Greater Green Bay Community Foundation

Non-Profits and the Economy In Northeast Wisconsin

A survey of the economic health and future outlook of non-profits in Brown, Kewaunee and Oconto Counties.
April 2014

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PRESIDENT'S MESSAGE

I am happy to report that the financial health of our local non-profits is improving. Non-profits in the northeastern Wisconsin area are faring better financially than non-profits in other areas of the country. Non-profits tell us they are in a better financial condition than any time since the recession of 2008. They are better able to keep up with demand for services and are attracting more donations. They are finding ways to work with other non-profits to address issues in the community. Nonetheless, organizations are having difficulty attracting the talent they need to serve on their governing boards. They are concerned about the national policy regarding tax deductions for donations. Looking to the year ahead, they appear confident about the future.

The performance and health of these organizations is critical to our overall quality of life. These organizations function and collaborate to form a safety net for every area of life, and they offer opportunities for us to understand, utilize, and have access to programs and services important to our well-being. It is vital to our community to have healthy non-profits that provide the programs and services to those who need and want them. It is also important for the well-being of the non-profit community and our community at-large that our local donors and funders support our local non-profits.

The Greater Green Bay Community Foundation educates the community about charitable giving and community needs. The fifth annual survey of northeastern Wisconsin non-profit organizations is a way to find out how our non-profit community has been impacted by the economy, how well they are prepared for the future, and what the greater Green Bay community can do to assist our non-profit partners in creating the best quality of life for all of us.

We hope the survey spurs discussion and an exchange of ideas and raises awareness of the important role of non-profits in our community, as well as their current health and challenges. For suggestions about what you can do to help the organizations that serve our communities, please see our "Call to Action" included in this report.

I would like to thank our Community Engagement Officer, Jennifer Nelson, for her efforts in compiling, analyzing, and writing this report.

David L. Pamperin
President & CEO
Greater Green Bay Community Foundation
NON-PROFITS & THE ECONOMY SURVEY RESULTS
2013 Key Findings

The findings in this survey come from answers provided by non-profit representatives in a 47-item questionnaire focused on non-profit experiences in the calendar year 2013 and expectations for 2014. The survey was sent to 128 local non-profit organizations in the first quarter of calendar year 2014 as a follow-up to the previous four surveys that reported on calendar years 2008, 2009, 2010 and 2012. This year's survey was completed by 72 non-profits resulting in a fifty-six (56%) response rate. The increased response is twenty percent (20%) higher than responses received in 2012 and improved the overall diversity of sector representation in the responses. Eighty-two percent (82%) of the non-profits completing the survey provide services in Brown County and over half serve one or more neighboring counties including Door, Kewaunee, Oconto and other counties in Northeastern Wisconsin. Seventy-eight percent (78%) of the surveys were completed by the organization's CEO or Executive Director. Survey respondents represent a variety of sectors, including animal welfare, community and neighborhood development, environment and conservation, health care, with the largest representation stemming from human services, arts and culture and youth and education.

- Thirty-one percent (31%) have operating budgets of less than $250,000
- Thirty-three percent (33%) have operating budgets from $250,000 to $999,999
- Thirty-six percent (36%) have operating budgets greater than $1.0 million.

Our report also looks at recent data about non-profits nationally and makes comparisons with local non-profit experiences.

Summary and Key Findings

Non-profits tell us they are in better financial condition than any time since the recession of 2008. They are better able to keep up with demand for services, and they are more comfortable working with other non-profits to address issues in the community. Donations from individuals and corporations have increased, but non-profits are having difficulty attracting the talent they need to serve on their governing boards. They are concerned about the national policy related to adjustments in tax deductions for charitable donations. Looking to the year ahead, non-profit leaders appear confident about the future: almost one-third has either launched or are planning to commence a capital campaign in the next year.

Non-profits are experiencing benefits from an improved economy, evidenced by a shift of focus from day-to-day operations to capital and endowment campaigns and strategy. More survey respondents report challenges in acquiring planned and legacy gifts and recruiting new donors than in past years which speaks to a future-oriented focus. More respondents report having four or more months available in cash reserves signifying stability in financial operations. Fewer respondents report problems communicating with other non-profits and fewer view other non-profits as competitors. A greater percentage of respondents report an increase in collaboration with other non-profit agencies.

- Sixty-two percent (62%) of respondents state they will expand services in key areas in 2014, up from 2012 when fifty-five percent (55%) reported intentions to expand services.
- Seventy-four percent (74%) of respondents state they did not have to cut budgeted operational expenses in 2013 due to revenue shortfalls.
- Forty-five percent (45%) report an increase in staffing in 2013, which is similar to the increase in 2012.
- Sixty-six percent (66%) state the demand for their services increased in 2013 over the prior year. Of those, ninety percent (90%) state they feel confident they can meet increasing demand in 2014.
- Only thirty-five percent (35%) have a waiting list for services. Of those, seventy-two percent (72%) report the wait list is less than three months long.
- Non-profits are managing finances and accounting more easily than prior years. Only thirty percent (30%) report it as a challenge in 2013, down from forty-two percent (42%) in 2012 and fifty-one percent (51%) in 2010.
- Sixty-four percent (64%) of respondents report having four or more months of operating expenses available in cash reserves compared to fifty-eight percent (58%) in 2012.

The Concerns Non-Profits Face in 2014:

- Majority believe they will be negatively affected by a change in tax code laws;
- Fifty-four percent (54%) state that covering employee benefit/insurance costs will be challenging;
- Grants from government sources decreased in 2013 for 28% of respondents while 19% expect more cutbacks in government funding in 2014.
2013: Potential Charitable Tax Deduction Change

Possible changes in the tax code around charitable giving and potential deductions have been an ongoing discussion and will remain so in the coming months. Our area non-profits weighed-in:

- Eighty-nine percent (89%) of area non-profits believe a decrease in the charitable deduction would have a negative impact on their donations, while only four percent (4%) felt it would have no impact.

Overall Financial Health & Outlook

Non-profits in our area continue to fare better than non-profits across the country, and their overall financial health continued to improve during 2013. Local non-profits report confidence in other areas, such as their ability to meet growing demand on services and hiring additional staff in 2013 or in 2014.

Nationally, private contributions are increasing. According to The Blackbaud Index, overall charitable giving grew 4.9% in 2013 over 2012 and online giving grew 13.5% in 2013 compared to 2012. Local non-profits also saw increases in private contributions in 2013.

Locally, forty-nine percent (49%) of respondents report revenue from donations increased in 2013 compared to forty-one percent (41%) in 2012.

Several measures reported by local non-profits depict a healthy status:

- Demand for services is still on the rise but slowing down from 2012.
- Total expenses were higher for seventy-five percent (75%) of non-profits, but so were total revenues.
- Staffing levels still increased in 2013 but not at the pace of 2012, following the demand cycle.

In 2013, The Nonprofit Finance Fund surveyed nearly 6,000 non-profit leaders across the United States for the State of the Sector Survey regarding the year 2012. The survey revealed four main points: non-profits need new funding sources and models; non-profits that receive government funding face particular challenges; many non-profits are unable to meet the growing need in their communities; and, non-profits are changing the way they do business to adapt to the new reality. These main points were reflected in our local area during 2013.

Twenty-eight percent (28%) of local non-profits experienced cuts in government funding and nineteen percent (19%) expect cuts in 2014. Non-profits provided additional comments that they are hiring development directors to expand financial resources, and conducting strategic planning processes that include exploration of other funding sources. This suggests a change of business model to reduce reliance on one or two revenue sources and diversify their revenue streams while improving efficiency of daily operations.

In regards to cash reserves: During 2012, nationally, forty-four percent (44%) had four or more months of cash reserves, while locally fifty-five percent (55%) of respondents reported having cash reserves for four or more months during the same year. Locally, during 2013, sixty-three percent (63%) of non-profits had four or more months of cash reserves and eight percent (8%) had no cash reserves. Nationally, the same percentage of non-profits reported having no cash reserves.

Another measure indicating the health and outlook of a non-profit is their engagement with strategic planning. A lower percentage of organizations reported being challenged by pursuing strategic planning in 2013 (59%) than in 2012 (78%).
Fundraising & Donor Relations

Fundraising (including planned giving) continues to be the greatest challenge with seventy-one percent (71%) of respondents reporting that attracting planned gifts was a “major challenge” for them in 2013. More non-profits are looking beyond fundamental strategies and core programming to broader areas, which suggest they are planning for tomorrow rather than merely trying to survive today. Thirty-four percent (34%) of respondents report providing programs and services as their “major challenge”, up from seventeen percent who made the same claim in 2012. Additional challenges (major and minor) for non-profits include:

- Obtaining funding: A challenge for ninety-three percent (93%) of local non-profits.
- Recruiting new donors: Ninety-one percent (91%) of non-profits report this as a challenge.
- Attracting planned gifts: Eighty-seven percent (87%) of non-profits report that as a challenge.
- Retaining donors: Reported as a minor challenge by sixty-four percent (64%).

Fundraising events:

In an effort to raise more funds and attract new donors, many non-profits conduct fundraising events. Forty-nine percent (49%) of respondents increased fundraising events in 2013 and fifty-seven percent (57%) plan to increase fundraising events in 2014.

Donations from Individuals & Corporations:

- Forty-seven percent (47%) report an increase in donations from individuals, down from fifty-six percent (56%) in 2012.
- More non-profits saw increases in corporate support in 2013 (47%) than reported increases in 2012 (44%).
- Only eight percent (8%) report donors are “less generous” than the previous year, down from twenty-two percent (22%) who made the same claim in 2012.

Although local non-profits are fearful of how the changes in the charitable tax deduction law may affect donations, they are optimistic about the outlook for donations in 2014. Fifty percent (50%) report that they anticipate individual donations to increase, and fifty-four percent (54%) anticipate corporate donations to increase as well. Twenty-six percent (26%) are optimistic they will receive increased income from investments and endowments.

Non-profit optimism of the future – and angst around the charitable tax deduction – is not unfounded. A study titled New Frontiers – The Forecast for Giving, asked high net worth donors to forecast their giving through 2016. Seventy-six percent (76%) plan to give as much or more during that period as they have in the past. “While 32% of donors cited tax advantages among their chief motivators for giving, 50% said their giving would stay the same if the charitable tax deduction were eliminated, and 49% said they would decrease giving somewhat (39%) or dramatically (10%).” Patrick Rooney, Ph.D. added, “Taxes don’t drive giving, but they do matter”.

An article in Philanthropy Matters outlines where donors are giving: While high net worth households were most likely to give to education (80%), basic needs (79%), and arts and culture (69%), the majority of their charitable dollars were directed toward education (28%), giving vehicles (23%), and religious organizations (13%). Wealthy households directed their largest gifts to religious (36%) and education (25%) organizations.1

Non-profits are also managing these contributions easier. Sixty percent (60%) of respondents to our survey claimed that managing finances and accounting was not a challenge, and only six percent (6%) report it as a major challenge.

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1 Philanthropy Matters, Indiana University Lilly Family School of Philanthropy. Vol 21, Issue 1 – 2013

Greater Green Bay Community Foundation
Non-Profit and the Economy Survey
Demand for Services and Programs

As in 2012, survey data in 2013 tells us the non-profit community continues to see increased demand for programs and services albeit at a lower level. To some extent, non-profits are able to cover and meet increased demand for programs and services more quickly because they have been able to increase staffing and collaborate with like-minded agencies. The average wait time for services also decreased in 2013 from 2012 levels.

- Sixty-six percent (66%) of respondents state that demand for their services increased or increased a great deal in 2013, which is down from eighty-four percent (84%) in 2012.
- Thirty-five percent (35%) had a waiting list in 2013, down from the prior year’s forty-three percent (43%).
- Seventy-two percent (72%) of respondents state that clients waited an average of three months or less for services, which is better than in 2012 when sixty-one percent (61%) reported a wait of three months or less.
- Forty-three percent (43%) with waiting lists report that their lists grew because of an increased demand for service, while fourteen percent (14%) said a reduction in their funding was the cause. Others cited childcare, facilities and lack of volunteers as a contributing factor.
  - In 2013, sixty-two percent (62%) of respondents were still able to fully meet the demand for services, which is slightly better than 2012.

Predictions of future trends from 2012 (Nonprofit HR Solutions, 3/2013) fell true in 2013. “…One major theme emerged which was the belief that as the economy improves, nonprofits will see increased staff turnover. Many respondents said that nonprofits will not only have a challenge in retaining talent, but also in recruiting talent given the difficulty in finding qualified candidates and the inability to pay market salaries due to the financial constraints placed on many nonprofits.” Other themes surfaced such as employee demand for flexibility and decline in core skills of entry-level applicants.

National survey data shows that non-profits often struggle to add the right number and type of staff to support expansion. Locally fifty percent (50%) of respondents report that keeping or recruiting qualified staff is a concern. Leveraging information technology and strategic planning (along with staff with these skill sets) were both seen as challenges by over seventy-eight percent (78%) of respondents. These challenges will be a factor in hiring to fill specific positions while looking to the future.

Another change observed nationally is the face of Nonprofit leadership: “…much more likely now to be black, female or gay and come from modest backgrounds.” This is important because diverse leaders may be suited to recruit diverse boards and combine to change the shape and focus of philanthropy and issues that get attention.

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2 Chronicle of Philanthropy, Vol XXVI, No 5, Jan 16, 2014
Capital and Endowment Campaigns
Supporting the view that non-profits are looking more towards the future and working with more stabilized current operational situations is the increased focus of many local non-profits on capital and endowment campaigns. Thirty-three percent (33%) of respondents are in the process of conducting or plan to conduct a capital campaign in the near future, compared to twenty-six percent (26%) in 2012. Fifty percent (50%) of these organizations stated their campaign will include raising funds for an endowment. Of those including an endowment as part of their campaign, twenty-three percent (23%) has an endowment goal of $1.0 million or more.

Communications
As with many areas of business, non-profit visibility, reaching donors and communicating with partners can be challenging. Eighty-seven percent (87%) of local respondents found that enhancing their organizations’ visibility and reputation is either a major or minor challenge, close to the same percentage that found communications challenging in 2012.

Communications have improved between non-profits
- Only twenty-nine percent (29%) said it was a challenge, compared to forty-eight percent (48%) that said communication with other non-profits was a challenge in 2012.

The trend for non-profits collaborating with others also increased according to this year’s survey results.
- Forty-six percent (46%) of respondents report that it is not a challenge to collaborate with other nonprofits, up from forty percent (40%) in 2012.

Specific Non-profit Sector Analysis
Our survey sample was large enough to allow us to conduct specific non-profit sector analysis and compare that sector’s experience to the overall sample. We had ample participation in Human Services, Arts and Culture and Youth and Education.

Human Services Sector
Human Services represents forty-three percent (43%) of all respondents and is the largest sector replying to our survey. Human Services report reasonably good financial health, a fair amount of cash reserves and a continued increased demand for services.

Overall Financial Health & Outlook
Nineteen percent (19%) of respondents from Human Services have operating budgets of less than $250,000; thirty-nine percent (39%) have up to $999,999 and forty-two percent (42%) have operating budgets over $1.0 million. Human Services aligned with all survey respondents in terms of being financially healthy.
- Ninety-three percent (93%) from Human Services report they are currently financially healthy.
- Seven percent (7%) report they are experiencing chronic financial problems.

Thirty-two percent (32%) report having three months or less cash reserves while sixty-four percent (64%) report having four or more months in reserves. Only eleven percent (11%) borrowed money or used a line of credit although twenty-nine percent (29%) experienced negative cash flow. Negative cash flow was attributed to normal business cycles and unmet fundraising goals.

Fundraising & Donor Relations
While fundraising is the greatest challenge for non-profits in all sectors, fifty percent (50%) of organizations dealing with human services state that fundraising is their greatest challenge. Nonetheless, fifty-two percent (52%) report their total revenue from all sources increased over the prior year.
- Respondents report increased individual donations (60%) and corporate donations (53%) in 2013. Fifty-three percent (53%) also anticipate individual donations to increase and forty-seven percent (47%) anticipate corporate donations to increase through 2014.
The major challenge for most human services respondents' was attracting planned gifts (63%), followed by recruiting new donors (47%) and obtaining funding (33%). Retaining current donors was seen as a minor challenge by sixty-seven percent (67%) of respondents.

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<tr>
<th>Challenge</th>
<th>All Other Respondents</th>
<th>Human Services</th>
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<td>4+ months of cash reserves</td>
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<td>Currently feeling financially healthy</td>
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<td>Increased individual donations</td>
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<td>Conducting or planning to conduct capital campaign</td>
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**Demand for Services & Capacity**

- Nineteen percent (19%) of non-profits in Human Services report that demand for their services has increased a great deal, fifty-six percent (56%) report demand is somewhat increasing, and twenty-two percent (22%) report demand staying the same as prior years.
- Fifty-nine percent (59%) of Human Service respondents report they were able to fully meet demand for service and eighty-eight percent (88%) report confidence in their ability to meet the demand in 2014.
- Looking forward, fifty-three percent (53%) of respondents in Human Services report they will expand services in certain key areas over the next three years.
- In regards to waiting lists for human services, half of the respondents do not currently have a waiting list, but of those that do, clients wait anywhere from two weeks to three months, and one-hundred percent (100%) of those report the waiting list to be the same as 2012.
- While more than half of human service respondents report attracting new members or clients is not a challenge, seventy-three percent (73%) report meeting the needs of current clients or members as a challenge.
- Fifty-seven percent (57%) of human service respondents report collaborating with other non-profit agencies is not a challenge.

The *Chronicle of Philanthropy* identified the challenge on a national level for social-service groups, as more people seeking food, shelter and other aid after Congress ended benefits for the long-term unemployed in December 2013.

**Arts & Culture Sector**

Arts & Culture represent eighteen percent (18%) of all survey respondents and is the second largest sector replying to our survey. Arts & Culture report improved financial health, although not as significant as other sectors. They also report a slight increased demand for services and a good ability to fully meet the demand for programs and services now and in the future. Participation in the 2012 survey from Arts & Culture was not adequate enough to compare this sector's responses from 2012 to 2013.
Overall Financial Health & Outlook
Thirty-nine percent (39%) of respondents from Arts & Culture have operating budgets of less than $250,000; thirty-one percent (31%) have up to $999,999 and thirty-one percent (31%) have an operating budget over $1.0 million.

This sector reported higher than other sectors in experiencing chronic financial problems; however, the majority reported feeling currently financially healthy.
- Eighty-two percent (82%) of respondents in Arts & Culture report they are currently financially healthy.
- Nine percent (9%) report they are experiencing chronic financial problems.

The number of Arts & Culture organizations reporting available cash reserves is slightly lower than other sectors, with forty-five percent (45%) having four or more months in reserves. Fifty-five percent (55%) of reporting Arts & Culture organizations experienced a negative cash flow from operations which is significantly higher than other sectors. Thirty-seven percent (37%) of Arts & Culture respondents report borrowing money or using a line of credit to stabilize cash flow in 2013; however, there were no reported delayed payment of bills, turned away clients or laid-off staff. All Arts & Culture respondents who had cash flow problems attributed negative cash flow to normal business cycles, unmet fundraising goals and a prior year deficit.

Fundraising & Donor Relations
While fundraising is the greatest challenge for non-profits in all sectors, eighty-three percent (83%) of organizations dealing with Arts & Culture state fundraising is their greatest challenge. In 2013, respondents saw increases in most areas of revenue, most notably was that sixty-four percent (64%) reported increased fees for services. Donations from corporations and foundation grants each increased for forty-six percent (46%) of respondents, and individual donations increased for twenty-seven percent (27%) of Arts & Culture respondents.
- Sixty percent (60%) of respondents anticipate their individual donations to increase while ninety percent (90%) anticipate increases in both corporate and individual donations during 2014. Seventy percent (70%) of respondents anticipate foundation grants to increase and eighty percent (80%) anticipate special event fundraising to increase in 2014.
- Another major challenge for Art & Culture respondents was recruiting new donors (83%) followed by attracting planned gifts (75%). Retaining current donors was seen as a minor challenge by sixty-seven percent (67%) of respondents.
Demand for Services & Capacity
Arts & Culture has seen increases in demand similar to Human Services and Youth & Education, and was optimistic about having met the demand in 2013. This sector also has a higher percentage of respondents reporting challenges collaborating with other non-profits than the Human Services and Youth & Education sectors.

- Approximately forty-six percent (46%) state the demand for services is increasing while another forty-six percent (46%) report demand staying the same as prior years. Only nine percent (9%) report a decrease.
- Eighty-two percent (82%) report that they were able to fully meet demand for service in 2013 and fifty percent (50%) report confidence in their ability to meet the demand in 2014.
- Looking forward, fifty-five percent (55%) of respondents in the Arts & Culture sector report they will expand services in certain key areas over the next three years.
- Ninety-two percent (92%) state attracting new members or clients is a challenge.
- Eighty-three (83%) report collaborating with other nonprofits to maximize impact is a minor challenge.

Youth & Education Sector
Thirteen percent (13%) of respondents represent Youth & Education which is the third largest sector replying to our survey. This sector reports good financial health, a decent amount of cash reserves and a continued increase in demand for services.

Overall Financial Health & Outlook
Thirty-three percent (33%) of respondents from the Youth & Education sector have operating budgets of less than $250,000; forty-four percent (44%) have up to $999,999 and twenty-two percent (22%) have operating budgets over $1.0 million.
- One-hundred percent (100%) from Youth & Education report they are currently financially healthy.

Seventy-five percent (75%) of non-profits in this sector report having four or more months of cash in reserve. Not one organization in this sector borrowed money or used a line of credit in 2013 (or 2012) despite their reports that thirteen percent (13%) experienced negative cash flow in 2013.

Fundraising & Donor Relations
While fundraising is the greatest challenge for non-profits in all sectors, sixty-seven percent (67%) of organizations dealing with youth and education state fundraising is their greatest challenge. Nonetheless, fifty-six percent (56%) report their total revenue from all sources has increased over the prior year.
- All respondents (100%) in this sector report attracting planned gifts is a major challenge. Other major challenges include recruiting new donors (67%) and obtaining funding (44%). Retaining current donors was seen as a minor challenge by forty-four percent (44%) of respondents.
- Half of the respondents report both individual and corporate donations have increased.
- Sixty-three percent (63%) of Youth & Education respondents anticipate individual donations to stay the same and fifty percent (50%) anticipate corporate donations to increase through 2014.
Demand for Services & Capacity
Youth & Education continues to see demand for services increasing but is confident they will meet the demand in the coming year.

- Forty-nine percent (49%) of non-profits in Youth & Education report demand for their services somewhat or greatly increased. Fifty percent (50%) report demand stayed the same in 2013 as in prior years. No agency in Youth & Education reported a decrease in demand.
- Eighty-seven percent (87%) of Youth & Education respondents report they were able to fully meet demand for service and one-hundred percent (100%) report confidence in their ability to meet the demand in 2014.
- In regards to waiting lists, half of Youth & Education respondents do not currently have a waiting list, but of those that do, clients wait anywhere from one to six months. The length of time on a wait list has been reduced by half since 2012.
- Sixty-seven percent (67%) in Youth & Education state that attracting new members or clients is a challenge.
- Looking forward, seventy-five percent (75%) of respondents in Youth & Education report they will expand services in certain areas over the next three years.
CONCLUSION

This report compares local survey results with national survey data conducted over similar timeframes. The data demonstrates that our region is faring better overall than others nationally.

The findings of the 2013 Non-Profits & the Economy Survey for Northeast Wisconsin reveal both success and opportunity for area non-profits and donors alike.

Non-profits are fearful as to how changes in the charitable deduction may impact them but are optimistic overall. The data does not tell us what additional impacts will be felt by non-profit programs with more cuts in government funding or the impact of the Affordable Health Care Act on non-profits. What is clear through the data is non-profits are seeking new business models by hiring development directors to explore other revenue streams and decreasing their dependence on earned income. They are focusing on the future, evidenced by planned expansions in key service areas in the coming year and efforts developing around strategic planning, planned gift acquisition, and capital and endowment campaigns. Their future-focus is one of hopefulness in their ability to meet foreseeable demand and their ability to raise funds to assist them in these efforts.

The significance of non-profits for the quality of life of the citizens in our community cannot be underestimated. Non-profits possess revenue and assets, they contribute to the local economy via spending and they add to job growth and training to attract and retain a skilled workforce. Forty-six percent (46%) of respondents reported increasing staff in the past year alone. Non-profits enhance the quality and value of life by providing basic needs to the area’s poor, by assisting our youth in education and development, and by adding to the area’s diversity and richness through art and culture. Non-profits also offer a sense of pride to the many who volunteer their time for causes they find worthwhile.

We wish to recognize the dedication and contribution of donors who support causes and organizations financially and through their volunteer efforts. Without their generosity, many of the programs and services currently provided would be lessened or discontinued altogether.

Donors and non-profits can appreciate each other’s efforts in succeeding through tough economic challenges and continue to forge a new path together.

CONTACT INFORMATION

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Please visit our website www.ggbcf.org to learn more about the Greater Green Bay Community Foundation.
CALL TO ACTION FROM THE GREATER GREEN BAY COMMUNITY FOUNDATION

The Greater Green Bay Community Foundation inspires and encourages charitable giving in northeastern Wisconsin by connecting caring people with solutions that strengthen our community. We are proud to be a part of a community working with donors to support non-profits and the work they do year-round.

Ways you can make a difference in our community:
- Open a fund at the Greater Green Bay Community Foundation and join with other donors to make a bigger difference to the organization or causes you care about.
- Donate your time and talents to one or more local charities. Call your favorite charity, the Volunteer Center or the Brown County United Way and find out how you can volunteer.
- Support non-profit organizations by attending fundraising events, becoming a member or serving on a board.
- Donate food to area pantries.
- Make a product donation from your company that helps a non-profit serve more people.
- Provide corporate expertise to help charities perform administrative and management functions.
- Patronize businesses that support area non-profits.

The Community Foundation makes philanthropy easy and convenient by providing a tool for online giving through our website. “Online Giving Opportunities” and “Community Snapshots: Profiles of Causes that Matter” allows anyone to contribute any amount of money to an issue they care about using their credit card. View the tabs on the left.

Visit the Greater Green Bay Community Foundation today at www.ggbcf.org.

You can make a difference in the lives of others by supporting a cause or non-profit that you care about. View our Philanthropists' Almanac on our website to learn more about local non-profit organizations and please email us at ggbcf@ggbcf.org or give us a call at 920-432-0800 for more information. Our professional staff is available to answer your questions and provide you with additional information. We present and provide opportunities for donors to work together so their individual gifts can be leveraged to make a greater impact.
SURVEY SAMPLE POPULATION

The organizations listed below were emailed an invitation to complete our anonymous online Non-Profits and the Economy Survey. The sample population includes all members of the Non-Profit Resource Group – a networking forum and professional development association that includes Green Bay's most active non-profits – and select organizations from Brown, Door, Kewaunee, and Oconto counties. Responses were collected in February 2014.

- Adolescent Parenting Coalition
- Aging & Disability Resource Center
- AIDS Resource Center of Wisconsin, Inc.
- Altrusa International Foundation of Green Bay
- Alzheimer's Association Greater Wisconsin Chapter
- American Foundation of Counseling Services
- American Red Cross
- Angel Fund
- Antiquarian Society Green Bay & De Pere
- ASPIRO, Inc.
- Baird Creek Preservation Foundation
- Bay Area Humane Society
- Beacon House, Inc.
- Bellin College
- Bellin Memorial Hospital, Inc.
- Ben's Wish
- Big Brothers Big Sisters of Northwestern Wisconsin
- Big Brothers Big Sisters of Green Bay
- Boys & Girls Club of Green Bay
- Breast Cancer Family Foundation
- The Bridge Between Retreat Center
- Brown County Historical Society
- Brown County Jail Ministries, Inc.
- Brown County Library
- Brown County Legal Services
- CASA Alba de Melanie
- CASA of Brown County Inc.
- Catholic Charities of the Diocese of Green Bay
- Cats Anonymous
- Cedar Center Arts Inc. aka ART Garage
- Center for Childhood Safety
- Cerebral Palsy Inc.
- Children's Museum of Green Bay
- Children's Promise
- Childcare Resource Center
- Clean Water Action Council of Northeast Wisconsin
- Community Healthcare Foundation, Inc.
- Cup O' Joy
- De Pere Historical Society
- Downtown Green Bay
- East Shore Industries
- Ecumenical Partnership for Housing
- E-Hub
- The Einstein Project
- Encompass Education Center
- Ethan House, Inc.
- Educational Television Productions - NEW
- Evergreen Productions
- Exceptional Equestrians
- Family & Childcare Resources of N.E.W., Inc.
- Family Services of Northeast Wisconsin
- Forward Services Corporation
- Freedom House Ministries, Inc.
- Friends of the Brown County Library
- Friends of the Green Bay Symphony
- The Gathering Place
- Girl Scouts of the Northwestern Great Lakes
- Golden House
- Goodwill Industries of North Central Wisconsin
- Greater Green Bay Habitat for Humanity
- Greater Green Bay YMCA
- Green Bay Area Chamber of Commerce Foundation
- Green Bay & De Pere Antiquarian Society
- Green Bay Botanical Garden
- Green Bay Community Theater
- Green Bay Symphony Orchestra
- Happily Ever After Animal Sanctuary
- Hemophilia Outreach Center
- Heritage Hill Foundation
- Home Respite Care, Inc.
- House of Hope
- Howe Community Center
- Integrated Community Solutions
- Jackie Nitschke Center, Inc.
- Junior Achievement of Brown County
- Kewaunee County 4-H Leaders Association, Inc.
- Kewaunee County Food Pantry
- Kingdom Come, Inc.
- Legal Action of Wisconsin, Inc.
- Libertas Treatment Center
- Literacy Green Bay
- Literacy Partners of Kewaunee County, Inc.
- LIVE 54218
- Lutheran Social Services of Wisconsin & Upper Michigan
- Marinette & Oconto Counties Literacy Council, Inc.
- Marinette County Elderly Services
- Marion House
- Mayflower Nursery School
- Mediation Center of Greater Green Bay
- Meyer Theatre
- Mosaic Arts, Inc.
- Miracle League of Green Bay
- Multicultural Center of Greater Green Bay
- N.E.W. Community Clinic
- N.E.W. Curative Rehabilitation
- N.E.W. Zoological Society
- N.E.W. Master Gardeners Horticulture
- National Railroad Museum
- Natividad of Our Lord Parish
- NeighborWorks
- Neville Public Museum
- New Community Shelter
- NEWCAP, Inc.
- NEWDO
- Northeast Wisconsin Land Trust
- NWTC Educational Foundation
- Oconto County Commission on Aging, Inc.
- On Broadway Inc.
- Options for Independent Living
- Ovarian Cancer Community Outreach
- Paul's Pantry
- Planned Parenthood of Wisconsin - Greater Green Bay
- Pulaski Community School Education Foundation, Inc.
- Rainbow House
- Reading Connections Inc.
- The Salvation Army of Brown County
- Scholarships, Inc.
- Special Olympics of NE Wisconsin
- St. John the Evangelist Homeless Shelter
- St. Vincent de Paul
- Tempo International Foundation
- Unity Hospice
- The Volunteer Center
- YWCA of Green Bay - De Pere
- Welcome Home
- Weidner Center
- The Wise Women Gathering Place
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