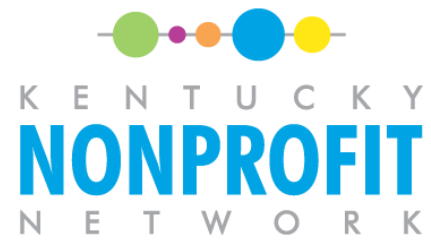
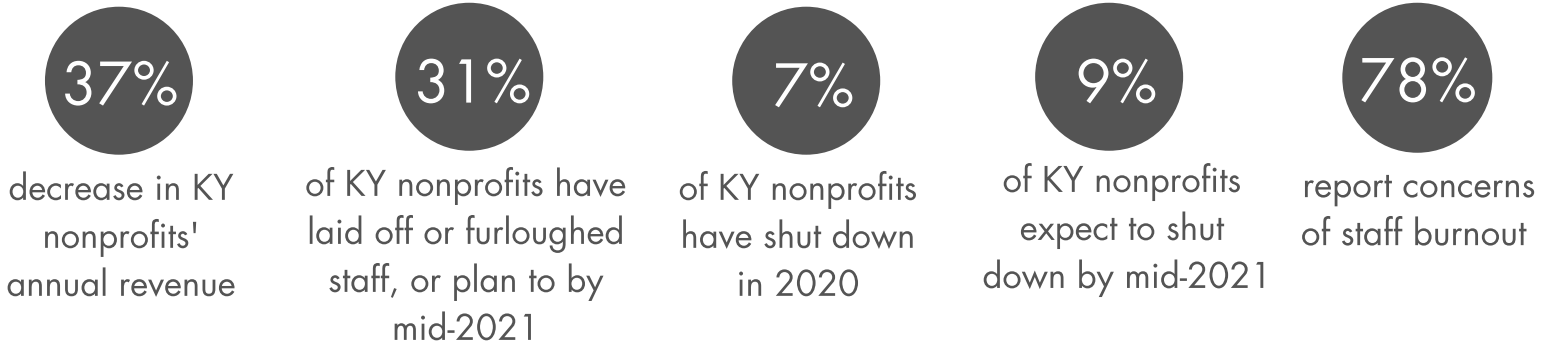


# YEAR-END REPORT ON THE HEALTH OF KENTUCKY'S NONPROFIT SECTOR

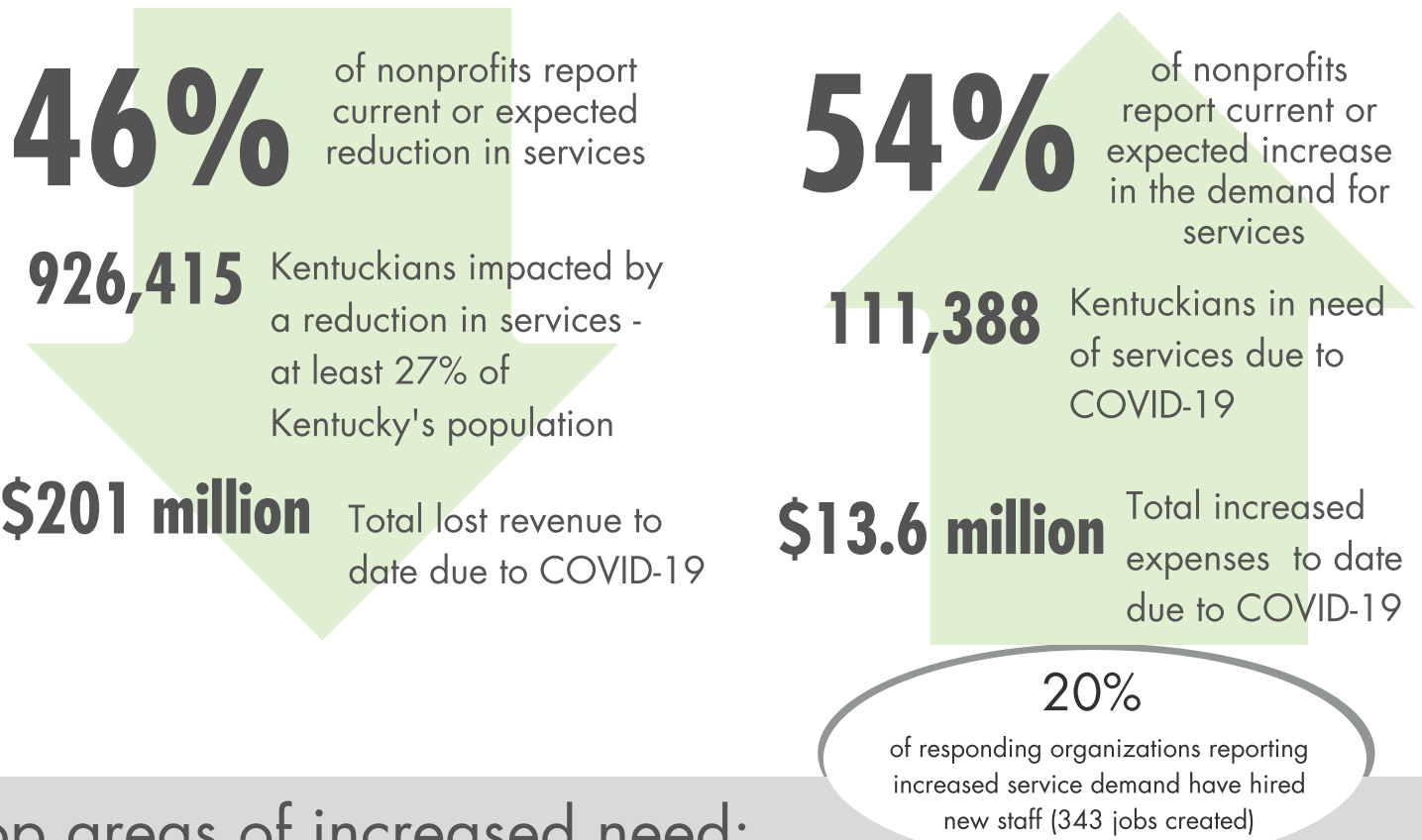


Kentucky Nonprofit Network partnered with Grantmakers of Kentucky to check in on the health of the nonprofit sector at year end 2020. This snapshot summarizes results from 265 responding charitable nonprofits.

## HOW KENTUCKY NONPROFIT RESPONDENTS ARE FARING:



## WHEN KENTUCKY'S NONPROFITS ARE HURTING, KENTUCKIANS ARE HURTING.



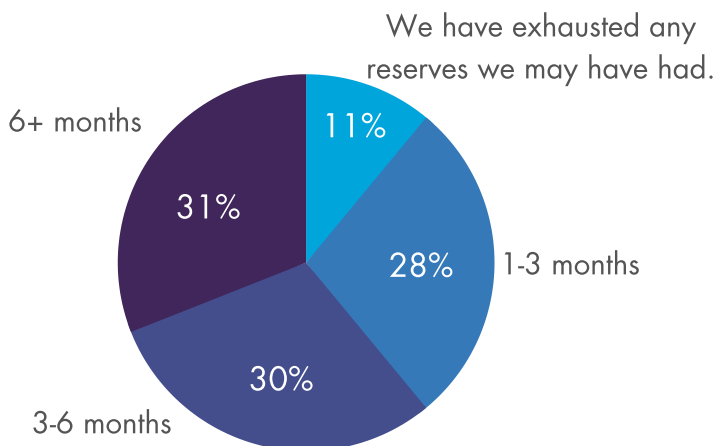
## Top areas of increased need:

Food Insecurity - Housing Assistance - Mental Health - Utilities - Employment

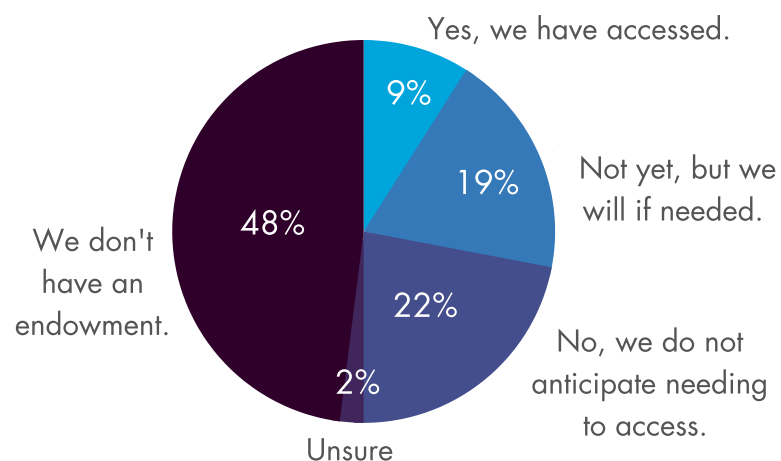
# REVENUE MOST SIGNIFICANTLY IMPACTED BY THE PANDEMIC

- **SPECIAL EVENT REVENUE:** Despite attempts to transition to virtual events, special event revenue has seen the greatest decline. 55% of respondents reported this revenue down by 50% or more, and 31% projected a similar decrease again in 2021.
- **FEE FOR SERVICE/EARNED REVENUE:** 35% reported that this revenue was down by 50% or more in 2020, and 20% anticipate a similar decrease in 2021. However, more respondents predicted a less significant decline in 2021 - 28% predicted a decrease between 16-49%.
- **CORPORATE GRANTS/SPONSORSHIPS:** 45% of respondents experienced a decline of at least 16% or more. 26% reported staying within 15% of their budgets, and 8% reported an increase of 16% or more. 47% anticipate declines to continue in 2021, though more (35%) expect to be within 15% of their budgets this year.
- **INDIVIDUAL GIVING:** Although 41% of respondents report their 2020 giving declined by 16% or more, with 15% reporting declines of 50% or more, individual giving remained the most steady of all revenue sources. Similar trends, though slightly more optimistic, are projected in 2021.
- **FOUNDATION GRANTS:** This revenue held fairly steady in 2020. 31% of nonprofits reported declines of more than 16%, 28% reported being within 15% of budget, and 13% saw an increase of 16% or more. Like individual giving, similar trends are projected for 2021 with a bit more optimism.
- **GOVERNMENT GRANTS/CONTRACTS:** Similar to foundation grants, government grants and contracts saw the largest percentage of increase at 13%, likely due to federal relief funding and an increased demand for services. While 21% saw declines of 16% or more, 27% remained within 15% of budget. Interestingly, 30% expect declines of 16% or more in 2021 - likely attributed to the mid-December timing of the survey; Kentucky's budget projections had not yet been released, and the overdue federal relief bill had not yet become law.

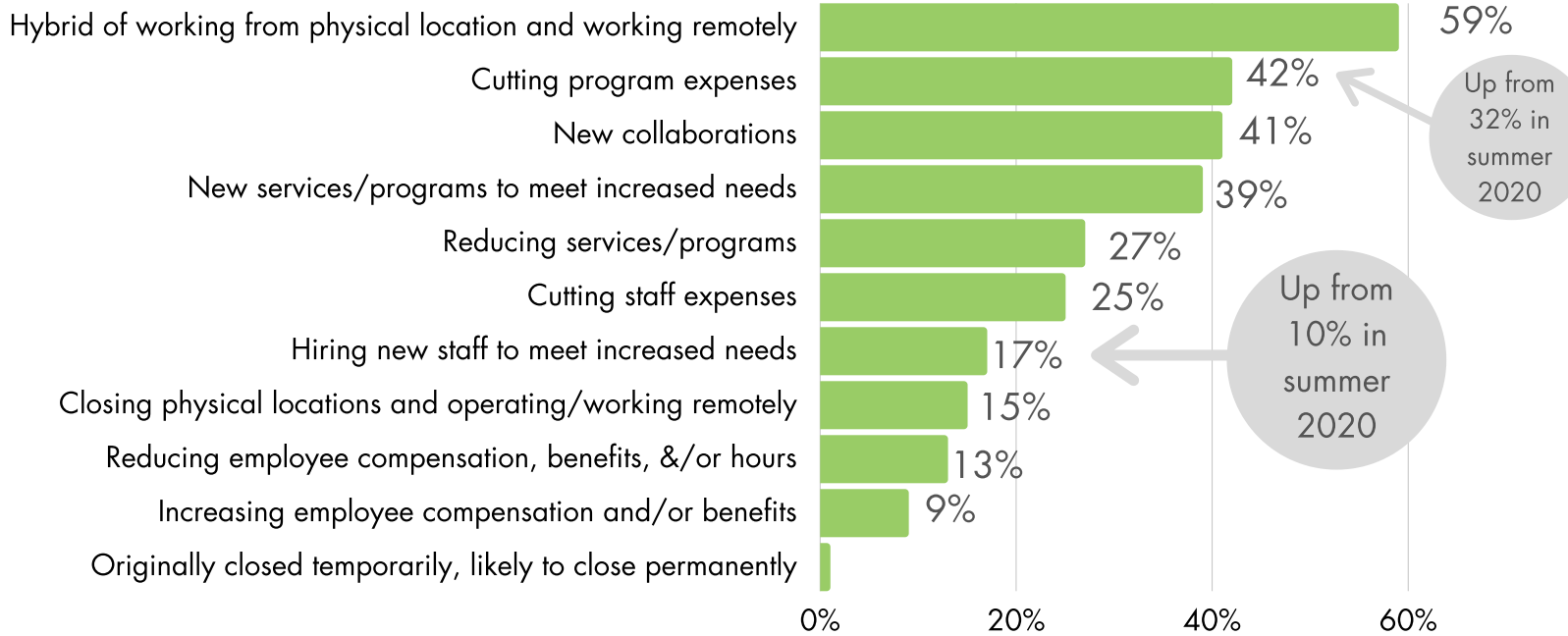
## REMAINING CASH RESERVES



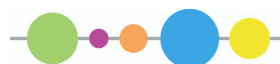
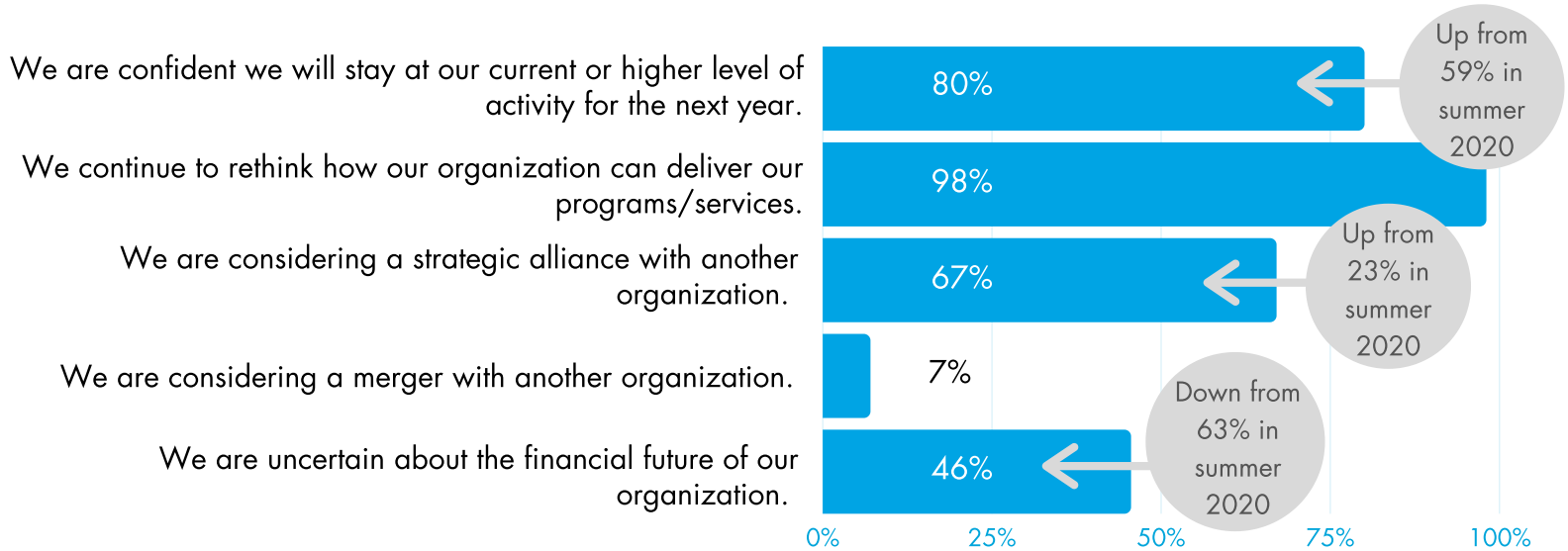
## ACCESSING ENDOWMENT FUNDS TO MEET OPERATING EXPENSES



# PERMANENT IMPACT OF PANDEMIC ON NONPROFITS

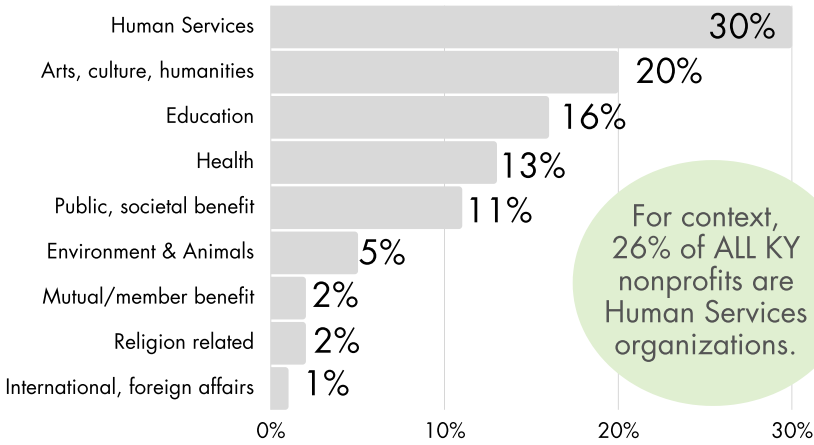


## WHAT'S NEXT FOR KY NONPROFITS?



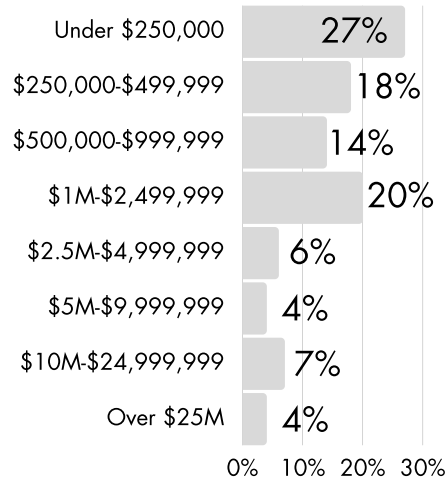
# ABOUT THE RESPONDENTS

## Organization's Primary Focus



For context, 26% of ALL KY nonprofits are Human Services organizations.

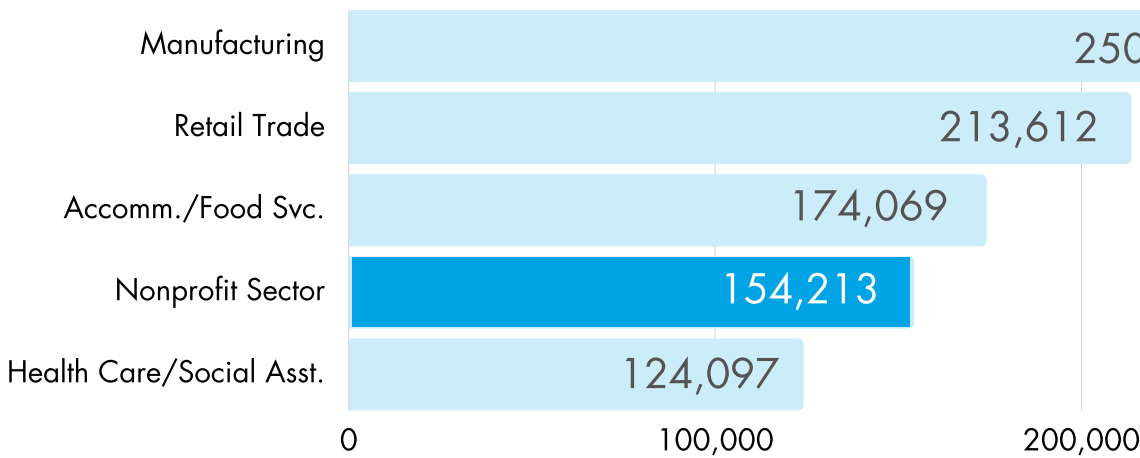
## Organization's Annual Budget



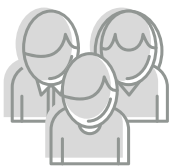
For context, 75% of ALL KY nonprofits have annual operating budgets of less than \$500,000.

# NONPROFITS ARE VITAL TO KENTUCKY'S RECOVERY

## LARGEST PRIVATE SECTOR EMPLOYERS BY INDUSTRY



## #MORETHANCHARITY



**154,213**

jobs at nonprofits

**\$7.5 billion**

in wages



**\$24 billion**

in annual expenditures benefiting Kentucky's economy

Sources: US Bureau of Labor Statistics (BLS), Nonprofit Establishment Employment & Wage Estimates, 2017; BLS, Quarterly Census of Employment and Wages, 2017; DataLake Nonprofit Research IRS e-file and Revenue Transaction Files (RTF), 2017

