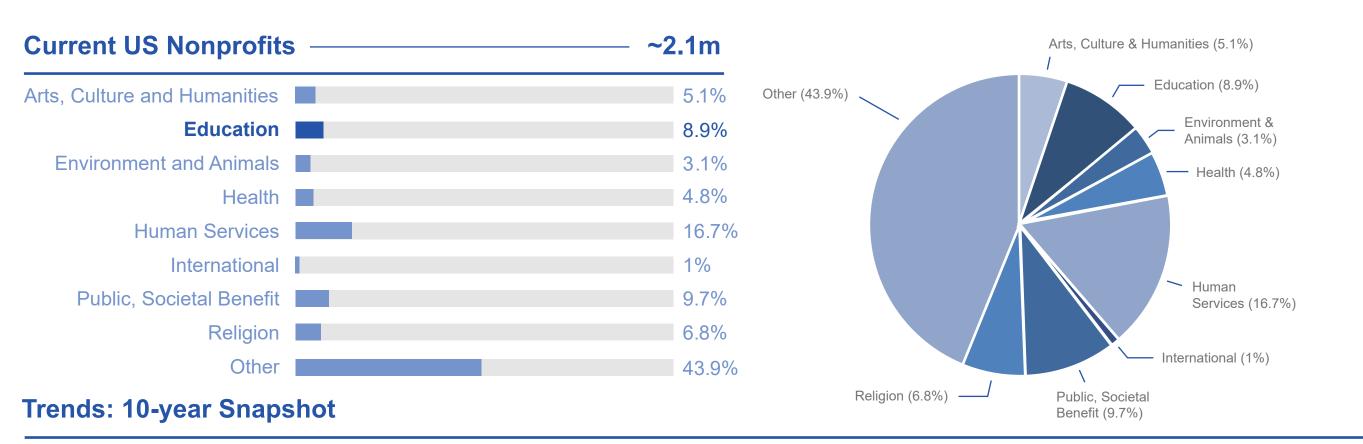
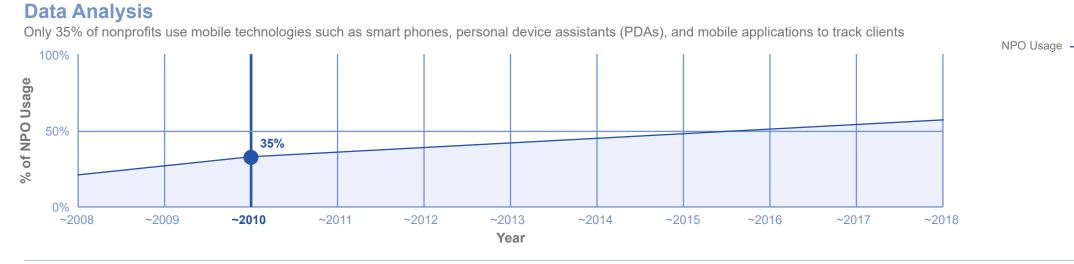
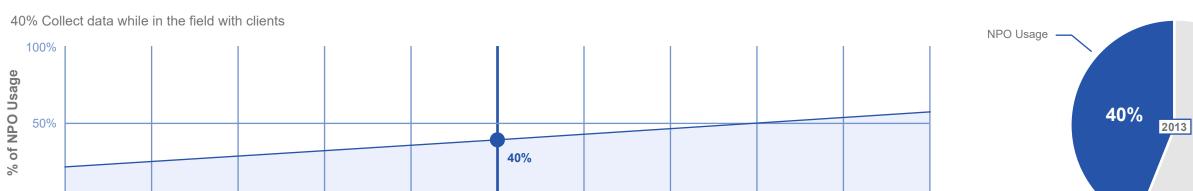


35%

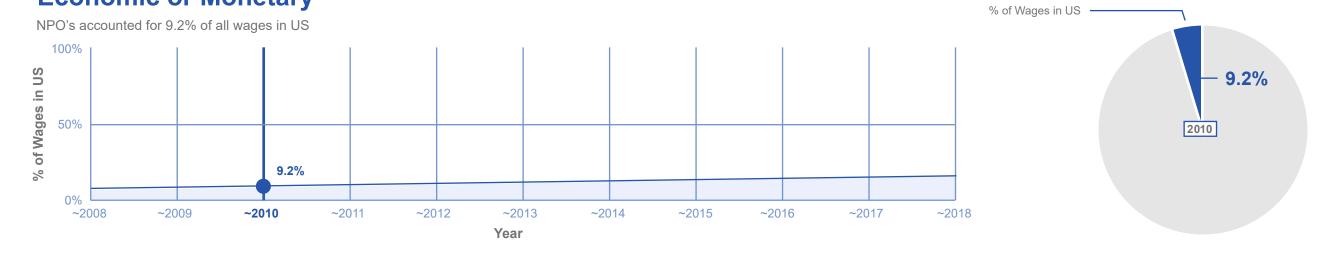


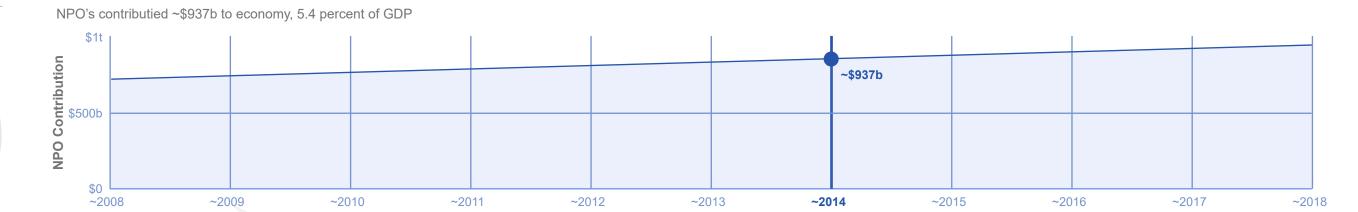
Social





Economic or Monetary





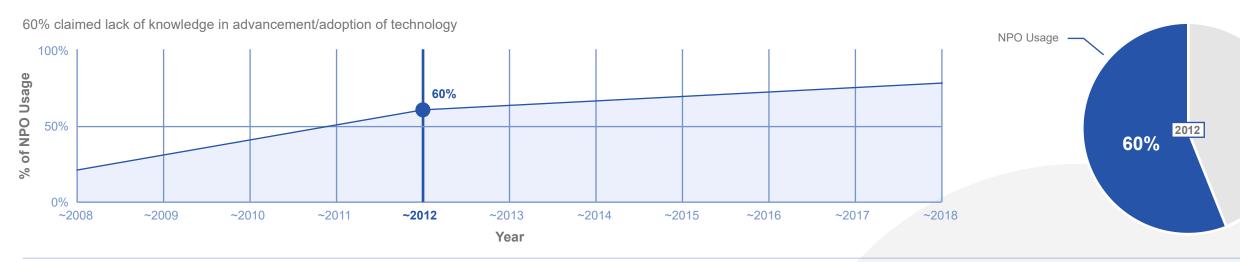
Year



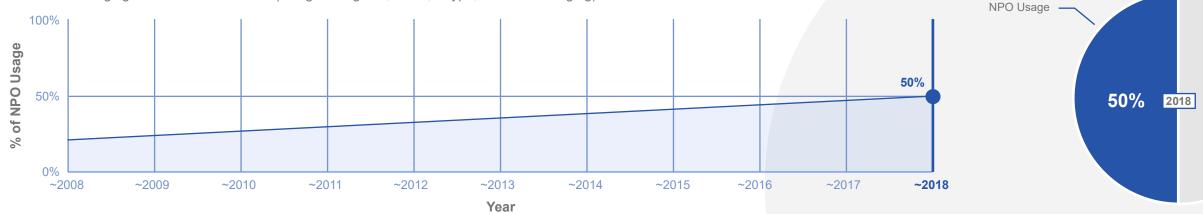
Using Technology

Text-to-Give became popular; constituents could send donations from mobile devices

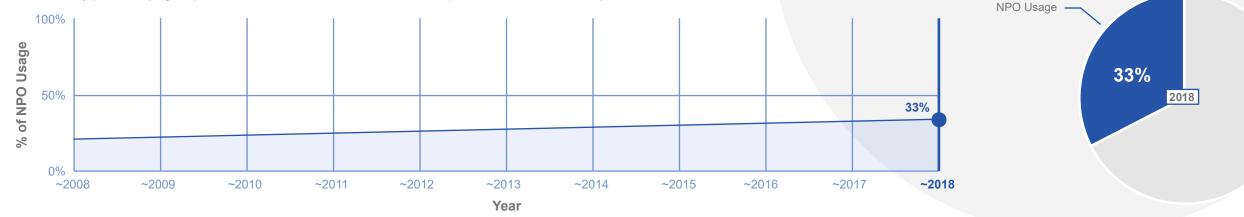




Internal messaging and collaboration tools (Google Hangouts, Slack, Skype, instant messaging)



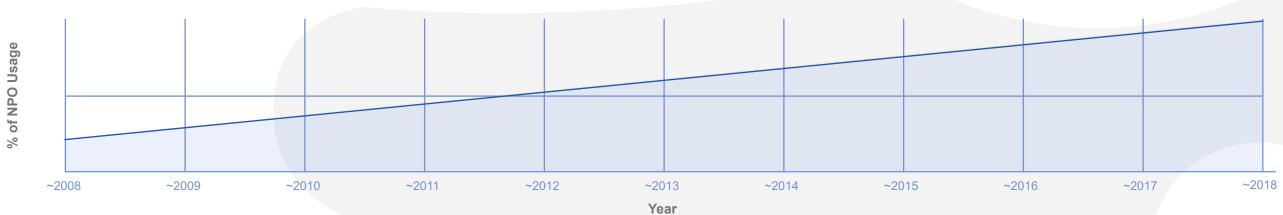
Community platform (Digital portals or forums to connect constituents, partners, volunteers, etc.)



Demographics

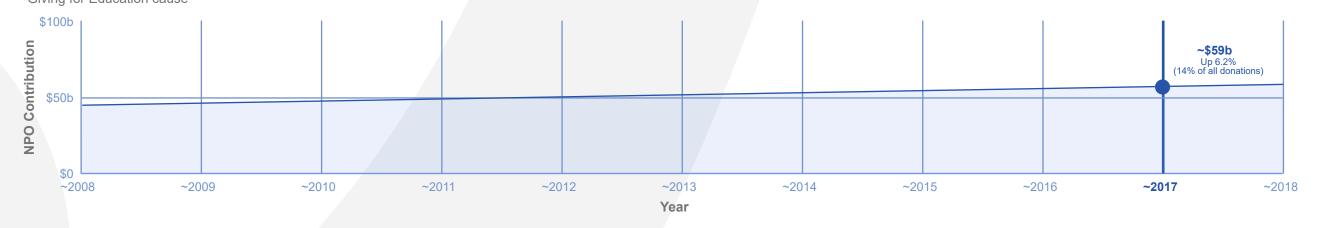
Workforce

Outsourced are certain HR functions, some finance functions, IT, donor care, program management, grant writing, planned giving, creative work, PR work, etc (as of 2015)

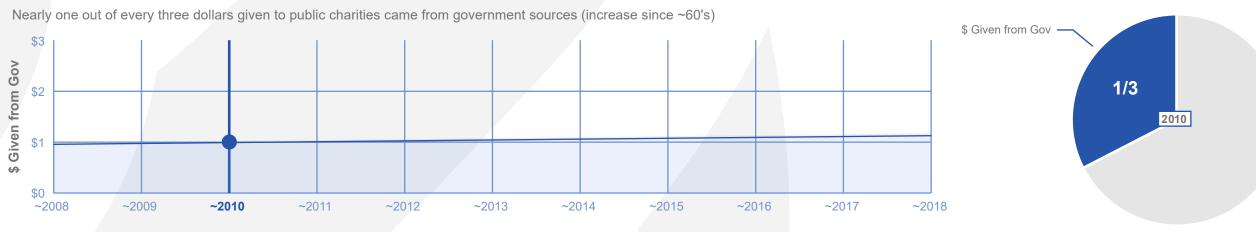




Giving for Education cause



Political



Key Dates

4 2011

1 2001-2009

George Bush inaugurated **Points of Light** campaign to champion volunteer and community initiatives around the country

2 2009

Government support for community service and volunteering is at an all-time high. Interest among young people in **AmeriCorps**, the **Peace Corps**, and service-oriented NPO's such as **Teach for America** is growing.

5 2016-2018

Trump Administration (first 100 days) focus on strategy, includes NPO leaders providing funding

and leadership, guidance that provide resolutions.

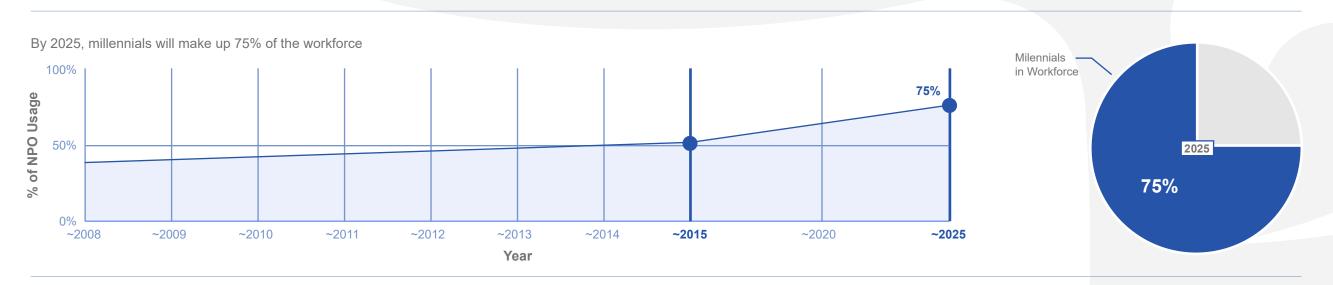
3 2009

Edward M. Kennedy **Serve America Act** could fund up to 250,000 new **AmericaCorps** and **VISTA** volunteers supported by federal government

6 2016-2018

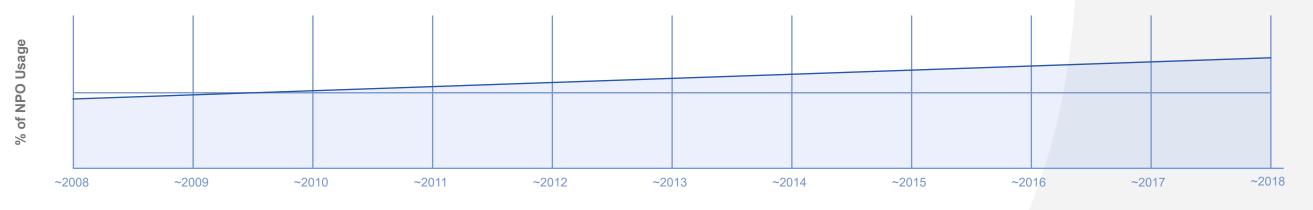
reliance on philanthropy

Trump Administration will reverse course on official funding for aid to vulnerable communities, need

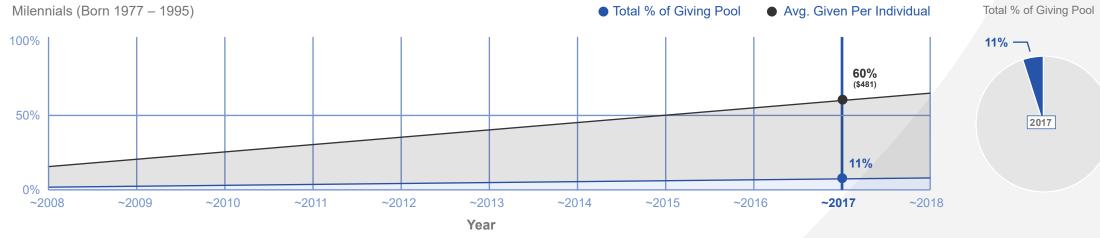


Technology

Use tech to reach donors, give them incentive to continue contributions (as of 2015)



Donors



Generation X (Born 1965 – 1976)

50%

0% **~**2008



~2010

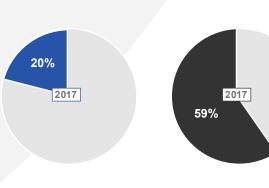
~2011



~2015

~2016

~2014



Total % of Giving Pool

Avg. Given Per Invidual

Avg. Given Per Invidual

Avg. Given Per Invidual

Non-hispanic Whites

2010

1% —

60%



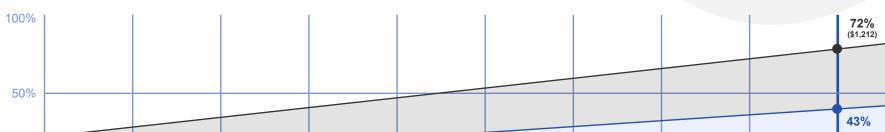
~2009

• Total % of Giving Pool • Avg. Given Per Individual Total % of Giving Pool

~2018

20%

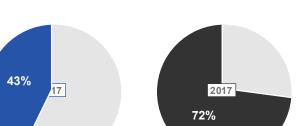
~2017



~2013

Year

~2012



have funded thousands of **AmeriCorps** volunteers, providing support in range of service including early-childhood education.

Over Decades, the Corporation and AmeriCorps

5.2m disadvantaged youth tutored, mentored, or served by **AmeriCorps** members in 2011

7 2019

10 2019

Charitable Tax Deduction, **\$24k** deduction for joint filers impact, make common cause with donors, influencers, peer NPO leaders

The National Council of Nonprofits works to

support NPO advocacy and to maintain the advocacy rights of organizations to promote,

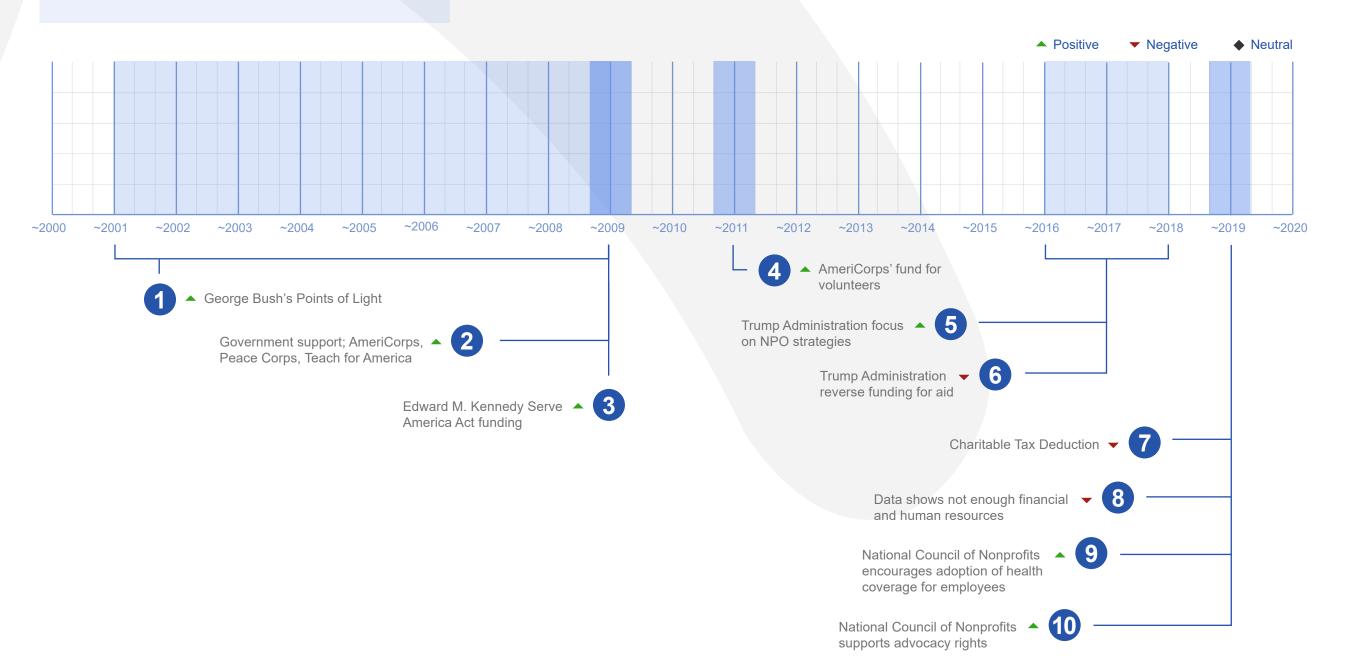
support, and protect NPO advocacy

or joint Data consistently show do not have sufficient

Data consistently show that charitable organizations do not have sufficient financial and human resources to meet the needs of our nation's communities. NPO's can and should participate in the development of job growth policies at the federal, state, and local levels.

9 2019

As federal and state policymakers revisit health care laws, the **National Council of Nonprofits** encourages adoption of policies that enable workers to have access to health coverage, ensure that health care policy changes designed to provide coverage cost savings, increased flexibility, higher quality coverage apply to NPO workers

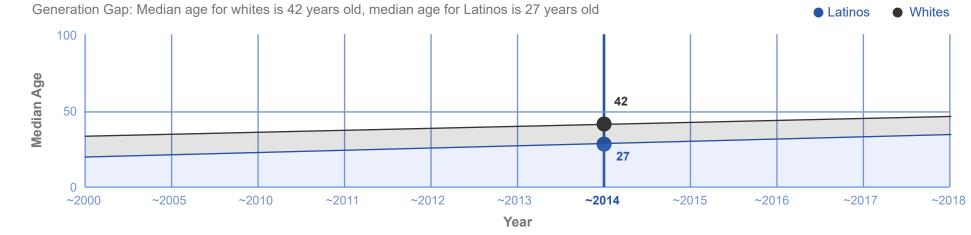


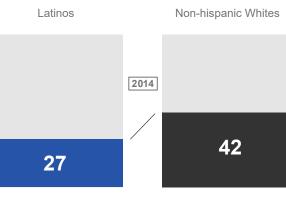




Cultural

Growth rate of Latinos was 43% as opposed to the 1% growth rate for non-Hispanic whites (in CA) • Latinos • Non-hispanic Whites 75% 43% Rate ō 1% 0% ~2000 ~2005 ~2010 ~2011 ~2012 ~2013 ~2014 ~2015 ~2016 ~2017 ~2018 Year





Latinos

