



**NonprofitCenter**  
of Northeast Florida

# **The Jessie Advocacy Series:**

## **Repositioning for Strength**

### **Updated Research**

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Nonprofit Center  
January 26, 2021



# Your Nonprofit Center Co-Hosts

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Rena Coughlin



Issis Alvarez





# Nonprofit Center Mission

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

- Nuggets e-news
- Workshops & Trainings
- Job Posting
- Resource library, website
- Advocacy & Lobbying
- 3 information platforms
- 300 Nonprofit Members
- Staff Consulting
- Peer Convening Groups
- Community Coaches
- Board Bank
- Research

[nonprofitctr.org](http://nonprofitctr.org)



# The Jessie Advocacy Series

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This new series builds upon the role of the Jessie as a place for community conversation, and the Nonprofit Center as a local leader on advocacy, by cultivating space for the Northeast Florida nonprofit sector to learn about and discuss pressing issues impacting the sector.



# Stronger Nonprofits Framework



**NonprofitCenter**  
of Northeast Florida

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



# Today's Agenda

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- Introductions/check-in
- What you've told us – Overview of the local landscape
- Moving forward
- Discussion
- Q & A
- Wrap Up



# Introductions

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- Name, organization, and role
- What brought you here today?





**NonprofitCenter**  
of Northeast Florida

# The Local Landscape

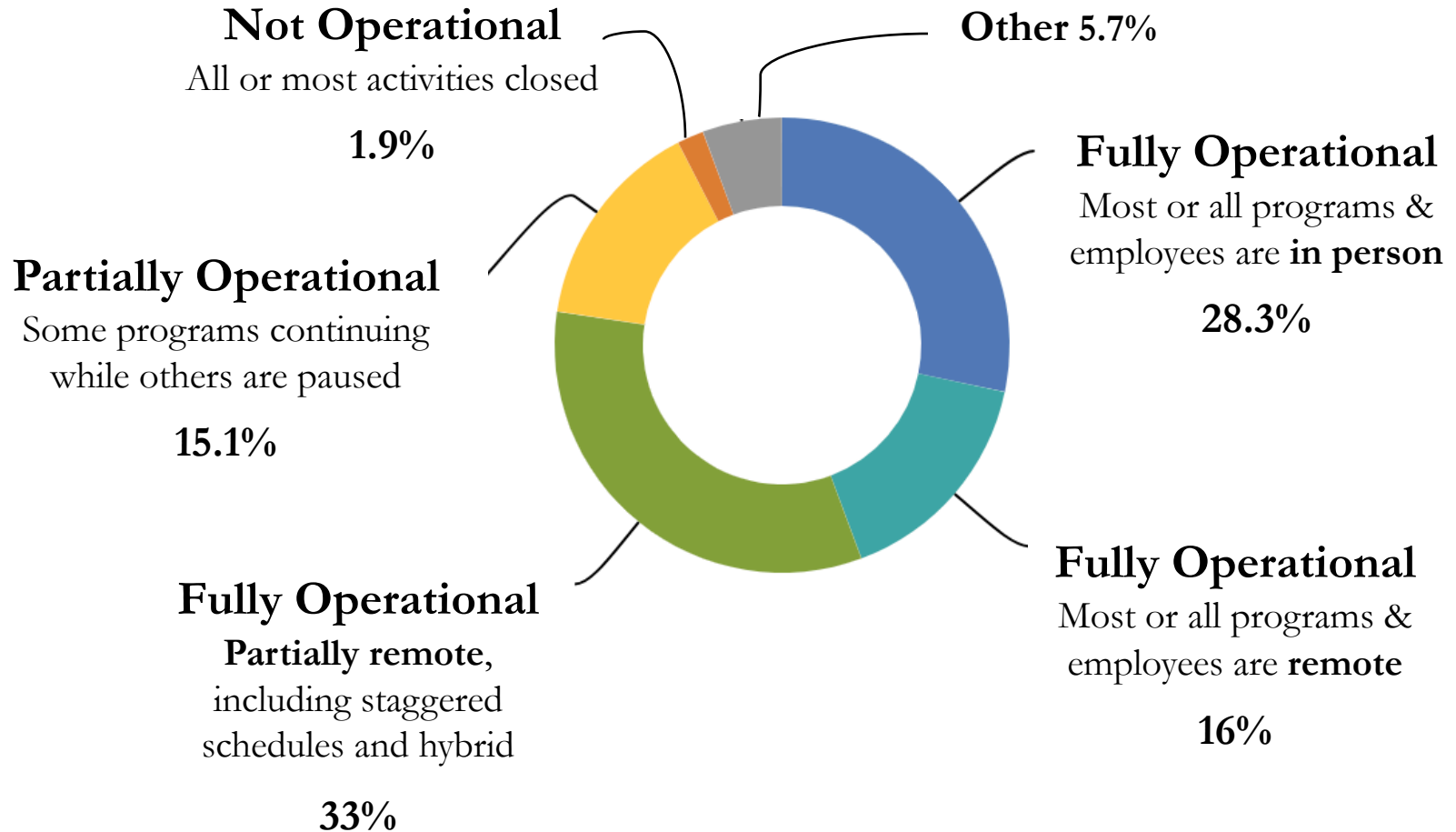
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Updated Repositioning for Strength Report  
2020 Nonprofit Survey  
2020 Grantmaker Survey



# Nonprofits: Operational Status

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# Impact of COVID-19: May

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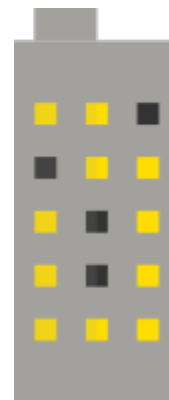
**28%**

lost revenue due to reduced demand for services



**31%**

experienced increased demand for services



**28%**

had to cut hours or lay off staff



**ONE THIRD**

reported difficulty operating in a virtual environment

**MORE THAN  
HALF**

lost revenue

due to cancelled fundraisers



**8 in 10**

have applied for PPP loans or other COVID-19 relief funding



# Impact of COVID-19: December



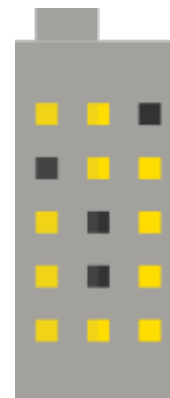
**32%**

lost revenue due to reduced demand for services



**46%**

experienced increased demand for services



**21%**

had to cut hours or lay off staff



**ONE THIRD**

reported difficulty operating in a virtual environment

**2 IN 3**

lost revenue due to cancelled fundraisers



**9 in 10**

have received PPP loans or other COVID-19 relief funding



# Financial Impact of COVID-19: December

## Proportion of Organizations Reporting a Decrease in Funding From ...



Individual Donors 44%



Foundations 32%



Government 24%



Businesses 56%



Earned Revenue 52%

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Overall Revenue 60%

2 in 5 organizational leaders say that staying solvent through 2021 is one of the issues keeping them up at night

## Projected Revenue Change in 2020

All Organizations

**-15%**

Budget Size < \$1m

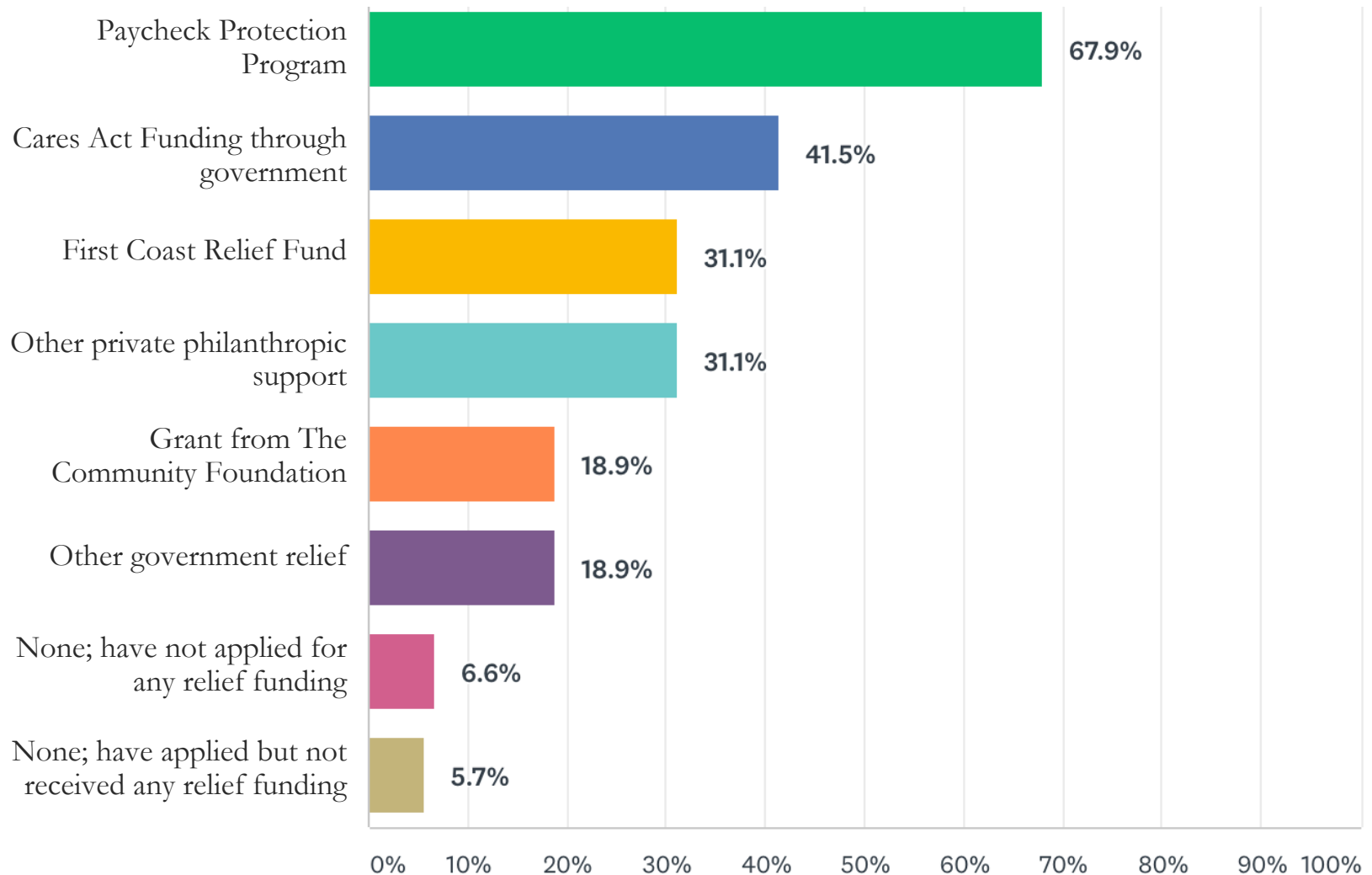
**-25%**

Budget Size > \$1m

**-3%**



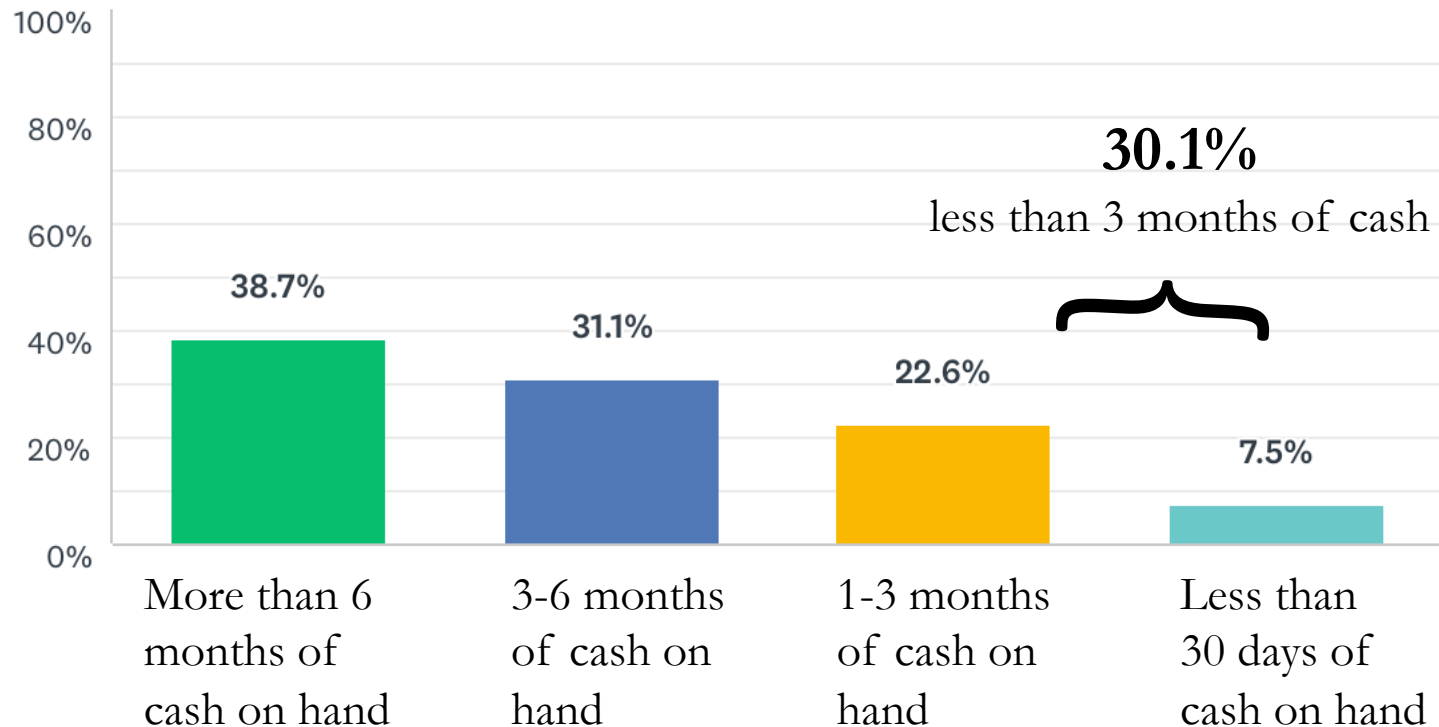
# COVID-19 Relief Received





# Current Unrestricted Cash Reserves

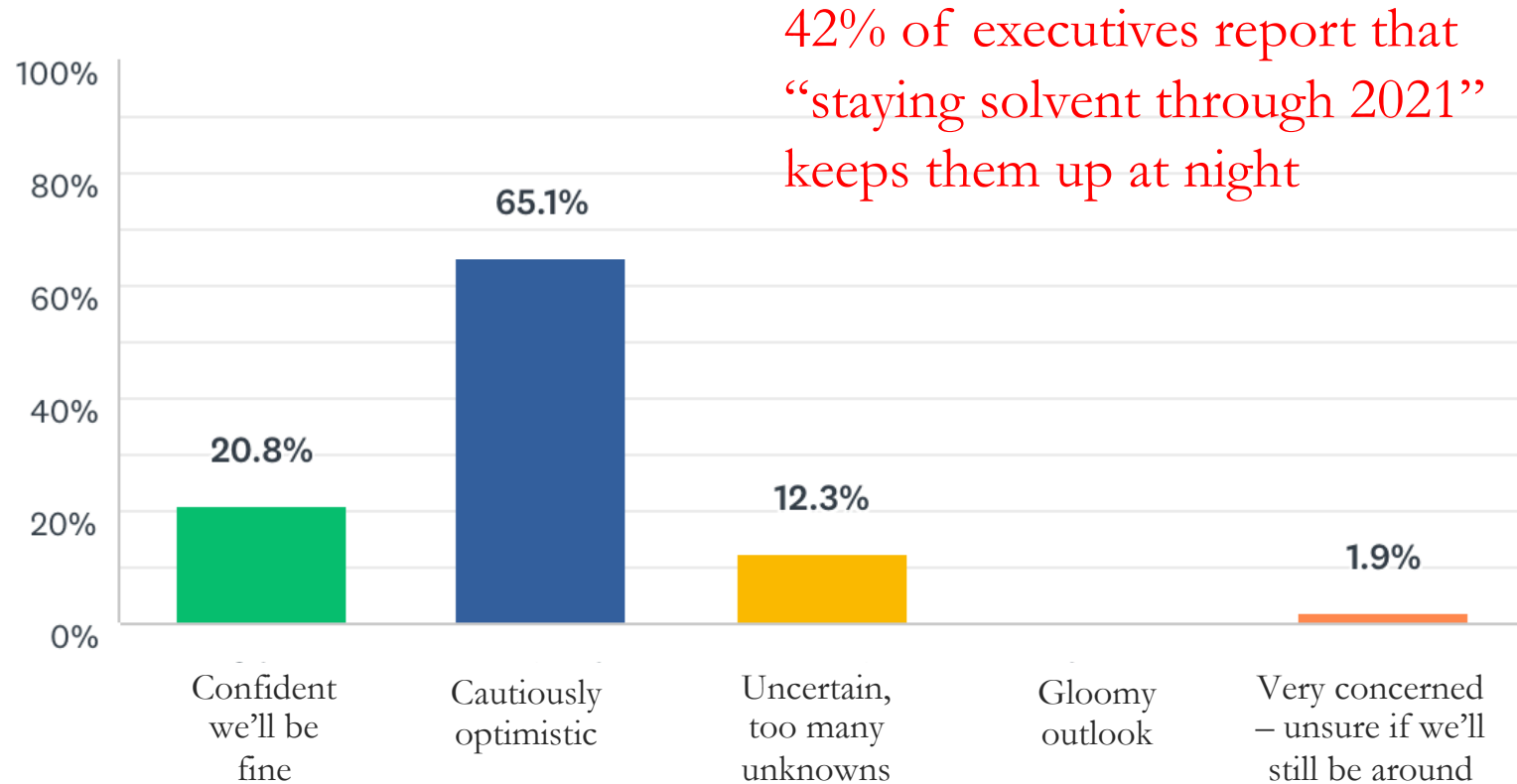
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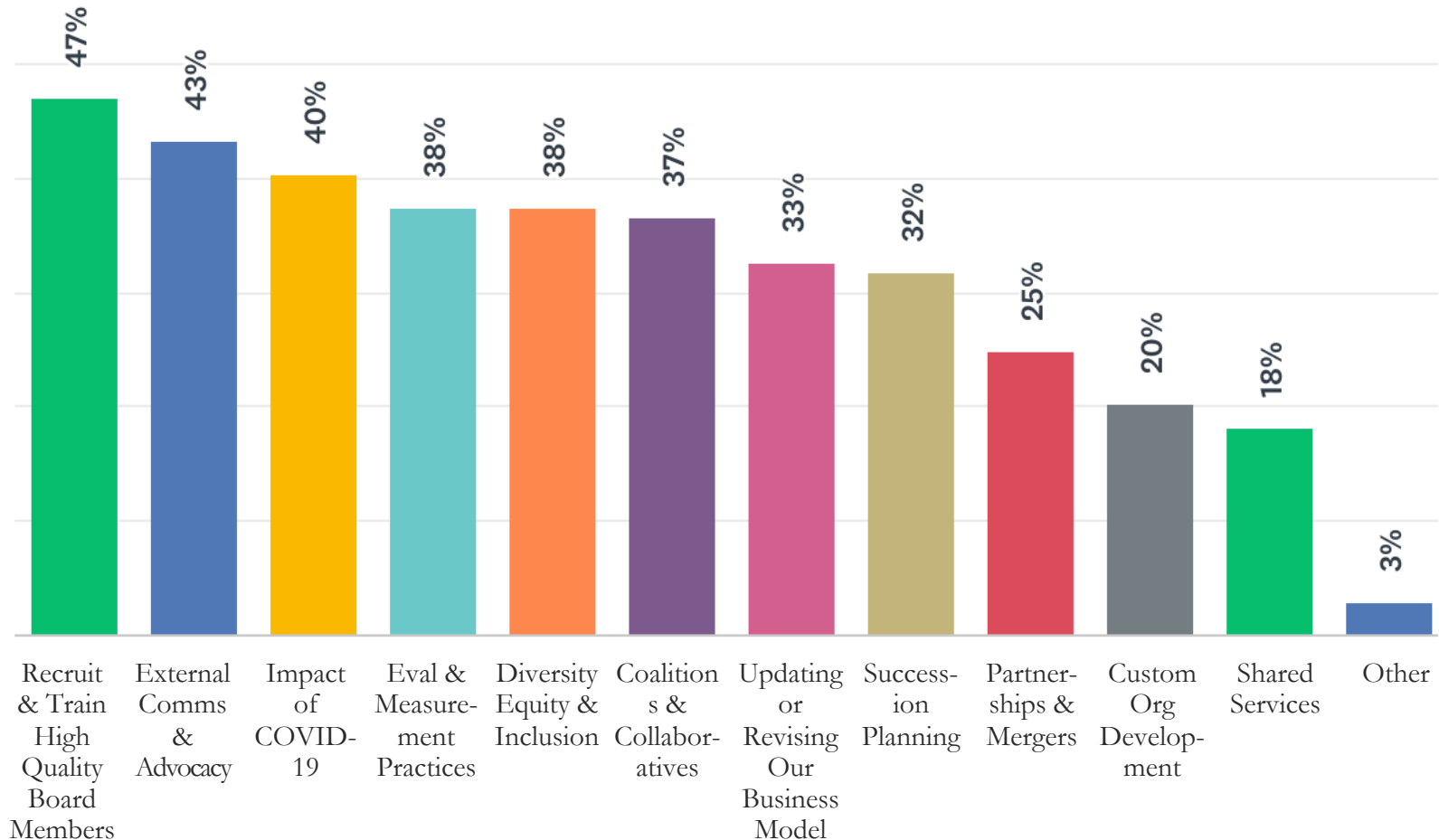
# Forecast: Coming Out of 2021

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# Resources Important to Nonprofits





# Grantmakers Surveyed

Percent providing ...

**Single-Year Unrestricted** 15  
Funding/General Operating Support

**Multi-Year Unrestricted** 10  
Funding/General Operating Support

**Single-Year Project** 16  
Support/Restricted Grants

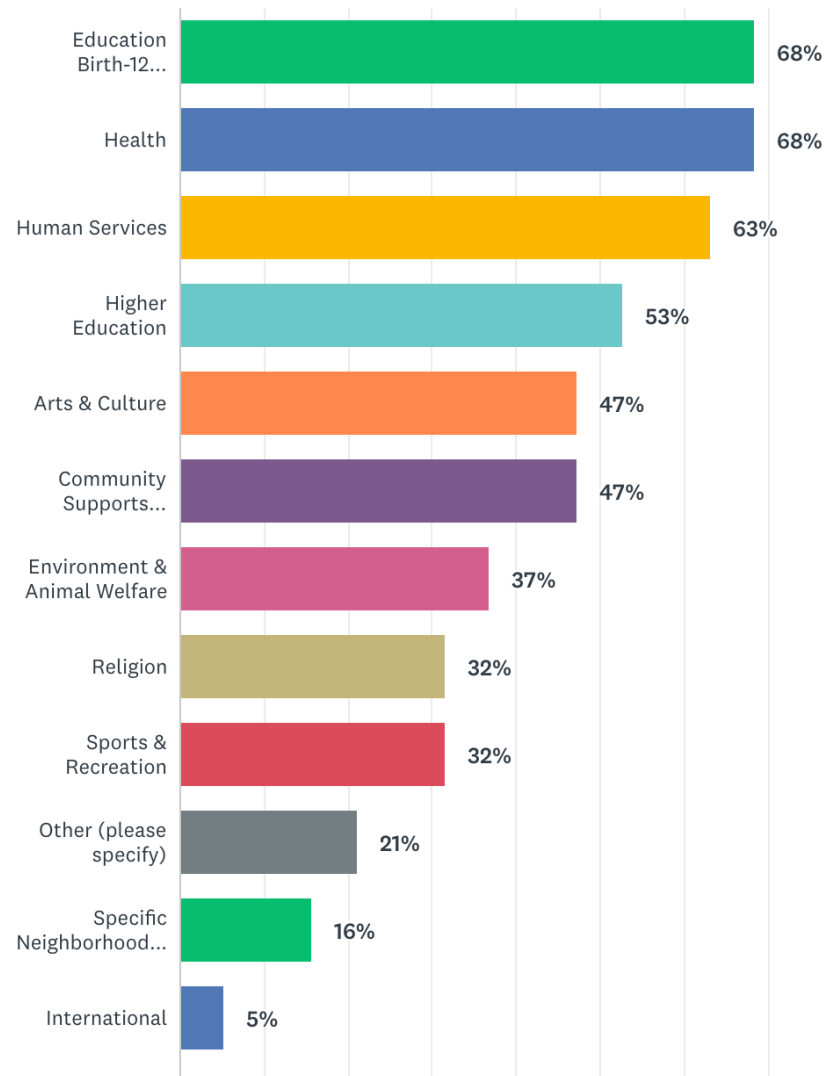
**Multi-Year Project** 17  
Support/Restricted Grants

**Capacity-Building/Organizational** 6  
Effectiveness Grants

**Program Related Investments** 3  
(PRIs)

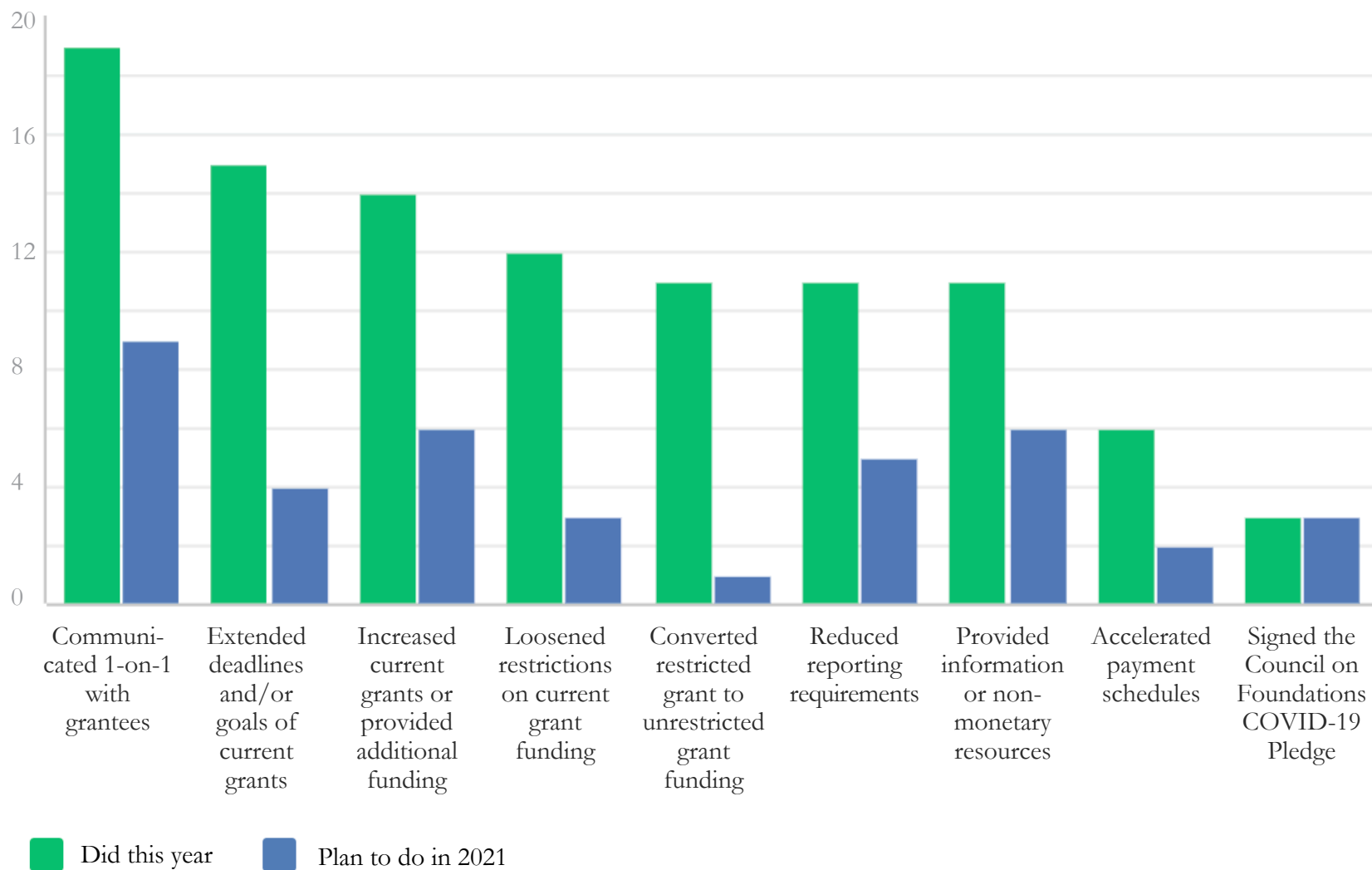
**Non-financial support** (technical  
assistance, convenings, etc.) 12

n = 19





# COVID-19: Practices in 2020 and 2021





# Most Used Techniques In ...

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## Learning whether a grantee's work is contributing to grantmaking goals:

1. **Informal communication** with grantees through check-ins and support calls
2. Final **grant report** narratives
3. Quantitative **outcomes** (such as change in knowledge/skills, change in behavior, etc.)
4. **Site visits**

## Evaluating whether to provide support:

1. **Readiness** of the nonprofit to receive the support
2. Nonprofit's **financial stability**
3. The nonprofit's **request(s)** for specific support
4. **Importance** of the nonprofit to achieving the grantmaker's goals



# Grantmaker Approaches to M&E

**Most useful** techniques in understanding the contributions of a grantee's work were ...



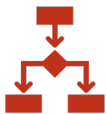
**Informal Communication**  
84%



**Quantitative outputs**  
68%



**Site visits**  
63%



**Quantitative outcomes**  
52%

**59%**

Have provided measurement/evaluation capacity building support for grantees

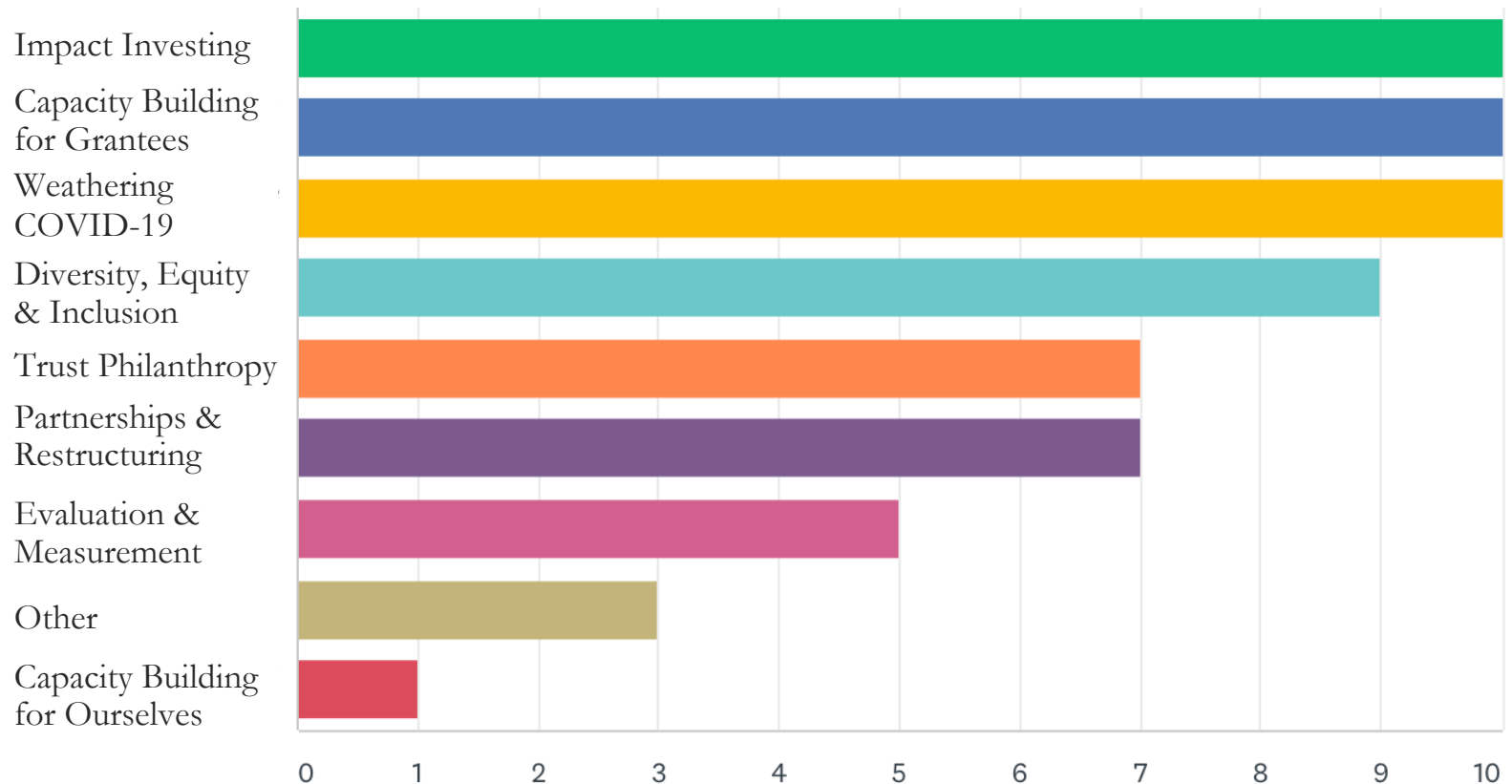
"I'd be interested in a centralized application for some core information (ex: grantees fill it out once per year, responses get 'banked' in a central location)."



# Important Topics for Local Grantmakers

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**What are the most important issues when it comes to planning your organization's grantmaking in the coming years?**





# Looking Ahead: Matching Priorities

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## Nonprofits

What capacity building would be most helpful?

High Quality Board Members

External Communications & Advocacy

Weathering COVID-19

Evaluation & Measurement Practices

Diversity, Equity & Inclusion

## Grantmakers

What issues are important in planning your grantmaking?

Impact Investing

Capacity Building for Grantees

Weathering COVID-19

Diversity, Equity & Inclusion



# Looking Forward

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# Key Messages from Nonprofit Leaders

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- Team well-being is a priority...
  - And is one of the issues that most (57%) executives report is keeping them up at night

*“Saturation is the word that comes to mind. I don’t think my team can absorb anything more.”*

***“We keep playing Whack-a-Mole and are reacting convulsively when change happens this fast.”***



# Key Messages from Nonprofit Leaders

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- Virtual work works...
  - But after 11 months, we're learning that there are limits

*"Virtual arts are not the same. There's not the same impact. The audience, particularly kids, can't connect the same way as in-person."*

*"We need technology desperately. Some of us are working from phones."*

*"While much attention has shifted to direct services directly supporting COVID-19 relief, the gaps in student learning are widening."*



# Key Messages from Nonprofit Leaders

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- **Sudden lifting of business and cultural restrictions** — that once inhibited flexibility, creativity, and improvements to the way we work, serve and live
  - How do we integrate them into post-pandemic work?
  - 48% of executives tell us “having the tools and funds to adapt” keeps them up at night

*“We need to tap into the creative class to reimagine everything about how and why we work.”*

*“There are solutions to community problems to be found within our nonprofit sector.”*



# Key Messages from Nonprofit Leaders

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- **Mission focus** — when resources are tight it's more important than ever
  - But there's been a permanent cost to nonprofits, and some will never recover
  - 42% of executives report that “staying solvent through 2021” keeps them up at night

*“We have capacity issues for much needed services, so [we] have to turn people away.”*

*“We are trying to stay relevant, but it is not an easy task. Our biggest concern for the future is that we do not know if we will be able to produce programs in the spring OR our major fundraiser in the fall.”*



# Key Messages from Nonprofit Leaders

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- **Nonprofits are Essential**

Nonprofits are a key component of economic reignition; communities will benchmark “normal” when they have access to civic, cultural and convening nonprofits.

*“We are a provider of essential services without financial support for same.”*

*“We need the community to understand our work and support it.”*

*“It has been said that this year is unprecedented. There has always been a precedent for our work. This year, it is even more clear.”*



# Issue Focus

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**[It's] hard to look ahead to advocacy, when we are really just trying to stay afloat."**

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*— Survey taker*



# Challenging Forecast

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- State/local budget cuts
- Federal government in transition
- Unemployment @ 10 M+
- Unresolved racial conflict/system mistrust
- Evictions/foreclosures
- Service demand increase
- Civic & cultural orgs struggling
- \$15 minimum wage
- Vaccine rollout





# Key Advocacy Priorities: Themes

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- Homelessness and housing
- Keeping arts & culture alive
- City grants
- Basic needs: Funds to help with rent, utilities, food
- Environmental protection
- Services for vulnerable populations including youth, disabled, seniors
- Advocacy at the state and local level for needed funding
- Social and racial justice
- Need for federal relief
- Minimum wage
- Health, safety and mental health
- Need for volunteers

***Additional CARES Act funding to address homelessness and the lack of affordable housing ...  
Enduring KHA changes ...  
State funding to support minimum wage mandate.***

***“Time is of the essence — our patients need support, relief, and healthcare right now.”***



# How to Stay Connected

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- Join FNA
- Nonprofit Gateway
- Essentials: Powerful Advocacy
- Check out the Nonprofit Center website
- Jessie Advocacy Series
- Find coalitions and networks
- Reach out to us!



# Questions?

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# Upcoming Events

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- [2020 Compensation & Benefits Report: Developing a Compensation Plan](#) – Friday, February 5, 9-11AM
- [Essentials: Nimble Budgets](#) – Thursday, February 18, 9-10:30AM
- [Implicit Bias and Equitable Teams](#) – Tuesday, February 23, 9AM – Noon
- [Jessie Advocacy Series: Key Policy Updates from the First 100 Days of the Biden Administration](#) – Friday, April 30, 9 – 10AM

For more information visit [nonprofitctr.org](https://nonprofitctr.org)



# Thank you!

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**NonprofitCenter**  
of Northeast Florida

*Connect • Strengthen • Advocate*



# Contact

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