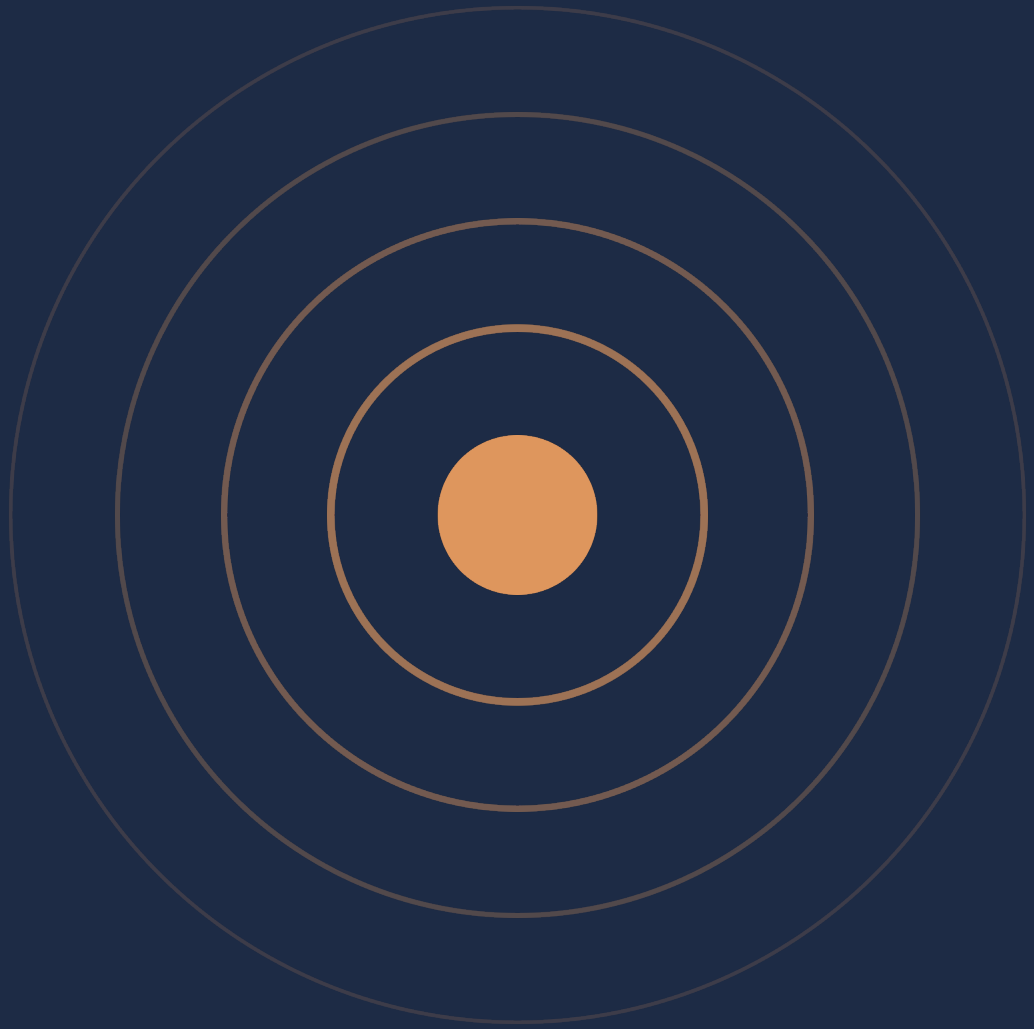
# What You Do Matters

Reconnecting with purpose and the ripple effect of Texas nonprofits



LET'S BEGIN

# Think back to a moment when you knew this work mattered.

### Who

Who did you impact?
Who impacted you?

### What

What changed for you/them?

### How

How did it feel for you?

**Turn to a neighbor and share**

OUR TIME TOGETHER

# Our 5 Stops to Why it Matters

1

## Reconnect with purpose

The meaning and motivation behind the work

2

## Recognize the ripple

Impact that reaches far beyond one program or individual

3

## See the bigger picture

What the data says about our sector

4

## Celebrate collective impact

The power of working together

5

## Leave renewed

Encouraged, energized, and ready for Orange United

1 · RECONNECT WITH PURPOSE

# Every day, nonprofits are creating meaningful change.

### Financial Security

Stability, safety, and a path forward at home.



### Youth Opportunity

Young people realizing their full potential.

### Healthy Community

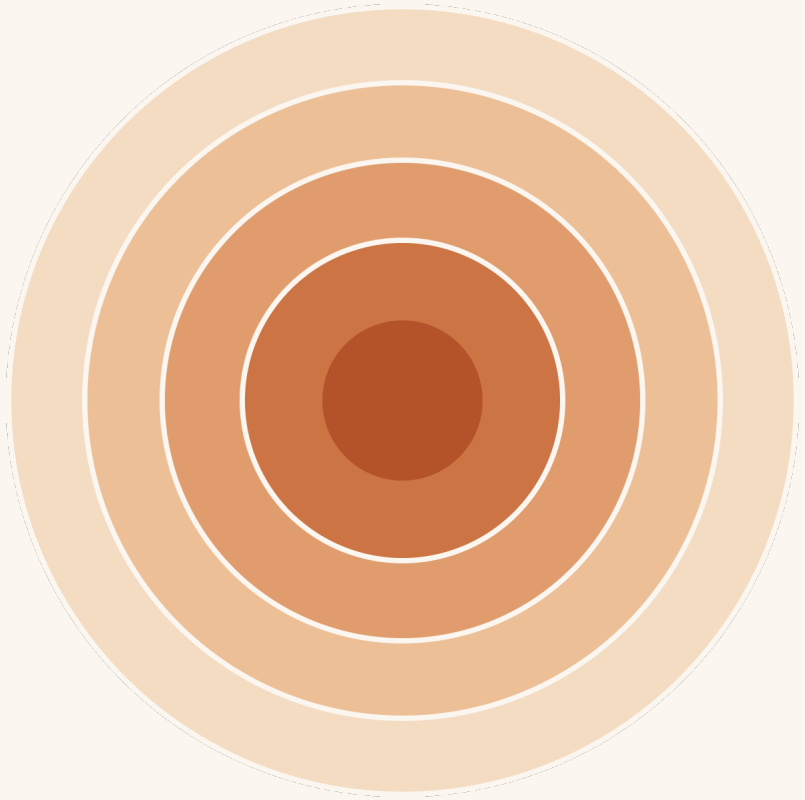
Places where people can work, grow, and flourish.

### Community Resiliency

Addressing urgent needs today for a better tomorrow

2 · RECOGNIZE THE RIPPLE EFFECT

# One act of service spreads outward



**1 · One person**
A meal, a ride, a job,  a call answered

**2 · A family**
More stable, less stressed, able to plan ahead

**3 · A neighborhood**
Kids in school, neighbors connected

**4 · A community**
A stronger workforce, healthier residents

**5 · All of Texas**
A state where people can work, grow, and flourish

3 · SEE THE BIGGER PICTURE

# 130,000+

## nonprofits across the state of Texas

You are part of one of the largest, most diverse economies in the state.

Source: Built for Texas, 2023 Edition (txnonprofits.org)

3 · SEE THE BIGGER PICTURE

# A sector built for Texas

**1 in 20** Texans are directly employed by a nonprofit

**22%** growth in the number of Texas nonprofits, 2015–2022

**$132B** in annual revenue flowing through Texas nonprofits (2022)

Source: Built for Texas, 2023 Edition (txnonprofits.org)

3 · SEE THE BIGGER PICTURE

# The Multiplier Effect

For every $1 spent by Texas public charities, an estimated $0.43 in additional economic activity is generated — approximately $1.43 in total output. This reflects the ripple effects of nonprofit purchases and household spending, not a financial return on donations.

Source: Built for Texas, 2023 Edition (txnonprofits.org)

2 · RECOGNIZE THE RIPPLE EFFECT

# The Multiplier Effect

### DIRECT IMPACT

Nonprofits hire employees, operate facilities, and deliver services

### INDIRECT IMPACT

Businesses and suppliers benefit when nonprofits buy products and services

### INDUCED IMPACT

Employees across these organizations spend wages in their local economies

3 · SEE THE BIGGER PICTURE

# Why This Matters

**Economic development**: Nonprofits are employers, customers, and partners in regional economies.

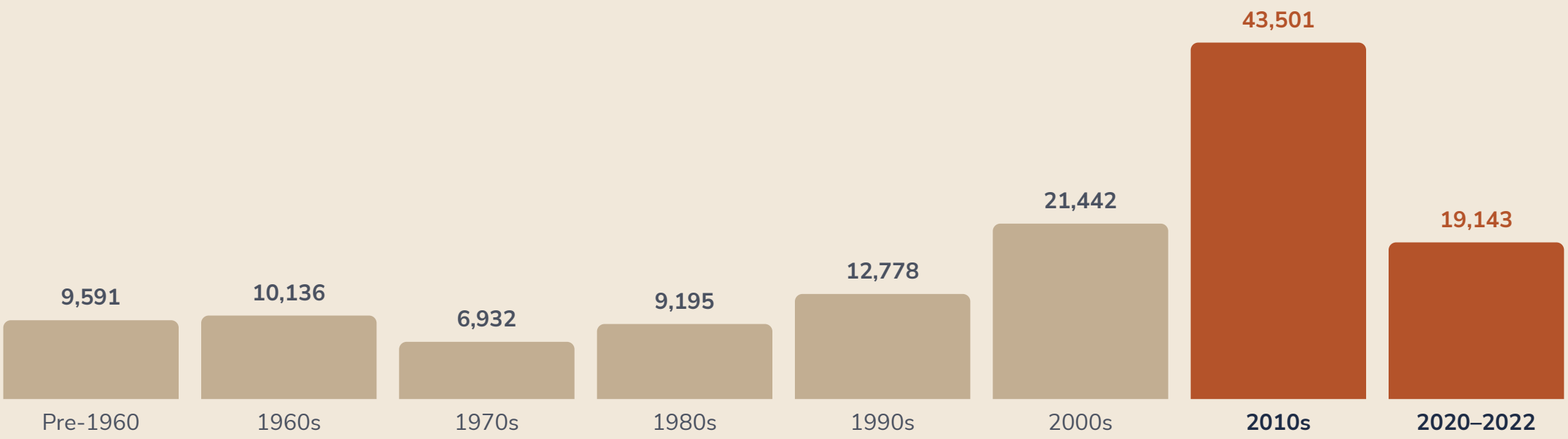
**Workforce strength**: Nonprofit services support stability and help people participate in work and education.

**Community resilience**: Nonprofit infrastructure helps communities respond to everyday needs and disruptions.

Source: Built for Texas, 2023 Edition (txnonprofits.org)

3 · SEE THE BIGGER PICTURE

# Nearly half of Texas nonprofits were founded after 2010




Number of Texas nonprofits by decade founded. Highlighted: founded 2010 or later (47%). Source: Built for Texas, 2023 Edition

3 · SEE THE BIGGER PICTURE

# Small but mighty

**92%**

are grassroots organizations with budgets of $1 million or less

**3 in 4**

operate on $50,000 a year or less

**15 yrs**

is the median age of a Texas nonprofit

Budget shares of ~102,000 Texas nonprofits classified by budget size, 2022. Source: Built for Texas, 2023 Edition

3 · SEE THE BIGGER PICTURE

# Doing more with less

**22% vs. 13%**

The sector grew 22% in number; revenue grew only 13%

**9¢**

Rural nonprofits receive for every dollar urban nonprofits receive

**–9.6%**

Change in grants from Texas-based foundations, 2016–2019

**And still, you show up every day. That’s why connection matters more than ever. than ever.**

Source: Built for Texas, 2023 Edition (txnonprofits.org)

4 · CELEBRATE COLLECTIVE IMPACT

**“Connection is supportive, anxiety reducing, and makes organizations organizations more nimble when answering the needs of the community.”**

**Suzanne Anderson**

CEO, AGE of Central Texas · Chair, One Voice Central Texas · quoted in Built for Texas, 2023 Edition

4 · CELEBRATE COLLECTIVE IMPACT

# No one creates the ripple alone

### Nonprofits

Meeting needs and opening doors every day

### Partners

Businesses, schools, faith groups, and agencies

### Volunteers

The time and talent that multiply every program

### Donors and supporters

Neighbors who invest in the community they love

### Funders

Foundations and philanthropy fueling what works

### Policymakers

Leaders who bring nonprofits to the table

4 · CELEBRATE COLLECTIVE IMPACT

# Who made your work possible this year?

1

### Think of one name

A partner, volunteer, colleague, or supporter

2

### Say what they did

Be specific about the difference they made

3

### Send a thank-you

A text or email this week

5 · LEAVE RENEWED

# Three ways to keep the ripple going

**Find/Extend your network**

**Share your story**

**Raise a unified voice**

## THE POWER OF NONPROFITS

Nonprofits are **trusted community voices** with deep connections to the people they serve

ONE LAST REFLECTION

# What you do matters.

