


City of Nanaimo: Not-for-Profit Sector Study

City Council Presentation

December 2nd, 2024




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1

Agenda

- **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**



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2

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



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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.



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4

4

Profile of Nanaimo's Not-for-Profit Sector

5

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-for-profits 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.

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**.

8


Social and Environmental Impacts




Health and Wellbeing




Youth Development




Social Justice and Human Rights




Social Cohesion and Cultural Exchange




Environmental Sustainability




Community Empowerment



Education and Advocacy



Indigenous Relations




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9


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.




A GREEN
NANAIMO:
RESILIENT &
REGENERATIVE
ECOSYSTEMS




A CONNECTED
NANAIMO:
EQUITABLE
ACCESS &
MOBILITY




A HEALTHY
NANAIMO:
COMMUNITY
WELLBEING &
LIVABILITY



AN EMPOWERED
NANAIMO:
RECONCILIATION,
REPRESENTATION
& INCLUSION



A PROSPEROUS
NANAIMO:
THRIVING &
RESILIENT
ECONOMY



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10

10

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 Analysis

12

Other Challenges We Heard



Securing Funding



Fulfilling Staffing and Governance Needs



Documenting Social and Economic Impacts



Accessing Affordable Space and Facilities



Advancing Visibility of Smaller Organizations and Their



Services

Accessing Services for Indigenous People



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13

13

Looking Ahead: Future Opportunities

14

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



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15

15

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Any questions?

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16