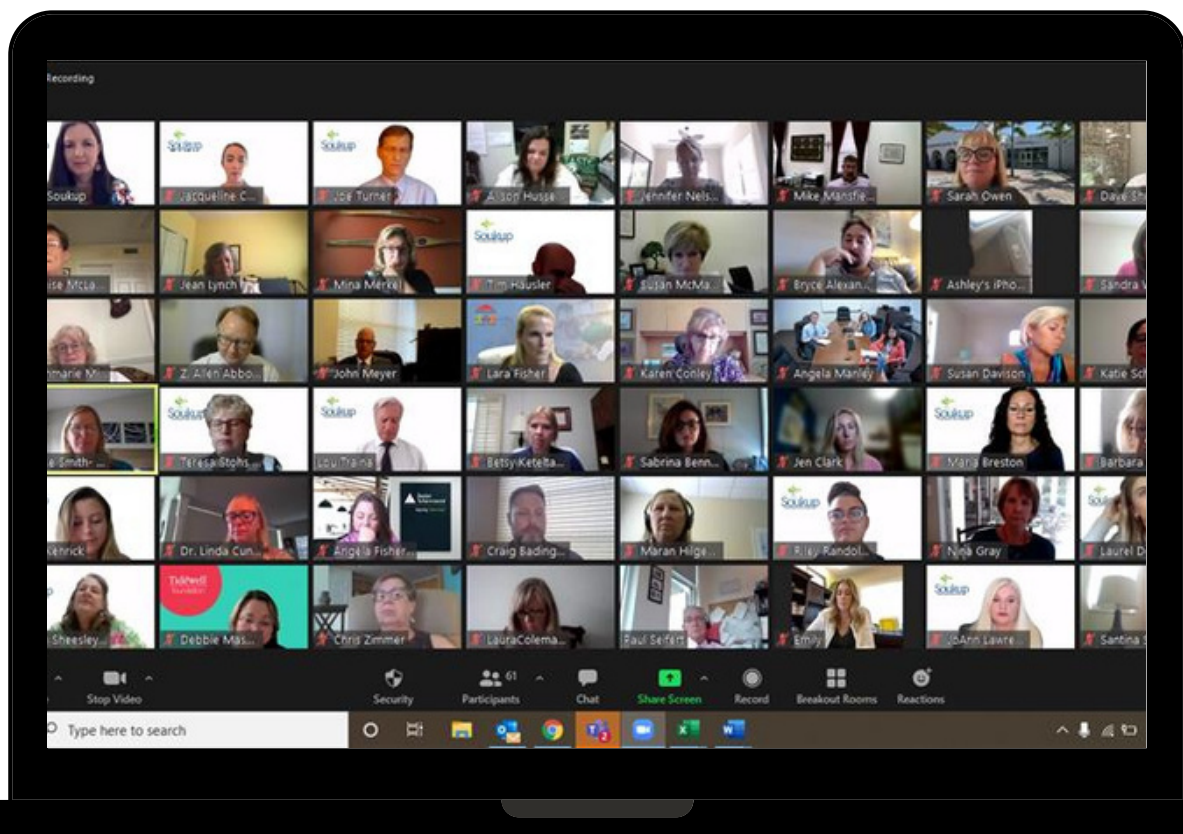


THE STATE OF NONPROFITS IN SOUTHWEST FLORIDA

A Summary of Data Collected from the Nonprofit Virtual Town Hall
Hosted by Soukup Strategic Solutions, May 2021



AN OVERVIEW

In August of 2021, nonprofit leaders participated in a creative exchange of information and innovative problem-solving for the nonprofit sector in Southwest Florida. This white paper summarizes findings from both their dialogue and the surveys completed before the Town Hall. We disseminated this to local leaders and legislators and everyone who took part in the Town Hall. Leaders identified common barriers to success, challenges they face, and opportunities for growth and collaboration. These leaders made it happen, we shared it, and change has already begun.

OUR METHODOLOGY

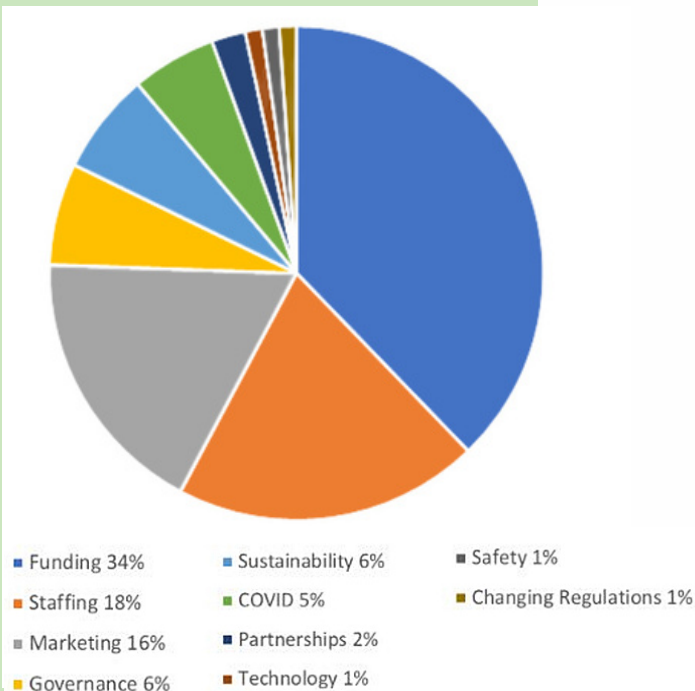
All attendees completed a pre-workshop survey. This survey included questions regarding both their concerns for their individual organization and the nonprofit sector in Southwest Florida as a whole. They also responded to questions about the opportunities they see for the individual nonprofit and the local nonprofit sector. Thus, participants help us to create a SWOT analysis for nonprofits, individually and as a sector. All results are included within this white paper. These responses also formed the questions we had attendees discuss through a virtual platform, namely a conference via ZOOM. Breakout rooms were designated by the nonprofit's mission. Qualitative data coming from these discussions is also included in this white paper and helps to form the basis of the outcomes.

Pre-Town Hall Participant Survey Findings

What are your top three concerns about your organization at this moment in time?

Summary

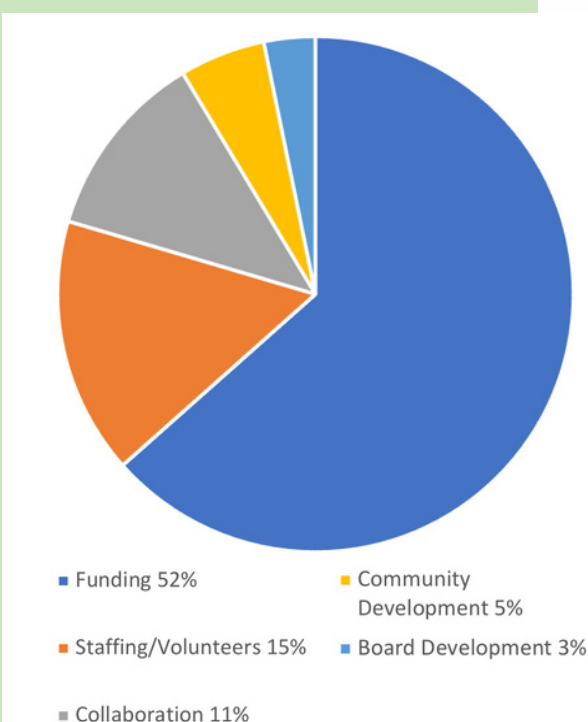
- In order to understand what the main concerns were among nonprofits in Southwest Florida, we polled 124 participants.
- 34% said funding was the top concern in their organization. This stemmed from concerns around program changes, program growth, and staffing.
- Many organizations related funding concerns with human resource concerns such as staffing.
- Participants explained the shortage of qualified employees due to the low salary compensation available. They explained that they cannot reward their existing staff which results in low employee retention rate.
- Many said with more funding available, their human resource and operation concerns could be better resolved.



What are your top three concerns about the nonprofit sector in Southwest Florida?

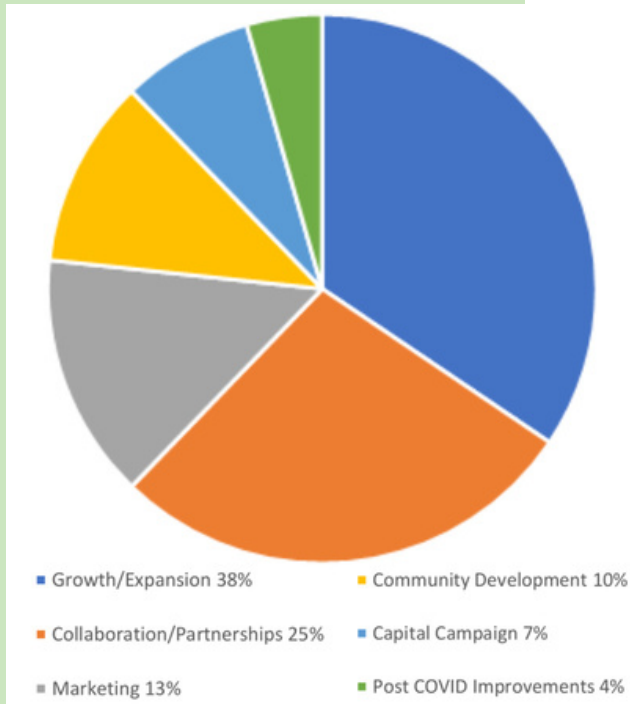
Summary

- In order to understand what the main concerns were among nonprofits in Southwest Florida, we polled 124 participants.
- 59% said funding was the top concern in the nonprofit sector in Southwest Florida. The consistent concern expressed is making sure that all of the non profits survive post pandemic, as they are all needed.
- 15% stated that staffing and volunteers was a primary concern for the nonprofit sector. Many organizations related funding concerns with staffing issues, that without enough funding they cannot pay competitive salaries and have high turnover.
- Lack of collaboration was indicated by 11% as a primary concern, followed by community development by 7%, and Board development by 3%.



Pre-Town Hall Participant Survey Findings

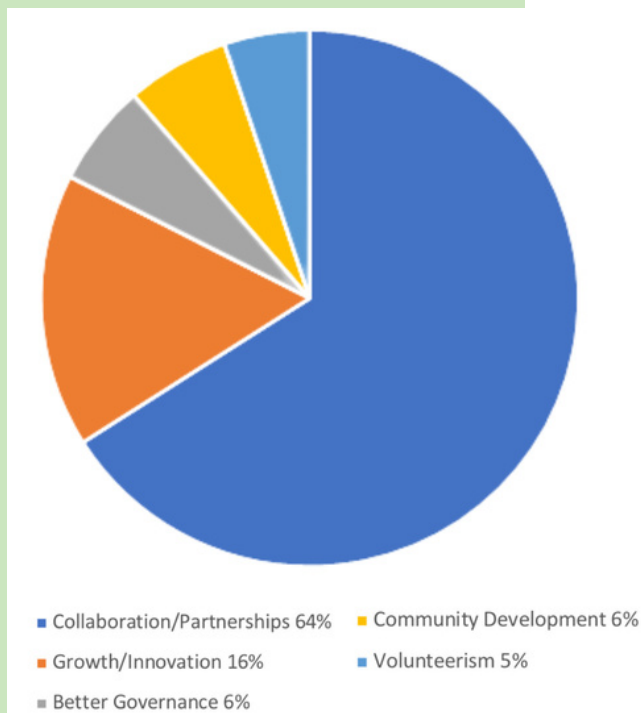
What opportunities do you see for your organization in the near future?



Summary

- In order to better understand the opportunities nonprofit organizations see available to them 124 participants were asked to answer this question.
- The majority 38% felt that growth and expansion was the largest of opportunities available. 25% felt collaboration and partnerships would provide opportunity.
- Additionally, 13% felt that marketing would provide greater opportunity, with community development at 10%, capital campaign 7%, and post COVID-19 Improvements 4%.

What opportunities do you see for the nonprofit sector in Southwest Florida?



Summary

- In order to steer the conversation of opportunities for the nonprofit sector in Southwest Florida, 124 participants we're asked what opportunities they see.
- The majority, 64%, indicated collaboration/partnerships were the largest opportunity.
- Growth and innovation was answered by 16% of participants to be an opportunity.
- Lastly, less than 6% surveyed to see better governance, community development, or volunteerism as opportunities.
- Survey results show nonprofit leaders believe these opportunities becoming available to them will lead to collective momentum, more in need citizens served, success in post-pandemic ventures.

Funding

Funding was one of four main discussion points for all participants, having been identified as a main opportunity or concern pre-discussion. Here are some of the findings.



59%

Said that funding is a major concern they see for the nonprofit sector in Southwest Florida.



What You Should Know

- Our whole nonprofit community is too reliant on major donors.
- The financial situation in the nonprofit sector is as stable right now but what is going to happen without pandemic government funding.
- Donors are leery about what is going to happen in our world and in the financial field and may not be willing to provide the fund that they in the past have given
- As the population grows, the need increases, but the funding given is not increasing at a high enough, comparable rate.

Proposed Solutions

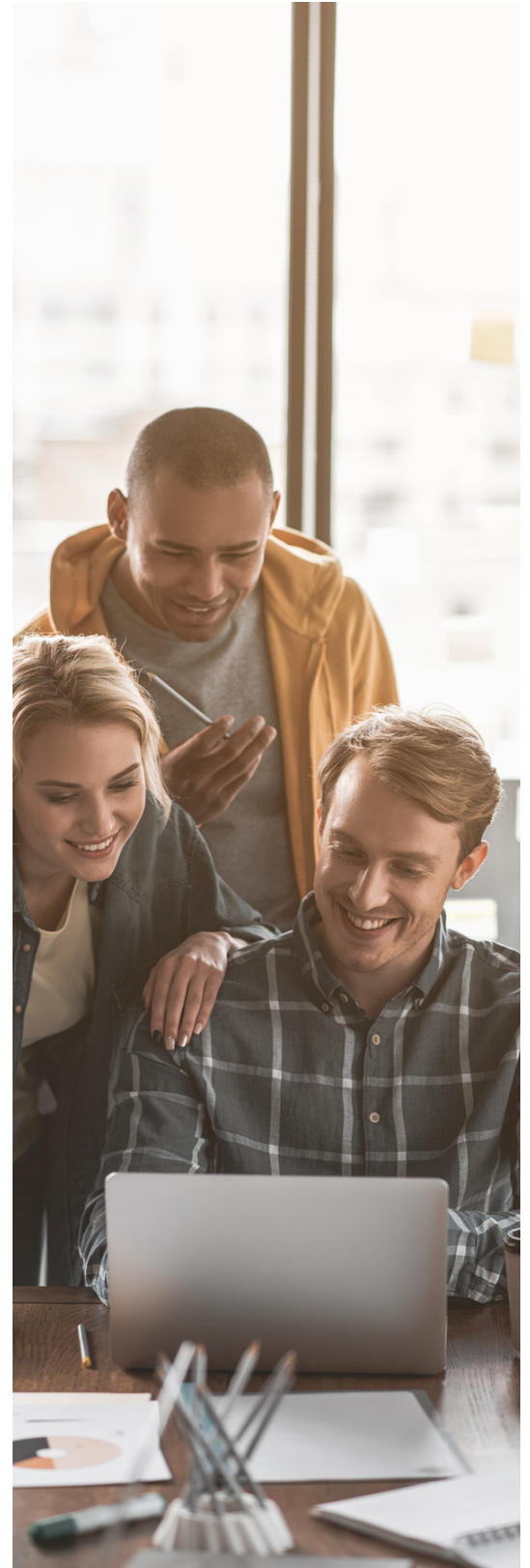
- Foundations/funders educating and encouraging donors like banks to understand why nonprofits need funds for things other than programs and well-known operational needs.
- We need advocacy at county, state and federal level.
- Efforts to attract younger professionals and leadership training to replace donors and Board Members as current group becomes older.
- Increase opportunities for leadership to collaborate and engage to reduce duplication of services.
- In small, grassroots nonprofits, set measurable outcomes so they are better able to be funded or get traction in the community.

Human Resources

Human Resources was one of four main discussion points for all participants, having been identified as a main opportunity or concern pre-discussion. Here are some of the findings.



Said that human resources (staffing and volunteers) is a concern for their organization.



What You Should Know

- Volunteer driven organizations suffered during COVID and had challenges recruiting full time residents as volunteers
- Affordable housing is a problem for homeless and majority of employees that are low-income (education and workforce development)
- There is a shortage of employees as needs increase
- Price of living being higher in Fort Myers and Naples leads to new hires living farther away, employee retention low as result
- Salary and compensation is an issue for necessary growth as the need increases due to population growth

Proposed Solutions

- More affordable housing
- Increased incentives for individuals moving to the area for work
- Increased activity and events in the area
- Stipend for volunteers
- Incentives or campaigns to attract young people and young professionals

Collaboration

Collaboration was one of four main discussion points for all participants, having been identified as a main opportunity for the nonprofit sector and individual organizations pre-discussion. Here are some of the findings.



64%

Said that collaboration is an opportunity they see for the nonprofit sector in Southwest Florida.

What You Should Know

- 64% of registrants said that collaboration is an opportunity they see for the nonprofit sector in Southwest Florida, while only 25% identified it as an opportunity for their individual organization
- Multiple organizations expressed collaboration with community leaders is what has kept them afloat during the COVID-19 pandemic, and will continue to after.
- “By collaborating, organizations will be able to reach more people and some of those individuals may be compelled to volunteer or donate through referrals and accountability.”
- In order to serve the community more effectively and connect people with the services they need, partnerships must form between organizations.

Proposed Solutions

- Seeking like-minded organizations instead of like-mission based organizations to collaborate with was discovered to be key.
- An alliance/forum was proposed to promote partnering between organizations. This provides a unique opportunity to look at things differently, work more effectively individually and “produce a better product for clients”.
- “collaboration can tie back to funding and if organizations collaborate, they can share funding opportunities and ideas with one another”



Growth

Growth was one of four main discussion points for all participants, having been identified as a main opportunity or concern pre-discussion. Here are some of the findings.



38%

Said that growth and expansion is an opportunity they see for their organization in the near future.

What You Should Know

- Majority of organizations are looking to expand employed staff in order to keep up with increasing demand for services relating to the growth of our community.
- Growth is hindered by the increase in the cost of living in Southwest Florida. Due to this, potential employees are living further away, making accessibility a challenge.
- Multiple organizations expressed that their growth is being held back due to a lack of funding, specifically in organizations providing health care and mental/behavioral services.

Proposed Solutions

- Organizations feel an increase in government assistance is needed to expand reach and meet the increased need coming from growth of the population in Southwest Florida that occurred amid COVID-19.
- Majority of organizations agree a network of nonprofits in Southwest Florida sector that influences collaboration, event planning, and allows communication of nonprofit leaders is necessary in their growth efforts.





86% of Arts, Culture, Recreation & Tourism

- 86% of the Arts, Culture, Recreation & Tourism mission based organizations indicated the top concern they see in their nonprofit sector in Southwest Florida is the dwindling culture of philanthropy.
- Arts organizations are struggling because earned revenue has been down. They did benefit from PPE grants and COVID relief funds, but as even as COVID slows down their earned revenue is drowning.



70% of Education & Workforce Development

- 70% of the Education & Workforce Development mission based organizations see a lack of funding as the biggest concern for the nonprofit sector of Southwest Florida.
- They expressed this lack of funding is mainly due to competition resulted from duplicated services amidst local organizations and immense growth of need for services in 2020 and early 2021.
- Another concern was attracting younger professionals to the area.



59% of Education & Youth Development

- 59% of registrants expressed that financial stability was a top concern for their organization.
- Limited fundraising for growing programs
- Better salaries to attract qualified staff
- Existing staff salaries is an issue in trying to make them stay (rewarding staff)



80% of Environment & Animals/Wildlife

- 80% of registrants identified funding as a primary concern for their individual organization
- They expressed concerns about staffing, increasing operational costs, and infrastructure improvements all as a result of increasing need.
- Need to acquire more generous donors to increase revenue.
- A lack of grant funding is a big issue and discussion participants agreed over 80% of their budget is produced from philanthropic efforts



67% of Healthcare & Mental/Behavioral Services

- 67% Said funding was their top concern for their individual organization.
- As the need for funds in this area increases the funding given is not increasing at a high enough, comparable rate. Naples is noted to be growing 5x faster than normal. Florida is very low in funding for mental health from government- need advocacy at county, state, federal level.
- Partisan politics at a federal level is an emerging issue in the mental health nonprofit sector.
- Need more funding for operations. Funding that comes with programs affected when program changes



61% of Housing & Homeless Services

- 61% of registrants with the Housing and Homeless mission focus stated that funding was the biggest concern for the sector as a whole
- 50% reported that staffing was a concern for their organization due to increased need in the community, a lack of funds for payroll, and/or fatigue due to overwork caused by the pandemic
- Many stated that the lack of affordable housing is contributing to an increased need for their services.



53% of Human Services

- 53% of Human Services mission based organizations stated that the biggest opportunity they see for the nonprofit sector of Southwest Florida is collaboration on services and supporting the cause.
- 38% reported funding as a major concern for their organization.
- As people move from different parts of the country, they may be troubled with not as many services available compared to where they came from.
- Human service organizations and clients face challenge with the rising prices in housing.



70% of Philanthropy & Volunteerism

- 70% of the Philanthropy & Volunteerism mission based organizations see a lack of funding as the biggest concern for the nonprofit sector of Southwest Florida.
- They expressed this lack of funding is mainly due to competition resulting from duplicated services and donor fatigue.
- Lower profile organizations indicated they specifically do not get the funding they deserve due to their small size.

Nonprofit Organizations that Participated in Data Collection



American Association of University Women-
Greater Naples Branch
Adrenal Alternatives Foundation
Affordable Homeownership Foundation
American Planning Association
Avow Hospice
Baby Basics of Collier County
Bonita Springs YMCA
Boys & Girls Clubs of Charlotte County
Caribbean American Cultural Connections
Champions For Learning
Charlotte Community Foundation
Charlotte County Habitat for Humanity
Charlotte Players
Clinic for the Rehabilitation of Wildlife
Collier Citizens Council
Collier County Hunger & Homeless Coalition
Collier Resource Center
Community Helping Hands
Cypress Cove
David Lawrence Centers for
Behavioral Health
Davison Development
eBella Magazine
Englewood Community Care Clinic
Epilepsy Services of Southwest Florida
Father's Purpose
Florida Center for Inclusive Communities
at University of South Florida
Florida Gulf Coast University
Florida Repertory Theatre
Florida Wildlife Federation
Girls on the Run Southwest Florida
The B. Thomas Golisano Foundation
Goodwill Industries of Southwest Florida
Governance for Nonprofits
Grace Place for Children and Families
Guadalupe Center
Guardian ad Litem Foundation - 20th
Judicial Circuit
Gulf Coast Humane Society
Gulf Coast Partnership
Habitat for Humanity of Collier County
Habitat for Humanity of Lee and
Hendry Counties
Harry Chapin Food Bank
High D Management
Hodges University
Holocaust Museum & Cohen Education Center
Hope Hospice

Hunger & Homeless Coalition
Immokalee Fair Housing Alliance
Iona House Corporation
Junior Achievement of Southwest Florida
Justice for All
Keep Lee County Beautiful
Klinsky Consulting
League of Women Voters of Collier County
Lee County Human Services
Lighthouse of Collier
Military Heritage Museum
Mina Merkel Consulting
My Autism Connection
Naples Wealth Planning
National Communication Association
New Horizons of Southwest Florida
Office of the Comptroller of the Currency
Options for Supported Housing
Pace Center for Girls
Parkinson's Association of Southwest Florida
Protected Harbor
Punta Gorda Symphony
Residential Options of Florida
Richard M. Schulze Family Foundation
Senior Friendship Centers
Shy Wolf Sanctuary
Small Business Development Center at
Florida Gulf Coast University
Society of St. Vincent de Paul, Sacred
Heart Conference
Southwest Florida Community Foundation
St. Vincent de Paul, Naples
STARability Foundation
Sullivan Consulting
Sunrise Community of Southwest Florida
Synovus Bank
The GATE Project
The League Club
The Naples Players
The Salvation Army of Collier County
Tidewell Foundation
Together On Purpose
United Way of Collier and the Keys
University of New Orleans
Valerie's House
Women's Giving Circle of Southwest Florida
Wounded Warriors of Collier County
Youth Haven