Market Study of Arkansas Nonprofit Organizations

2018
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.
Nonprofits are effectively helping Arkansans in every community, but feel they are losing the larger battle against poverty.

“All Communities

“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.
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.

90k Arkansans employed

Fundraising say they need more funding
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.
Arkansans generously gave $1.5 billion in 2012 to nonprofits in the state.
Despite this generosity, charitable giving and volunteering are declining.

Decline in Giving

10%

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.