

## EXECUTIVE SUMMARY

### 2021 Key Metrics for Philanthropy-Serving Organizations

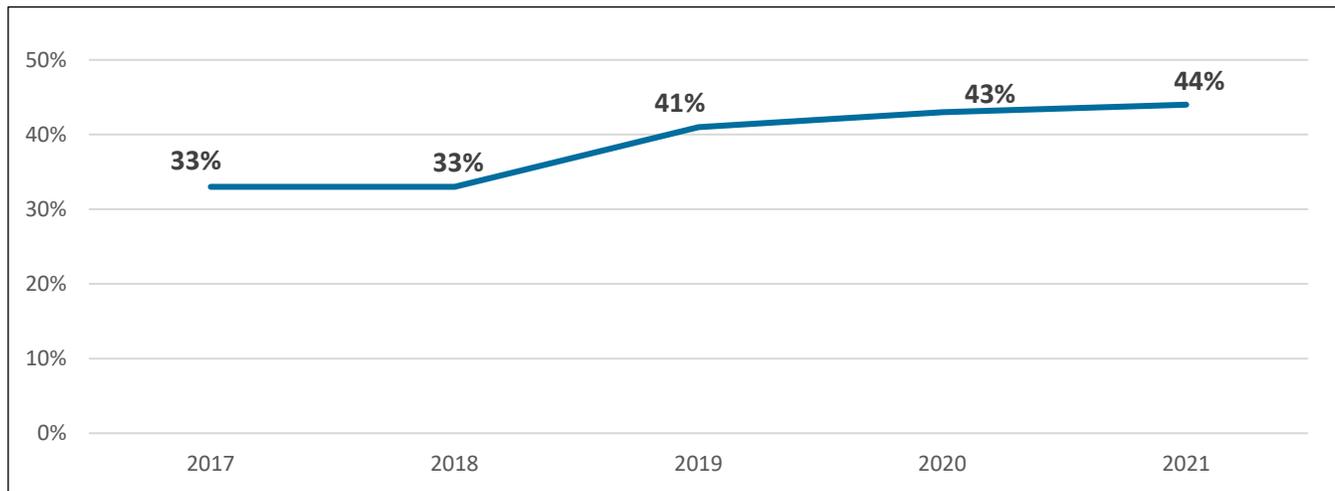
United Philanthropy Forum’s 2021 *Key Metrics for Philanthropy-Serving Organizations* report provides comprehensive benchmarking data and analyses on the finances, membership, services and programs, operations, and governance of regional and national philanthropy-serving organizations (PSOs).

Key findings include:

#### PSO Board Diversity

- PSO Boards Are Growing More Diverse.** Forty-four (44) percent of PSO board members identify as people of color—up slightly from the prior year and markedly from the 33 percent shares reported for both the 2018 and 2017 surveys. This figure is also double the 22 percent of nonprofit board members across the country who identify as people of color.<sup>1</sup> However, the share was less than the 54 percent of permanent PSO staff who identify as people of color. More than two out of five PSO boards (45 percent) are more than 60 percent white, suggesting that PSO boards need to make additional progress to reflect the full diversity of the country.

#### Share of Board Members Identifying as People of Color by Year

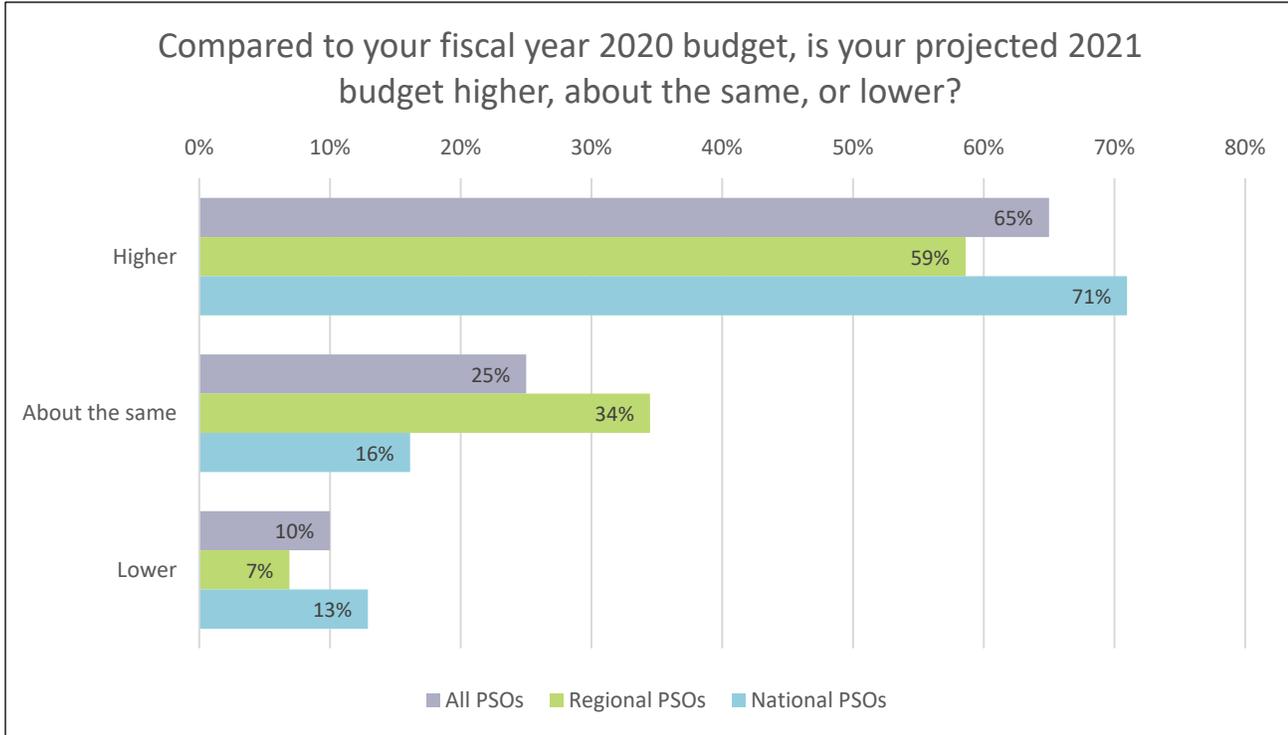


#### PSO Finances & Operations

- Most PSOs are positive about the near-term economic outlook for their organizations.** Nearly two-thirds of all PSOs (65 percent) indicated that their budgets would be higher in 2021 compared to 2020. Only 10 percent of PSOs expected their budgets to be lower. The balance of PSOs (25 percent) anticipated that their budgets would remain about the same. National PSOs were especially positive, with (71 percent) expecting to grow their 2021 budgets, compared to 59 percent of regional PSOs.

<sup>1</sup> See *Leading with Intent: BoardSource Index of Nonprofit Board Practices, 2021*.

## PSO Economic Outlook



- The COVID-19 pandemic has reduced PSO conference expenses and profits.** Among national PSOs, the median cost for hosting an annual member conference/meeting was about \$52,200, down from \$200,000 in the prior year. For regional PSOs, the median cost was \$37,000, down from \$64,400. With the COVID-19 pandemic causing both national and regional PSOs to move to virtual formats in the past year, the differences in expenses by type of PSO have decreased significantly. However, regional and national PSOs also reported lower median profits than in the prior year (\$20,400 and \$5,700, respectively).
- More national PSOs are becoming virtual organizations.** Eight national PSOs reported closing their offices in response to the COVID-19 pandemic and transitioning to virtual operations, raising the number of fully virtual national PSOs to 14. Other PSOs indicated that they are reevaluating their current office space, and a few are considering becoming virtual organizations.

## PSO Membership Renewal & Growth

- PSOs report fairly high renewal rates.** National and regional PSOs both reported a median<sup>2</sup> 92 percent membership renewal rate. Among their members at year’s end, 87 percent were renewals from the previous year, 1 percent were members that returned to membership, and 11 percent represented new members.

<sup>2</sup> The median represents the midpoint between the smallest and largest values reported. Unlike averages, it is not affected by extremely large or small values.

- **Most PSOs expect stable or growing membership.** More than two out of five PSOs expect to see an increase in their membership numbers in the current fiscal year, and just 8 percent expect their membership to decline. National PSOs are more enthusiastic about their membership growth than are regional PSOs. A majority (63 percent) of national PSOs expect to grow their institutional member base in 2021, compared to 29 percent of regional PSOs.

### PSO Services, Programs & Activities

- **Most PSOs anticipate a return to in-person conferences in 2022.** Nearly three-quarters of PSOs (75 percent) expect to host in-person conferences in 2022, while just 4 percent anticipate a fully virtual conference. The remaining PSOs either anticipate conducting a hybrid conference (15 percent) or are currently uncertain (6 percent). By comparison, for 2021 most PSOs were planning to host their major conference virtually (70 percent) or in a hybrid format (9 percent).

### PSO Collaboration & Partnership

- **PSOs collaborate regularly with each other.** 96 percent of all PSOs indicated that they had collaborated with one or more PSOs in the past year. The vast majority of national PSOs (79 percent) collaborated with one or more regional PSOs. Most regional PSOs (79 percent) collaborated with an issue-focused national PSO, while 71 percent collaborated with a practice-focused national PSO and 50 percent collaborated with an identity-focused national PSO.

To learn more, go to [www.unitedphilforum.org/keymetrics](http://www.unitedphilforum.org/keymetrics)

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## About the Forum

As the largest and most diverse network in American philanthropy, United Philanthropy Forum holds a unique position in the social sector to lead change and increase impact in philanthropy. We are a membership organization of more than 90 regional and national philanthropy-serving organizations (PSOs) who work to make philanthropy better, representing more than 7,000 foundations and other funders across the country. The Forum envisions a courageous philanthropic sector that catalyzes a just and equitable society where all can participate and prosper.

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