

AN INSIDE LOOK

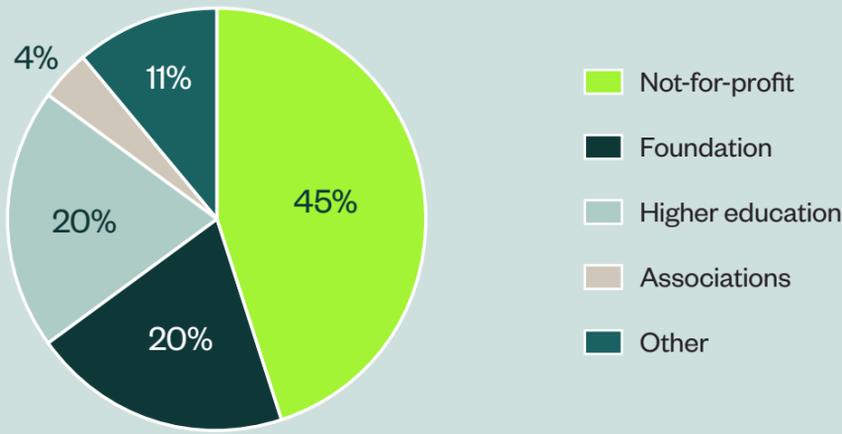
# Not-for-Profit 2019 Industry Outlook

Accurate information about your industry is often the key to assessing your own operations. We've created a series of spotlights specifically for not-for-profits, foundations, higher education, associations, and others to look at trends and decisions made by these groups.

This installment of the series includes feedback from over 300 organizations across the nation and offers insight on their outlook for 2019.

## PARTICIPANTS

BY CATEGORY

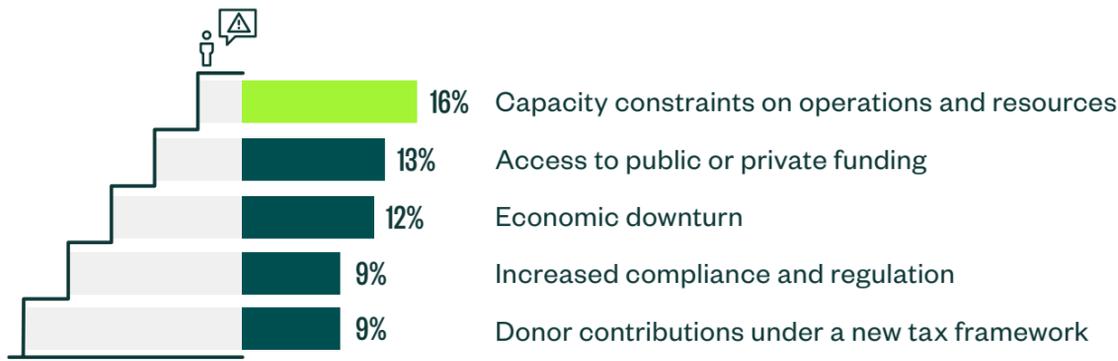


## TOP GOALS



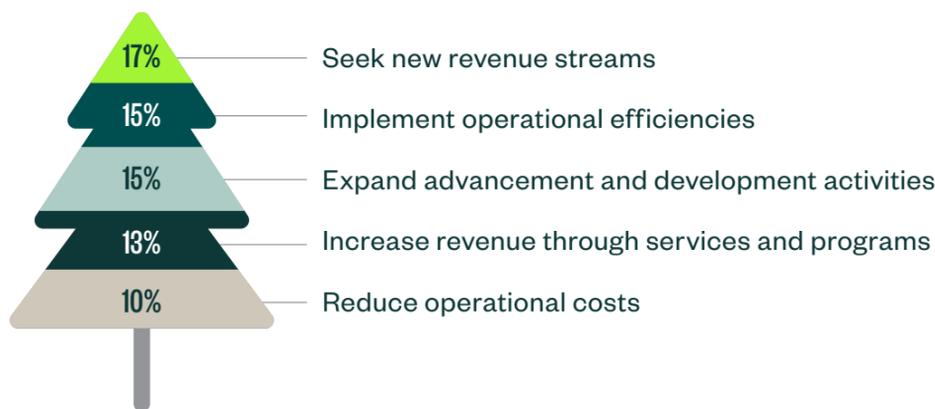
Obtaining new funding sources was the top-raking goal for roughly 13% of respondents, followed by streamlining operations, which accounted for around 13% of responses.

## ANTICIPATED CHALLENGES



Capacity constraints and access to funding were the top disruptions foreseen by participants, accounting for approximately 16% and 13% of responses, respectively.

## GROWTH STRATEGIES



Finding new revenue sources was the top growth strategy, accounting for about 17% of responses. It was followed by implementing operational efficiencies and expanding advancement and development activities, which each accounted for about 15% of responses.

## ANTICIPATED RISKS

13%	12%	12%	11%	11%
Insufficient or outdated technology	Increasing regulation and compliance requirements	Decreasing pool of qualified candidates	Diminishing federal, state, or municipal funding	Cyberattacks

Lacking sufficient technology was seen as the number one risk, accounting for about 13% of responses. This was followed by concern about increasing regulation and compliance requirements and a potential shortage of qualified employees, which accounted for slightly under 12% of responses.

Respondents from each industry: not-for-profit (136), foundations (60), higher education (60), other (32), and associations (12).

## CONTACT US

If you have questions about the survey results or methodology, please email [surveys@mossadams.com](mailto:surveys@mossadams.com).