



NONPROFIT COMMUNITY ASSESSMENT

The following is a summary of the Lakeshore Nonprofit Alliance's second Nonprofit Community Assessment, a data collection project to help measure the overall health of the local nonprofit community. 95 nonprofits completed the assessment for a response rate of 67%—up from the 57% response rate of the 2019 assessment.

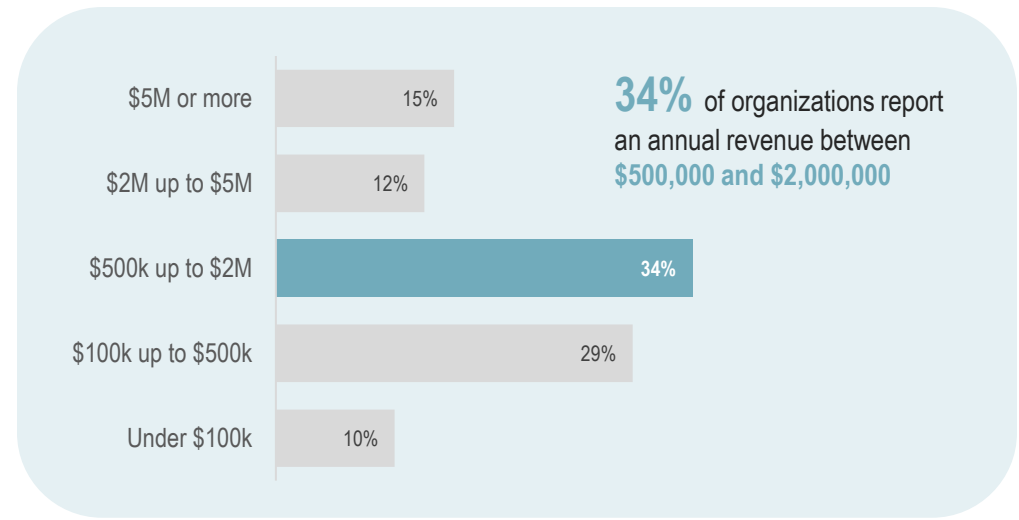
The results of the assessment track several important outcomes for Ottawa County-area nonprofits including demographic data, retention and talent level of staff, board practices, compensation data, the degree to which organizations are following best financial and operational practices, and the overall strategic nature of nonprofits.

Select comparisons between the 2019 and 2022 assessments are highlighted throughout this report using the green box to the right.



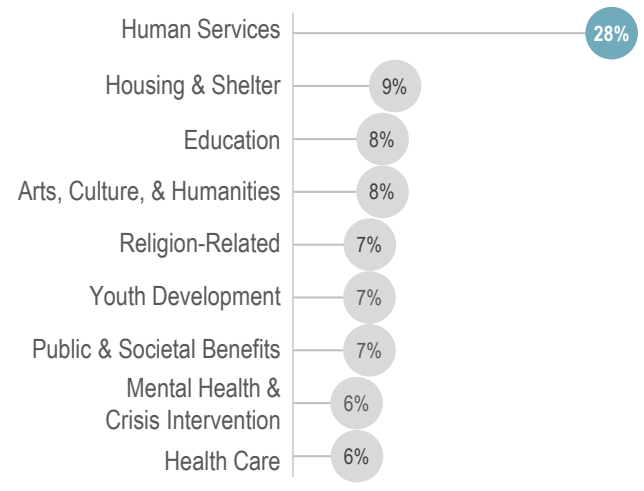
64% of organizations were founded in 1990 or later. 30 years is the average number of years in operation

89% of organizations have paid staff other than the Executive Director



34% of organizations report an annual revenue between \$500,000 and \$2,000,000

The IRS sub-sector **Human Services** is the most commonly reported



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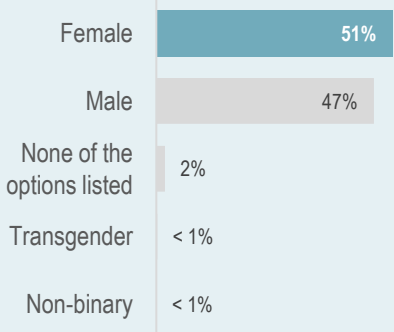
BOARD OF DIRECTORS

DEMOGRAPHICS

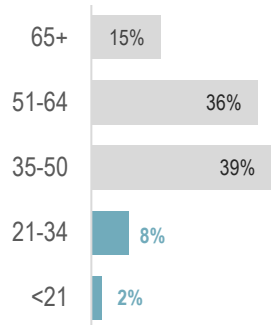
84% of board members are **White or Caucasian**



47% of organizations have boards comprised of all **White or Caucasian** board members



51% of board members are **Female**

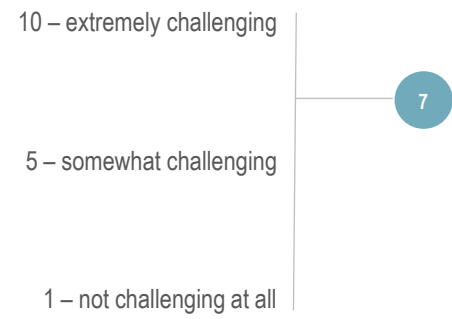


10% of members are **under 35**

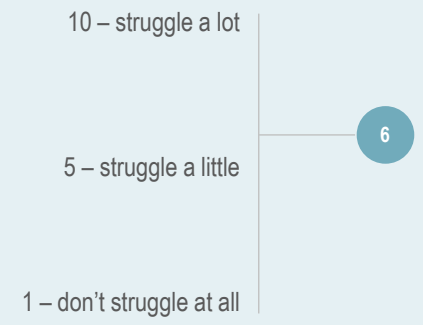


RECRUITMENT

Organizations rated their challenge to **recruit demographically diverse board members** as a **7 out of 10**

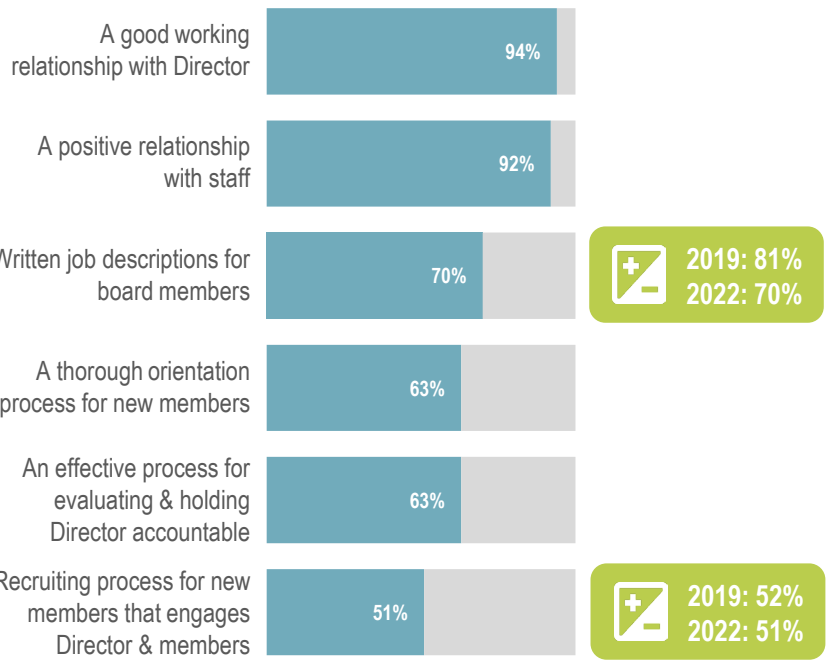


Organizations rated their struggle to **find quality board members** as a **6 out of 10**

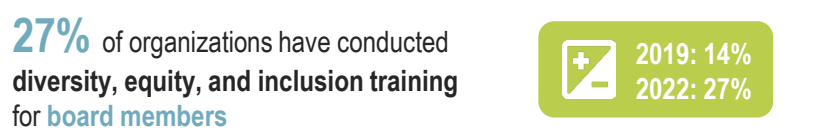


RELATIONSHIPS, ROLES & RESPONSIBILITIES

Executive Directors **strongly agree/agree** the board has...

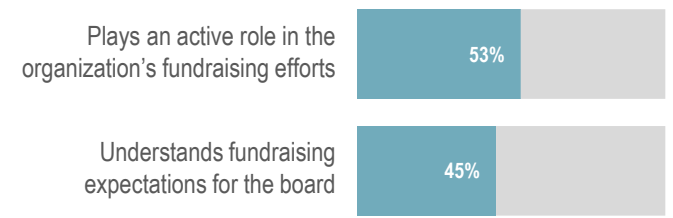


PROFESSIONAL DEVELOPMENT



FUNDRAISING

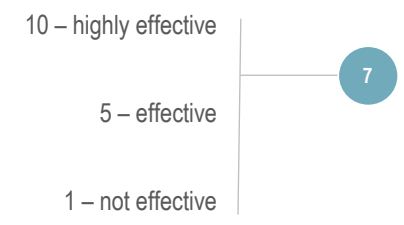
Executive Directors **strongly agree/agree** the board...



74% of board members **make regular personal financial contributions to the organization**

EFFECTIVENESS

Organizations rated their **board's effectiveness** as a **7 out of 10**



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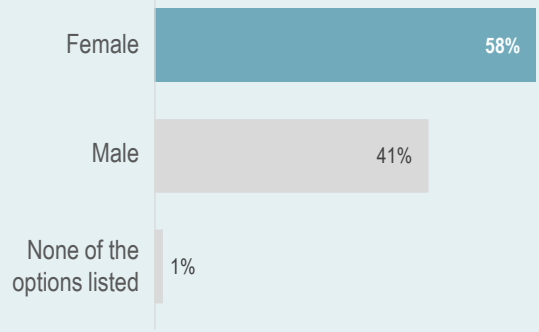
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EXECUTIVE DIRECTOR

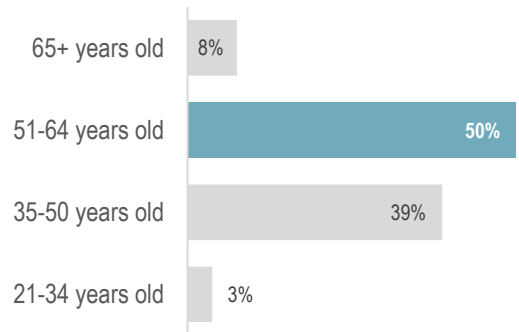
DEMOGRAPHICS

94% of Executive Directors identify as **White/Caucasian**

58% of Executive Directors identify as **female**

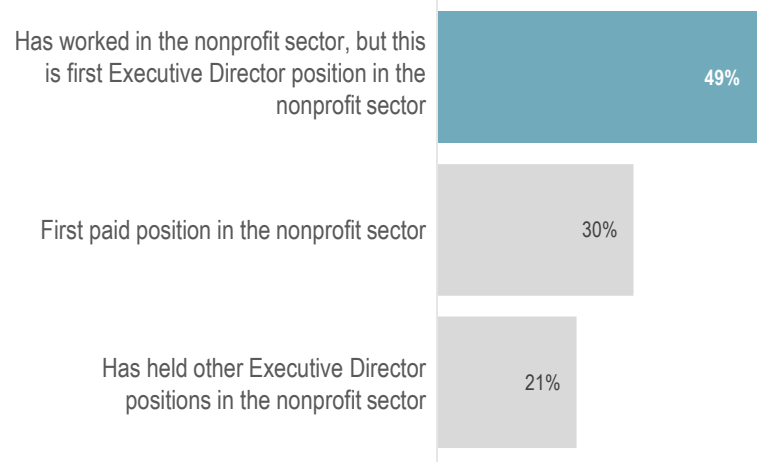


50% of Executive Directors are **51-64 years old**



SERVICE IN THE NONPROFIT SECTOR

49% of Executive Directors have **held staffing positions in the nonprofit sector, but this is their first time as an Executive Director in the nonprofit sector**

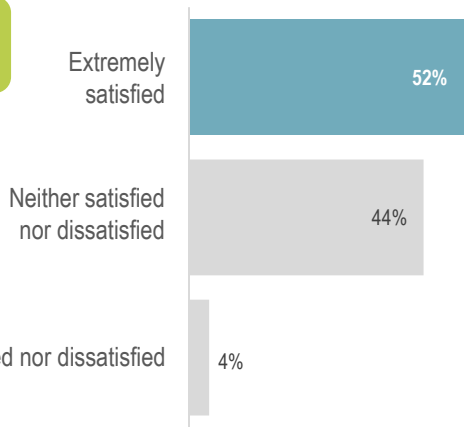


7.3 years is the average time that Executive Directors have been in their role, with a range from less than 1 year up to 29 years

JOB SATISFACTION AND QUALITY

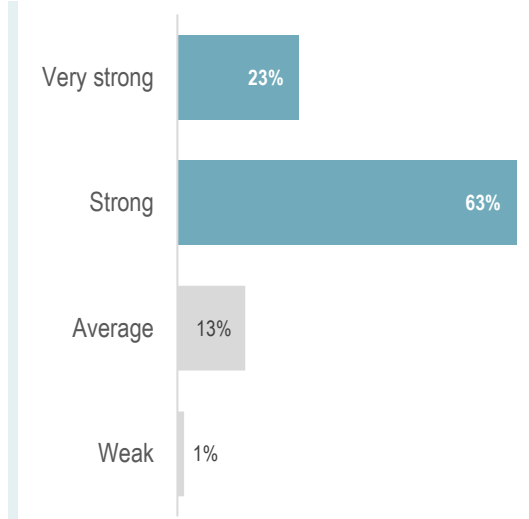
52% of Executive Directors are **extremely satisfied** with their job

 2019: 59%
2022: 52%



86% of Executive Directors think the **quality of executive director leadership in the local nonprofit sector is very strong or strong**

 2019: 78%
2022: 86%



RETENTION



29% of Executive Directors **anticipate leaving their position in the next 3 years**

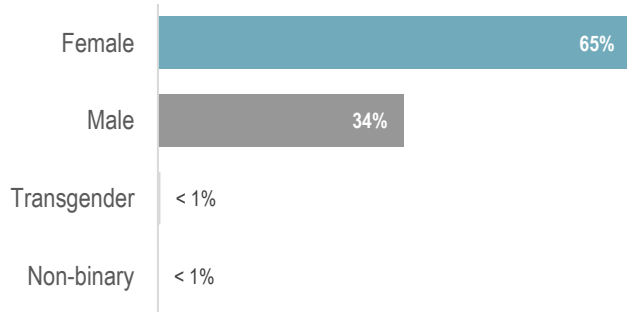
 2019: 17%
2022: 29%

STAFF

DEMOGRAPHICS

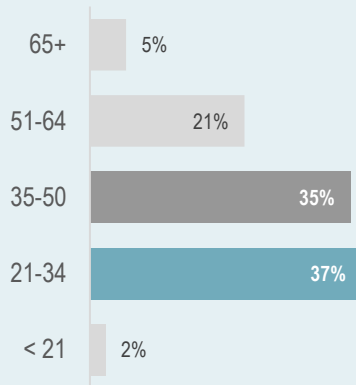
70% of employees are **White or Caucasian**

Gender identity of employees



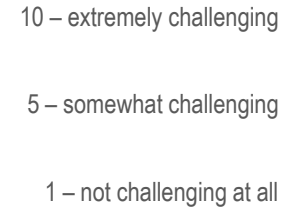
37% of employees are **21-34 years old.**

This is closely followed by employees aged 31-50



RECRUITMENT

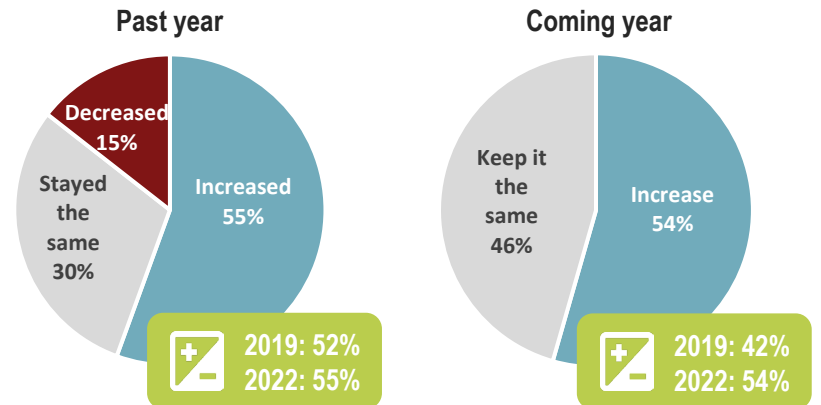
Organizations rated their challenge to **attract staff with the right talent for open positions** as a **6 out of 10**



63% of organizations have modified recruitment efforts to reach potential staff members from **diverse backgrounds**



CHANGE IN STAFF SIZE



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STAFF

BONUSES

33% of organizations offer **cash bonuses** for goal achievement to staff



EMPLOYEE ASSISTANCE PROGRAMS



35% of organizations offer an **employee assistance program** to full-time employees



PROFESSIONAL DEVELOPMENT

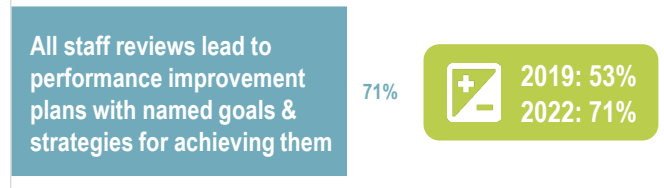
81% of organizations have a **professional development budget** for employees



53% of organizations have conducted **diversity, equity, and inclusion training** for **staff members**

PERFORMANCE EVALUATIONS

Executive Directors **strongly agree/agree** that...



MISSION MAXIMIZING

84% of Executive Directors say their organization has the **right staff makeup, skill sets and chemistry** to achieve its current mission and goals



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STAFF, INTERNS & VOLUNTEERS

BURNOUT



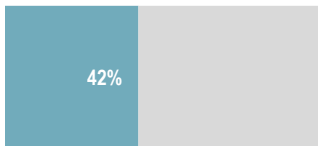
30% of Executive Directors report **feelings of exhaustion or lack of energy** related to their job

48% of Executive Directors think their staff have **feelings of exhaustion or lack of energy** related to their job

STAFF RETENTION

Executive Directors **strongly agree/agree** that...

Staff retention is a concern for the organization



The organization has a clear staff retention strategy



INTERNS

75% of organizations offer **internships**

201 **internships** offered per year.

This is an average of 2.2 internships per organization



40% of organizations with internships offer **paid internships**



VOLUNTEERS



17,539 **volunteers** utilized per year

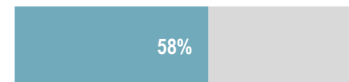
This is an average of 225 volunteers per organization

357,477 **volunteer hours** provided per year

This is an average of 4,831 hours per organization

Executive Directors **strongly agree/agree** that their organization has...

A volunteer recruitment strategy



The right number of volunteers to accomplish its goals



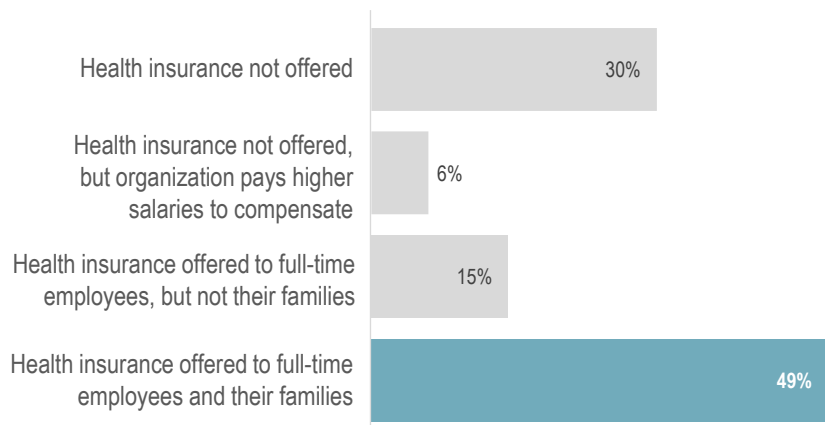
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BENEFITS & FINANCE

HEALTH INSURANCE BENEFITS

49% of organizations offer **health insurance** to full-time employees and their families



RETIREMENT PLANS

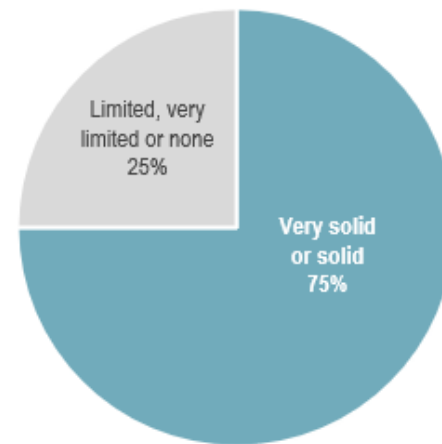


55% of organizations offer **retirement plans** to full-time employees

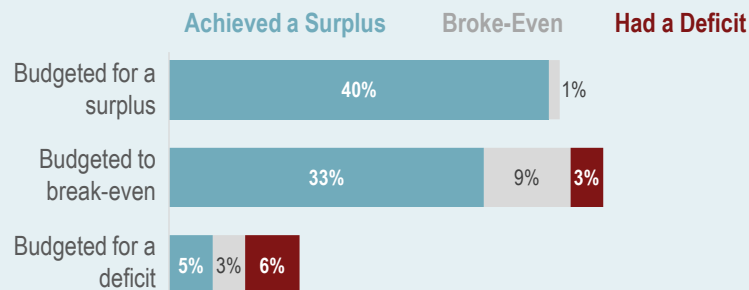


FINANCIAL PLANNING AND BUDGETING

75% of organizations indicated their **financial planning/budgeting process is very solid or solid**



While 41% of organizations budgeted for a surplus, **78%** of organizations **achieved a surplus**



FINANCES

FUNDING MODEL

58% of organizations indicated their funding model includes **highly diversified funding streams** or a **solid base of funders**

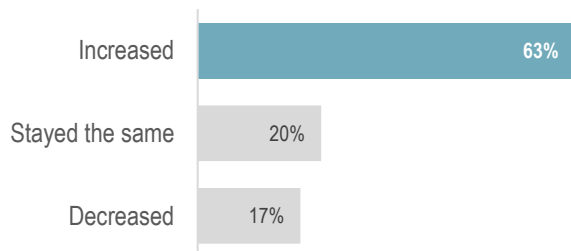
69% of organizations have an **annual fund development plan**

42% include **“planned giving”** in their annual fund development plan



GIVING

63% of organizations described **giving to their organization** as having **increased** from 2020 to 2021

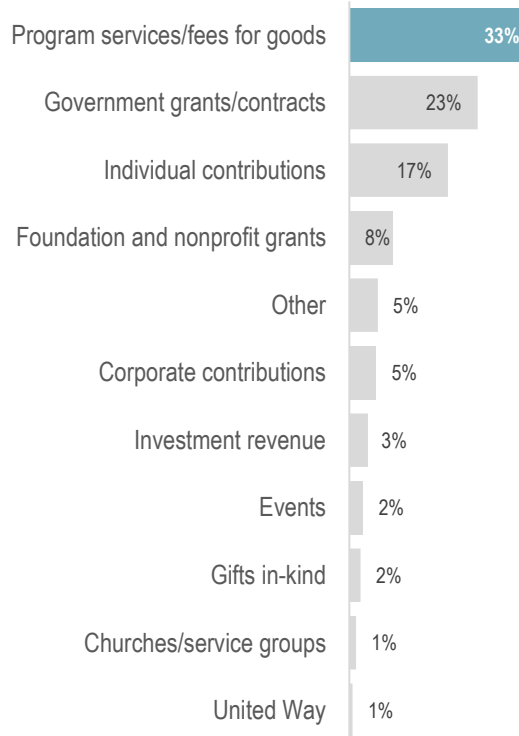


213 is the median number of **individuals and entities giving to an organization per year**



FUNDING SOURCES

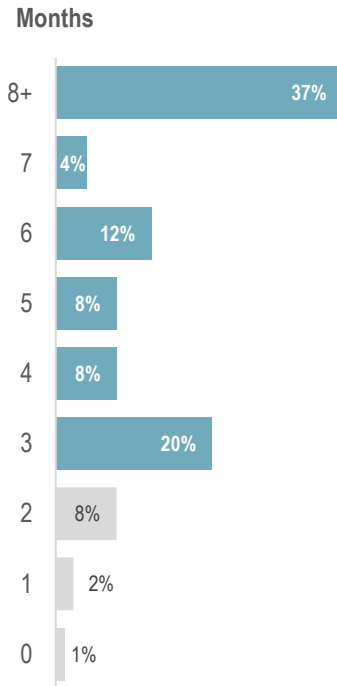
33% of organizations' **operating revenue** from the past fiscal year came from **program services/fees for goods**



73% of organizations received **one or more PPP loans in 2020/2021**

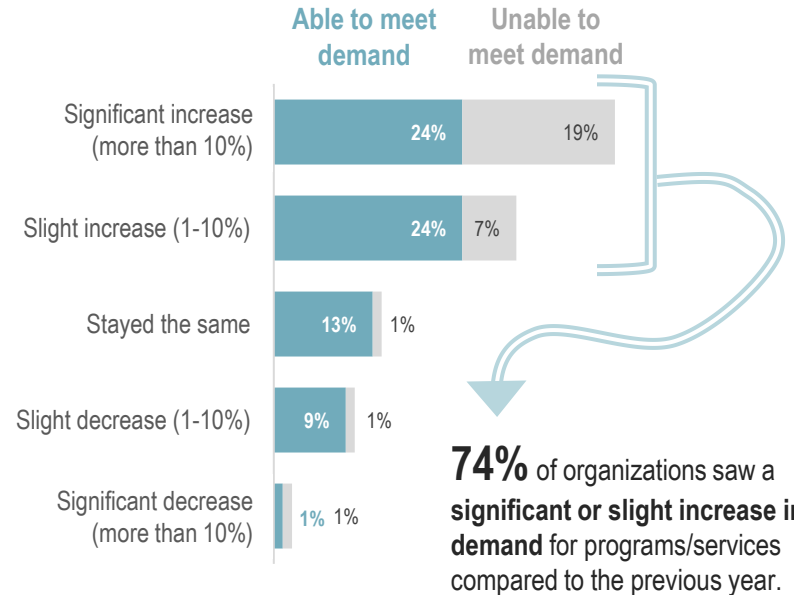
CASH FLOW & RESERVES

89% of organizations have **solid cash flow**, meaning they can cover operating expenses for 3 or more months during their lowest point of the year



89% of organizations have cash reserves that **allow them to be flexible and act on opportunities as they develop**

DEMAND FOR PROGRAMS/SERVICES



74% of organizations saw a **significant or slight increase in demand** for programs/services compared to the previous year.

Of these organizations, **65%** were able to meet the demand for programs/services

80% of organizations **anticipate being able to meet the demand for programs/services in the coming year**



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OPERATIONS & STRATEGY

PROGRAM/SERVICE OFFERINGS



2019: 59%
2022: 77%

77% of organizations plan to **scale up existing and offer new programs/ services** in the coming year

83% of organizations have **extensive or solid knowledge of the program landscape, including alternative and complementary models in a program area**



2019: 69%
2022: 83%

STRATEGIC PLANNING & MANAGEMENT



73% of organizations **conduct regular strategic planning that engages the board and/or staff, has their buy-in, and results in some concrete action**

71% of organizations **have translated their vision into goals that are often or consistently used to direct actions/set priorities**



2019: 56%
2022: 71%

ORGANIZATIONAL STRENGTH

Average strength in areas of core organizational development
Organizations provided a number from 1-10, with 1 meaning *no strength* and 10 meaning *couldn't be stronger*



COLLABORATION

Executive Directors **strongly agree/agree** that...



95% of organizations plan to partner with other nonprofits in the coming year

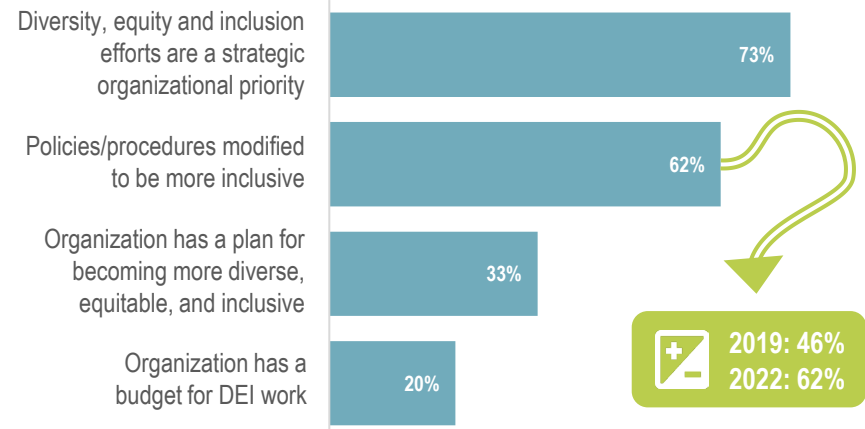


96% of organizations have built and leveraged relationships with other for-profit, nonprofit, or public sector entities around common goals



63% of organizations find collaboration to be essential to the success of their organization

DIVERSITY, EQUITY & INCLUSION



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THANK YOU TO OUR FUNDERS!

We would like to thank our generous funders who helped make this Nonprofit Community Assessment possible!



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community foundationSM



community foundation
Holland/Zeeland Area

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