



CNM

Sector
Snapshot



2019



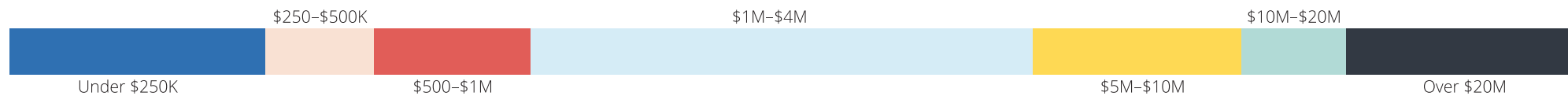
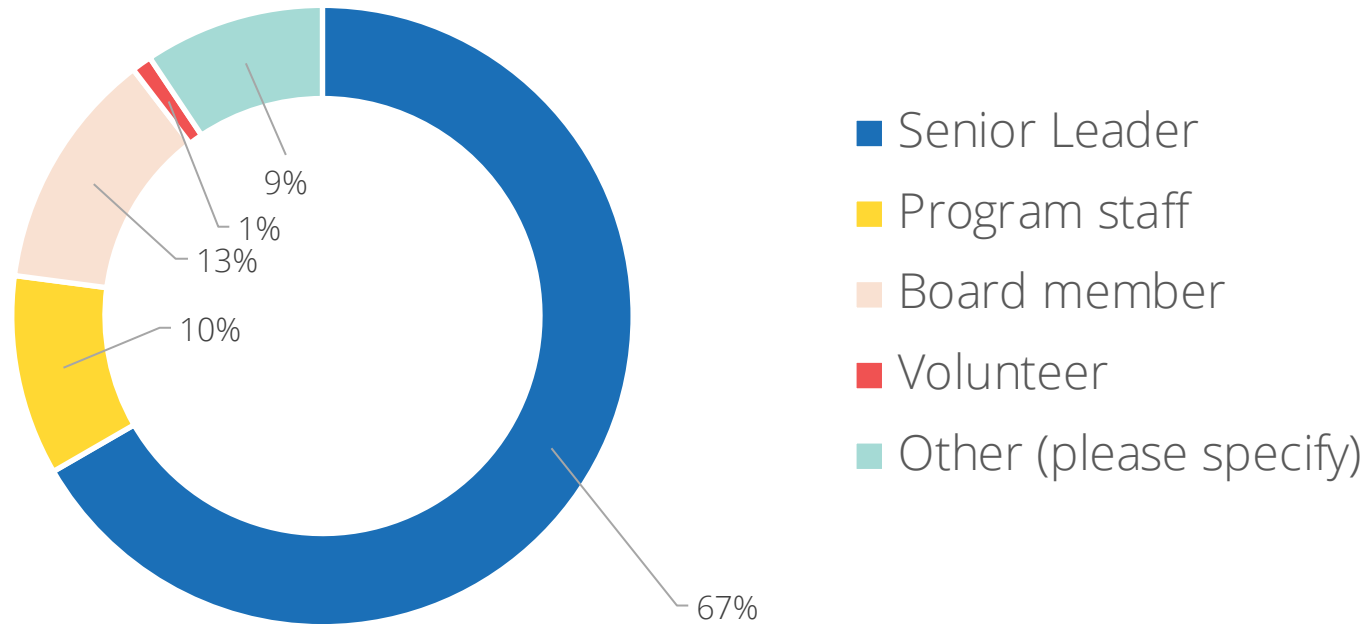
YOUR SUCCESS IS OUR MISSION



Snapshot Background

- Launched after the recession of 2008
- Insights into the impact of social, economic and political trends on the nonprofit sector
- Information about how the sector is responding, evolving and innovating

2019 Survey Participant Profile



Key Issues in 2019



**Food &
Housing
Insecurity**



Homelessness



**Immigration
Policies**



**Equity,
Inclusion &
Racial Justice**



**Access to
Health &
Mental
Health Care**



2/3 INCREASE IN DEMAND FOR SERVICES

SOME REASONS FOR INCREASE:

"Due to the current rent increase in CA, we are seeing more and more people experiencing homelessness"

"Increase in aging and homeless populations, demand for employment opportunities, slow economic growth"

Funding Trends

TOP THREE REVENUE STREAMS ARE:



**Foundation
Support**

56% said this is top 3 source



**Government
Grants/Contracts**

61% said this is top 3 source



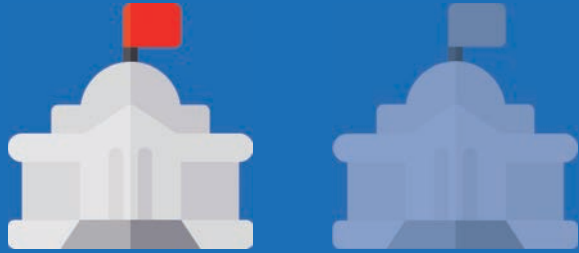
**Individual Donations
& Major Gifts**

68% said this is top 3 source



1/4 DECREASE IN FOUNDATION SUPPORT

More organizations experienced a decrease in funding from this stream than from any other.



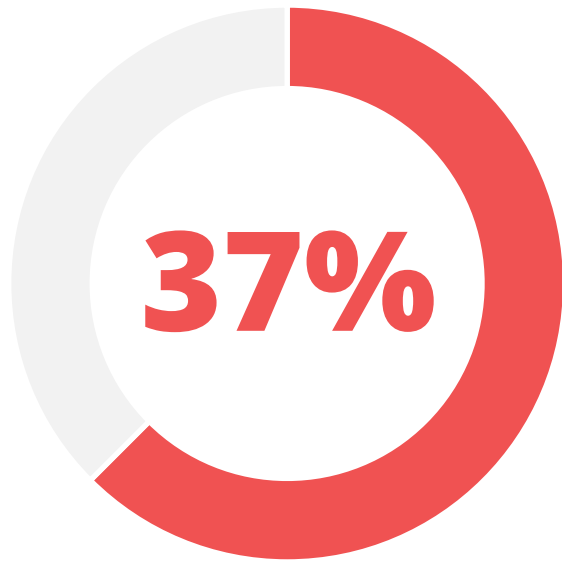
1/2 INCREASE IN GOVERNMENT FUNDING

More organizations experienced an increase in funding from this stream than from any other.

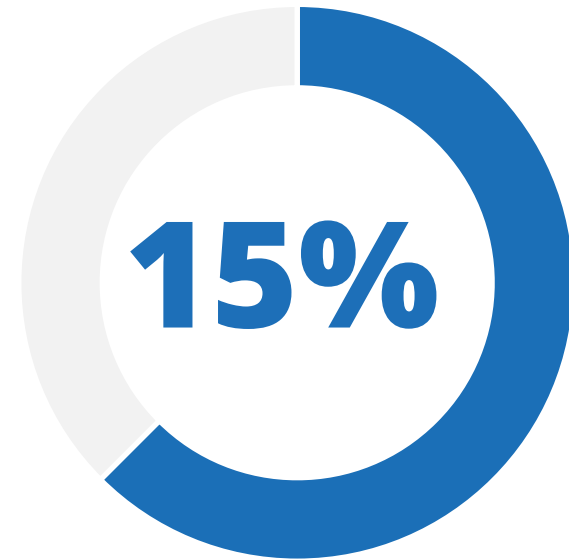


2/5 INCREASE IN INDIVIDUAL DONATIONS & MAJOR GIFTS

Reserves



37% of organizations have
6+ months reserves



15% of organizations have 1
or fewer months of reserves

Boards



Fundraising was named as the major challenge for Boards 5x more than any other issue.



2/3 BOARDS ARE EXCELLING

Most or all Board members are excelling at communicating the organization brand and mission, understanding their governance responsibilities, understanding revenue and expenses, and making a meaningful personal financial contribution.

Opportunities for Board Development



3 in 10 organizations said none of their Board members are overseeing workplace culture and human resources policies



2 in 10 organizations said none of their Board members are performing an annual performance review with the ED, or engaging in succession planning

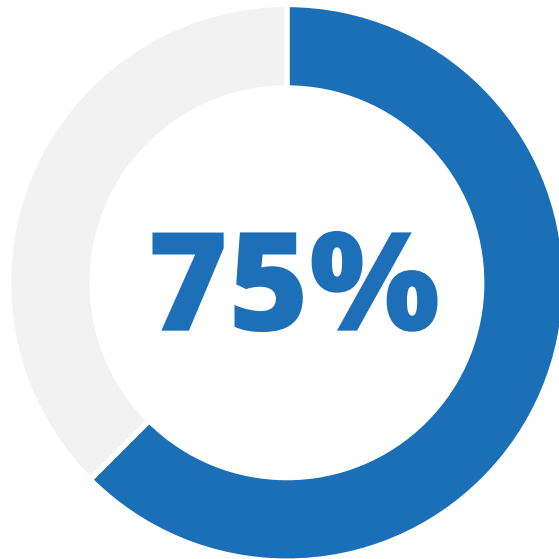
Diversity & Inclusion

Clients Experience of
Program & Services

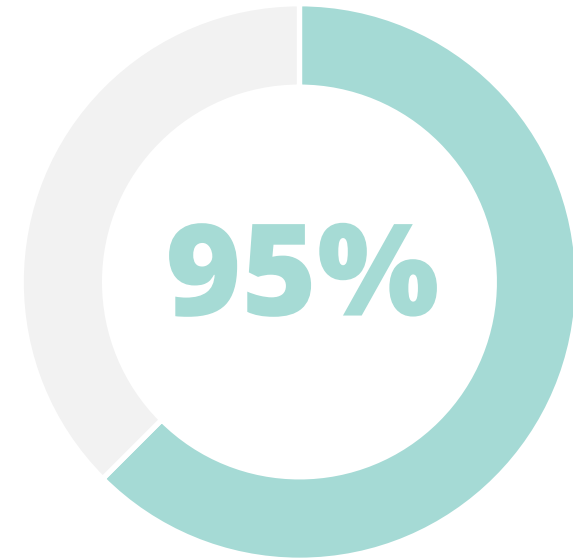


Internal Culture
& Practices

Diversity & Inclusion

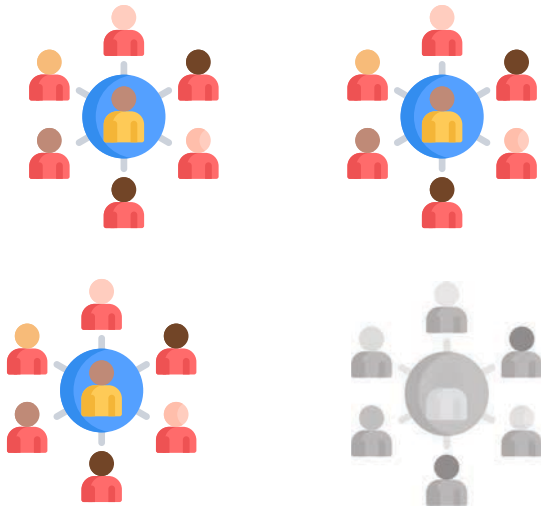


75% of organizations are engaged in work to learn about and advance equity, diversity, and inclusion

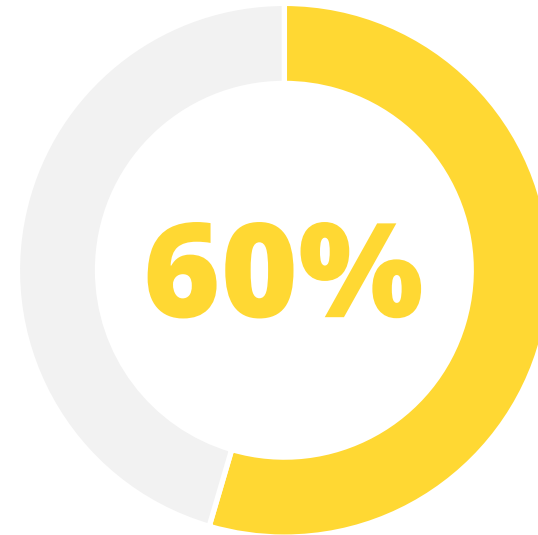


95% of respondents rated understanding the cultures of the population/community served as the most important quality for leadership to have in order to make a positive impact on achieving their mission

Collaboration



3/4 have collaborated or partnered in the last year with other organizations



60% of these organizations partnered in order to leverage complimentary missions, programming and services

Working Better Together

THE MAJORITY OF PARTICIPANTS SEE COLLABORATION AS A KEY IN ALLOWING THEM TO REALIZE THEIR MISSION. THIS COLLABORATION ALLOWS THEM TO:

- Leverage complimentary missions, programming & services
- Improve quality of services
- Better meet the demands in services
- Develop best practices

Evaluation: Data

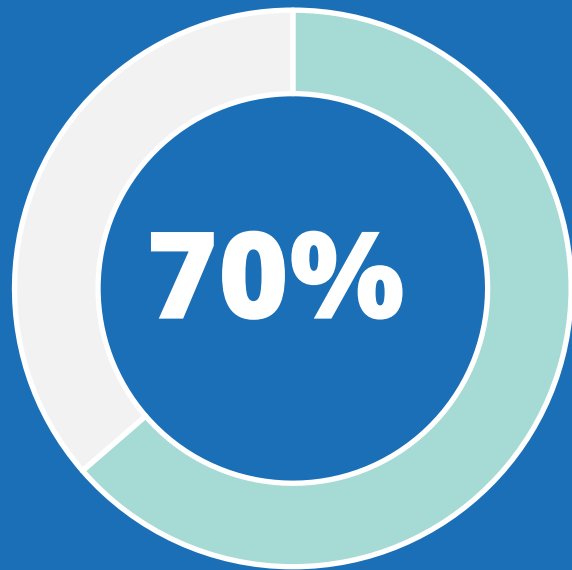
Use for Fund
Development Messages

Demonstrate Impact
on the Community

Track Progress
Against Goals

Improve Quality of
Programs





**PARTICIPANTS STATED THAT
THEY USE DATA TO TRACK
PROGRESS AGAINST GOALS**

Top 5 Priorities for FY 2020

1. Pursue diversified funding strategies
2. Conduct evaluation and outcomes measurements
3. Onboard more diverse Board members
4. Address harassment and workplace safety policies and practices
5. Improve staff management skills and capacity

Key Resources

FOR CAPACITY BUILDING, SURVEY PARTICIPANTS MOST UTILIZE:



Professional
Networks



Press



Conferences



Consultants

Products & Services



- Certificate programs
- CEO confidential
- Compensation & Benefits Survey
- Board retreats
- Evaluation and strategic planning