

Understanding Nonprofit Need: Insights on Fundraising Challenges for Missouri Nonprofits

Presented by



Introduction

Intro to project and GPA

Goals of the session

Format of the session



Presenters



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Consultant
STL GPA - Board of Directors



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A Village for Good - Owner
STL GPA - Board of Directors
MTGW - Planning Team

Team:

Grant and nonprofit
professionals

Partners:

Grantlyd

CARES University of
Missouri Extension

Washington University
Center for Public Health
Systems Science

Before we dive in...

Let's get to know you!

Got to Menti.com and type in the code:

- 1 Where you are from
- 2 How you are connected to philanthropy
- 3 What communities do you care about

Project Design



GIVING DATA

Goal: Understand where philanthropic dollars are going—and where they're not.

Action: Analyze giving trends and funding patterns across Missouri, with a focus on disparities between rural and urban communities.



SURVEYS

Goal: Capture the real experiences of people impacted by philanthropy.

Action: Conduct statewide surveys to gather data on access to funding, workload burdens, and the barriers nonprofits face in navigating philanthropy.



COMMUNICATION

Goal: Create a feedback loop between funders, nonprofits, and resources.

Action: Share insights with stakeholders and communicate findings in ways that elevate community voices and push for equitable grantmaking practices.



COLLABORATION

Goal: Build shared ownership of the research and its outcomes.

Action: Partner with rural nonprofits, funders, and intermediaries to co-design solutions, validate findings, and ensure the work is informed by those closest to the challenges.



Project Timeline

What We Have Found

Explain highlights of the information
we have gathered so far

1 990 Filings and Other Data

2 Nonprofit Interviews

3 Collaboration/Contacts

Counties and Community Health

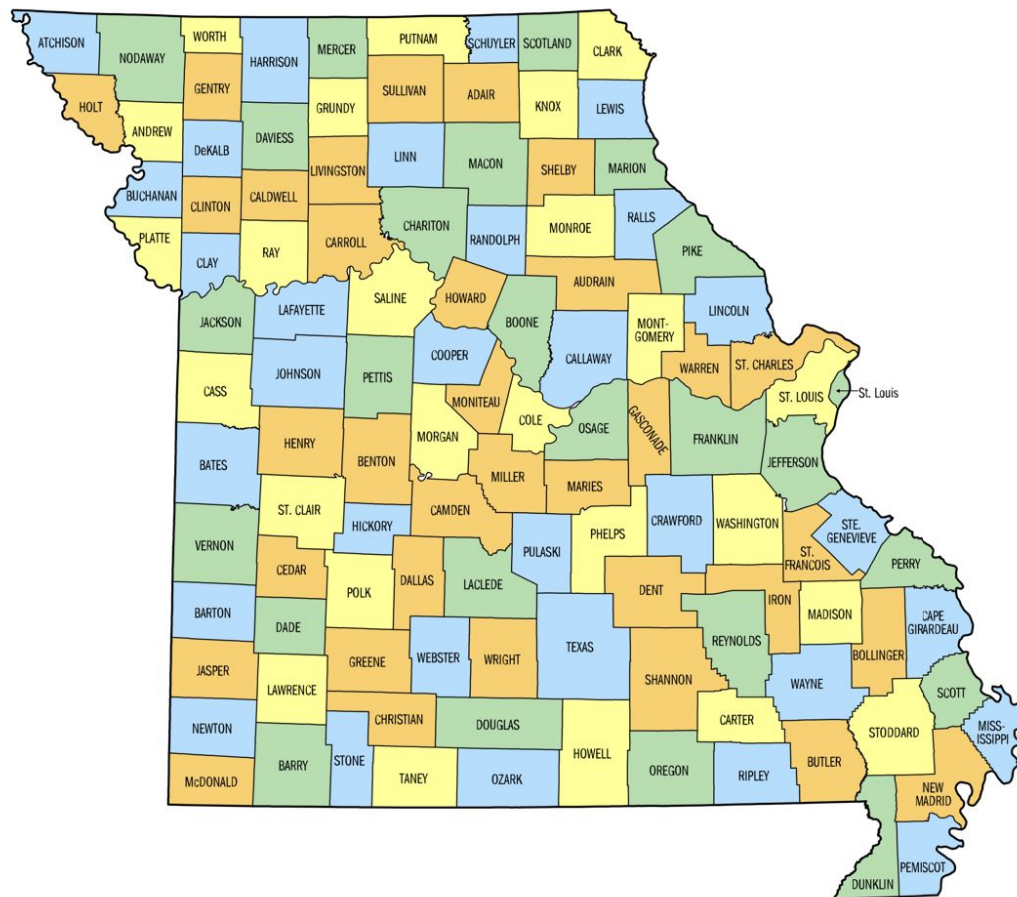


Community Health

We looked at the size, economic health, and nonprofit resources of all counties in Missouri.

- Total Population
- Population Density
- Community Demographics (age, race, ethnicity)
- Income and Poverty Levels
- Education Attainment
- Employment Rates
- Social Capital (number of 501c3s and c4s)

MISSOURI



Rural Vs Urban/Metropolitan - Definition

"Rural" is defined differently across agencies, but generally refers to areas with low population density, small population size, or geographic isolation, with thresholds ranging from 5,000 to 50,000 people. - *USDA*

The Census Bureau delineates urban areas after each decennial census by applying specified criteria to decennial census and other data. Rural encompasses all population, housing, and territory not included within an urban area. - *US Census Bureau*

We define the following areas as rural:

- Non-metropolitan counties
- Outlying metropolitan counties with no population from an urban area of 50,000 or more people
- Census tracts with RUCA codes 4-10 in metropolitan counties
- Census tracts of at least 400 square miles in area with population density of 35 or fewer people per square mile with RUCA codes 2-3 in metropolitan counties
- Census tracts with RRS 5 and RUCA codes 2-3 that are at least 20 square miles in area in metropolitan counties

*Health Resources and Services
Administration*

Rural Vs Urban/Metropolitan

MO has 115 counties

**93 counties with populations
under 50,000**

Population Density

Urban Core - 3

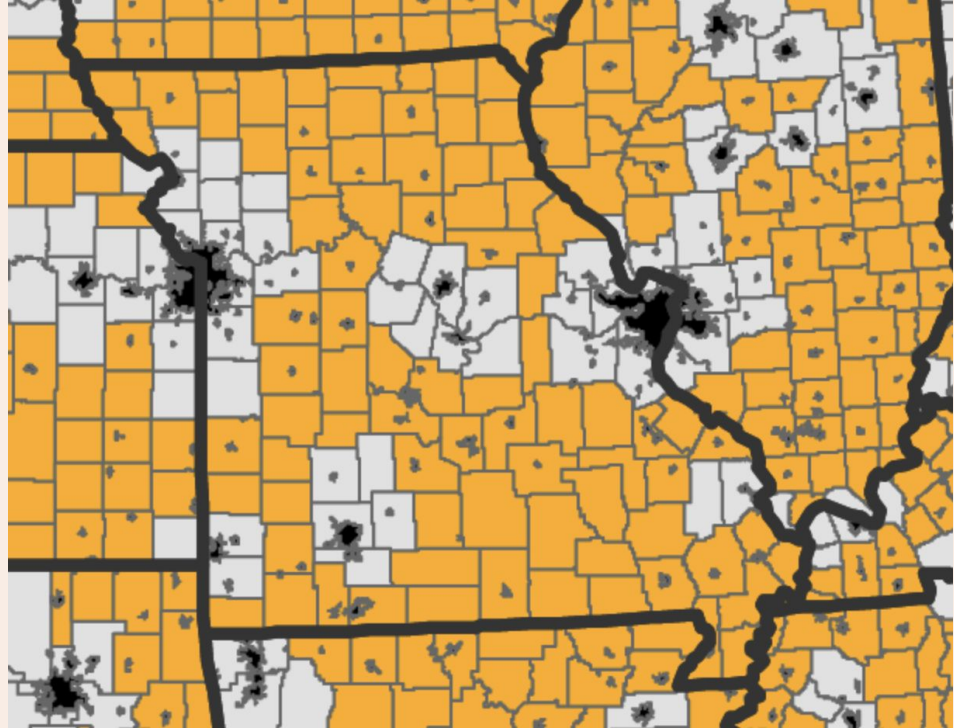
Suburban/peri-urban - 2

Semi rural - 12

Rural - 51

Remote rural - 47

Non Metro
Metro
Urban



Source:

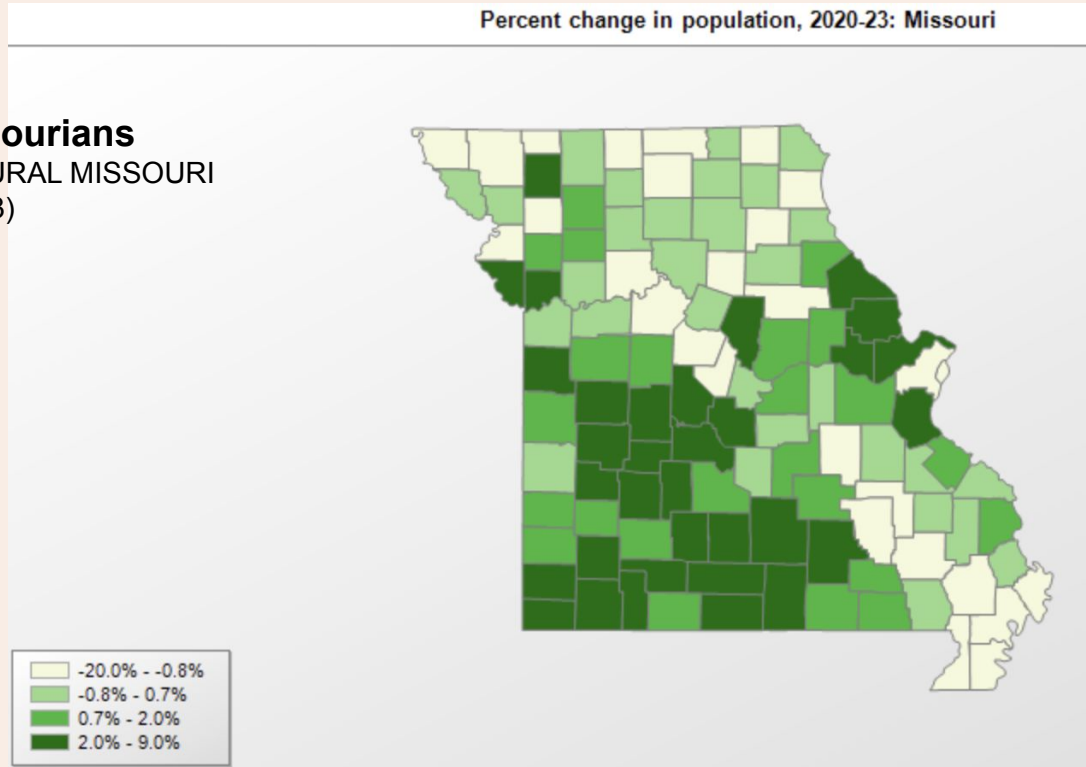
https://ers.usda.gov/sites/default/files/_laserfiche/Charts/108697/MetroNonmetroUrban2023.png?v=41535

Rural Vs Urban/Metropolitan - Density

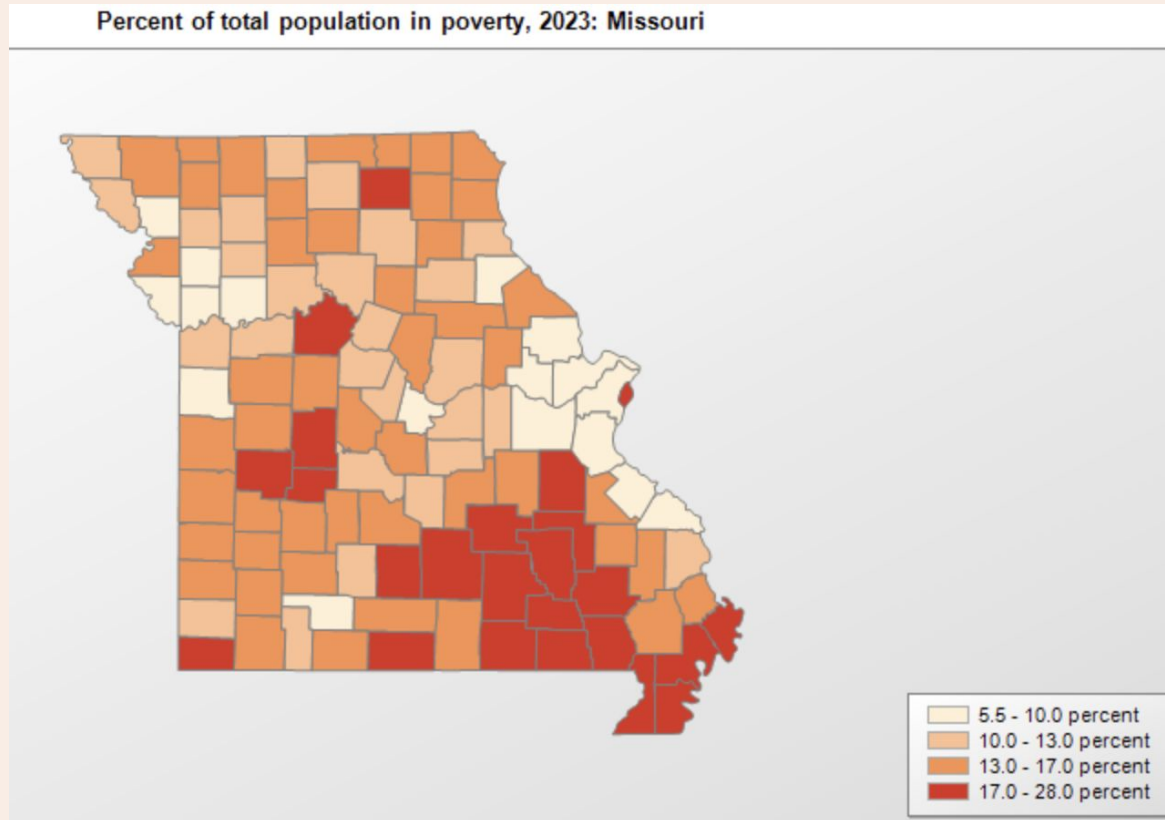
Indicator Attribute	Total Populat	Populati	Average Hc	Median Househ	Poverty, Perce	Organizatio	ganization	Ra
St. Louis city, MO*	293109	4749	78,096.57	55,279.00	19.76%	2466	7.5%	
St. Louis County, MO*	996618	1962	121,116.52	81,340.00	9.59%	6794	20.7%	
Jackson County, MO*	717021	1186	89,894.83	67,178.00	13.83%	4096	12.5%	
St. Charles County, MO*	409830	731	127,111.56	102,912.00	4.70%	1408	4.3%	
Clay County, MO*	255566	643	105,515.04	86,150.00	8.49%	885	2.7%	
Greene County, MO*	301121	446	80,452.52	57,488.00	14.35%	1408	4.3%	
Jefferson County, MO*	228227	348	96,336.68	80,522.00	8.55%	668	2.0%	
Boone County, MO*	185874	271	95,070.24	69,913.00	17.15%	1017	3.1%	
Platte County, MO*	108751	259	122,134.08	95,748.00	6.85%	888	2.7%	
Buchanan County, MO*	83855	205	80,716.84	59,423.00	16.88%	382	1.2%	
Cole County, MO*	76924	196	91,245.88	73,273.00	9.33%	614	1.9%	
Jasper County, MO*	123532	193	75,406.32	57,525.00	18.35%	602	1.8%	
Christian County, MO*	91229	162	102,124.55	81,245.00	8.67%	344	1.0%	
Cass County, MO*	109393	157	105,071.30	87,413.00	6.46%	447	1.4%	
St. Francois County, MO*	66864	148	73,573.47	54,813.00	17.02%	228	0.7%	
Cape Girardeau County, MO	82180	142	88,766.81	68,912.00	14.07%	403	1.2%	
Franklin County, MO*	105316	114	90,459.96	71,973.00	8.22%	429	1.3%	

Rural Vs Urban/Metropolitan - Population

2,050,000 rural Missourians
(MODHHS, HEALTH IN RURAL MISSOURI
Biennial Report, 2022-2023)



Rural Vs Urban/Metropolitan - Financial



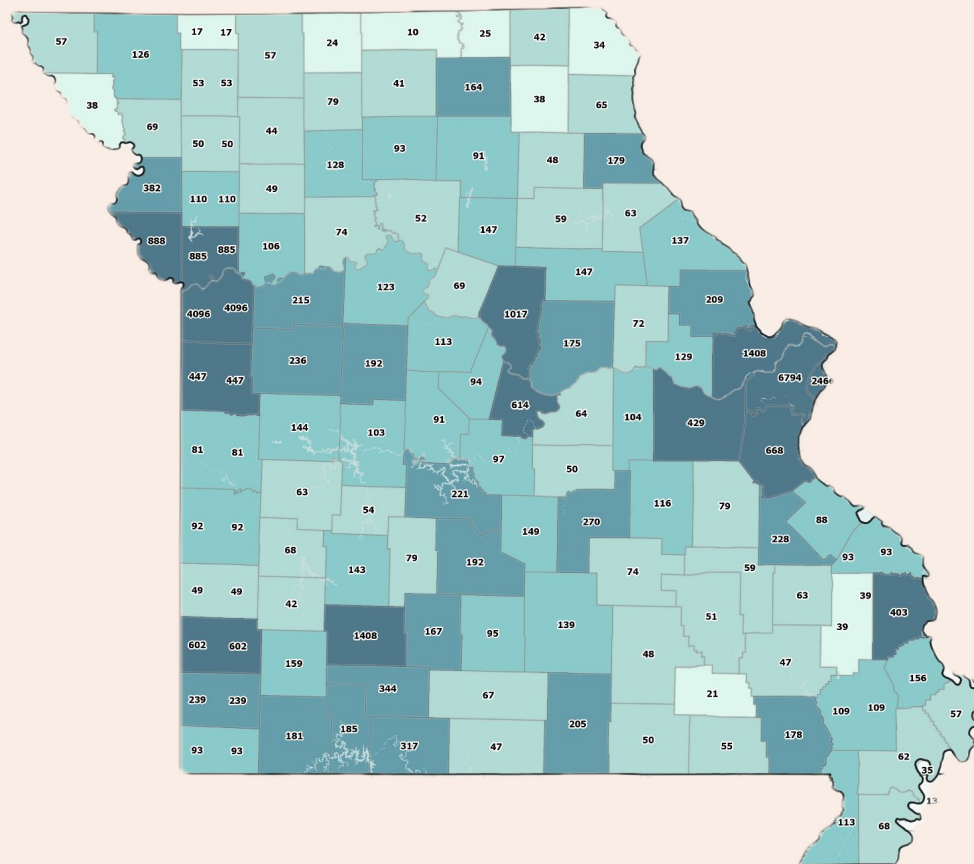
Rural Vs Urban/Metropolitan - Financial

Median Income and Poverty Rates

Median Income	Counties	Poverty Rate	Population
Over \$100,000	1 (St. Charles)	4.7%	409,830
\$90,000-\$100,000	1 (Platte)	6.9%	108,751
\$80,000-\$90,000	6	8.5%-10.7%	61,636 - 996,618
\$70,000-\$80,000	9	7.4%-12%	13,379 - 105,316
\$60,000-\$70,000	29	7%-17%	3,501 - 717,021
\$50,000-\$60,000	45	9.4%-21.4%	3,760 - 301,121
Under \$50,000	24	14%-27.4%	1,956 - 40,168

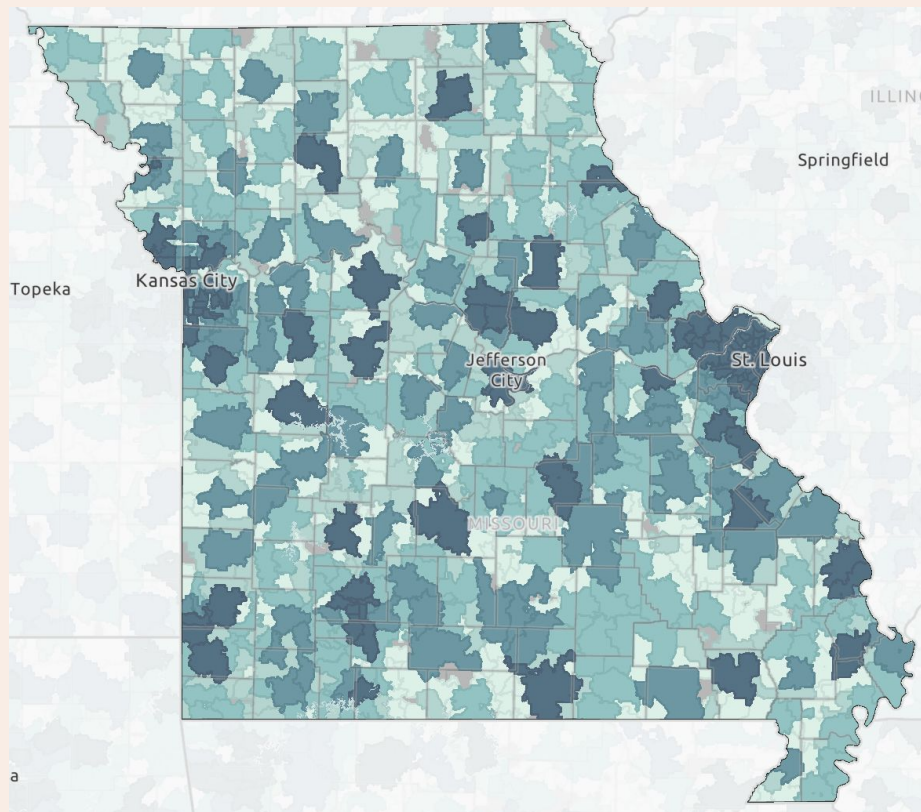
Rural Vs Urban/Metropolitan - Social Capital

501c3s and c4s by county



Rural Vs Urban/Metropolitan - Social Capital

501c3s and c4s by
zip code



Rural Vs Urban/Metropolitan - Social Capital

Our County Data Shows:

There are 32,892 501c3 and 501c4 organizations in MO

Only 3 counties make up 30% of all the c3 and c4 organizations (St. Louis County, Jackson County, St Louis City)

98 counties have less than 1% of the state's nonprofits - 22 of these counties have poverty rates of 18% or higher

There is one nonprofit for every 188 people in the state

Rural vs Urban - Funding Disparity

1 Most Philanthropic Dollars Flow to Urban Areas

Rural areas make up **14–20%** of the U.S. population, yet they receive only **3–7% of philanthropic funding**.

2 Rural Areas are Historically Underfunded

2005–2010: Rural areas received **6–7%** of total grant dollars from large U.S. foundations. This underinvestment occurred even though **1 in 5 Americans lived in rural areas**.

3 The Gap Continues to Widen

Rural share of philanthropic dollars has **shrunk to around 3%**. Most foundation dollars continue to concentrate in **major metropolitan regions**.

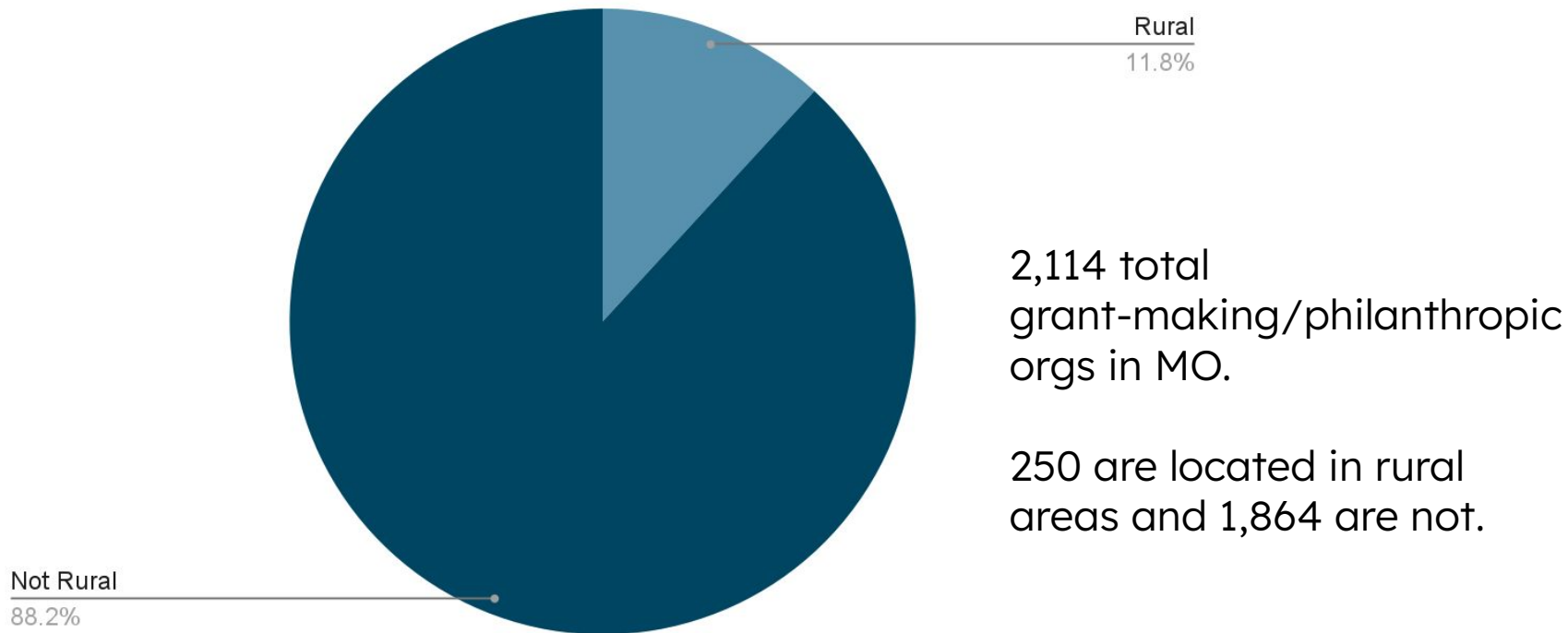
Philanthropy in MO



Philanthropic Dollars in Missouri

2023 tax returns of organizations registered in Missouri

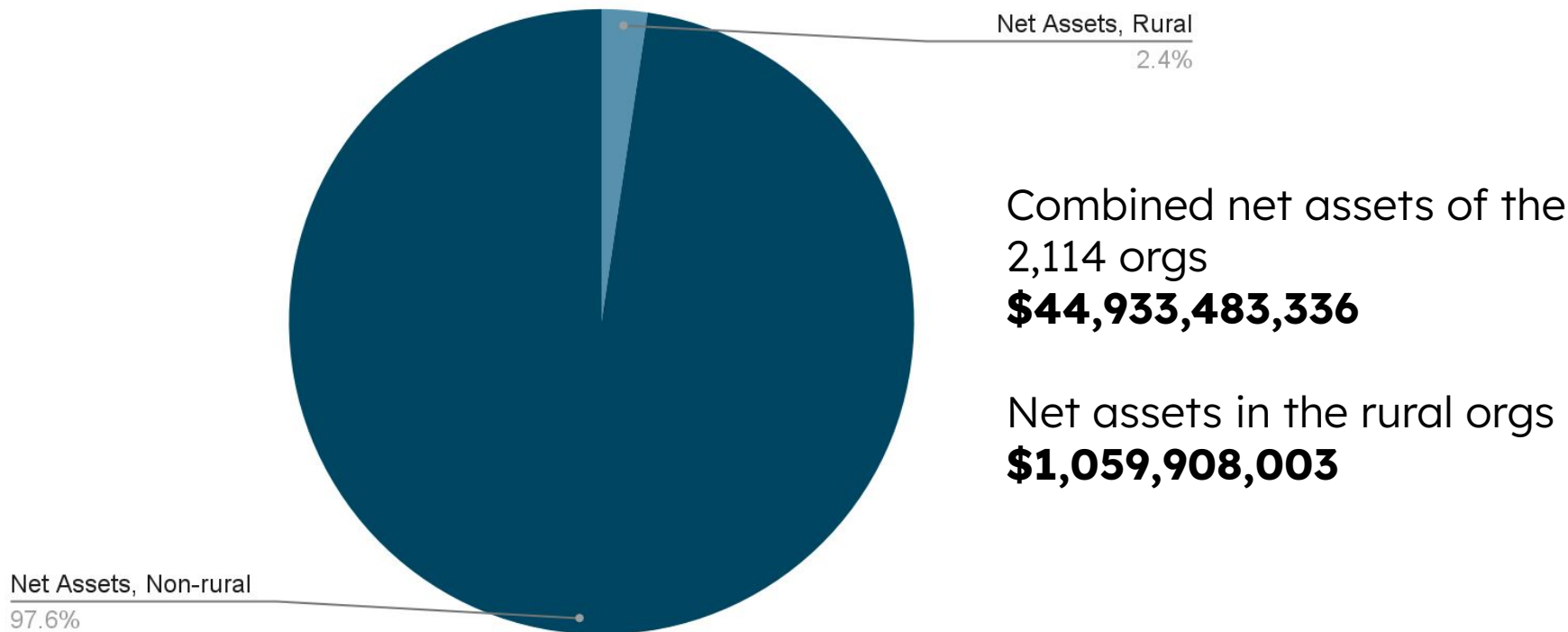
Location of Missouri Funders



Philanthropic Dollars in Missouri

2023 tax returns of organizations registered in Missouri

Where are the dollars sitting?

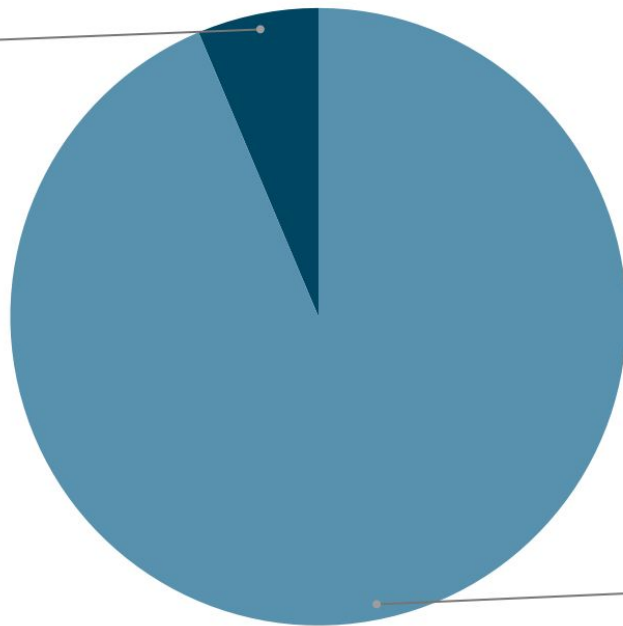


Philanthropic Dollars in Missouri

2023 tax returns of organizations registered in Missouri

Percent of Assets Awarded

Awards
6.4%



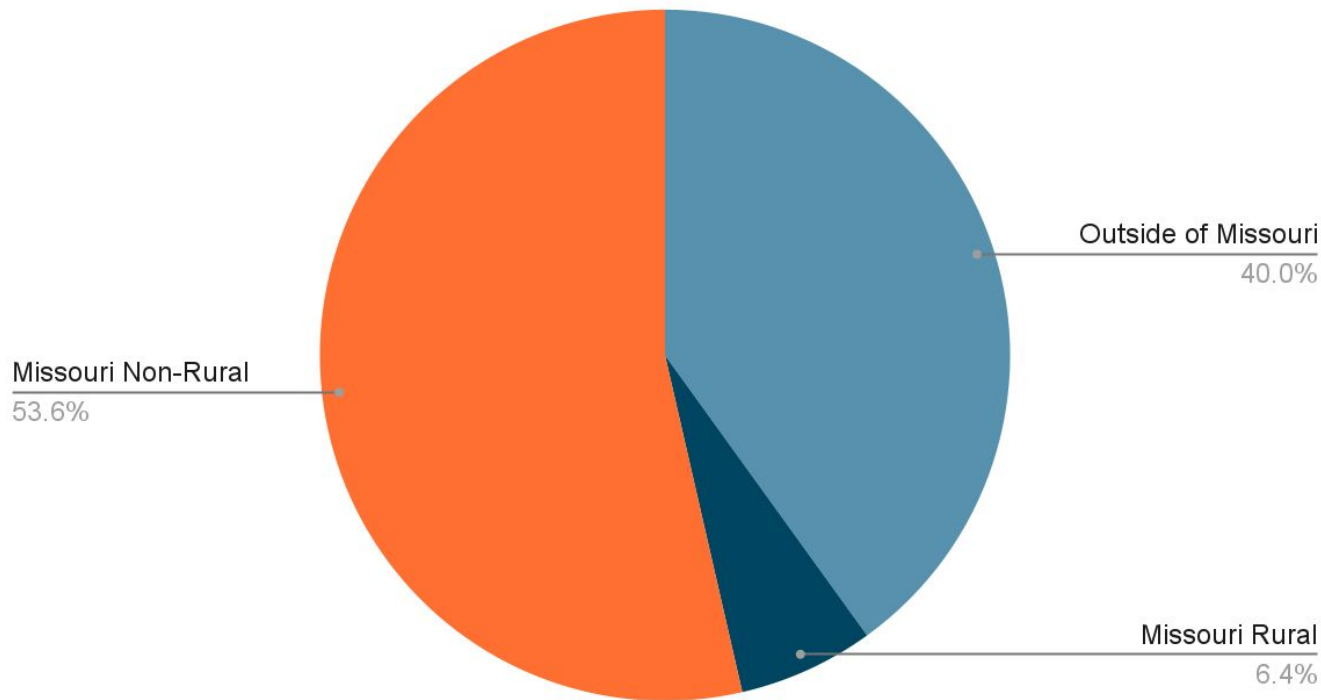
\$44,933,483,336 net assets

\$3,053,248,166 awarded (6.7%)

Philanthropic Dollars in Missouri

2023 tax returns of organizations registered in Missouri

Recipient Orgs by Location



Philanthropic Dollars in Missouri

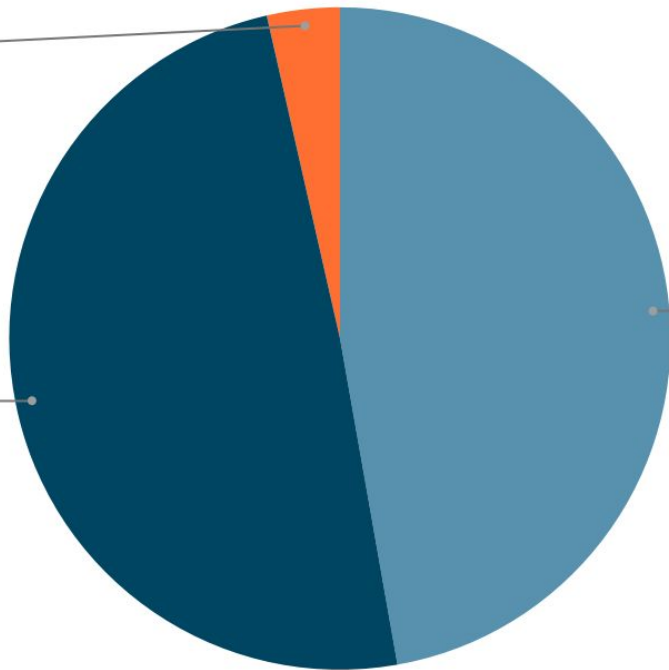
2023 tax returns of organizations registered in Missouri

Where are Missouri's Dollars Flowing?

Missouri Rural
3.6%

Missouri Non-Rural
49.2%

Outside of Missouri
47.2%



\$3,053,248,166 total awarded

\$1,611,505,261 awarded within Missouri (52.7%)

\$108,624,988 awarded to Missouri rural (3.6%)

Philanthropic Dollars in Missouri

2023 tax returns of organizations registered in Missouri

Average grant to Missouri rural organizations = \$249,223

Average grant to Missouri rural organizations, less outliers \$73,721*

**Top 3 and bottom 3 grants removed*

\$52.99 in private grants per capita, rural residents

\$361.32 in private grants per capita, non-rural residents



From the Frontlines



From the Rural Frontlines

We investigated potential contacts at over **50 nonprofit organizations across Missouri's 9 regions (Central, Kansas City, North, Ozark, South Central, Southeast, Southwest, St. Louis, West Central)**. We did this through our networks and the networks of our partners, as well as through search engine and database searches. Identifying a sample of nonprofits with an active staff and published contact information, **we reached out directly to over 20 community-based nonprofits providing services to rural populations-- at least 2 orgs in each of the 9 regions.**

The organizations we reached out to represent youth services, behavioral health, supporting needs of older Missourians, education equity, food and nutrition security, disability services, transportation, shelter for those experiencing domestic violence, environmental justice, and others.

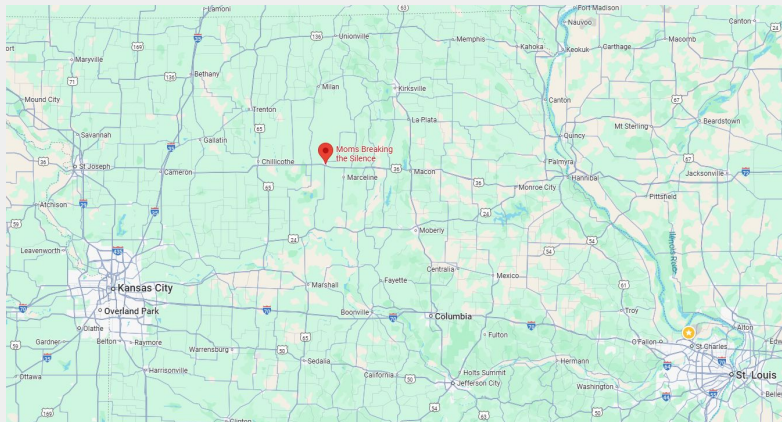
Phone and email outreach introduced our grant needs assessment research initiative, inviting the recipient to consider participating in a statewide project aimed at understanding nonprofit funding, resource flows, and grant access across Missouri. Contacts were asked to consider whether someone on their team might be well positioned/interested to answer a short list of questions designed to gather informed insights from Missouri nonprofits like theirs about funding challenges, grant-seeking efforts, and access to needed resources. We offered two options: an interview format or a written survey.

From the Rural Frontlines

Moms Breaking the Silence

Brookfield, MO (Lynn County)

Mental health kits and community presentations





Top Challenges

Out of all of the funders' markets.

Restrictions on use of funds.

Lack of capacity-building funds.

Lack of standardization in formats.

Lack of transparency regarding why they were not funded.



Top Opportunities

Intense local passion around mission.

Access to informal giving opportunities.

Grant Work in MO

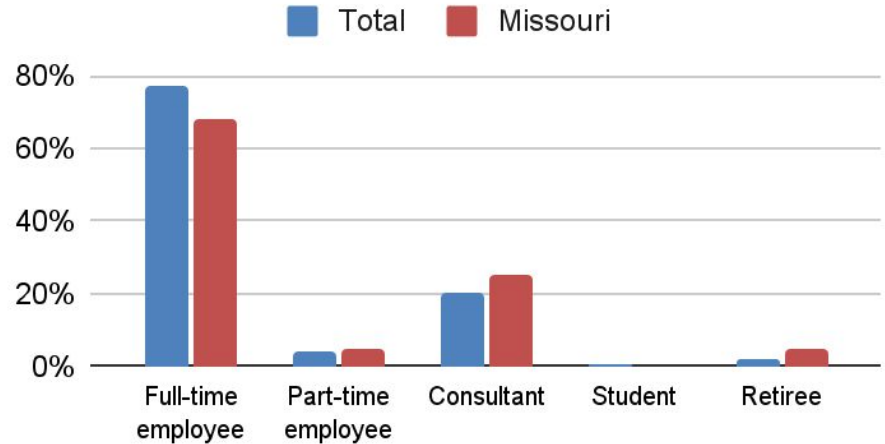


Grant Work in Missouri

Each year, the Grant Professional Association collects data on salary and compensation from across the grant professional community.

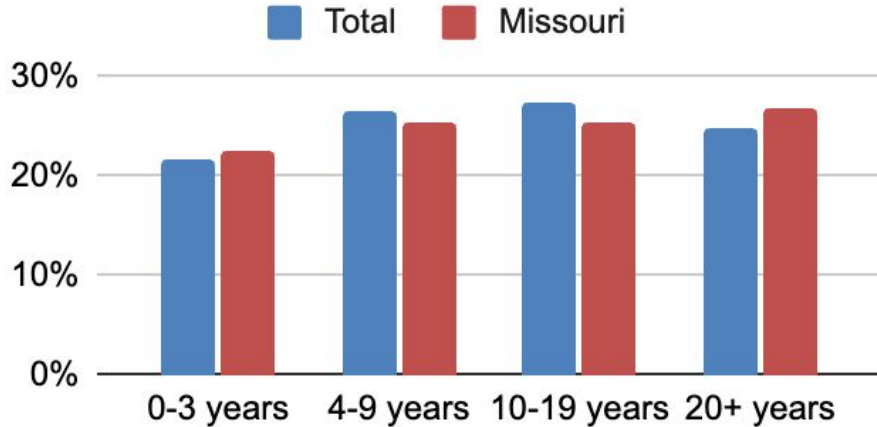
We were curious about the response from Missouri professionals.

Please indicate your employment status

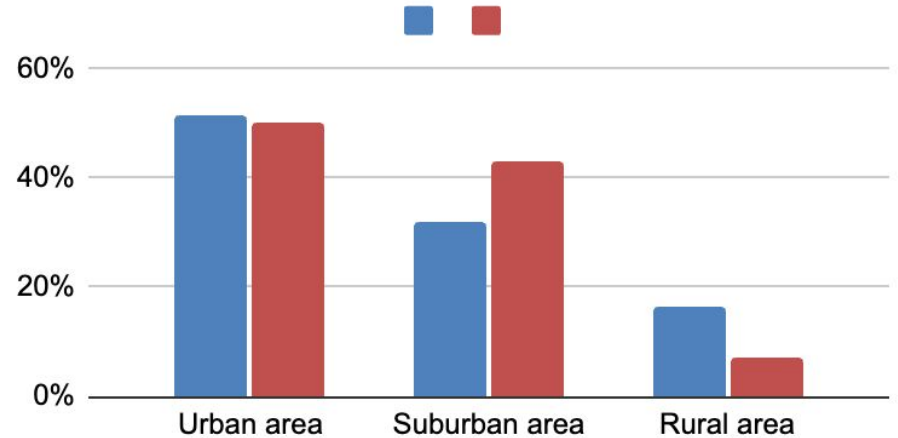


Grant Work in Missouri

How many years have you been working in the grants field?



Which of the following best describes your primary office/work setting?

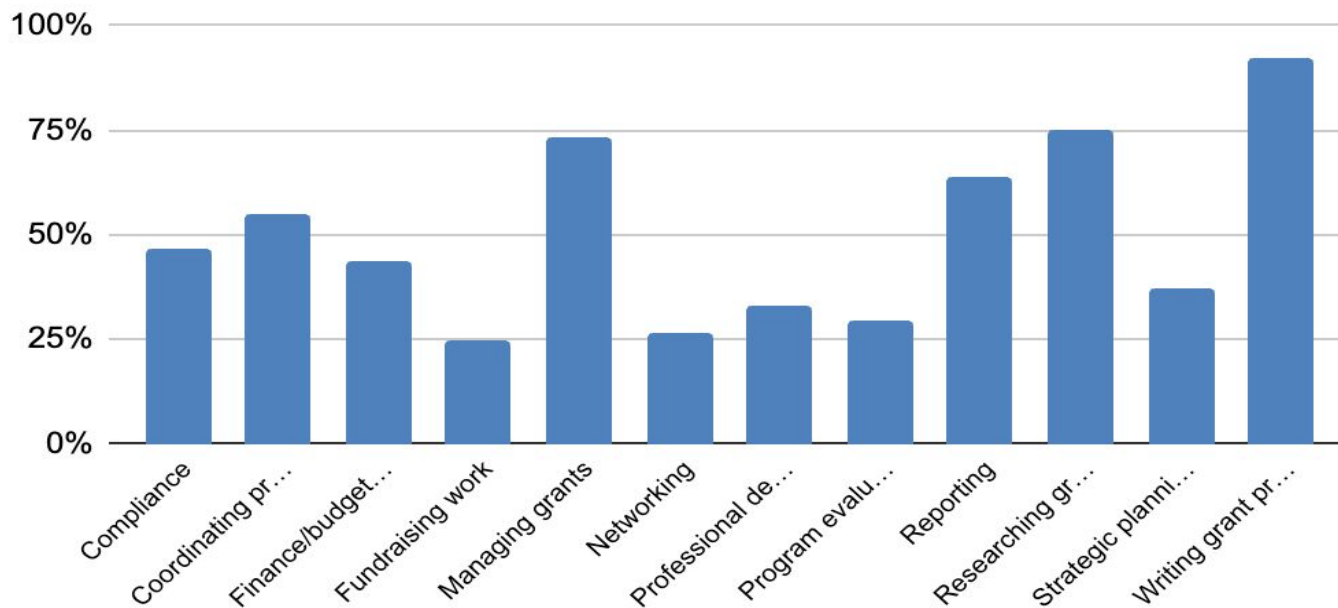


Grant Work in Missouri

Income/Salary	Total	Missouri
What is your current annual salary or total wage income for the past 12 months?	\$76,000	\$70,000
What is your annual salary if you provide yourself one through your business?	\$62,000	\$81,350
As a full- or part-time employee, what is your hourly rate of pay?	\$30.77	\$30.00
As a consultant or contractor, what is your hourly rate of pay (if you charge this way or can estimate)?	\$85.00	\$76.00
As a consultant or contractor, what was your approximate average fee revenue per client?	\$9,600	\$17,000

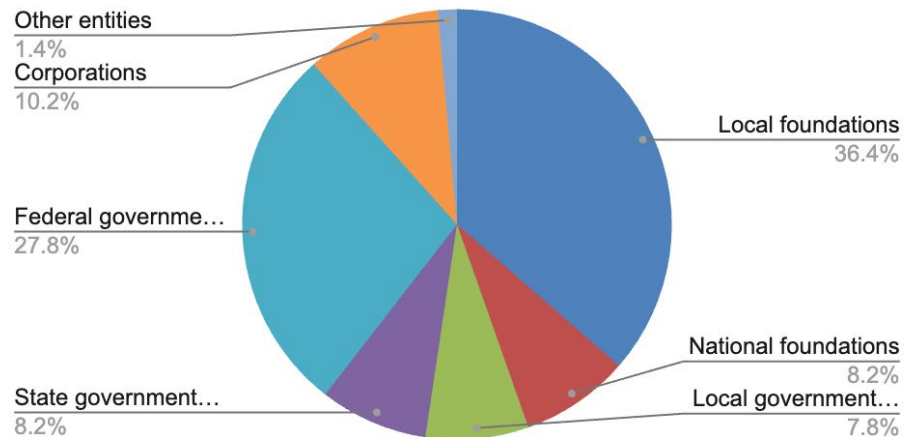
Grant Work in Missouri

Which of the following responsibilities are important aspects of your job?

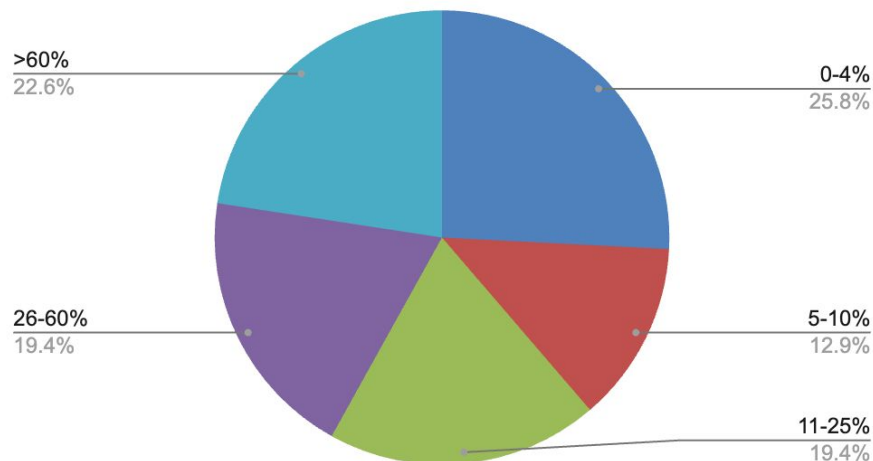


Grant Work in Missouri

What percent of the grant proposals that you wrote in the last 12 months were to each of the following?



Grant Funds as Percentage of Operating Budget



Grant Work in Missouri

Which of the following best describes the type of organization for which you primarily work?	Total	Missouri
Advocacy (health, youth, or other)	2%	3%
Arts/Culture Organization	4%	9%
College/University/Research Institute	8%	9%
Community College	4%	0%
Consulting Firm	14%	21%
Environmental	2%	0%
Faith-Based	1%	2%
For-Profit	2%	0%
Government (local, state or federal)	14%	3%
Hospital	3%	3%
International Development	1%	0%
K-12 Education (public or private)	5%	2%
Libraries (education, public or private)	1%	0%
Native American/Tribal Nations	2%	0%
Nonprofit Agency	24%	29%
Nonprofit Agency–Healthcare	8%	16%
Nonprofit Agency–Housing Services	3%	0%
Pre-K or Head Start	0%	0%
Public Safety	1%	0%
Other	4%	3%

Partnerships and Best-Practices in Grant Making



Partnerships and Best-Practices in Grantmaking

Research consistently shows that **small, rural, BIPOC-led, and grassroots organizations** are often left out of traditional philanthropic grantmaking. These groups face structural barriers such as limited relationships with funders, lack of unrestricted funding, and requirements that favor large, well-resourced institutions.

At the same time, grant processes are frequently **burdensome, time-consuming, and extractive**—demanding detailed applications, complex reporting, and tight turnarounds, all with no guarantee of support.

Grantmakers can do something about it!

Partnerships and Best-Practices in Grantmaking

Tips from the Pros

Go to Menti.com and type in

- 1 Do the research
- 2 Audit your process
- 3 Seek out expertise

Partnerships and Best-Practices in Grantmaking

What About AI??

- Have you adopted AI into your process?
- Do you think your grantees are using AI to help with their grant work?
- Do know tools that can help both of you streamline the grant process?
- Are you interested in AI or do you have reservations?

Partnerships and Best-Practices in Grantmaking

For Inspiration and Learning

Trust-Based Philanthropy

Community-Centric Fundraising

More Than Grant Writers

Crappy Funding Practices

Emerging Professionals in Philanthropy

Decolonizing Wealth Project

The Chronicle of Philanthropy - The Commons

The Center for Effective Philanthropy

Equitable Grantmaking Continuum

What Do You Want To Learn?

Tell us what you want to know
from the communities you care
about!

Keep up with the research!

GPA STL website will post research
and fundings as we go.

Any questions?

Q&A

Any questions?