



2023

Summary Highlights

The State of Nonprofits in Santa Barbara County

The Santa Barbara Foundation (SBF) proudly partners with nonprofits across Santa Barbara County to advance wellness, opportunity, and belonging for all.

Our 2023 State of Nonprofits Report – produced in collaboration with the UCSB Center for Evaluation and Assessment (CEA) – presents extensive research about the sector and SBF recommendations to keep it strong and responsive.

Inside this overview, you'll see summary findings and SBF recommendations.

To read the full report, visit SBFoundation.org or scan the code below.

Santa Barbara County's

2,078 nonprofits

- Improve life for individuals and families.
- Offer opportunities to grow.
- Respond in times of disaster.
- Drive economic vitality.
- Innovate and collaborate to address problems.



The State of Nonprofits in Santa Barbara County

Employment

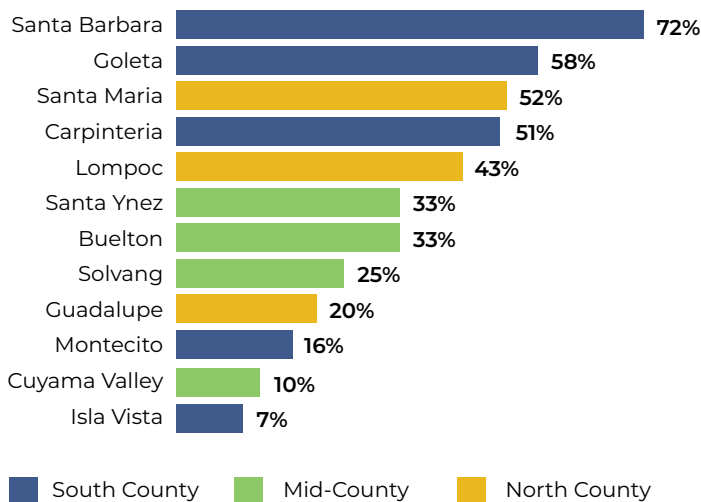
Nonprofits in Santa Barbara County employ 15,300 residents: That's 7.5% of our workforce!

- **58%** predict they'll increase staff in the coming year.
- **81%** hired new staff last year.
- **~70%** say volunteers play a significant role in achieving their mission.

Nonprofits identified concerns for workforce recruitment and retention such as cost of living and employee burnout.



Locations Where Surveyed Nonprofits Provide Services



One County, Diverse Communities

North County has greater numbers of low-income households and more extreme poverty than South County. However, South County has more nonprofits and more substantial assets per capita compared to both Mid- and North County.

- **South County:** 1 nonprofit for every 353 residents.
- **North County:** 1 nonprofit for every 1,300 residents*

*Several nonprofits based in South County serve the entire county, e.g. Foodbank of Santa Barbara County: HQ in Goleta, majority service in Santa Maria.

Santa Barbara Foundation Recommendations

Invest in Nonprofit Workforce

Provide support to meet increasing program costs and build capacity.

Increase Capacity in Mid- & North County

Where majority of need exists, yet nonprofit assets are underrepresented.

Prioritize Flexible Funding

Empower nonprofits to devote more time to their mission, not fundraising.

Advance Diversity, Equity, Inclusion & Access

Address significant disparities in representation.

Cultivate Trust, Collaboration & Innovation

Support existing collaborations and new, cross-sector approaches to our communities' most challenging problems.

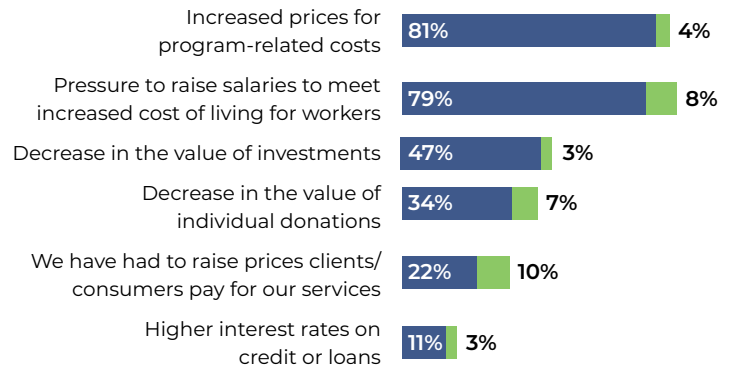
Housing affordability is a key factor in the strength of our nonprofit sector.

See the Santa Barbara Foundation's new Housing Affordability Report, coming soon.

Financial Health of the Sector

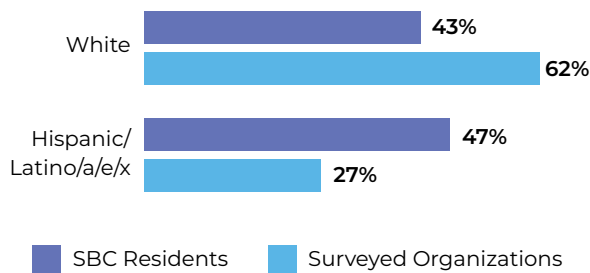
- **81%** of nonprofits saw demand for services increase in the last year
- **79%** increased salaries to try to keep up with cost of living
- **49%** saw their investment values decrease

Effects of Inflation



■ Yes ■ Not yet, but expect to in the next 12 months

Leadership Representation*



Diversity, Equity, Inclusion & Access

Leadership and board makeup across the sector does not reflect county demographics. Nonprofits recognize the importance of addressing representation concerns.

Findings show that of surveyed nonprofits:

- **53%** sought community input to better understand needs of those they serve
- **72%** implemented practices to build more diverse boards

*See full report for representation across all demographics.

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To support this critical work and our local nonprofits.

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