

1

Agenda

Nordicity

- Project Overview: Objectives and Approach
- **Profile** of Nanaimo's Not-for-Profit Sector
- Impact Findings: Economic, Social and Environmental Impacts
- Sector Priorities
- Looking Ahead: Future Opportunities



Copyright 2019 © NGL Nordicity Group Ltd. All Rights Reserved.

2

Purpose and Approach

Objectives:

- Assess the economic, social and environmental impacts of the not-for-profit sector;
- Identify priority needs relating to the sector;
- Propose areas of future opportunities to strengthen the sector.

Overall Approach - Five Dimensions of Impact Framework

- Five components: The What (key outcomes), The Who (beneficiaries), How Much (scale of impact), Contributions (connection to the city goals), and Risks (critical needs).
- Goal: to understand the broader economic, social and environmental benefits of this sector



Copyright 2019 © NGL Nordicity Group Ltd. All Rights Reserved

3

3

Methodology

□ Desk research

 Developed a "universe" list to identify the not-for-profit organizations in Nanaimo, focusing on community organizations and business organizations.

□ Survey

Collected data from 47/193 organizations (~24% response rate)

□ Interviews

 Undertook in-person and virtual interviews: 2 City representatives, 15 not-for-profit organizations (including 2 Indigenous-led organizations), and 4 program beneficiaries.

☐ Economic Impact Analysis (EIA)

- Collected fiscal and employment data via online survey and used a "gross-up" methodology to apply results to the universe;
- Note: The direct impacts were inputted into Nordicity's MyEIA Model™ to calculate the indirect and induced impacts.



Copyright 2019 © NGL Nordicity Group Ltd. All Rights Reserved

4

Δ

Profile of Nanaimo's Not-for-Profit Sector

Profile of Nanaimo's Not-for-Profit Sector

■ Total number

- The sector is comprised of 193 organizations.
- Community not-for-profit (89%) and Business not-for-profit (11%).

☐ Primary Subsectors

 Top 3 subsectors: social services (19%), religious and faith groups (19%), and health (16%).

□ Legal Status

• Most identified as a registered charity (74%) and registered not-for-profit (64%).

□Years established

 Majority of Nanaimo's not-forprofits have operated for 10+ years (85%).

☐ Leadership/Workforce Diversity

- ~80% of organizations reported having women in their leadership;
- About 1/3 of organizations reported having 2SLGBTQIA+ in their leadership;
- Organizations reported low income (22%), disability (12%), BIPOC (11%), Indigenous (11%) in their workforce.



Copyright 2019 © NGL Nordicity Group Ltd. All Rights Reserve

6

Impact Findings

7

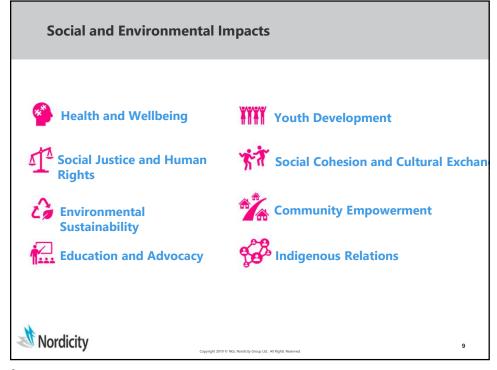
Economic Impacts

- Total **direct economic impact** of not-for-profit organizations activity in Nanaimo is more than \$67.5 million.
- Not-for-profit organizations contribute more than \$64
 million in GDP in this region, including indirect and induced impacts.
- This sector supports ~940 FTEs of employment and over \$53 million in labour income.

Nordicity

Copyright 2019 © NGL Nordicity Group Ltd. All Rights Reserved.

8



9

Impact Summary – Contribution to Nanaimo's Five City Goals

- Through initiatives that promote environmental sustainability, the sector aligns with the City's goal of maintaining a green Nanaimo.
- Socially, the sector supports human rights, education, and Indigenous relations, directly enhancing community empowerment, fostering a healthy community with strong social cohesion and cultural exchange, contributing to a connected, healthy, and empowered Nanaimo.
- Economically, not-for-profits in Nanaimo contribute to economic capital, supporting a more prosperous Nanaimo.



Nordicity

Copyright 2019 © NGL Nordicity Group Ltd. All Rights Reserved

Sector Priorities

11

Sector's Challenges

Organizations identified their top 3 challenges in the past years:

- Growing demand for services (64%),
- Rising costs including rent (64%), and
- Greater efforts in recruiting and retaining staff, volunteers, and board members (48%).

Source: Nanaimo Not-for-Profit Sector Study Industry Survey and Analys



Copyright 2019 © NGL Nordicity Group Ltd. All Rights Reserved.

12



Looking Ahead: Future Opportunities

Looking Ahead: Future Opportunities



Bolstering Sector Capacity

- Funding: creating specialized funding programs and streamlining grant applications
- Facility: facilitating affordable space initiatives, further developing shared spaces
- Human Resources: supporting leadership development, advancing skill training
 Fostering Innovative Partnerships with the Sector
- Extending service agreement model with not-for-profits
- Enhancing program co-development



Amplifying Sector Impact and Advocacy

- Increasing community awareness
- Advocating for provincial and federal support



Copyright 2019 © NGL Nordicity Group Ltd. All Rights Reserved

15

15

Thank you. Any questions? Nordicity.com @NordicityGlobal