

Philanthropy & the Independent Sector

The State of Philanthropy in Central Florida: 2022

Building community by building philanthropy

YOUR COMMUNITY FOUNDATION

Central Florida Foundation stewards philanthropic dollars on behalf of individuals, families, and nonprofits. We partner with people who are determined to make a difference in their community.

Knowing that true change demands more than dollars and cents, we foster collaboration, fuel ideas, and spearhead the innovation that will transform our region for good.

400+ Funds

\$80 Million into the community



We are a launchpad for

HIGH-IMPACT PHILANTHROPY

Since 1994

CENTRAL FLORIDA
FOUNDATION



COLLABORATION

We bring all the essential partners to the table—researchers, policy makers, business leaders, supporters and other stakeholders.



IDEAS

We generate ideas to address the root cause of the challenge rather than simply fixing the symptoms.



INVESTMENT

We connect strategy to philanthropy, coordinating community-wide investment into one-of-a-kind solutions.



INNOVATION

We pilot big-picture, systemic solutions with the potential to change things for good. True impact requires unique approaches to issues.



LEGACY

We create real, lasting change as stewards of our community's resources, passion and investment that will last well into the future.

The Go-To Place for Central Florida Nonprofits



nonprofit-search.org

- Nonprofits complete their profile
- CFF staff reviews information
- Find nonprofits and learn about them
- Information about nonprofits' management, governance, financials and programs
- Make stronger giving decisions
- Give directly to nonprofits
- Completely free of charge

FSCPS Reviewed Profile

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Find a Nonprofit

Create A Profile

Nonprofit Search

Find Organizations

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\$0

Foundation for Seminole County Public Schools, Inc.

The
FOUNDATION

For Seminole County Public Schools

☆

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407-320-0181

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FUNDRAISE

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Overview

Statements

Impact

Programs

Governance

Management

Financials

Events

Disaster Programs

DOWNLOAD FULL PROFILE

The Foundation enhances the quality of education in Seminole County Public Schools and ensures that today's students become tomorrow's successful, productive citizens. The Foundation focuses on three priorities for funding initiatives in the school district: 1) Remove

REVIEWED BY

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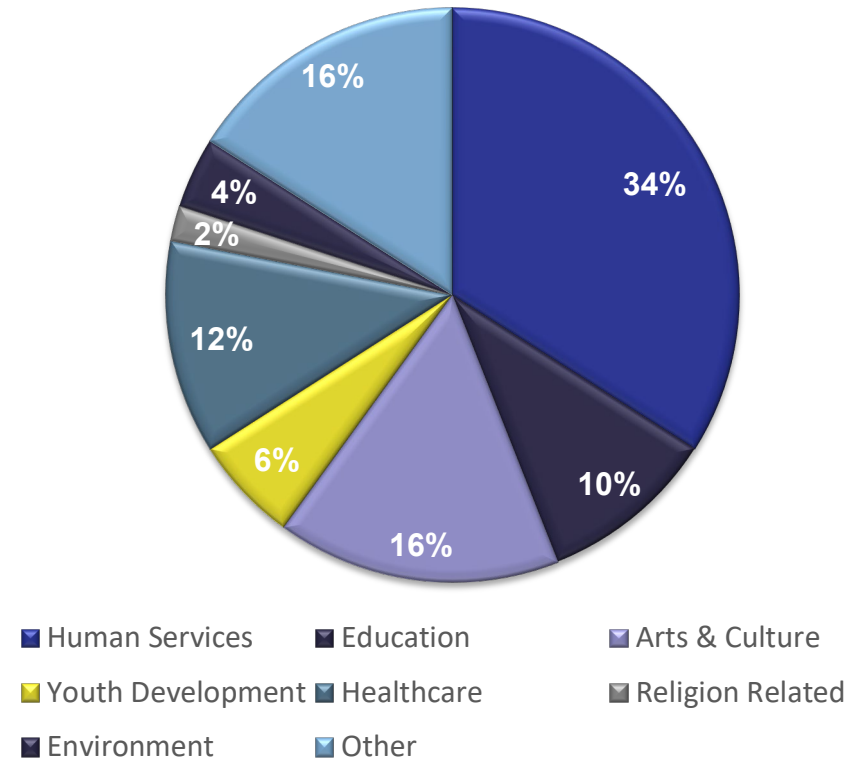
View of the Future

- **Central Florida nonprofit financial position?** Hundreds of nonprofits are trying to return from hibernation. Many won't make it or come back in totally different form.
- **The Continuing Dilemma:** Tough decisions continue to challenge the sector. Many revenue streams are volatile and fragile. Missions and business models have changed and are being redesigned. We should all be reimagining the sector and work of organizations.

All Sub-Sectors

- Data collected from Nonprofit Search as of December 31, 2021
- 362 Reviewed Profiles
- Financials from 235 nonprofits of all sizes

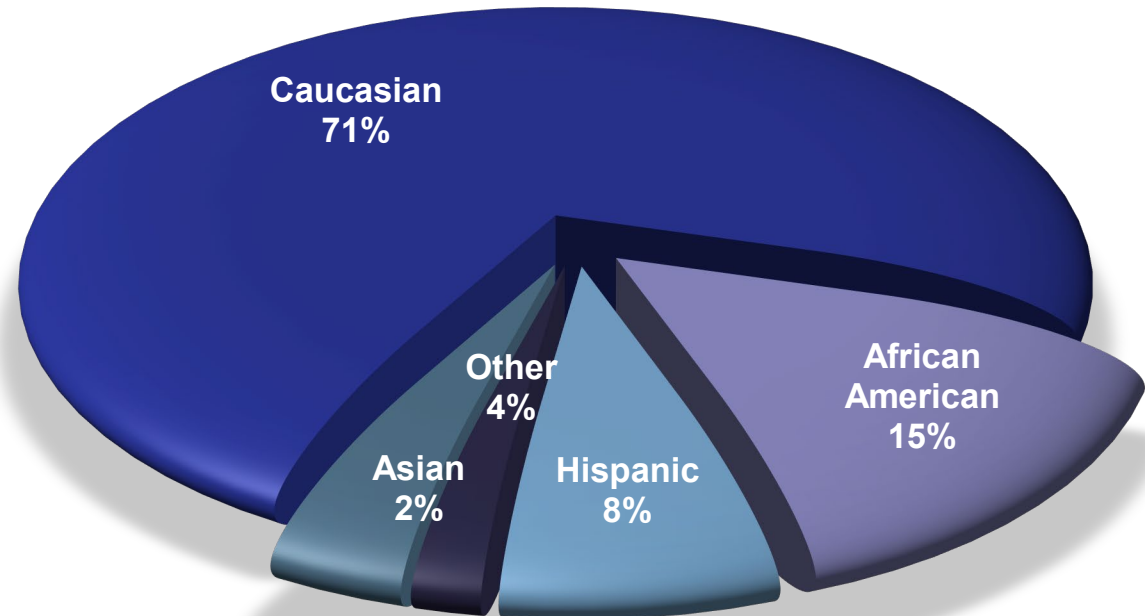
% of Orgs by NTEE



Board Demographics

- Female: 48%
- Male: 52%

Boards still lack diversity



Leadership

• CEOs performance review	75%
• Performance review of senior staff	66%
• Annual CEO Compensation	
Under \$50,000	21%
\$50,001 to \$75,000	20%
\$75,001 to \$100,000	18%
Over \$100,000	41%
• Volunteer Led*1	25%
• Average CEO compensation*2	\$113,874

*1 – Volunteer Led – organizations with 0 paid part-time and full-time staff with non-paid CEOs

*2- Only includes an average of paid CEO's – backs out volunteer led organizations

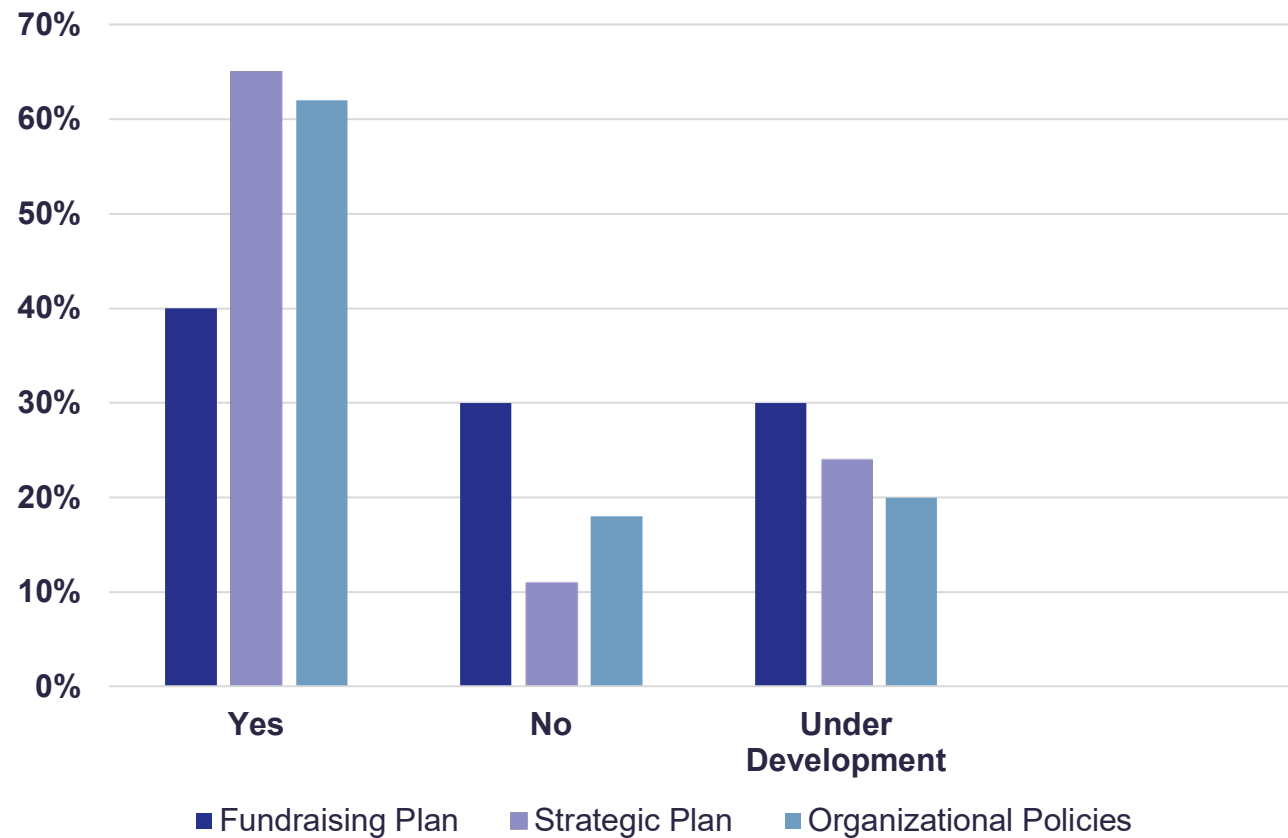
Staffing

- **Part-time** **6764**
- **Full-time** **18359**
- **Contract** **2118**
- **Volunteer** **230,342**



Staff Retention Rate is 85%

Planning & Policies



Endowment

- **True Endowment – as reported in audited financial statements which must be permanently restricted by a donor and cannot be invaded.**
- **98 nonprofits in this cohort report having endowments**

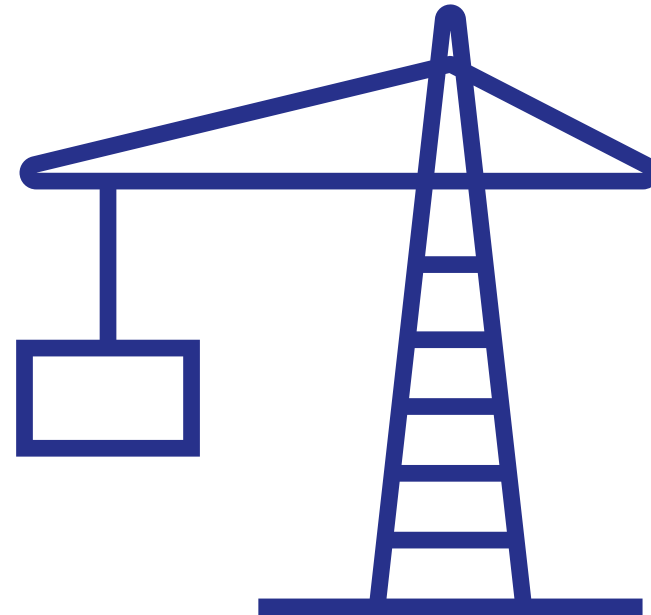
Value = \$1,454,837,019

*Value includes Rollins College & Stetson University

Capital Campaigns

Whole Nonprofit Sector*

- 13%
- Goal = \$862 Million
- Raised = \$423 Million



*Sample: 46 organizations in Orange, Osceola, Lake and Seminole counties

Revenue & Expenses

- Total Audited Revenues 1,944,919,904 (235 nonprofits)
- Total Audited Expenses 1,854,699,811
- Total Government Funding - \$459 million *₁
- Total Funding from Individuals - \$437 million
- Total Funding from Foundations and Corporations - \$34.3 million
- Earned Revenue - \$681 million
- Special Events - \$43 million
- In-kind - \$145 million
- Average Overhead – 11% *₂
- Average Fundraising Cost – 4% *₃

*₁ – Total Govt. includes local, state and federal funding

*₂ - Average Overhead – sample size of 235 nonprofits

*₃ – Average Fundraising Cost – sample size of 235 nonprofits

The Giving Map

Some data from the Lilly Family School of Philanthropy 2021

Individuals & Families



Retail donors without relationship or equity

This cohort still in disruption! Models show an increase in 2022.

Mid-level donors in cultivation

Some call this the missing middle. This cohort is declining due to generational changes in cultivation. Models predict continued decline.

Family donors building cross-generational experiences

This cohort can be driven by a nonprofit that engages investors in long-term social change. Focus on the long recovery and human needs.

High net-worth individual investors

Growing cohort! Beware of the unintended consequences of focusing on this cohort. Models show almost full recover at the end of 2020. However, expect fewer gifts for more \$.

Long-term investors with equity in you or your social change

This is the new “cultivation.” Families and their Gen 2 and Gen 3 need to be engaged with your positive social change and Theory of Change!

A few more projections...

- Total Giving expected to increase in 2022.
- AFP's Foundation for Philanthropy (and Giving Tuesday data) suggests giving accelerated in the first quarter of 2021 and continues. Likely close to 5% in 2021 and again in 2022.
- Giving by corporations rose 1.4% in 2021. Still a slow recovery in 2022.
- Health and Education related nonprofits are still leading giving.
- Nonprofit “haves and have-nots.” Human Services nonprofits will struggle more in 2022. Those offering “reaction-based services” will likely still edge the rest of the sector.
- Expect a ramp up of political giving from foundations and philanthropists before November.

We must rebuild the missing middle?

- **Now, more than ever, making the market for median giving is critical! About 68% of giving is from individuals and families and the average gift is about \$2500.**
- **We must engage the middle – Millennials and Gen Z - or face losing donors for a generation!**



“Diversity is good. Pass it down.”

istock.com/andrewgenn

Continued growth in strategic giving

- Strategic Givers care more about what gets done than the process – They have a head, a heart, and a wallet!
- Strategic Givers focus on capability and outcomes!
- Strategic Givers understand the difference between Capital and Revenue.
- Theory of Change becomes mainstream – “If ... Then.”
- We are now in the age of Millennial and Gen Z giving!
- Tell the story in Nonprofit Search.

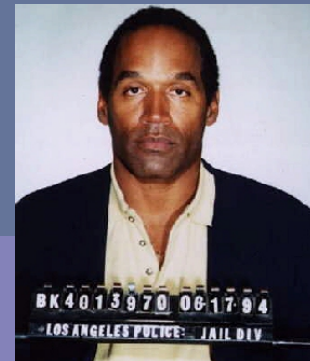
Millennials – entitlement generation?

- Born 1981 – 1995
- Current Age 25 to 39
- # Born 77,000,000
- Formative Years '80s to '00s

Millennials

Coming of Age Events

- September 11 attacks
- The Internet
- Great economic times
- Dot com boom and bust
- Columbine Shootings
- Oklahoma City Bombing
- Princess Di's Death
- Clinton Impeachment and Scandal
- OJ Trial
- Fall of Berlin Wall
- Mark McGwire/Sammy Sousa homerun contest



Gen Z

- Born 1995 – 2010
- Current Age 10 to 25
- # Born About 72,000,000
- Formative Years '90s to '00s

Not what you might expect

- Under 25 – 25% of the US Population
- Ethnically Diverse – last generation to be majority non-Hispanic white – 52.9%.
- 23.5% are Hispanic and 93% of those are US born.
- Characteristics include – DIYers and crowd sourcers, instant gratification, over connected to a point of impairment.

Alpha Gen is coming

- Named by Sociologists Mark McCrindle and Mark McQueen.
- Born 2011 to 2025.
- Children of Millennials - and the gateway to their consumer dollars.
- Characteristics include – First generation to have little or no experience with direct sales, born to a personal online experience – seamless and integrated.
- Last generation to experience an auditory learning experience in school. They are moving to hands-on experiential approaches with digital connection to teachers.

The future is bright for the nonprofit sector

- The pandemic is like a forest fire, and we should respond to it that way.
- Now is the time to build transformative models at the business model and systems level!
- Now is the time to accelerate change and take advantage of the disruption! Relevance is the key to navigating the disruption.

LET'S CONNECT

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