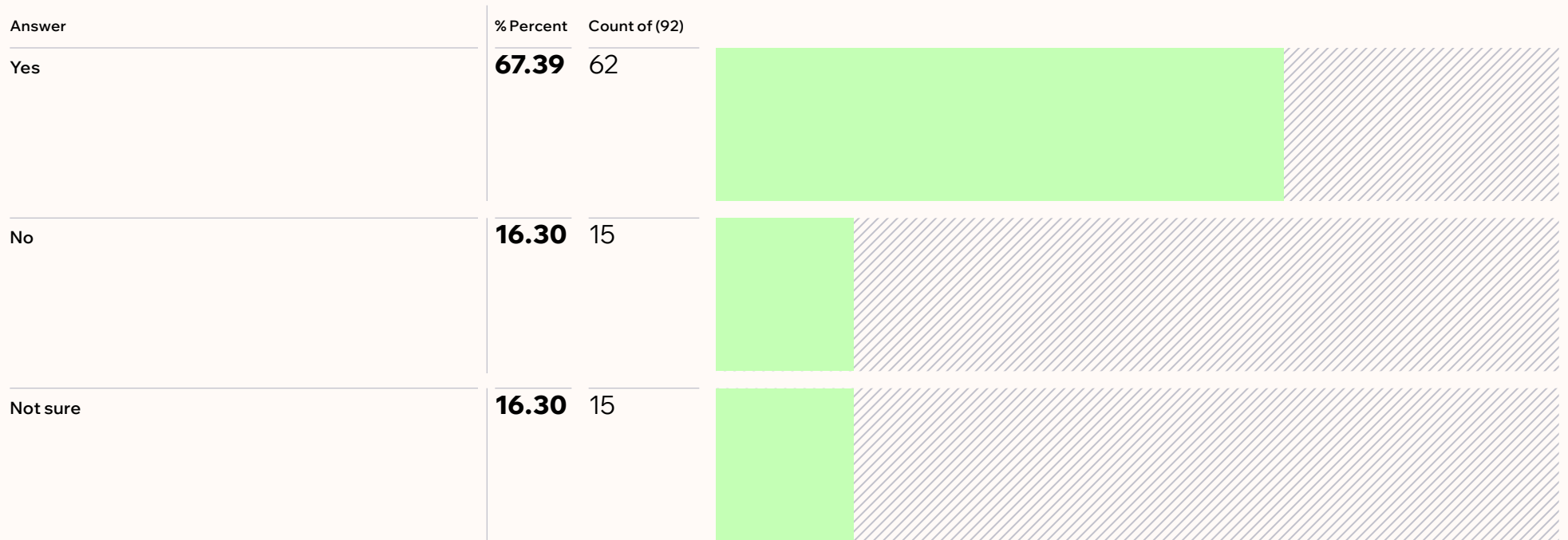


“In terms of managing conflict, if you can't work something out with a manager or peer, we have a strong HR department. People can take anything to anyone at any level, including to the board. We have a set of core values, including compassion and teamwork. Life and death decisions get made every day. We try to give people the language to process these critical issues.”

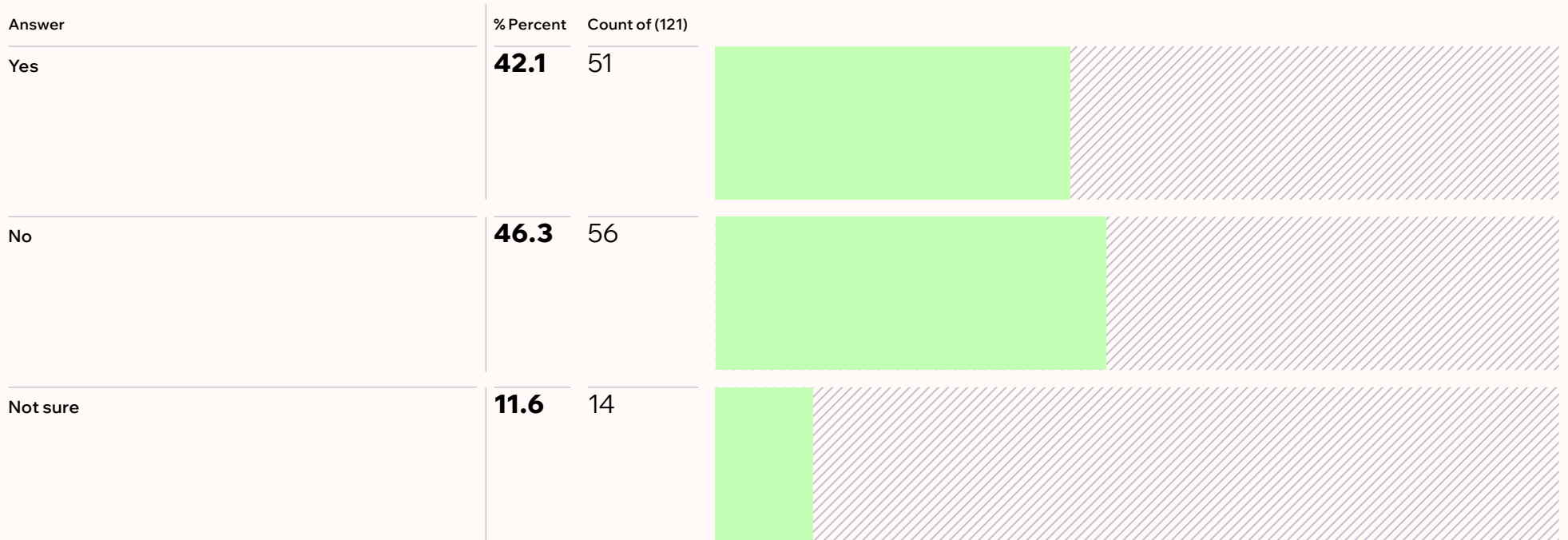
CEO, human and animal services organization

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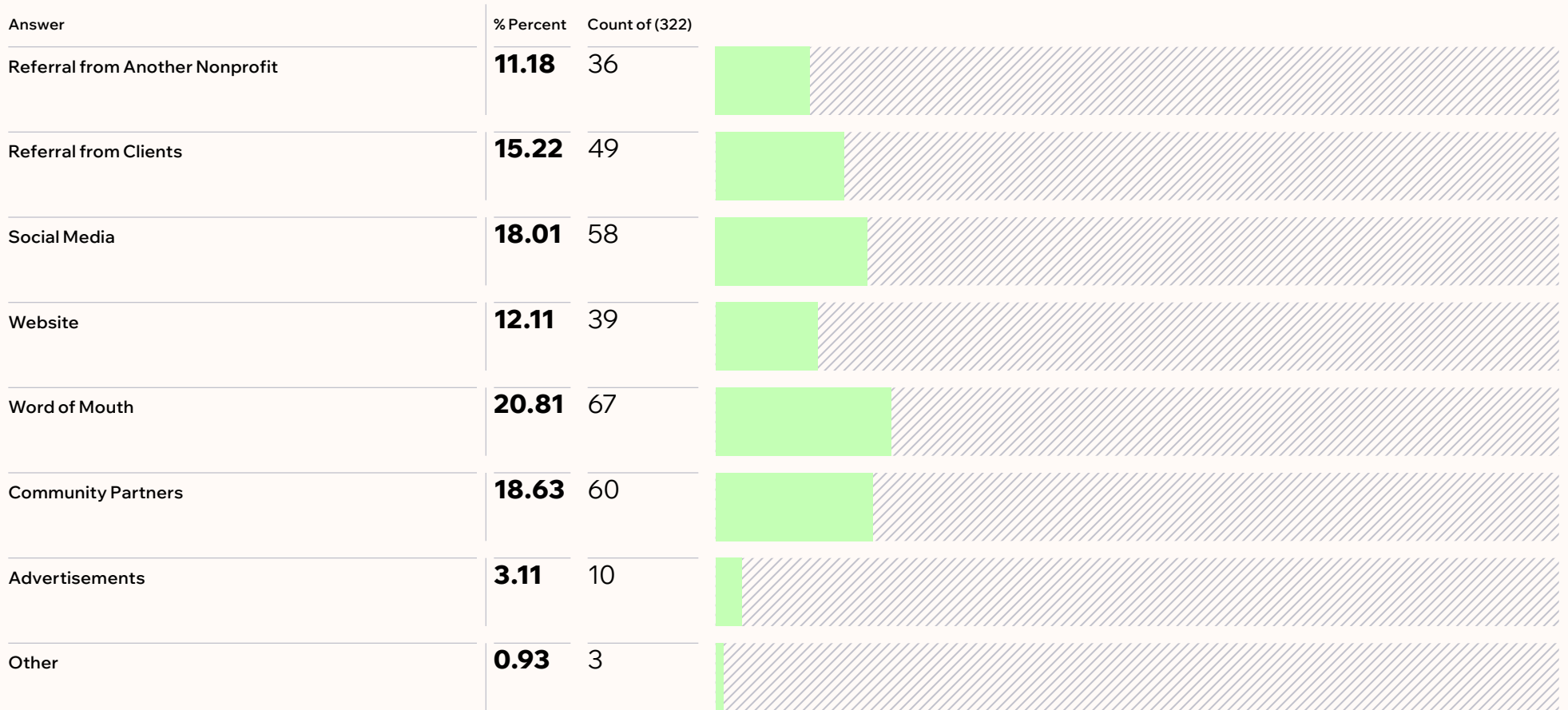
## Our written policies allow us to receive planned gifts.



# We have written policies about donor retention and donor recognition.



## Please check the three main ways people learn about your organization.

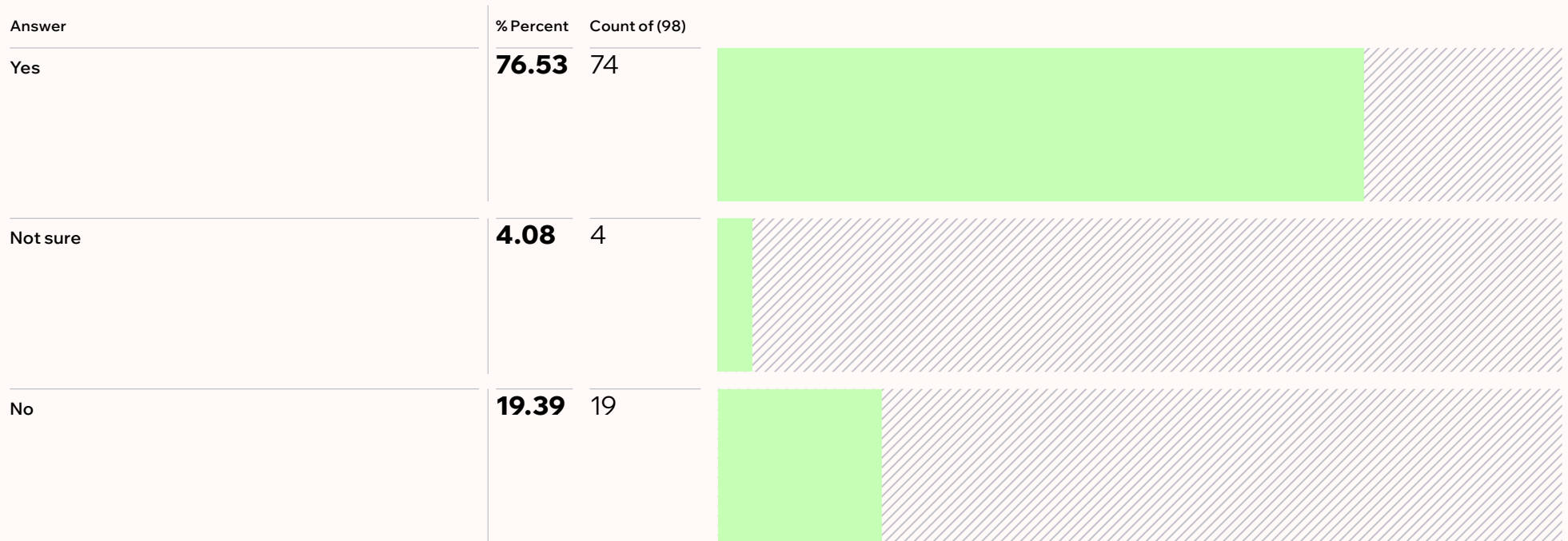


## Our organization provides services to our community in the following ways:

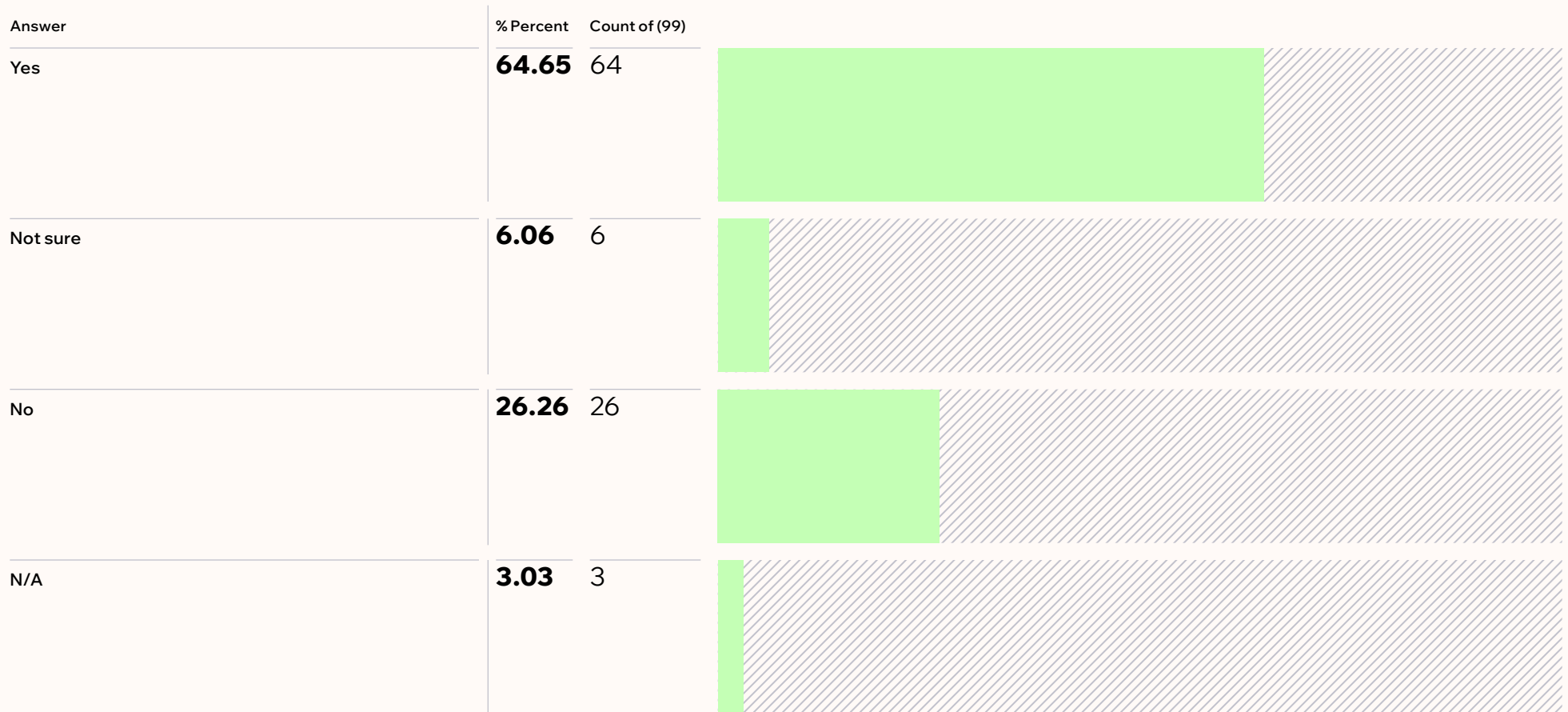




# Does your organization gather data on client satisfaction?

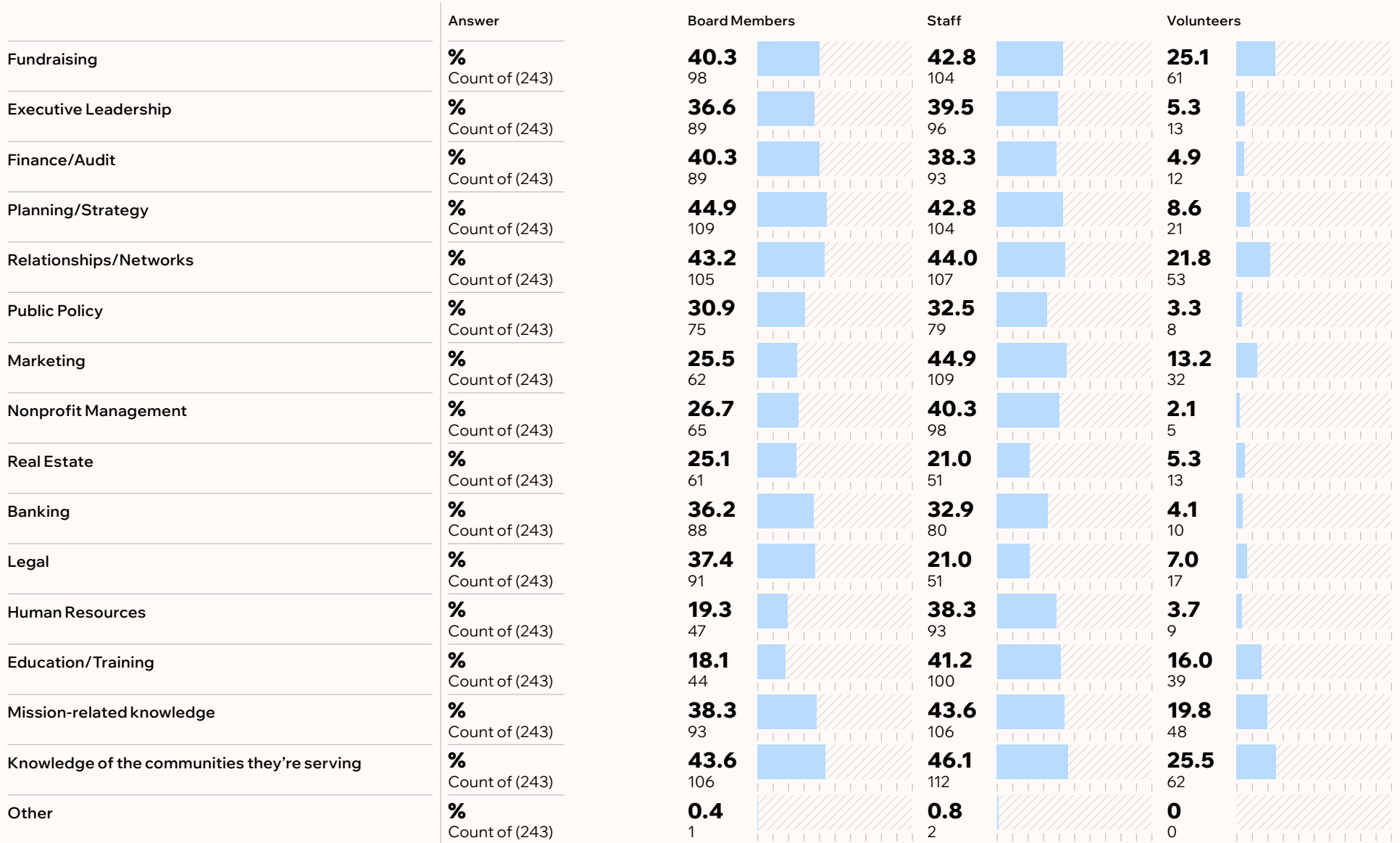


# Does your organization have a formal evaluation process for the effectiveness of your services?

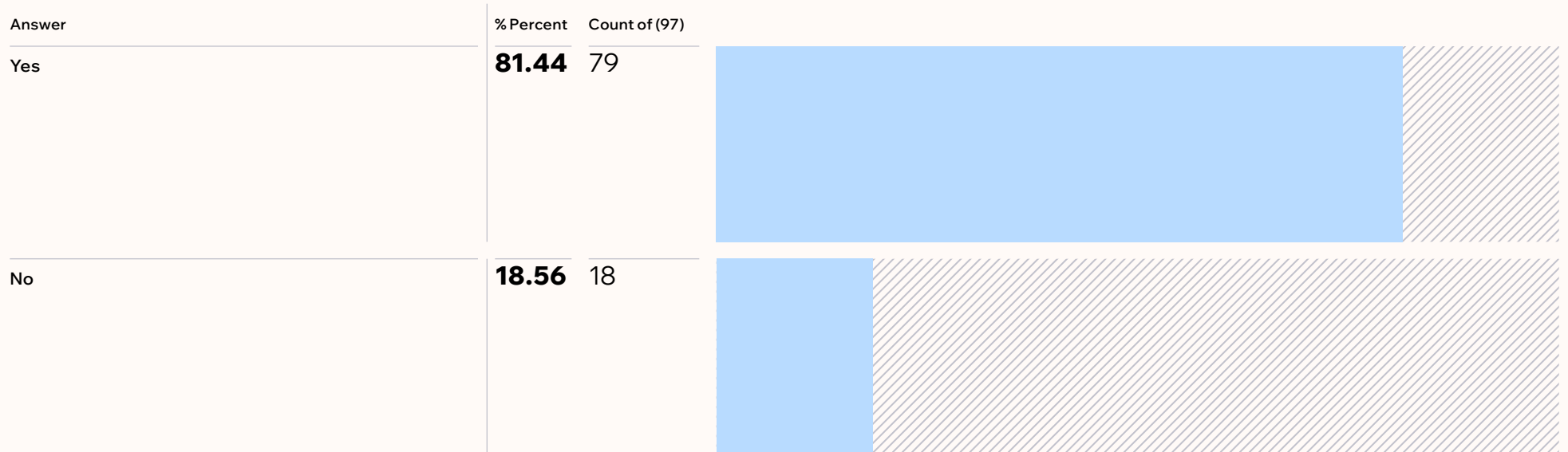


# **Talent and Compensation**

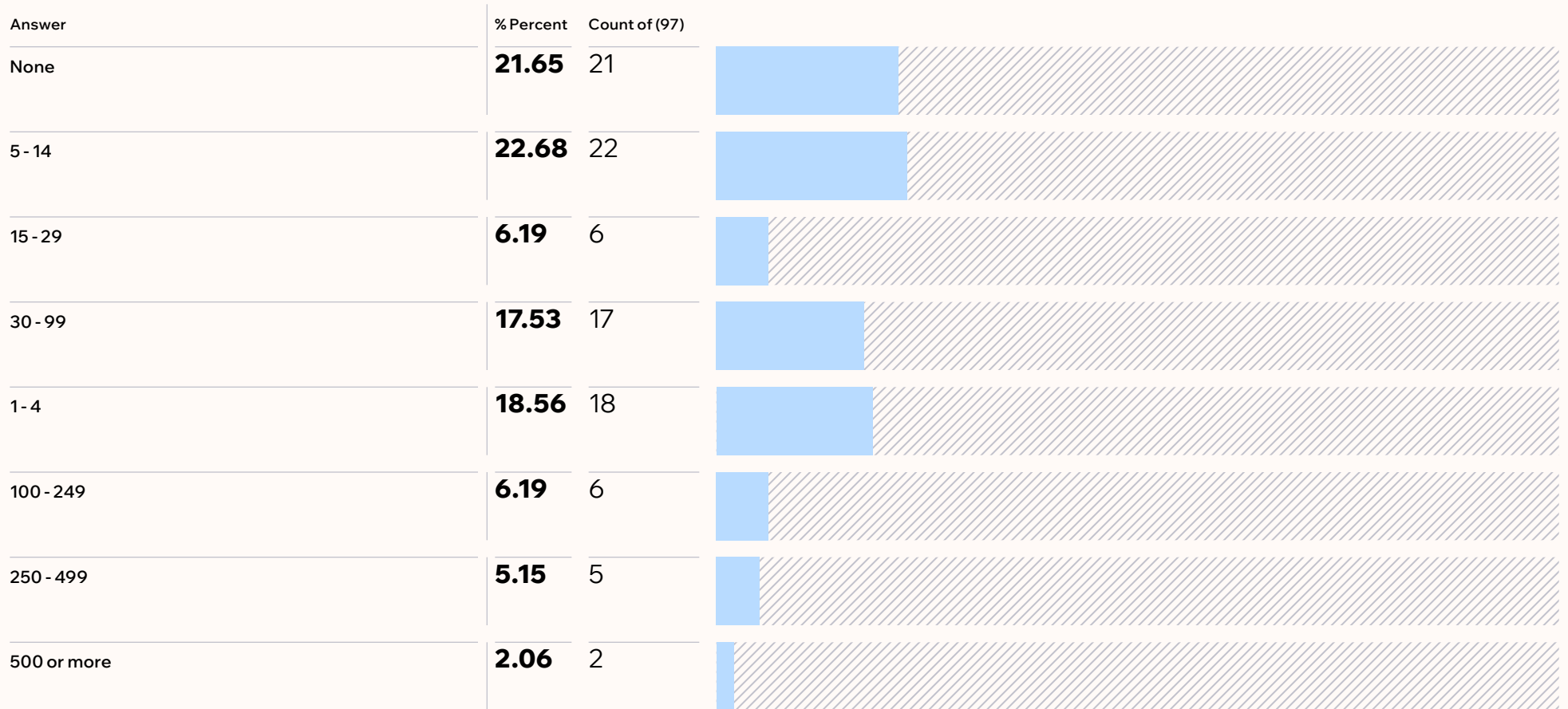
# Please indicate whether board members, volunteers, or staff provide the following areas of expertise to your organization.



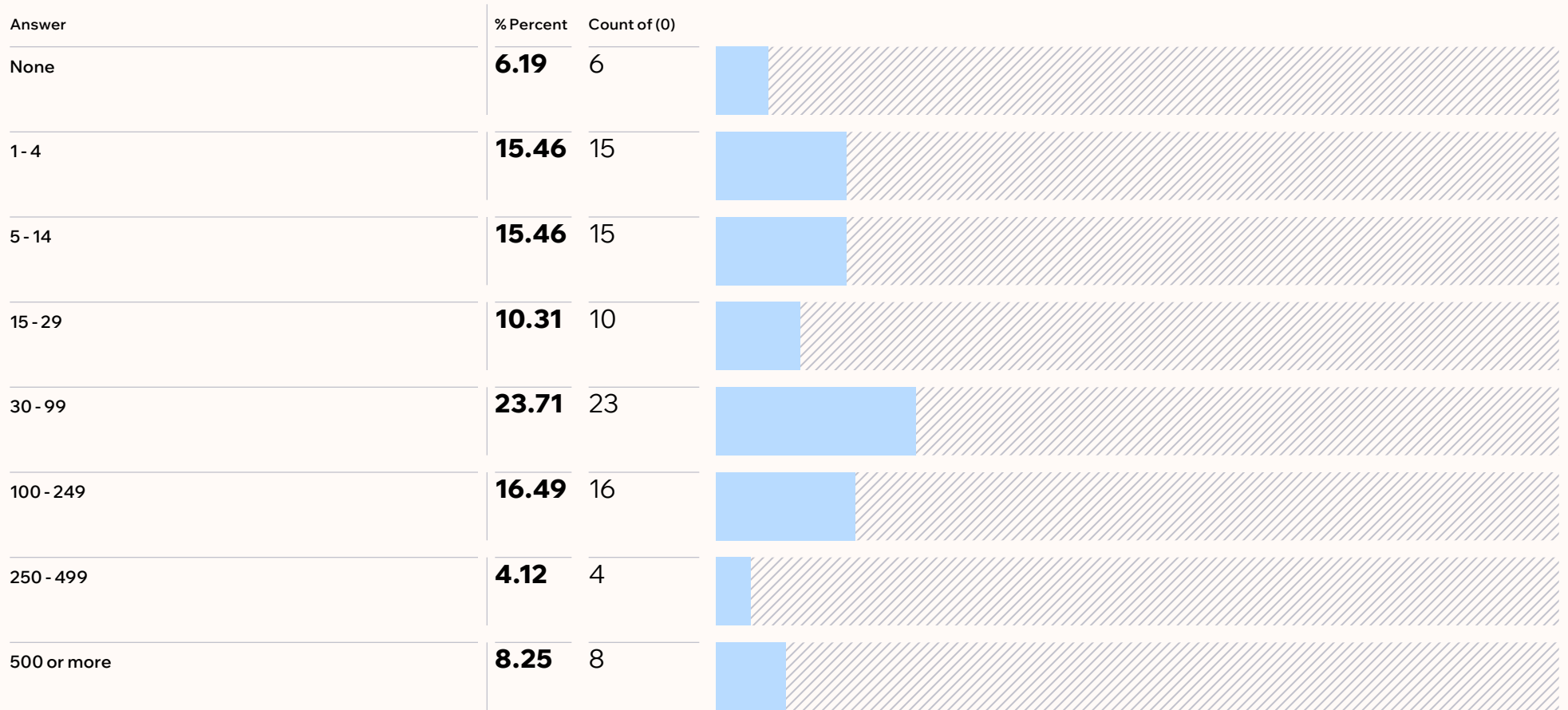
# Does your organization have paid staff (part time or full time)?



# About how many paid staff does your organization have at the present time in Pinellas County?



# How many volunteers does your organization have at the present time?













“The thing I would like our donors and funders to know is that we’re looking for permanent solutions. And our hope is that we help create a family structure that is secure enough so that children on our campus never need the services that their parents needed. And that work takes time. And that work is complex. And that work mainly depends on our ability to provide quality therapeutic services.”

CEO, human services organization

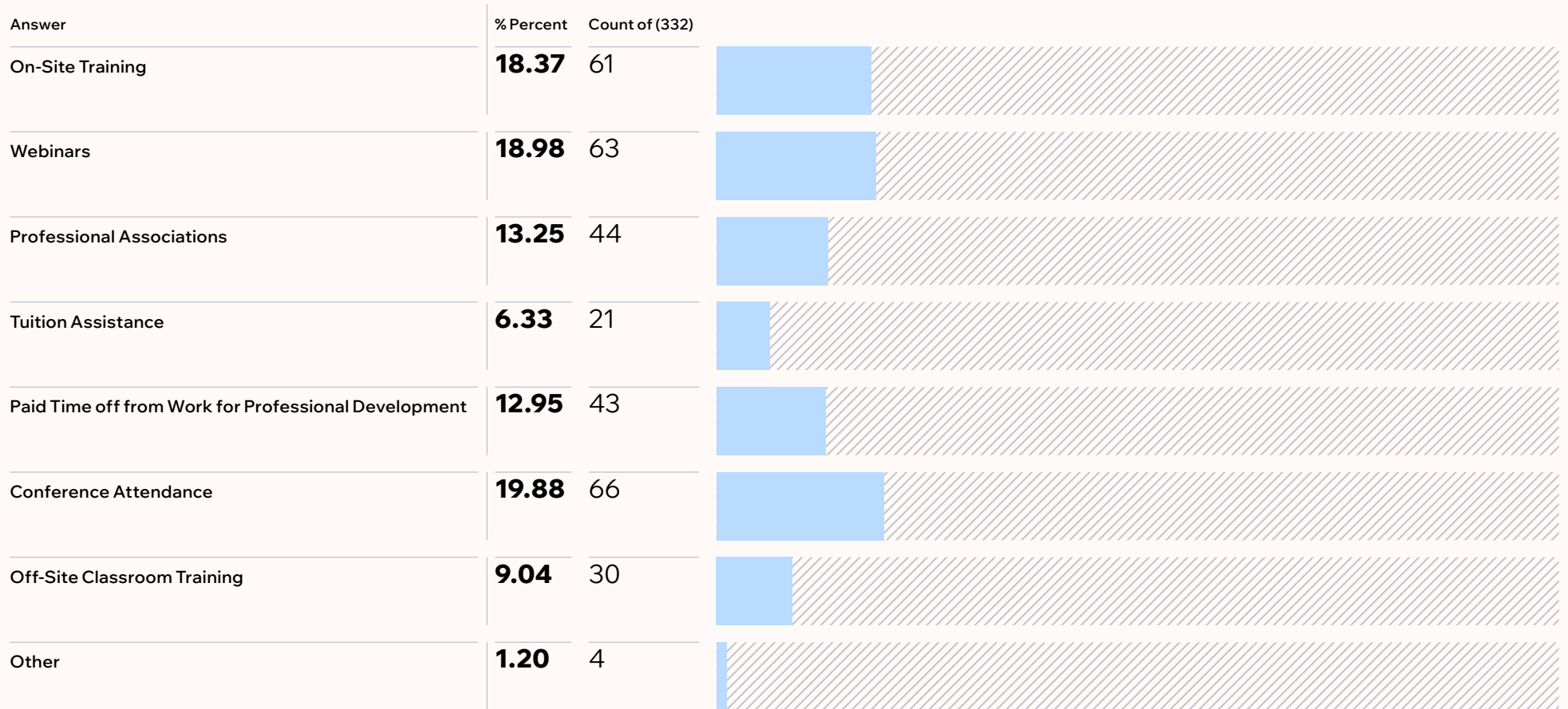
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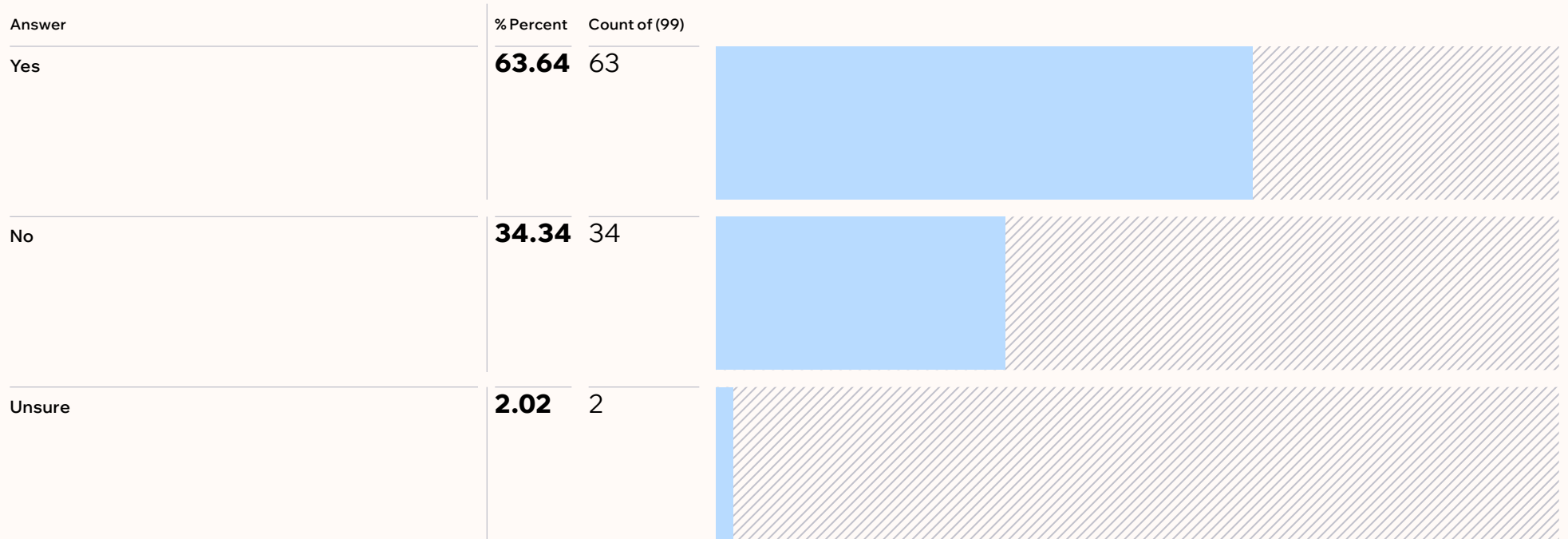
## We offer the following employee benefits:

Answer	% Percent	Count of (446)	
Competitive Salary	<b>11.43</b>	51	
Health Insurance (Medical)	<b>12.11</b>	54	
Health Insurance (Dental)	<b>11.43</b>	51	
Health Insurance (Vision)	<b>11.21</b>	50	
Retirement Plans	<b>10.31</b>	46	
Flex Time	<b>9.19</b>	41	
Tuition Reimbursement	<b>4.71</b>	21	
Paid Time Off	<b>15.25</b>	68	
Family/Medical Leave	<b>9.42</b>	42	
Other	<b>4.93</b>	22	

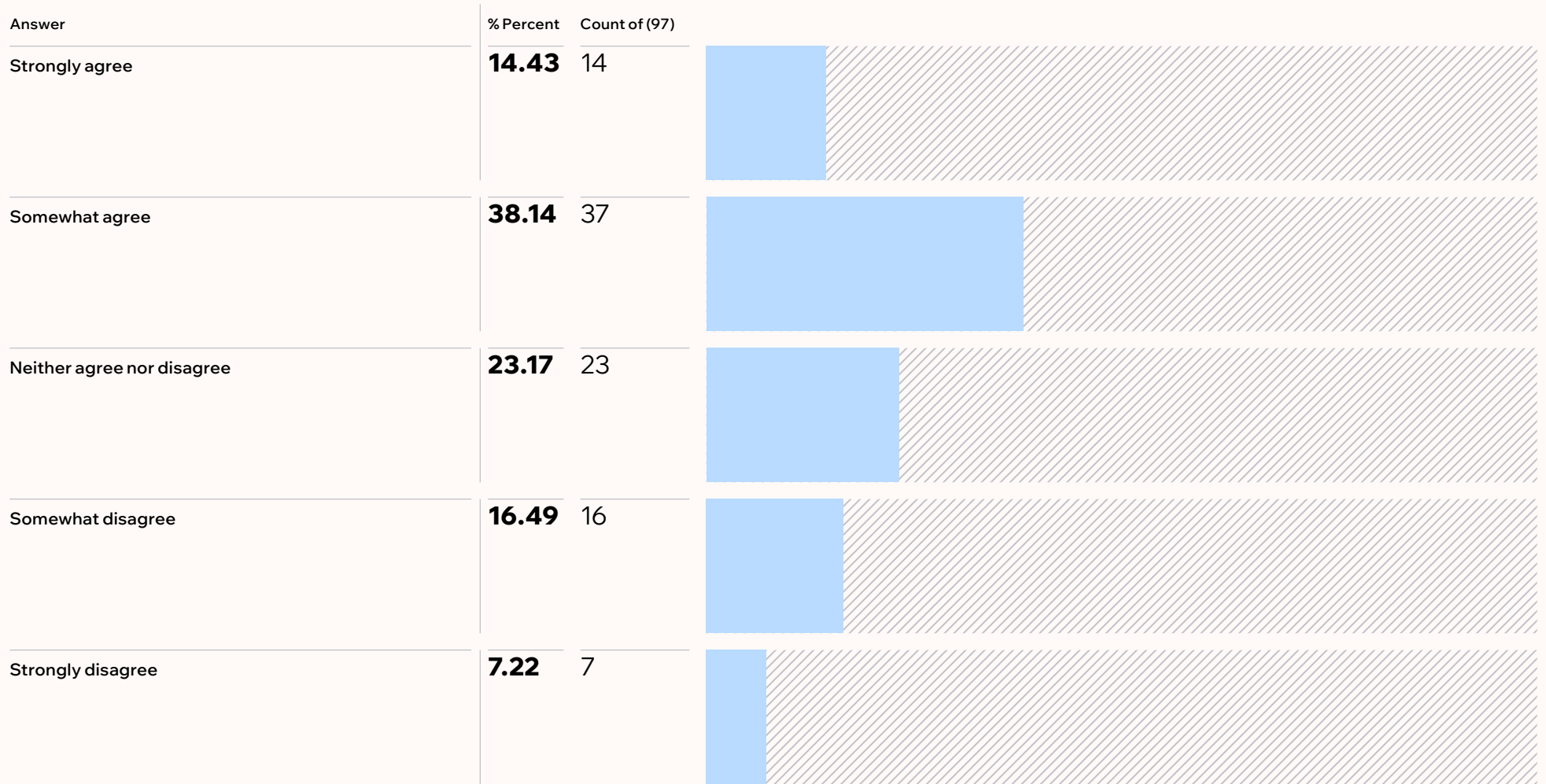
## We currently provide the following resources to encourage board members, staff, and/or volunteers to take advantage of training and educational opportunities.



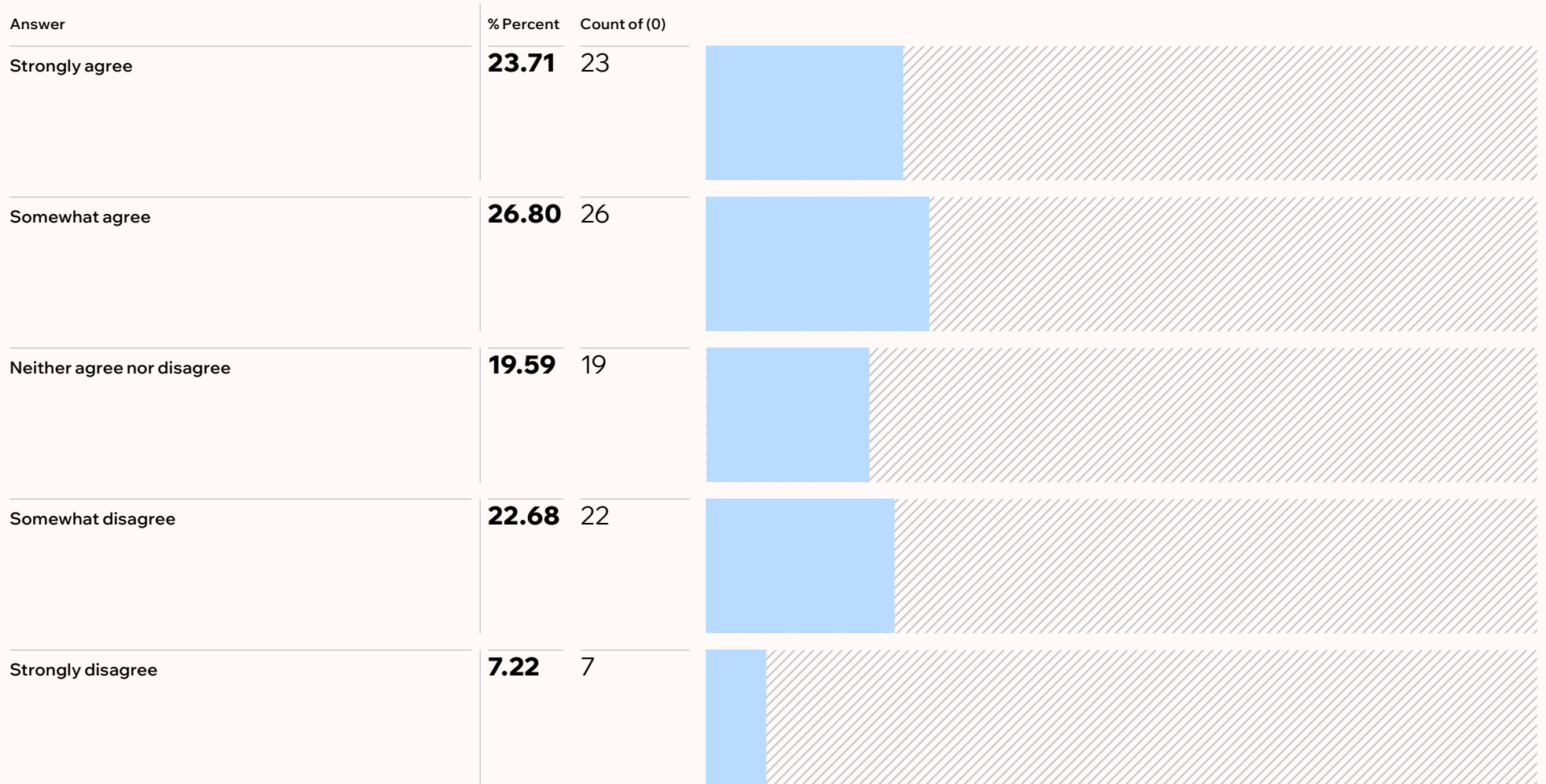
# Does your organization have a budget line item for training?



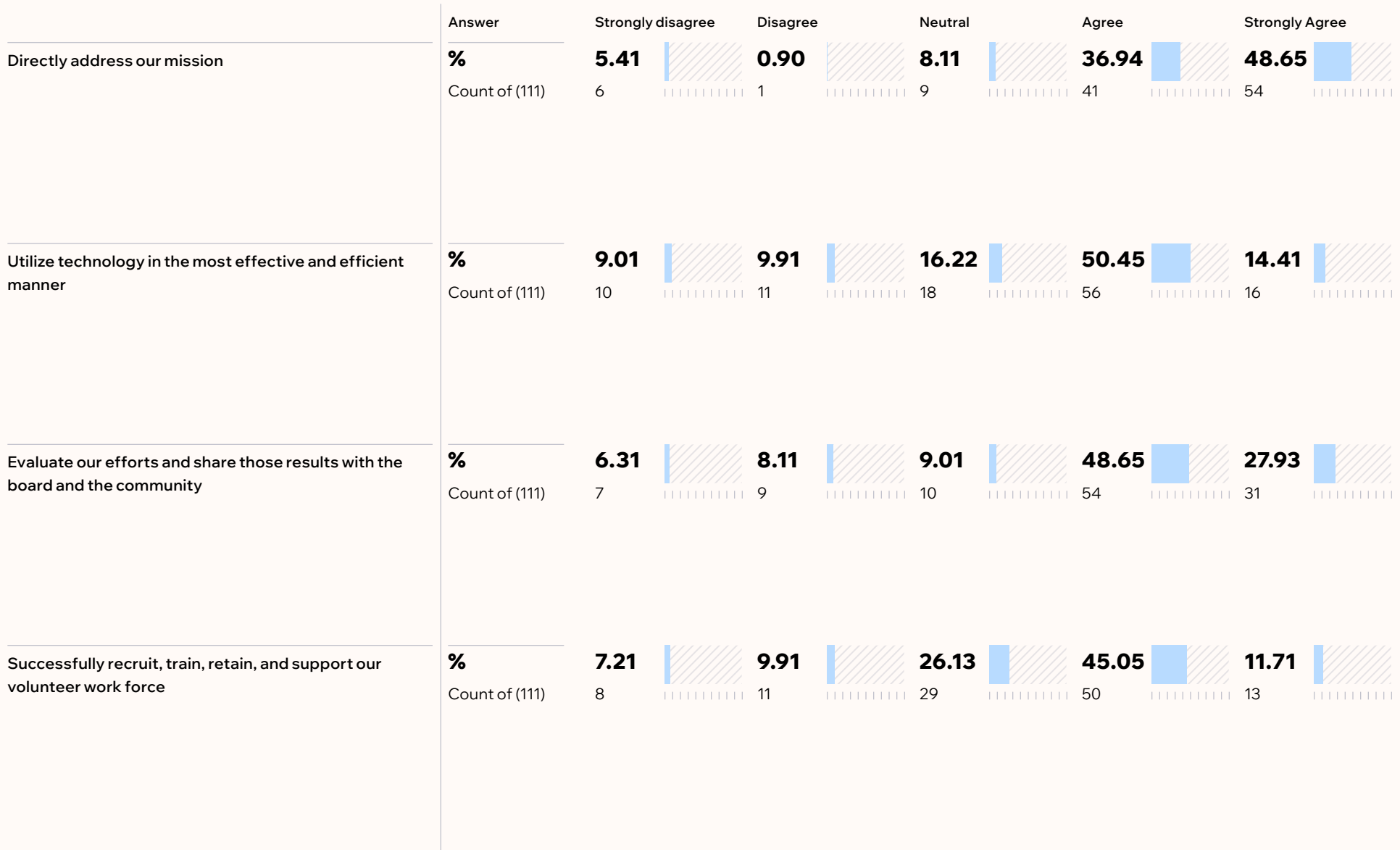
# My organization is able to attract and retain talent we need on staff.



# My organization is able to attract and retain talent we need on the board.



# My organization has the right people, skills, and knowledge to:

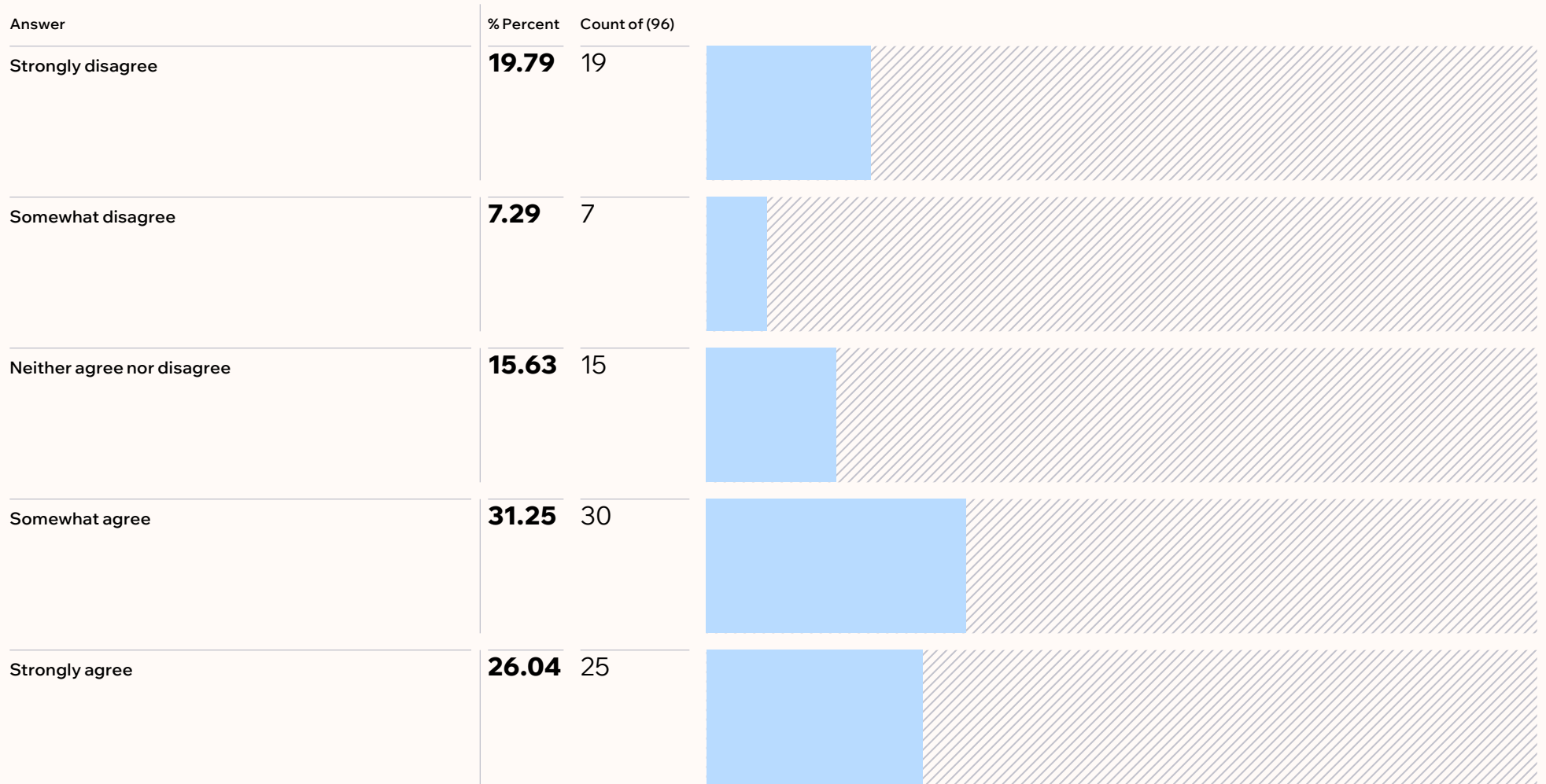


“Hiring enough skilled personnel is a huge problem for our organization. There is great competition for grant writers and other skilled people. It puts pressure on us to become more competitive in our employment packages. Another way we are addressing this problem is through our status as a second-chance employer. That means we are focusing on supporting talented people who have difficulty getting hired due to criminal records. We are tapping into that labor force.”

COO, human services organization

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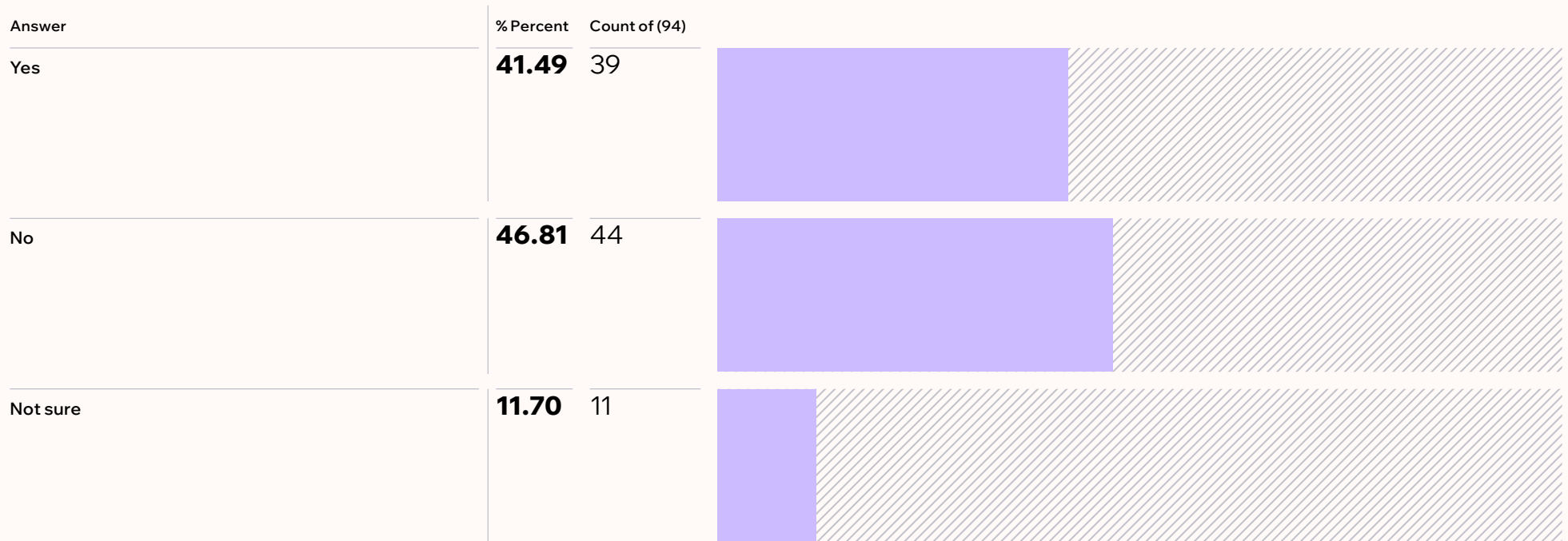
# My organization experienced a lot of turnover after the COVID-19 pandemic.



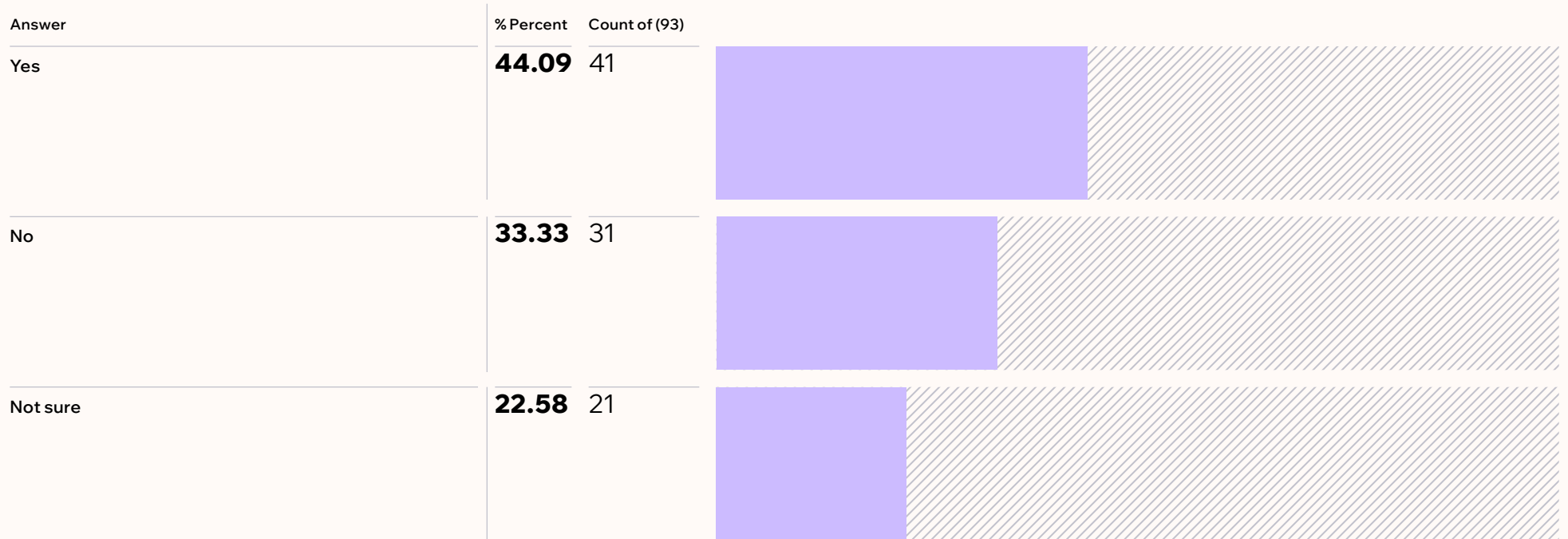


# **Donor and Funder Relations**

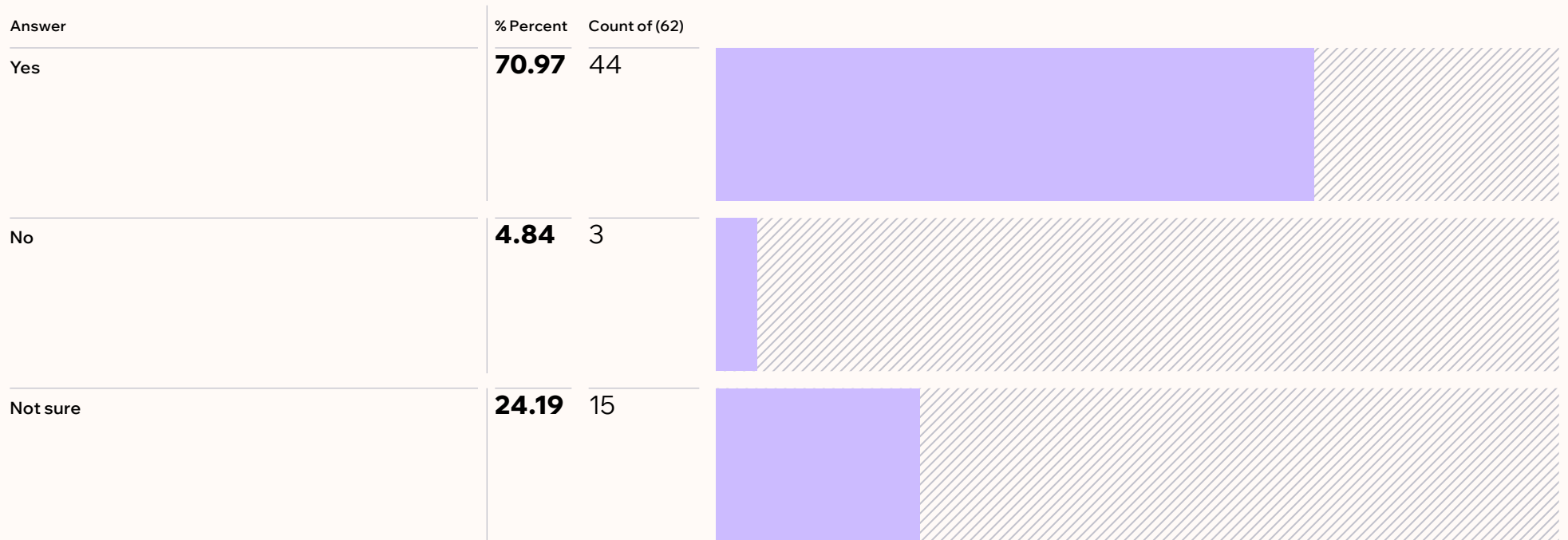
# We have written policies about donor retention and donor recognition.



# Our donor retention from year to year is above 70%.



## We adhere to our policies on donor retention and donor recognition.

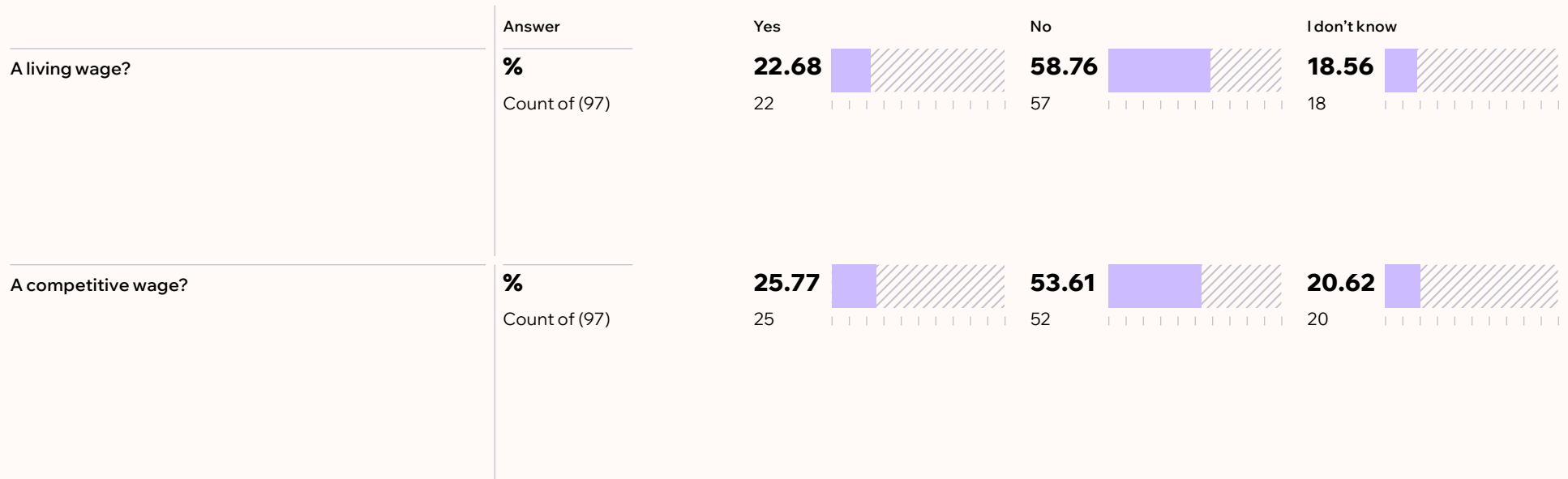


“Our greatest need to grow and fulfill our mission is revenue. We do well with individual gifts and sponsorship. But we have been unable to secure grants. We need a grantmaking strategy that helps funders understand what we do and why it matters.”

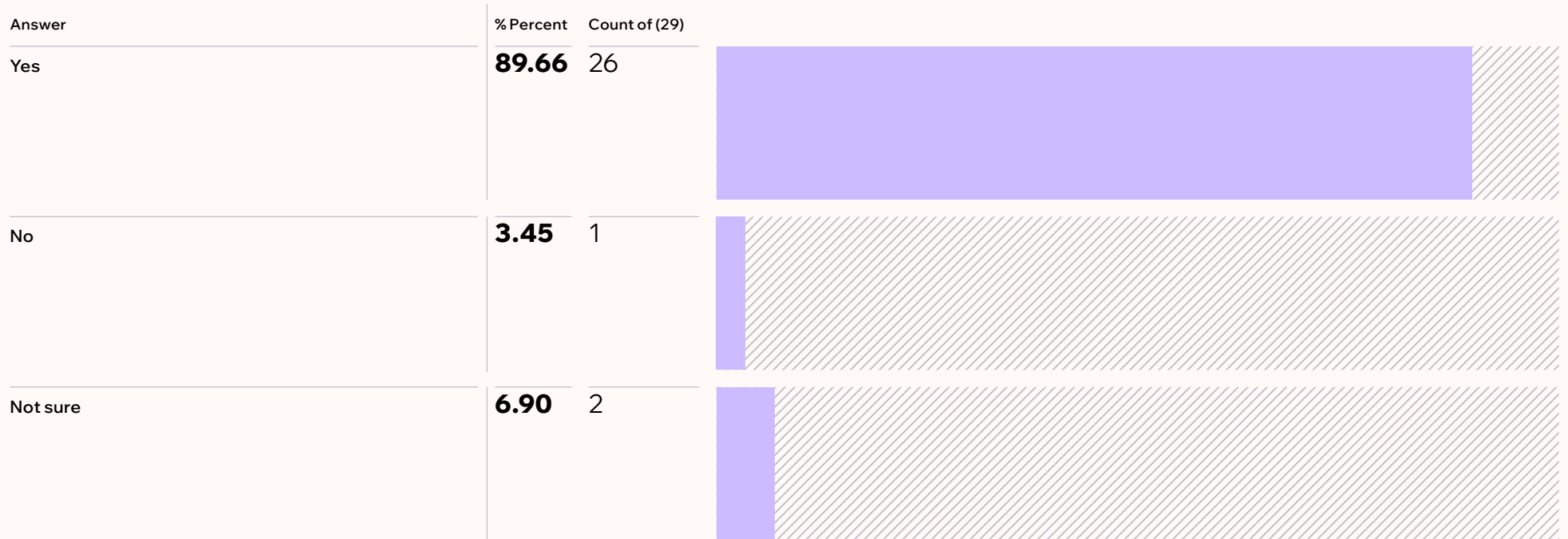
Co-founder, economic development organization

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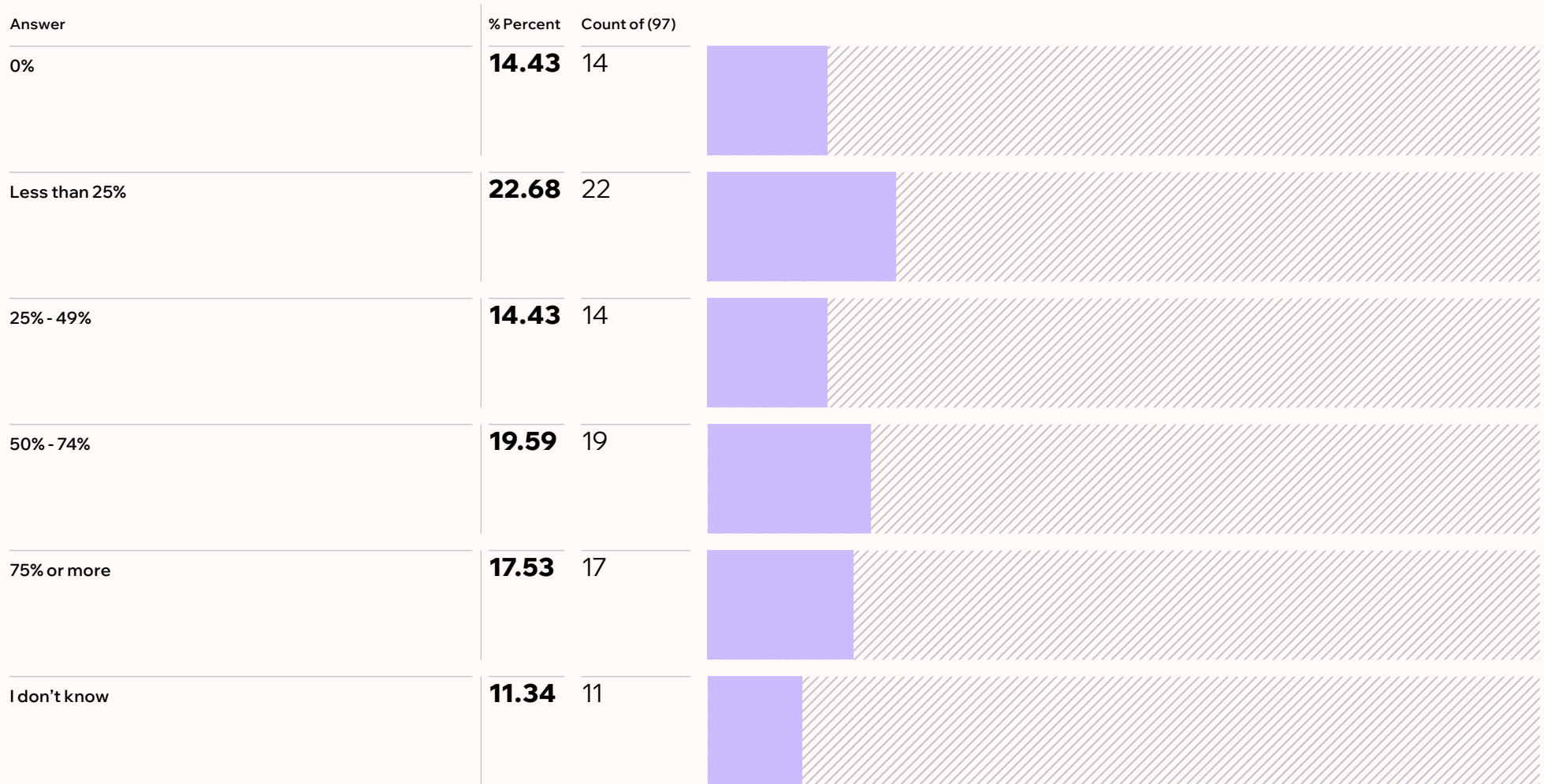
# Are there funder-driven restrictions on your ability to pay employees:



# Do these funder restrictions make the ability to pay living wages difficult for your organization?

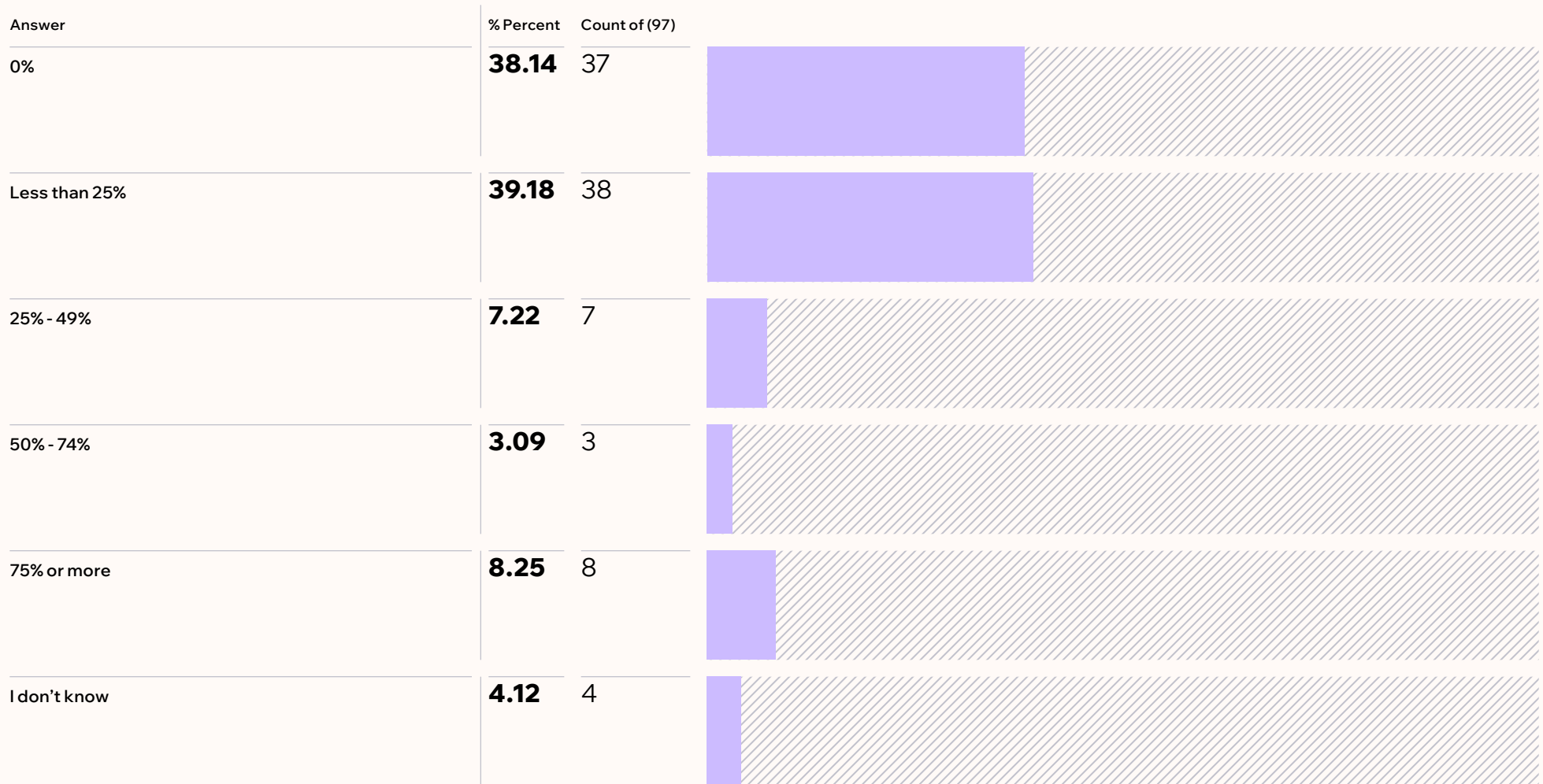


## What proportion of your grants would you say have disproportionately onerous performance or reporting requirements?



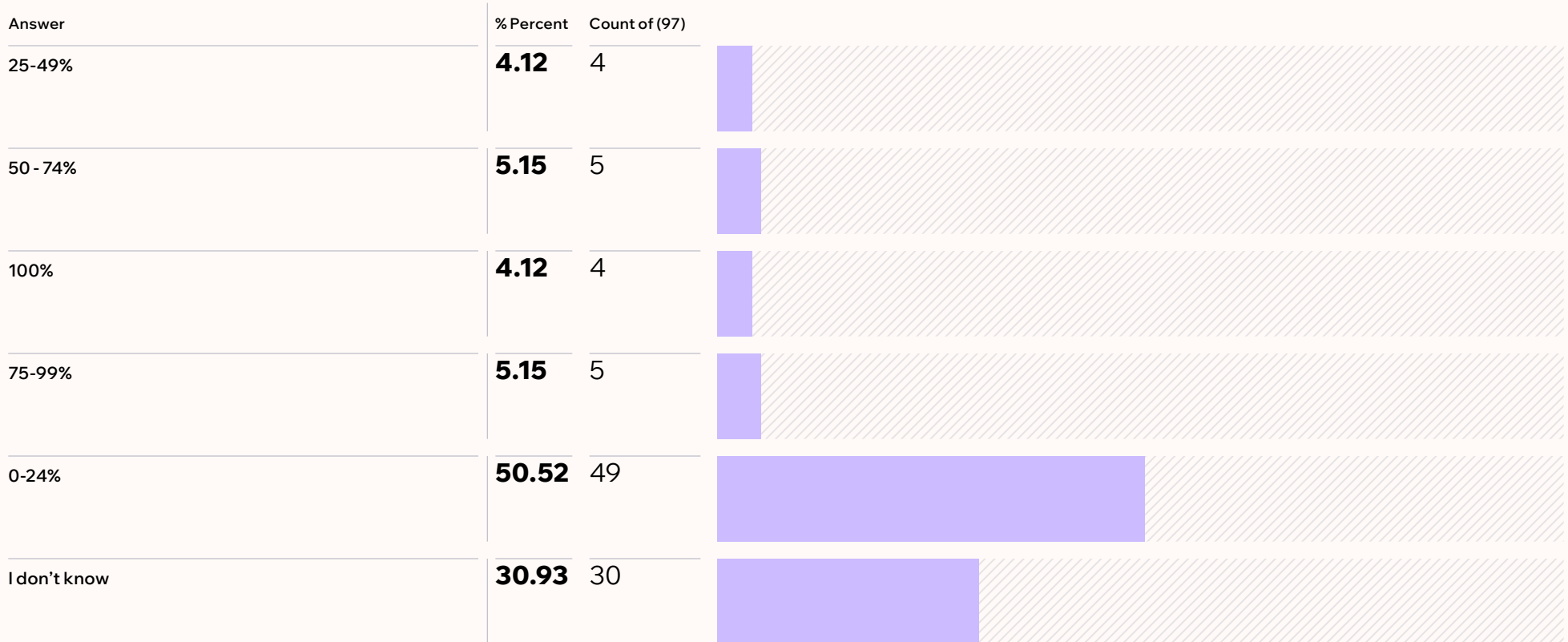


## In the last 2 years, what percentage of funding opportunities have you turned down or chosen not to apply for due to reporting requirements?



Trust-based philanthropy is a movement to reduce the power differential between funders and nonprofits. Strategies include looser, less rigid funding requirements and more multi-year, unrestricted grants.

## What percentage of your largest funders practice trust-based philanthropy?



## With your largest funder in mind, what would be your top request that would increase your ability to use resources for maximum impact?

**10%  
More  
Support,  
Communication  
or Trust**  
Frequency 8

Trust based relationships. Better communication and consistency. More organizational self direction. trust. Improved awareness of our services and the benefits they provide to clients because of the funder's donation. clarify qualification criteria and ensure competing applicants are measured the same way. More flexibility and trust by removing some of the heavy burden of reporting and oversight. Outcomes based contract vs Fee-For-Service.

**12.5%  
Building,  
Service, or  
Supply  
Upgrades**  
Frequency 10

Having the needed technology and software to manage reports, data, and other grant-related matters. Storage and Processing space for material donations. Capacity building. Gift us the property we lease. Upgraded facility. Trackable data. Broaden the focus areas to include all types of civic/volunteer engagement. Case rate vs fee for service and the expansion of space and supplies.

**20%  
Less  
Reporting  
and /or  
Restrictions**  
Frequency 16

move away from such detailed reimbursement requirements. Less restrictive increase unrestricted funding. more trust, less reporting. Lest restrictions on reporting. Particularly impact, which is measured over a longer period of time than is required to report on by funders. non-restriction. Less complicated, demanding and simplified reporting procedures. Less documentation of eligibility for services for clients, Non age restrictions. Fewer restrictions and a longer horizon of commitment. minimal reporting requirements. Reduce restrictions. heavy burden of reporting and oversight. Fewer restrictions. Reduced reporting. The change of requirements mid through fund raising

**22.5%  
Staff  
Benefits  
/Training**  
Frequency 18

and overworked Note : Systemic racism in no profit sector goes un checked and un announced. Less restrictive requirements while in a nationwide staffing shortage. Our people can't keep up with the unrealistic expectations and are killing themselves by trying. fund competitive salaries that support a living wage. flexibility in staffing models. Use more funds for staff payroll. Allow us to increase the wages to be more competitive for youth-serving professionals as we seek people with masters' degrees but are allowed to pay them the wage of someone in a low-/no-skill position (\$16/hour). Unrestricted funding (our largest funders are all private individuals), like a multi-year commitment of \$1 million/year. coupled with an ability to permit overtime for staff as needed. Help with salary increases to help hire quality staff and retain them. Operations grant to help support our salaries of our clinicians and provide gap funding that Medicaid does not. Training staff dollars fund would help increase staff and scholarships. lowest level of services and staff. pay employees market rate. Cost of benefits, cost of appropriate salaries. To increase the salaries. not just salaries. Greater understanding of how short staffed nonprofits are and how time is precious to operating any nonprofit.

**40%  
More  
Money  
/Funding**  
Frequency 32

Creation of an endowment. \$25000. More unrestricted funding. Equitable or even Equal funding. We are under funded. allow for more unrestricted funds to be used as needed. Spending flexibility. Increase the funding. We have waiting lists for services. Assistance with the event funding. We are often disqualified for local grant opportunities because the funding must be spent on Pinellas county residents, this is fine but we are often encouraged to apply only to be disqualified. Additionally, just because our clients are not all Pinellas county residents, does not mean we don't have a large impact in the local community for good paying jobs, and other indirect services. This has been particularly challenging. allow for retained earnings. unrestricted funds. Largest funder is the State Grant: 50,000. Year round grant. It's currently a 4-month back-to-school focused grant June - October. Totally unrestricted funds. We really need to increase funds raised. \$50,000. \$400,000 to install aluminum recyclable ramps for the 85 people we have on our current waitlist. Funding at levels that allow for quality services to be provided rather than the lowest level of services and staff. \$250,000. Our largest funder provides unrestricted dollars 65000. unrestricted trust based funding with. Not have the funding reimbursement-based. Accessibility to more funding. Increased funding. Unrestricted funding. Funding flexibility. Multi-year gifts or planned giving \$20,000. Inflation adjustment from the last 20 years!!!. cost of unit property upgrades/renovations are not supported or empowered by funding level. Funds are unrestricted and at our discretion as to application of the funds. Allow us to include a portion of overhead in the grant request.



**ST. PETERSBURG**  
FOUNDATION



UNIVERSITY OF  
**SOUTH FLORIDA**



**PINELLAS**  
Community  
Foundation

*Giving Humanity a Hand Since 1969*