



MEDIA CONTACTS

Linda Davis, CEO
ldavis@cvnl.org
415.479.5710 ext. 300

Peter Rodgers
Director of Marketing & Communications
prodgers@cvnl.org
415.713.0235

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Napa County Nonprofits Make Significant Contributions to Local Economy

New report reveals economic, social and community impact of Napa's nonprofit sector

NAPA, CA — Center for Volunteer & Nonprofit Leadership (CVNL) and the Napa Valley Coalition of Nonprofit Agencies (Coalition) debuted a comprehensive study of Napa County's nonprofit sector, "Creating Community: Napa County Nonprofits at Work" on Thursday morning, June 23rd, at Collabria Care.

Forum attendees included over 50 business and nonprofit leaders, government and elected officials as well as philanthropic partners. The report was presented and a discussion followed, exploring ways people can leverage the economic, social and community value of Napa County's nonprofits both now and into the future.

"The study communicates valuable information and has the potential to create significant, positive impact on the nonprofit sector and the community it serves," said Linda Davis, CEO of CVNL. "The report presents baseline information on the state of the nonprofit sector that funders, donors, nonprofit leaders, policy makers, and service providers can access in order to more effectively address community needs."

The overall economic impact of nonprofits revealed in the study is significant. Napa County nonprofits spent over \$418 million in 2014 —15% of the county's economic output. Lead consultants Potrero Group and the study steering committee agreed that this figure is understated. "We believe a multiplier of two— even three — applied to this figure is a more accurate representation of the economic impact nonprofits have in the community," said Cleve Justis, Principal of Potrero Group. In addition, nonprofit sector employment counts for 6% of all jobs in Napa County, following closely behind agriculture and retail trade.

Napa County nonprofits get 51 percent of their revenue from government grants and payments, with different service categories having different mixtures of revenue. While the study revealed that nonprofits are generally financially stable, data also showed that community need outweighs current nonprofit service capacity, with 18 percent of nonprofits reporting having wait lists.

Becky Petersen, Member and Community Relations Director of Napa Valley Vintners, had this to say: "The Napa Valley Vintners was very interested in supporting this landscape study of our nonprofit community because of the vital work it does. The data shows how much these agencies coordinate and collaborate to bring services to people, and how efficiently they use the money that we as funders invest in them. Napa County residents are fortunate that these services exist to make our community strong and healthy. Not only do our nonprofits provide vital services, collectively they have a great economic impact on our community."

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Leadership and the demands of staffing are issues addressed in the study. 54 percent of survey respondents view developing future nonprofit leaders as a challenge. An estimated 1,300 positions at nonprofits will need to be filled between 2014 and 2019. 77 percent of Napa nonprofits do not have a succession plan. Nearly half (46 percent) of organizations report current openings on their board of directors.

The report was sponsored by Napa Valley Vintners, Napa County Health and Human Services Agency, Collabria Care (formerly Napa Valley Hospice & Adult Day Services), OLE Health, E. Richard Jones Family Foundation, PG&E, Syar Foundation, United Cerebral Palsy of the North Bay, Peter A. & Vernice H. Gasser Foundation, and Napa Valley Education Foundation. “Napa County was proud to sponsor this first-ever study about our local nonprofit sector,” expressed Howard Himes, Director of Health and Human Services. “Napa County nonprofits enhance the network of care for our community by supporting the health and welfare of our most vulnerable populations.”

The study was based on a combination of IRS data, surveys completed by nearly 200 Napa nonprofits as well as interviews and focus groups with nonprofit leaders. This “mixed-method” approach produced a nuanced look at the complexity present in the nonprofit sector and the unique context of Napa County. In addition, an advisory committee comprised of 31 leaders across the nonprofit, government, philanthropic, and business sectors supplied indispensable local expertise on Napa County and its nonprofit sector.

The study provides organizations serving Napa County with reliable information to assist in setting priorities and in making collaborative and informed funding recommendations. The report helps close the information gap presenting the economic impact of nonprofits on Napa County with supporting data and provides important insights to stimulate discussion about the role of nonprofits can play to address important issues facing the County in the future.

The complete study, including a set of recommendations, is available at www.cvnl.org and www.napanonprofits.org.

About the Napa Valley Coalition of Agencies: Napa Valley Coalition of Nonprofit Agencies believes that the Nonprofits/Community Benefit Organizations located in Napa County will be more effective in meeting the needs of the community if they have a chance to lean on and learn from each other. Every day, participation in this alliance keeps all of us apprised of the work of others, so that we don't spend time duplicating, but we do spend time helping the people of Napa find the right service in the right place.

About CVNL: Since 1964, the national award-winning Center for Volunteer & Nonprofit Leadership (CVNL) has advanced nonprofits and volunteerism by strengthening leadership, encouraging innovation, and empowering individuals throughout the Bay Area. CVNL knows that passion alone isn't enough when it comes to creating strong nonprofits. CVNL works with aspiring and established leaders every day to help them build the skills and connections that can take their impact to the next level — offering comprehensive programs including education, executive search, consulting, leadership training and recognition. CVNL has a rich history of promoting volunteerism, offering easy-to-access, meaningful opportunities to individuals, families, groups, and businesses. CVNL believes that with confident and prepared leaders, our nonprofits will be better equipped to create healthy, happy communities. CVNL has served the Bay Area continuously for more than 50 years and has offices in San Rafael and Napa.

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