

# Clayton County Nonprofit Survey Results

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**Date: August 4, 2010**

**Prepared for:** The Annie E. Casey Foundation, Atlanta Community Food Bank, Families First, Kaiser Permanente, The Community Foundation for Greater Atlanta and United Way of Metropolitan Atlanta.

## OVERVIEW

As part of the Regional Data Mapping Pilot Project, the Georgia Tech Enterprise Innovation Institute conducted a survey of nonprofit organizations delivering human services in Clayton County. An online survey was distributed through email and by direct request for participation at a neighborhood focus group and through one-on-one interviews. The Clayton County Collaborative, a Family Connections affiliated nonprofit organization, and the UGA Archway Partnership, played an integral role in distributing the survey throughout Clayton County's nonprofit community.

The survey was created through a collaborative process involving each of the Regional Data Mapping Pilot Project Partners. The information collected here presents an overview of the challenges, strengths, needs, and trends affecting nonprofit organizations that provide human services in Clayton County, and is not intended for use in evaluating individual organizations.

The data collected from 24 Clayton County nonprofit organizations includes:

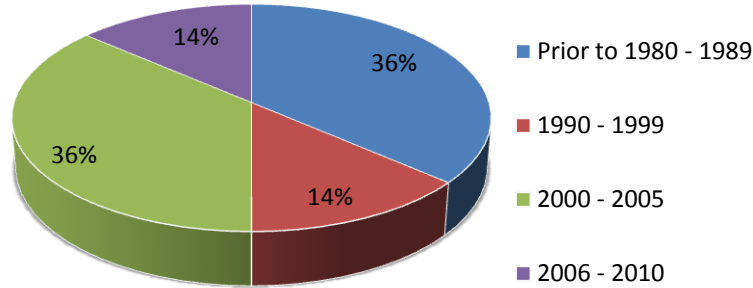
- Contact information
- Year of formation
- 501(c)(3) status
- Services/Programs offered
- Service area covered
- Open/Close times
- Number of employees and volunteers
- Physical space status
- Budget trends and composition
- Strategic plan status
- Board composition
- Data collections
- Partnerships

The data collected through the nonprofit survey do not alone paint a complete picture of Clayton County's human service landscape. Outcomes of the focus group (held Thursday June 3<sup>rd</sup>, 2010), interviews with community leadership, data collection and mapping are all pieces to a complete analysis of Clayton County.

**GENERAL INFORMATION**

Nonprofits in Clayton County were formed either prior to 1990, or during 2000 – 2005 (both at 36.4 percent). Five nonprofits emerged in 2005 alone. Most nonprofits had their 501(c)(3) status (87.5 percent), , with the most number obtained in the 1990 – 1999 timeframe (31.6 percent).

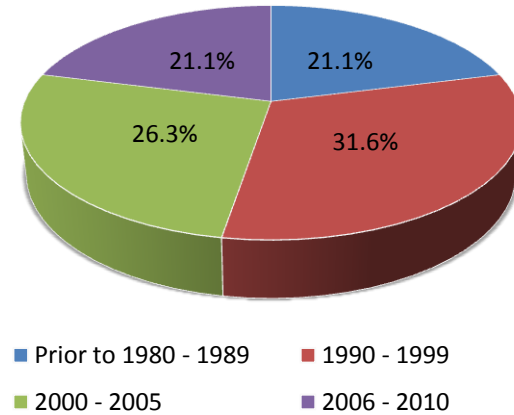
**What year did your organization form?**



**Does your organization have 501(c)3 status?**

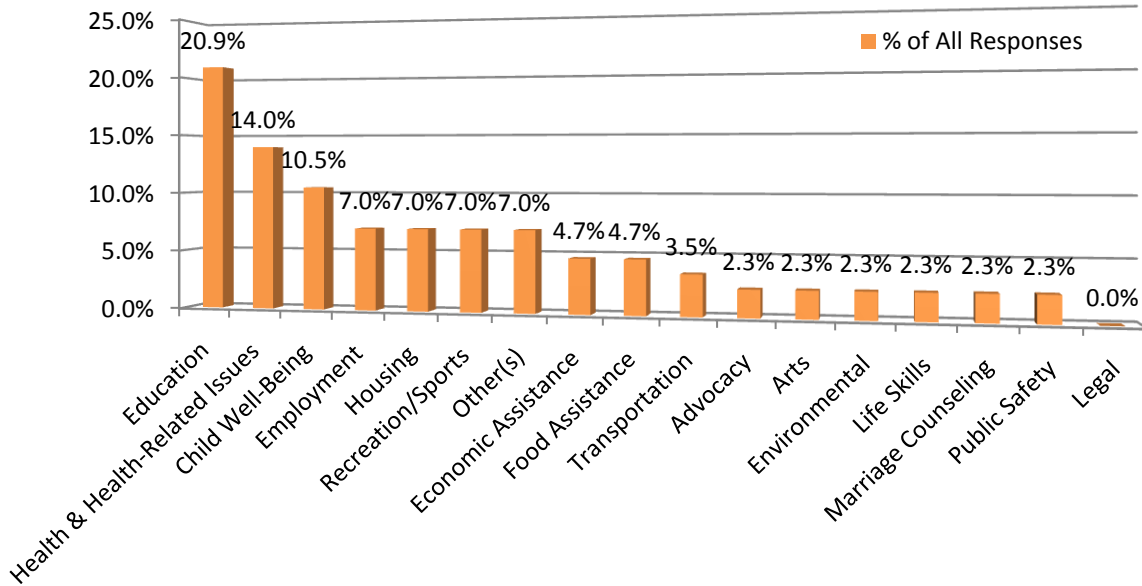
	Percent	Number
Yes	87.5%	21
No	12.5%	3

**What year did you receive your 501(c)3 Designation?**



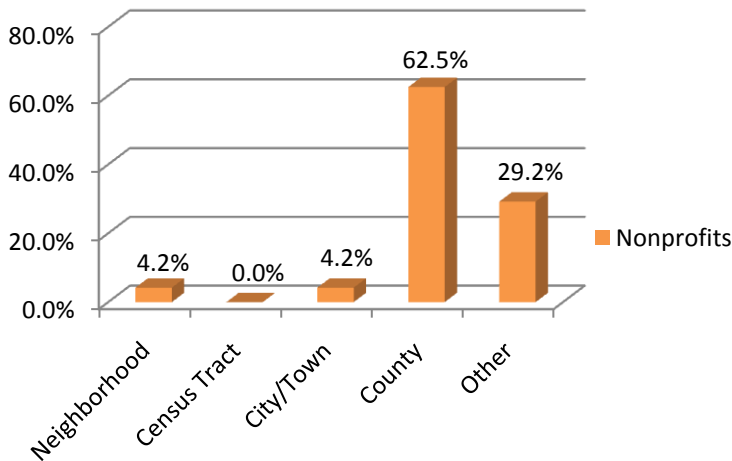
Collectively, the 24 surveyed nonprofit organizations offered a total of 77 services or programs to their constituents. The types of programs/services offered most frequently include those in the areas of Education (20.9 percent), followed by Health (14 percent), and Child Well-Being (10.5 percent). Other programs provided by nonprofits in Clayton County include parenting education, mentoring, life skills for at-risk youth, mental health and substance abuse programs, and advocacy for children. However, there were no organizations in Clayton County that offered services in the Legal arena.

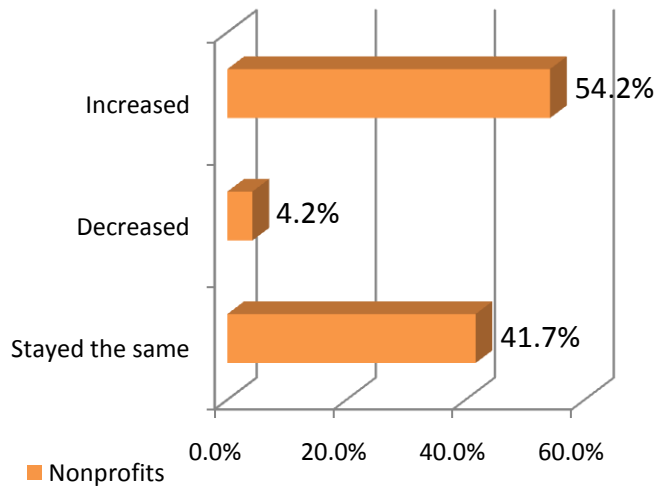
**Types of services/programs provided by your organization:**



Many of the surveyed nonprofit organizations provided services across Clayton County (62.5 percent), and several nonprofits specifically served neighborhoods or cities/towns as their focus areas. No organizations stated that their geographic boundary was limited to the census tract level. The nonprofits that chose "Other" served additional counties in addition to serving the needs of Clayton County. Other counties mentioned included Coweta, Henry, Fayette, and South Fulton counties. It seems that most organizations (54.2 percent) are serving a larger geographical area that they were three years ago, and there were very few organizations (4.2 percent) that decreased their service areas in Clayton County.

**What is the largest geographic area your organization serves?**

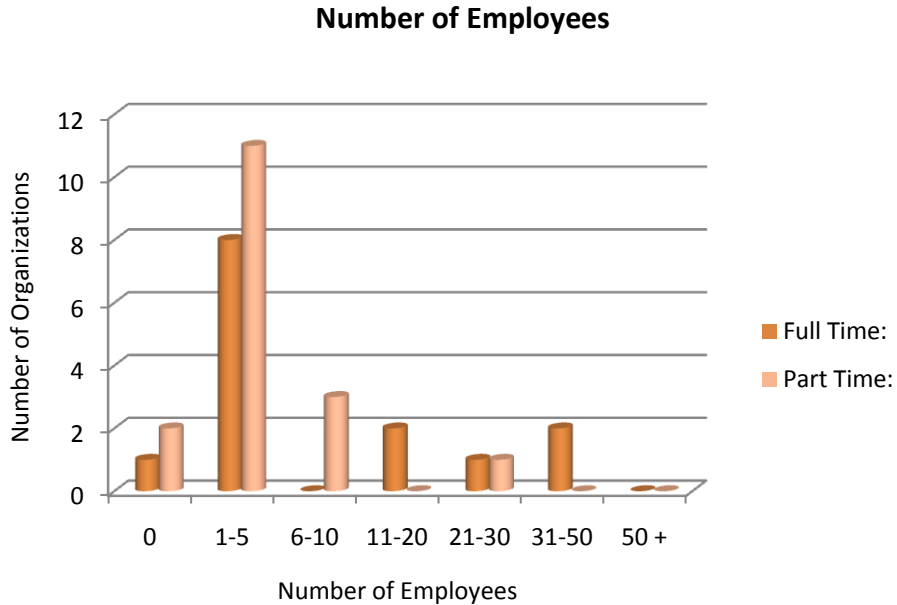




**Has your organization's service area increased, decreased or stayed the same over the past 3 years?**

**CAPACITY**

The vast majority of surveyed organizations employ a small number of people in both full-time and part-time positions. Most of the surveyed organizations employed 1 - 5 full-time employees. Several organizations reported zero full-time and/or part-time employees. There were no organizations reported having 50 or more employees.

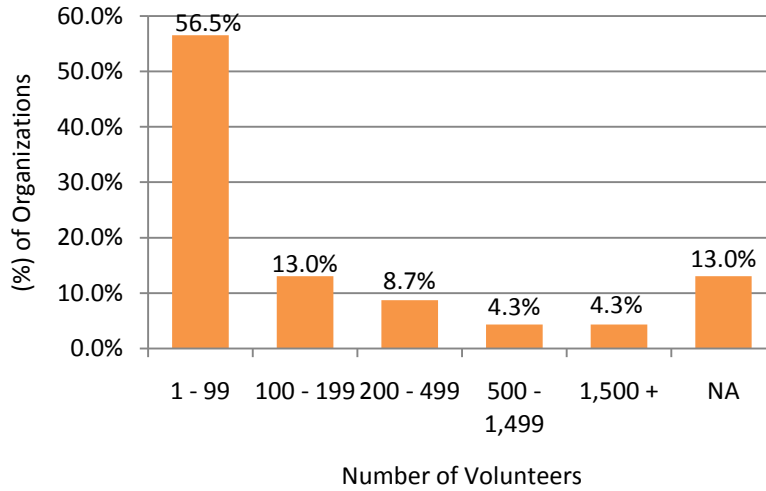


Of the 87 percent of the respondents that reported having a volunteer base, 56.5 percent had fewer than 100 volunteers. The Calvary Refuge Center reported using the largest number of volunteers in the past year (3,500) who donated 7,000 hours of service. However, the Southern Crescent Habitat for Humanity reported 1,200 volunteers who donated 11,000 hours of service. Since Habitat for Humanity is largely a labor-driven organization, this finding is not surprising. In terms of average number of hours donated per person, those organizations with 60 or fewer volunteers received the most benefit. However, this may be indicative of organizations that rely on a volunteer base for their staffing needs.

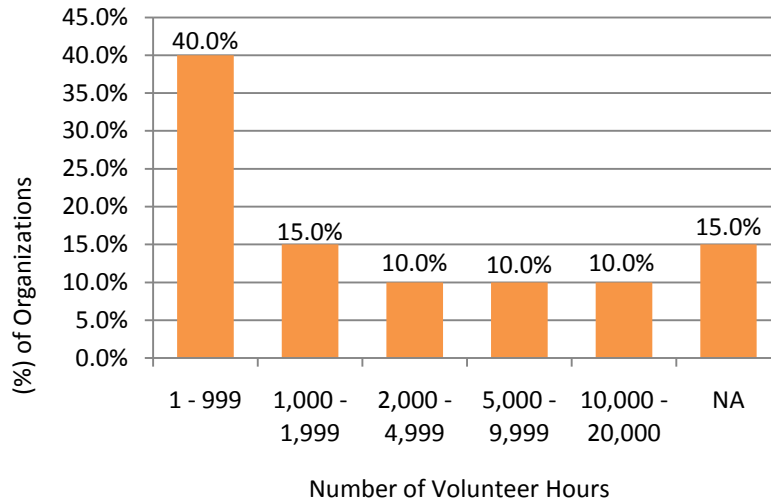
**Organizations with the Most Volunteers**

Organization	Number of Volunteers in Past Year	Number of Volunteer Hours in Past Year
Southern Crescent Habitat for Humanity	1,200	11,000
Calvary Refuge Center, Inc.	3,500	7,000

**Total Number of Volunteers in the Past Year**

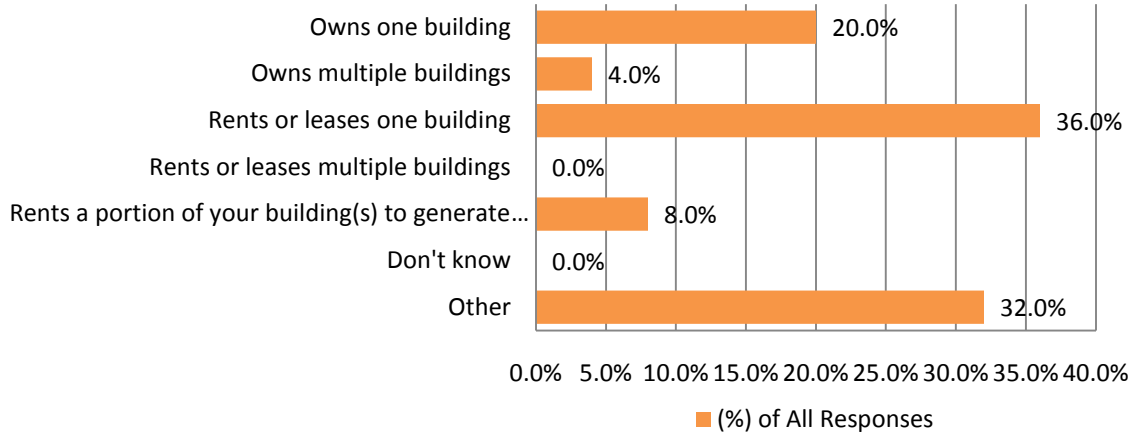


**Total Number of Volunteer Hours in the Past Year:**



A majority of the surveyed nonprofit organizations (36 percent) rents or leases one building for their activities, and 20 percent own one building. A significant portion of the surveyed organizations responded with “Other” (32 percent). Of the organizations that answered “Other”, those responses included organizations that are housed inside a county building or home office, or organizations that conducted their operations on location with their target service community (e.g., within the school system).

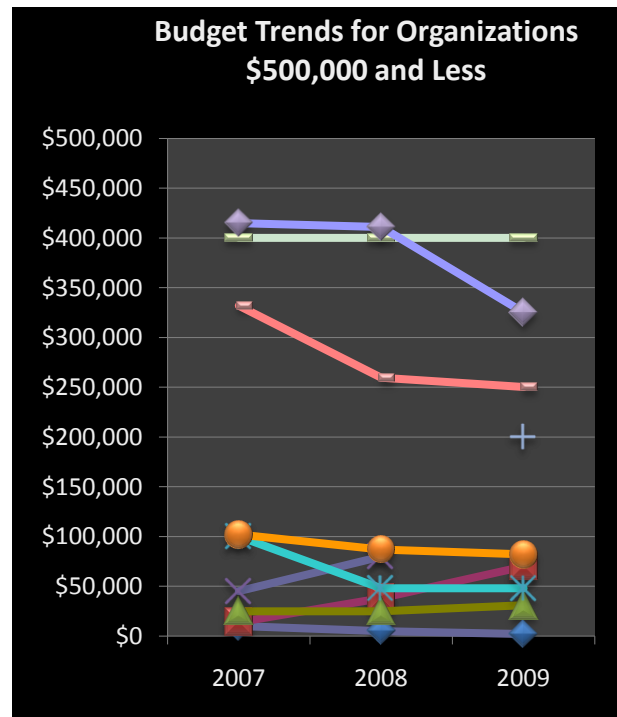
**What Type of Physical Space does Your Organization Maintain?**



## BUDGET

Of the 16 organizations who responded to budget questions, only five reported budgets under \$100,000. Of these organizations with starting budgets under \$100,000, all but one had an increase in their budgets over a two-year period. Only one organization reported a budget of \$2 million or more since 2007. The majority of the surveyed organizations with budgets over \$100,000 in Clayton County (36.3 percent) reported a decrease in their 2009 budget from 2007 – two of these large-budget nonprofits reported an increase during this time period, and three remained with stable budgets.

### What was your organization's annual budget for the past 3 years?



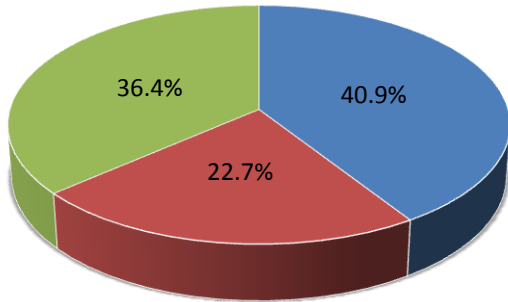
Nonprofit organizations in Clayton County relied on variety of sources for fundraising; most of which included contributions from individuals, foundation grants, and other local government. Endowment income and congressional donations comprised some of the least used funding sources for nonprofits in Clayton County. Aside from contributions from various individuals, only three organizations stated that they currently relied on a single source of funding (fees-for-service or other funding sources, such as fundraising) to comprise at least 70 percent of their total yearly budget.

**Approximately what percent of your organization's current funding comes from the following sources?**

Types of Contributions	Number of Organizations										
	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
From individuals:	2	1	2	1	1	2	1	1	1		1
From corporations:	6	4	3	1							
Congregational donations:	6	4									
Endowment income:	8	1									
Fees for service:	6	5		1				1			
Foundation grants:	5	5	3		2						
Federal government:	8	1	1	2	3						
State government:	6	2	2	2	2		1				
Local government:	5	3	2	3	1	1					
Other non-profit grants:	7	4	2								
Other:	3	2					2		1		1
<b>Sources of Current Funding</b>	<b>0%</b>	<b>10%</b>	<b>20%</b>	<b>30%</b>	<b>40%</b>	<b>50%</b>	<b>60%</b>	<b>70%</b>	<b>80%</b>	<b>90%</b>	<b>100%</b>

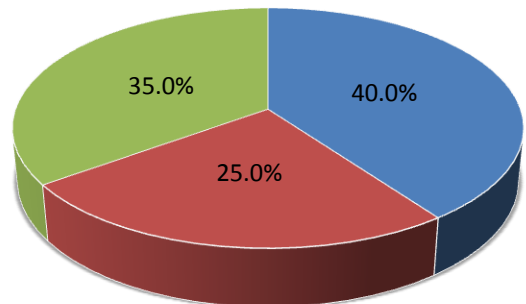
A majority of surveyed nonprofit organizations increased both their services (40.9 percent) and their staff capacity (40 percent). Given this increase in staff capacity and services, a majority of surveyed organizations were at least moderately optimistic to extremely confident (95.3 percent total) that they would be able to meet future demand for their services.

**Due to available funding over the last 3 years, has your organization increased, reduced or made no changes to its services?**

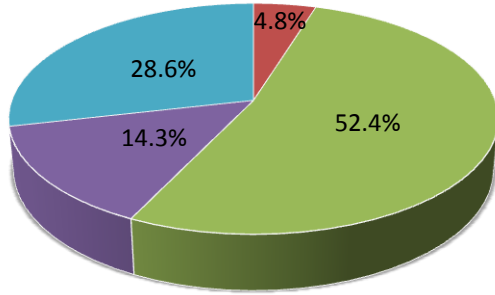


■ Increased services     ■ Reduced services  
■ No change to services     ■ Don't know

**Due to available funding over the last 3 years, has your organization increased, reduced or made no changes to its staff levels?**



■ Increased staff     ■ Reduced staff  
■ No change to staff     ■ Don't know



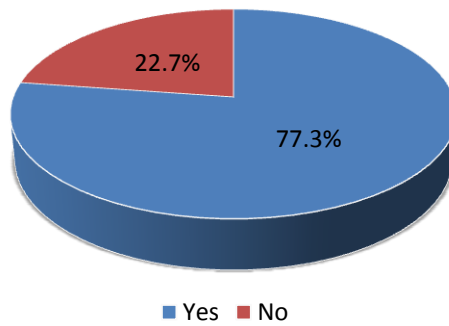
**On a scale of 1 to 5, with 1 being the lowest and 5 being the highest, can you predict your organization's ability to meet the future demand for your services?**

■ 1 ■ 2 ■ 3 ■ 4 ■ 5

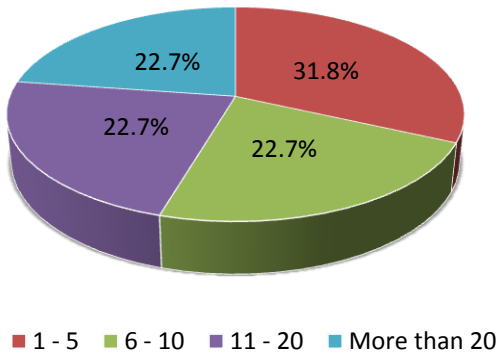
**STRATEGIC PLAN, BOARD OF DIRECTORS & DATA COLLECTION**

Of the surveyed nonprofit organizations, over three-quarters (77.3 percent) have a strategic plan in place, but 22.7 percent of organizations do not. Every organization that was surveyed in Clayton County has a board of directors, with the majority (31.8 percent) having a board comprised of one to five members. Many organizations (36.4 percent) have the majority (80 – 100 percent) of their board members that live in Clayton County, yet 31.8 percent reported that 80 – 100 percent of their board members live outside the County.

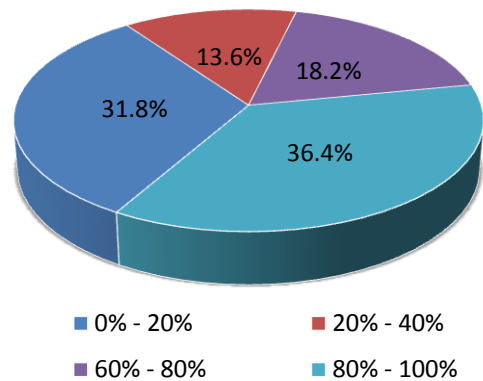
**Does your organization have a written/published strategic plan?**



**How many board members do you have?**

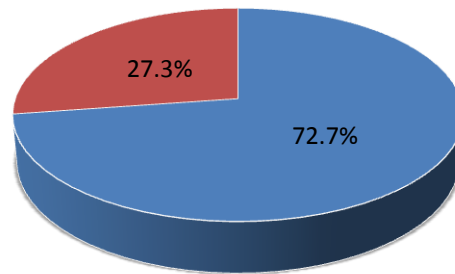


**What percentage of your board members lives in Clayton County?**



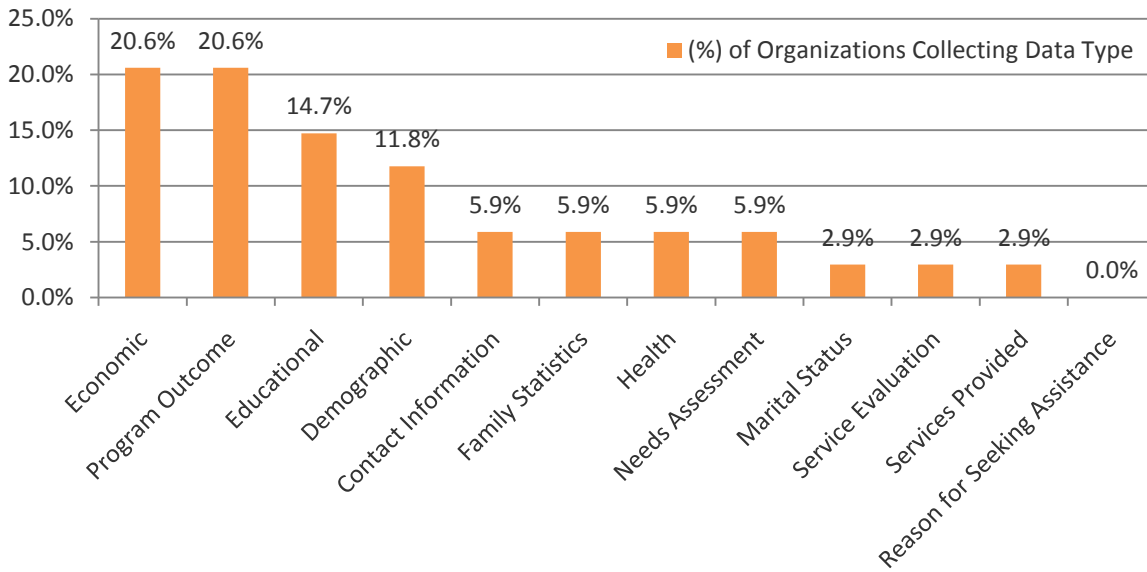
A majority of the organizations surveyed (72.7 percent) said they collected some type of data, most of that information being related to Economic and Program Outcome data. This information was the most frequently collected type of data, collected by 19.4 percent of surveyed organizations. Gathering feedback on the organizations' services provided, marital status or reasons for seeking service comprised the least frequently collected by the surveyed organizations.

**Does your organization collect any data/information on its clients, services, operations or trends?**



■ Yes ■ No

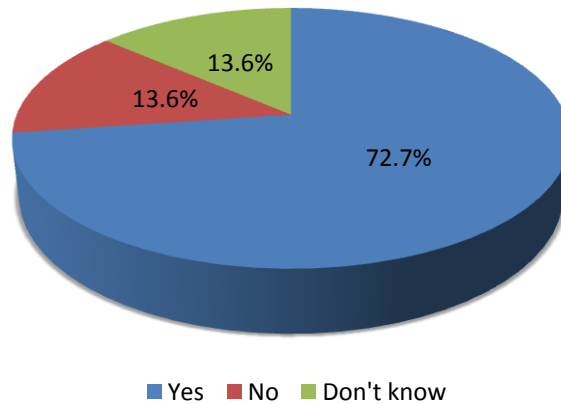
**What types of data/information does your organization collect?**



## PARTNERSHIPS

A majority (72.7 percent) of surveyed nonprofit organizations in Clayton County stated that they had begun collaborating with new or different entities over the past three years. These entities included the County school system, universities, corporate partners, the Department of Corrections, state officials, and nonprofit organizations with a national scope.

**Has your organization begun collaborating with new/different non-profit, government, educational or business entities over the past 3 years?**



Clayton’s nonprofit organizations indicated that they would like to partner with a variety of national nonprofit organizations, youth-focused groups, health-related organizations, and other nonprofits. Local government organizations were frequently mentioned, including the career resource center, the school system, and legal system.

**Please let us know about any organizations that you are not partnering with now, but would like to partner with in the future.**

American Cancer Society	Clayton County Community Development	Good Shepherd Clinic
American Diabetes Association	Clayton County Drug Court	Grocery Stores
American Heart Association	Clayton County Media Outlets	Henry Medical Center
Boys & Girls Club of America	DFACS	Other Nonprofits
Clayton Career Resource Center	Foundations	Southern Regional Hospital
Clayton Center	GA Lion's Lighthouse	The Boy Scouts
Clayton County Board of Education	Georgia Humanities Council	YMCA
Clayton County Board of Health	Girls Inc.	