New Jersey Non-Profits
2018
Trends and Outlook
April 2018
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New Jersey Non-Profits 2018
Trends and Outlook

Executive Summary

This report is the latest in a series of annual surveys designed to gauge trends, experiences and expectations among New Jersey non-profit organizations, and to explore the effects of the economy on New Jersey’s charitable community. The Center for Non-Profits conducted this year’s survey online in January 2018 to assess how non-profits fared in 2017 and to determine their outlook for the coming year. This analysis is based on the 252 responses from 501(c)(3) organizations submitted during the survey period.

The survey responses reveal the strength and importance of the work of non-profits, as well as the stressors and vulnerabilities stemming from prolonged resource deprivation and a volatile economic and policy landscape. Among the key findings:

Continuing, Rising Demand for Services: An overwhelming majority (71%) of responding organizations reported that demand for services had increased during the past year, and more than three-quarters (77%) expected demand to continue rising in 2018.

Funding Gap:
- Two-fifths (42%) reported receiving more total funding in 2017 vs. 2016, but more than half (56%) reported that their expenses were higher than in the previous year.
- Only 28% indicated that support and revenue had exceeded expenses during their most recently completed fiscal year.
- Nearly two-thirds (64%) expected their total expenses to increase in 2018, but only 48% expected total 2018 funding to increase. About one-third (30%) expected total funding to remain the same as 2017, and 13% anticipated a decrease. Regarding specific types of funding, respondents were most optimistic about donations from individuals and most uncertain about funding from government. Respondents were more likely to predict flat funding than either increases or decreases in most funding categories.

Actions Taken: Organizations continued to seek additional resources such as funding and volunteers to support their work, whether through new fundraising appeals, pursuing funding from alternative sources, or recruiting volunteers. Half reported that they were considering new partnerships or collaborations in 2018, close to 45% were contemplating adding a special event or new programs, and nearly one-third (30%) planned to conduct more advocacy for their programs, fields or constituencies. At the same time, responses also seemed to express the uncertainty regarding the current economic and funding environment. For example, 34% said that they might add staff in 2018, but only 13% definitely planned to, and only 4% had already done so when the survey was taken. One quarter indicated that they might raise salaries, while 20% said that they might freeze or cut salaries.

Partnerships and Collaborations: Consistent with previous surveys, nearly half of respondents (47%) reported launching new partnerships or collaborations, most commonly with other non-profit organizations, although partnerships with government and business were also reported. Fifteen percent said that they might, or definitely would, explore a merger in 2018 and 7% said that they definitely would or might complete one.

Challenges Faced by Individual Organizations: Asked to identify the issues presenting the greatest challenges to the viability of their own organizations, non-profits most frequently mentioned:
- the need for better branding or communications (53%)
- financial uncertainty (51%)
- the need for a stronger board (45%)
- increased benefits/ insurance costs (36%)
- inability to afford enough good staff (31%)
increased demand for program services (28%)
- the need to increase advocacy/public policy (28%)

**Non-Profit Sector Issues:** Similar to prior years, issues related to infrastructure, governance and funding again dominated the concerns about the non-profit community overall. Regarding the issues most important to maintaining and improving the viability of the non-profit sector in the coming decade, non-profits most frequently selected:
- non-profit infrastructure/capacity building (51%)
- foundation/corporate funding (46%)
- attracting/retaining capable, committed board members (46%)
- state fiscal policy/budget (33%)
- giving and volunteering incentives (32%)
- federal funding/federal budget (31%)
- non-profit advocacy/lobbying rights (30%)
- diversity/inclusion/equity within non-profits (28%)

**Overall Outlook:** Roughly half (53%) of non-profits indicated that their overall circumstances had improved over the past year, a slight improvement over our past two surveys but notably less than 2015. Their outlook for the coming year was markedly less positive than one year ago. Forty-four percent expected their organization’s circumstances to improve in the coming year (down from 53% last year), while 9% predicted that it would worsen, and 35% said they did not know or it was too early to tell.

**Implications**
This year’s survey reflects the continued challenges and opportunities confronting New Jersey’s non-profits while it also underscores their persistence, resilience and creativity.

Prolonged economic uncertainty, exacerbated this year by questions about the impact of the new federal tax law on charitable giving, on non-profits, and on New Jerseyans generally, have prompted many organizations to redouble their efforts to expand and strengthen relationships with donors and institutional funders while also exploring opportunities for new collaborations and program adjustments. At the same time, the volatility of the public policy and economic landscape and a new gubernatorial administration in Trenton have prompted many to ramp up their advocacy and civic engagement activities.

The overarching, recurring finding is the clear and persistent gap between rising demand for non-profits’ programs and lagging resources – a pattern which has now extended for a decade or more. This resource gap threatens to compromise the provision of vital programs and services in communities and hampers the ability of non-profits to attract and retain the talented leaders and professionals needed at all levels to fulfill their public missions.

Given the indispensable role they play in the social and economic well-being of the state and its residents, ensuring that New Jersey’s non-profits are equipped to meet our communities’ needs must be a top priority. Strategic investments, stakeholder partnerships, communications and advocacy will continue to be essential over the short and long term.

The Center for Non-Profits will continue to gather and share information about economic, social and policy trends and will work cooperatively to advance solutions.
Background and Methodology

The New Jersey Non-Profit Issues and Trends Survey is conducted annually by the Center for Non-Profits in order to gauge trends, experiences and views of our state's non-profit community.

The Center conducted this year’s survey online in January 2018 to assess how non-profits fared in 2017 and to determine their outlook for the coming year. An email announcement with a link to the survey was sent to approximately 4,800 subscribers of the Center’s email list, and additional outreach was made via social media (Facebook, Twitter and LinkedIn), non-profit listservs and to funders or other umbrella organizations serving non-profits in the state. All communications encouraged recipients to share the survey notice/instrument broadly within their own networks. The 252 responses from New Jersey 501(c)(3) organizations that were submitted as of January 19, 2018, were included in this analysis.

Responding Organizations

Primary Purpose
Respondents were asked to select their organization’s primary purpose from a list of 8 classifications (Chart 1). Although survey respondents represent the broad diversity of non-profit organizations, human services and arts organizations are slightly overrepresented in our survey compared with the New Jersey’s non-profit community overall, while religious and educational organizations are underrepresented.

Budget Size
(Chart 2)
Although a wide range of budget sizes are present in the respondent profiles, organizations with budgets of less than $500,000, which make up the vast majority of New Jersey’s non-profits, are underrepresented in our survey, while organizations with budgets of $5 million or more are overrepresented.

Geographic Location
Organizations from North Jersey (Bergen, Essex, Hudson, Morris, Passaic, Sussex, Union and Warren Counties) comprised 40% of the survey respondents, Central Jersey (Hunterdon, Mercer, Middlesex, Monmouth and Somerset) made up 39%, while approximately 20% were located in the Southern region (Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Ocean and Salem).
Demand for Services

Change in Demand in 2017
Consistent with prior surveys, an overwhelming majority (71%) of responding organizations reported that demand for services had grown in 2017 compared with the previous year. Only 3% reported a lower demand for services in 2017 (Table 1). Rising demand was reported by large margins among all types of non-profits, and was most acute among human services, education and health organizations.

<table>
<thead>
<tr>
<th>Demand for Core Services in 2017 vs. 2016</th>
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<tbody>
<tr>
<td>Increase</td>
<td>71%</td>
</tr>
<tr>
<td>Decrease</td>
<td>3%</td>
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<tr>
<td>No significant change</td>
<td>23%</td>
</tr>
<tr>
<td>Unknown</td>
<td>3%</td>
</tr>
</tbody>
</table>

Table 1

Changes in Number of People Served in 2017
Not all non-profits’ missions involve direct service to individuals, but it is still informative to compare the percentage of organizations reporting increased demand over the past year to the percentage that served more people during the same period (Tables 1 and 2). Although 71% of respondents overall reported rising demand during the past year, only 67% reported serving more people. This gap was more pronounced in education, health, and human services organizations.

<table>
<thead>
<tr>
<th>Changes in Number of People Served in 2017</th>
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<tbody>
<tr>
<td>Increase</td>
<td>67%</td>
</tr>
<tr>
<td>Decrease</td>
<td>5%</td>
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<tr>
<td>Remained the same</td>
<td>26%</td>
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<tr>
<td>Unknown</td>
<td>2%</td>
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</table>

Table 2

Predictions for 2018
Three-quarters of organizations (77%) predicted that demand for their services would continue to increase in 2018. Seventeen percent felt that demand for services would remain about the same, and only 1% predicted a decrease (Table 3). Public/societal benefit, education, health, and human services organizations were most likely to predict increased demand, although growth was expected by all types of non-profits.

<table>
<thead>
<tr>
<th>Projected Demand for Core Services in 2018 vs. 2017</th>
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<tbody>
<tr>
<td>Increase</td>
<td>77%</td>
</tr>
<tr>
<td>Decrease</td>
<td>1%</td>
</tr>
<tr>
<td>No significant change</td>
<td>17%</td>
</tr>
<tr>
<td>Unknown</td>
<td>5%</td>
</tr>
</tbody>
</table>

Table 3

Expenses

In 2017
More than half (56%) of organizations reported that their overall expenses had increased by at least 5% in 2017, while one-third (33%) reported relatively unchanged expenses (Table 4). However, only 42% of respondents reported funding increases in 2017 (Table 7, page 5).

| Total Expenses Most Recent Year vs. Previous Year |
|-----------------------------------------------|--------|--------|--------|--------|--------|--------|
| Increase of 5% or more                        | 56%    | 51%    | 65%    | 64%    | 61%    | 48%    |
| Decrease of 5% or more                        | 5%     | 8%     | 9%     | 9%     | 10%    | 15%    |
| No significant change (+- 5% or less change)  | 33%    | 34%    | 24%    | 22%    | 25%    | 35%    |
| Unknown                                       | 5%     | 6%     | 3%     | 5%     | 5%     | 2%     |

Table 4
Expense Predictions for 2018
Nearly two-thirds (64%) of respondents expected expenses to rise in 2018 (Table 5), with staffing expenses (hiring, salaries, benefits), likely the main driver. It’s important to note that less than half (48%) of organizations expected their total funding to rise in 2018 (see Table 8, page 7).

Revenue/Expense Comparisons
The largest portion (46%) of respondents reported roughly equal revenues vs. expenses in their most frequent fiscal year. One-quarter (28%) reported that revenues had exceeded expenses in their most recent fiscal year, a slight decline compared with our survey of a year ago (34%). A similar proportion (26%) reported spending more money than they took in (Table 6).

Cash Reserves/Lines of Credit
Cash reserves or lines of credit can help organizations stabilize cash flow fluctuations and meet expenses when funding payments are late or when other unexpected shortages occur. Nearly two-thirds (65%) of survey respondents reported that they had a cash reserve (defined in the survey as an unrestricted amount of funds set aside to provide a cushion against future unexpected cash flow shortages, expenses or losses), and 36% reported having a line of credit.

Among organizations with cash reserves, 33% reported having a reserve of 1-3 months of operating funds; 30% reported 3-6 months' worth; and 33% reported over six months of operating funds. Nearly half (46%) indicated that their cash reserve remained relatively constant over the past year, while 21% said it was smaller at the end of 2017 and 33% said that their reserve was larger.

Among organizations with lines of credit, 62% reported having to borrow against the line of credit in 2017; by comparison, in last year's survey, 48% reported borrowing against their line of credit. In our current survey, 17% reported that they had to borrow more in 2017 than in the previous year, and 34% reported borrowing less. Fifty-one percent of respondents with a line of credit indicated that it was "essential" or "very important" to their organizations' continued ability to provide core programs and services.

Trends in Funding
Total Funding 2017 vs. 2016
For 42% of our respondents, overall funding increased in 2017 compared with the previous year, with 32% reporting that funding had held steady and 21% reporting decreases (Table 7).

Breaking down these trends by type of funding source, funding increases were reported most frequently from individual donations and special events. Foundation and corporate contributions remained level for the biggest proportion of respondents (Chart 3, next page).
Chart 3: Funding Changes 2017 vs 2016

- **Private foundations**: 23% Increase, 21% Decrease, 41% No significant change
- **Corporate donations**: 24% Increase, 15% Decrease, 44% No significant change
- **Donations from individuals**: 41% Increase, 15% Decrease, 36% No significant change
- **Fees for service**: 29% Increase, 7% Decrease, 28% No significant change
- **Membership Dues**: 10% Increase, 5% Decrease, 19% No significant change
- **Investment Income**: 24% Increase, 3% Decrease, 26% No significant change
- **Special Events**: 33% Increase, 15% Decrease, 30% No significant change
- **Planned Giving**: 10% Increase, 4% Decrease, 24% No significant change
- **Endowment**: 6% Increase, 2% Decrease, 20% No significant change
- **United Way**: 1% Increase, 9% Decrease, 11% No significant change
- **Federal government**: 10% Increase, 9% Decrease, 26% No significant change
- **State government**: 14% Increase, 10% Decrease, 32% No significant change
- **County government**: 13% Increase, 9% Decrease, 20% No significant change
- **Local government**: 3% Increase, 10% Decrease, 17% No significant change
- **Bus. Ventures/Commercial Activity**: 6% Increase, 3% Decrease, 17% No significant change
- **Other**: 5% Increase, 2% Decrease, 21% No significant change

% responses reporting funding change per category (N=199)

- Increase
- Decrease
- No significant change
Denials/Reductions by Previous Funders

Forty-four percent of respondents reported that a previous funding source had informed them in 2017 that they either would not be giving to their organization or that they would be giving less, a proportion consistent with the past four years’ surveys. Within this group, private foundations (60%) were cited most frequently as having denied or reduced funding, followed by corporations (32%) and individuals (23%) (Chart 4).

The most frequent reasons given for a denial were a shift in giving priorities and general cutbacks/economic hardship (38% and 37% respectively). Changes in government leadership or administrations (7%) or other reasons (15%) were also cited.

Funding Outlook for 2018

Non-profits’ projections for overall funding in the coming year were roughly the same as the prior two surveys, with slightly less than half predicting that their funding would increase, 30% projecting steady funding and 13% predicting decreases (Table 8).

Projected Funding from Specific Sources in 2018

Respondents were most optimistic that projected donations from individuals and income from special events would increase in 2018 compared with their outlook regarding funding from most other sources. They tended to split between predicted increases and level funding from foundations and corporations and fees for service. Consistent with prior years, organizations receiving government funds were the least likely to predict increases from these sources in 2018 (Chart 5, next page).

Many also expressed uncertainty about their predictions. The full impact of the recently enacted federal recent tax law will take months, if not years, to unfold, although many analysts have predicted that changing the standard deduction will cause a drop in charitable giving. Additionally, government budgets had not been determined when the survey was taken.
Chart 5: Predicted Funding 2018 vs 2017

% responses reporting funding change per category
(N=188)

- Private foundations: 34% Increase, 7% Decrease, 31% No significant change
- Corporate donations: 35% Increase, 7% Decrease, 32% No significant change
- Donations from individuals: 49% Increase, 4% Decrease, 30% No significant change
- Fees for service: 27% Increase, 5% Decrease, 27% No significant change
- Membership dues: 13% Increase, 2% Decrease, 18% No significant change
- Investment Income: 16% Increase, 2% Decrease, 27% No significant change
- Special Events: 42% Increase, 4% Decrease, 28% No significant change
- Planned Giving: 13% Increase, 1% Decrease, 19% No significant change
- Endowment: 6% Increase, 2% Decrease, 16% No significant change
- United Way: 2% Increase, 4% Decrease, 14% No significant change
- Federal government: 6% Increase, 9% Decrease, 24% No significant change
- State government: 9% Increase, 13% Decrease, 29% No significant change
- County government: 6% Increase, 6% Decrease, 27% No significant change
- Local government: 4% Increase, 3% Decrease, 23% No significant change
- Business venture/commercial activity: 12% Increase, 1% Decrease, 12% No significant change
- Other: 2% Increase, 3% Decrease, 3% No significant change
Organization Reactions to Emerging Trends

Consistent with prior surveys, a large percentage of organizations continued to seek additional resources to support their work, whether through new fundraising appeals, pursuing funding from alternative sources, or recruiting volunteers. Half reported that they were considering new partnerships or collaborations in 2018, and close to 45% were contemplating adding a special event or new programs. Nearly one-third (30%) planned to conduct more advocacy for their programs, fields or constituencies.

A number of responses seemed to reflect the continuing uncertainty regarding the current economic and funding environment. For example, 34% said that they might add staff in 2018, but only 13% definitely planned to, and only 4% had already done so when the survey was taken. One quarter indicated that they might raise salaries, while 20% said that they might freeze or cut salaries; the percentages of organizations that had actually undertaken either of these actions was much smaller. (Chart 6)
Partnerships/Collaborations
Partnerships are commonly reported by our survey respondents and in the non-profit community generally, and this year was no exception. Nearly half (47%) reported launching new partnerships or collaborations in 2017, mostly with other non-profits, although partnerships with government and business were also reported. Examples included culinary skills training between a community development corporation and a soup kitchen; pooling non-profit and county government funds to purchase open space; multi-organization partnerships to provide a broader spectrum of services for clients; a neighborhood collaborative among 40 non-profit, faith-based and for-profit organizations; joint fundraising and events; a non-profit/university partnership focused on Atlantic City; and many others.

Changes in Program/Service Focus
Non-profits reported making a wide variety of adjustments in response to the trends they had experienced. Examples included increased focus on advocacy and government outreach; expanding to serve different age groups or address longer-term needs; addressing immigrant concerns; increased exploration of entrepreneurship and fund diversification; budget and program analyses, expansions or curtailments in response to funding changes; and many others.

Issues Facing New Jersey’s Non-Profits
Respondents were asked to identify which issues, aside from funding, presented the greatest challenges to the viability and effectiveness of their individual organizations, and to select the five issues that they felt were most important to improving the viability of the non-profit sector in the coming decade.

Challenges Faced by Individual Organizations
The need for better branding or communications, selected by 53% of respondents, was the most frequently identified challenge for individual organizations. This was followed by financial uncertainty (51%), and the need for a stronger board (45%). Increased benefits/insurance costs (36%), inability to afford enough good staff (31%), increased demand for program services (28%), the need to increase advocacy/public policy (28%), and low organization visibility (27%) were also cited frequently. (Chart 7)
Non-Profit Sector Issues

Similar to the past couple of years, issues related to infrastructure, governance and funding dominated the concerns about the non-profit community overall. Non-profit infrastructure/capacity building was named by more than half of the respondents (51%), followed by foundation/corporate funding and attracting/retaining capable, committed board members (46% each). In a likely reflection of the issues being deliberated by state and federal lawmakers, other frequently cited issues included state fiscal policy/state budget (33%), giving and volunteering incentives (32%), federal funding/federal budget (31%), and non-profit advocacy/lobbying rights (30%). One notable change from previous surveys: 28% of respondents identified diversity/inclusion/equity within non-profits as a top issue, up significantly from 16% in last year's survey and 15% the year before. (Chart 8)

<table>
<thead>
<tr>
<th>Issue</th>
<th>% Responses per Item (N=178)</th>
</tr>
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<tbody>
<tr>
<td>Charitable registration/solicitation laws and regulations</td>
<td>15%</td>
</tr>
<tr>
<td>Contracting</td>
<td>7%</td>
</tr>
<tr>
<td>Civil society/civic engagement</td>
<td>20%</td>
</tr>
<tr>
<td>Diversity/inclusion/equity within non-profits</td>
<td>28%</td>
</tr>
<tr>
<td>Giving and volunteering incentives</td>
<td>32%</td>
</tr>
<tr>
<td>Federal funding/federal budget</td>
<td>31%</td>
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<tr>
<td>Foundation/corporate funding</td>
<td>46%</td>
</tr>
<tr>
<td>State fiscal policy/state budget</td>
<td>33%</td>
</tr>
<tr>
<td>Insurance and liability</td>
<td>11%</td>
</tr>
<tr>
<td>Access to technology</td>
<td>12%</td>
</tr>
<tr>
<td>Non-profit infrastructure/capacity building</td>
<td>51%</td>
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<tr>
<td>Non-profit advocacy/lobbying rights</td>
<td>30%</td>
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<tr>
<td>Paperwork reduction (reducing red tape)</td>
<td>12%</td>
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<tr>
<td>Privatization</td>
<td>1%</td>
</tr>
<tr>
<td>Ensuring non-profit accountability/effectiveness</td>
<td>18%</td>
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<tr>
<td>Improving public understanding about non-profits</td>
<td>28%</td>
</tr>
<tr>
<td>Restoring public trust in non-profits</td>
<td>7%</td>
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<tr>
<td>Taxation/tax reform</td>
<td>13%</td>
</tr>
<tr>
<td>Reducing competition from for-profits</td>
<td>4%</td>
</tr>
<tr>
<td>Reducing competition between non-profits</td>
<td>19%</td>
</tr>
<tr>
<td>Attracting/retaining qualified workers</td>
<td>27%</td>
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<tr>
<td>Attracting/retaining capable, committed board members</td>
<td>46%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
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(Chart 8: Most Important Issues in Maintaining and Improving the Non-Profit Sector in the Next Decade)
Overall Circumstances and Outlook

Comparison with One Year Ago
Respondents’ assessments of their organizations’ overall circumstances over the past year were slightly more positive than our 2017 survey. Improved circumstances were reported by 53% (up from 48% a year ago), while 14% said that their situation was worse and 34% said it was no different. (Table 9)

Overall, would you describe your organization’s circumstances as better, worse, or no different than the same time a year ago?

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<tbody>
<tr>
<td>Better</td>
<td>53%</td>
<td>48%</td>
<td>49%</td>
<td>57%</td>
<td>58%</td>
<td>43%</td>
<td>38%</td>
<td>32%</td>
<td>30%</td>
<td>31%</td>
<td>51%</td>
</tr>
<tr>
<td>Worse</td>
<td>14%</td>
<td>15%</td>
<td>15%</td>
<td>13%</td>
<td>12%</td>
<td>22%</td>
<td>23%</td>
<td>29%</td>
<td>36%</td>
<td>34%</td>
<td>15%</td>
</tr>
<tr>
<td>No different</td>
<td>34%</td>
<td>37%</td>
<td>36%</td>
<td>31%</td>
<td>30%</td>
<td>35%</td>
<td>40%</td>
<td>38%</td>
<td>34%</td>
<td>36%</td>
<td>35%</td>
</tr>
</tbody>
</table>

Table 9

Outlook for 2018
Survey respondents were markedly less optimistic in predicting their circumstances in one year than they were in our 2017 survey. Although a significant proportion remained uncertain about their prospects, only 44% expected their organization’s circumstances to improve (down from 64% three years ago and 53% in 2017), 10% predicted that it would worsen, and 12% projected no change. (Table 10)

Overall, one year from now, do you think your organization’s circumstances will be better, worse or no different than they are currently?

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<tbody>
<tr>
<td>Better</td>
<td>44%</td>
<td>53%</td>
<td>57%</td>
<td>64%</td>
<td>62%</td>
<td>46%</td>
<td>44%</td>
<td>45%</td>
<td>43%</td>
<td>41%</td>
<td>68%</td>
</tr>
<tr>
<td>Worse</td>
<td>9%</td>
<td>10%</td>
<td>9%</td>
<td>6%</td>
<td>3%</td>
<td>7%</td>
<td>8%</td>
<td>10%</td>
<td>14%</td>
<td>33%</td>
<td>8%</td>
</tr>
<tr>
<td>No different</td>
<td>12%</td>
<td>9%</td>
<td>6%</td>
<td>7%</td>
<td>11%</td>
<td>15%</td>
<td>16%</td>
<td>11%</td>
<td>9%</td>
<td>26%</td>
<td>24%</td>
</tr>
<tr>
<td>Unknown/Too early</td>
<td>35%</td>
<td>28%</td>
<td>28%</td>
<td>23%</td>
<td>25%</td>
<td>32%</td>
<td>32%</td>
<td>34%</td>
<td>34%</td>
<td>n/a</td>
<td>n/a</td>
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</table>

Table 10

Other Trends/Observations by Respondents
Throughout the survey, non-profits were provided with opportunities to share experiences and opinions not otherwise covered in the questionnaire. Among the many observations volunteered by our respondents:

- A high degree of uncertainty and concern about the new federal tax law and its impact on charitable giving, the state’s non-profits, and New Jersey in general
- The need to increase government funding to sufficiently cover the costs of providing contracted services
- The need for increased funding to cover the projected costs of proposed employment law changes (e.g., minimum wage and others)
- Challenges in serving undocumented populations who may be reluctant to seek services
- Continued concern about funding for social programs serving vulnerable people
- Opportunities for partnerships across the non-profit, for-profit and government sectors
- The importance of leadership development, succession planning, and infrastructure
- Heightened civic engagement
Interpretation/Implications
This year's survey reflects the continued challenges and opportunities confronting New Jersey's non-profits while it also underscores their persistence, resilience and creativity. The responses reveal the strength and importance of the work of non-profits, as well as the stressors and vulnerabilities stemming from prolonged resource deprivation and a volatile economic and policy landscape.

Prolonged economic uncertainty, exacerbated this year by questions about the impact of the new federal tax law on charitable giving, on non-profits, and on New Jerseyans generally, have prompted many organizations to redouble their efforts to expand and strengthen relationships with donors and institutional funders while also exploring opportunities for new collaborations and program adjustments. At the same time, factors such as the economy, the public policy environment, and a new gubernatorial administration in Trenton have prompted many to ramp up their advocacy and civic engagement activities.

The overarching, recurring finding is the clear and persistent gap between rising demand for non-profits’ programs and lagging resources – a pattern which has now extended for a decade or more. This resource gap threatens to compromise the provision of vital programs and services in communities and hampers the ability of non-profits to attract and retain the talented leaders and professionals needed at all levels to fulfill their public missions.

Given the indispensable role they play in the social and economic well-being of the state and its residents, ensuring that New Jersey's non-profits are equipped to meet our communities’ needs must be a top priority. Strategic investments, stakeholder partnerships, communications and advocacy will continue to be essential over the short and long term.

The Center for Non-Profits will continue to gather and share information about economic, social and policy trends and will work cooperatively to advance solutions.
About the Center for Non-Profits

The Center for Non-Profits is New Jersey’s statewide umbrella organization for the charitable community. Our mission is to build the power of New Jersey’s non-profit community to improve the quality of life for the people of our state.

Since our founding in 1982, the Center has been, and remains, New Jersey’s only umbrella organization for all charities in the state, providing professional education, advocacy, resources, training and information to strengthen non-profits individually and as a community.

What We Do

- Promoting best practices and effective, ethical organizations for the public good.
- High-quality management and compliance information
- Expert phone and email consultation - priority access for members
- Free or discounted compliance publications
- Timely non-profit news and alerts
- Affordable workshops and webinars
- Our blog, Front and Center, with insights into current and emerging issues

- The most comprehensive information source about New Jersey non-profits
- Communicating non-profits’ importance through research and public education
- Advocating for non-profits in Trenton and Washington
- Helping non-profits to strengthen their own public policy voice
- Uniting our state’s non-profits around common goals
- Galvanizing non-profits and their allies at our annual conference

- Cost-saving member services: insurance, unemployment, payroll and more
- Discounts on workshops and publications
- Free job-opening postings for members
- Exclusive access to select cost-saving offerings
- Leveraging non-profits’ dollars as the first-stop resource for expertise, services and referrals
- Non-Profit Central online clearinghouse - resource directory, job postings, events (Coming soon)

For more information about the Center, our programs, membership, or supporting our work, visit www.njnonprofits.org, or call 732-227-0800.

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