



FLORIDA
nonprofit
alliance

Strength in Numbers:

Nonprofit Economic Impact in Tampa Bay

2023



Mission:

Florida Nonprofit Alliance is the state's collective voice, respected advocate, effective connector, and powerful mobilizer for the nonprofit sector.

Website:

www.flnonprofits.org

FNA Resources

- ▶ **Membership**
- ▶ **Research**
- ▶ **General Advocacy**
- ▶ **Tools**
- ▶ **Trainings**
 - ▶ **Consultant Connection**
Thursdays, August 17 and September 21, 1-2:30PM ET
 - ▶ **Nonprofits Count Conference: Impact for Today and Tomorrow**
Friday, September 29, Winter Park
 - ▶ Check flnonprofits.org, then News - Community Calendar for future events



Voice of the Sector

...tings!

...pe you are all healthy and safe. Florida has been in phase 1 of re-opening since April 4th. Many nonprofits never closed their doors during quarantine but are now exploring what re-engagement looks like for their clients and their staff.

FLNA, in partnership with the Oklahoma Center Center for Nonprofits, has created an [engagement guide](#) to help you make the best decision for your agency and your team. We hope this tool is a useful guide for you.

Our team has been hard at work gearing up for our economic impact report and keeping you updated on the latest from Tallahassee and Washington D.C. Please remember to visit our COVID-19 [resources](#) page to keep up with the latest.

In addition, we have a full calendar of events scheduled over the next month! Check out the full list [here](#).

If there is anything else that you feel would help, please do not hesitate to reach out. Thank you for all you do for Florida nonprofits.

Sincerely,
Sabeen Perwaiz

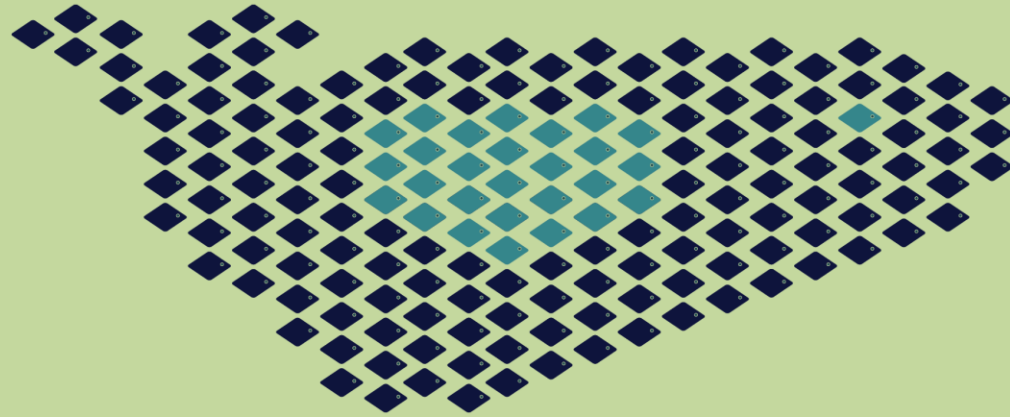
HEROES ACT

Speaker Pelosi has released the [Health and Economic Recovery Omnibus and Emergency Solutions Act](#) (HEROES Act). See also this [one-Pager](#) and [Legislation](#).

Newsletters

- ▶ [Sample newsletter](#)
- ▶ Sign up at <https://flnonprofits.org/>

STRENGTH IN NUMBERS



**How to use an
economic impact report
to grow your influence,
resources, and connections**

Why
Understanding
Economic
Impact
is Important

Influence

Resources

Connections

Thank You!



2023 Economic Impact

- ▶ Updated 2023 Report with key messages
- ▶ Data dashboard: employment, revenue, assets AND poverty levels, ALICE data
- ▶ How to use the dashboard
- ▶ Updated Infographic
- ▶ Strength in Numbers: A Practical Action Guide

The background features abstract teal-colored geometric shapes, including triangles and polygons, some overlapping and some semi-transparent, creating a modern, layered effect. The shapes are primarily located on the right side of the page, with some extending towards the center.

Strength in Numbers Highlights

Florida is the 16th largest
economy in the world

Data Criteria

- 501(c)3, (c)4, (c)5, and (c)6 organizations
- \$50,000 or greater in annual income
- Have filed a 990 in the last four years
- As of 2022/early 2023

Our Powerful Sector

Florida nonprofits:

- Number **22,710**
- Employ over **456,000** employees annually
- Provide annual wages of **\$27.5 billion**
- Generate **\$116.5 billion** in annual revenue
- Hold assets valued at **\$255.4 billion**

Our Powerful Sector

Tampa Bay region nonprofits:

- Number **4,862**
- Employ over **113,400** employees annually
- Provide annual wages of **\$6.8 billion**
- Generate **\$26.9 billion** in annual revenue
- Hold assets valued at **\$66 billion**

Our Powerful Sector

NLC area nonprofits:

- Number **3,536**
- **Employ 100,142 people**
- Provide annual wages of **\$6.1 billion**
- Generate **\$24.4 billion** in annual revenue
- Hold assets valued at **\$58.8 billion**

Our Powerful Sector

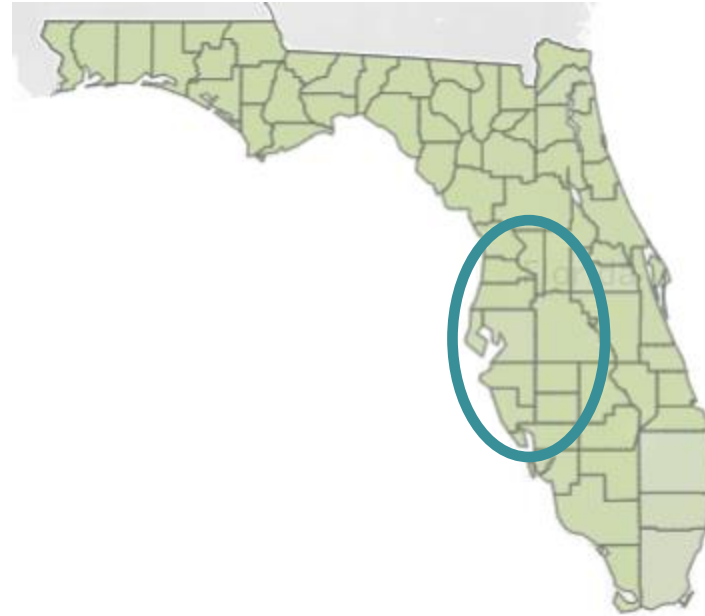
	Total Nonprofits	Employment	Average Wage	Revenue
Hernando	85	1,006	\$37,950	\$85.4M
Hillsborough	1,451	47,611	\$64,273	\$12.9B
Pasco	308	9,316	\$65,728	\$1.2B
Pinellas	1,223	26,658	\$59,666	\$7.3B
Polk	469	15,551	\$54,001	\$2.8B

Key Takeaways

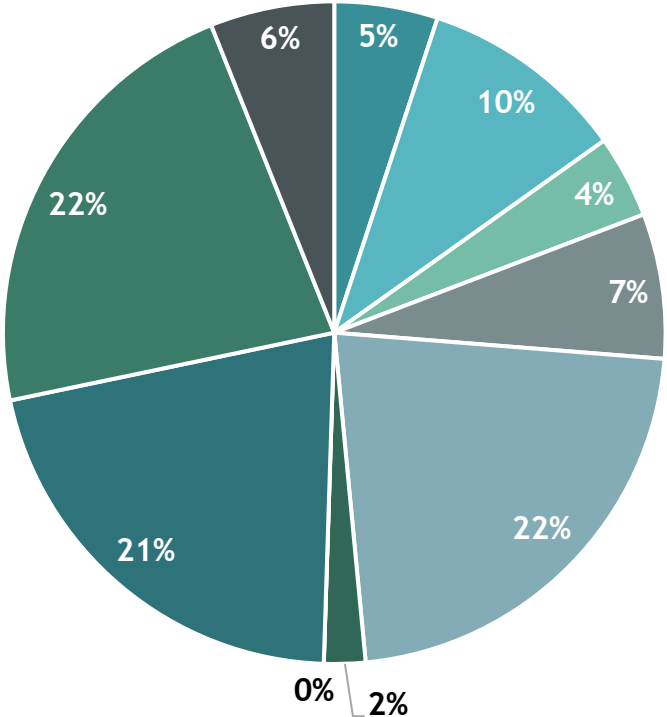
- Florida's economy cannot be as successful or as large without the nonprofit sector's strength
- The nonprofit sector is an important employer for Floridians and for Tampa Bay residents
- Economic data can help your organization tell their story of importance and need in advocacy and fundraising
- Economic data can help your organization build connections and collaborations
- Economic data can help elected officials and other decision makers better understand the sector
- Use our practical action guide to help staff and Board members determine some of your own key messages

Nonprofits by Region

Region	Percentage
East Central	17%
North Central	4%
Northeast	8%
Northwest	8%
South Central	1%
Southeast	34%
Southwest	7%
Tampa Bay	21%

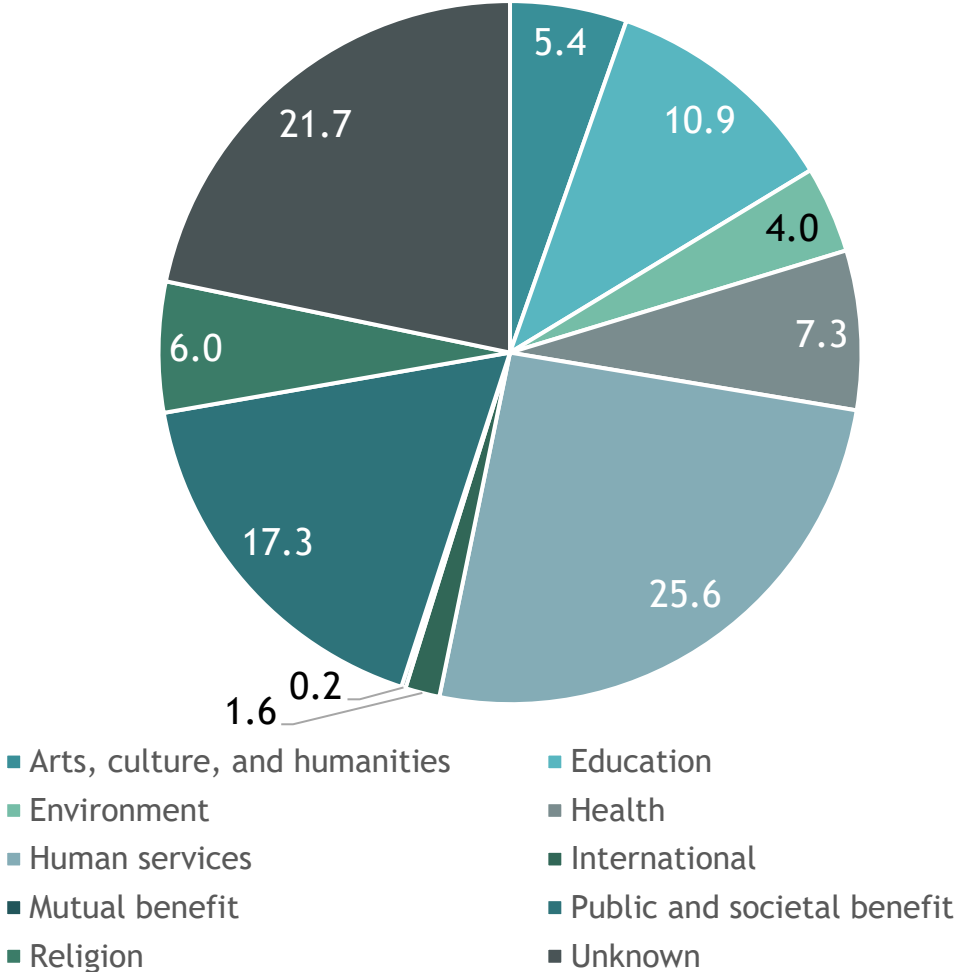


Florida Nonprofits by Sub-sector



- Arts, culture, and humanities
- Environment
- Human services
- Mutual benefit
- Religion
- Education
- Health
- International
- Public and societal benefit
- Unknown

Five County Nonprofits by Sub-sector



Florida Sub-Sector Revenue and Employment

Nonprofit Type	Total Revenue	Percent of Employment
Arts, culture, and humanities	\$1,213,787,101	1.6%
Education	\$19,304,055,960	17.6%
Environment	\$990,545,428	1.2%
Health	\$58,026,776,633	45.7%
Human services	\$14,186,667,400	17.9%
International	\$1,428,673,024	0.07%
Mutual benefit	\$36,832,226	0%
Public and societal benefit	\$5,229,063,223	1.2%
Religion	\$1,451,273,746	0.31%
Unknown	\$14,717,152,666	14.6%

Five County Sub-Sector Revenue and Employment

Nonprofit Type	Total Revenue	Percent of Employment
Arts, culture, and humanities	\$180,884,154	1.0%
Education	\$2,604,375,946	11.4%
Environment	\$218,374,934	1.5%
Health	\$15,132,645,358	63.7%
Human services	\$3,045,651,348	13.1%
International	\$46,303,082	0.0%
Mutual benefit	\$1,977,413	0.0%
Public and societal benefit	\$723,509,326	1.1%
Religion	\$933,878,109	0.0%
Unknown	\$1,477,803,326	8.1%

How do nonprofits rank in Florida's economy?

Nonprofits are:

- 16th in average wages
- 21st in the number of employees
- 5% of the total workforce

Employment figures by region

Region	Average Hourly Wage	Average Annual Wage	Number of Employees
East Central	\$29.66	\$61,700	91,707
North Central	\$18.74	\$38,981	22,168
Northeast	\$24.20	\$50,339	48,399
Northwest	\$18.56	\$38,606	26,024
South Central	\$20.46	\$42,549	2,221
Southeast	\$24.72	\$51,418	132,725
Southwest	\$24.45	\$50,861	19,282
Tampa Bay	\$24.44	\$50,833	113,490

Floridians in Need

- 45% of Florida households are below either the ALICE threshold or the federal poverty line
- In the five county area:

	% Below ALICE Threshold	% Below Federal Poverty Line
Hernando	48.3%	10.7%
Hillsborough	45%	14%
Pasco	47.4%	12.2%
Pinellas	48.5%	12.4%
Polk	50%	15.5%

How do Florida nonprofits rank nationally?

- 46th lowest in income generated per household
- 48th lowest for revenue per household
- 48th lowest for number of nonprofits per household (2.6 per 1,000 households)
- Hourly wage (**\$22.05 for Florida, \$26.99 for the five counties**) is below living wage for 1 adult, 1 child in Florida

Level

Advocacy

Funding

Sustainability



Organizational

Staff and board members grow their skills in telling their organizations story in the context of the sector.

Staff and board learn to invest in building relationships with legislators so those relationships are there when they need them.

Organizations grow their capacity to tell their story to funders, increasing their success with donations and grants.

Executive Directors and board members can make better decisions on behalf of their organizations because they have access to data.

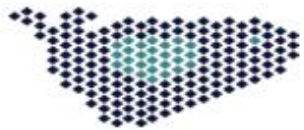


Regional

City and county councils demonstrate their understanding of the importance of nonprofits in their communities because nonprofits are their partners in solving local problems.

Collaborations focus on topics of common concern and make a difference through a networked approach.

Coalitions expand the capacity of nonprofits to raise their voices and expand their influence.



Sector

Nonprofits participate in the legislative process through their relationships with policymakers.

Policymakers know the economic impact of nonprofits and actively support budgets and policies that include nonprofits.

Florida Nonprofit Alliance is seen as nonprofits' partner for sector level advocacy.

Gaps in funding across Florida can be noted so funding and support can fill them.

Giving in Florida can increase because more individuals, donors, and foundations understand the impact of these donations on the non-profit safety net.

Nonprofits are seen as experts in their issue areas.

Gaps in service areas can be identified and filled.

Volunteerism as a cornerstone in nonprofit sustainability will be understood and invested in.

The Surprising Size of Florida's Nonprofit Sector

22,710

\$116,584,827,407

Total Nonprofits

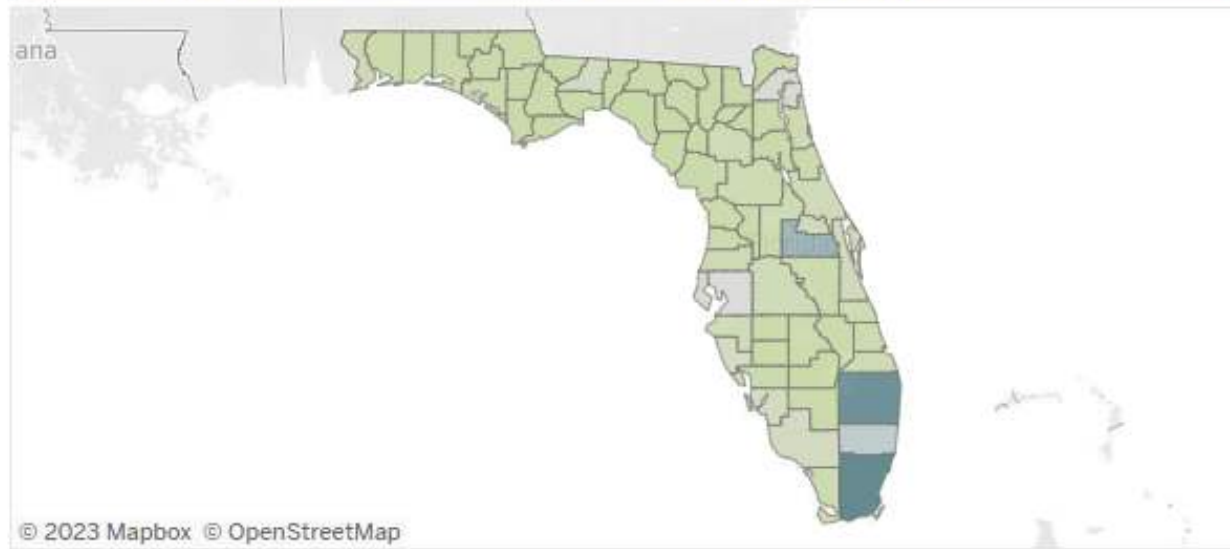
Total Revenue

456,016

\$27,526,120,504

Total Employees

Total Annual Wages



Total Nonprofits by Selection



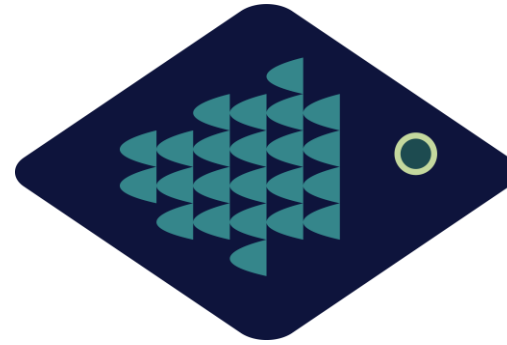
Select a region or county below to filter the data

Region (All) ▾

County (All) ▾

Sources:
Public Sector Consultants retrieved revenue, nonprofit, and social sector data from the Internal Revenue Service's Business Master File from February 2023. Employment data were provided by the Florida Department of Economic Opportunity and the U.S. Bureau of Labor Statistic's Quarterly Census of Employment and Wages program for the second quarter of 2022. The dataset only includes nonprofits that have reported taxes since 2019, with earned income greater than, or equal to, \$50,000 and are included in subsection 3,4,5 or 6.

Strong Organizations



- Use the data to tell the story of your organization

Pull-out example: Arts organization in Brevard County

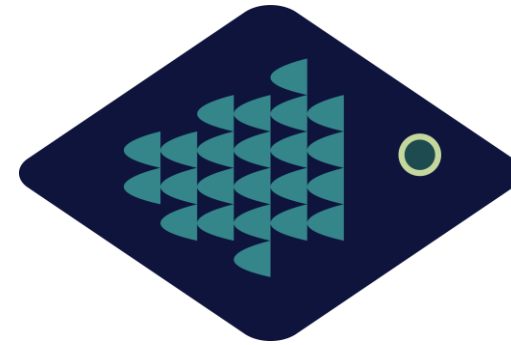
There are 515 nonprofits in Brevard County.

Average revenue for arts organizations is \$580,893 (\$19,750,346/34).

Arts ranks 8th in assets per capita in Brevard County. Its percentage of total employment is 0.57%. That only increases to 1.42% when we remove public benefit (i.e., philanthropy). We are trying to accomplish a lot with barely any staff.

Strong Organizations: Stories

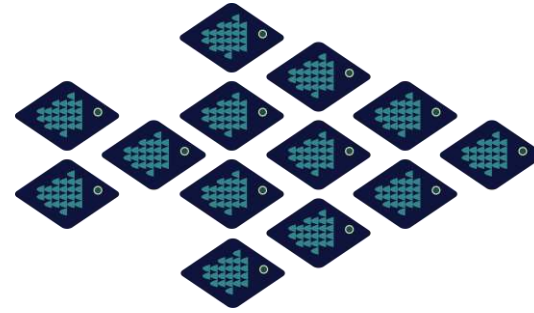
Total revenue for arts and humanities nonprofits in Brevard County is \$19,750,346. With 34 arts organizations in our county, that means an average revenue of \$580,893. Our revenue is \$428,548, just below average. When we looked at the list of arts organizations in our state, we recognized several that we consider similar to us in terms of size and budget. It is good to know who is a part of our arts community



120 of the 515 nonprofits in Brevard County focus on Human Services. That's 23% of the total number of nonprofits, but only 11% of the nonprofit workforce works within human services. That suggests that a lot of work is being done by volunteers. We heard that volunteerism is low in Florida, so a lot of nonprofits are probably stretched thin in terms of who can do the work.

What stories do you tell that
could be strengthened with
this data?

Connected Organizations



- Use the data to build connections and collaborations

Network	Cooperate	Coordinate	Collaborate
Exchange information and develop professional and social contacts# of non-profits in your county	Interact informally to accomplish discrete activities	Align work to achieve greater outcomes	Align mission, goals, and decision-makers to share the work

Connected Organizations: Identify

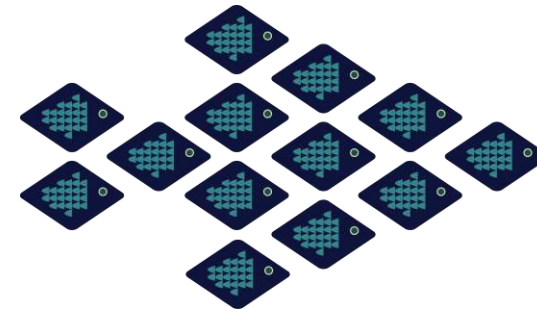
Small county example

Nonprofit: Bradford County Food Bank

County: Bradford, 11 nonprofits

Social functions: Education, Health, Human services

of nonprofits in these functions: 6



Connected Organizations: Identify

Large county example

Nonprofit

County: !

Social fun

of nonp



Name
(All)

County
Sarasota County

Social Function
Education

Nonprofit Type
(All)



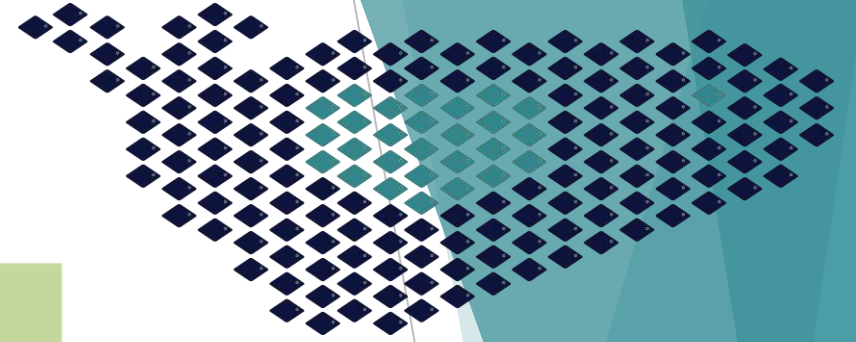
Name	Street	City
CALVARY CHAPEL SCHOOL INC	3800 27TH PKWY	SARASOTA
SARASOTA SCHOOL OF ARTS AND SCIENCE INC	717 CENTRAL AVE	SARASOTA
SARASOTA MILITARY ACADEMY FOUNDATION INC	801 N ORANGE AVE	SARASOTA
SARASOTA MILITARY ACADEMY INC	801 N ORANGE AVE	SARASOTA
WESTCOAST SCHOOL FOR HUMAN DEVELOPMENT FOUN...	403 N WASHINGTON BLVD	SARASOTA
FRANK B FAY III SCHOLARSHIP FOUNDATION 44405846	27 S ORANGE AVE	SARASOTA
CENTER FOR ARCHITECTURE SARASOTA INC	265 S ORANGE AVE	SARASOTA
MONTESSORI LIVE EDUCATOR TRAINING PROGRAM INC	950 S TAMIAMI TRL STE 104	SARASOTA
LARIAT FUTURE INNOVATORS FOUNDATION LLC	1990 MAIN ST STE 750	SARASOTA
ACADE CHRISTIAN SCHOOL OF SARASOTA INC	150 N SHADE AVE	SARASOTA
SUNCOAST SCHOOL FOR INNOVATIVE STUDIES INC	845 S SCHOOL AVE	SARASOTA
REACH NEW HEIGHTS INC	1077 S EUCLID AVE	SARASOTA
TEACHER PREP INSPECTION-US INC	8499 S TAMIAMI TRAIL 274	SARASOTA
LEAVEN INC	C/O STERLING TAX 2906 BEE RIDGE RD	SARASOTA
CIRCUS ARTS CONSERVATORY INC	2075 BAHIA VISTA ST	SARASOTA
SARASOTA FOOTBALL BOOSTERS II INC	2155 BAHIA VISTA ST	SARASOTA



Powerful Organizations

Example: Hillsborough County

Focus area	Where to look	How to use the data (example)
Tax policy	Overview	Nearly 48,000 people in our county depend on nonprofit jobs. Nonprofit-friendly tax policies are important to ensuring that nonprofits can continue to employ these people and pay an average wage of \$64,273.
	County snapshot	20% of Hillsborough nonprofits have annual income between \$50,000 and \$100,000. They rely on volunteers, and we need to make sure our tax policy encourages volunteerism.
Budget & spending	Social function	Nonprofits deliver the services that benefit our communities. Take human services, for example. 363 nonprofits ensure people in our county have access to basic needs. Nonprofits are leveraging volunteer hours and financial contributions to contribute to the \$1.4 billion in total revenue needed within the system. Government funding is vital to ensure that the system runs in service to the nearly 1.5 million people who live in our county.
The economy	Overview	Nearly 48,000 people work for nonprofits, yielding over \$3 billion in total annual wages. The nonprofit workforce is a vital component of our county's economic health.
	County	The average wage for nonprofit workers in the county is \$64,273. That wage funnels into our housing market, our stores, and our service economy. The average annual wage is well above minimum.
Public-private collaborations for the public good		Tampa Bay relies on a range of industries: avionics, business and financial services, marine sciences, and tourism. Every one of those industries depends on a community that is a good place to live, work, and recreate. Nonprofits are on the front lines of making sure our communities thrive.
	Social function	Consider education and contracting. 166 nonprofits work hard every day to ensure our children receive a high quality, nurturing education. Many of these providers have contracts with the city or county to provide services otherwise unable. If the full cost of running these programs is not paid for, we risk losing these services.



What policy goals does your organization have that can be supported by data?

2023 Economic Impact

Florida NONPROFIT SECTOR IMPACT

An overview of the economic impact of nonprofits in Florida

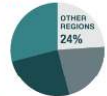


EMPLOYMENT (2022)

\$27+ billion
IN ANNUAL WAGES

top 3 BY EMPLOYMENT

1. Southeast Region29%
2. Tampa Bay Region25%
3. East Central Region22%



456,016
people EMPLOYED

Compares in employment size to Florida's CONSTRUCTION AND MANUFACTURING SECTOR

Florida Economic Regions	Total Employment	Annual Wages
Southeast Region	132,725	\$8,074,637,668
Tampa Bay Region	113,490	\$6,759,726,420
East Central Region	91,707	\$6,089,098,384
Northeast Region	48,399	\$2,777,428,084
Northwest Region	26,024	\$1,420,150,988
North Central Region	22,168	\$1,213,834,520
Southwest Region	19,282	\$1,098,010,712
South Central Region	2,221	\$93,233,728
Grand Total*	456,016	\$27,526,120,504

Employment data from the Florida Department of Economic Opportunity, Bureau of Labor Market Statistics, Quarterly Census of Employment and Wages. Annual calculations by Public Sector Consultants, publicsectorconsultants.com.

Strength in Numbers: The 2023 Economic Impact of Florida's Nonprofits

Florida Nonprofit Alliance

July 14, 2023



STRENGTH IN NUMBERS



How to use an Economic Impact Report to grow your influence, resources, and connections

The Florida Nonprofit Alliance commissioned an interactive report that creates a vibrant picture of the nonprofit sector's positive economic impact in the State of Florida. This **Economic Impact Report** demonstrates that nonprofits are more important than ever. They contribute towards health, human service, and education. They are also considerable drivers of Florida's economic health.

Strength in Numbers was designed for nonprofit leaders to help you use the Economic Impact Report as you achieve your mission, working within our interconnected network. When you understand the contribution of the nonprofit sector, both in general and with specific focus on your region and work, you have data and stories to tell funders, policymakers, community leaders, and others. You can see how your experiences compare to the larger trends experienced by nonprofits all around you.

Strength in Numbers is a practical resource designed to help you and our sector take action. Nonprofits have faced challenging times over the last few years. It is easy to get frustrated and disheartened. Nonprofits, however, are most resilient when we step into the power that we have as communities working on behalf of our communities. May this tool offer opportunities for optimism, connection, and progress!

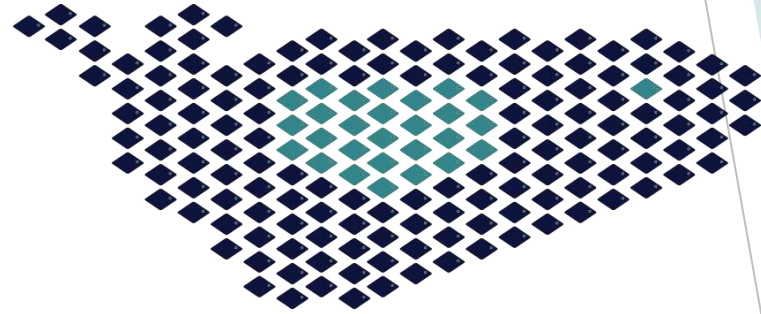
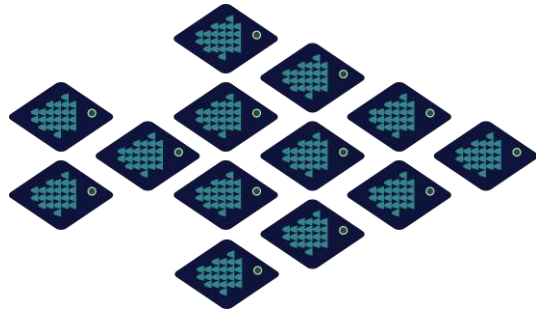
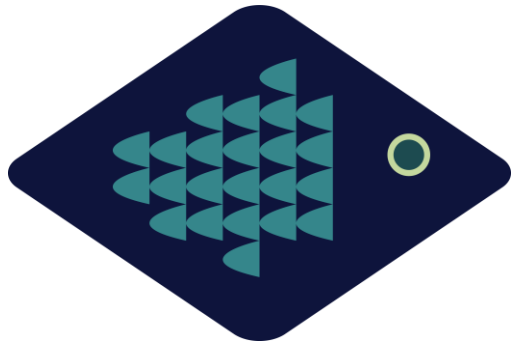
Key links

- Executive Summary of the research
- Statewide infographic accompanied by a summary of key nonprofit sector statistics
- Interactive, web-based display of nonprofit data statewide, by county and by region



flnonprofits.org

- ▶ Updated 2023 Report with key messages
- ▶ Data dashboard: employment, revenue, assets AND poverty levels, ALICE data
- ▶ How to use the dashboard
- ▶ Updated Infographic
- ▶ Strength in Numbers: A Practical Action Guide



Questions?



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Thank you!

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