



Status of West Marin Nonprofits 2021

Survey Results of 37 West Marin Nonprofits
May / June 2021

Compiled by  MISSION
MET

Topics

1. **About the Survey**
2. **Key Findings**
3. **Overview of Survey Participants**
4. **Organizational Capacity and Development**
5. **Diversity, Equity, and Inclusion**
6. **Financials**
7. **Emergency Response**

About the Survey

West Marin Fund conducted [a survey](#) in the summer of 2020 about the impact of Covid-19 on the West Marin nonprofit community. Fifty nonprofits participated.

The success of that survey spurred the idea of creating an annual survey of the status of West Marin nonprofits. The purpose of the annual survey is to acquire information to help funders and policymakers provide nonprofits with the best support and resources possible.

The recently completed first annual survey will serve as the baseline for the surveys that will be conducted in the spring of the next several years.

About the Survey cont.

DATES OF SURVEY

May 12, 2021 -- June 8, 2021

PARTICIPANTS

37 West Marin nonprofits; 46% response rate
80 nonprofits and fiscally sponsored groups were invited to participate.

THE SURVEY

35 questions in seven sections; 69% short answer and 31% multiple choice; conducted online using SurveyMonkey; took an average of 42 minutes to complete.

ADMINISTERED BY

West Marin Fund

RESULTS COMPILED BY

Mission Met, LLC.

SURVEY QUESTIONS

[Link](#)

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Key Findings

- **MIXED NONPROFIT RESULTS IN 2020**
 - Financially, on balance, the nonprofits ended the year stronger than 2019
 - Programmatically, the fires and Covid negatively impacted the nonprofits' ability to effectively deliver services and programs
 - Staff and board member numbers dropped slightly; the number of volunteers dropped by 25%
 - Growth in focus on DEI
- **A VIRTUAL PIVOT:** Nonprofits were forced to adapt their services in a virtual world.
- **VOLUNTEERS' IMPACT:** Volunteers' contributed services valued at nearly \$10M in-kind in 2020. Due primarily to Covid, the survey participants lost roughly \$2.5M in these services due to a 25% reduction in volunteers.
- **METRICS:** There is an opportunity to improve in the use of key metrics as a strategic tool.
- **COLLABORATION:** The West Marin nonprofits have an active approach to collaborating with each other and other organizations.

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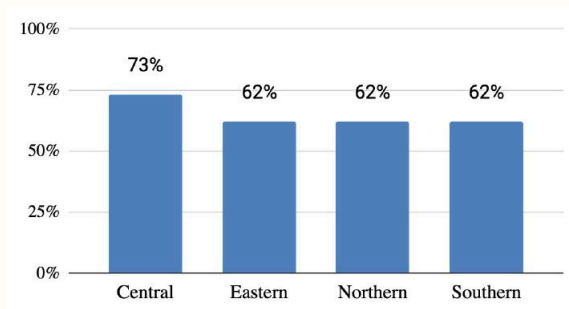
Age of Organizations

- AVERAGE AGE OF THE ORGANIZATIONS: 40 Years
- YOUNGEST ORGANIZATION: 2 years
- OLDEST ORGANIZATION: 147 years

Locations & Areas Served

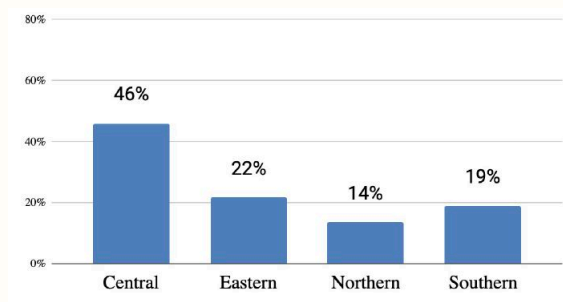
Survey respondents are located across West Marin and serve a balanced cross-section of communities.

West Marin Regions Served



Central = Olema, Inverness, Point Reyes Station
Eastern = Forest Knolls, Lagunitas, Nicasio, San Geronimo, Woodacre

Location of Organization By Region

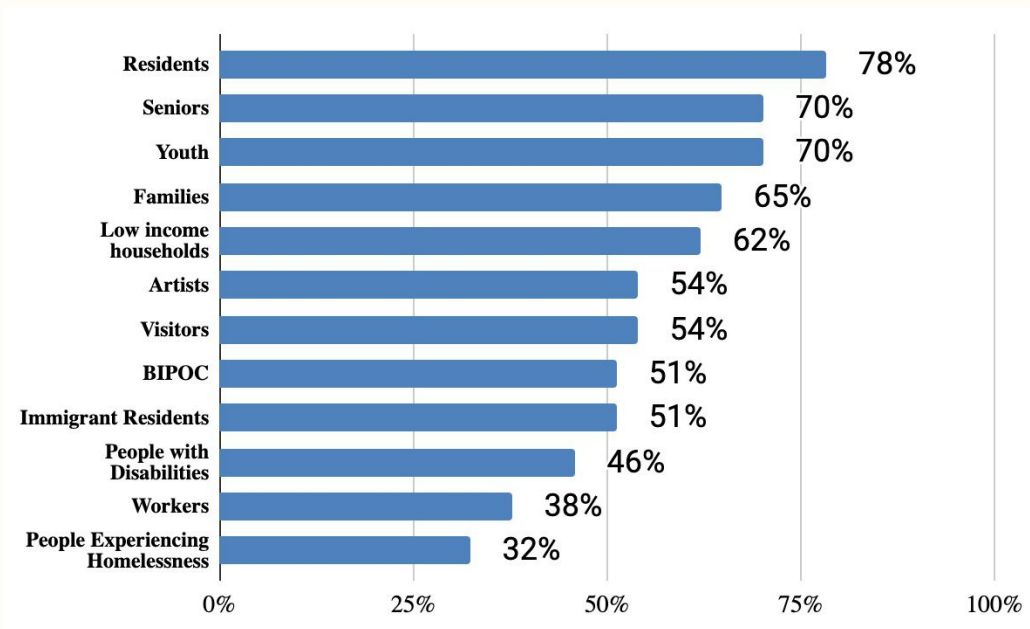


Northern = Dillon Beach, Marshall, Tomales
Southern = Bolinas, Muir Beach, Stinson Beach

Note: The percentages in the charts exceed 100% because survey respondents were allowed to choose multiple locations in their answers.

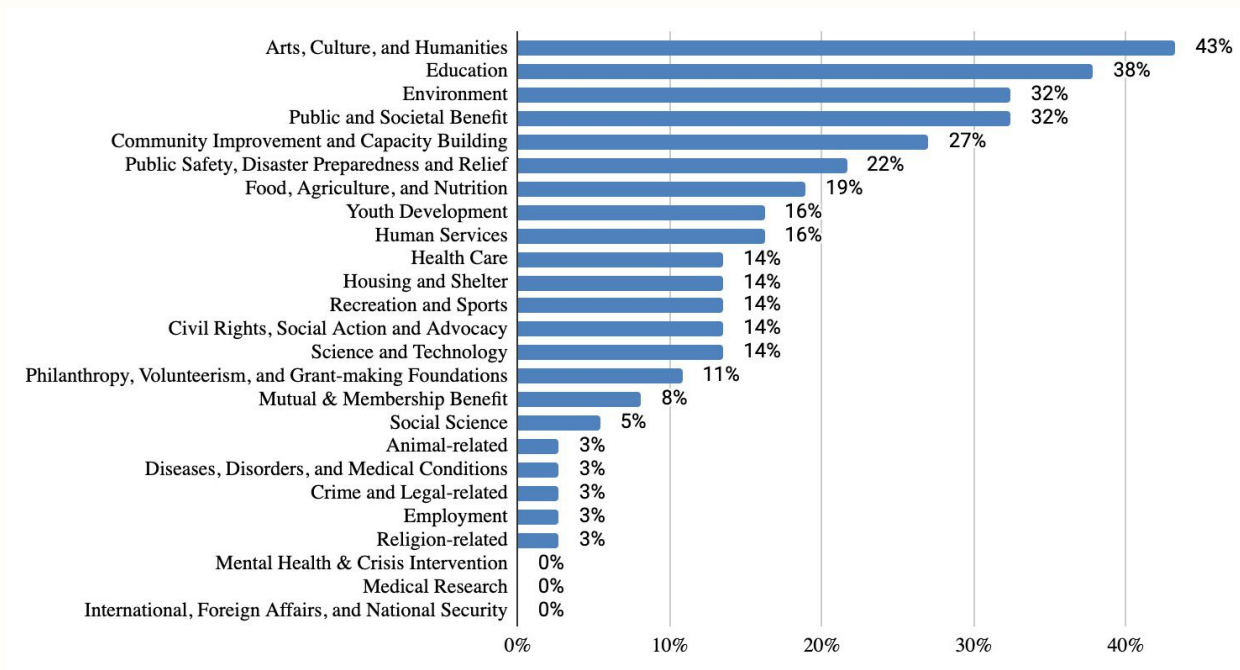
Population Served

West Marin nonprofits serve a variety of populations.



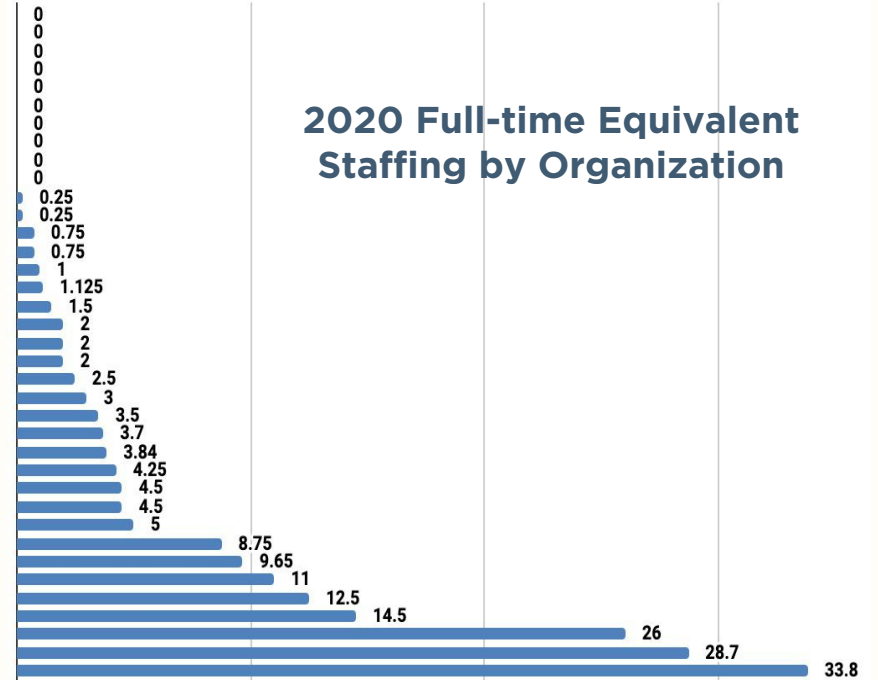
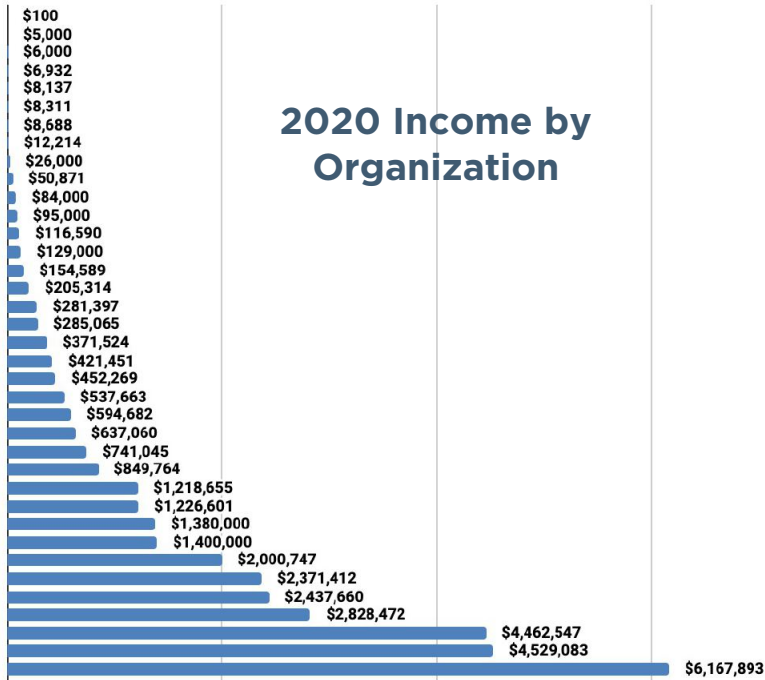
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Nonprofit Category



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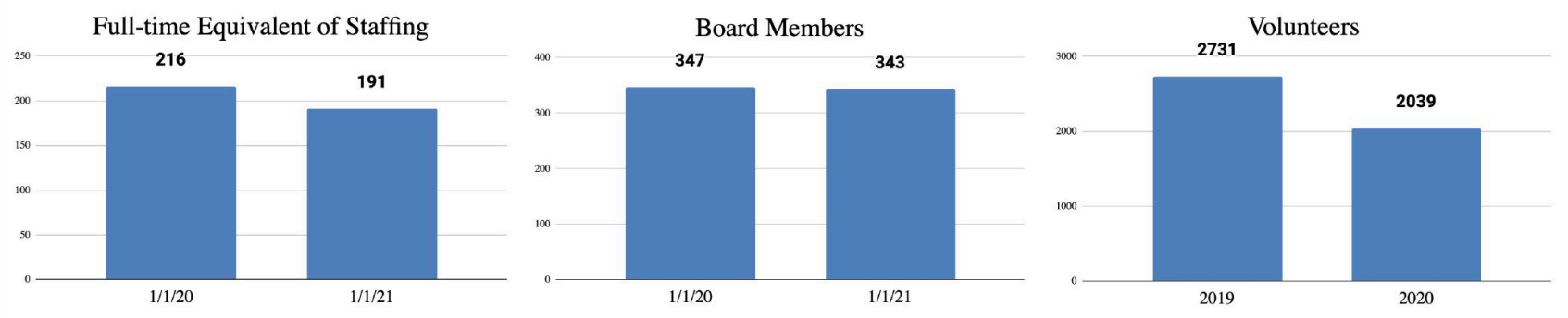
2020 Income & Staffing



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Human Capacity



Collaboration

“The level of collaboration throughout West Marin was unprecedented and enhanced our work and ability to serve those who needed it most.”

Nonprofits collaborated with many partners. The tables below represent the most common collaborative partners, separated by those in West Marin and those outside of West Marin.

Within West Marin

- West Marin Fund Executive Director Group
- Together Equity Group
- West Marin Collaborative
- KWMR
- Pt. Reyes Books
- Tomales Bay Watershed Council
- West Marin Coalition for Healthy Youth
- West Marin Disaster Council (WMDC)

Outside of West Marin

- HEAL Collaborative
- Marin County Health and Human Services
- Marin Promise Partnership Council
- Retreat Center Collaborative
- VOAD

Key Strategic Action Themes

VIRTUAL WORKPLACE

“At the Board and Staff level we embraced virtual meetings, events, and bolstered our communications during the pandemic.”

“Transitioned overnight to 100% remote work, retained staff.”

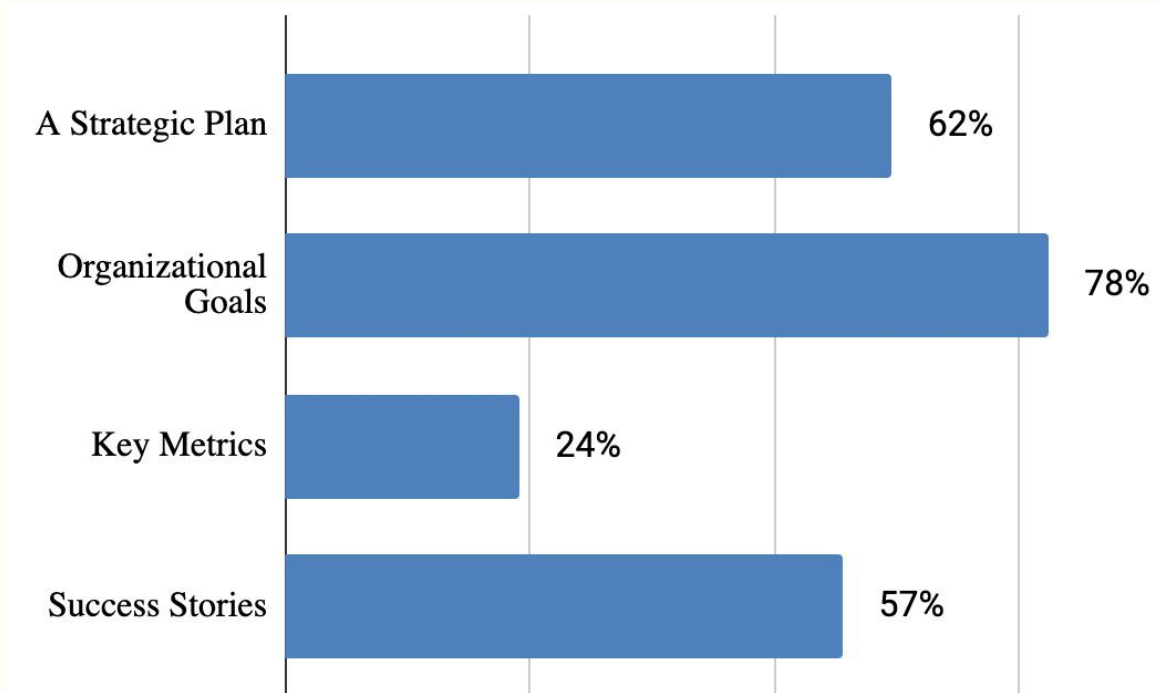
STRATEGIC PLANNING

“Robust strategic planning process resulting in a useful 3-year plan”

STAFFING

“Hired communications specialist to increase and implement digital fundraising strategies and expand our communications reach”

Strategic Tools Used



Key Capacity Building Themes

EXPERTISE

“Access to special skills consultants like HR, strategy, DEI, governance, facilities, and fund development.”

STRATEGIC PLANNING

“Completing our just-begun strategic planning.”

BOARD DEVELOPMENT

“Continued evolution of our board’s governance policies, procedures, and systems.”

METRICS

“Improving the organization’s ability to measure/report on impacts through metrics and compelling storytelling.”

VOLUNTEERS

“Engaging and retaining more long-term West Marin volunteers.”

PARTNERSHIPS

“Partnership with local businesses to support expansion of our infrastructure (offices and community space).”

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Key Diversity, Equity, & Inclusion Themes

PROGRAMS

“Added programs that specifically target DEI issues.”

“Spanish translation of public events.”

TRAINING

“All staff participated in equity and inclusion trainings.”

PARTNERSHIPS

“Deepened our collaboration and partnership with indigenous people and Tribal govts.”

STAFFING

“Hired native Spanish speaker in key position.”

BOARD DEVELOPMENT

“Continued increasing board diversity, so that now 42% are BIPOC.”

“Created board nominations protocol and nominating committee with express purpose to diversify the board.”

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Financial Overview

The Association of Fundraising Professionals reported that, nationally, individual giving went up by 10.6% in 2020 compared to 2019

Income	2019	\$36,208,415
	2020	\$36,111,736
Expenses	2019	\$34,369,417
	2020	\$27,793,782
Net Income	2019	\$1,838,998
	2020	\$8,317,954
Net Income as a Percent of Income	2019	5%
	2020	23%

Source of Funds -- 2020

Individual gifts	47%	\$16,873,941
Grants: foundation and/or corporate	23%	\$8,445,256
Earned income	13%	\$4,788,231
Federal and/or state funding	7%	\$2,355,949
Funding from Marin County	4%	\$1,519,621
Loans	2%	\$790,554
Other	2%	\$596,332
Interest income	2%	\$556,414
Corporate gifts	1%	\$185,439

Financial Management

Presence of Key Financial Documents

Board-approved annual budget for the current fiscal year	84%
Last fiscal year's annual report	81%
Profit and loss statement	95%
List of current donors	92%

Average Percent that the Nonprofits Reviewed Their Financials*

Once/month	49%
Once/quarter	22%
Twice/year	4%
Once/year	15%
Never	6%
Don't Know	3%

* Budget vs. Actuals, Balance Sheet, Income Statement, Cash Flow Statement

Financial Endowment/Reserve

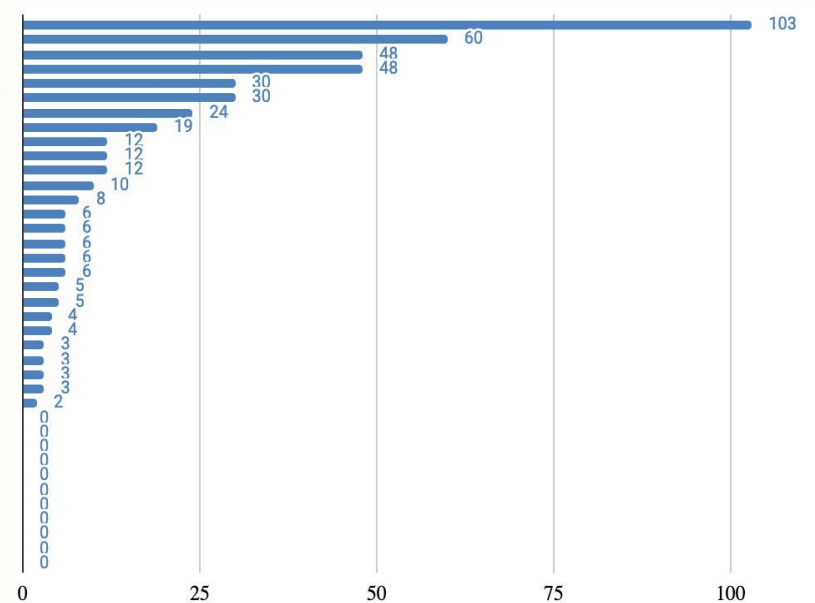
27% of the survey participants don't have a financial endowment or reserve.

The median # of months that survey participants can operate on their endowment/reserve funds is 5.

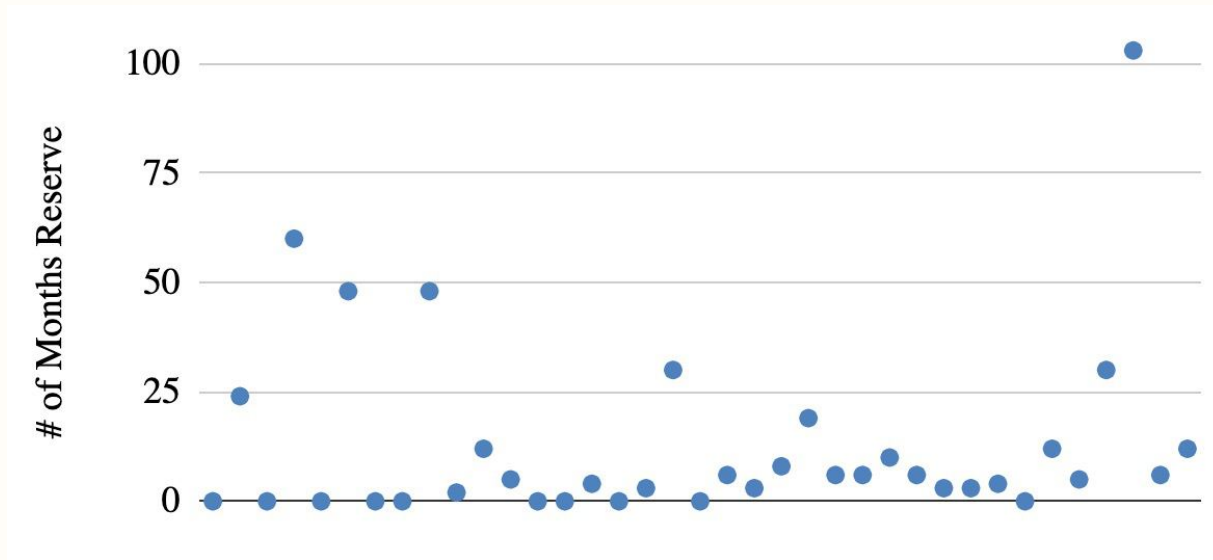
Change in Endowment / Reserves Over the Last year

Grown	59%
Same	26%
Diminished	15%

of Months of Reserves



Financial Endowment/Reserve cont.



The dots in the graph represent each of the survey participants, with increasing income moving from left to right. There is a slight overall correlation between the size of income and months of reserve, but four of the organizations with the smallest income have the most months of reserves.

Key Fundraising Themes

ONLINE ENGAGEMENT

“Engaged with the community virtually, which we may consider continuing as it increases accessibility, is more inclusive, and provides opportunities to expand our audiences and reach.”

“Bringing our events on-line during COVID has allowed us to draw much larger audiences; thus, donations are higher than have been in the past.”

DONOR RELATIONS

“Trained members of Board of Directors in methods for cultivating donor relationships.”

TECHNOLOGY

“Transitioned to new database with more power to track donations and donors”

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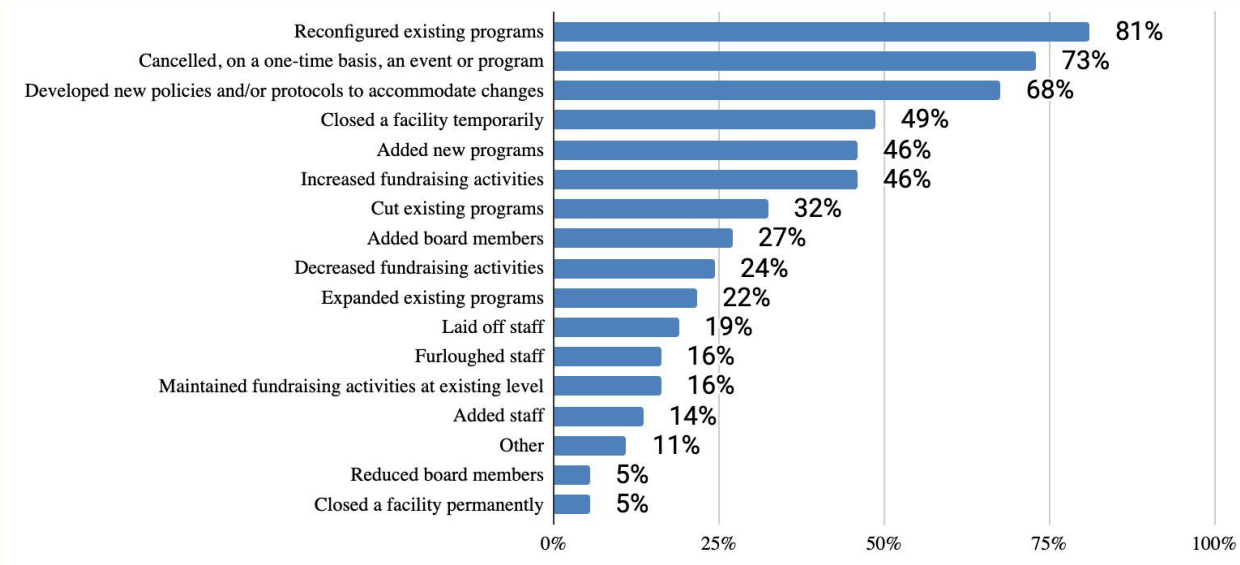
Emergency Funding

Federal and State Emergency Funding

2020 - State	\$77,500
2020 - Federal	\$2,520,000
2021 Quarter 1 - State	\$92,500
2021 Quarter 1 - Federal	\$1,237,500

Emergency Actions

Actions Taken in Last 12 Months in Response to Emergencies



The next annual survey will be conducted in February / March 2022.



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