Philanthropy &
the Independent Sector
The State of Philanthropy in Central Florida: 2023

Building community by building philanthropy
We are a launchpad for HIGH-Impact PHILanthropy

Since 1994

**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.
What We’ll Cover

- Philanthropy is Growing or Not?
- 2023 Pathway – State of The Central Florida Sector
- Expectations
A Starting Thought

This is a new time in American history. The Independent Sector is a thought-leader and driver of solutions. You have nothing to learn from the past. We are now on a journey to the future of society and the role of nonprofits will be what we make it!
The Giving Map

Traditional Mission Funded Competition

Industries & Families

Retail donors without relationship or equity
Mid-level donors in cultivation
Family donors building cross-generational experiences
High net-worth individual investors
Long-term investors with equity in you or your social change

Value-Driven Social Outcomes

Some data from the Lilly Family School of Philanthropy 2021
A Few Predictions

• Total Giving expected to increase in 2022. Not all nonprofits will see the increase.

• AFP’s Foundation for Philanthropy (and Giving Tuesday data) suggest giving accelerated in the first quarter of 2021 and continues. Likely close to 5% in 2022.

• Giving by corporations rose 1.4% in 2021. Corporate giving popped in 2022 and will continue to grow in 2023.

• Health and Education related nonprofits are still leading giving.

• Nonprofit “haves and have-nots.” Human Services nonprofits will struggle in 2023. Those offering “reaction-based services” will likely see funding decline.

• Political polarization will continue to have an impact on giving. Be prepared to have politics play in role in conversations about work in Health, Education, Environment, and Human Services.

Some data are from Association of Fundraising Professionals and the Lilly Family School of Philanthropy 2021.
What’s our Region’s Wealth?

This includes debt, homes, bank accounts, retirement accounts, closely held family businesses. It does not include or undervalued trusts, hard to value assets, quickly depreciating assets, or extremely high net worth families.

$1.2 trillion

Across Florida: $7.3 trillion
Giving Trends in the Central Region*:

- 67.8% give to charitable organizations
- 86.9% give informally
- 25.1% give to racial justice causes
- 54.8% volunteer

Orange County:
- 72.0% give to charitable organizations
- 85.4% give informally
- 34.7% give to racial justice causes
- 59.3% volunteer

The Central region makes up about 19% of giving in the state, and 19% of local giving in the state. The average gift amount is $2,049, putting the region at 5th out of 8.

18,357
Total Nonprofits

$23,285,682,340
Total Revenue

*Central Region is defined here as: Hardee, Highlands, Lake, Marion, Orange, Osceola, Polk, Seminole, and Sumter counties

<table>
<thead>
<tr>
<th>County</th>
<th>Nonprofits</th>
<th>Employment</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brevard</td>
<td>2,496</td>
<td>16,633</td>
<td>$2,806,742,390</td>
</tr>
<tr>
<td>Lake</td>
<td>1,461</td>
<td>9,583</td>
<td>$1,241,474,273</td>
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<tr>
<td>Orange</td>
<td>6,617</td>
<td>58,178</td>
<td>$8,166,665,046</td>
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<td>Osceola</td>
<td>1,057</td>
<td>4,487</td>
<td>$270,190,562</td>
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<tr>
<td>Polk</td>
<td>2,522</td>
<td>17,652</td>
<td>$2,542,600,216</td>
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<tr>
<td>Seminole</td>
<td>2,025</td>
<td>9,370</td>
<td>$6,033,229,874</td>
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<tr>
<td>Volusia</td>
<td>2,179</td>
<td>20,360</td>
<td>$2,834,779,979</td>
</tr>
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Central Florida Foundation
Why does this matter?
What if community members leave just 5% as gifts at the end of life?

A potential $751 million in gifts could be produced.
What if these 5% gifts were endowed to sustainably address future community needs and causes?

Endowments of $7.5 billion could support grantmaking of $8.6 billion over 20 years.
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!
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.
Nonprofit Search

- A user-friendly searchable database of local nonprofits
- Over 360 nonprofit profiles
- Profiles are reviewed by the Community Strategies and Investment team at CFF
- Each profile includes information on mission, governance, finances, and more

nonprofit-search.org
Foundation for Seminole County Public Schools, Inc.

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
A View of the Future

What is the Central Florida nonprofit financial position?
Hundreds of nonprofits have returned from hibernation.

The Continuing Dilemma
Tough decisions continue to challenge the sector. Missions and business models have changed and are being redesigned. Attracting new employees will continue to be a challenge. All are reimagining the sector and the work of organizations.
All Sub-Sectors

- Data collected from Nonprofit Search as of December 31, 2022
- 363 Reviewed Profiles
- Financials from 235 nonprofits of all sizes

% of Orgs by NTEE

- Human Services: 40%
- Education: 17%
- Arts & Culture: 11%
- Religion Related: 10%
- Environment: 8%
- Other: 6%
- Healthcare: 6%
- Youth Development: 2%
Board Demographics

- Female: 48%
- Male: 51%
- Did not report: <1%

Boards still lack diversity, but are starting to increase minority board members.
Leadership

- CEOs performance review: 71%
- Performance review of senior staff: 62%
- Annual CEO Compensation:
  - Under $50,000: 21%
  - $50,001 to $75,000: 21%
  - $75,001 to $100,000: 17%
  - $100,000 to $200,000: 31%
  - Over $200,000: 10%
- Volunteer Led*1: 30%
- Average CEO compensation*2: $107,126

*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: 5124
- Full-time: 16624
- Contract: 3872
- Volunteer: 283,221

Staff Retention Rate is 87%
Endowment

True Endowment – as reported in audited financial statements which must be permanently restricted by a donor and cannot be invaded.

90 nonprofits in this cohort report having endowments

Value = $701,862,406

*Value includes Rollins College
Capital Campaigns

Whole Nonprofit Sector*

- 18%
- Goal = $885 Million
- Raised = $419 Million

*Sample: 68 organizations in Orange, Osceola, Lake and Seminole counties
Revenue & Expenses

- Total Revenues 2,317,988,946 (235 nonprofits)
- Total Expenses 1,986,854,300
- Total Government Funding - $679 million *1
- Total Funding from Individuals - $437 million
- Total Funding from Foundations and Corporations - $42.5 million
- Earned Revenue - $472 million
- Special Events - $27 million
- In-kind - $369 million
- Average Overhead – 11% *2
- Average Fundraising Cost – 3% *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 future is bright for the nonprofit sector.

1. The other two sectors want a strong nonprofit sector to lead development of strategies to solve problems and build new systems.
2. Donors have become investors and younger donors are thinking about systems level solutions to complex social issues.
3. $150 Billion in wealth is transferring to younger generations over the next ten years. Now is the time to think bigger about what you do and why you do it!
LET’S CONNECT

@cffound