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# Community Foundation for Monterey County Center for Nonprofit Excellence



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## Nonprofit Survey Responses November 2024

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# Purpose and Method

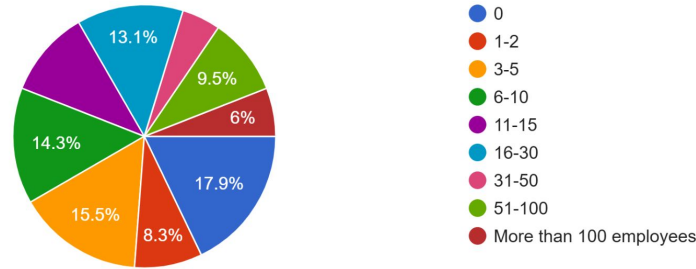


The purpose of the 13-question survey is to better understand how local nonprofits are faring (Fall 2024).

- The Survey received 84 responses (up from 74 responses last year). It is not an exhaustive study nor a randomized sample.
- Responses are subjective and terms used are open to interpretation.

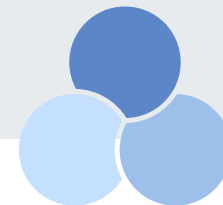
# Who Responded 2024

Number of paid staff (FTE):  
84 responses



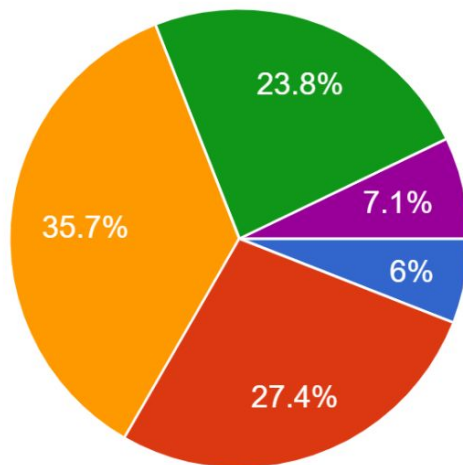
- The majority of responses came from organizations with 0-10 paid staff.
- Survey participation by organizations with 10+ staff increased from last year.
- Geographic service areas include Monterey, Santa Cruz & San Benito Counties.  
Primary zip code areas served: 93940, followed by 93901

# Current State of Nonprofits 2024



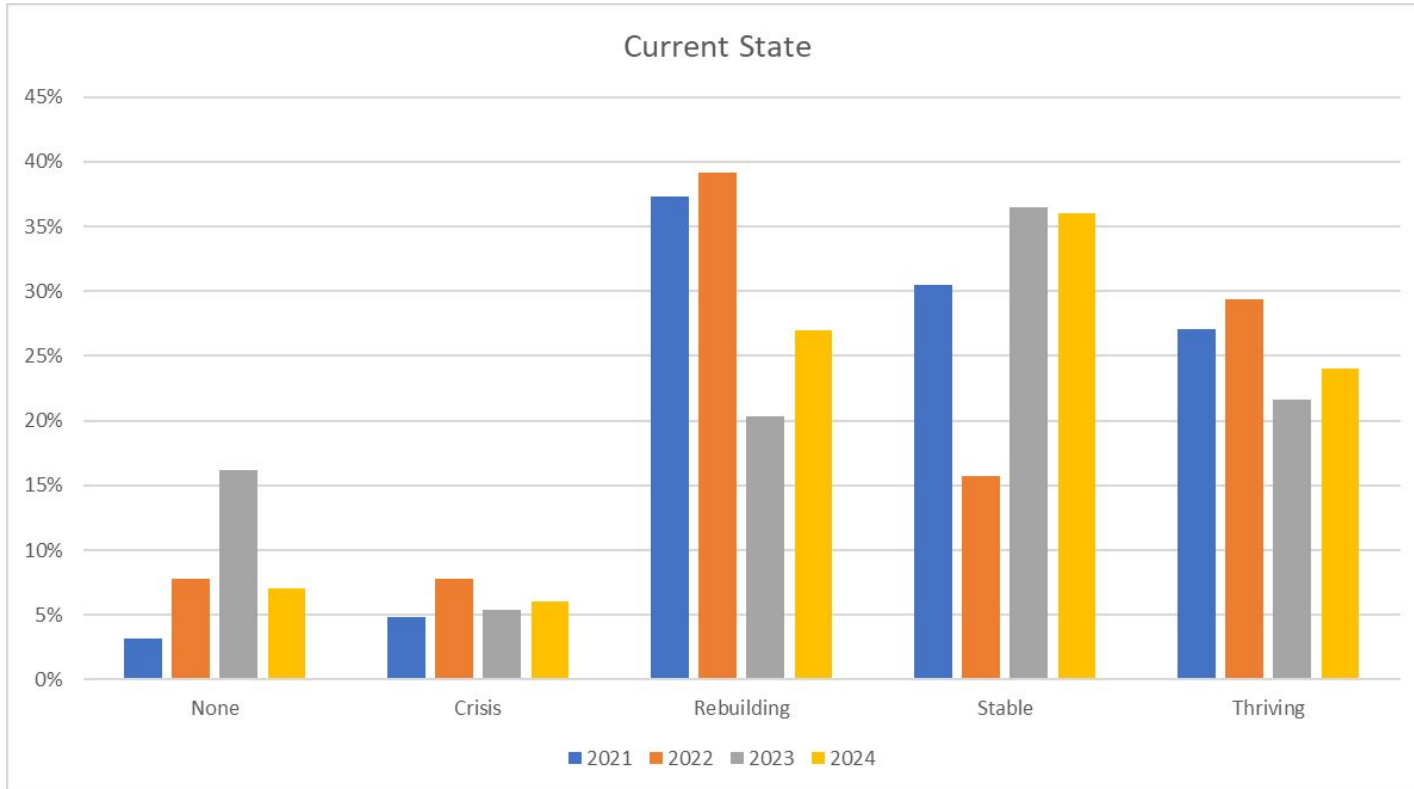
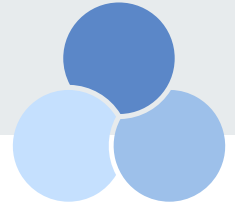
Which best describes the current state of your nonprofit?

84 responses



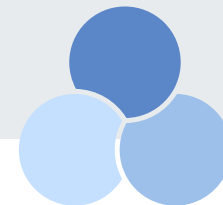
- In crisis
- Rebuilding
- Stable
- Thriving
- None of these

# Current State of Nonprofits - 4 year comparison



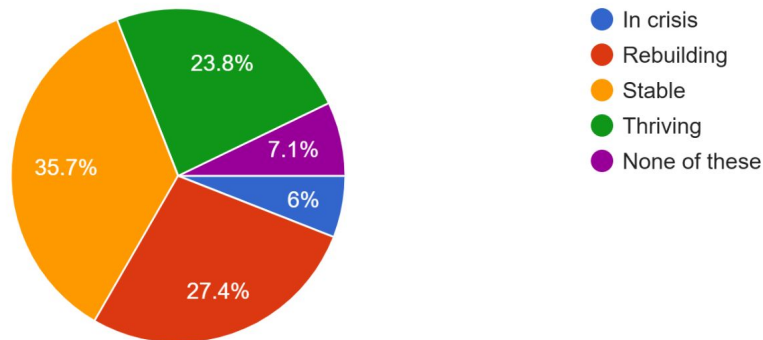
*Note: Survey wording changed from “Optimistic in our vision for next 3-5 years” to “Thriving” in 2023.*

# Stable - largest portion



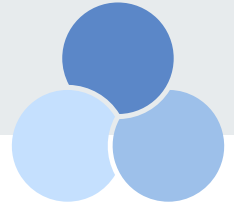
Which best describes the current state of your nonprofit?

84 responses



**Stable** nonprofits reported steady, slow growth or reliance on reserves. Many are aware of potential threats on the horizon (internal and external).

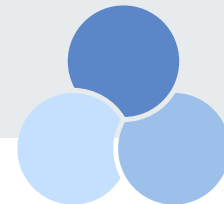
# Stable - comments



*“Huge challenges and successes are both happening simultaneously.” (16-30 staff size in Santa Cruz)*

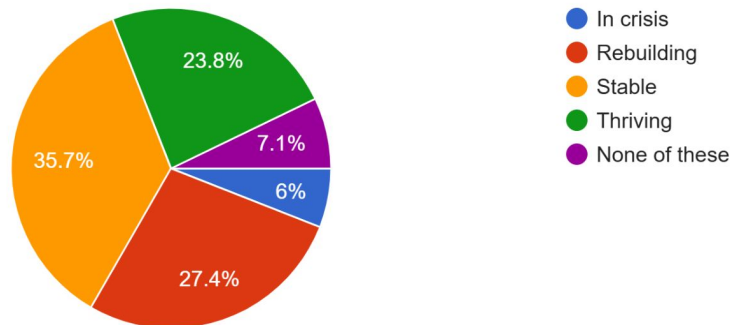
*“We are working on hiring an additional full-time production employee, but because we can only offer modest salaries and no benefits, it is a challenge. Some of our funding is reliable, but for yearly grants, funding priorities may shift so we try to be prepared. We are working hard to make ends meet, deliver our mission, stay fully staffed, partner with other organizations, and connect with the community. It's a tall order.” (6-10 staff size in Salinas)*

# Thriving



Which best describes the current state of your nonprofit?

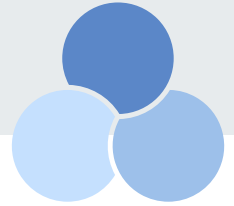
84 responses



The majority of **thriving** respondents have a budget for training or professional development costs and value CNE when it delivers workshops and trainings in relevant content areas.



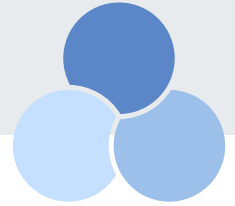
# Thriving - comments



*“Demand for our programs is growing and we have a solid strategic plan to meet these community needs.” (51-100 staff size in Salinas)*

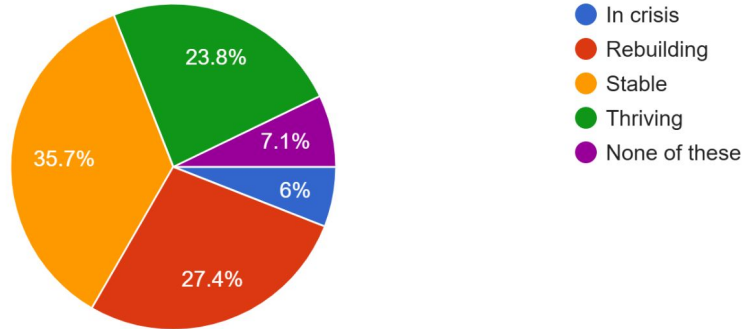
*“[We are] making tangible strides in meeting mission, strong community engagement, exceeding fundraising goals, stable staffing, people like coming to work.” (16-30 staff size in Watsonville)*

# Rebuilding



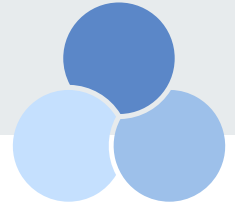
Which best describes the current state of your nonprofit?

84 responses



Respondents who are **Rebuilding** emphasized stabilizing or scaling up staffing and programming to meet organizational growth goals, despite resource limitations. Leadership instability is a recurring challenge for many, affecting staff morale.

# Rebuilding - comments

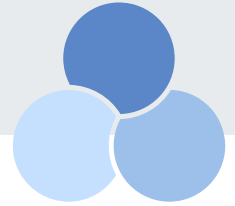


*“We are doing a lot better than a year ago with almost all positions filled but having trouble finding sustainable funding, plus we are expanding into new territory as funding allows.”  
(6-10 staff size, Countywide)*

*“We have undergone repeated changes in leadership. The organization's programs continue to function (and function well), but there is a feeling of instability due to the high turnover rate of the executive director position.” (3-5 staff size, in Salinas)*

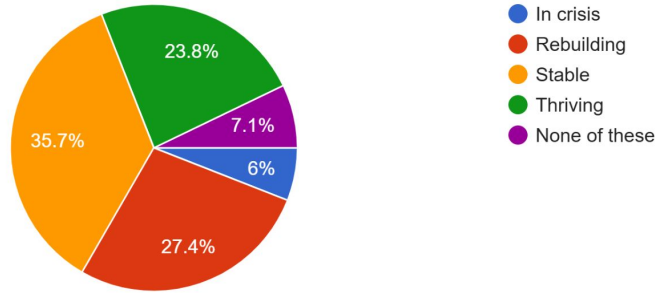
Respondents who are **Rebuilding** value the full array of CNE offerings, many sharing that “all of them” are supportive. About half have a budget for training or professional development costs.

# In Crisis Management or None of These



Which best describes the current state of your nonprofit?

84 responses



**In Crisis Management:** Most respondents are looking for CNE opportunities for individualized, one-on-one support compared with other types of activities.

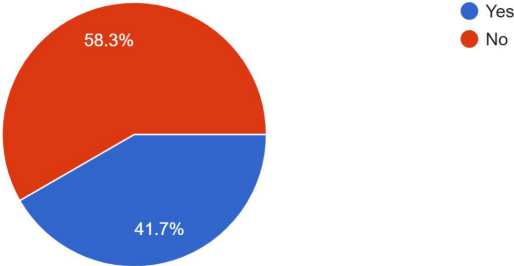
**None of These:** responses reflect nonprofits that are just starting or getting on their feet.

# Leadership Transitions - Confidence



Has your organization had a leadership transition this year or will it in the near future?

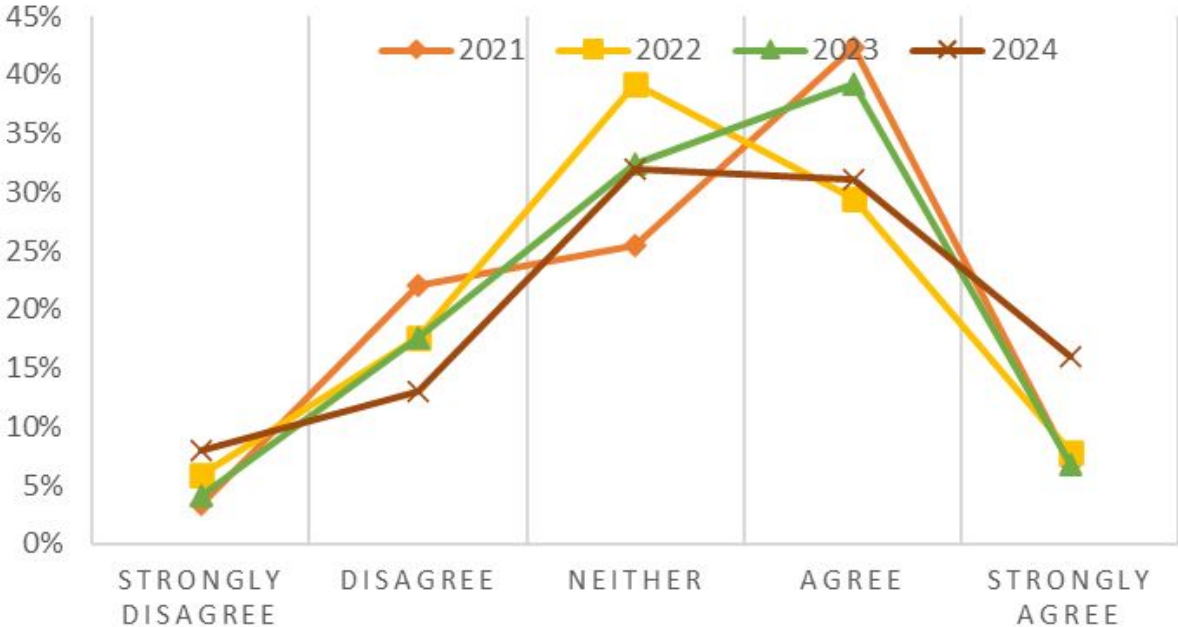
84 responses



# Reliable Funding



## OUR EXISTING FUNDING SOURCES ARE RELIABLE

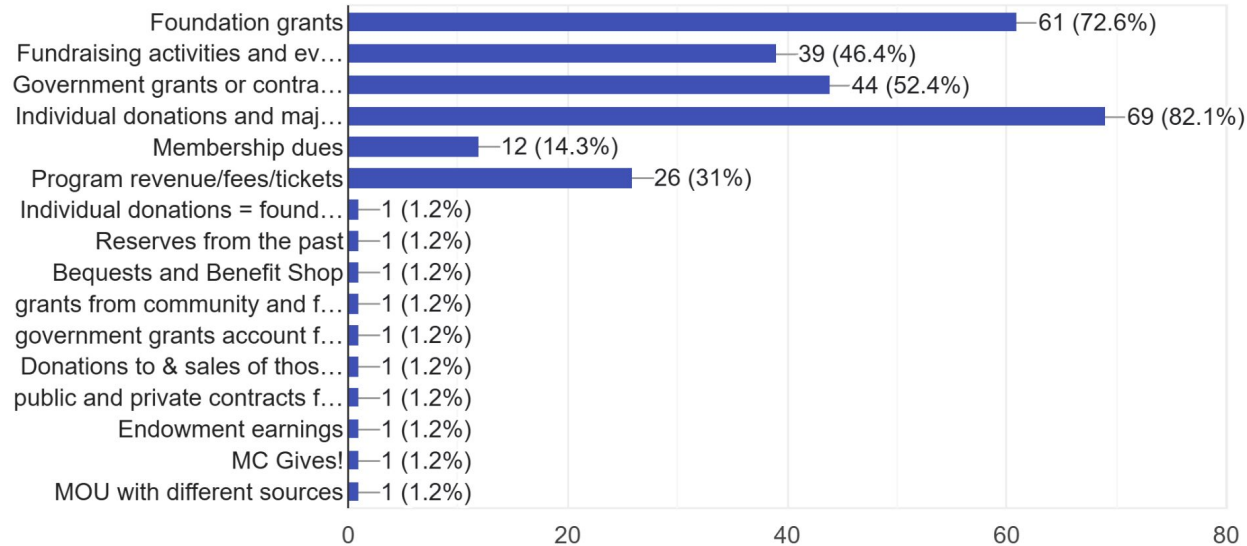


# Nonprofit Funding Sources



Which are your organization's funding sources? (top 3)

84 responses

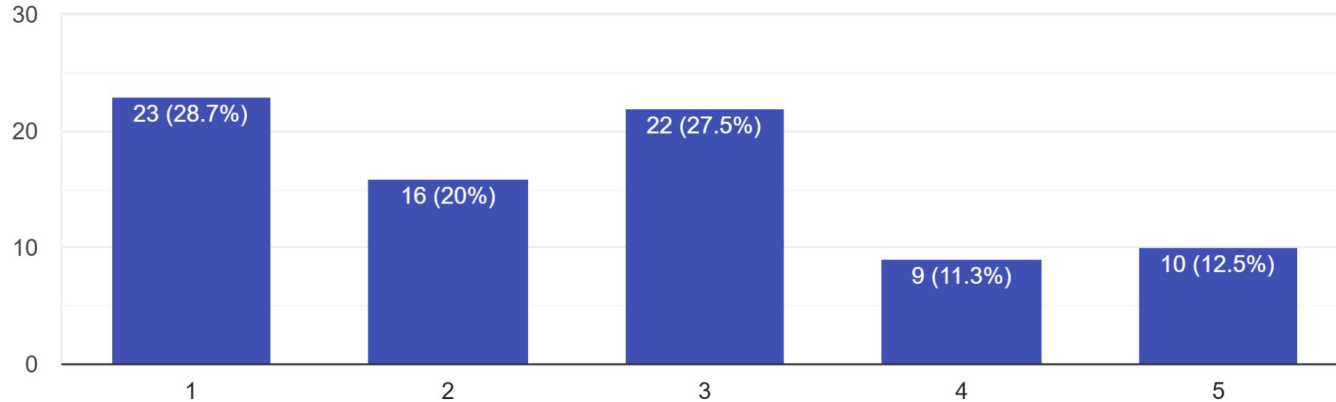


# Pandemic-Related Funding



We have struggled to replace pandemic-related funding sources.

80 responses



1 – strongly disagree

5 – strongly agree



# Funding Situation



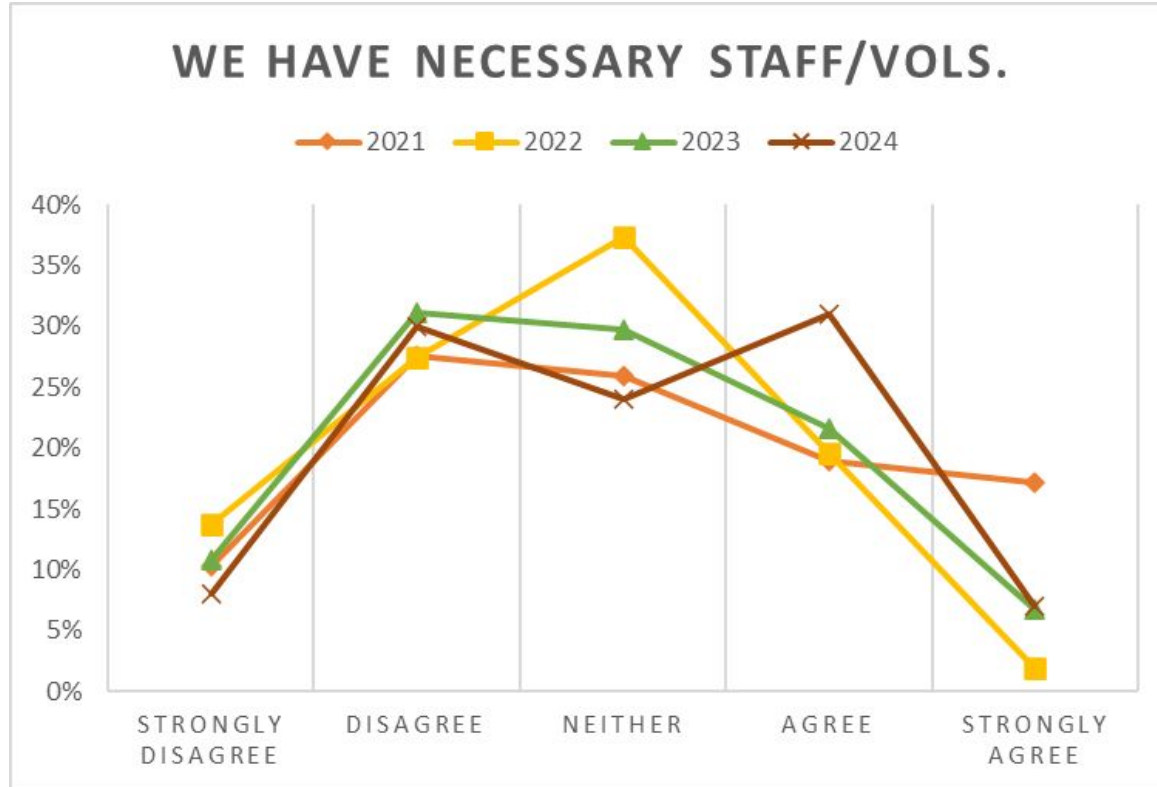
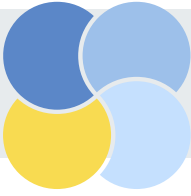
## **Pandemic:**

- Roughly 1 in 4 nonprofits have struggled to replace pandemic-era funding.
- About half of those organizations have 0-5 staff.

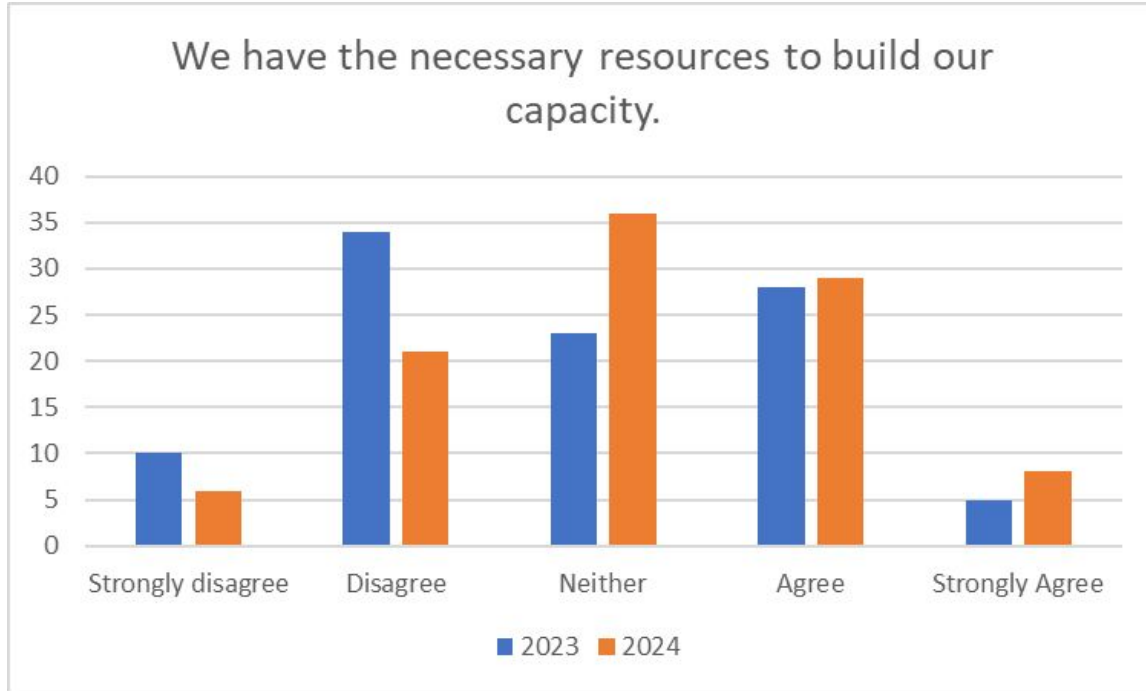
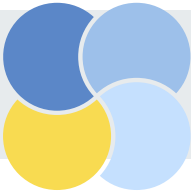
## **Reliability :**

- Same general trend as observed in 2021-2023. Some shift toward reliability implied.
- Several mentions of implications of new federal administration.

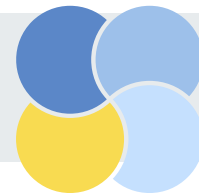
# Staff and Volunteers to Carry Out the Work



# Resources to Build Capacity

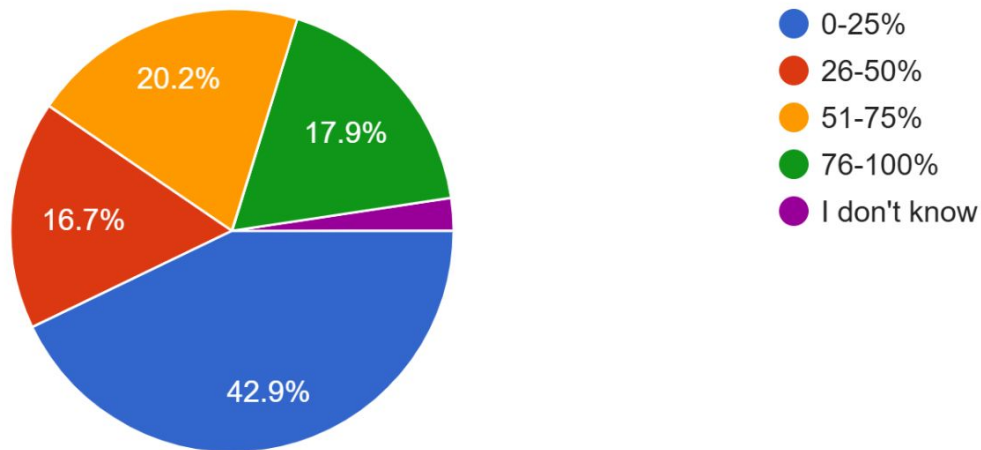


# Spanish Speaking Staff or Volunteers



Percentage of staff (or volunteers if no staff) who speak Spanish:

84 responses



# What's next?

- While many nonprofits report being Stable, roughly 1 in 4 are Rebuilding.
- Nonprofits can count on CNE as a resource as they build their capacity and weather leadership transitions.
- CNE will continue to offer responsive and relevant programming for a stronger nonprofit community in Monterey County. [cfmco.org/cne](https://cfmco.org/cne)



**center for  
nonprofit  
excellence**

COMMUNITY FOUNDATION  
FOR MONTEREY COUNTY

# Additional Resources



**2025 Grant Opportunities** - <https://cfmco.org/grant-opportunities/>

**Nonprofit Training Calendar** - [www.cfmco.org/workshops](http://www.cfmco.org/workshops)

## **Staff & Volunteer Recruitment Listings**

- [Association of Fundraising Professionals \(AFP\) Monterey Bay Chapter, Nonprofit Connection Santa Cruz and Community Builders for Monterey County](#) (volunteers)

## **Leadership Transitions**

- [Guide to Leadership Transitions](#) from the Center for Nonprofit Excellence (CNE)
- Fair Pay for Northern CA Nonprofits: [2024 Compensation & Benefits Report](#)
- 2025 Executive Director Breakfast Series (Details To Be Announced)

**Thank you** to all who  
responded to the survey.