



# Status of West Marin Nonprofits 2022

**Survey Results of West Marin Nonprofits**  
**May / June 2022**

Compiled by MISSION  
MET

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# About the Survey



# About the Survey

## The purpose of the annual survey is to:

- Provide information to nonprofits serving West Marin on how they are collectively faring;
- Help funders and policymakers provide nonprofits with the best support and resources possible;
- Identify organizational trends over multiple years.

## Surveys to Date

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. A second survey was conducted in the [spring of 2021](#) with 39 respondents.

A revised and enlarged third survey was conducted in May/June 2022.

# About the Survey cont.

## Dates of survey

May 3, 2022 – June 9, 2022

## Participants

32 West Marin nonprofits responded (*the nonprofits*)  
78 nonprofits and fiscally sponsored groups invited  
41% response rate  
\$150 honorarium given to each participating nonprofit

## The Survey

43 questions  
55% short answer; 45% multiple choice/ranking

## Administered by

West Marin Fund

## Results Compiled by

Mission Met, LLC.

## Survey Questions

[View](#)



# Key Findings

# Key Findings

## Financials

- As a whole, the nonprofits maintained financial stability through the pandemic.
- The net income of survey respondents grew by 23% in both 2020 and 2021.
- Emergency government funding was crucial to the survival of many nonprofits.
- 78% of respondents maintained their reserve or endowment with a median of six months.
- Over 50% of the nonprofits would like assistance with finding County of Marin funding opportunities.

## Staff, Board, and Volunteers

- Staffing rates increased by 17% in 2021 compared to 2020.
- The rate of loss of volunteers due to Covid has slowed, but nonprofits were still losing volunteers in 2021.
- In total, just over \$500,000 in salary equivalent was lost in 2021 due to the departing volunteers.

# Key Findings cont.

## Programs and Services

- COVID-19 had a mixed impact on programs and services in 2021.
- 48% of the nonprofits in 2021 expanded existing programs.
- 65% of the nonprofits canceled an event or program on a one-time basis.
- 30% of the nonprofits temporarily closed a facility.
- 66% of the nonprofits said it was either “very” or “extremely” important to strengthen program evaluation processes.

## Diversity, Equity, Inclusion, and Justice (DEIJ)

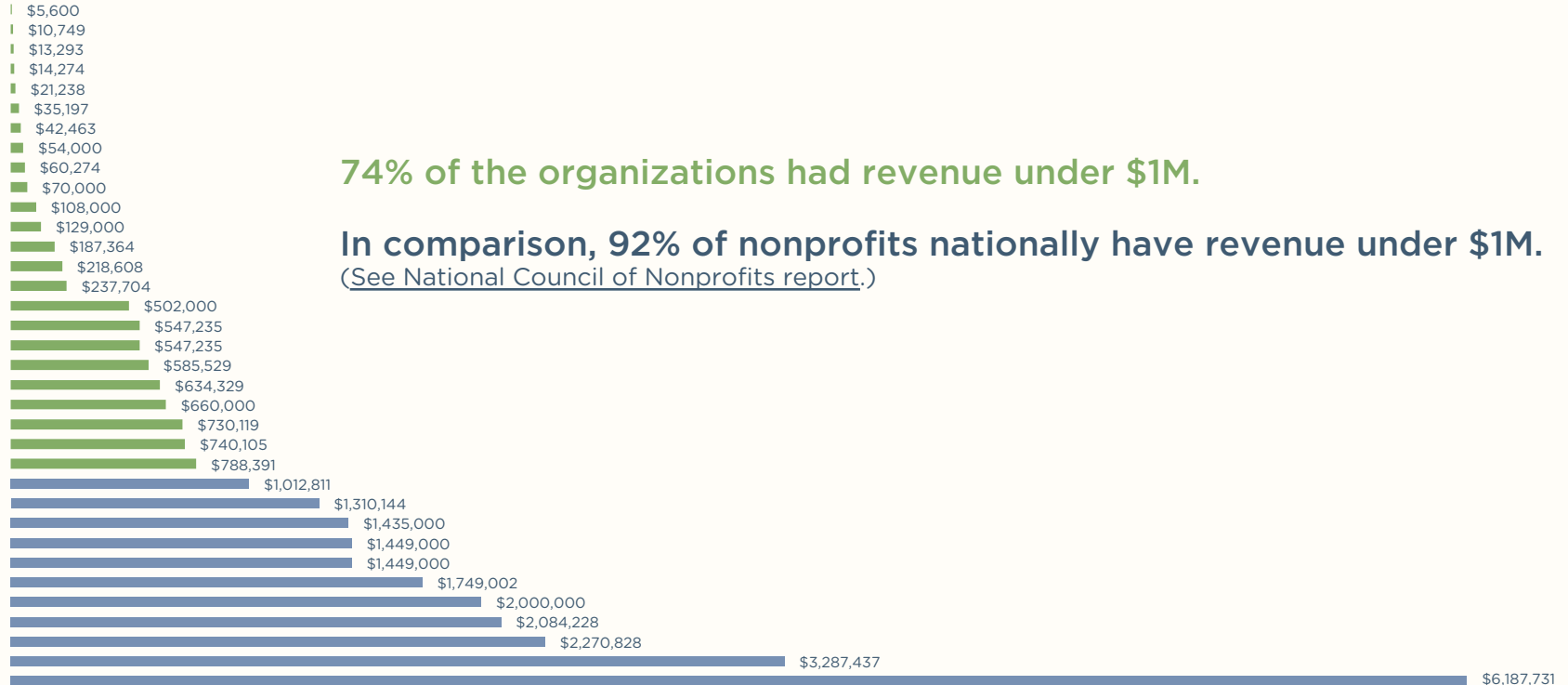
Of the nonprofits:

- Over 84% allocated at least 5% of their staff time to DEIJ efforts in 2021, with a median of 10%.
- Limited organizational capacity, along with a need to better understand DEIJ issues, were the main barriers to effectively implementing DEIJ efforts.



# Financials

# Income by Organization 2021



# Income & Expenses

**Income and expenses increased from 2020 to 2021.**

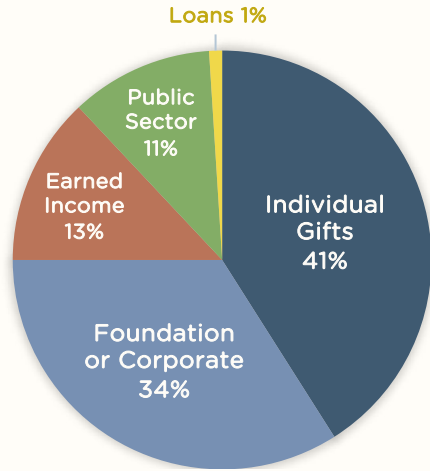
**Net income was positive in 2020 and 2021.**

	2020	2021	% Change from 2020-2021
Income	\$22,657,126	\$25,656,825	13%
Expenses	\$17,531,563	\$19,808,995	13%
Net Income	\$5,125,563	\$5,847,830	14%
Net Income as a Percent of Income	23%	23%	0%

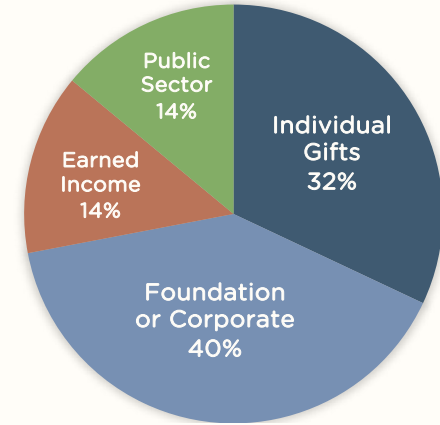
The data in the table provides comparative totals for the 23 organizations that completed the survey each of the last two years.

# Source of Funds 2020 & 2021

2020



2021



Individual Gifts and Foundation/Corporate comprise around  $\frac{3}{4}$  of the funding.

There was some variance in funding from year-to-year; need more year-over-year data to determine true trends.

# Emergency Funding

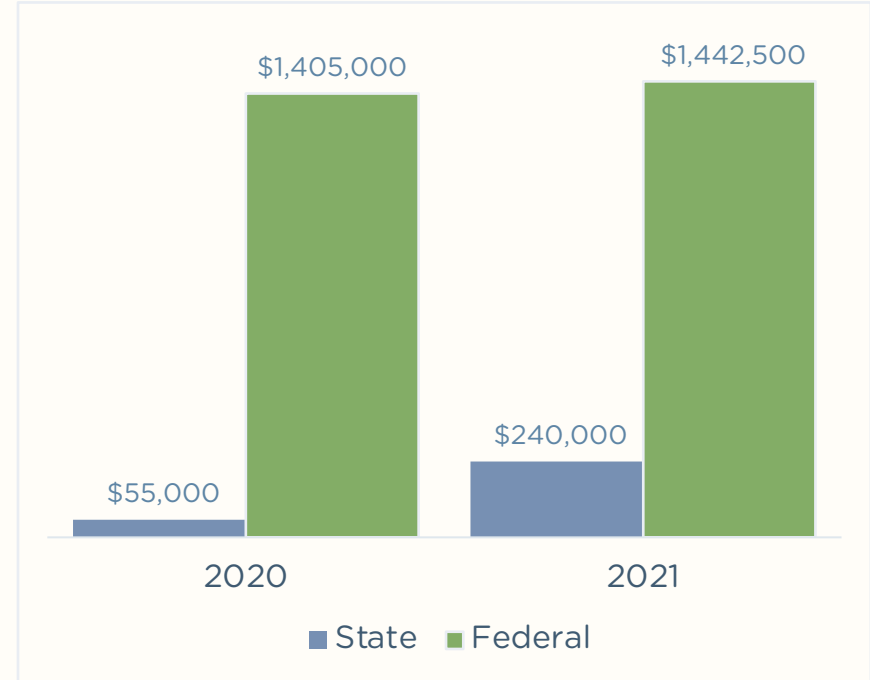
**In 2021, 47% of the nonprofits in the survey received state and/or federal emergency funding.**

**59% of the nonprofits received funding of \$25,000 or less.**

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## Emergency funding was critical for many nonprofits:

- The funding *“allowed us to maintain operations.”*
- *“If we didn't receive funding, we would have probably closed down.”*
- It made *“all the difference in the world.”*

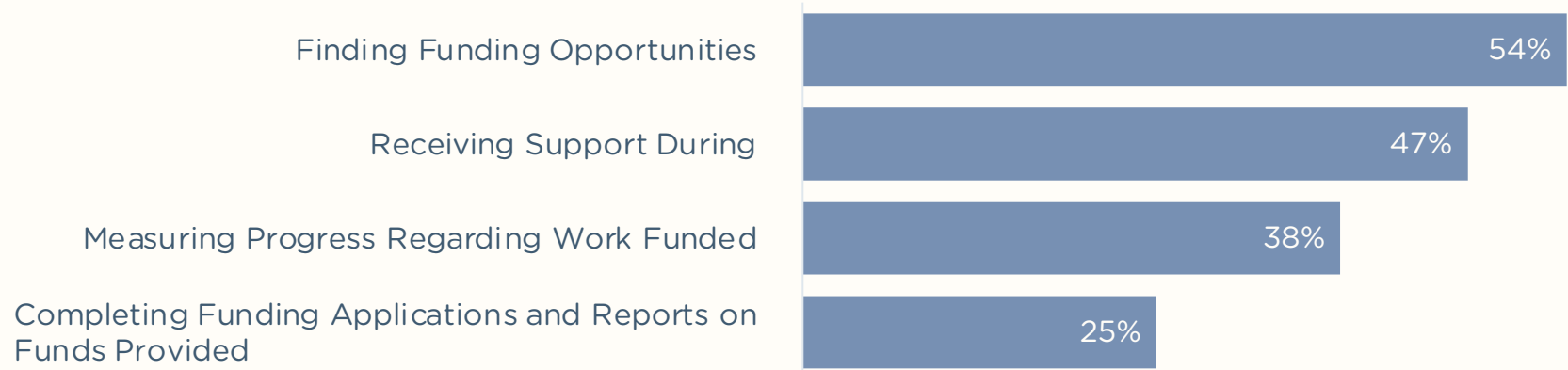


# County of Marin Funding

**11 (34%) of the 32 respondents received a total of \$960,373 in County of Marin funding in 2021.**

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**Regarding County of Marin funding, do you need assistance with the following?**





# Financial Endowment/Reserve

	2020		2021		% Change from 2020-2021
Have a Reserve or Endowment	18	78%	18	78%	0%
Median Months of Reserve	6		6		0%

The data above represents a comparison of the 23 nonprofits that completed both the 2021 and 2022 survey.

# Staff, Board, & Volunteers



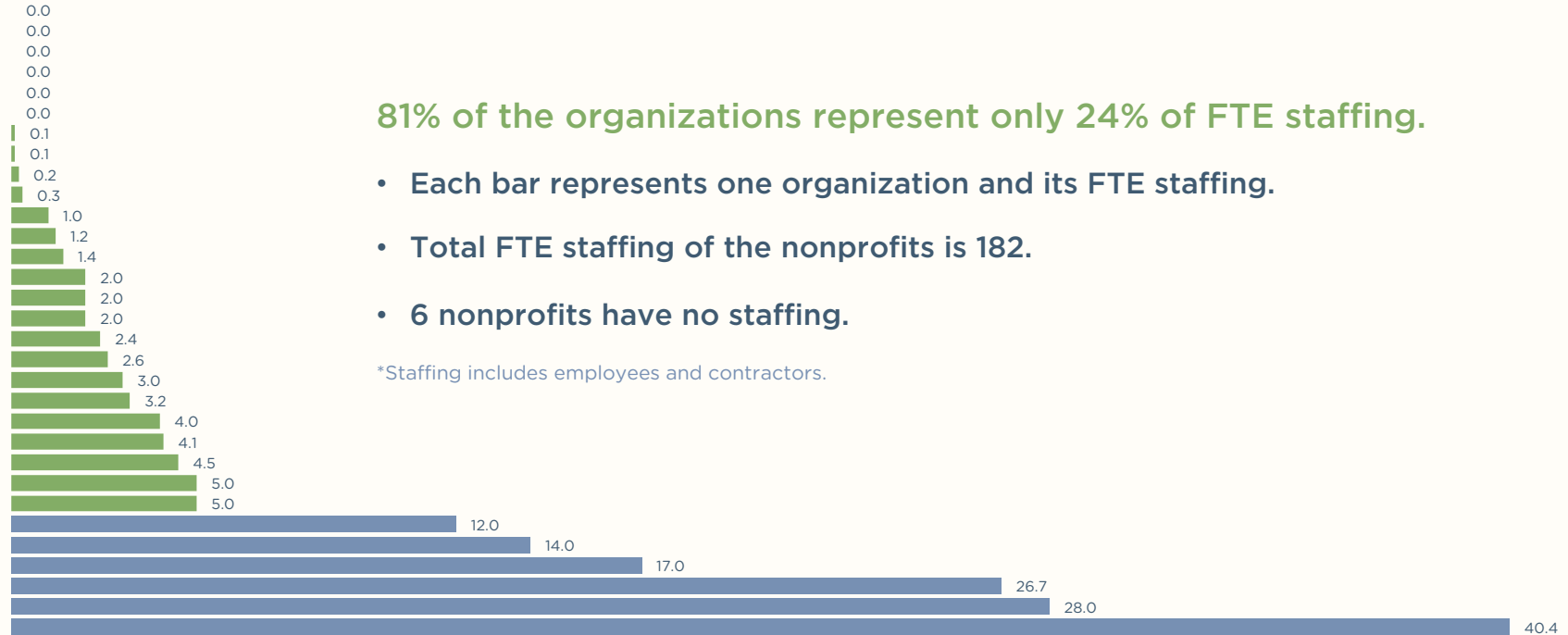
# Changes in Staff, Board, & Volunteers

In total, just over \$500,000 in salary equivalent was lost due to the departing volunteers in 2021 (an average of about \$22,000 per nonprofit).

	2019-2020	2020-2021
Change in Number of Staff	0.0%	16.8%
Change in Volunteers	-31.2%	-8.0%
Change in Board Members	0.4%	3.3%

This information is a comparison of the 23 nonprofits that took both the 2021 and 2022 survey.

# Full-time Equivalent (FTE) Staffing\* 2021



# Programs & Services



# Areas Served

The nonprofits serve a balanced cross-section of communities.

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## Northern

Dillon Beach, Marshall, Tomales

69%

## Southern

Bolinas, Muir Beach, Stinson Beach

72%

## Eastern

Forest Knolls, Lagunitas, Nicasio, San Geronimo, Woodacre

75%

## Central

Olema, Inverness, Seahaven, Point Reyes Station

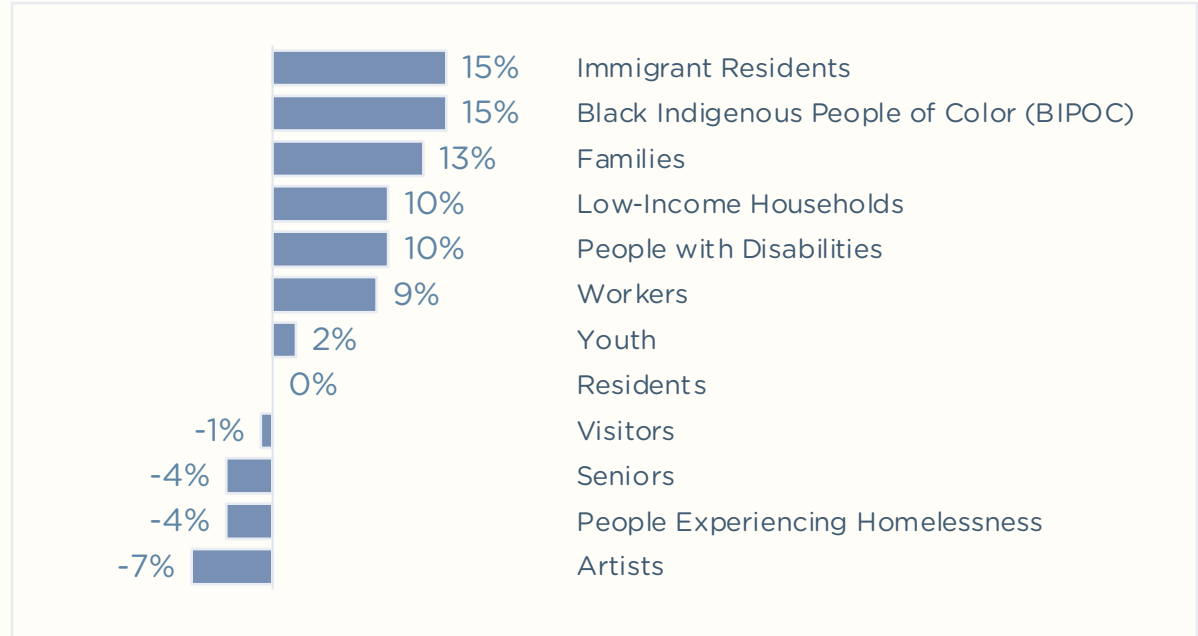
78%



# Changes in Populations Served 2020-2021

The data indicates a shift towards incorporating a social justice and equity lens in populations served by the nonprofits.

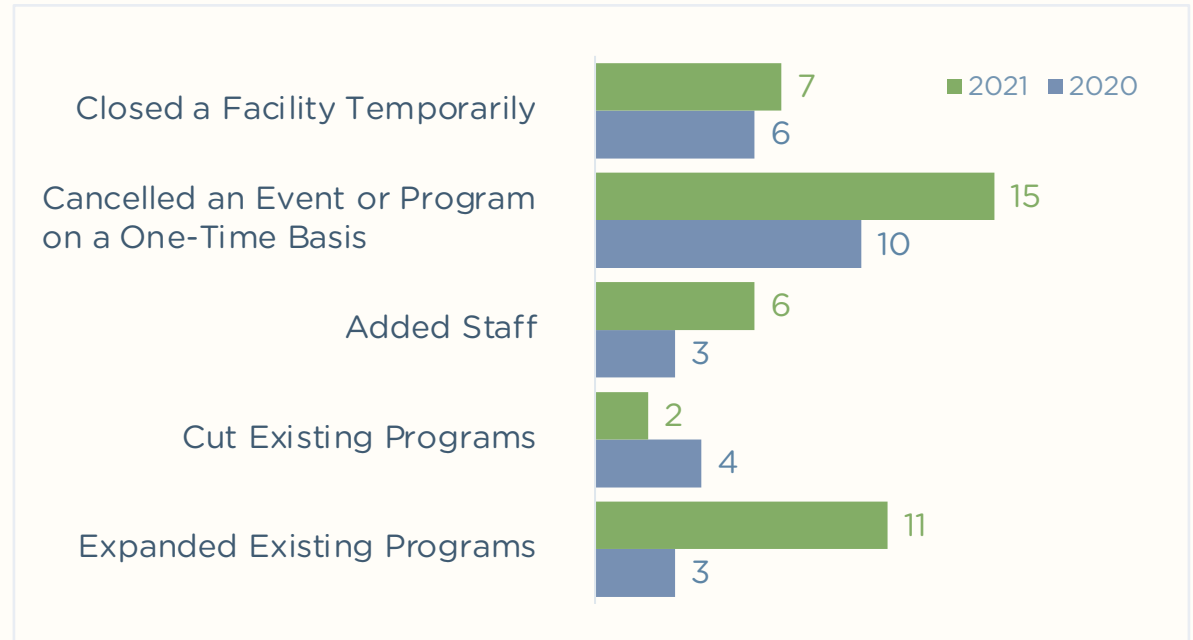
Services increased significantly for BIPOC communities, immigrant residents, and families.



# Emergency Responses

The nonprofits responded to a variety of emergencies in 2020 and 2021, including the COVID-19 pandemic, wildfires, air pollution, and drought.

This chart shows the number of nonprofits surveyed and their responses to local emergencies in 2020 and 2021.



# Program Evaluation

**Respondents gave greater importance to assessing the effectiveness of their program delivery.**

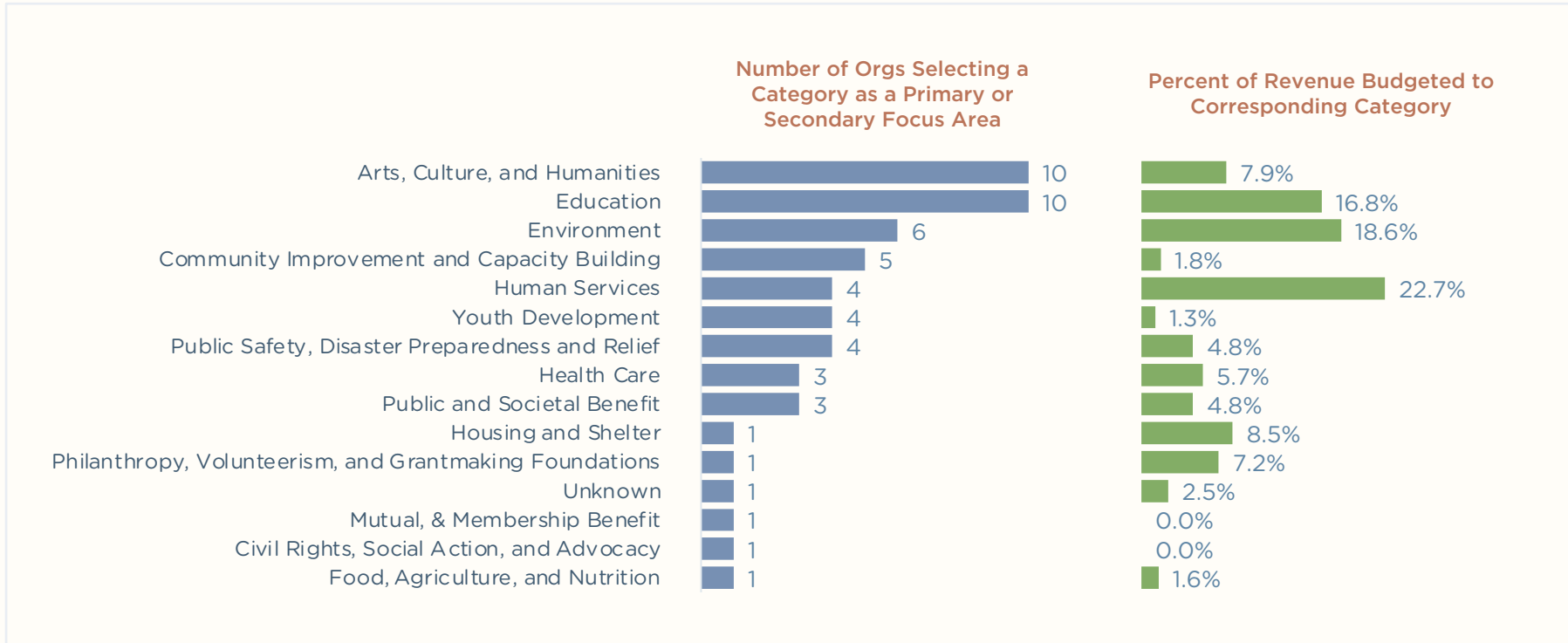
**Two-thirds say that it is either “very” or “extremely” important to improve their program evaluation process.**

## Program Results – Improvements

How important is it to your organization to improve your program evaluation process over the next year?

	Number or Orgs	%
Not Important	3	9%
Somewhat Important	8	25%
Very Important	15	47%
Extremely Important	6	19%

# Nonprofit Category



# Challenges Facing West Marin

Indicate how challenging each of the following will be to achieve for the communities of West Marin within the next ten years

1 = Not Challenging	2 = Somewhat Challenging	3 = Very Challenging	4 = Extremely Challenging
Access to affordable housing			3.9
Mitigating climate impacts			3.6
Availability of living wage employment opportunities			3.5
Preventing the spread of wildfire			3.4
Easily accessible public transportation networks			3.3
Overcoming barriers to diversity, equity, inclusion, and justice			3.2
Extensive provision of affordable mental health and wellness services			3.1
Widespread rapid response of disaster relief services			2.7
Provision of necessary pre-k through 12 <sup>th</sup> grade educational resources			2.5
Ensuring food security for all			2.4

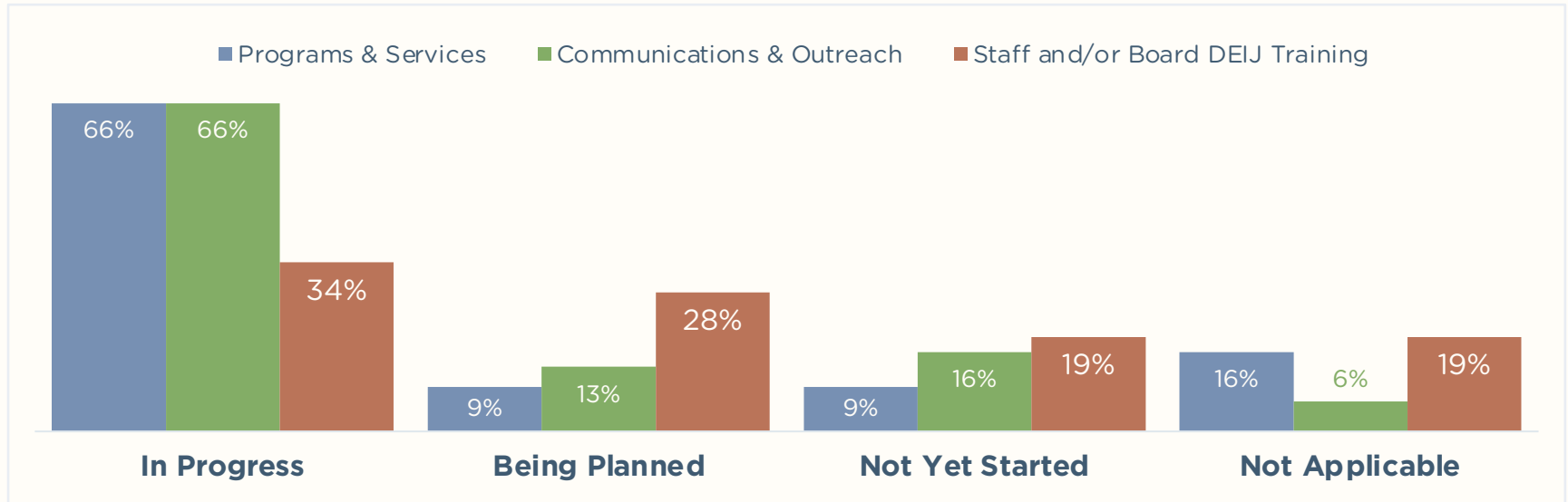
# **Diversity, Equity, Inclusion, & Justice**

**(DEIJ)**

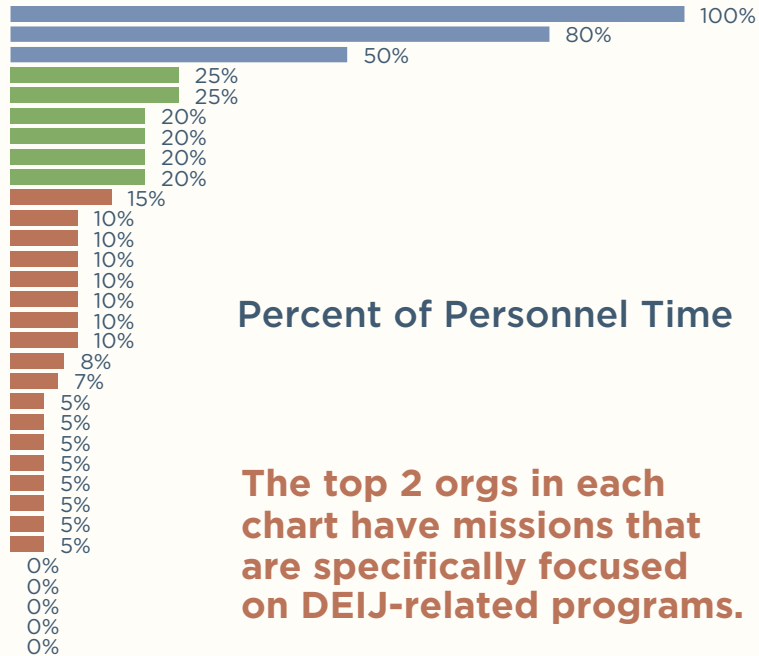


# Stage of Development

Percentage of nonprofits and their “stage of development” for integrating DEIJ efforts into their organization.

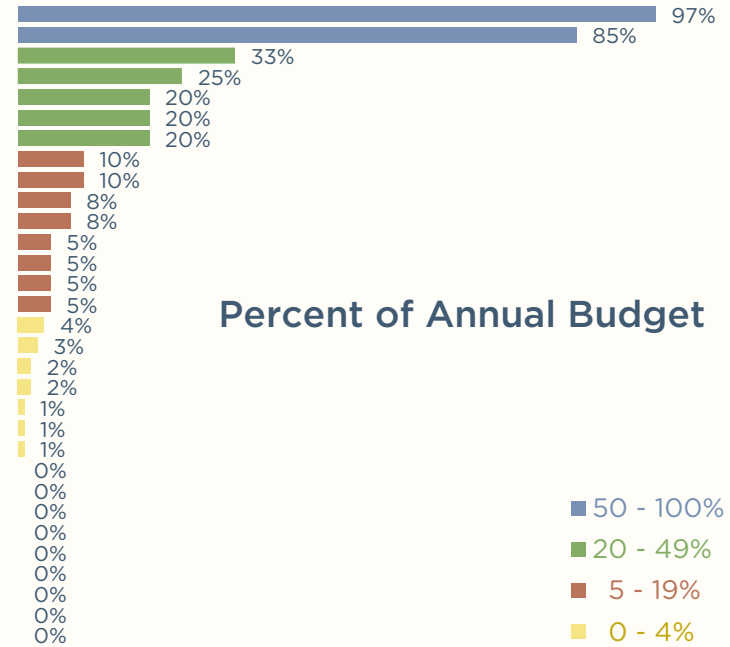


# Organizational Resource Allocation



Percent of Personnel Time

The top 2 orgs in each chart have missions that are specifically focused on DEIJ-related programs.

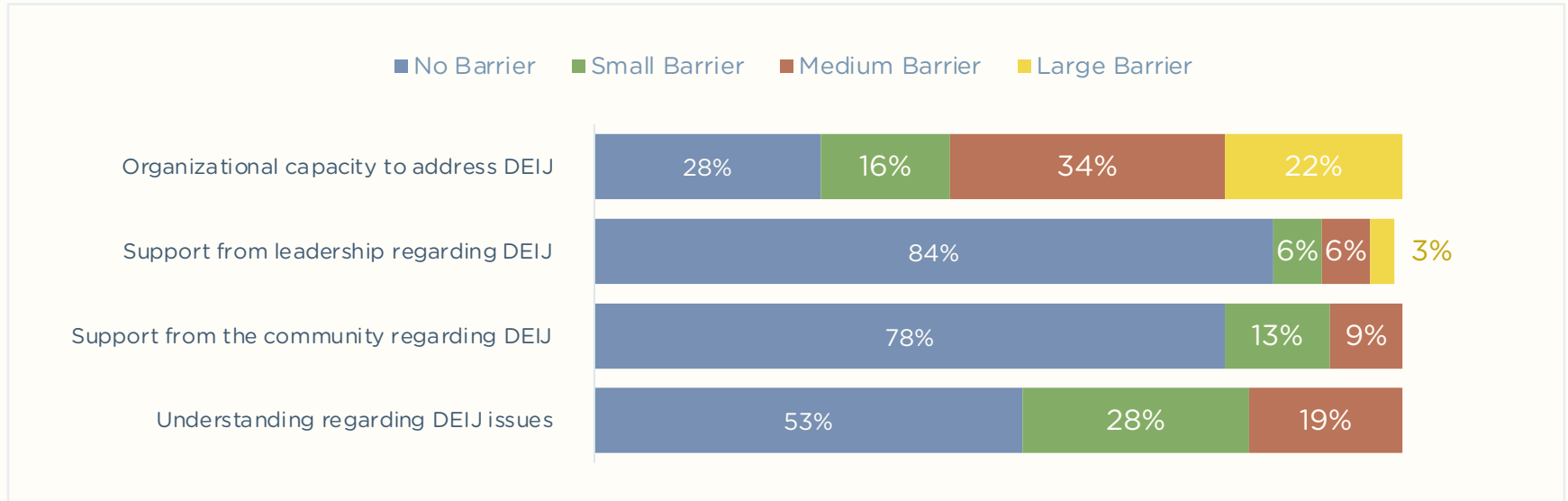


Percent of Annual Budget

- 50 - 100%
- 20 - 49%
- 5 - 19%
- 0 - 4%

# Barriers

**Organizational capacity and lack of understanding are the largest barriers to addressing DEIJ.**



# Next Year's Survey

# Next Year's Survey

**We have learned a lot in the three years of conducting the surveys.**

**For the next survey we will:**

- Get greater clarity regarding the ultimate purpose and use of the survey data and refine the questions accordingly.
- Streamline the survey to make it easier to take.
- Explore other survey tools besides Survey Monkey.
- Improve the design and analysis so that year-over-year responses can be analyzed and compared more effectively.
- Provide an earlier start date and keep the survey open longer for greater participation.
- Decide whether to conduct the survey every year, or every other year.



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