

2025 SOCIAL IMPACT BENCHMARK REPORT

INTRODUCTION

Importance of Impact Measurement

- Governments and nonprofits invest billions in social programs, but funding is increasingly tied to measurable outcomes.
- Impact measurement helps organizations **prove effectiveness, attract funding, and scale successful programs.**

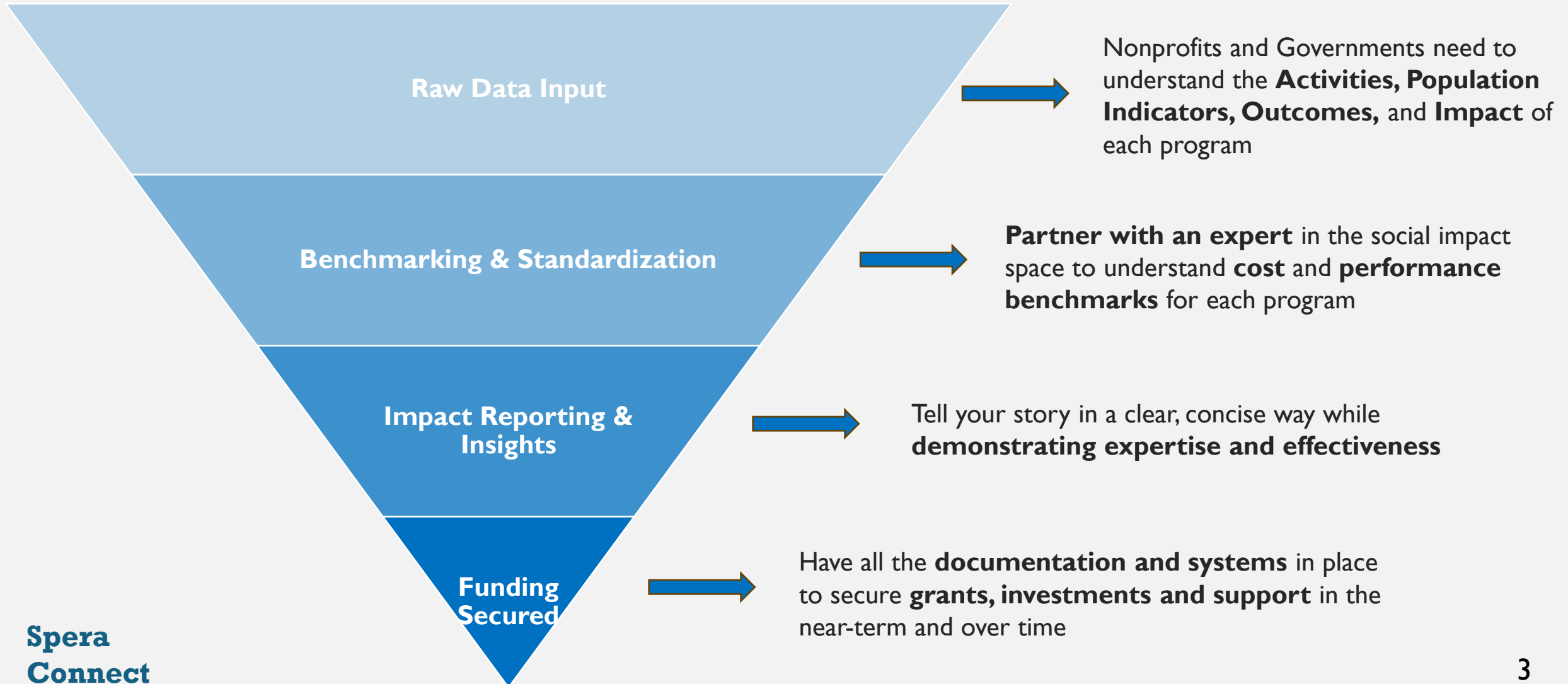
Biggest Challenge: Reporting Social Outcomes

- × **Data Fragmentation:** Many organizations struggle to collect, track, and standardize outcome data.
- × **Lack of Standardized Metrics:** Without clear benchmarks, funders struggle to compare program effectiveness.
- × **Time & Resource Constraints:** Reporting is often complex, expensive, and time-consuming.

Power of Benchmarking

- ✓ **Provides Clarity:** Clear, standardized benchmarks help organizations measure and communicate impact.
- ✓ **Unlocks Funding:** Demonstrating measurable success makes it easier to attract grants, impact investors, and government funding.
- ✓ **Speeds Up Decision-Making:** Funders can make quicker, data-driven investment choices based on clear performance comparisons.

HOW IT WORKS



NONPROFIT ENVIRONMENT IN THE U.S.

- These next two pages show the relative activity of nonprofit organizations across the United States
- Iowa, Wyoming, Vermont, Montana and Washington D.C.** have the five most “dense” nonprofit strongholds
- Counting only organizations with IRS filings in 2024 or later, there are almost **300,000 active nonprofits in the United States**

State	# of Orgs	Per 100k People	National Rank	+/- U.S. Avg.	Spend Per Capita	National Rank	+/- U.S. Avg.
Alabama	3,405	67	45	(24%)	\$263	39	(32%)
Alaska	878	120	15	36%	\$208	44	(46%)
Arizona	4,500	61	47	(31%)	\$164	48	(57%)
Arkansas	2,104	69	43	(22%)	\$368	27	(5%)
California	26,460	68	44	(23%)	\$269	37	(30%)
Colorado	5,060	86	31	(2%)	\$584	13	51%
Connecticut	4,549	126	13	43%	\$499	20	29%
Delaware	1,058	103	20	16%	\$2,334	2	505%
Florida	13,080	58	49	(34%)	\$275	36	(29%)
Georgia	6,559	59	48	(32%)	\$431	22	12%
Hawaii	1,015	71	40	(20%)	\$137	51	(65%)
Idaho	1,701	87	30	(2%)	\$372	26	(4%)
Illinois	12,493	100	25	13%	\$543	17	41%
Indiana	7,009	102	22	16%	\$408	23	6%
Iowa	10,619	331	1	276%	\$652	12	69%
Kansas	2,962	101	23	14%	\$262	40	(32%)
Kentucky	3,530	78	36	(11%)	\$716	8	85%
Louisiana	2,976	65	46	(26%)	\$199	46	(49%)
Maine	2,084	149	7	70%	\$1,208	3	213%
Maryland	5,489	89	29	1%	\$506	19	31%
Massachusetts	7,787	111	17	26%	\$843	6	118%
Michigan	9,934	99	26	12%	\$224	42	(42%)
Minnesota	7,002	122	14	39%	\$361	28	(6%)
Mississippi	2,027	69	42	(22%)	\$361	29	(7%)
Missouri	7,837	126	12	44%	\$304	34	(21%)
Montana	2,127	188	4	113%	\$516	18	34%

Note: Data sourced from IRS, as of February 2025; total Revenue used as a proxy for annual spend for each organization.

NONPROFIT ENVIRONMENT IN THE U.S.

- Per capita nonprofit spend ranges widely across the country, with an **average \$386 per person**
- Washington D.C., Delaware, Maine, North Dakota, and New Hampshire** lead the way spending up to \$2,454 per capita
- The “+/- U.S.Avg.” columns illustrate how far above/below each state compares with the national average of both organization density and per capita spend of nonprofit organizations

State	# of Orgs	Per 100k People	National Rank	+/- U.S. Avg.	Spend Per Capita	National Rank	+/- U.S. Avg.
Nebraska	2,704	137	9	55%	\$668	11	73%
Nevada	1,775	56	51	(37%)	\$157	49	(59%)
New Hampshire	2,188	156	6	77%	\$850	5	120%
New Jersey	7,155	77	37	(13%)	\$252	41	(35%)
New Mexico	1,657	78	35	(11%)	\$208	43	(46%)
New York	16,124	82	32	(6%)	\$545	16	41%
North Carolina	8,564	79	34	(10%)	\$388	25	1%
North Dakota	1,080	138	8	56%	\$907	4	135%
Ohio	12,062	102	21	16%	\$316	31	(18%)
Oklahoma	3,093	76	38	(13%)	\$172	47	(55%)
Oregon	4,660	110	18	25%	\$344	30	(11%)
Pennsylvania	12,576	97	27	10%	\$575	15	49%
Rhode Island	1,093	100	24	13%	\$397	24	3%
South Carolina	3,729	69	41	(21%)	\$282	35	(27%)
South Dakota	1,059	115	16	31%	\$482	21	25%
Tennessee	5,830	82	33	(7%)	\$687	10	78%
Texas	22,649	74	39	(16%)	\$137	50	(65%)
Utah	1,914	56	50	(36%)	\$207	45	(46%)
Vermont	1,378	213	3	142%	\$710	9	84%
Virginia	9,225	106	19	20%	\$739	7	91%
Washington	7,252	93	28	5%	\$269	38	(30%)
Wash. D.C.	1,189	175	5	99%	\$2,454	1	536%
West Virginia	2,363	133	11	52%	\$309	32	(20%)
Wisconsin	7,999	135	10	54%	\$304	33	(21%)
Wyoming	1,359	233	2	164%	\$576	14	49%
U.S. Total	294,922	88			\$386		

Note: Data sourced from IRS, as of February 2025; total Revenue used as a proxy for annual spend for each organization.

NONPROFIT ENVIRONMENT IN THE U.S.

- This table takes a deeper look at the almost 300,000 nonprofits in the U.S., based on major activity
- Almost half of the organizations do not fall into any of the standard IRS classifications and are grouped as **Other/Unknown**
- **Education** leads the way with over 40,000 organizations, followed by **Arts, Recreation, Youth Development** and **Community Improvement** organizations each consisting of between 9,000-18,000 organizations
- **Vermont** has the most nonprofits per 10,000 people in 8 categories, while **California** leads the way in spending per capita in 20 categories

Category	Organizations	Highest Rate	Highest Spending
Animal-Related	3,675	Alaska	California
Arts, Culture, Humanities	17,863	Vermont	California
Civil Rights, Social Action	1,034	Washington D.C.	California
Community Improvement	9,317	Washington D.C.	California
Crime, Legal-Related	1,746	Vermont	California
Diseases, Disorders	1,266	Washington D.C.	California
Education	42,068	Vermont	Texas
Employment	2,722	Vermont	New York
Environment	4,022	Vermont	California
Food, Agriculture, Nutrition	1,837	Vermont	California
Health	4,650	North Dakota	California
Housing, Shelter	3,360	Rhode Island	California
Human Services	14,383	Wyoming	California
International Affairs	1,823	Washington D.C.	California
Medical Research	486	Massachusetts	California
Mental Health	2,222	Vermont	California
Mutual/Membership Benefit	2,899	Vermont	Texas
Philanthropy	9,958	Connecticut	California
Public Safety	2,367	Iowa	North Carolina
Public, Society Benefit	5,709	Wyoming	California
Recreation, Sports	16,114	Wyoming	California
Religion-Related	5,597	Delaware	California
Science/Technology Research	671	Washington D.C.	California
Social Science Research	191	Washington D.C.	California
Youth Development	9,229	West Virginia	Michigan
Other/Unknown	129,713	Iowa	Texas
Total	294,922		

GOVERNMENT SPENDING & IMPACT

State	Population	State/Local Spend per Capita	Avg Household Income	Avg House Value	% on Food Stamps	% Below Poverty	% Rent Burden	% No High School Diploma
Alabama	5,054,253	10,837	86,317	197,546	13.5%	15.7%	37.9%	11.8%
Alaska	733,971	20,986	114,491	326,229	10.8%	10.2%	36.3%	7.4%
Arizona	7,268,175	10,594	104,445	360,830	10.3%	12.8%	40.2%	11.3%
Arkansas	3,032,651	10,256	82,980	181,654	10.4%	16.1%	32.9%	11.3%
California	39,242,785	17,624	134,605	756,145	11.6%	12.0%	45.4%	14.9%
Colorado	5,810,774	13,170	124,240	524,823	8.0%	9.4%	42.2%	7.8%
Connecticut	3,598,348	12,665	137,707	393,212	11.5%	10.1%	41.0%	8.8%
Delaware	1,005,872	13,956	109,625	328,566	10.8%	10.8%	38.8%	9.1%
Florida	21,928,881	9,864	101,962	338,551	12.9%	12.7%	48.2%	10.7%
Georgia	10,822,590	9,512	103,352	282,149	12.1%	13.6%	40.9%	11.5%
Hawaii	1,445,635	14,300	128,512	824,724	11.3%	10.0%	46.0%	7.1%
Idaho	1,893,296	9,160	98,350	381,651	7.9%	10.7%	35.5%	8.9%
Illinois	12,692,653	13,183	114,212	270,721	13.2%	11.8%	37.4%	9.9%
Indiana	6,811,752	10,574	93,590	206,217	8.8%	12.3%	35.1%	10.4%
Iowa	3,195,937	12,731	96,802	203,503	9.1%	11.1%	32.0%	7.2%
Kansas	2,937,569	11,816	97,886	214,749	7.0%	11.6%	32.4%	8.6%
Kentucky	4,510,725	11,700	86,173	197,068	12.7%	16.2%	35.2%	11.5%
Louisiana	4,621,025	12,294	85,713	208,724	16.7%	19.0%	43.8%	13.2%
Maine	1,377,400	11,997	97,264	288,992	11.7%	10.9%	35.2%	6.0%
Maryland	6,170,738	13,718	135,119	420,833	10.7%	9.4%	40.7%	9.3%
Massachusetts	6,992,395	15,308	142,595	577,741	13.8%	10.1%	41.4%	8.7%
Michigan	10,051,595	11,115	96,919	227,007	13.1%	13.2%	38.2%	8.7%
Minnesota	5,713,716	13,309	116,929	316,468	7.5%	9.3%	35.4%	6.8%
Mississippi	2,951,438	10,478	77,255	161,673	13.6%	19.2%	39.0%	13.4%
Missouri	6,168,181	9,948	94,404	218,420	9.8%	12.7%	34.1%	8.7%
Montana	1,105,072	10,738	94,216	358,184	8.5%	12.1%	34.4%	6.2%

GOVERNMENT SPENDING & IMPACT

State	Population	State/Local Spend per Capita	Avg Household Income	Avg House Value	% on Food Stamps	% Below Poverty	% Rent Burden	% No High School Diploma
Nebraska	1,965,926	14,016	101,274	226,168	7.9%	10.3%	32.4%	8.3%
Nevada	3,141,000	9,673	102,542	412,704	12.4%	12.6%	44.2%	12.8%
New Hampshire	1,387,834	10,636	125,654	377,940	5.8%	7.2%	38.4%	6.3%
New Jersey	9,267,014	13,720	140,916	451,444	9.0%	9.8%	41.8%	9.5%
New Mexico	2,114,768	15,089	84,907	231,953	19.1%	18.1%	39.6%	12.8%
New York	19,872,319	18,753	126,572	556,328	14.9%	13.7%	42.3%	12.0%
North Carolina	10,584,340	11,173	97,817	278,407	12.5%	13.3%	37.4%	10.4%
North Dakota	779,361	14,825	100,500	241,746	6.4%	10.6%	26.2%	6.3%
Ohio	11,780,046	11,304	96,332	209,524	12.1%	13.3%	34.5%	8.9%
Oklahoma	3,995,260	9,933	87,561	185,347	13.5%	15.4%	35.6%	11.3%
Oregon	4,238,714	15,804	108,079	463,555	15.4%	11.9%	42.1%	8.8%
Pennsylvania	12,986,518	12,790	106,513	258,810	13.8%	11.9%	37.1%	8.6%
Rhode Island	1,095,371	13,633	112,820	378,372	14.1%	11.0%	37.6%	10.5%
South Carolina	5,212,774	11,431	92,551	250,509	10.5%	14.3%	40.8%	10.6%
South Dakota	899,194	10,348	94,168	231,942	8.6%	12.1%	26.3%	7.7%
Tennessee	6,986,082	9,988	94,018	274,337	11.1%	13.9%	36.9%	10.4%
Texas	29,640,343	11,047	106,374	267,895	11.6%	13.8%	40.6%	14.3%
Utah	3,331,187	13,051	117,671	462,872	5.3%	8.6%	35.4%	7.3%
Vermont	645,254	15,370	104,039	307,470	10.4%	10.4%	38.2%	5.9%
Virginia	8,657,499	12,153	127,316	413,865	8.6%	10.0%	38.3%	8.7%
Washington	7,740,984	14,362	129,075	573,762	11.4%	9.9%	38.9%	8.5%
Wash. D.C.	672,079	33,824	157,604	724,600	13.2%	14.5%	35.9%	7.3%
West Virginia	1,784,462	11,736	78,854	160,713	17.1%	16.7%	37.3%	11.3%
Wisconsin	5,892,023	11,449	99,783	254,684	10.7%	10.7%	31.9%	7.2%
Wyoming	579,761	17,511	97,757	333,528	5.0%	10.8%	31.9%	6.7%
U.S. Total	332,387,540	12,937	111,153	379,905	11.8%	12.5%	39.9%	10.8%

YOUR CUSTOM IMPACT REPORT

What Now?






Order a funder-ready report that turns your program's data into strategy, credibility, and dollars — without adding to your workload.

Built for busy nonprofit leaders who need to:

- ✓ Win competitive grants
- ✓ Show program results to boards and funders
- ✓ Plan for growth and sustainability

For just ~~\$499~~ **\$100!** we will build a Custom Impact Report designed to impress funders and guide your next strategic move. *[Pricing for limited time only, so take advantage!]*

Your report includes:

-  **Program Overview** - Clear, compelling narrative of who you serve and why it matters
-  **Impact Metrics & Benchmarks** - Real data in context to show funders how you perform
- ✓ **Program Performance Analysis** - Insights into what's working and what needs attention
-  **Funding Opportunities** - Custom-matched opportunities based on your mission
-  **Growth & Sustainability Plan** - Strategic steps to grow without burning out
-  **Strategies & Next Steps** - A roadmap to unlock new capital and deliver more impact

NEXT STEPS

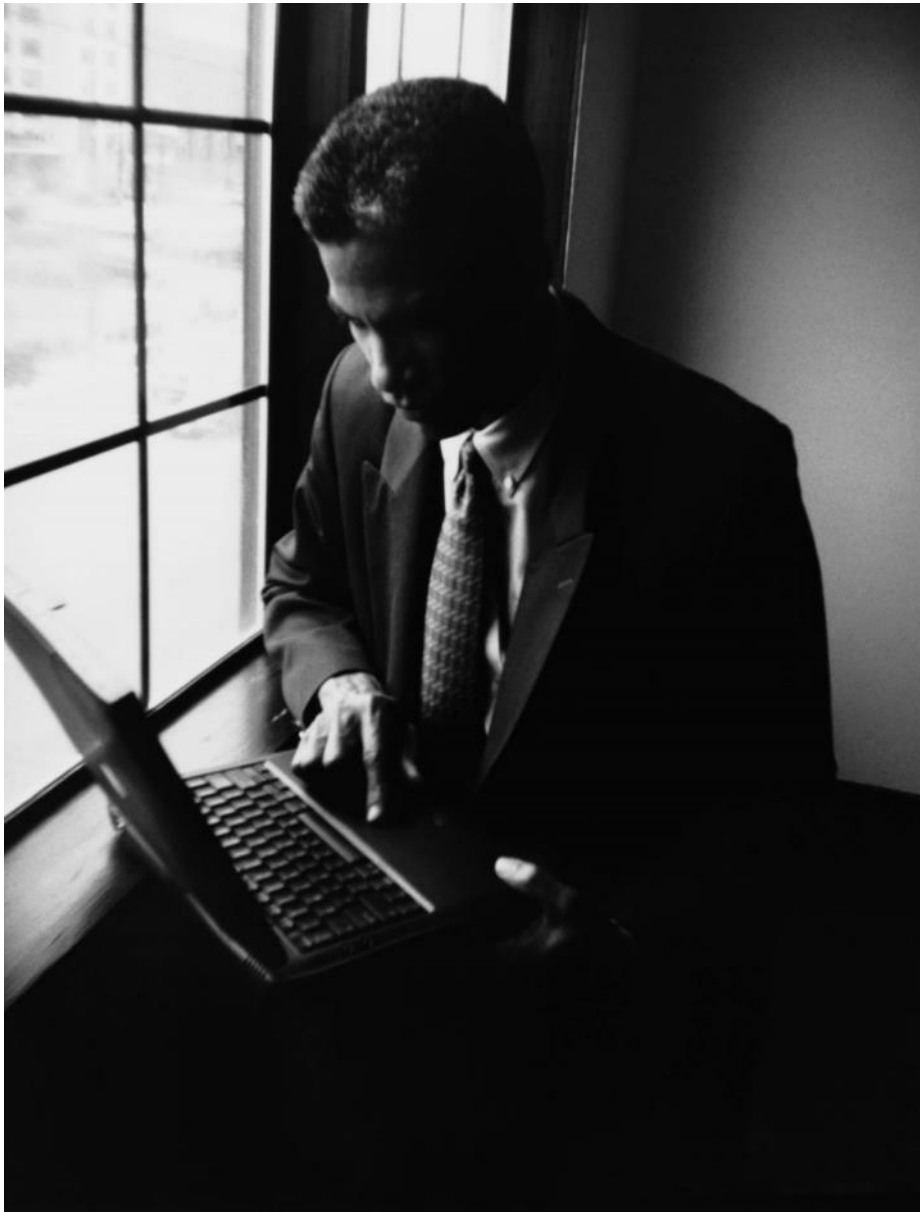
Want to gain deeper insights into your organization's impact?

1. Fill out a [free, no-obligation questionnaire](#) to provide the necessary data inputs
2. Then receive your **Full Custom Impact Report** for in-depth impact assessments and tailor-made recommendations on how to approach your funding strategy to grow your impact *(approximately delivery 3-4 days)*

SAMPLE SLIDES

*A small portion of what you'll receive as part of your
Custom Impact Report*

Total Report ~15 pages



Program Performance

PROGRAM AREA

Our product makes investing and portfolio management easier, and no other product on the market offers the same benefits

FUNDING LEVELS & COMPETITORS

Professional investors

BENEFICIARIES

Our product makes investing and portfolio management easier, and no other product on the market offers the same benefits

INDICATORS

Our product makes investing and portfolio management easier, and no other product on the market offers the same benefits

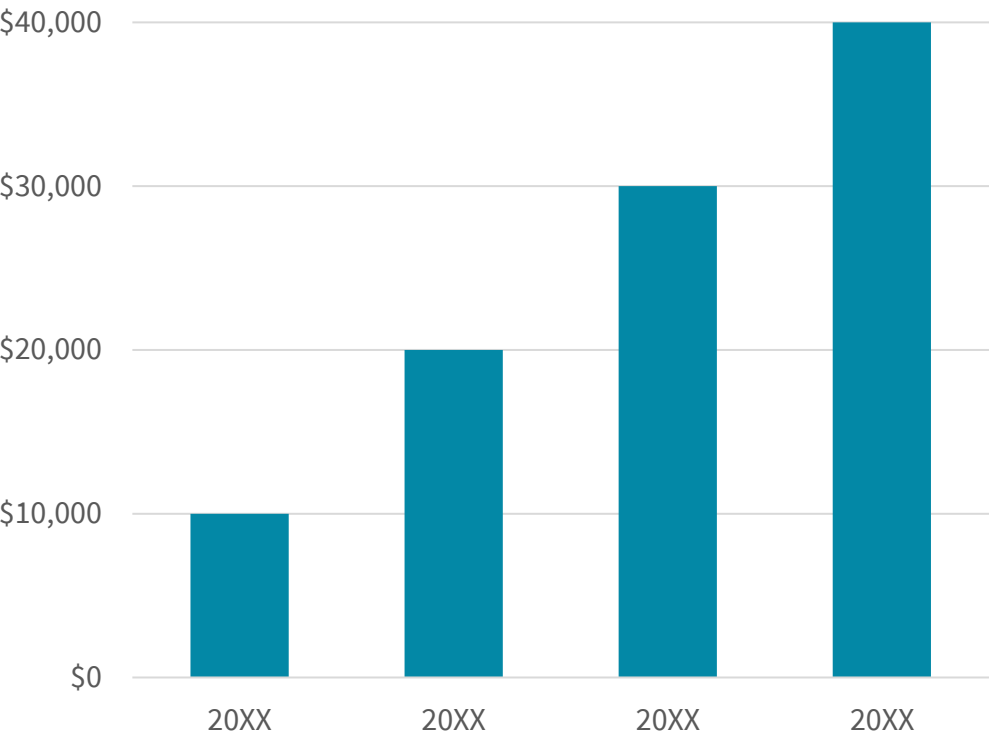
Dollars Spent vs. Measurable Impact

Forecasting for success

Key metrics

	Census Indicator	Orgs per 10,000	Per Capita Spend	Public vs Private Split
20XX	10	1100	\$10,000	\$7,000
20XX	20	200	\$20,000	\$16,000
20XX	30	300	\$30,000	\$25,000
20XX	40	400	\$40,000	\$30,000

Direct and Indirect Impact Achieved per Year



Strengths & Weaknesses

STRENGTHS

We based our research on
market trends and stock
market historical
performance data

WEAKNESSES

We based our research on
market trends and stock
market historical
performance data

IMMEDIATE OPPORTUNITIES

We based our research on
market trends and stock
market historical
performance data

48-month Action Plan

