



# GIVE MIAMI DAY

11.21.24

# 2024

## by the Numbers



# A Look Back at Give Miami Day 2024



What will it take to build a Miami where every single person feels shared responsibility for shaping our future? We host Give Miami Day not only to infuse tens of millions of unrestricted dollars into the vital organizations that keep our community strong; we host this day as a massive call-to-action to the people of Greater Miami because together we ALL hold the key to a thriving community.

In 2024, Miami's generosity reached new heights. Our record-breaking day brought 109,784 donations from 51,755 donors who contributed over \$39.5 million to 1,276 organizations — a 16% increase in funds and a 13% rise in donors compared to last year.

In addition to fueling donations, we built serious awareness both for nonprofits and for our region's commitment to giving back. Everywhere we looked, generosity was celebrated through digital signage on highways, bus-stops, train stations, — capturing the attention of over two million Miamians.

Last year, we prioritized reaching new and diverse audiences. For the first time ever, we partnered with schools to inspire young scholars to consider their favorite causes. We hosted months of professional development workshops to help nonprofits hone their storytelling and fundraising capacities, and we hosted hundreds of organizations for tech support and unity on the big day - not only at our central location, but also in satellite sites across the region.



In truth, the greatest power of the day isn't even in the dollars themselves - it's in the DATA. Within this report, join us in unlocking the wisdom that emerges from over 1,000 nonprofits and over 100,000 donations. The trends tell a powerful story, and can guide us to lead more strategically in the year ahead.

A handwritten signature in black ink, appearing to read "Rebecca Lipsey".

**Rebecca Fishman Lipsey**  
President & CEO, The Miami Foundation





# What's Inside?

Inside this report, we'll unlock data to deepen understanding of Give Miami Day as a movement, Greater Miami's nonprofit landscape, and giving patterns in our community.

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# A Growing Movement



Before we dig into the year's highlights, it's worth looking at the recent trends of the Give Miami Day movement for a birds-eye view of the unwavering growth of our region's generosity. From 2019 to today, we see this growth across three key domains: **nonprofit participation, the number of unique donors, and the total dollars raised**. This suggests that year after year, more of our local nonprofits are leaning into fundraising opportunities while generosity is growing in volume and magnitude!



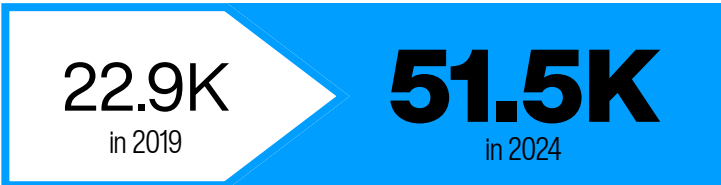
## Since 2019...

### # OF PARTICIPATING ORGANIZATIONS



The number of organizations raising money on Give Miami Day has increased by 53%.

### # OF UNIQUE DONORS



The number of unique donors contributing on Give Miami Day has increased by 125%.

### TOTAL DOLLARS RAISED



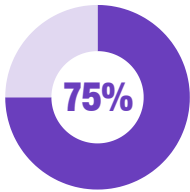
The dollars raised by organizations on Give Miami Day has increased by 190%.



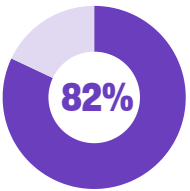


# 2024 Nonprofit Overview

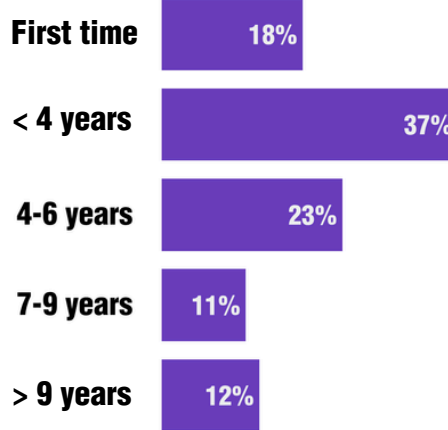
With **over 1,000 nonprofits** participating in Give Miami Day (GMD), we have an opportunity to peek into our region’s nonprofit sector and understand more about their operational and fiscal health. **Over 90%** of participants are 501 (c)(3) organizations, with **74%** of these providing direct services to Miami’s residents.



of registered organizations **participated in the previous year.**



of registered organizations reported **participating in the past.**



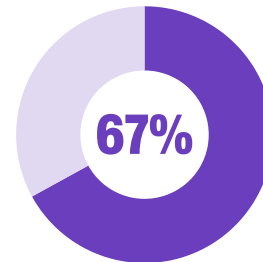
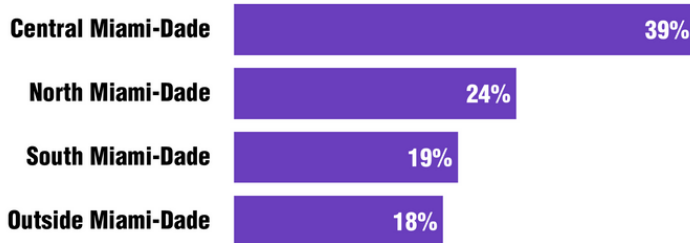
GMD Participation

**46%** of organizations have participated for **over four years**, highlighting GMD’s role in annual fundraising, while **55%** joined in the last three years, highlighting the growing demand for GMD amongst our nonprofit community.

## Service Coverage Across Our Community

Our community’s nonprofits serve a range of communities across Greater Miami. It is worth noting that **the majority of the organizational headquarters are located in central or north Miami-Dade** - indicative of the sparser presence of nonprofits in the southern part of our county. However, it is heartening to see that most organizations included South-Dade communities in their top five areas being served.

**Based on their zip codes, we learned that more than half of the organizations are headquartered in central and north Miami, but their services are widespread:**



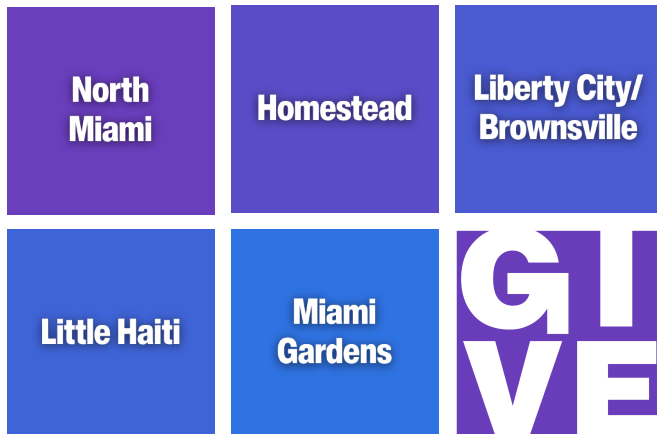
of registered organizations report **servicing ALL of Miami-Dade.**



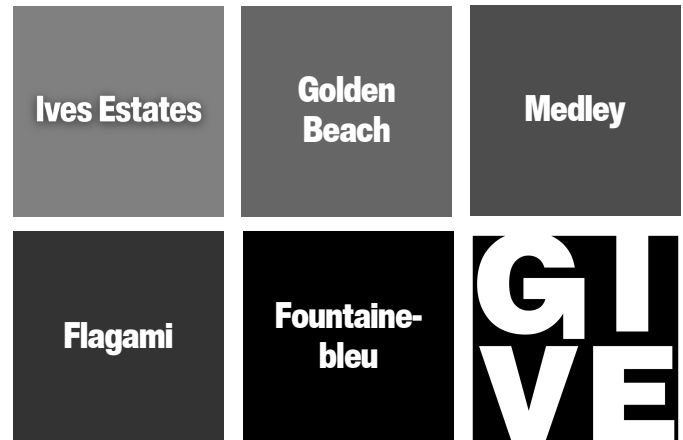
# 2024 Nonprofit Overview



These are the top five **most frequently selected neighborhoods** served by nonprofits.

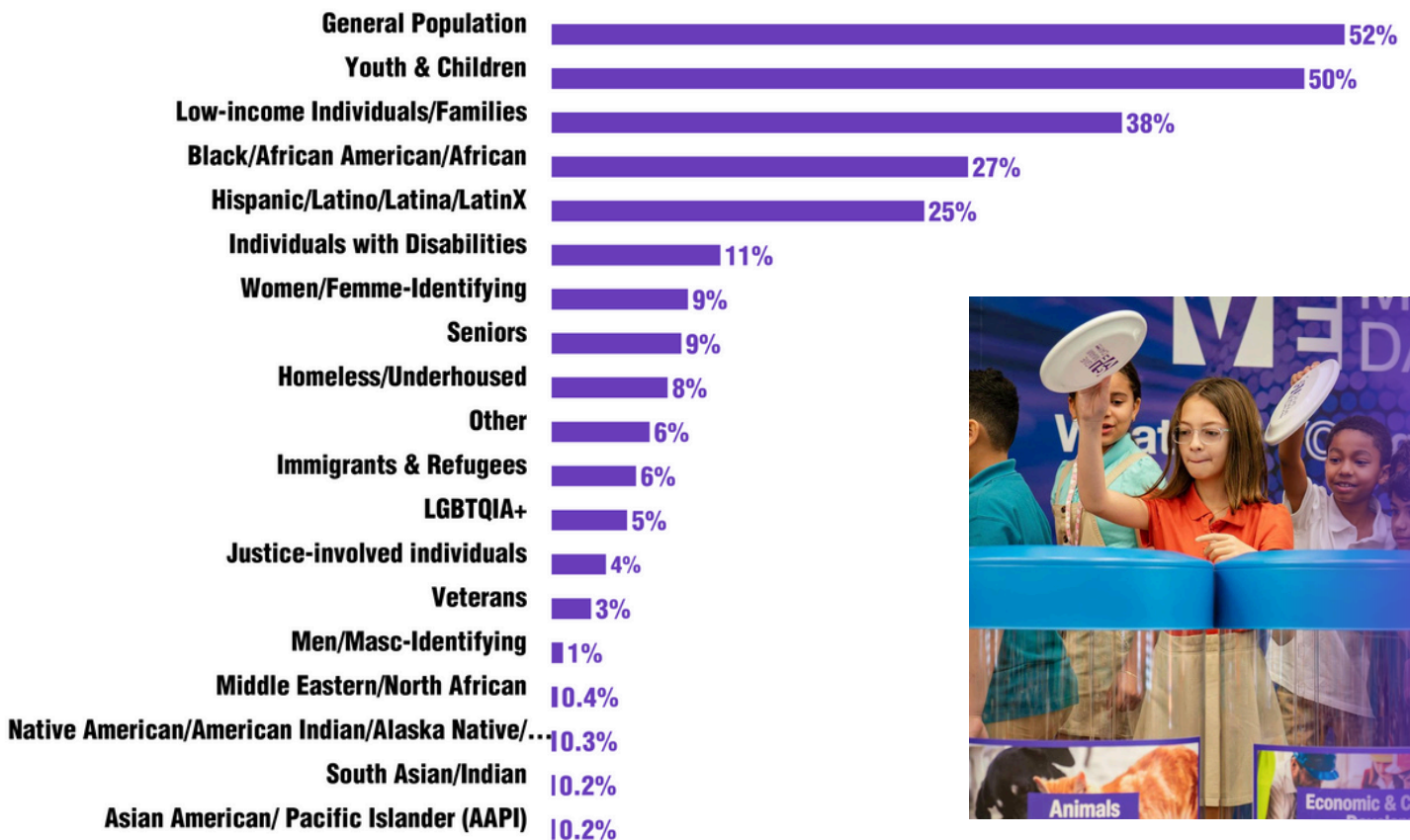


These are the five **least frequently selected neighborhoods\*** served by nonprofits.

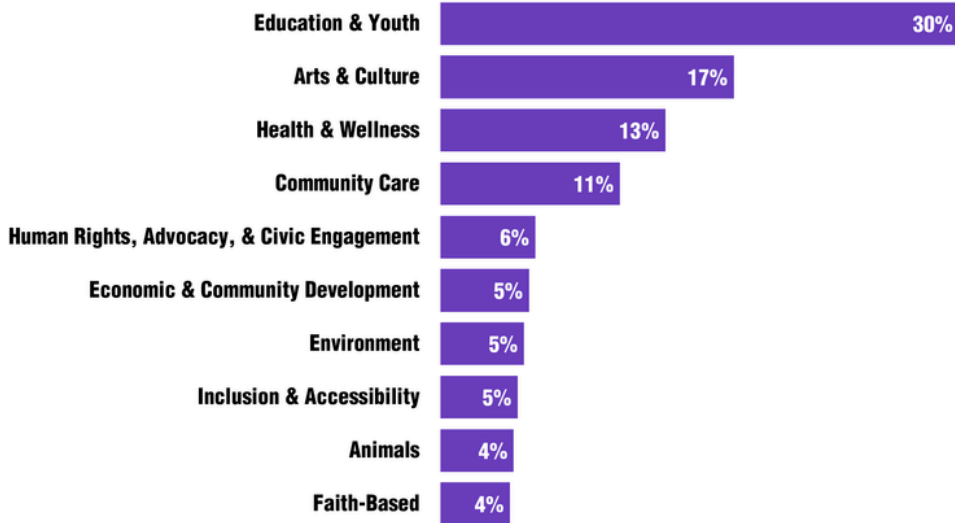


\*The only neighborhood that was not selected by ANY nonprofit for service offerings was Virginia Gardens.

The majority of registered organizations serve the **general population (52%), youth and children (50%), and low-income families (38%).**



## The Range of Issue Areas served by Miami's Nonprofits



**30%** of participating organizations focus on **Education & Youth**.

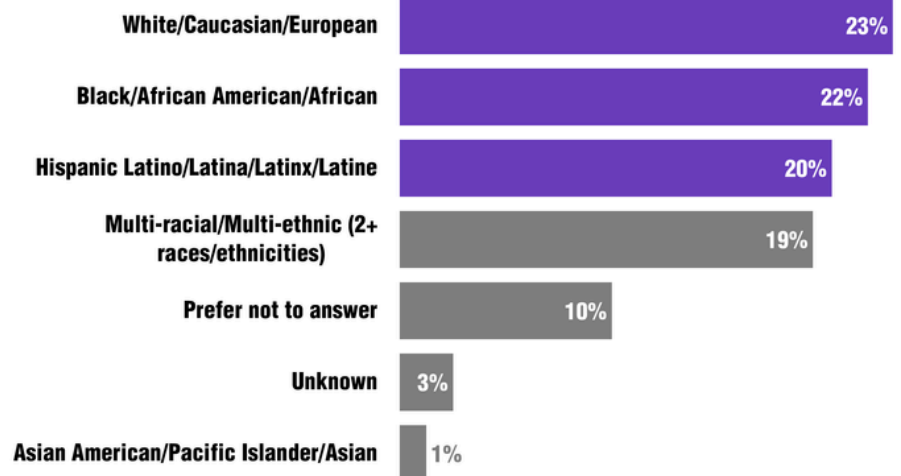
This remains largely unchanged from last year.



## The Diversity in Leadership of Miami's Nonprofits

There is diverse leadership in Miami's nonprofit sector. **24% of leaders identify as White, 22% as Black and 20% as Hispanic.**

**Multi-racial leaders** constitute **19%** of the group, reflecting the cultural mosaic of Miami.

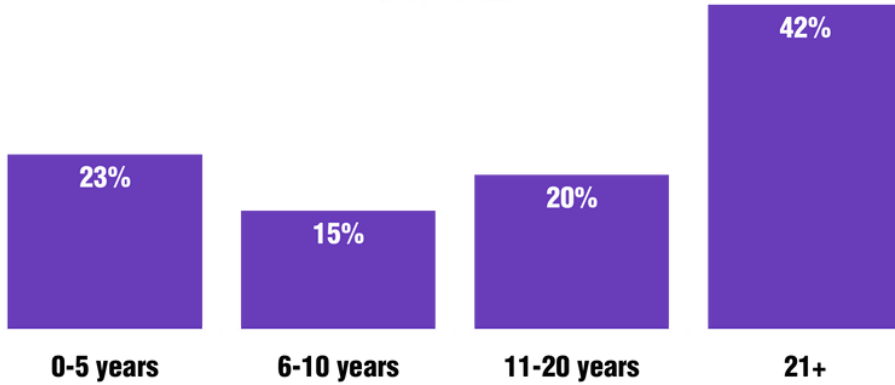


*\*Afro-Latino, Native American/American Indian/Alaska Native/Indigenous, Middle Eastern/North African, and Native Hawaiian/Pacific Islander were reported by under 0.5% of respondents*

# 2024 Ecosystem Overview



## An Evolving Nonprofit Ecosystem



While nearly a quarter of our nonprofits are relatively “young” (founded in the past five years), nearly half (42%) of Miami’s nonprofit ecosystem is comprised of organizations with more than 20 years of experience.



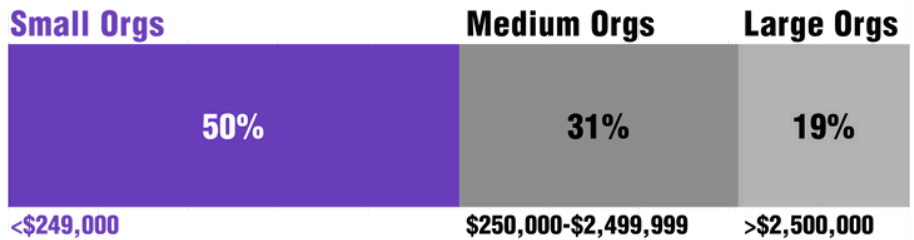


# 2024 Nonprofit Fiscal Health

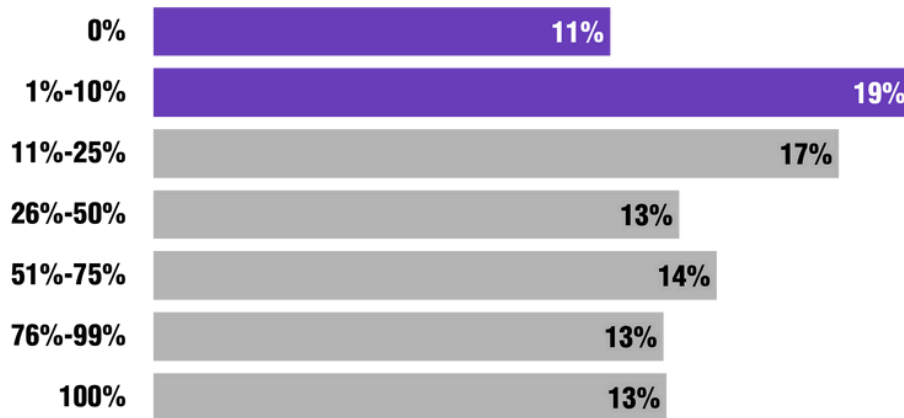
Our Give Miami Day data also sheds critical light on the fiscal health of the local nonprofits. Simply put, we get a yearly snapshot of how organizations are advancing their missions with varying budgets and assets.

## Miami's Nonprofit Budget Sizes

Half of participating organizations have a small **annual operating budget of less than \$250,000.**



## The Limited Flexibility in Spending

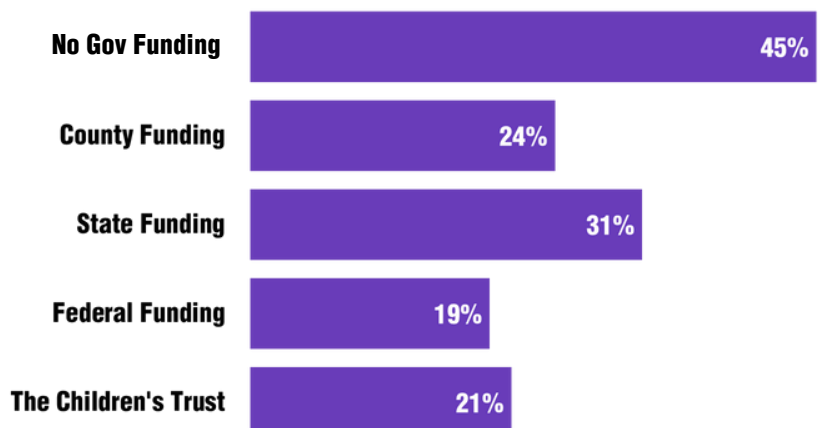


**30% of organizations have almost no flexibility in their budget.** They can spend 10% of their dollars or fewer in the way they think best serves the community.



## Government Funding for Miami Nonprofits

**44% of nonprofit organizations receive some government funding,** with the majority coming from the County. More than half do not receive any public funding.

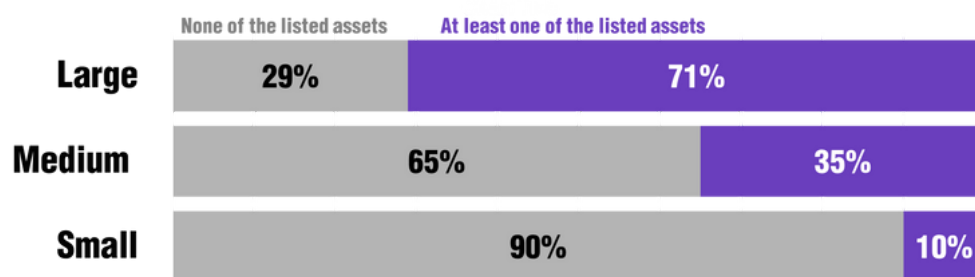


# The Vital Case for Flexible Dollars

All of the money raised on Give Miami Day, 100% of it, is for general operating support. These flexible dollars offer a vital lifeline that enables organizations to quickly address emerging needs, invest in essential infrastructure, and allocate resources as needed in rapidly shifting environments or unexpected setbacks.

## Smaller Budgets, More Constraints

Miami's nonprofit ecosystem is dominated by organizations with budgets of less than \$250,000. These smaller nonprofits are less likely to have buffers like permanent endowments, reserve funds, or other assets that can help protect them from unforeseen circumstances.

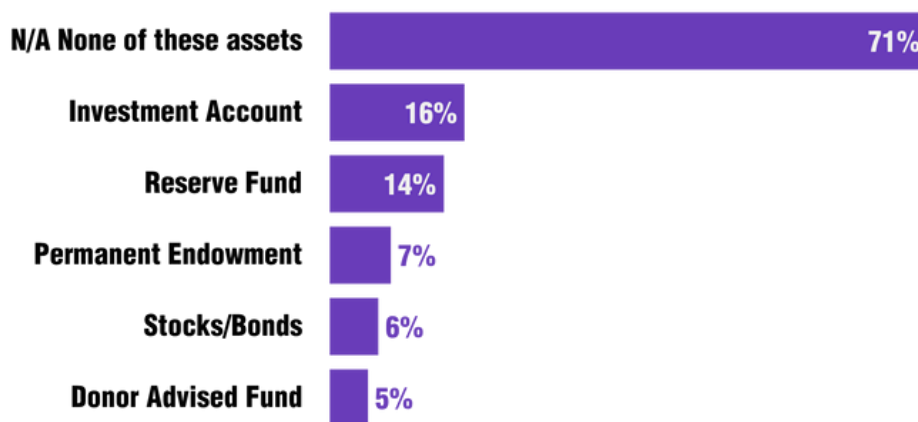


**90% of small organizations have no additional assets to their budgets, compared to 71% of large organizations.**

\*Small organizations have an annual budget of under \$250,000, Medium Organizations have an annual budget between \$250,000 and \$2,499,000, and Large organizations have an annual budget over \$2,500,000.

## The gaps in asset-based financial resilience

In addition to the operational budgets that organizations often have to fundraise for, having assets like permanent endowments, donor-advised funds or other reserves unlock more time for nonprofit leaders to innovate and maximize impact. That time is usually spent on fundraising efforts or fixed-budget allocation.



**71% of participating organizations** do not have any additional assets other than their checking account.



# The Vital Case for Flexible Dollars

## A note on “liquidity”

Just as liquidity empowers businesses to operate smoothly and innovate, nonprofits significantly benefit from accessible capital. Our data shows that small Miami nonprofits have roughly five months of cash reserves, compared to over seven months for larger organizations.

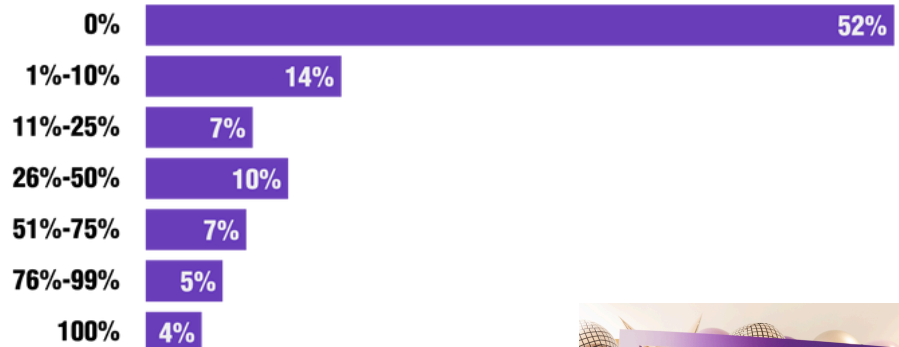


On average, orgs have **less than 6 months of cash reserves.**

## Reimbursement Funding for our Nonprofits

Nearly a quarter depend on reimbursement funding—requiring them to cover project costs upfront and await repayment later. This model places added administrative and financial strain on already cash-strapped nonprofits.

**26% of nonprofits are in the danger zone** where more than a quarter of their funding is based on reimbursements.



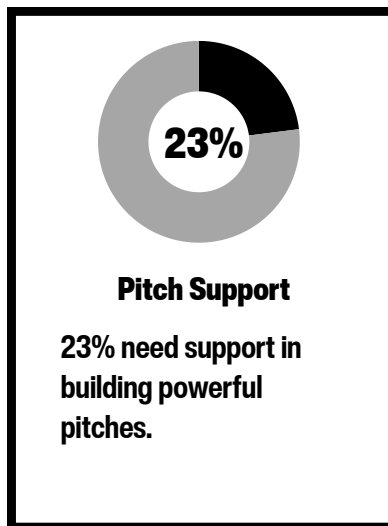
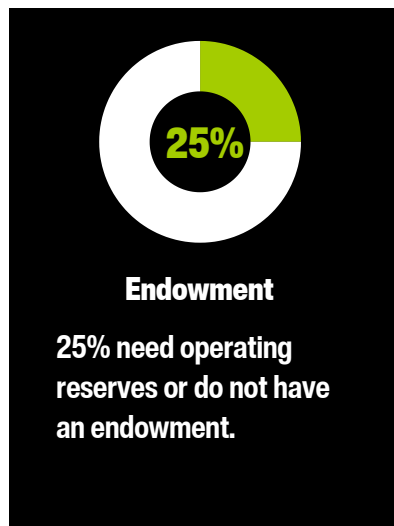
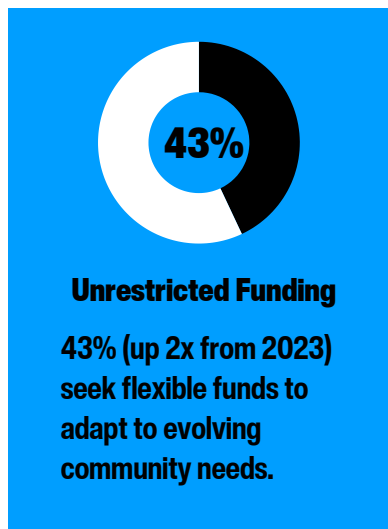
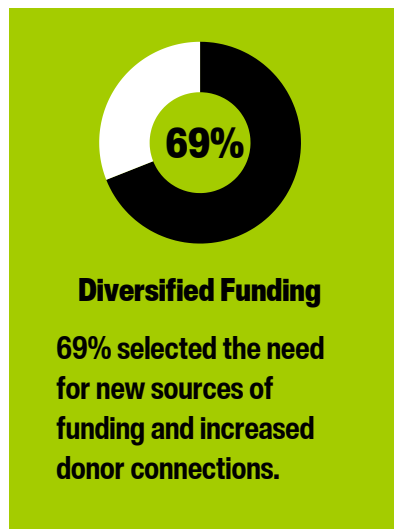
# A Look at Nonprofit Needs



Identifying nonprofit needs is essential to building a supportive ecosystem that enables organizations to thrive and amplify their impact. When we asked registered organizations to share their top two needs, they revealed key themes that highlight both challenges and aspirations.

## 1. Funding

Fundraising, like in previous years, continues to be a **top priority for 76% of organizations**. Within this category, five main themes emerged:



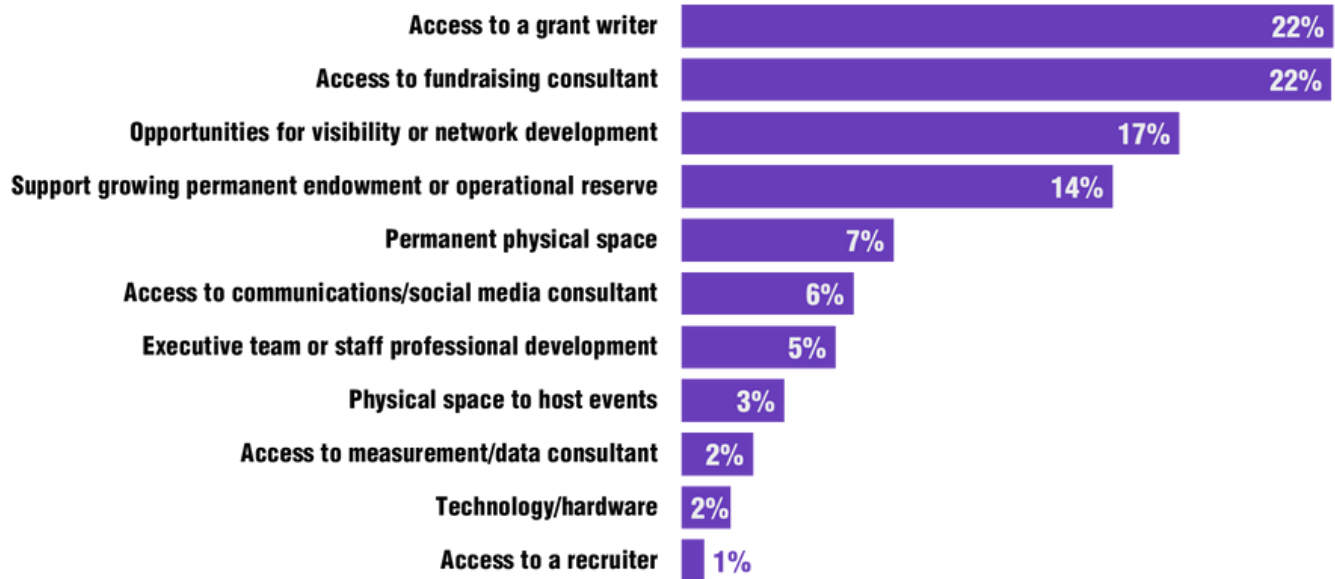
## 2. Visibility, Communications, & Brand Awareness

**Nearly half (48%) of organizations** emphasized the importance of improving visibility, communications, and brand awareness to effectively engage communities.



## Catalysts for Growth

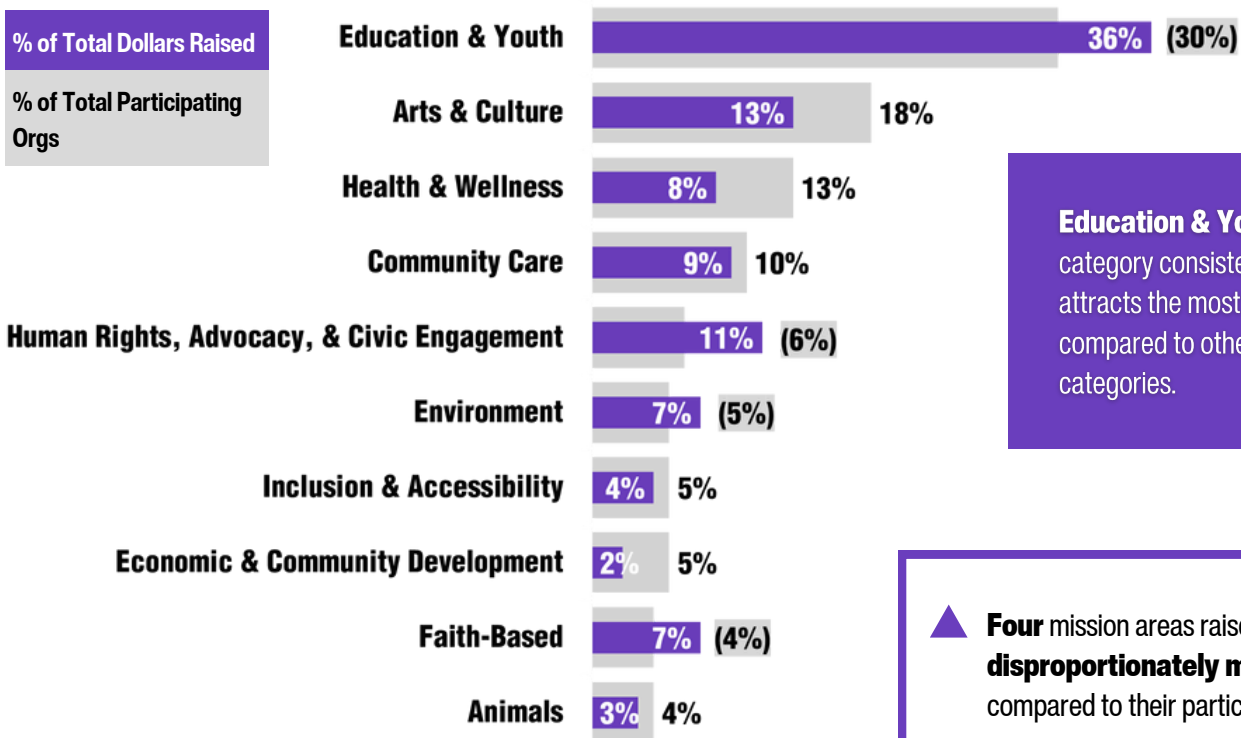
When organizations were asked what the **number one catalyst** would be for their organization's growth, access to a grant writer, fundraising consultant, and opportunities for visibility rose to the top.



# 2024 Funding & Donor Insights

By further examining how and where Miami gives, we can better understand the gaps and opportunities to maximize generosity next year. Let's take a look at what Miami's giving was like in 2024.

## A Comparison of the Funds Raised by Mission Area



**Education & Youth** category consistently attracts the most funds compared to other categories.



▲ **Four** mission areas raised **disproportionately more funds** compared to their participation size:

1. Education
2. Environment
3. Human Rights, Advocacy, & Civic Engagement
4. Faith-Based

▼ **Economic Development** raised the least amount of dollars proportionally to their nonprofit representation



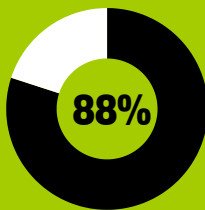


# 2024 Funding & Donor Insights

Catalysts for Growth

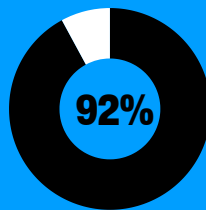
Miami's generosity takes many shapes and forms that account for \$39.5 million pouring into local nonprofits. The numbers below demonstrate the importance of our Early Giving period, our \$25 minimum donation, and the continuity of Give Miami Day.

## Power in Numbers



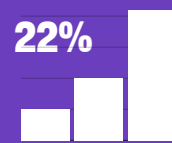
of donations made on Give Miami Day were less than \$250.

## Pay It Forward



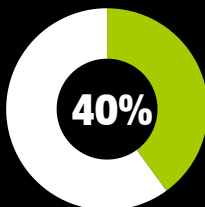
Most donors cover platform/service fees, maximizing their impact.

## Diversified Giving



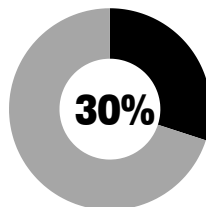
The percentage of donors giving to more than one mission area increased by 22% from last year.

## Early Birds



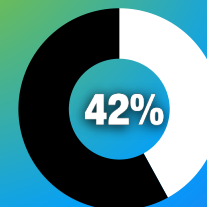
40% of donations take place during the 'Early Giving' period before the actual day of Give Miami Day.

## Small and Mighty



30% of all donations were \$25. Thousands of small acts of generosity, building a stronger Miami, together.

## Growing Movement



Almost half (42%) of participating nonprofits gained donors compared to last year.



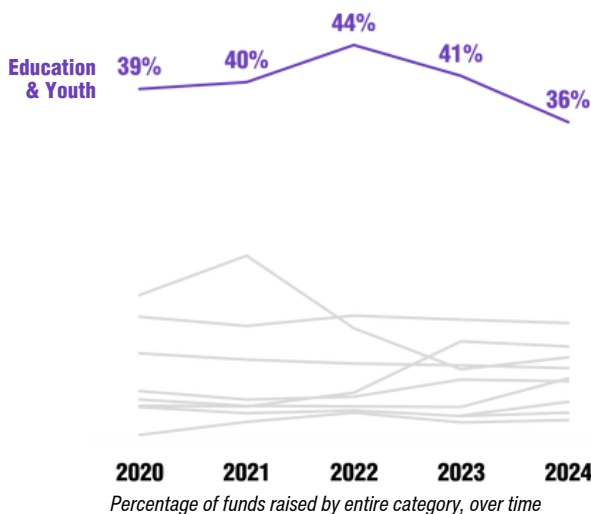
# Giving Trends Over Time



We've tracked five years of Give Miami Day investments by mission area. Below, we highlight five mission areas to showcase what their fundraising has looked like over time. We show this as a percentage of total funds raised for that category. While we can't pinpoint the reasons for these shifts because there are so many factors to consider (geopolitical factors, nonprofit capacity, marketing efforts, etc.), we hope this sparks further conversation.

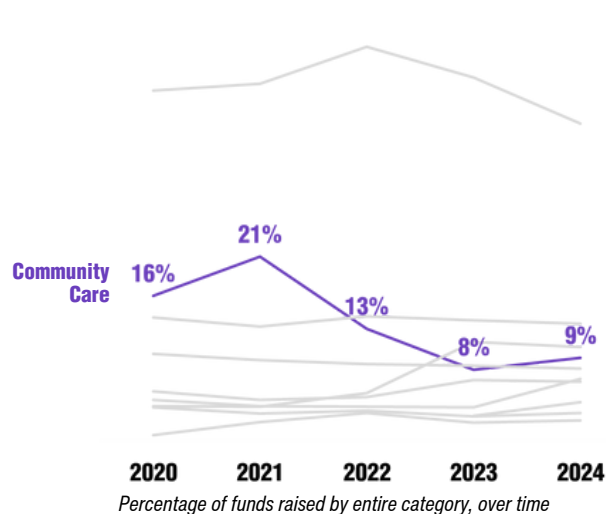
## 1. Education & Youth

This category continues to dominate the nonprofit ecosystem with the largest participation and consequently total dollars raised year after year. Last year, we saw a slight dip (~ 5%) in the dollars raised by this category for the first time.



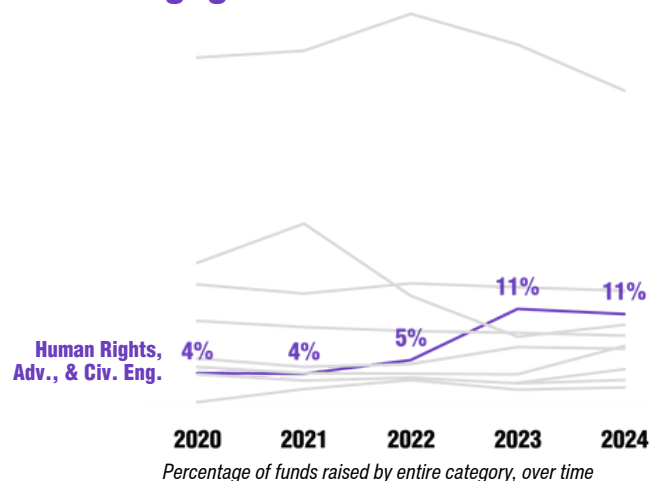
## 2. Community Care

10% of organizations identified this mission area as their core priority in 2024. During the pandemic, this category received more attention. Given their direct-service nature, the lower fundraising totals highlight an opportunity to boost awareness and support for this category.



## 3. Human Rights, Advocacy, and Civic Engagement

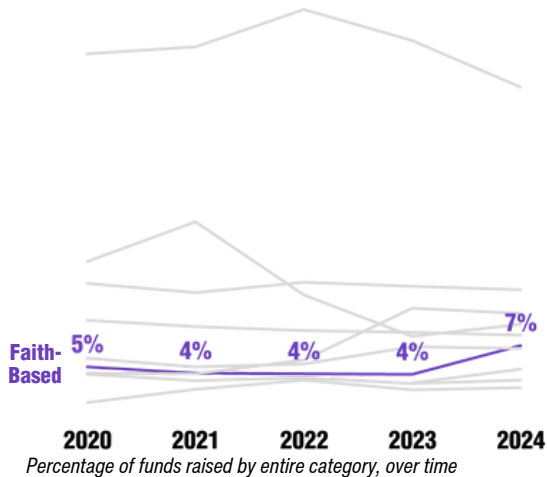
Being a relatively smaller pool, this category averages about 70 participating organizations each year. This category doubled its funds raised from 2022 to 2023 from ~1.3M to \$3M. It's stayed consistent at about 11% of the total pool raised for the last two years.





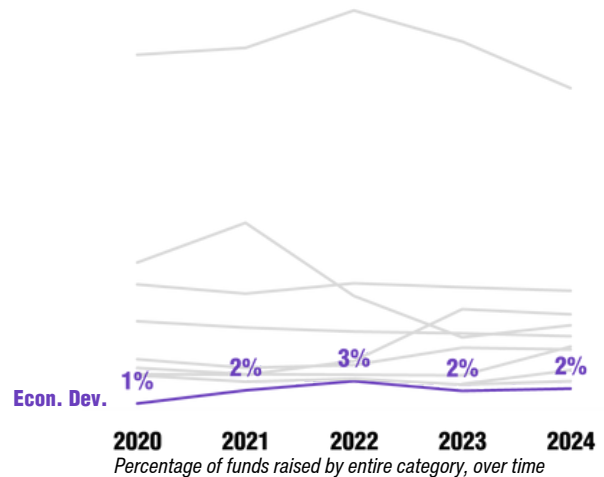
## 4. Faith-Based

**Faith-Based organizations** were fairly consistent with an average of 35 nonprofits participating and \$890K raised from 2019-2023. In the last year, however, we saw a consistent doubling across the organizational participants (36 to 52), unique donors (1,986 to 2,183) and dollars raised (\$1M to \$2M).



## 5. Economic & Community Development

**Economic & Community Development** participating orgs almost doubled in number from 2021 to 2022, but have stayed consistently around the 60-70 range. Representing 5% of all GMD orgs last year, they only raised 2% of the total funds. This category tends to receive the least dollars compared to the others.



# Equity Spotlight

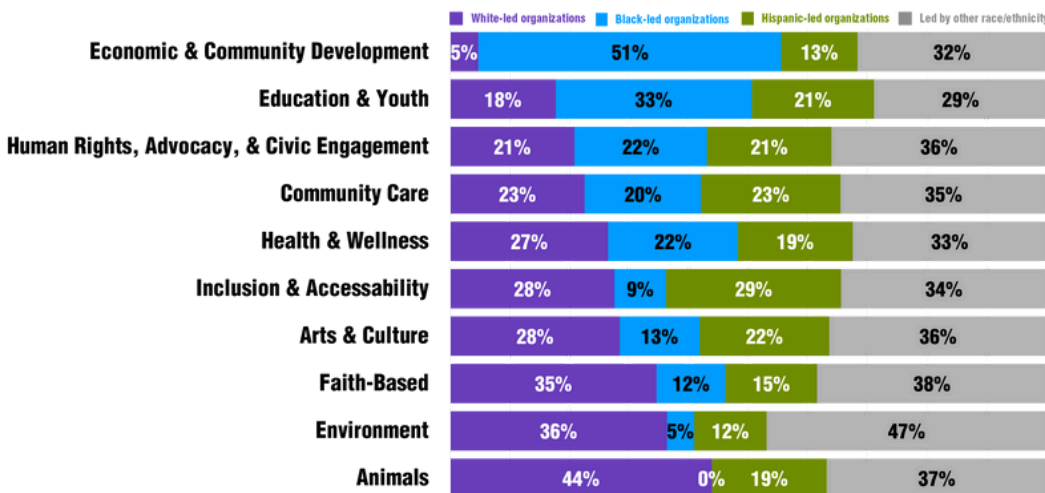
Our commitment to examine nonprofit data across our community’s demographic groups unlocks the insights we need to help us build a Greater Miami where everyone can thrive. Generosity overall has been on the rise, with the number of unique donors rising for *all* leaders, regardless of their race/ethnicity. But, the data reveals gaps for Black-led nonprofits in terms of funding and warrants further conversation on what may be driving this.



**The disparity in giving to Black-led organizations has persisted over time. The same is not true for Latino-led and white-led organizations.**

## Digging Deeper on the WHY

Research continues to point at persistent disparities for access to capital, resources and opportunities for Black leaders compared to their peers. Outside of these systemic factors, a look at the data helps us dissect what else could explain or contribute to the funding inequities we see. Black-led nonprofits are more likely to operate in critical mission areas that tend to be less-resourced. For example, more than half of economic and community development nonprofits are Black-led with only 5% being white-led.

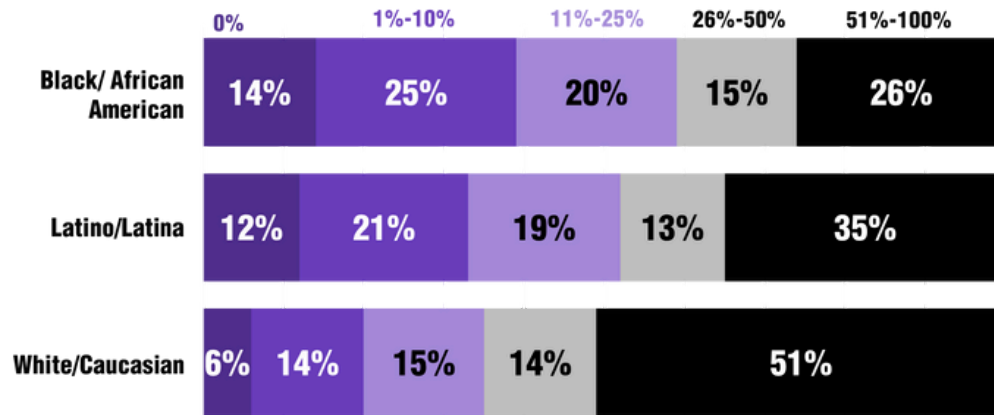


Black-led organizations received **only 29% of the funds** in the Economic & Community Development category despite accounting for **more than half** of the nonprofits working on this issue area.

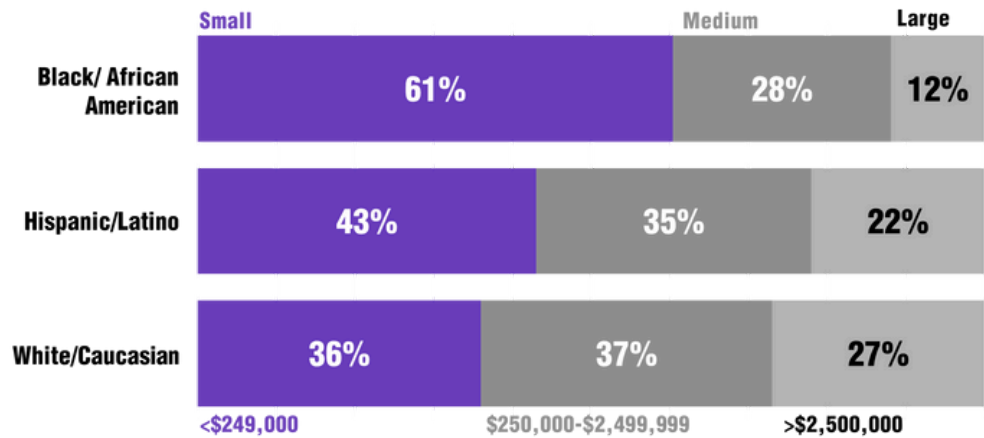


# Equity Spotlight

Over half of Black-led and nearly half of Latino-led organizations can only use **25% or less of their funding for general operating support.**



Over half of Black-led and nearly half of Latino-led organizations have a **small operating budget.**



# Empowering Beyond Dollars



Give Miami Day is more than just a fundraising event. With continued investment and partnership, Miami-Dade is becoming a national model of generosity—fostering a more connected, resilient nonprofit sector, and allowing residents to see and grow the impact of their collective support. This movement empowers the Greater Miami region year-round through **two additional core avenues:**

## 1. Investing in Miami's Nonprofit Capacity

Our **capacity building** program was made available to **1,200+** registered organizations

and supported **739** leaders from **584** organizations\*

\*Up from 461 leaders and 244 organizations in 2023

Powered by a catalytic investment from **The Frederick A. DeLuca Foundation**, The Miami Foundation collaborated with **Radical Partners** to support local nonprofits in developing sustainable fundraising strategies, strengthening networks, and adopting more equitable practices. Initiatives like Give Miami Day have enhanced year-round donor engagement, enabling over 1,000 organizations annually to expand their capacity and deepen donor relationships.

We teamed up with Radical Partners to host seven coaching sessions, supporting over 739 leaders from 584 nonprofits. This investment goes beyond GMD, it is building stronger nonprofits for year-round impact.

When Give Miami Day arrived, we offered on-site assistance to 350 organizations at the Royal Caribbean Terminal and extended our support through three satellite locations, making sure more nonprofits could collaborate in strategic locations in North, West and South Miami-Dade.

### Out of the 584 organizations that attended Capacity and Community Building sessions:





# Empowering Beyond Dollars

## 2. Increasing Awareness of Miami's Changemaking Ecosystem



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Community Activations

Leading up to Give Miami Day, we fueled events throughout the community to ensure we connected as many Miamians as possible to this day. We showed up at farmers' markets, spread awareness at the iHeart Fiesta Latina concert, and hosted our very own "Family Fun Fest" at Flamingo Park.



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Surprise & Delights

For the third year in a row, we partnered with companies and elected officials to carry out our Surprise & Delights—popping up to surprise nonprofits with funding, appreciation, and recognition! In the lead-up to Give Miami Day, we carried out 20 surprise visits, delivering a total of \$140,000 in gifts in partnership with Amazon, UKG, Chick-fil-A, The Brady Hunter Foundation, the Miami Heat, and others.



**22,000+**

Miamians reached

This year, we also introduced a new school-based coin activity at five schools, where more than a thousand 3rd and 5th graders learned about philanthropy and demonstrated the causes they care about by dropping coins into bins representing different issue areas. Animals and the environment were clearly passion areas for our youth, with those two categories getting the most coins!



# About The Miami Foundation

THE MIAMI  
FOUNDATION

The Miami Foundation is building a Greater Miami where everyone can thrive. Since 1967, The Foundation has invested over \$772M to strengthen our community in partnership with more than 1,000 fundholders and 50,000 donors. By accelerating leadership, generosity, and a sense of belonging across Miami, we inspire people to become changemakers, and we create ways for donors, nonprofits, leaders, and locals to work together on solutions for our community.

## About Give Miami Day

The Miami Foundation has been proudly hosting Give Miami Day for thirteen consecutive years to strengthen nonprofits and foster a culture of generosity and unity in our region.

With 100% of the donations received being unrestricted, this day is the biggest fundraiser of the year for over a thousand nonprofits, enabling them to have the resources necessary to flexibly meet the needs of our community.

Each year, Give Miami Day serves as a testament to the boundless generosity that resides within the hearts of Miami's residents. It is a day when everyone comes together across all lines of difference to strengthen Miami, and it is a day where every person can be a changemaker.

## Thank you to our sponsors who make Give Miami Day possible!



If you want to get involved, please email us at [GiveMiamiDay@MiamiFoundation.org](mailto:GiveMiamiDay@MiamiFoundation.org)





# THE MIAMI FOUNDATION

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