



Status of West Marin Nonprofits: Survey Results 2023

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About the West Marin Nonprofit Survey

Initial impetus (2020)

- Understand how West Marin nonprofits were faring during the pandemic

Ongoing purpose (over a period up to 10 years)

- Provide information to West Marin nonprofits on how they are collectively faring
- Help funders and policymakers provide nonprofits with best possible support
- Identify organizational trends
- Address distinct topics in alternating years (e.g., programs/services in odd years, financials in even years)

Surveys to Date:

- Summer 2020
- May/June 2021
- May/June 2022
- **May/June 2023**

2023 Survey Methodology

Administration dates: May 9 to June 8, 2023

Data collection: Alchemer online platform

Instrument:

- 33 main questions (combination of multiple choice, numeric fill-in, narrative short answer)
- Adapted/updated items from previous West Marin Nonprofit Surveys
- Added new questions
- For DEIJ questions, drew on [Equity Organizational Self-Assessment](#) (Michigan State University, 2018) and [Diversity, Equity, and Inclusion Spectrum Tool](#) (Meyer Memorial Trust, 2018)

Analyses: Descriptive statistics* and thematic analysis

* In stacked bar graphs on subsequent slides, percentages may not sum to 100% due to rounding.



Key Findings

Challenges:

Organizations reported many challenges in West Marin to be intractable; e.g., 82% reported decent, affordable housing for all to be very challenging or not achievable in the next 10 years.

Emergency response:

70% of organizations responded to at least 1 emergency in 2022, most commonly COVID.

Services:

Organizations collectively offer a wide range of major services, the most common of which is educational services, followed by civic engagement and youth development.

Staffing:

- From 2022 to 2023, organizations increased their hiring notably: the overall number of nonprofit employees increased by 15% and the overall number of contractors increased by 30%.
- In 2022, over 2,000 volunteers provided services with an estimated value of nearly \$2m.

DEIJ work:

Organizations collectively made progress; however:

- The biggest barrier to progress was organizational capacity.
- The least progress was made in implementing periodic training of staff and board members.

Needs: 79% of organizations reported needing support to raise more funds.

Profile of Respondents

Response Rate Overview



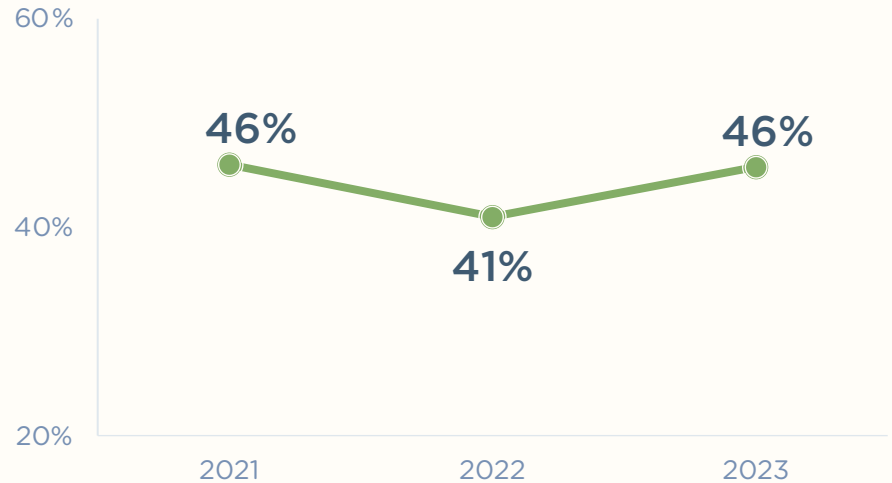
83 organizations*
invited to take
2023 survey



38 organizations
submitted a
completed survey

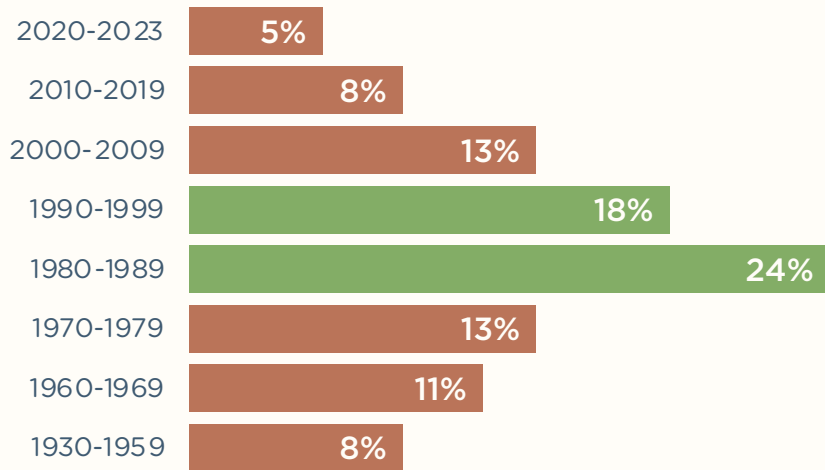
* Both legally constituted organizations and fiscally sponsored groups are referred to as "organizations" in this report.

West Marin Nonprofit Survey Response Rates



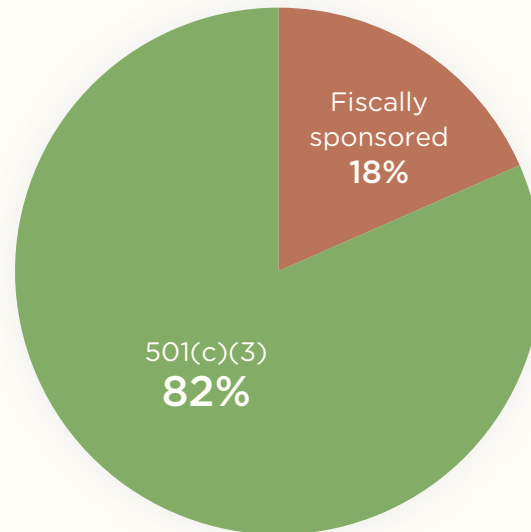
Nonprofit Status of Survey Respondents

Nearly half of organizations initiated services in the 1980s or 1990s.



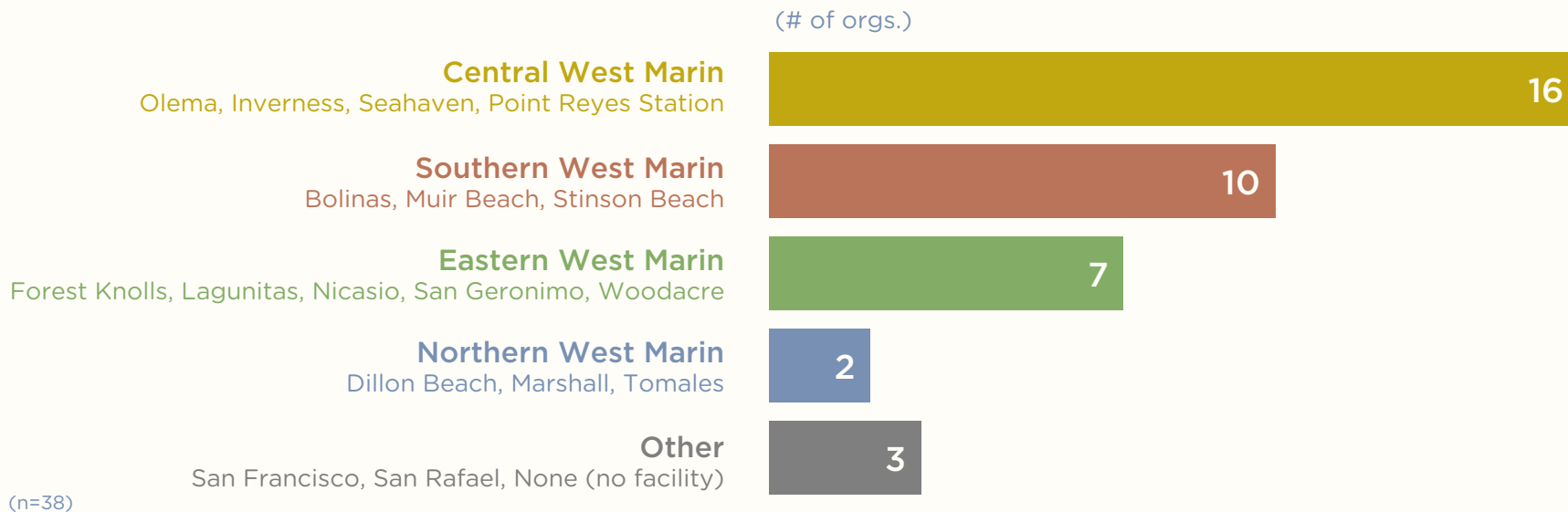
(n=38)

The great majority of organizations had 501(c)(3) status.



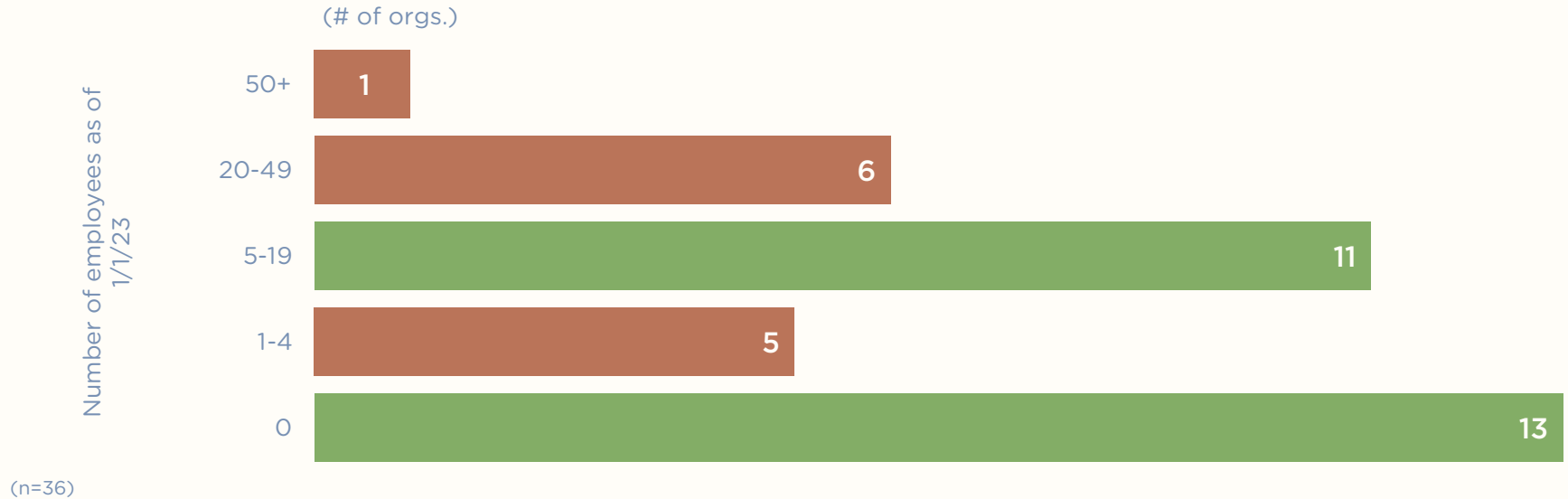
Main Location

Close to half of organizations were based in Central West Marin, while only 2 organizations were based in Northern West Marin.

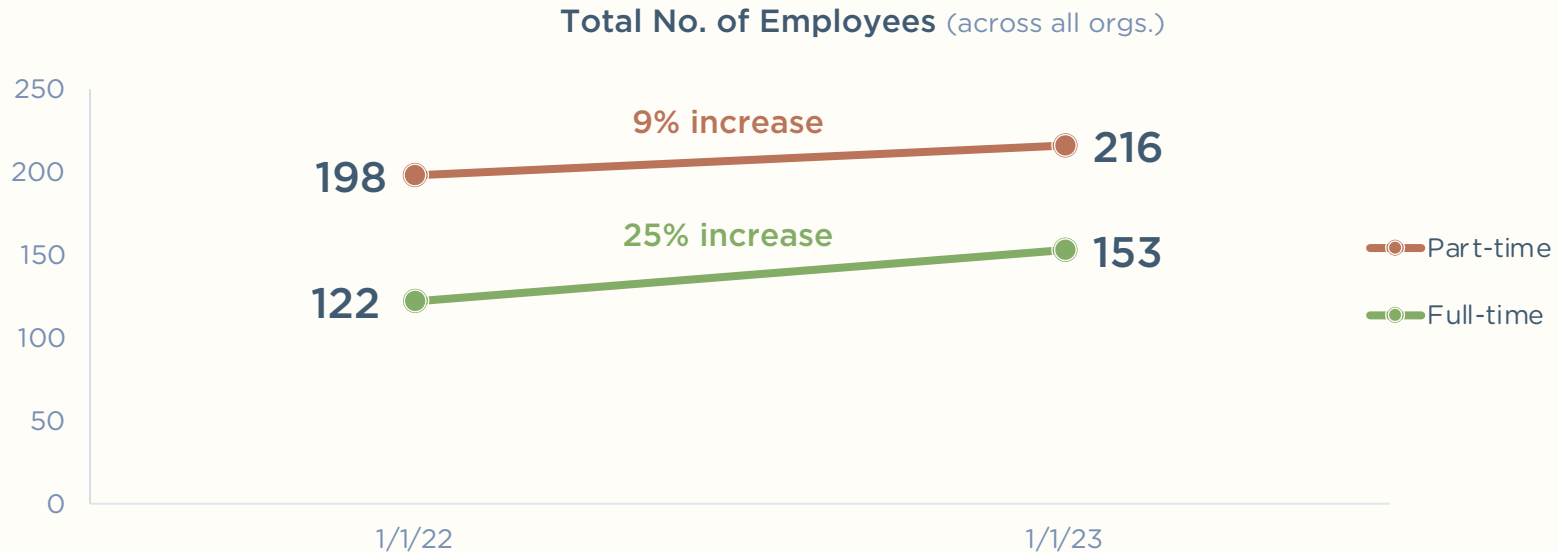


Number of employees as of 1/1/23

Just over a third of organizations had no employees, and just under a third had 5-19 employees.

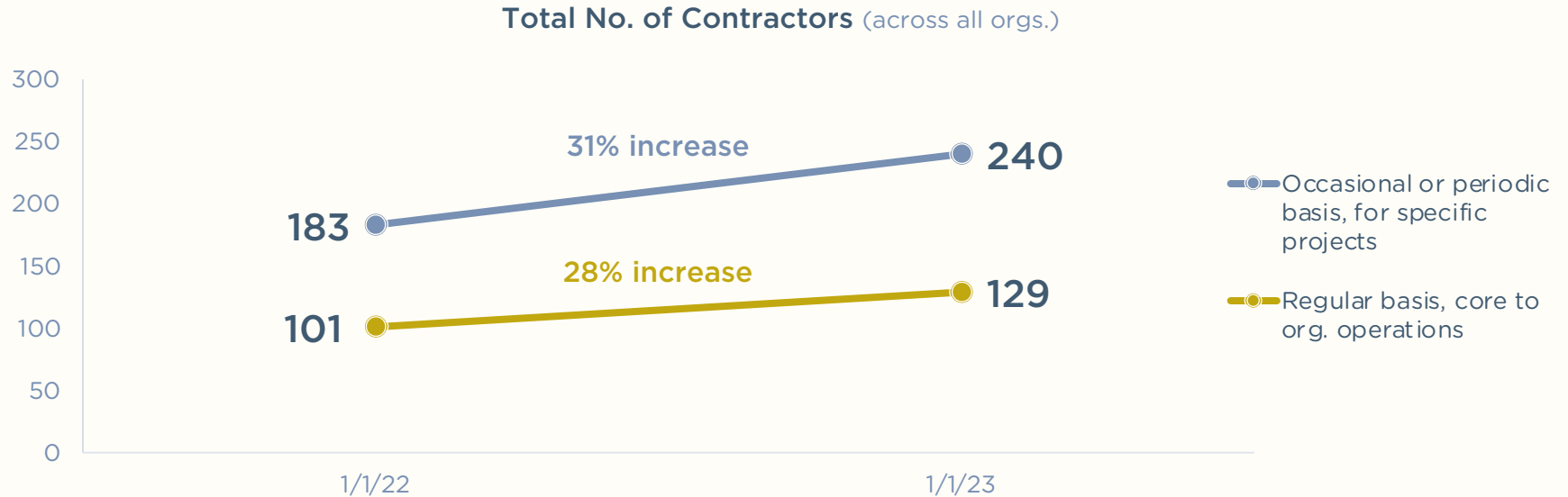


Annual Change: Employees



(n=36)

Annual Change: Contractors



(n=37)

Volunteers in 2022

Organizations reported over 2,000 volunteers in 2022 who provided an estimated value of nearly \$2m.



2,027

unique volunteers in
2022



4,408

volunteer
hours per
month



\$1,974,084

est. total value
of volunteer hours
in 2022*

* Based on Independent Sector's standard California rate per hour for 2022 to calculate volunteer compensation equivalent: \$37.32

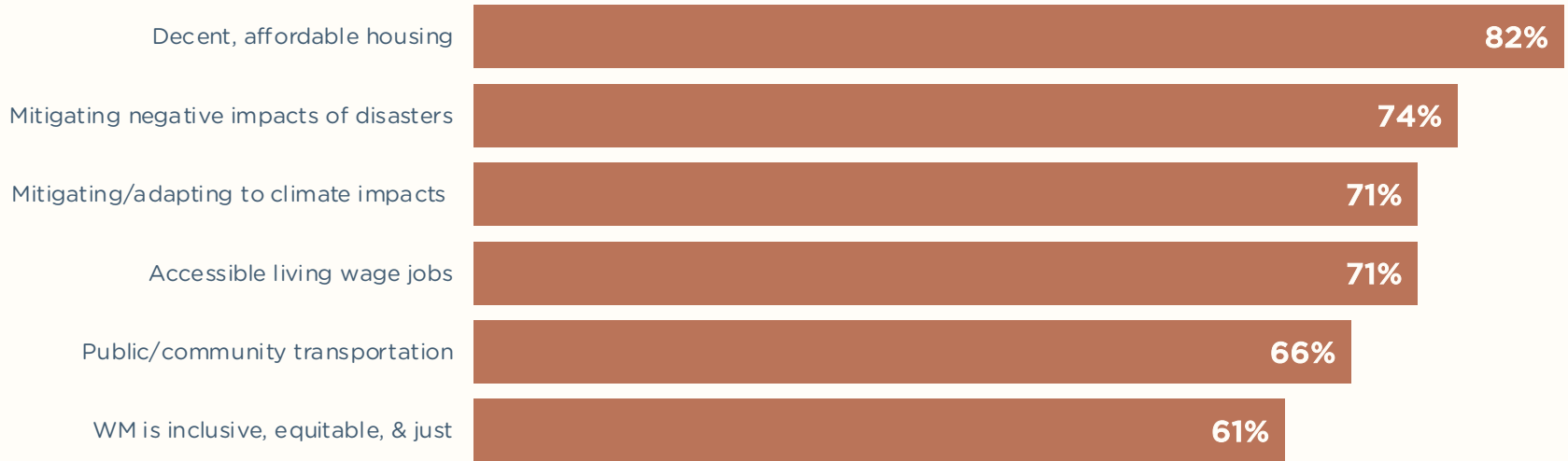
(red: n=37; green and blue: n=35).

Challenges Facing West Marin

Challenging Issues for West Marin

Top 6 Most Challenging

(% of orgs. reporting very challenging or not achievable in next 10 years)

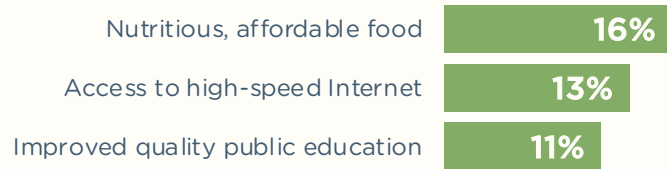


(n=38)

Challenging Issues for West Marin (cont'd)

Top 3 Most Surmountable

(% of orgs. reporting not challenging to achieve in next 10 yrs.)



Top 3 Unsure About

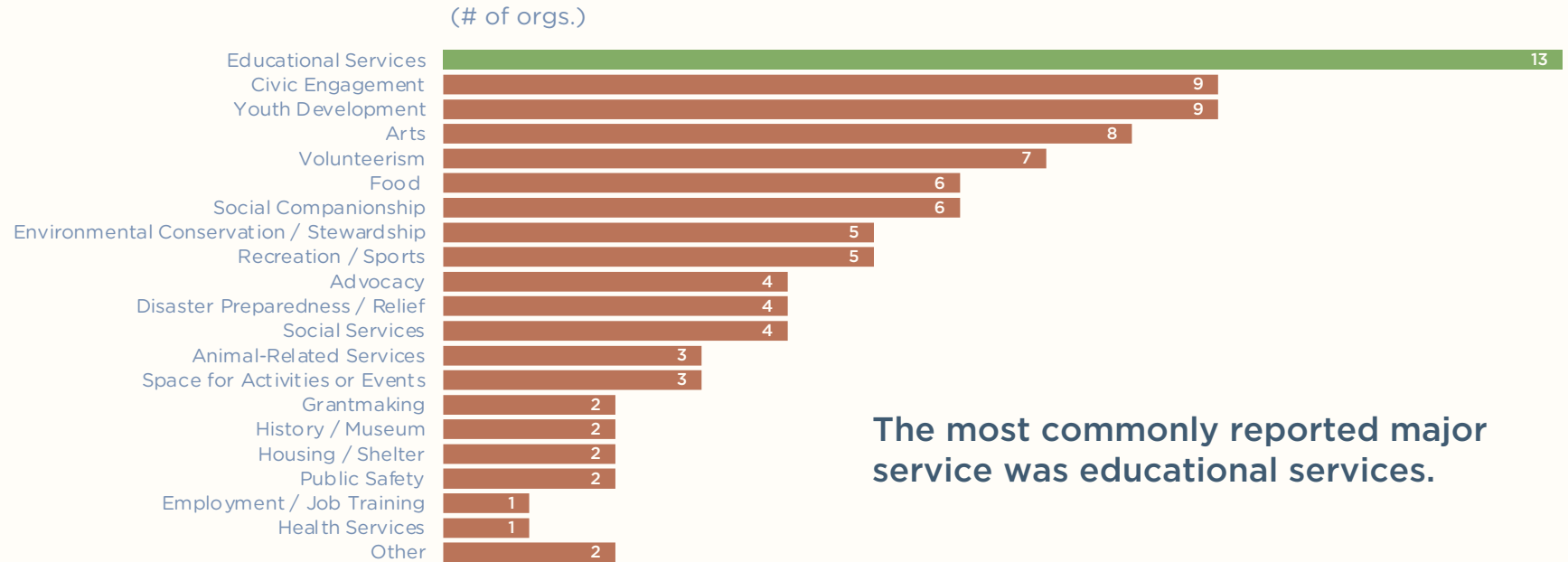
(% of orgs. reporting not knowing how challenging to achieve in next 10 yrs.)



(n=38)

Programs & Services

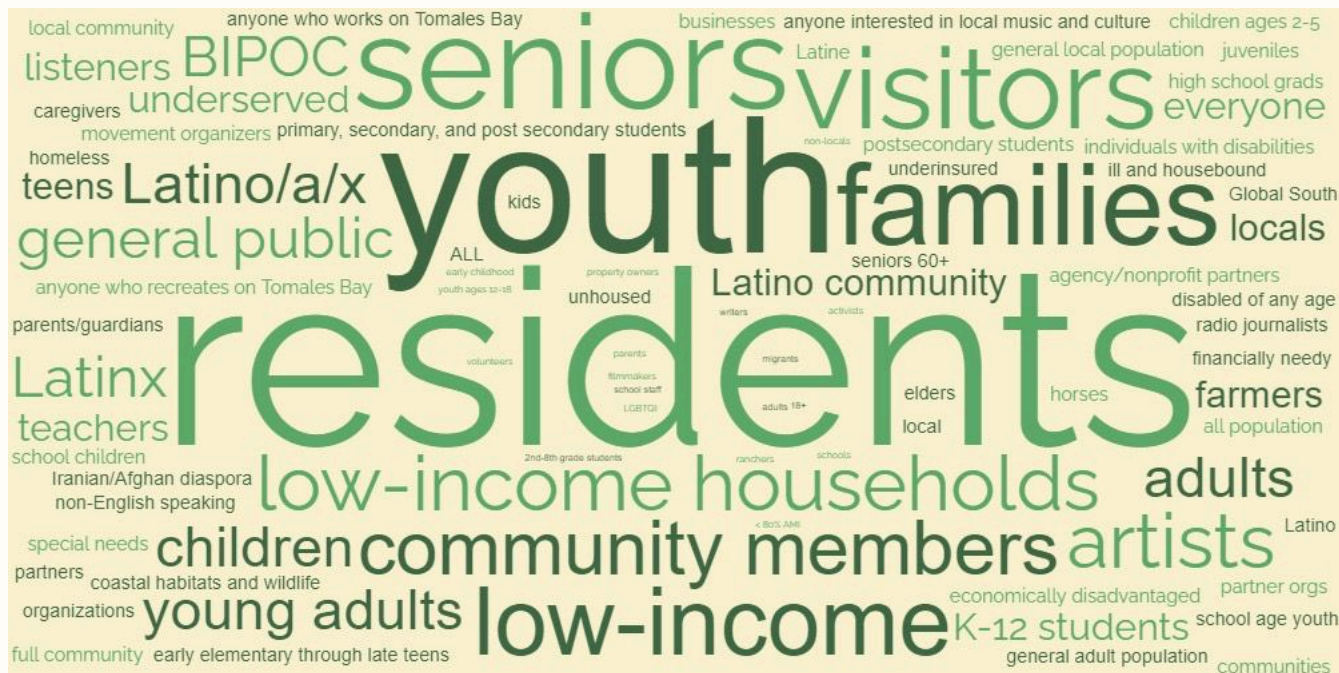
Major Services Provided



The most commonly reported major service was educational services.

(n=38; respondents could select all that applied)

Populations Served



(n=38)

Emergency Responses, 2022



70%

of orgs.
reported
responding to
at least 1
emergency
in 2022

23 orgs. reported responding to COVID; most common actions:

- Support to community (e.g., rental assistance, food, masks, social programs)
- Vaccine outreach and/or health information dissemination
- New policies (e.g., work from home, mask use)
- Temporary program closure



**Other emergencies
orgs. responded to:**

- Wildfires
- Weather events
- Drought
- Other



“2022 was a much easier year than the ones previous, both in terms of Covid protocols and outbreaks and in terms of wildfire smoke, etc. We were grateful to have less to navigate through externally!”

(n=37)

West Marin Nonprofits Equity Statement

We, the undersigned nonprofit organizations of West Marin, add our voices to the protests against the killings of George Floyd, Breonna Taylor, Ahmaud Arbery, Tony McDade, Maurice Gordon and countless others at the hands of law enforcement and vigilantes.

We acknowledge the systemic racism at play in our country and county, and commit to facilitate change and foster the inclusivity that our communities demand. We recognize that this is the work we must do to honor our values of equity and inclusion.

TOGETHER WE AGREE TO:

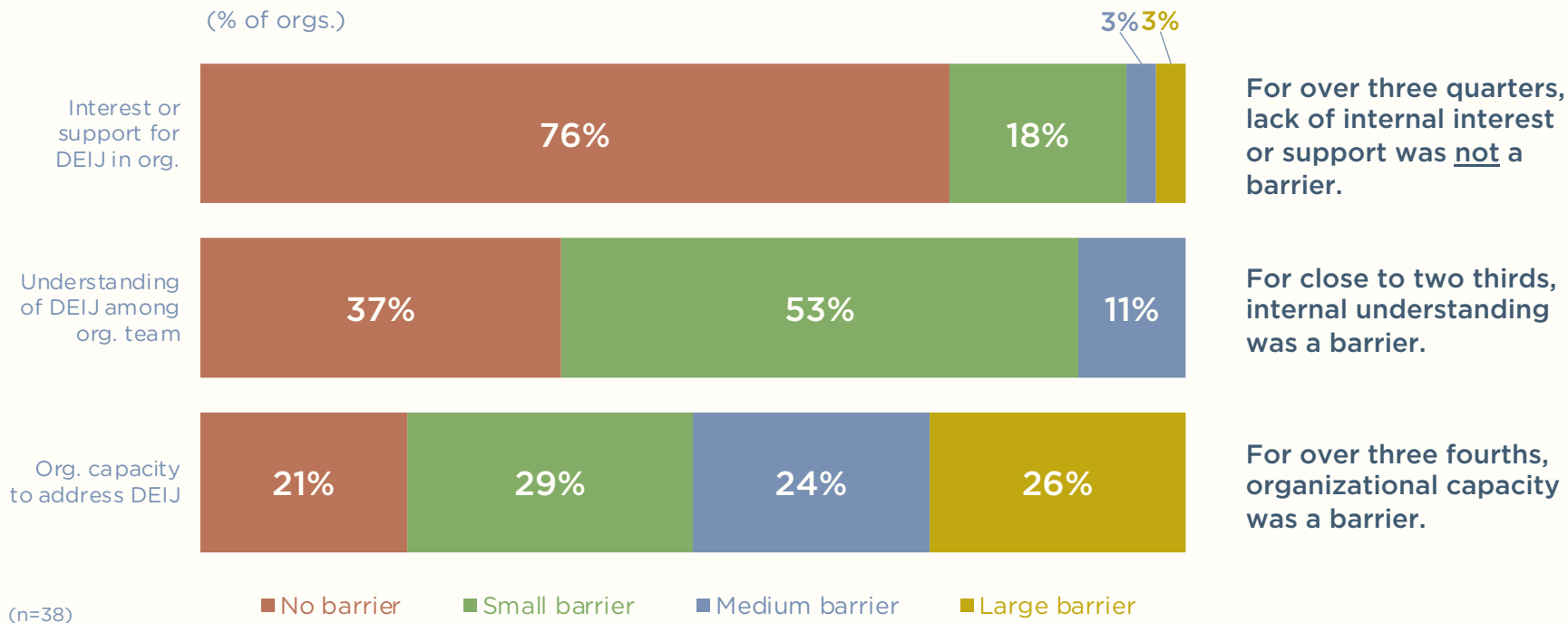
- Carry out our own internal work within our respective organizations to address bias and racism, while advancing equity, diversity and inclusion;
- Share our learning with each other for more effective action; and
- Collaborate as West Marin nonprofits to work with our communities in confronting systemic racism.

We draw our inspiration from courageous leaders who over the centuries have challenged exploitation, racism and violence.

DEIJ Work

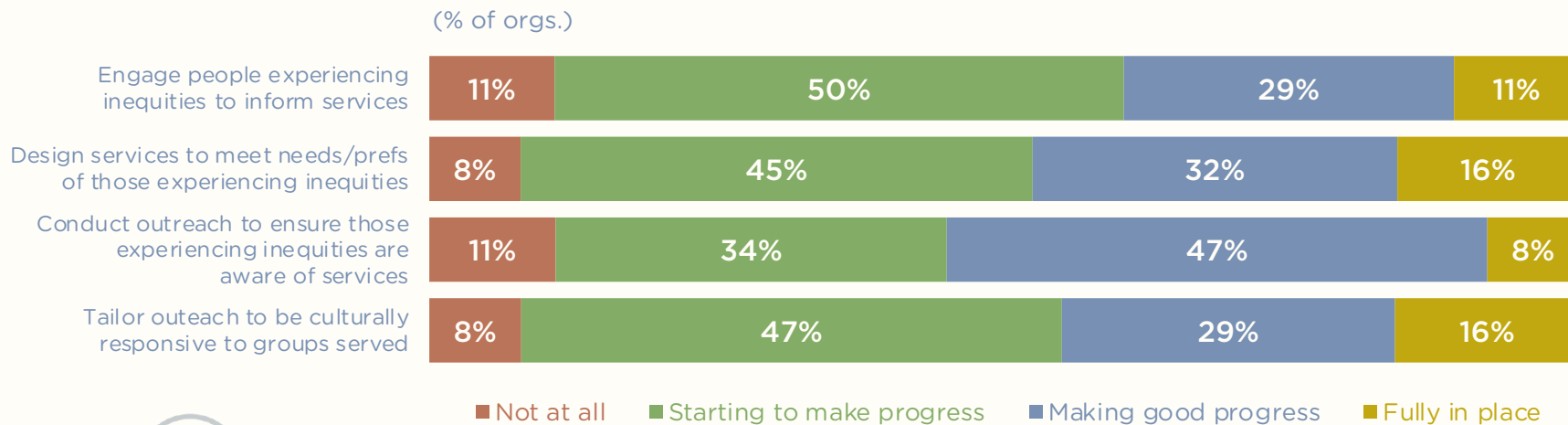
Audubon Canyon Ranch · Black Mountain Circle · Bolinas Community Center · Bolinas Community Land Trust · Bolinas Museum · Bolinas Stinson Summer Camp · Bolinas Stinson Union School District – Board of Trustees · Coastal Health Alliance · Commonweal · Community Land Trust Association of West Marin · East Shore Planning Group · Environmental Action Committee of West Marin · Gallery Route One · Gan HaLev – the Jewish Congregation of the San Geronimo Valley · Garden Club Scholarship Fund · KWMR · Mesa Refuge Institute for Ecology and Medicine · Nicasio Historical Society · Nicasio Land Owners Association, Inc. · Nicasio Land Papermill Creek Children's Corner · Parent Services Project · Point Reyes National Seashore Association · Point Reyes Station Village Association · River Otter Ecology Project · Saint Columba's Episcopal Church · San Geronimo Valley Affordable Housing Association · San Geronimo Valley Community Center · Shoreline Acres Preschool · Shoreline Unified School District · Slide Ranch · Sound Orchard · Stinson Beach and Bolinas Briones Lions Club · Stinson Beach Community Center · The Dance Palace Community & Cultural Center · The Inverness Association & Foundation · The Rotary Club of West Marin · Tomales Bay Library Association · Tomales Bay Youth Center · Tomales Town Hall · Turtle Island Restoration Network · West Marin Community Services · West Marin Fund · West Marin Senior Services

Barriers to Implementing DEIJ Efforts



DEIJ Progress in Service Provision

Overall, organizations reported a similar range of progress across different aspects of service provision.



(n=38)

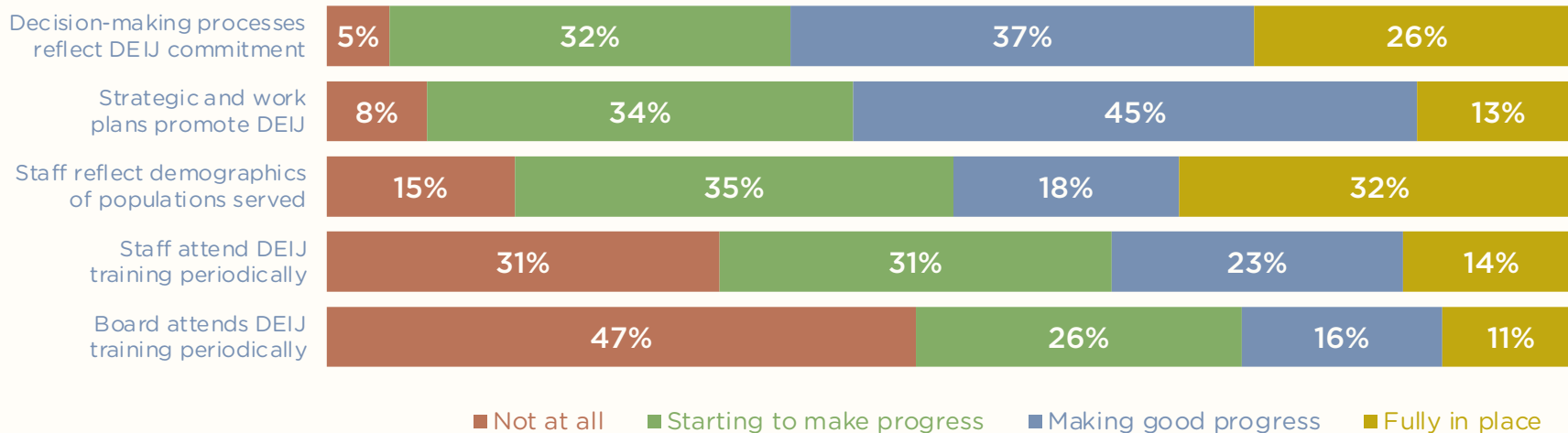


“We feel we are still learning about how to design and implement our programs to reach all members of our community.”

DEIJ Progress within the Organization

Overall, organizations reported the most progress in decision-making and planning work to reflect and promote DEIJ, and the least progress in training staff and board periodically.

(% of orgs.)



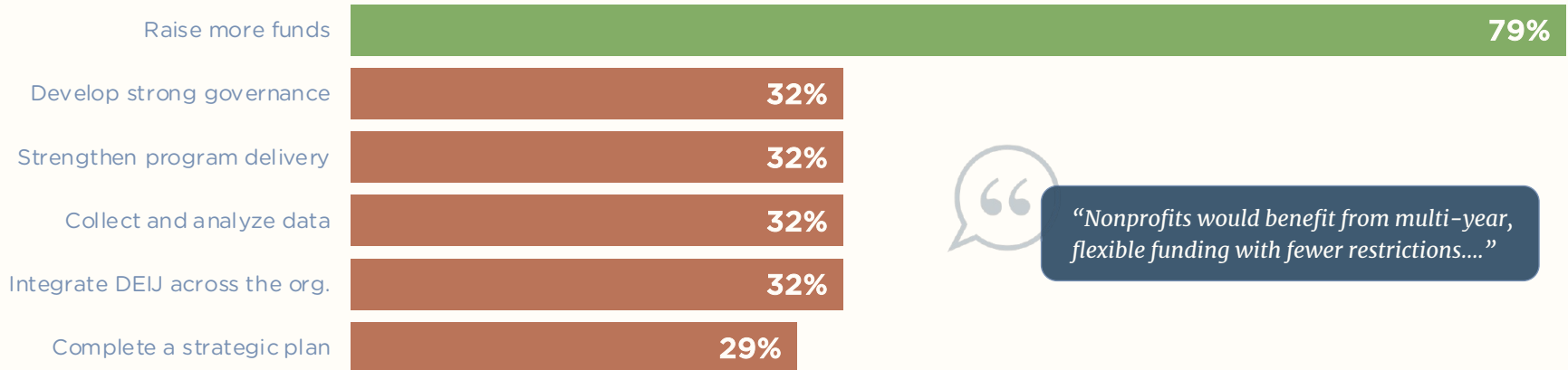
(n=38 for items 1, 2, 5; n=34 for item 3; n=35 for item 4)

Organizational Needs

Top 6 Organizational Support Needs over next 18 months

Nearly four fifths of organizations reported needing support to raise more funds.

(%s of orgs.)



“Nonprofits would benefit from multi-year, flexible funding with fewer restrictions....”

(n=38; each selected top 3 needs)

With thanks to:

- West Marin's nonprofit organizations
- J. Solomon Consulting, LLC
- The Goodman Barinaga Fund
- Survey reviewers
- Eric Ryan, Mission Met



Q & A

