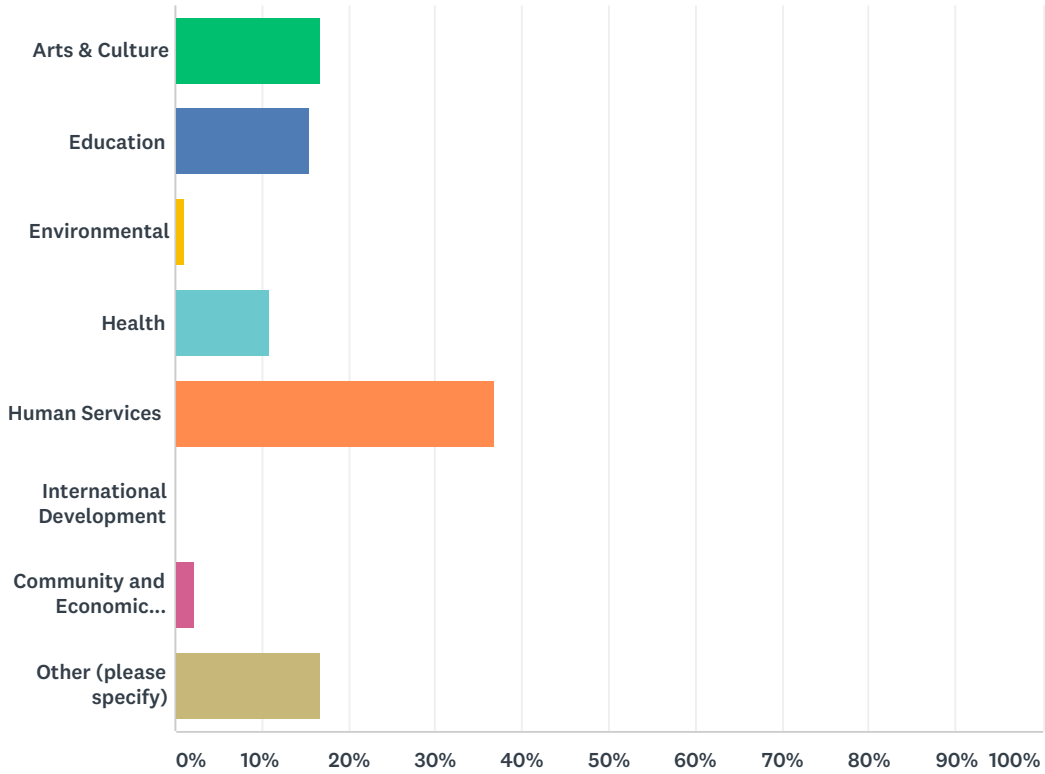


# Q1 Which of the following categories describes your organization?

Answered: 174 Skipped: 4



ANSWER CHOICES	RESPONSES
Arts & Culture	16.67% 29
Education	15.52% 27
Environmental	1.15% 2
Health	10.92% 19
Human Services	36.78% 64
International Development	0.00% 0
Community and Economic Development	2.30% 4
Other (please specify)	16.67% 29
<b>TOTAL</b>	<b>174</b>

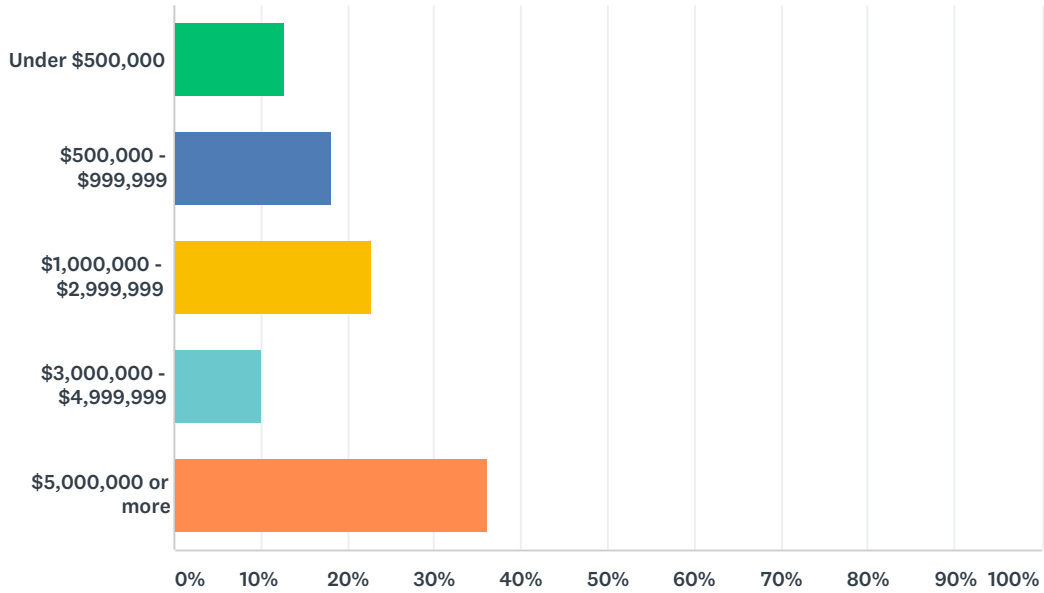
#	OTHER (PLEASE SPECIFY)	DATE
1	Animal Welfare	7/9/2019 1:57 PM
2	Advocacy	7/8/2019 2:32 PM
3	We serve incarcerated adults and detained youth through activities that creates artistic works.	6/25/2019 11:09 AM
4	Youth Service	6/24/2019 6:38 PM
5	Housing	6/24/2019 2:51 PM
6	Religion	6/24/2019 11:32 AM

## 2019 Philanthropic Landscape Nonprofit Survey

7	Various	6/24/2019 11:28 AM
8	Religious	6/24/2019 11:25 AM
9	Funder	6/24/2019 9:23 AM
10	Community Center	6/20/2019 1:56 PM
11	Behavioral Health and Children's Services	6/20/2019 12:10 PM
12	Religious	6/20/2019 11:05 AM
13	Animals - Adoption, Wellness and Education (for people who love animals)	6/20/2019 10:26 AM
14	Social/recreational development	6/19/2019 9:19 PM
15	Youth Development	6/19/2019 11:57 AM
16	Youth Mentoring	6/19/2019 11:06 AM
17	Youth	6/19/2019 9:49 AM
18	youth development	6/19/2019 9:31 AM
19	Participatory Recreation	6/19/2019 8:46 AM
20	Mental health	6/18/2019 12:00 PM
21	Collaborator	6/17/2019 1:17 PM
22	Youth Development	6/17/2019 12:00 PM
23	Park	6/17/2019 11:07 AM
24	public policy	6/15/2019 10:22 AM
25	Antiracism, racial equity work	6/14/2019 4:54 PM
26	Education and historic preservation	6/14/2019 11:17 AM
27	Public media	6/14/2019 10:04 AM
28	Financial	6/14/2019 9:20 AM
29	religious	6/14/2019 8:46 AM

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

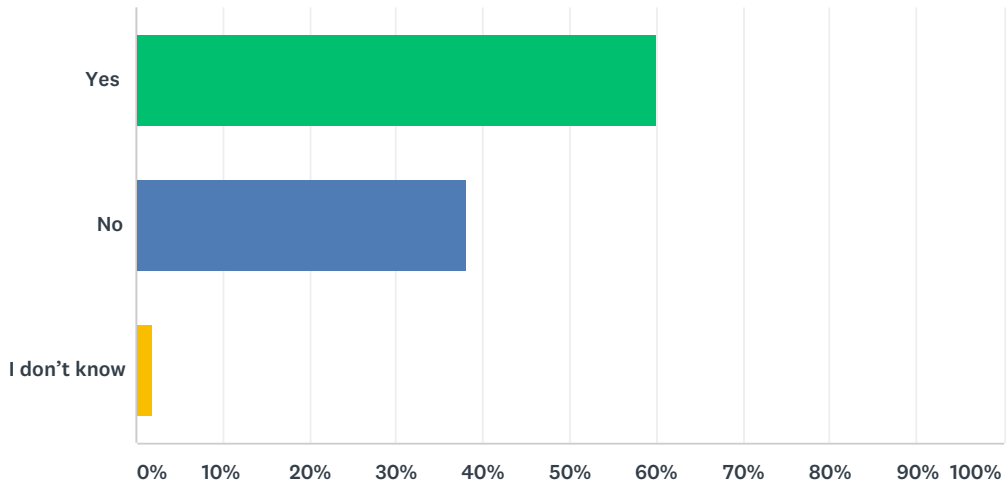
Answered: 171 Skipped: 7



ANSWER CHOICES	RESPONSES	
Under \$500,000	12.87%	22
\$500,000 - \$999,999	18.13%	31
\$1,000,000 - \$2,999,999	22.81%	39
\$3,000,000 - \$4,999,999	9.94%	17
\$5,000,000 or more	36.26%	62
<b>TOTAL</b>		<b>171</b>

### Q3 Did your organization reach its fundraising goal in 2018?

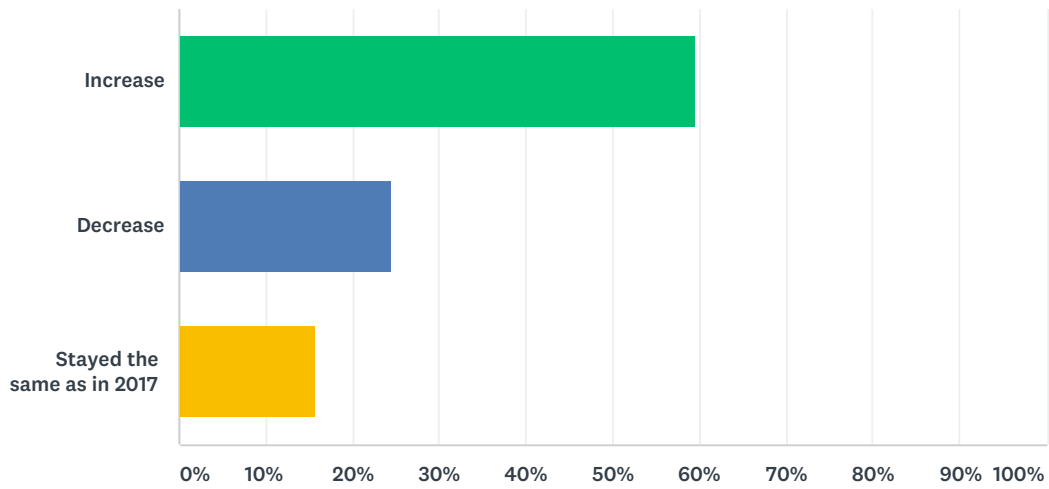
Answered: 168 Skipped: 10



ANSWER CHOICES	RESPONSES	
Yes	60.12%	101
No	38.10%	64
I don't know	1.79%	3
<b>TOTAL</b>		<b>168</b>

## Q4 In 2018, did your contributed income increase or decrease compared to 2017?

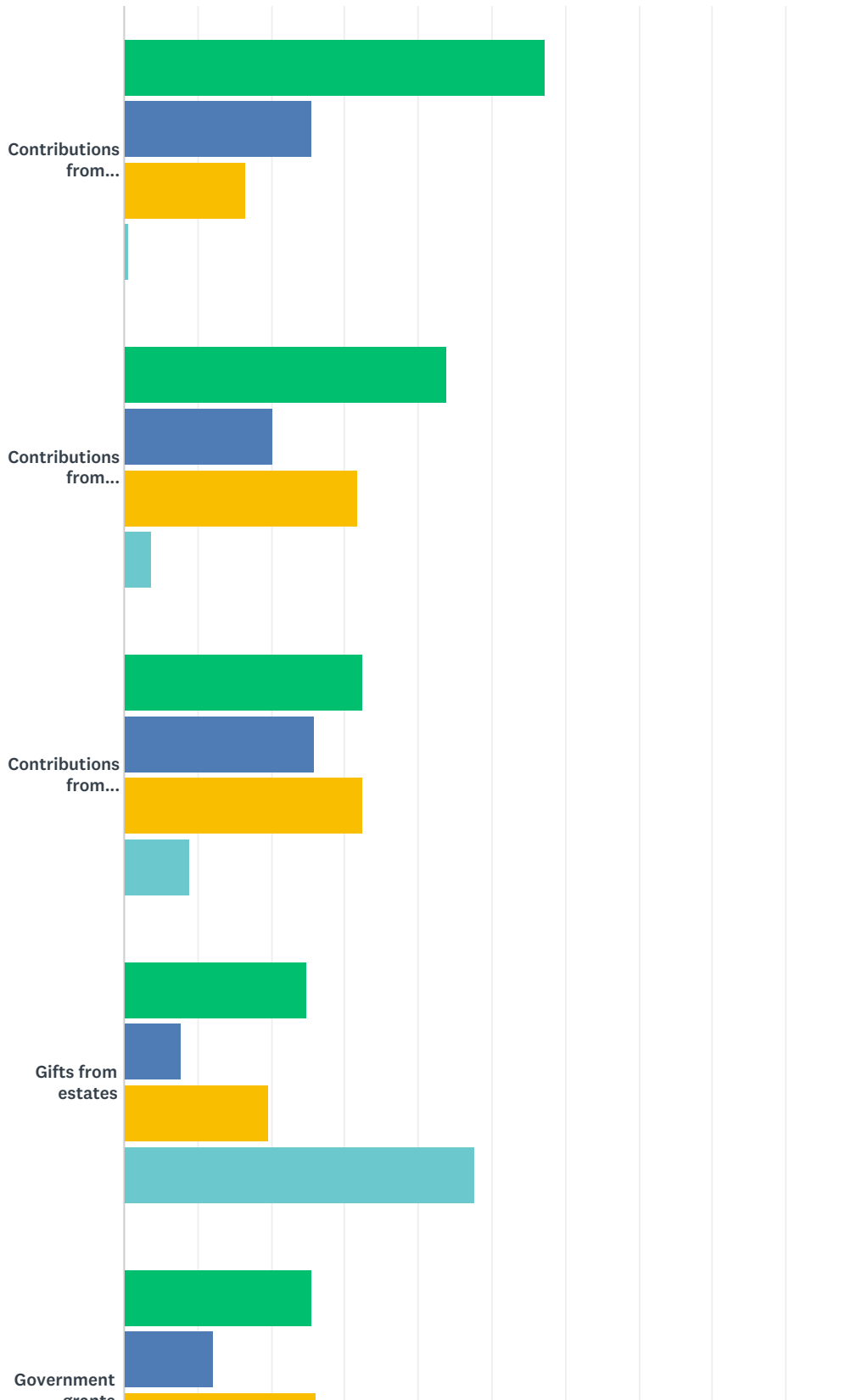
Answered: 171 Skipped: 7



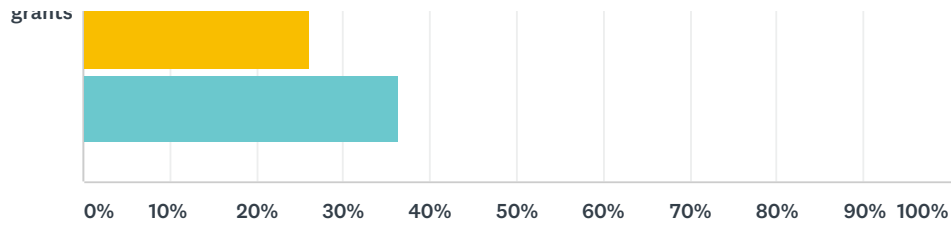
ANSWER CHOICES	RESPONSES
Increase	59.65% 102
Decrease	24.56% 42
Stayed the same as in 2017	15.79% 27
TOTAL	171

# Q5 In 2018, did your contributions from the following sources increase or decrease compared to 2017?

Answered: 158 Skipped: 20



## 2019 Philanthropic Landscape Nonprofit Survey



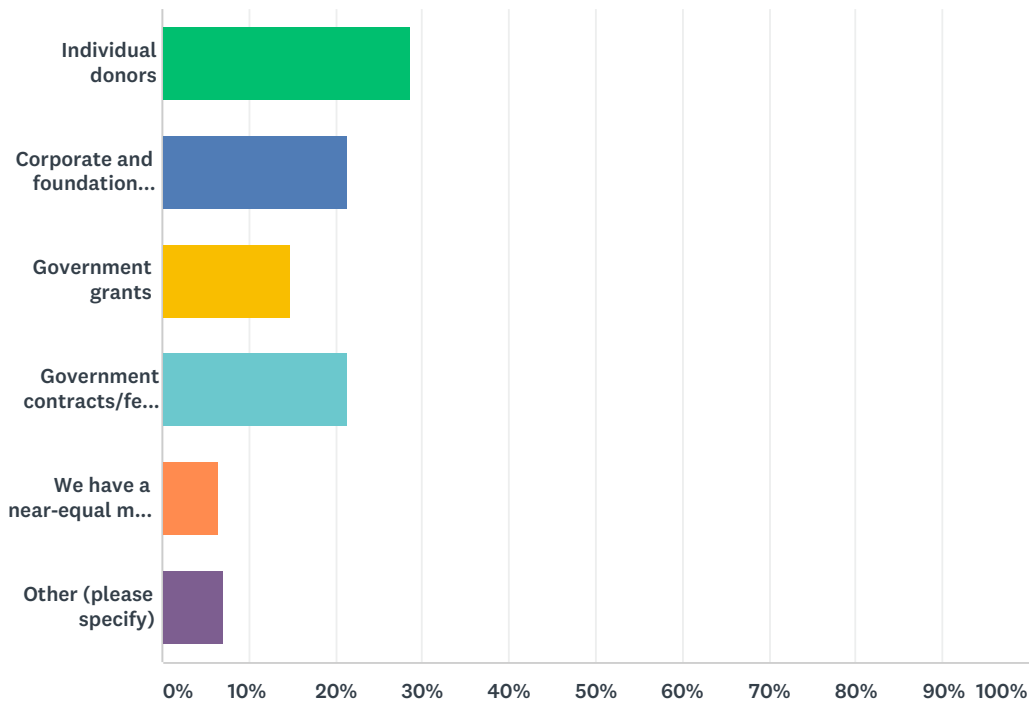
■ Increased   
 ■ Decreased   
 ■ Stayed the same   
 ■ N/A

	INCREASED	DECREASED	STAYED THE SAME	N/A	TOTAL
Contributions from individuals	57.32% 90	25.48% 40	16.56% 26	0.64% 1	157
Contributions from foundations	43.95% 69	20.38% 32	31.85% 50	3.82% 6	157
Contributions from corporations	32.47% 50	25.97% 40	32.47% 50	9.09% 14	154
Gifts from estates	24.84% 38	7.84% 12	19.61% 30	47.71% 73	153
Government grants	25.48% 40	12.10% 19	26.11% 41	36.31% 57	157

#	COMMENTS:	DATE
1	We did not meet our Annual Goal, but we are in the silent phase of a campaign, so gifts were way up to that effort.	7/8/2019 1:36 PM
2	This landscape changes every year.	6/25/2019 11:10 AM
3	Foundation giving fluctuates every year due to an biannual donor.	6/24/2019 2:25 PM
4	Our 50th anniversary marketing and events resulted in a spike in giving in 2017. Our income in 2018 is more comparable to 2016.	6/24/2019 12:43 PM
5	despite high panel ratings with MAC	6/24/2019 11:58 AM
6	Reflects successfully closed capital campaign b	6/24/2019 11:28 AM
7	MHB doesn't raise money but at times we partner with othe foundation or government entities on joint projects.	6/20/2019 12:12 PM
8	we are seeing larger pots from individuals and their estates. what we are not seeing is an increase from Corps and foundations. even our organizations (UW, lions club, etc) is decreasing	6/19/2019 9:56 AM
9	earned income improved	6/14/2019 11:18 AM
10	Our charitable program is a small part of the larger organization.	6/14/2019 9:23 AM

## Q6 Which of the following sources of funds is the largest portion of your budget? (Select One)

Answered: 154 Skipped: 24



ANSWER CHOICES	RESPONSES	
Individual donors	28.57%	44
Corporate and foundation grants	21.43%	33
Government grants	14.94%	23
Government contracts/fee-for-service	21.43%	33
We have a near-equal mix of many sources	6.49%	10
Other (please specify)	7.14%	11
<b>TOTAL</b>		<b>154</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Foundation and Government Grants fund the largest portion of our budget.	6/24/2019 3:20 PM
2	near equal mix of Individual and Corporate and Foundation	6/24/2019 1:55 PM
3	Earned revenue	6/24/2019 12:18 PM
4	Annual Financial Commitments (dues)	6/24/2019 11:26 AM
5	Local Property Taxes	6/20/2019 12:13 PM
6	Events	6/19/2019 10:34 AM
7	City General Revenue allocation	6/17/2019 11:08 AM
8	non-governmental fee for services	6/14/2019 11:19 AM

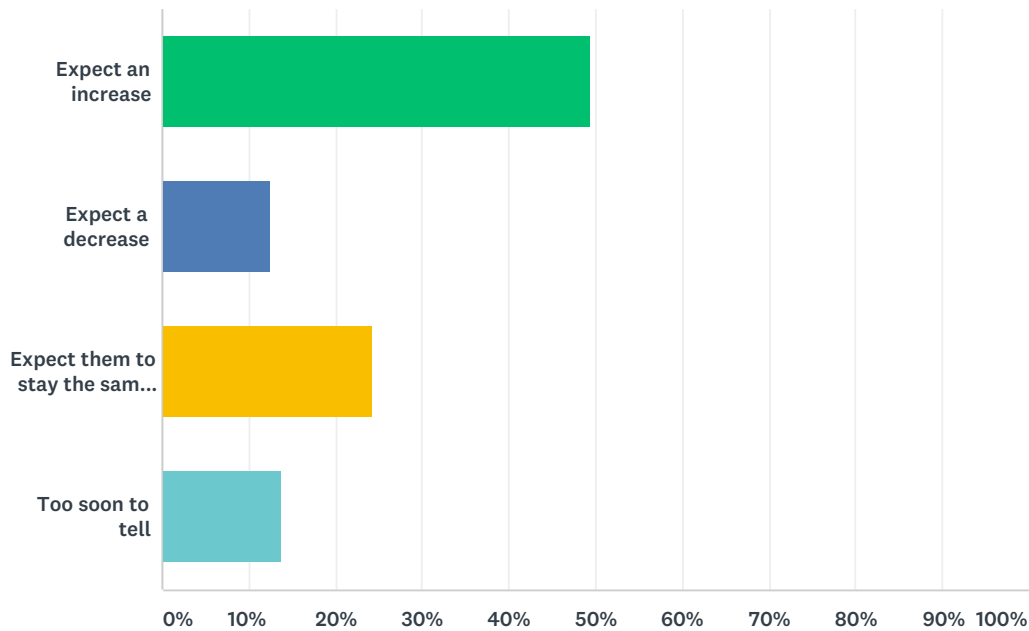


## 2019 Philanthropic Landscape Nonprofit Survey

9	Individuals, but mostly from events.	6/14/2019 10:14 AM
10	membership	6/14/2019 10:05 AM
11	Fees and Investment earnings	6/14/2019 9:24 AM

## Q7 How do you predict your fundraising results for 2019 will compare to 2018?

Answered: 152 Skipped: 26



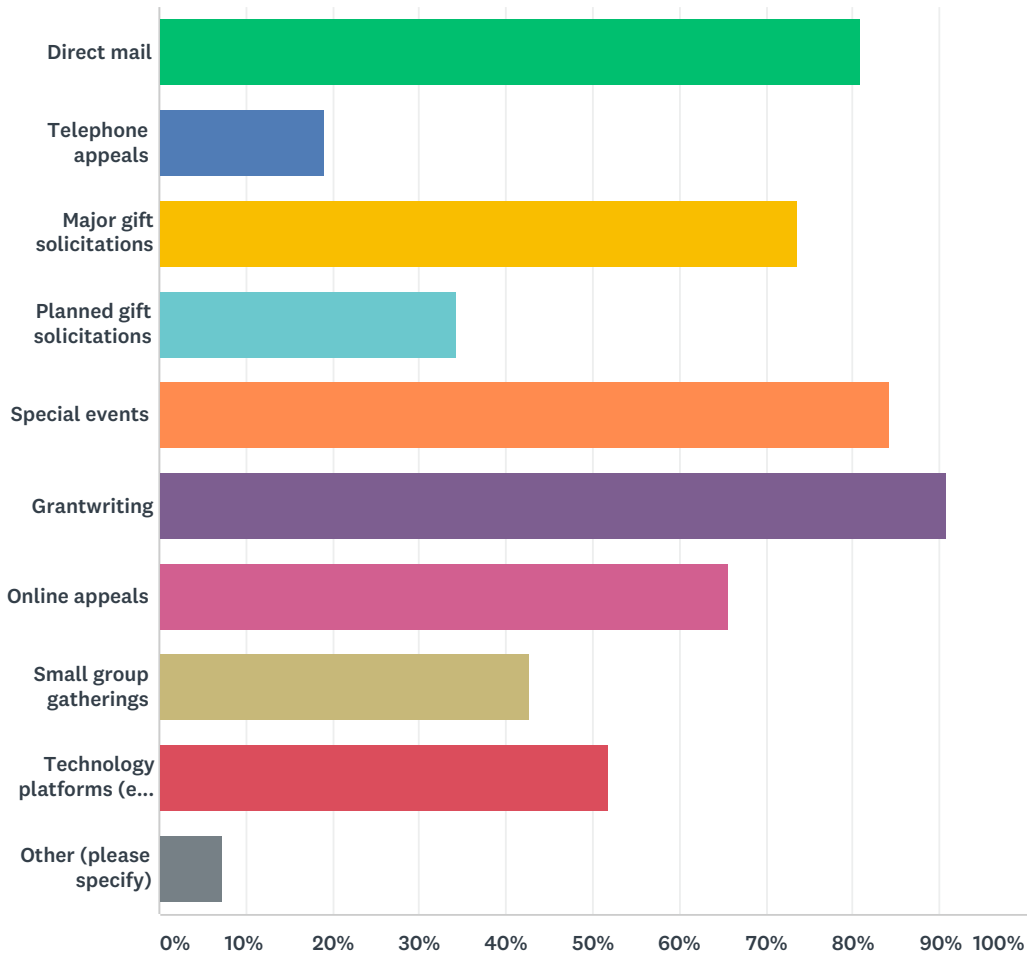
ANSWER CHOICES	RESPONSES	
Expect an increase	49.34%	75
Expect a decrease	12.50%	19
Expect them to stay the same as in 2018	24.34%	37
Too soon to tell	13.82%	21
<b>TOTAL</b>		<b>152</b>

#	COMMENTS:	DATE
1	loss of grant	7/8/2019 1:41 PM
2	Increase in campaign, decrease in annual	7/8/2019 1:38 PM
3	Currently tracking to be the same as last year, but pacing has been erratic	6/27/2019 10:38 AM
4	annual giving will be down, while major gifts have increased	6/26/2019 11:19 AM
5	We hope to expand programming based on increased support.	6/25/2019 11:13 AM
6	Due to honoring a certain individual, one of our fundraising events more than doubled in gross revenue.	6/24/2019 12:09 PM
7	This is not an expectation of MHB	6/20/2019 12:15 PM
8	It would be a very small increase.	6/20/2019 10:51 AM
9	Natural disaster has affected our planned fundraising schedule in 2019	6/19/2019 9:10 AM
10	I am basing this on a cash-based system for this answer. On an accrual basis, we expect this to go down since we received two very large multiyear gifts in 2018.	6/17/2019 2:04 PM
11	We have a campaign ongoing	6/17/2019 1:09 PM



## Q8 Which of the following strategies do you use in your fundraising efforts? Check all that apply.

Answered: 152 Skipped: 26



ANSWER CHOICES	RESPONSES	
Direct mail	80.92%	123
Telephone appeals	19.08%	29
Major gift solicitations	73.68%	112
Planned gift solicitations	34.21%	52
Special events	84.21%	128
Grantwriting	90.79%	138
Online appeals	65.79%	100
Small group gatherings	42.76%	65
Technology platforms (e.g. social media, crowdfunding/GoFundMe, etc.)	51.97%	79
Other (please specify)	7.24%	11

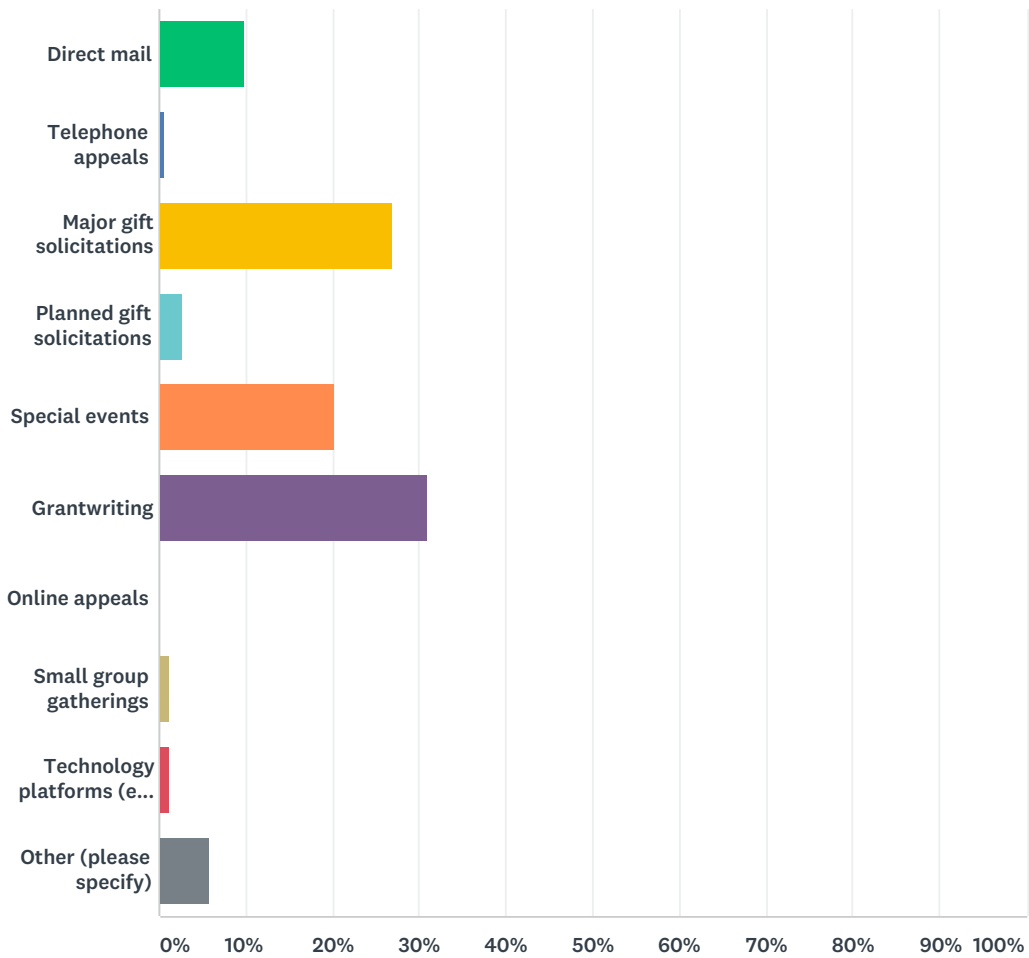
## 2019 Philanthropic Landscape Nonprofit Survey

Total Respondents: 152

#	OTHER (PLEASE SPECIFY)	DATE
1	individual outreach	7/8/2019 3:25 PM
2	grantwriting is limited due to mission and resources	6/26/2019 11:19 AM
3	FOLlowingup on performance attendees.	6/25/2019 11:13 AM
4	We have been promoting the Required Minimum Distribution and MO Food Pantry Tax Credit wit	6/24/2019 12:54 PM
5	Personal meetings	6/20/2019 5:43 PM
6	We do not actively raise funds	6/20/2019 12:15 PM
7	local businesses and organizations fund raise on our behalf	6/20/2019 8:50 AM
8	Sales	6/19/2019 11:58 AM
9	we are discovering social media challenges work well. email is hardf - nobody gets it thanks to filtering.	6/19/2019 9:57 AM
10	Campaign	6/17/2019 11:09 AM
11	individual cultivation	6/14/2019 11:21 AM

### Q9 Which of these strategies is most effective in your fundraising efforts (i.e. raises the most revenue annually)? Select Only One

Answered: 152 Skipped: 26



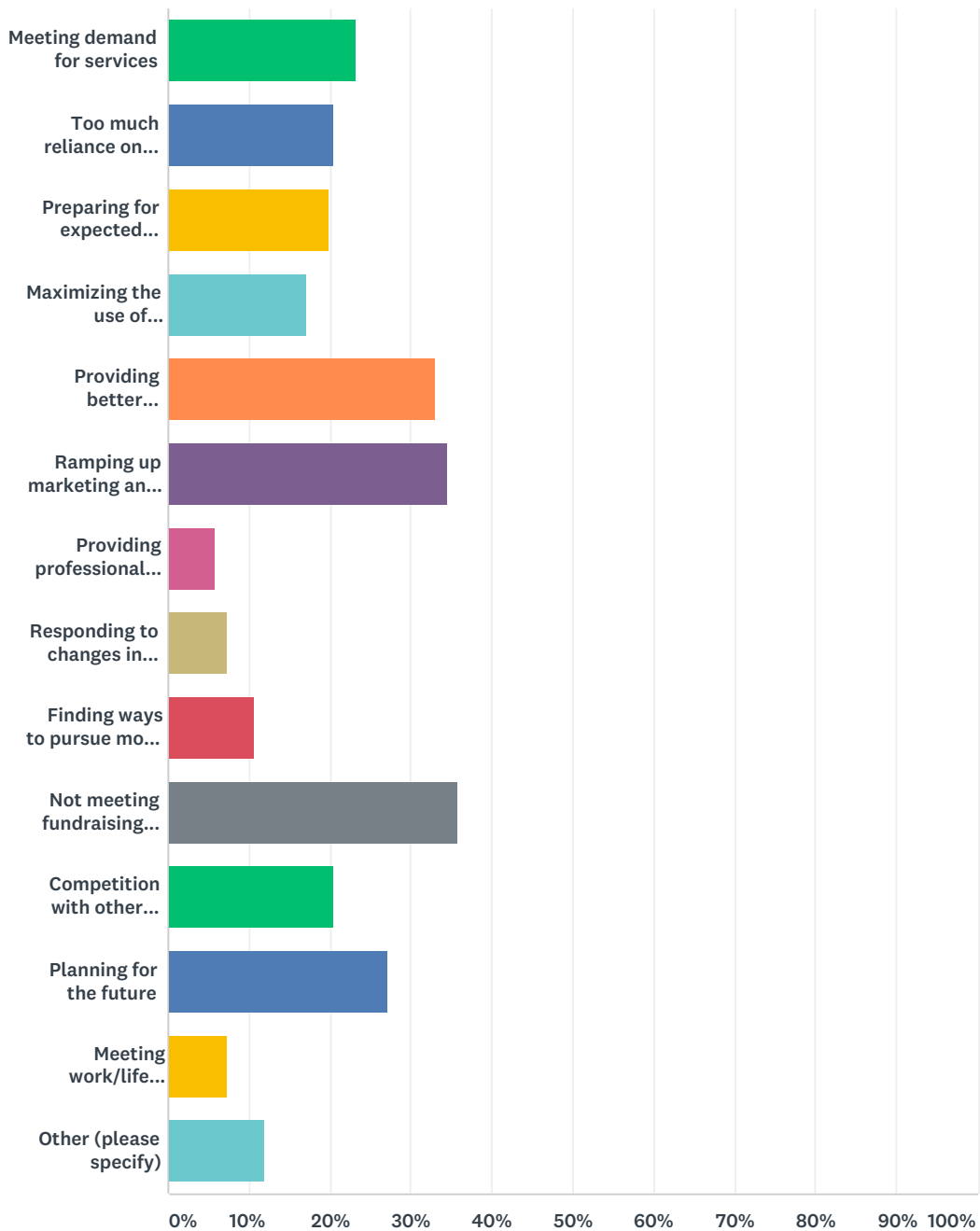
ANSWER CHOICES	RESPONSES	
Direct mail	9.87%	15
Telephone appeals	0.66%	1
Major gift solicitations	26.97%	41
Planned gift solicitations	2.63%	4
Special events	20.39%	31
Grantwriting	30.92%	47
Online appeals	0.00%	0
Small group gatherings	1.32%	2
Technology platforms (e.g. social media, crowdfunding/GoFundMe, etc.)	1.32%	2
Other (please specify)	5.92%	9

## 2019 Philanthropic Landscape Nonprofit Survey

TOTAL		152
#	OTHER (PLEASE SPECIFY)	DATE
1	individual outreach	7/8/2019 3:25 PM
2	personal asks - either annual or major gifts	6/26/2019 11:19 AM
3	Personal meetings	6/20/2019 5:43 PM
4	Unsolicited Gifts and donations in addition to direct mail	6/20/2019 12:55 PM
5	When we have developed funding partnerships, it was usually from a long-standing trusting relationship with the foundation leadership	6/20/2019 12:15 PM
6	local businesses and organizations fund raise on our behalf	6/20/2019 8:50 AM
7	Give STL Day	6/14/2019 5:00 PM
8	Annual major gift support is integrated into our two major events.	6/14/2019 4:51 PM
9	membership	6/14/2019 10:06 AM

## Q10 Which of the following do you see as your biggest challenge in 2019? (Select your top three choices)

Answered: 151 Skipped: 27



ANSWER CHOICES	RESPONSES	
Meeting demand for services	23.18%	35
Too much reliance on government funding	20.53%	31
Preparing for expected leadership changes	19.87%	30
Maximizing the use of technology	17.22%	26



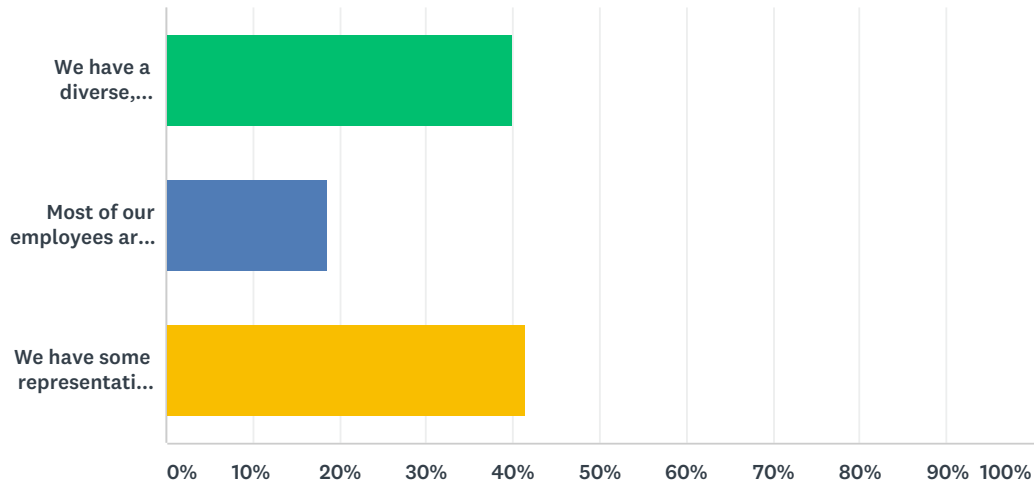
## 2019 Philanthropic Landscape Nonprofit Survey

Providing better data/measurements on program impact	33.11%	50
Ramping up marketing and communications	34.44%	52
Providing professional development for staff	5.96%	9
Responding to changes in public policy	7.28%	11
Finding ways to pursue more collaborations/alliances	10.60%	16
Not meeting fundraising goals	35.76%	54
Competition with other organizations/campaigns with similar missions	20.53%	31
Planning for the future	27.15%	41
Meeting work/life balance preference for different age groups in my organization.	7.28%	11
Other (please specify)	11.92%	18
Total Respondents: 151		

#	OTHER (PLEASE SPECIFY)	DATE
1	Staffing Shortage	7/9/2019 5:24 PM
2	growing major gift efforts	7/8/2019 10:49 PM
3	related to competition with other org: having similar donor base	7/8/2019 3:26 PM
4	Engaging board member participation	7/8/2019 2:25 PM
5	Raising endowment campaign \$ while keeping Annual Fund steady	7/8/2019 1:39 PM
6	annual giving	6/26/2019 11:20 AM
7	We have increased demand within the Missouri Prison system for our work and must raise the support to respond to those requests.	6/25/2019 11:15 AM
8	Expenses exceeding revenues	6/24/2019 5:44 PM
9	finding staff to hire-	6/24/2019 12:20 PM
10	RAC & A&E should lower budget threshold for operating support in order to buttress mid-sized and smaller arts orgs	6/24/2019 12:01 PM
11	Over saturating our existing donor market and not expanding donor base	6/24/2019 11:40 AM
12	Replacing a seasoned ED; this year will be a big time of transition	6/24/2019 10:38 AM
13	A board lacking depth in resources and nonprofit experience	6/20/2019 12:58 PM
14	Retirements	6/20/2019 11:08 AM
15	educating more families to use our services	6/20/2019 9:06 AM
16	Responding to changes in funders' strategies	6/14/2019 4:15 PM
17	Hiring qualified development officers	6/14/2019 1:05 PM
18	completing our aggressive endowment campaign	6/14/2019 8:59 AM

## Q11 Which of the following is most true about your organization's staff?

Answered: 150 Skipped: 28

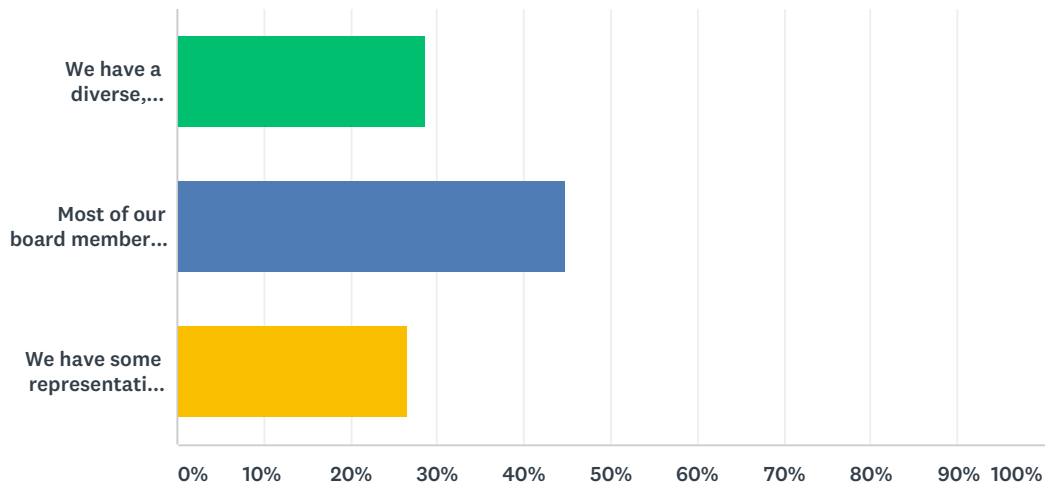


ANSWER CHOICES	RESPONSES
We have a diverse, multi-generational staff with employees of all ages.	40.00% 60
Most of our employees are around the same age (within 10-15 years) and of the same generation.	18.67% 28
We have some representation on our staff from different generations (e.g. some Generation Z, Millennials, Generation X, Baby Boomers).	41.33% 62
<b>TOTAL</b>	<b>150</b>

#	COMMENT:	DATE
1	we only have 2 full time employees	6/24/2019 12:02 PM
2	we have many year vertans who have seen and heard everything, we have brand new folks. nothing in between	6/19/2019 9:58 AM
3	Our agency has 1 part time employee.	6/19/2019 9:11 AM
4	we transitioned 5/8 staff last year due to retirement and purposely diversified. Our big challenge last year!	6/17/2019 7:42 AM
5	We currently only have one paid staff person	6/14/2019 10:14 AM

## Q12 Which of the following is most true about your organization's board of directors?

Answered: 150 Skipped: 28

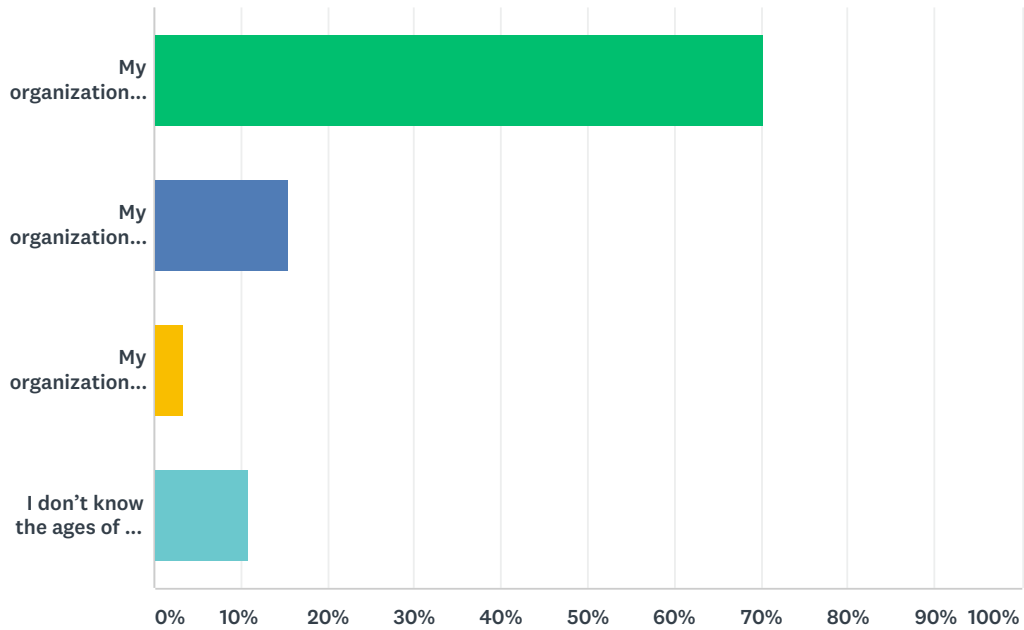


ANSWER CHOICES	RESPONSES
We have a diverse, multi-generational mix of all ages.	28.67% 43
Most of our board members are around the same age (within 10 or 15 years) and of the same generation.	44.67% 67
We have some representation on our board from different generations (e.g. some Generation Z, Millennials, Generation X, Baby Boomers).	26.67% 40
<b>TOTAL</b>	<b>150</b>

#	COMMENT:	DATE
1	Growing our board is a organizational goal.	6/25/2019 11:16 AM
2	Our board is actually the provincial team of nuns.	6/24/2019 11:35 AM
3	A continuing work in progress	6/17/2019 7:43 AM

### Q13 Which of the following is most true about your individual donors?

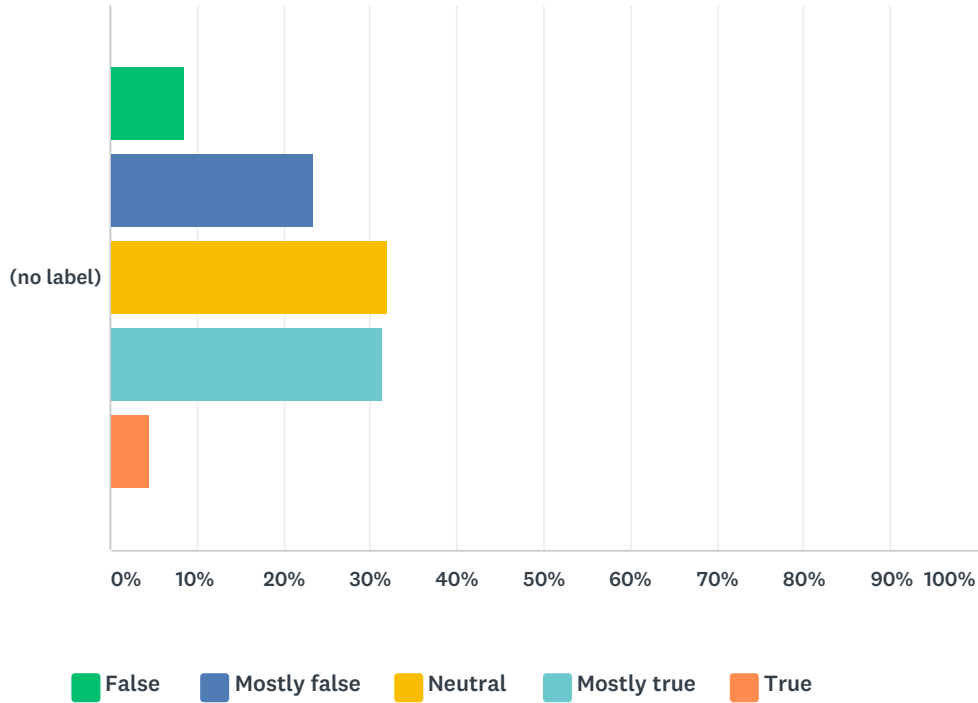
Answered: 148 Skipped: 30



ANSWER CHOICES	RESPONSES	
My organization's donors are mostly over 50 years of age (e.g. Generation X and Baby Boomers).	70.27%	104
My organization's donors mostly include Generation X and Baby Boomers, AND a significant portion of our donor base is younger.	15.54%	23
My organization's donors are mostly under the age of 50.	3.38%	5
I don't know the ages of my organization's donors.	10.81%	16
<b>TOTAL</b>		<b>148</b>

**Q14 My organization experiences challenges managing the expectations that result from having either staff, volunteers (including board), or donors with representation from different generations.**

Answered: 150 Skipped: 28

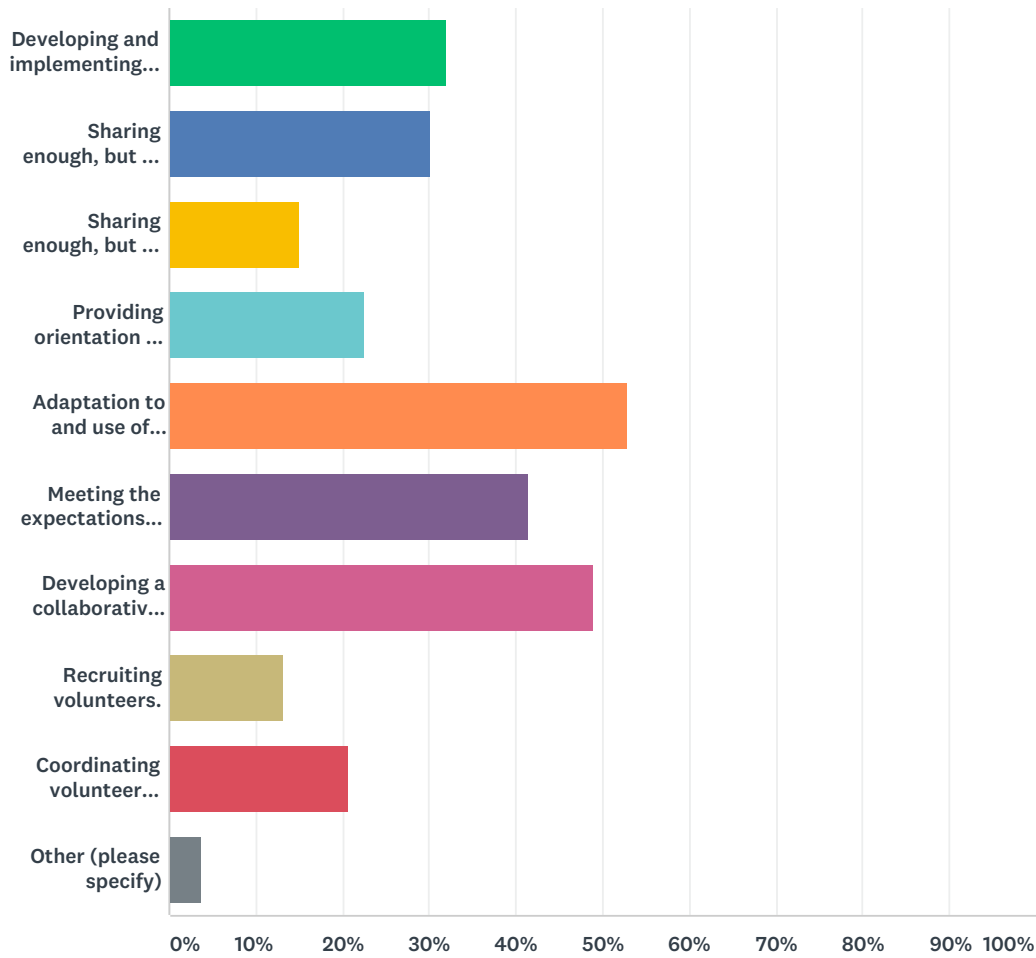


	FALSE	MOSTLY FALSE	NEUTRAL	MOSTLY TRUE	TRUE	TOTAL	WEIGHTED AVERAGE
(no label)	8.67%	23.33%	32.00%	31.33%	4.67%	150	3.00
	13	35	48	47	7		

#	COMMENT	DATE
1	My staff are older and don't understand social media, nor do they understand the "mechanics" of fundraising.	6/18/2019 12:03 PM
2	i believe if you keep a diverse board and staff the donor groups stay diverse as well	6/17/2019 7:44 AM
3	All generations want the younger generations to take the lead, but they are not prepared nor can they do so financially.	6/14/2019 2:23 PM

**Q15 What are the top three challenges within your organization that arise specifically from different expectations of people from different generations? Pick up to three. If you experience a challenge listed below but feel that is not a result of managing expectations of different generations, do not check the box. Please check only three boxes.**

Answered: 53 Skipped: 125



ANSWER CHOICES	RESPONSES
Developing and implementing performance evaluation metrics.	32.08% 17
Sharing enough, but not too much, business information.	30.19% 16
Sharing enough, but not too much, personal information.	15.09% 8
Providing orientation and mentors/guides for new team/board members.	22.64% 12
Adaptation to and use of technology.	52.83% 28
Meeting the expectations of donors that may differ across generations.	41.51% 22
Developing a collaborative and collegial climate where employees work well together regardless of their generation and related expectations.	49.06% 26

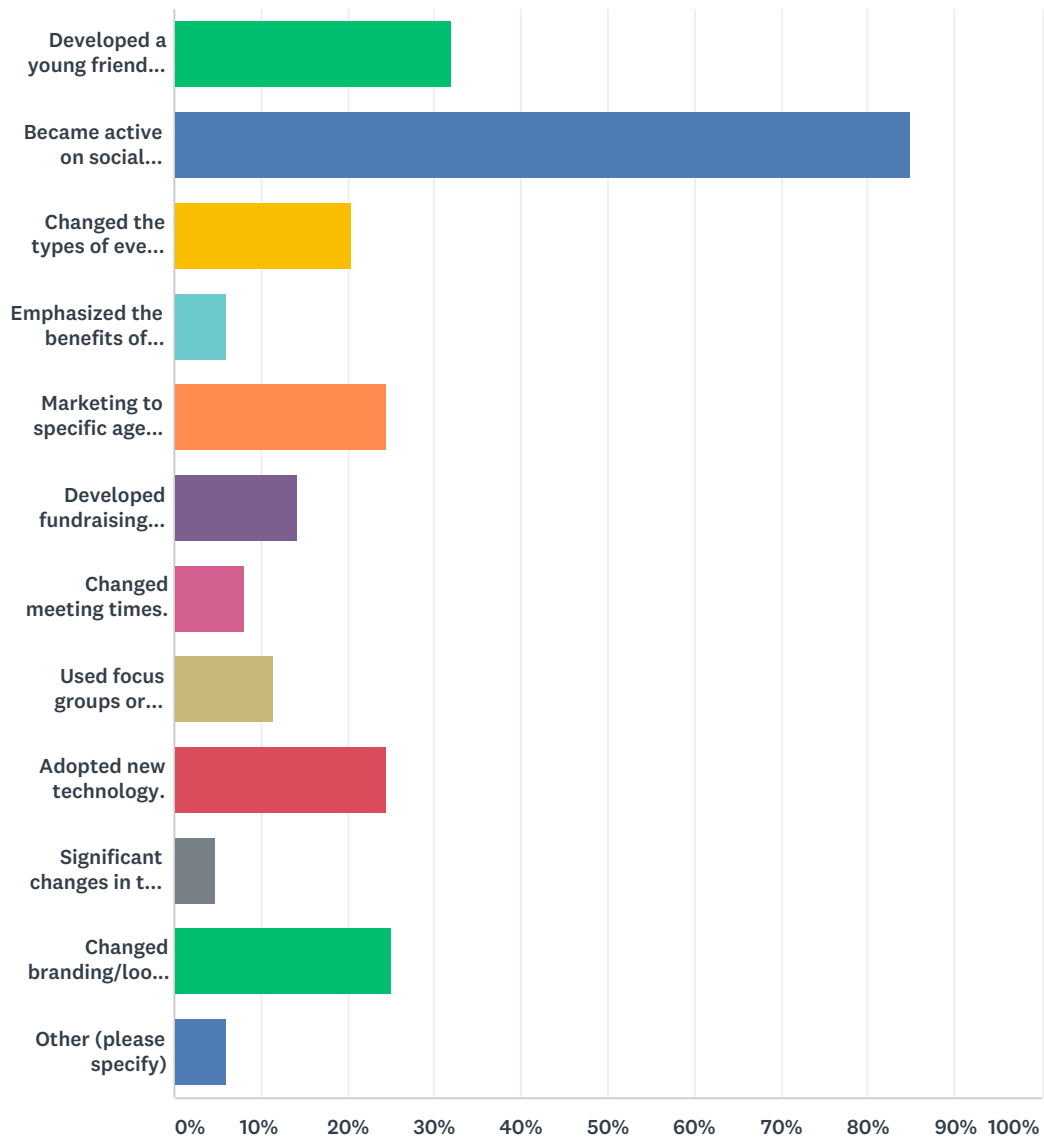
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Recruiting volunteers.	13.21%	7
Coordinating volunteer opportunities that are interesting and accessible regardless of the volunteer's age/generation.	20.75%	11
Other (please specify)	3.77%	2
Total Respondents: 53		

#	OTHER (PLEASE SPECIFY)	DATE
1	Advertising and Marketing suggestions	6/24/2019 10:09 AM
2	Charity versus social change giving philosophies differ across generations	6/14/2019 5:06 PM

## Q16 Please indicate the top three actions you have taken to engage younger generations in your organization.

Answered: 147 Skipped: 31



ANSWER CHOICES	RESPONSES	
Developed a young friends group.	31.97%	47
Became active on social media.	85.03%	125
Changed the types of events sponsored.	20.41%	30
Emphasized the benefits of volunteer activities for resumes.	6.12%	9
Marketing to specific age groups.	24.49%	36
Developed fundraising messages for specific age groups.	14.29%	21
Changed meeting times.	8.16%	12



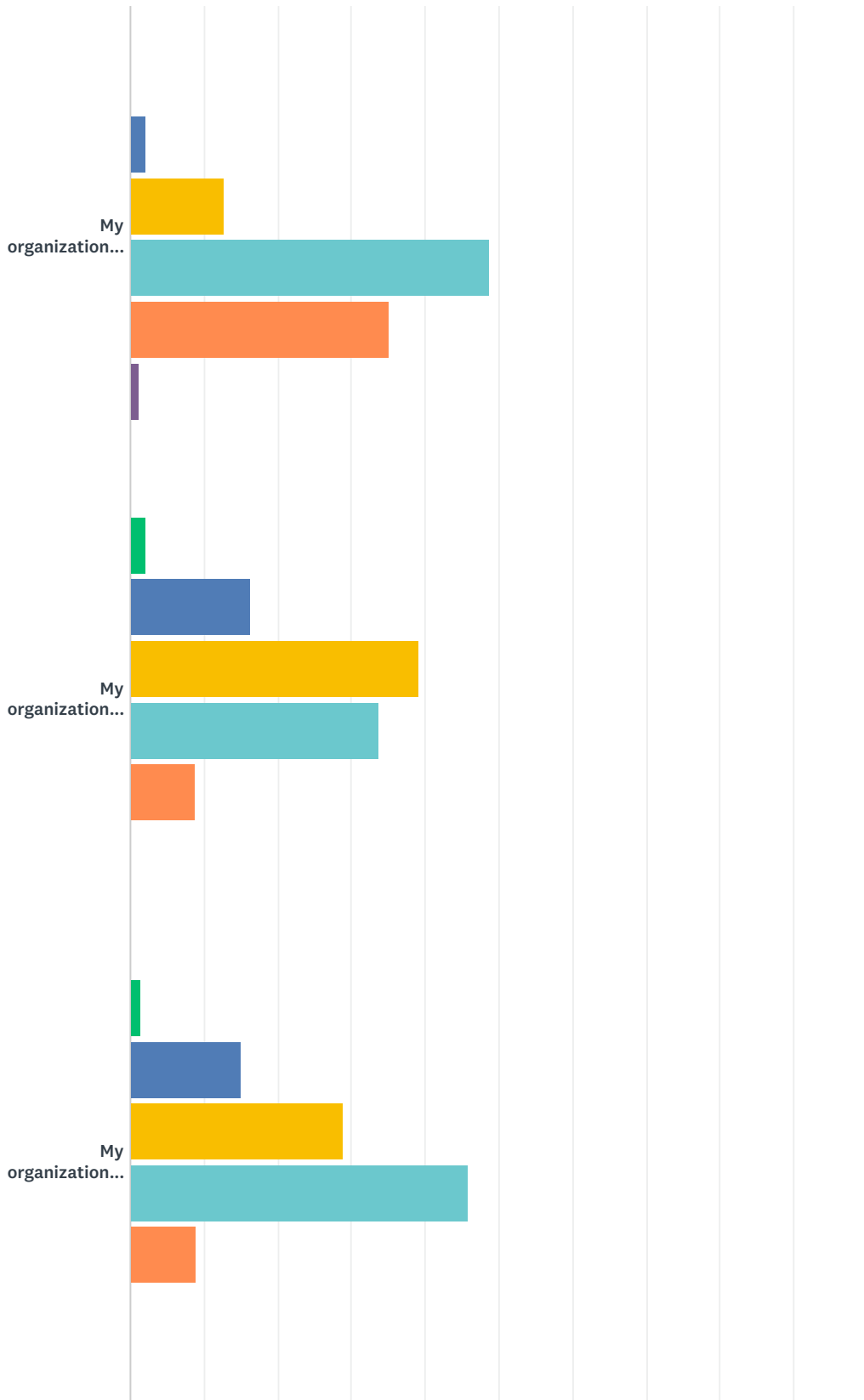
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Used focus groups or surveys to determine preferences.	11.56%	17
Adopted new technology.	24.49%	36
Significant changes in the way programs or services are delivered.	4.76%	7
Changed branding/look for communications.	25.17%	37
Other (please specify)	6.12%	9
Total Respondents: 147		

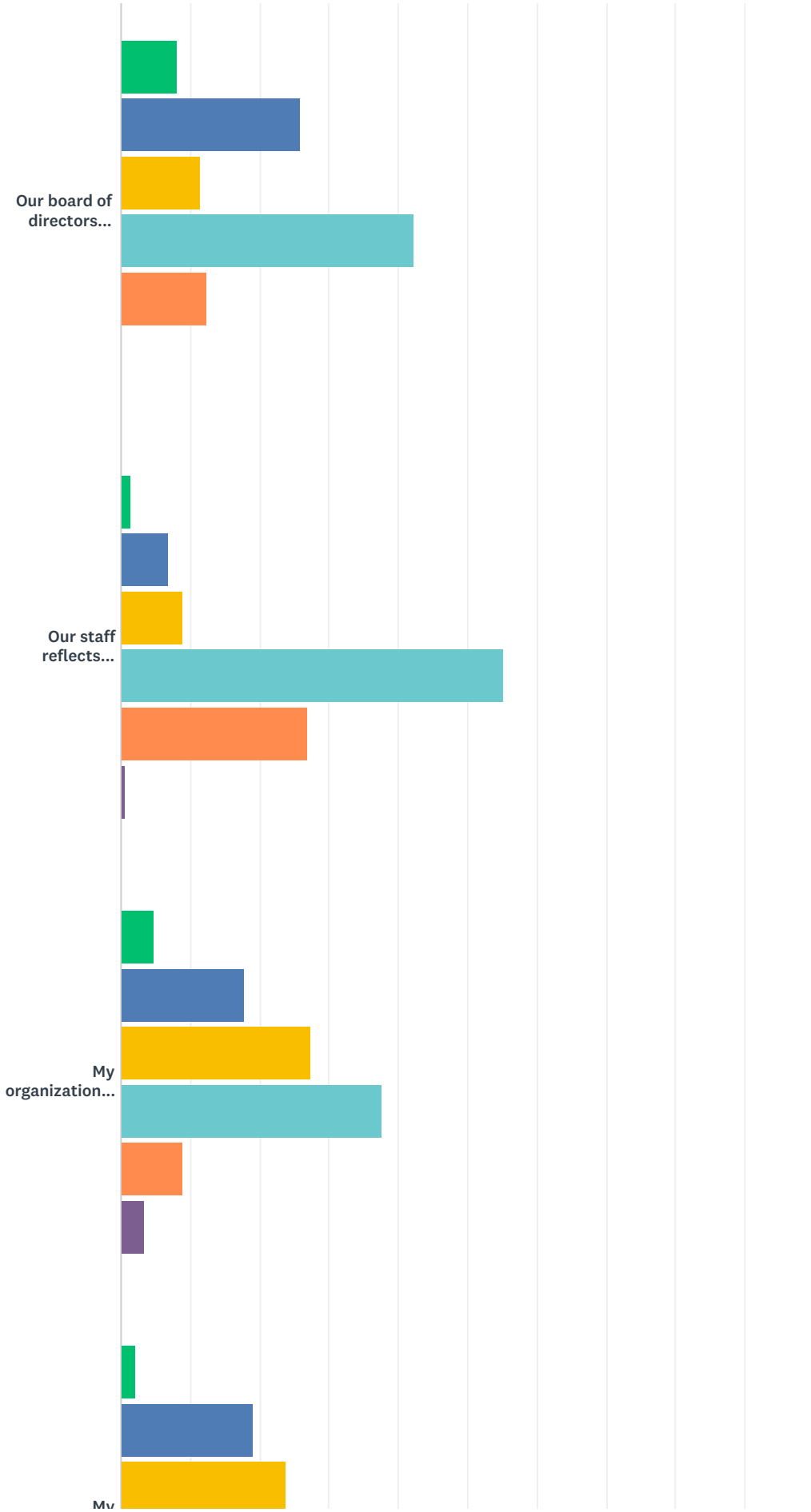
#	OTHER (PLEASE SPECIFY)	DATE
1	individual outreach from younger board members	7/8/2019 3:28 PM
2	opening up opportunities for interns	7/8/2019 1:44 PM
3	in the process of considering many of these in the upcoming year	6/25/2019 2:38 PM
4	Varied the age of new board members.	6/25/2019 11:18 AM
5	We do not target younger generations	6/24/2019 1:17 PM
6	We haven't done anything but now with this survey, I know we need to do something. We have a young friends group externally but not internally.	6/24/2019 12:05 PM
7	young board member spearheading new approaches	6/24/2019 12:04 PM
8	We haven't made a specific effort to engage younger generations	6/20/2019 9:45 AM
9	Our core constituency is 25-45	6/14/2019 5:06 PM

### Q17 Please indicate whether you agree or disagree with the following statements.

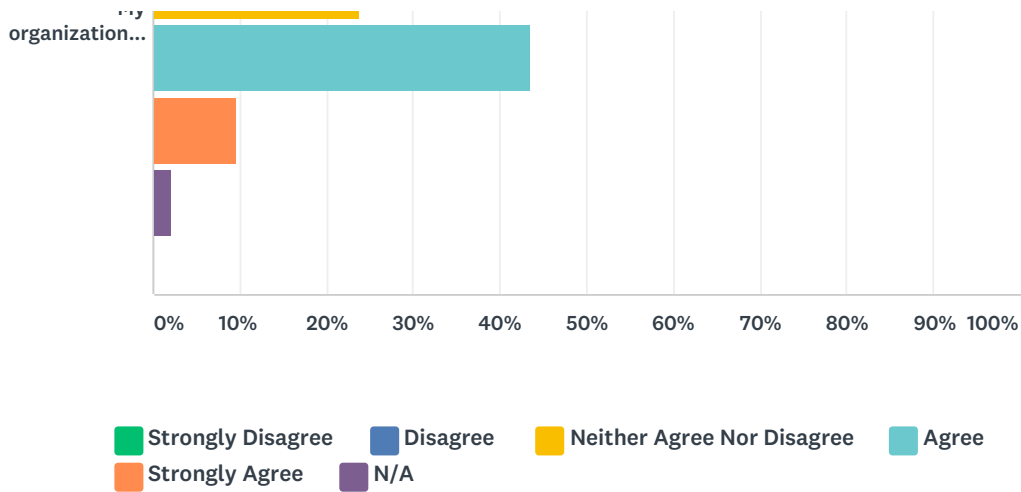
Answered: 148 Skipped: 30



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	STRONGLY DISAGREE	DISAGREE	NEITHER AGREE NOR DISAGREE	AGREE	STRONGLY AGREE	N/A	TOTAL	WEIGHTED AVERAGE
My organization believes that addressing generational changes is important to its continued success.	0.00% 0	2.03% 3	12.84% 19	48.65% 72	35.14% 52	1.35% 2	148	4.18
My organization is effectively addressing generational differences and challenges.	2.03% 3	16.22% 24	39.19% 58	33.78% 50	8.78% 13	0.00% 0	148	3.31
My organization's leaders do a good job of communicating across generations.	1.37% 2	15.07% 22	28.77% 42	45.89% 67	8.90% 13	0.00% 0	146	3.46
Our board of directors reflects different generations.	8.16% 12	25.85% 38	11.56% 17	42.18% 62	12.24% 18	0.00% 0	147	3.24
Our staff reflects different generations.	1.38% 2	6.90% 10	8.97% 13	55.17% 80	26.90% 39	0.69% 1	145	4.00
My organization is taking steps to transfer legacy information across generations.	4.79% 7	17.81% 26	27.40% 40	37.67% 55	8.90% 13	3.42% 5	146	3.29
My organization considers different motivating factors for different age groups in employment, giving, and volunteering.	2.04% 3	19.05% 28	23.81% 35	43.54% 64	9.52% 14	2.04% 3	147	3.40

#	COMMENTS:	DATE
1	Our work reaches a vast age demographic and therefore requires interest in support from all ages. We have many direct requests for information by community organizations, colleges, highschools and universities. We respond very responsibly to all of these.	6/25/2019 11:21 AM
2	it is intersting how this unfolds. Trust and respect are important from all parties.	6/17/2019 7:52 AM