For Immediate Release: October 13, 2022

Contact: Kim Ellsworth, Director of Marketing and Communications

[kellsworth@idahononprofits.org](mailto:kellsworth@idahononprofits.org) | w: 208.424.2229 | c: 208.440.5725

**NONPROFITS ARE UNABLE TO MEET COMMUNITY NEEDS**

***New research illustrates the accomplishments and challenges of the charitable sector***

**Full report:** <https://www.idahononprofits.org/2022-state-of-the-sector.html>

**Purpose of the report:** Ensure that nonprofits across the state are seen and heard as changemakers and to highlight growth opportunities within the sector.

**Top four takeaways:**

* Local nonprofits continue to create jobs and bring significant funds to Idaho including $4.8 billion in out of state resources.
* The size of an organization directly impacts their capacity and ability to build community support for their mission. Those with smaller budgets and staff rely on additional resources and training.
* Total giving in Idaho is continuing to climb year-over-year but is not keeping pace with inflation or the future lack of COVID-19 funding, causing strain on nonprofit budgets.
* The more an organization has cause and brand awareness, the more the public trusts them and directly increases donations.

**Other key points:**

* Fifth largest private employment sector
  + Employs 67,417 Idahoans
  + Employ more than Idaho’s construction and agriculture industries
* Out-of-state funding (e.g. federal funding) is a large driver of nonprofit jobs
  + 59,299 jobs into Idaho
  + $4.8 billion into Idaho
  + Includes indirect employment generated by the sale and distribution of local goods and services, contractors, etc.
* Majority of Idaho nonprofits are considered small businesses because of the amount of people they employ
* 25% of a nonprofit’s annual budget, on average, is provided by individual donors
* Donors are most driven to give because of the cause and trust of specific organizations
  + Donors are least driven to give because of public figures recommendations
* Nonprofits are trusted more than foundations, corporate philanthropy, and high net worth individuals
* 50% of organizations cannot meet every need of the community they serve

**Potential interview contacts:**

* Kevin Bailey, CEO of the Idaho Nonprofit Center
  + kbailey@idahononprofits.org
  + O: 208-424-2229
  + M: 402-312-0566
* Tricia Swartling, Board President of the Idaho Nonprofit Center
  + CEO of the Advocates
  + tricia@theadvocatesorg.org
  + O: 208-788-4191
* Steven Peterson, University of Idaho (lead researcher on economic impact data of nonprofits)
  + stevenp@uidaho.edu
* Lantz McGinnis-Brow, Boise State University (lead researcher on trust in nonprofits data)
  + lantzbrown@boisestate.edu

**Contributors:**

* University of Idaho
* Boise State University
* Idaho Community Foundation
* Serve Idaho, the Governor’s Commission on Service and Volunteerism

**About the Idaho Nonprofit Center**

The Idaho Nonprofit Center represents the interests of our state’s 9,000+ registered nonprofit organizations and serves as a broker of information and a bridge between the nonprofit, for-profit, and government sectors.

­

###