

2024

Greater Evansville Nonprofit survey report

a Welborn Baptist Foundation data project

Executive Summary

**View the complete Greater Evansville Nonprofit survey report,
and other Welborn data projects, at welbornfdn.org.**

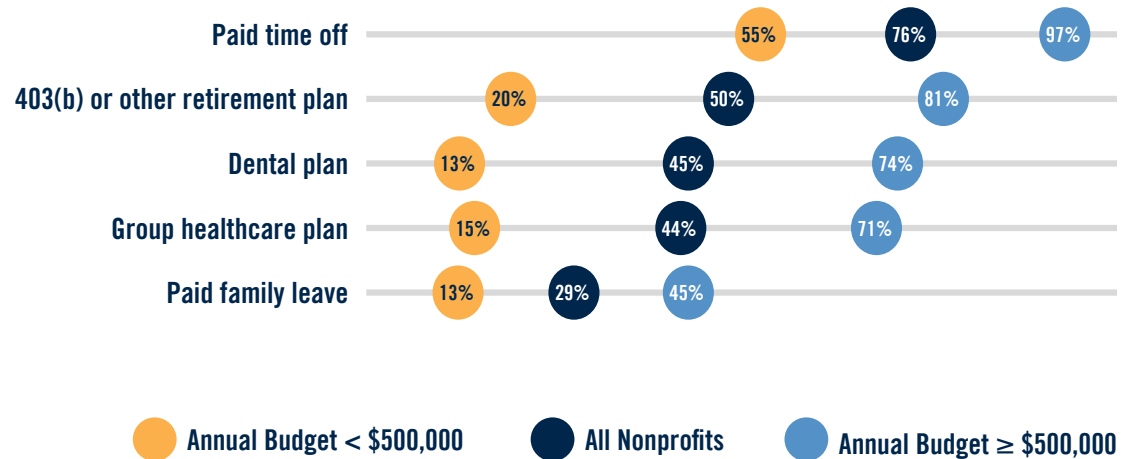


1

Nonprofits are assets to our region and need support.

Nonprofits in our region are a vital part of the local economy, providing a variety of important services, but they face continued strain: COVID left a lasting impression on the sector, boards and staff groups have become more diverse, volunteer numbers have declined while the number of full-time staff has grown, costs and expenses have risen while demand for services has remained steady or increased.

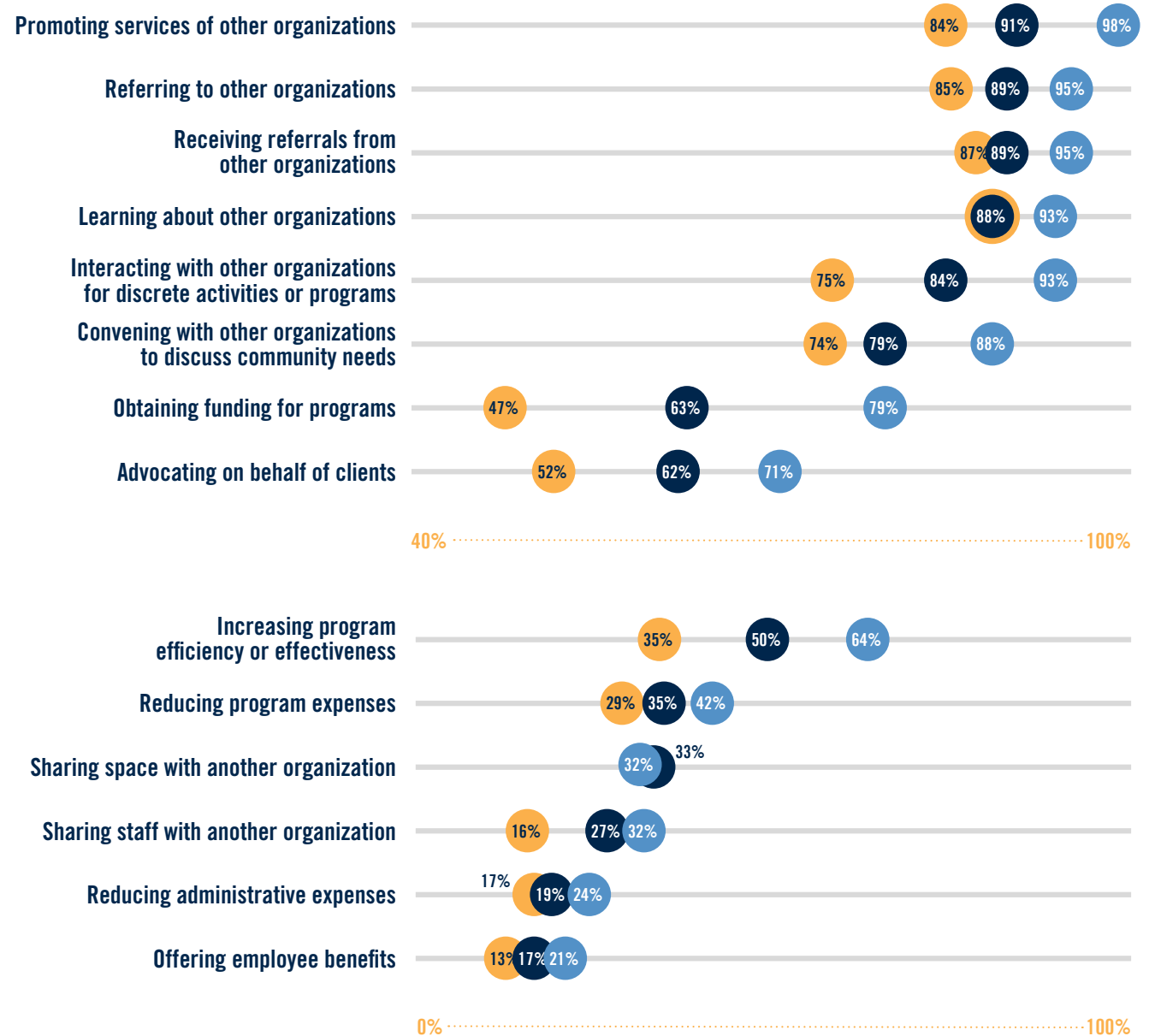
To deliver services, nonprofits must be organizationally and financially stable and sustainable. They require adequate staff, supplies, and resources. Recruiting and retaining staff remains a top challenge. Nonprofits are actively working to improve benefit offerings and have increased benefits across all categories since 2018.

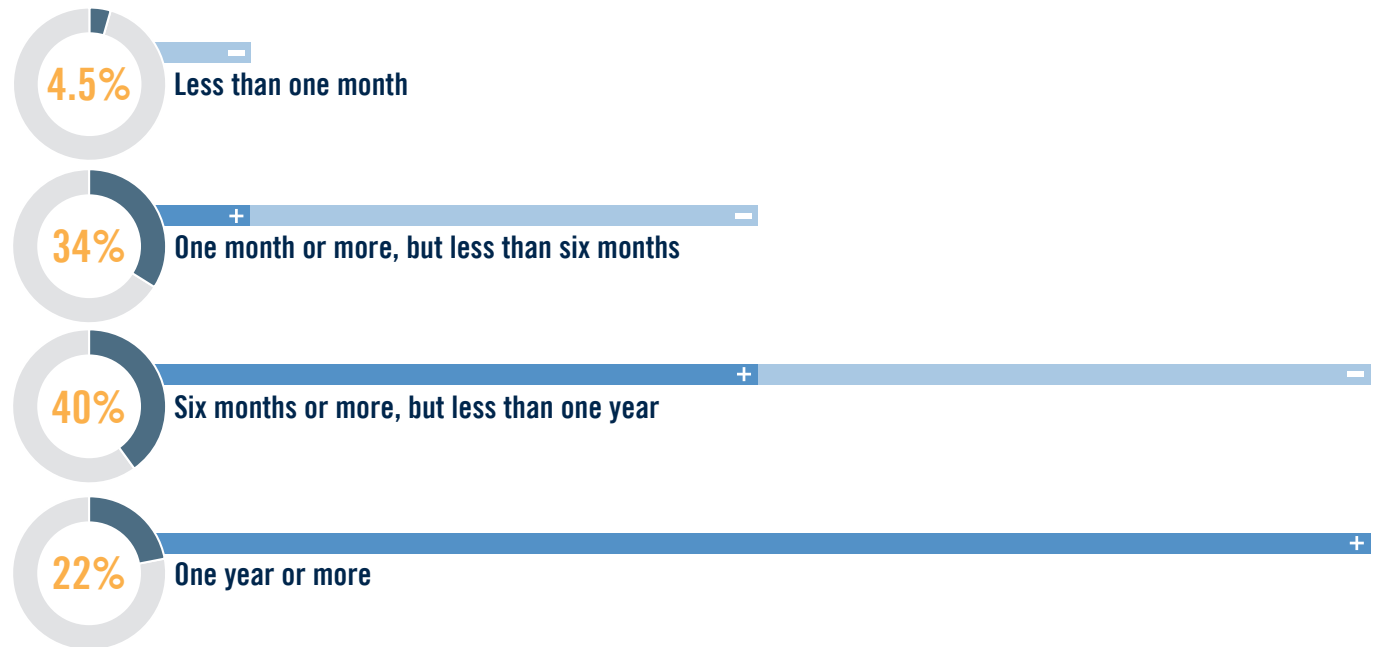


2

Increased collaboration will help...

Nonprofits are highly collaborative, but there's still room to expand partnerships and reduce financial burdens. While a significant majority (84-90%) report collaborating with others, their focus is primarily on information sharing, referrals, and joint programming. However, there's been a positive shift since 2018, with more organizations collaborating to secure funding and advocate for clients. There are opportunities to leverage collaboration for deeper cost-saving measures. Sharing facilities, staff, and resources for administrative tasks could significantly improve financial sustainability. By exploring these opportunities, nonprofits can unlock greater financial stability.





3

...as will more focus on long-term sustainability...

Diversified funding and healthy reserves are essential for sustainability. A mix of funding sources, especially a strong base of individual donors, allows organizations to weather financial changes like grant loss or economic downturns. Currently, 25% of funding comes from individual donors, 20% from government sources, and 18% from programs or fees. The remaining portion comes from smaller contributions from corporate donors, private funders, and other sources.

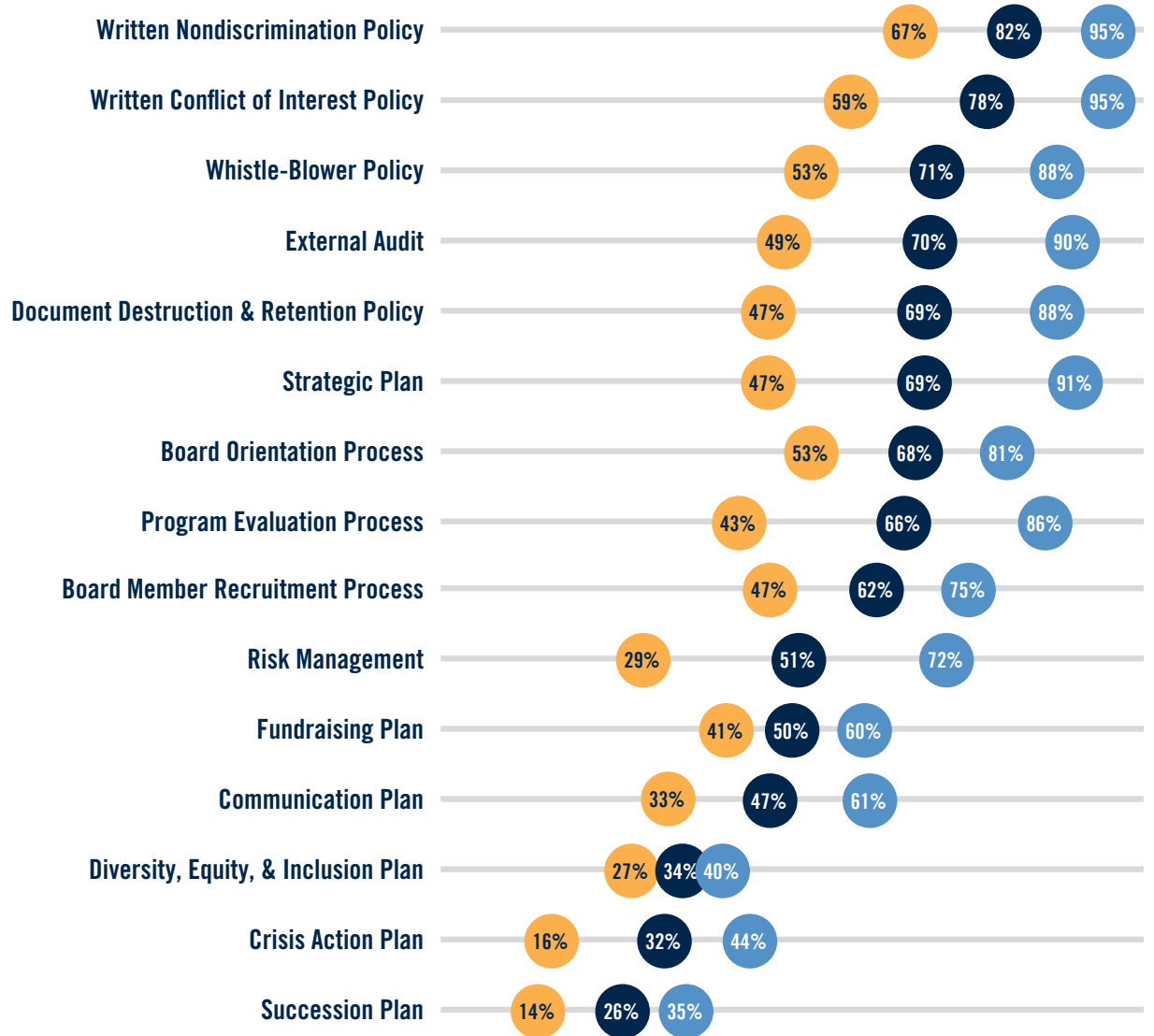
Building reserves also helps organizations navigate unexpected challenges. In fact, compared to 2018 (50%), a significantly higher percentage of nonprofits now have at least six months of operating expenses in reserve (62%).



4

...and more implementation of 'Best Practices'.

Nonprofits prioritize essential policies and practices, but focusing on the long-term is crucial. While implementation of essential policies, like conflict of interest (78% vs. 70% in 2018), has steadily increased, there's room for improvement. Crisis action planning (32% vs. 26% in 2018) and succession planning (35% vs. 26% in 2018) are also on the rise but remain the least adopted practices. Concerningly, fundraising planning has decreased from 64% in 2018 to 50%, potentially jeopardizing financial health.



2024

GENP survey report

Reflections: an editorial celebration

Five years ago, we embarked on a journey to envision the future of our region's nonprofits. We identified benchmarks for success, and today, we're pleased to report a thriving sector. Nonprofits have not only weathered challenging times, but in many ways, are operating at similar or even improved levels of functioning compared to 2018. While there's always room for growth, this resilience is a testament to the dedication and innovation within the nonprofit community. As we look towards 2028, the question remains: where will the sector be next?

2018 Hopeful Outcomes

Status

Findings

More nonprofits with at least six months or more cash in reserves.



Nearly two-thirds of 62% of nonprofits have at least six months of operating revenue in their reserves, up from 50% in 2018.

More nonprofits with diversified funding streams, especially among organizations with smaller budgets.



The revenue mix is similar to 2018 but the question was asked differently in the current survey, allowing for better comparisons going forward.

More nonprofits with over half of revenue from individual donors.



The question was asked differently in the current survey, so that nonprofits can respond with more clarity about their individual donor base and more accurate comparisons can be made going forward. On average, 25% of the nonprofit revenue mix comes from individual donors.

More nonprofits collaborating, especially to reduce staff and administrative expenses.



A mixed story. Though more are collaborating to obtain funding for programs and to advocate for clients. Fewer indicate collaborating to reduce staff and administrative expenses, a needed area of growth.

More nonprofits with access to state and federal funders and policy makers.



While local and state remained largely the same, over a third (38%) of nonprofits said they can access federal funders compared to 29% in 2018.

More nonprofits are using outcomes/impact measurement plans for their programs and services.



66% of nonprofits have a program evaluation process vs 57% in 2018.

More racial/ethnic diversity among nonprofit staff and board members.



White staff still make up the majority at 81%, but this portion is down from 86%. African American staff has grown from 8% to 12% in the same period. Among boards, diversity has increased with 14% members of color, up from 8% in 2018.

More boards using personal plans of involvement and formal board recruitment and orientation processes.



25% use PPI's vs 26% in 2018.



57% in 2018, now 62% engage in board member recruitment, 64% in 2018, now 68% engage in board member orientation

More nonprofits looking at things like skill sets and connections to resources as crucial for board membership.



Willingness to give time to the organization (79%) and specialized skills (51%) are still the top two most important considerations for board membership. Access to resources, has not changed much and remains lower on the list.





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