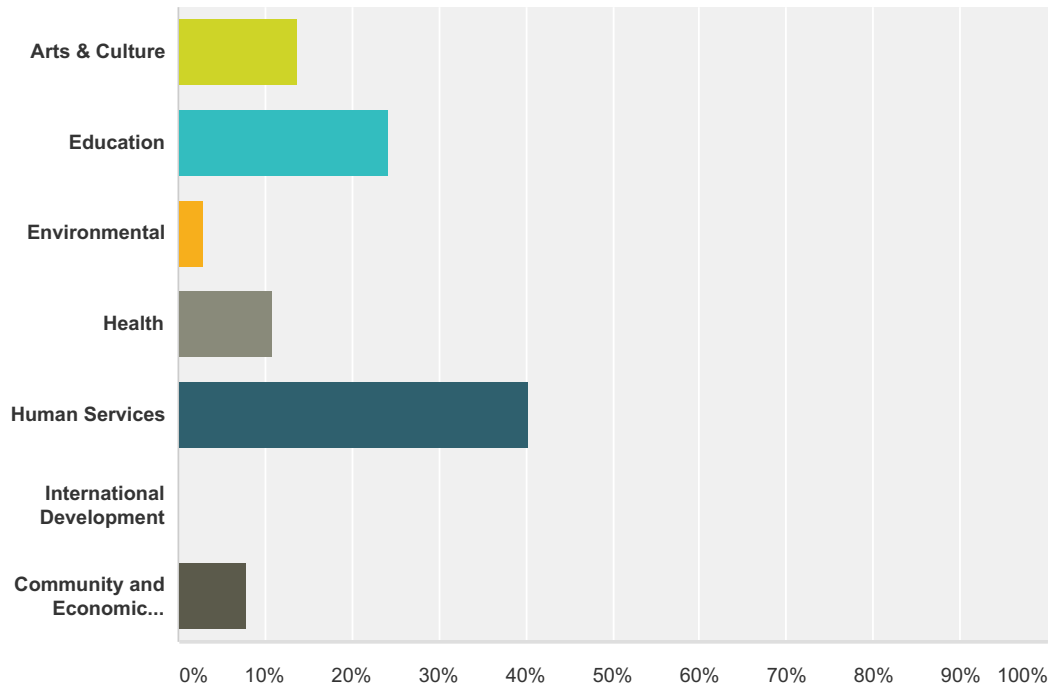


### Q1 Which of the following categories describes your organization?

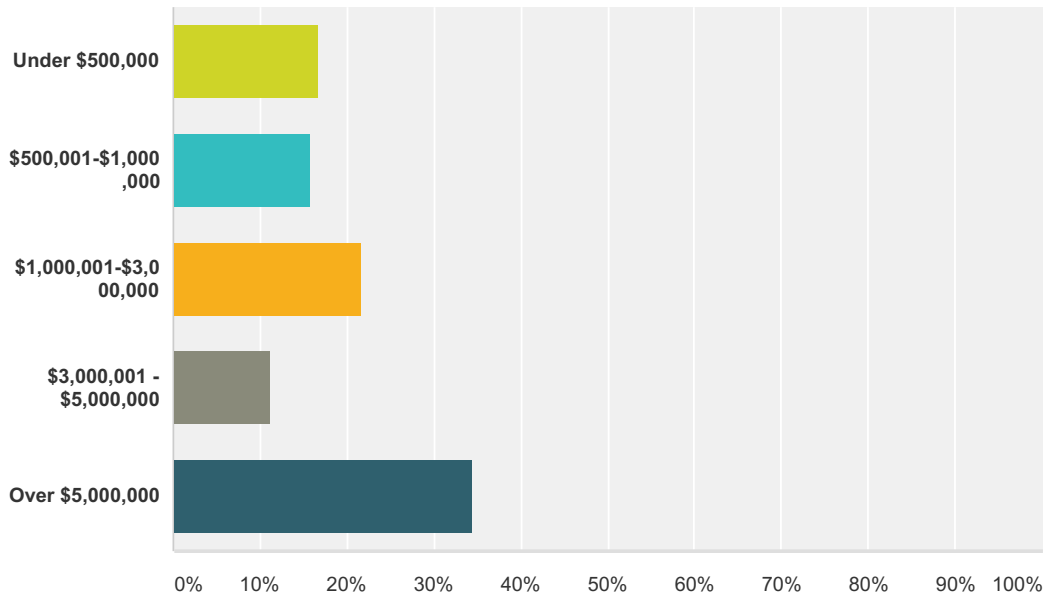
Answered: 203 Skipped: 18



Answer Choices	Responses	Count
Arts & Culture	13.79%	28
Education	24.14%	49
Environmental	2.96%	6
Health	10.84%	22
Human Services	40.39%	82
International Development	0.00%	0
Community and Economic Development	7.88%	16
<b>Total</b>		<b>203</b>

## Q2 What is your organization's current annual operating budget?

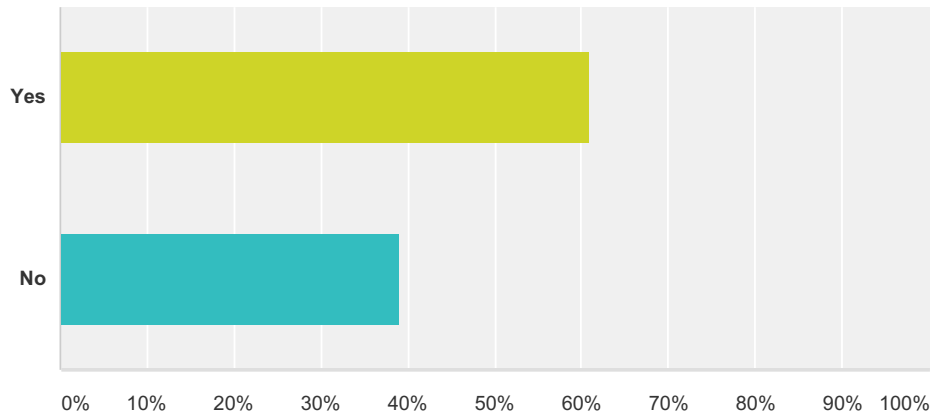
Answered: 221 Skipped: 0



Answer Choices	Responses	Count
Under \$500,000	16.74%	37
\$500,001-\$1,000,000	15.84%	35
\$1,000,001-\$3,000,000	21.72%	48
\$3,000,001 - \$5,000,000	11.31%	25
Over \$5,000,000	34.39%	76
<b>Total</b>		<b>221</b>

### Q3 Did your organization reach its fundraising goal in 2014?

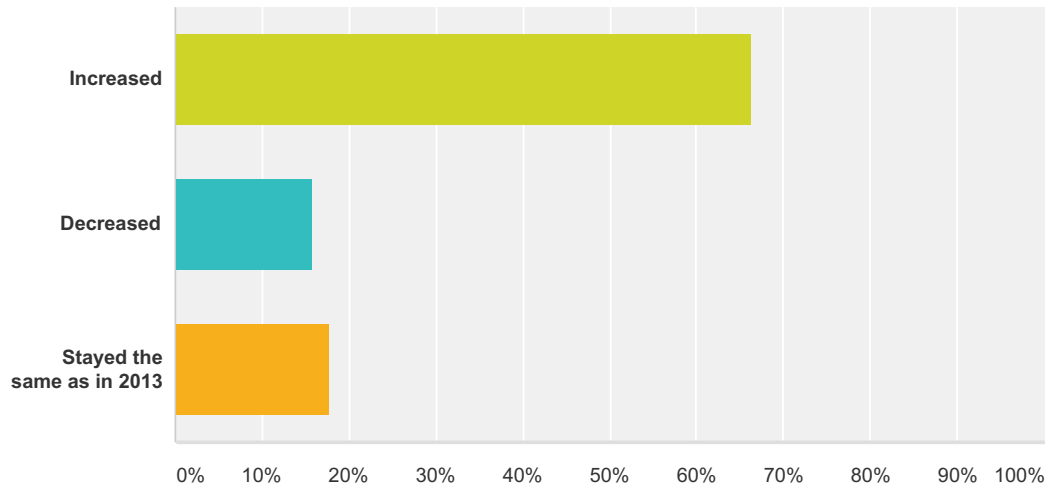
Answered: 220 Skipped: 1



Answer Choices	Responses
Yes	60.91% 134
No	39.09% 86
<b>Total</b>	<b>220</b>

**Q4 In 2014, did your contributed income increase or decrease compared to 2013?**

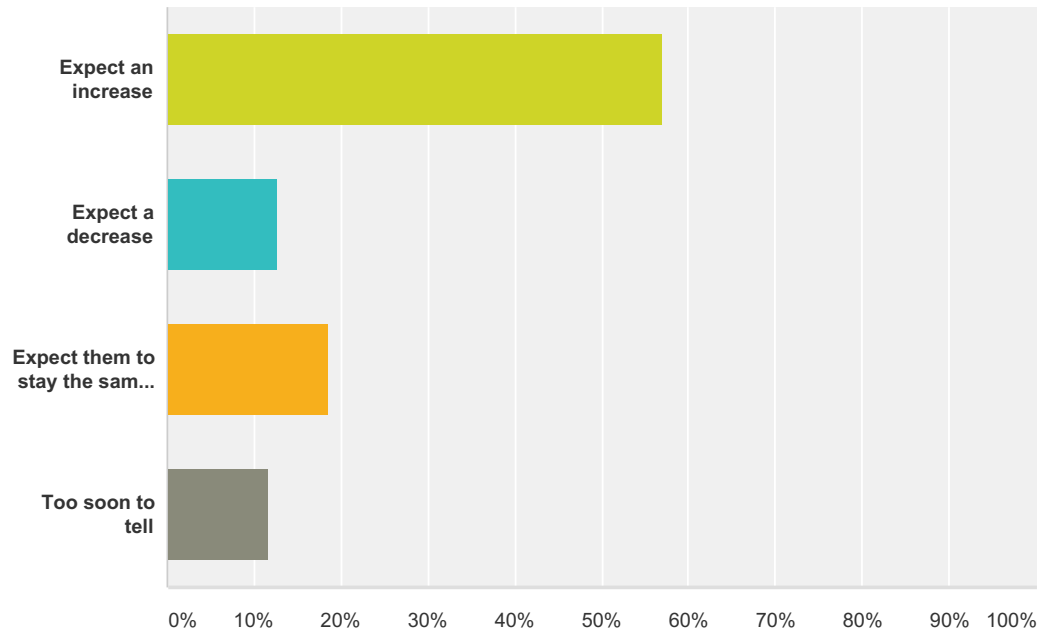
Answered: 220 Skipped: 1



Answer Choices	Responses	
Increased	66.36%	146
Decreased	15.91%	35
Stayed the same as in 2013	17.73%	39
<b>Total</b>		<b>220</b>

### Q5 How do you predict your fundraising results in 2015 will compare with 2014?

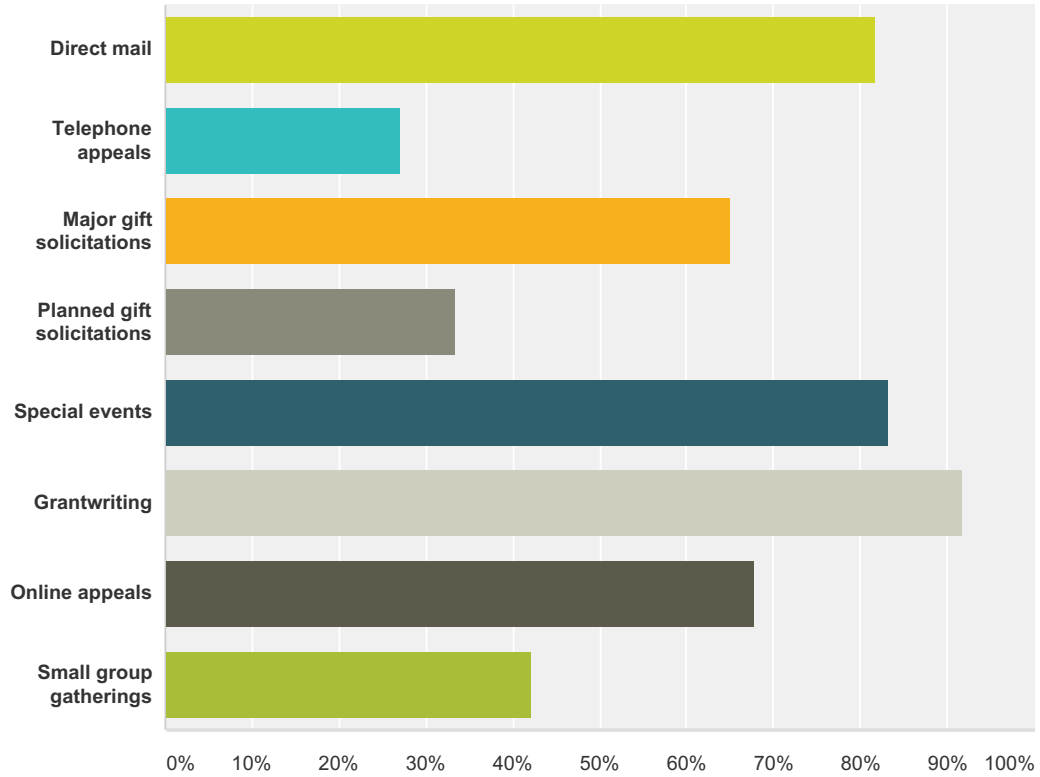
Answered: 221 Skipped: 0



Answer Choices	Responses	Count
Expect an increase	57.01%	126
Expect a decrease	12.67%	28
Expect them to stay the same as in 2014	18.55%	41
Too soon to tell	11.76%	26
<b>Total</b>		<b>221</b>

**Q6 Which of the following strategies do you employ in your fundraising efforts? (check all that apply)**

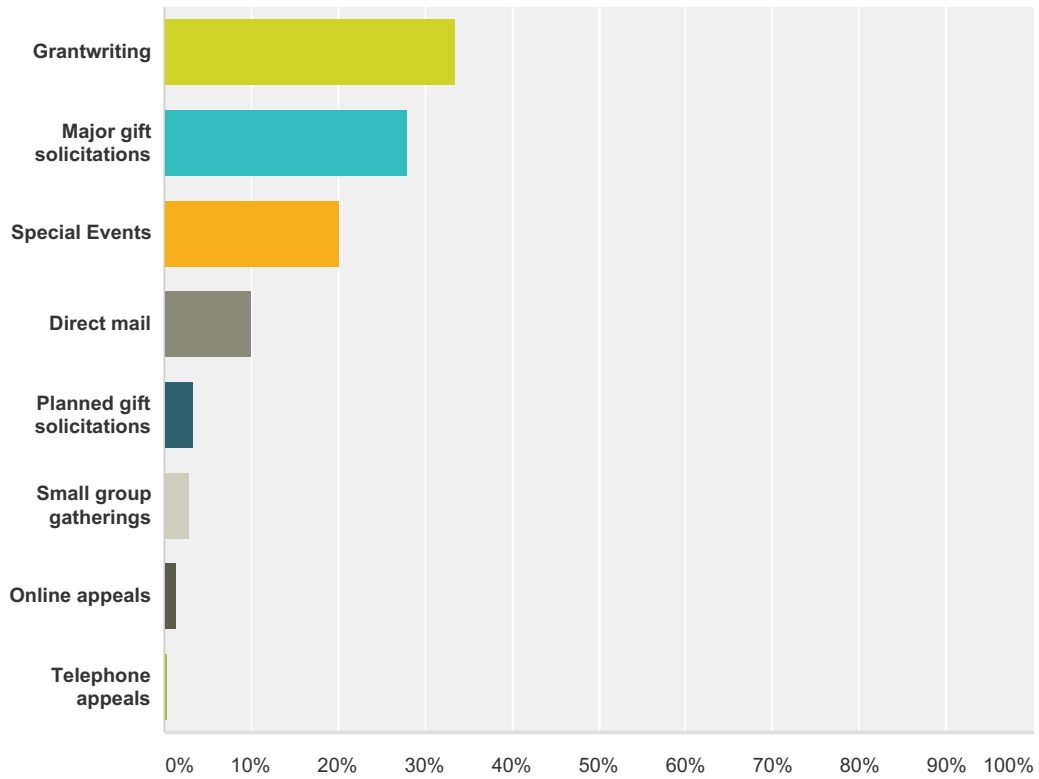
Answered: 221 Skipped: 0



Answer Choices	Responses	Count
Direct mail	81.90%	181
Telephone appeals	27.15%	60
Major gift solicitations	65.16%	144
Planned gift solicitations	33.48%	74
Special events	83.26%	184
Grantwriting	91.86%	203
Online appeals	67.87%	150
Small group gatherings	42.08%	93
<b>Total Respondents: 221</b>		

### Q7 Which of these strategies is most effective in your fundraising efforts?

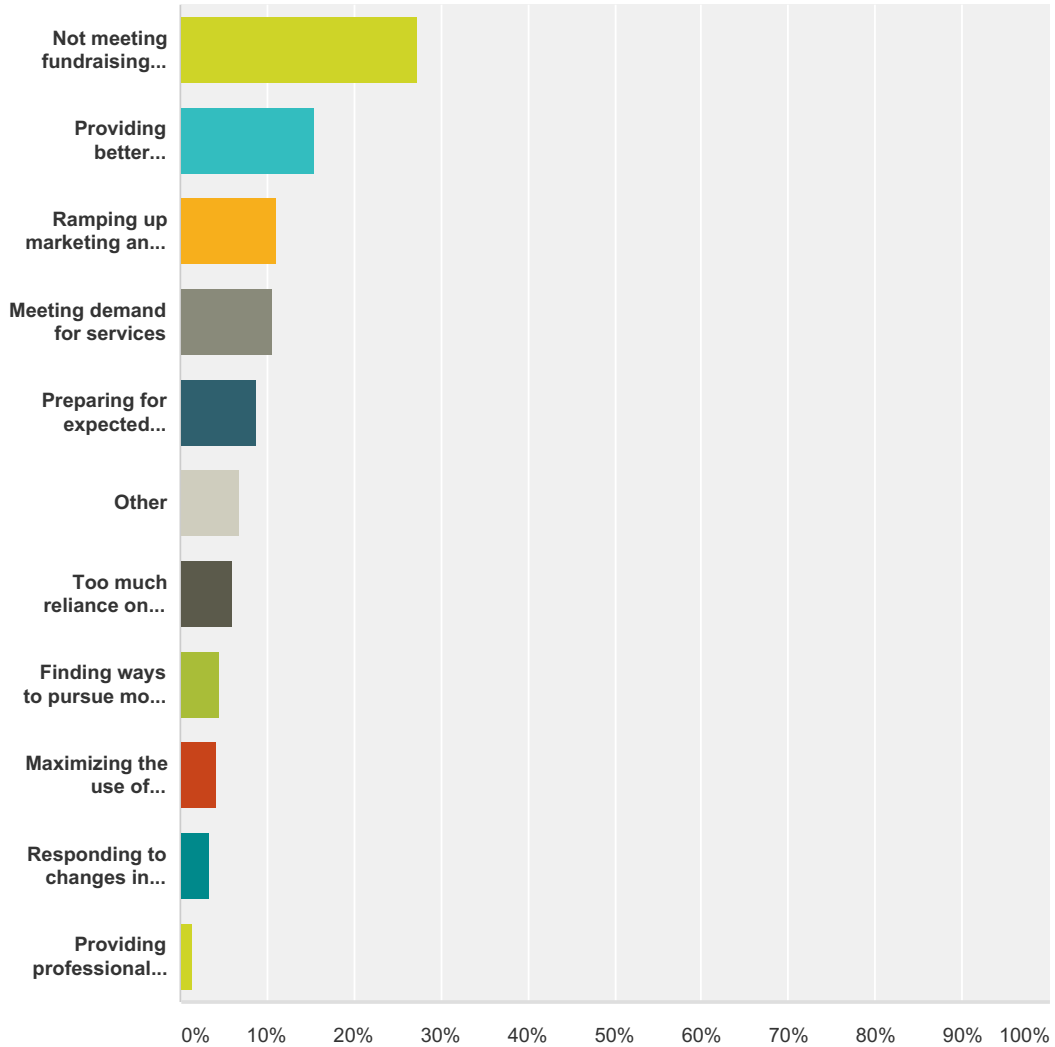
Answered: 208 Skipped: 13



Answer Choices	Responses
Grantwriting	33.65% 70
Major gift solicitations	27.88% 58
Special Events	20.19% 42
Direct mail	10.10% 21
Planned gift solicitations	3.37% 7
Small group gatherings	2.88% 6
Online appeals	1.44% 3
Telephone appeals	0.48% 1
<b>Total</b>	<b>208</b>

**Q8 Which of the following do you see as your biggest challenge in 2015-16? (check only one choice below)**

Answered: 215 Skipped: 6



Answer Choices	Responses
Not meeting fundraising goals	27.44% 59
Providing better data/measurements on program impact	15.35% 33
Ramping up marketing and communications	11.16% 24
Meeting demand for services	10.70% 23
Preparing for expected leadership changes (staff and/or board)	8.84% 19
Other	6.98% 15
Too much reliance on government funding	6.05% 13

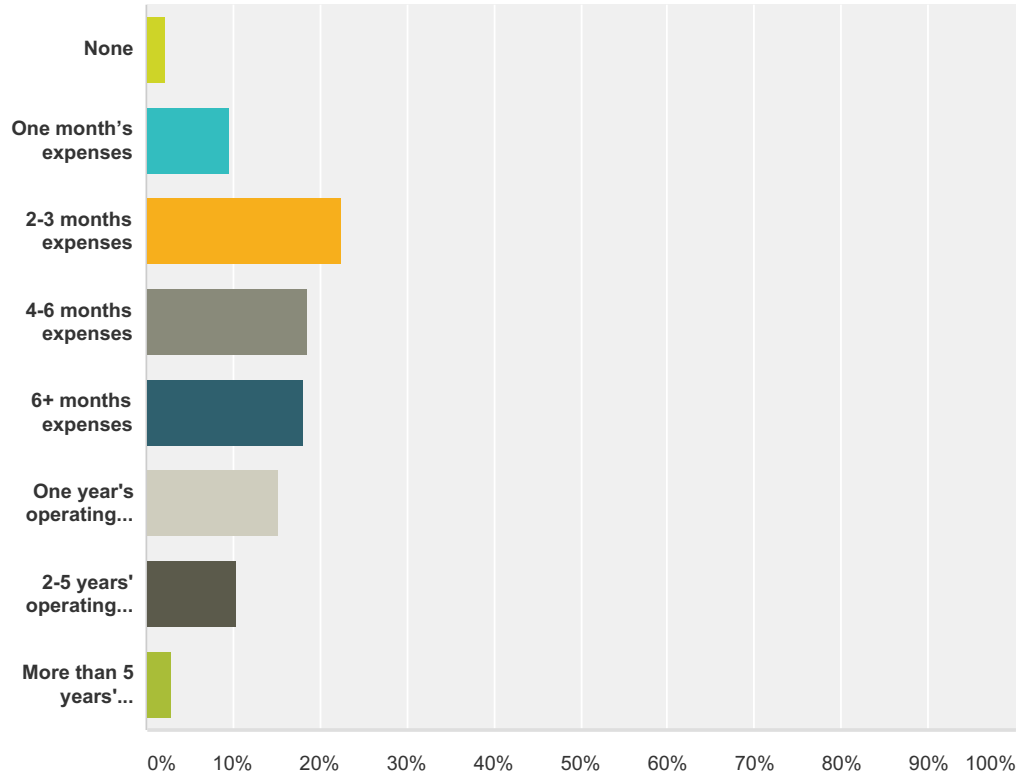


## 2015 Philanthropic Landscape Nonprofit Survey

Finding ways to pursue more collaborations/alliances	4.65%	10
Maximizing the use of technology	4.19%	9
Responding to changes in public policy (social programs, health care, etc.)	3.26%	7
Providing professional development for staff	1.40%	3
<b>Total</b>		<b>215</b>

### Q9 How much cash (including reserves) does your organization currently have readily available?

Answered: 209 Skipped: 12

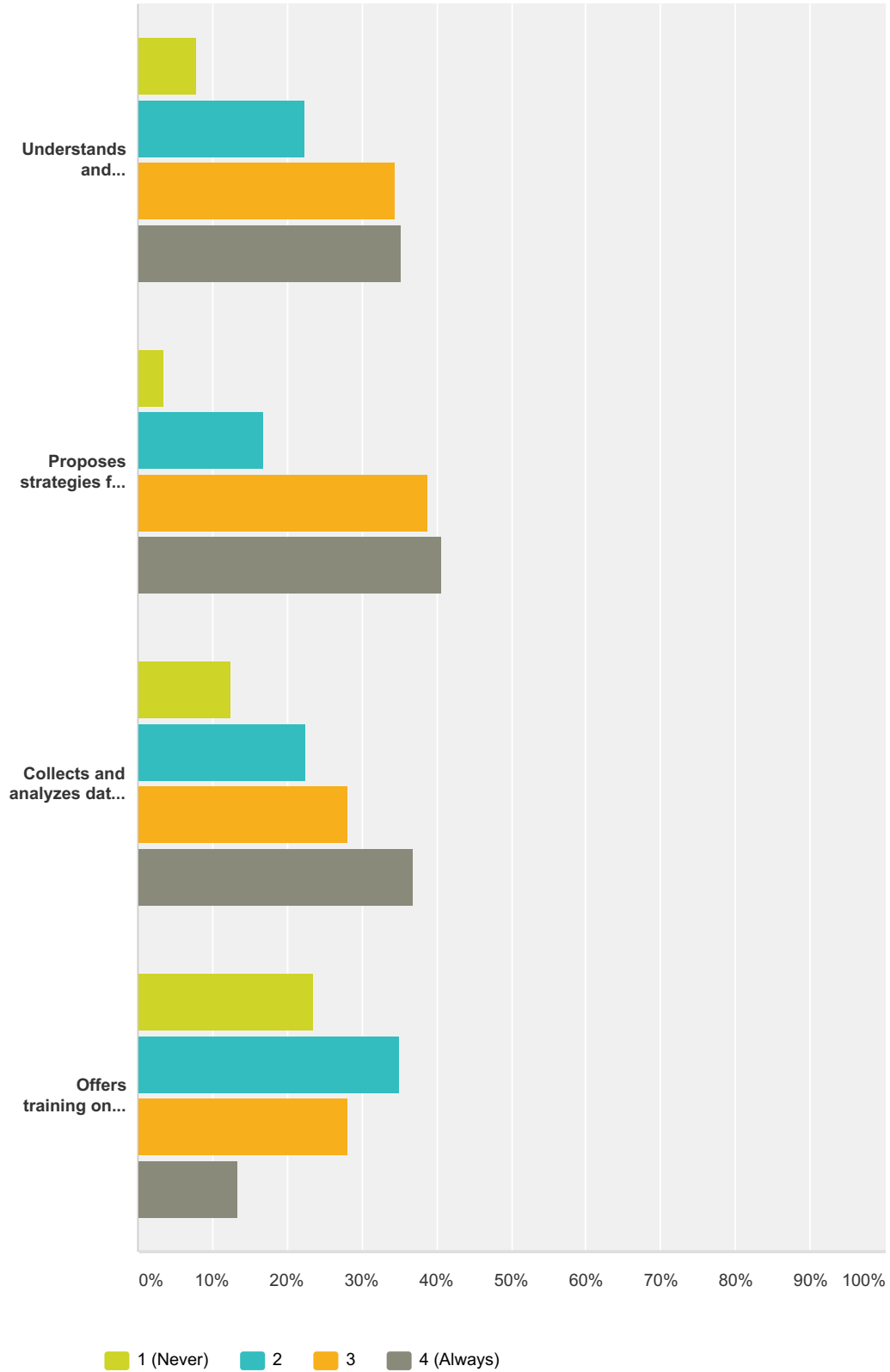


Answer Choices	Responses
None	2.39% 5
One month's expenses	9.57% 20
2-3 months expenses	22.49% 47
4-6 months expenses	18.66% 39
6+ months expenses	18.18% 38
One year's operating expenses	15.31% 32
2-5 years' operating expenses	10.53% 22
More than 5 years' operating expenses	2.87% 6
<b>Total</b>	<b>209</b>

**Q10 The topic of this year's Philanthropic Event is "Enhancing Mission through Equity and Inclusion". We would like your input on the following questions related to this topic so that our speakers and panel can have some local data to inform their remarks. On a scale of 1 to 4, with 1 being never and 4 always, please provide responses below regarding your organization. My organization...**

Answered: 219 Skipped: 2

## 2015 Philanthropic Landscape Nonprofit Survey



	1 (Never)	2	3	4 (Always)	Total
Understands and communicates that reducing racial inequities is mission-critical.	7.91% 17	22.33% 48	34.42% 74	35.35% 76	215

## 2015 Philanthropic Landscape Nonprofit Survey

Proposes strategies for its work that consider inclusion and equity.	<b>3.65%</b> 8	<b>16.89%</b> 37	<b>38.81%</b> 85	<b>40.64%</b> 89	219
Collects and analyzes data by race/ethnicity for programs and operations.	<b>12.44%</b> 27	<b>22.58%</b> 49	<b>28.11%</b> 61	<b>36.87%</b> 80	217
Offers training on cultural competency to increase the staff and/or board's ability to work with diverse groups.	<b>23.50%</b> 51	<b>35.02%</b> 76	<b>28.11%</b> 61	<b>13.36%</b> 29	217

**Q11 Are there any other comments you would like to share regarding local trends in philanthropy, the nonprofit sector or inclusion and equity in relation to fulfilling your mission?**

Answered: 28 Skipped: 193

**Q12 If you do not receive The Rome Group's e-newsletter and would like to be added to our mailing list, please provide your email address below.**

Answered: 18 Skipped: 203