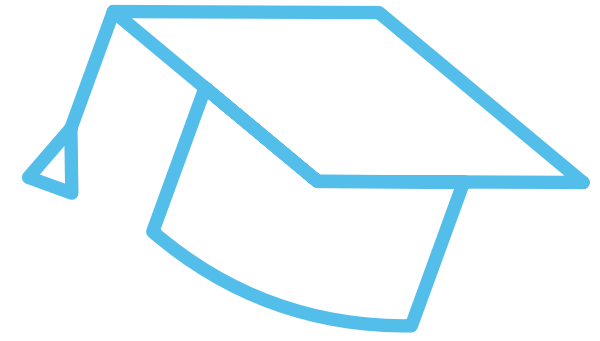
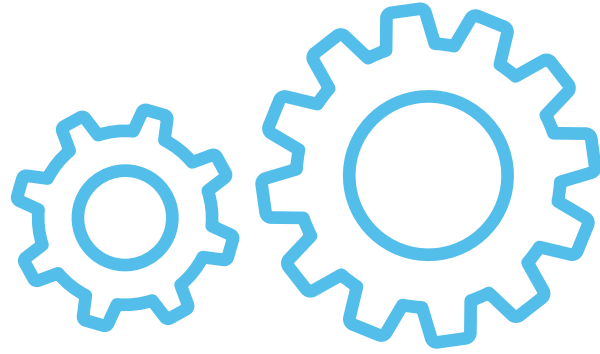


2018

Market Study of Arkansas Nonprofit Organizations





OUR STUDY

We surveyed 100s of Arkansas nonprofits to find out who they are, what they need, what's going great, and what we can do to help to make all nonprofits stronger.



All Communities

Nonprofits are effectively helping Arkansans in every community, but feel they are losing the larger battle against poverty.



“For every person we help escape poverty, two more come right in behind them.”



Improving Life

Every day, more than 14,000 nonprofit leaders in Arkansas strive to make residents' lives richer and more fulfilling.



14k
nonprofits
In Arkansas



Change Makers

Arkansas nonprofits are the state's economic and community change engine. They are doing everything they can to use limited resources to transform lives and communities.



Real Challenges

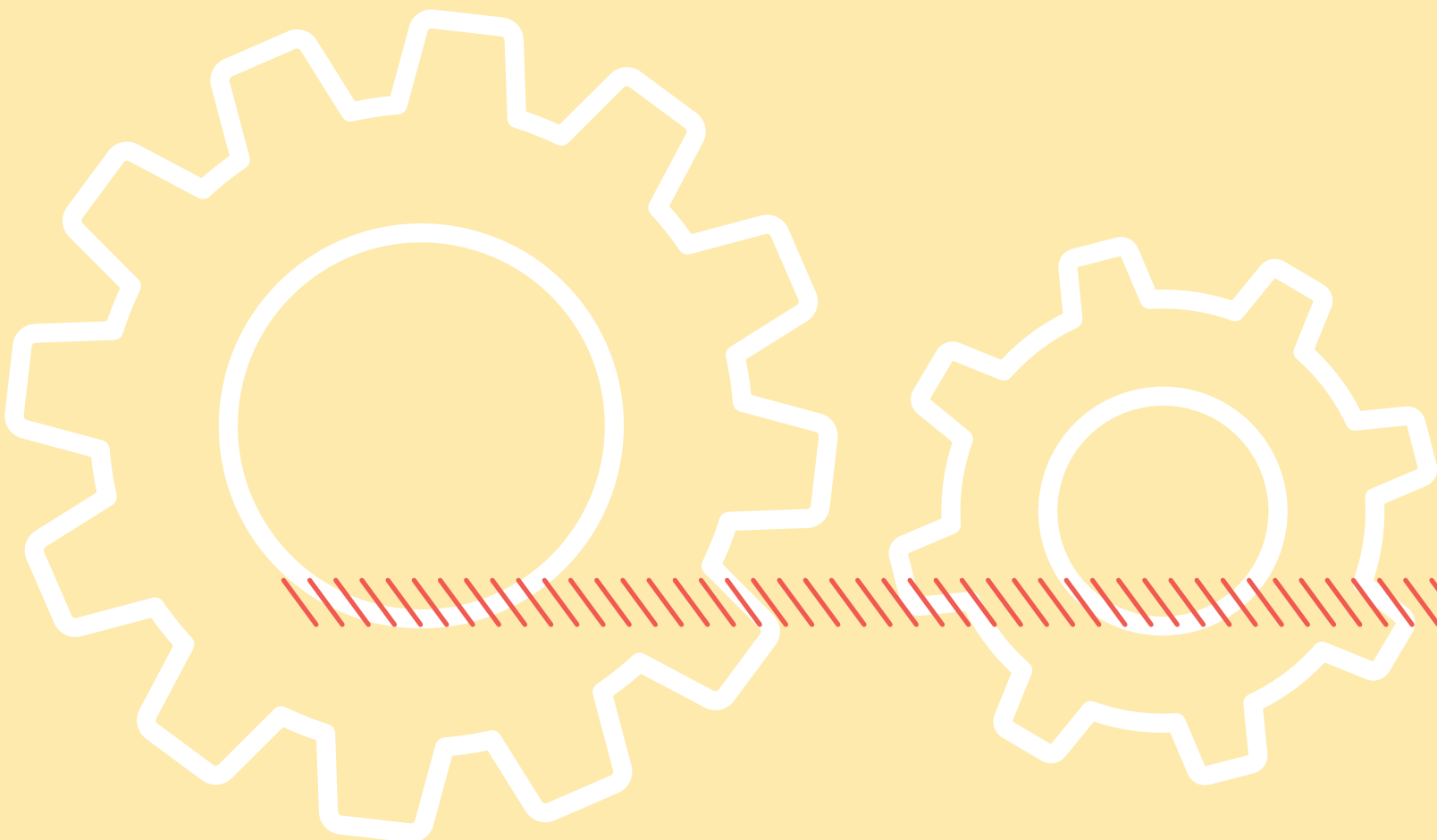
How can we expect nonprofit leaders to plan for the future when they are struggling to keep the lights on? It's no wonder that:

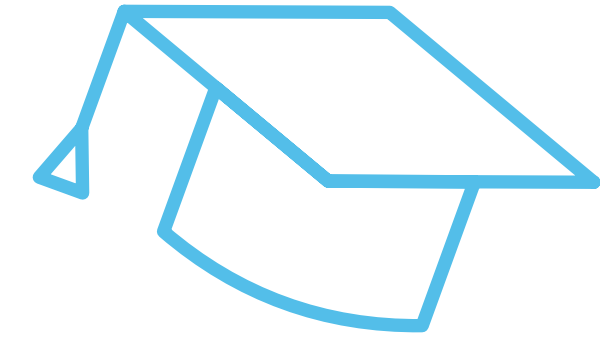
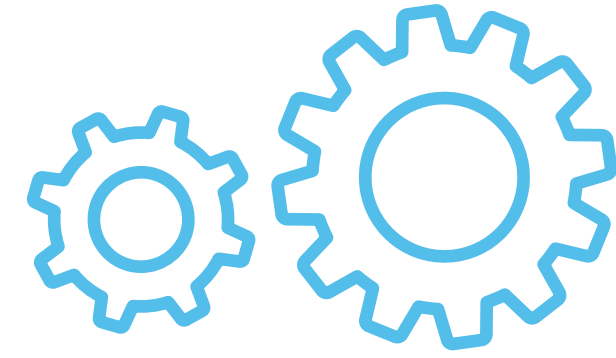
31% *NO* strategic plan

46% *NO* fundraising plan

52% *NO* communications plan

69% *NO* succession plan





What We Can Do



Arkansas nonprofits need funding.
If we are going to build a thriving and prosperous Arkansas, we have to invest in the people making it happen.



A History of Giving

Arkansans generously gave \$1.5 billion in 2012 to nonprofits in the state.



\$1.5 billion

**was given in 2012
to nonprofits
across the state**



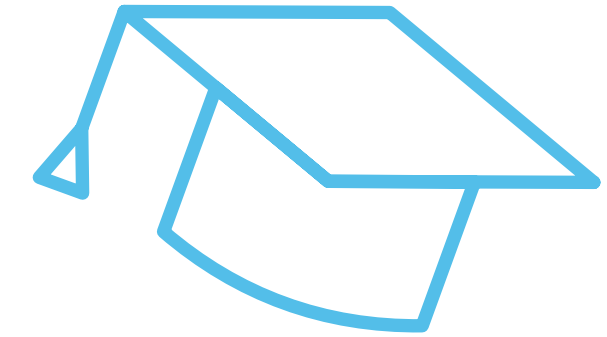
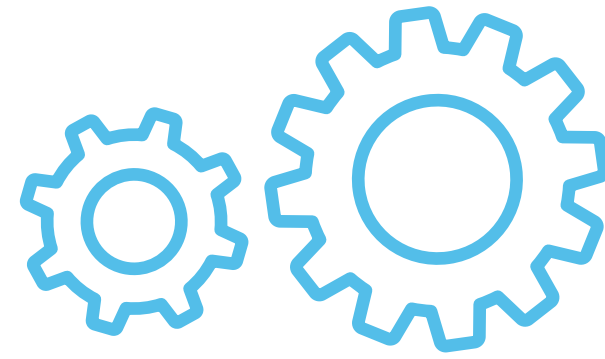
Decline in Giving

Despite this generosity, charitable giving and volunteering are declining.



how much individual giving has dropped since 2000 nationally





We Can **ALL** Help

Arkansas nonprofit leaders know what they are doing. We all have a supporting role to play by giving our time, talent, and treasure; investing in people; and meeting nonprofits basic needs.



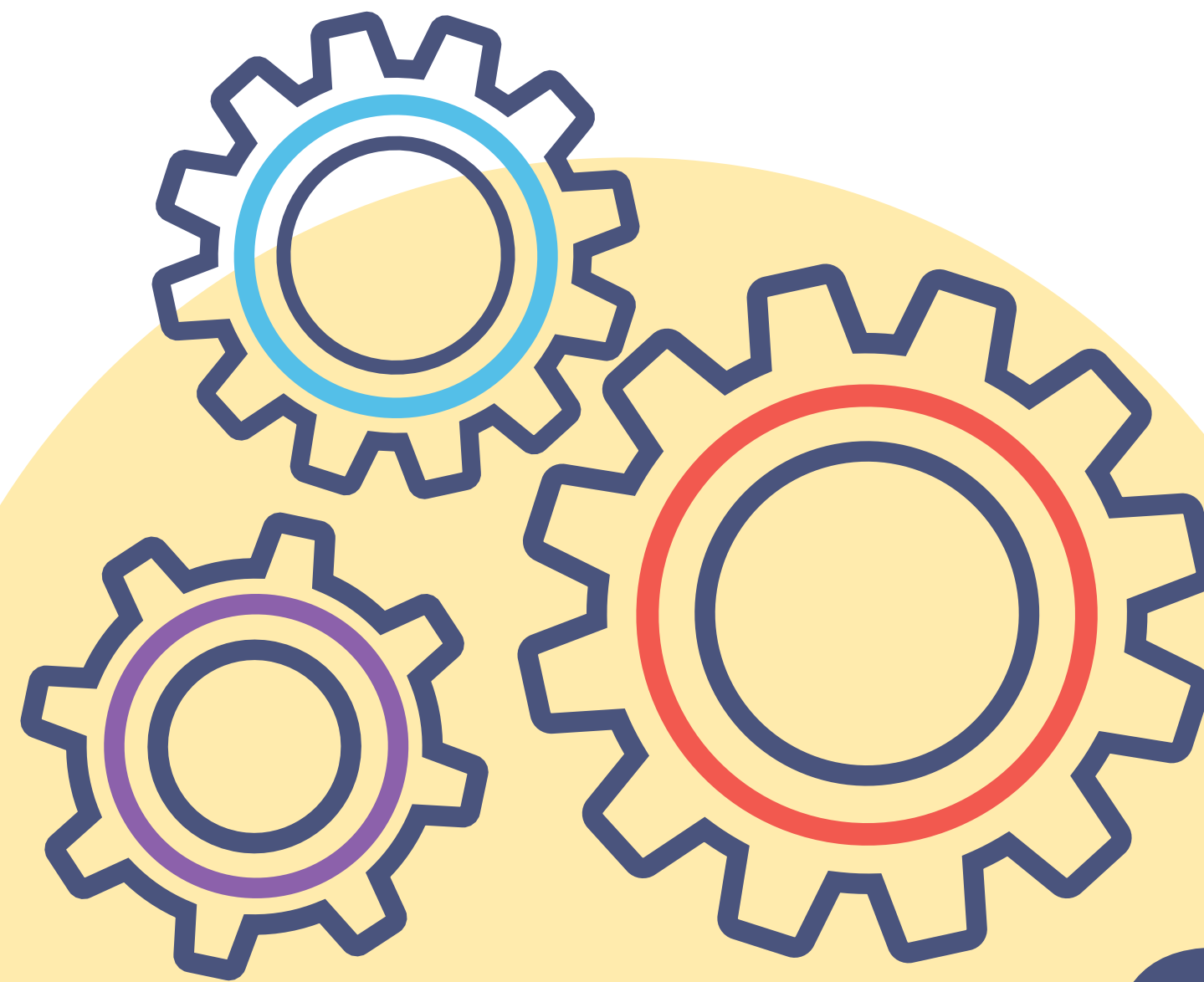


Individuals

should share

Time • Talent • Treasure





nonprofits

should work to

Plan • Collaborate • Share





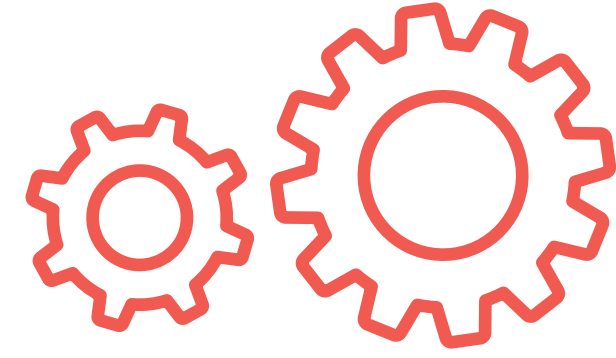
funders

should invest in

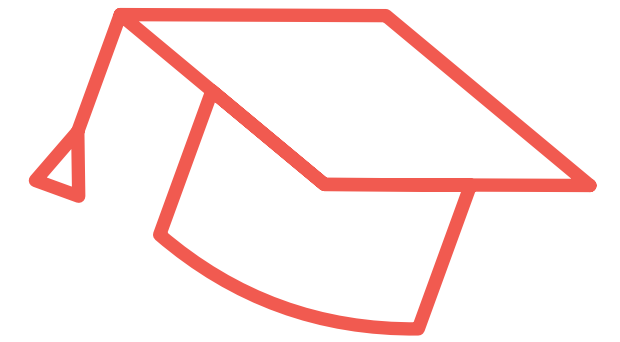
Leadership • Multi-Year Support

Goals • Trainings





Let's Help Them



**Nonprofit leaders have told us how to
unlock Arkansas's full potential.
They are ready and know what to do.
Let's help them do it.**



2018

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