

# The 2011 Kansas City Nonprofit Sector at a Glance Report

Produced by the Midwest Center for Nonprofit Leadership  
Henry W. Bloch School of Management  
University of Missouri – Kansas City

Nonprofit public service organizations play a unique and vital role in the growth and development of the Greater Kansas City metropolitan region. These organizations are integral to the region’s economy and central to the health of the community. Therefore, each year the Midwest Center for Nonprofit Leadership at UMKC analyzes data from multiple sources to track and document the size and scope of the region’s sector. This report presents some highlights from the current year’s research. This “snapshot” is excerpted from a larger report prepared by the Midwest Center. For the full report, including more detail on the sources, please go to the Research section at [www.mcnl.org](http://www.mcnl.org).

The population of nonprofit public charities in Kansas City increased again this year as 177 new nonprofit organizations joined the region’s sector; there now are 8,724 charitable nonprofits (501c3s) registered with the IRS. About 40% of these organizations (3,455) had annual revenues of more than \$25,000 (a slight decrease of 13 from last year). In addition, there were just under 2000 religious congregations operating in the Greater Kansas City metro region. Financially, after showing a decrease in 2010 report, the Kansas City nonprofit sector had a slight increase in total revenue for the overall sector (a 4.8% increase). However, total sector assets continued to decline with a decrease of 4.1%. The nonprofit sector now comprises 12.3% of the region’s total economy (down from 13% last year).

## The Nonprofit Share of the Kansas City Economy

- The nonprofit sector (excluding congregations) comprises 4.2% of the total number of Kansas City organizations, yet it generates more than 7% of total revenue for the region’s economy (see figure 1 below). While the relative number of charitable organizations increased slightly (0.2%) over the 2010 numbers, the relative percentage of nonprofit revenue increased over 25% from 5.9% to 7.7% of the total revenue generated by Kansas City organizations.

**Figure 1: Nonprofits as Part of the Kansas City Economy**

	Number	% of Total	Revenue	% of Total Revenue
All Other Organizations	77,901	95.8%	\$152,568,911,617	92.3%
Charitable Organizations	3,455	4.2%	\$12,695,888,383	7.7%
Total	81,356	100.0%	\$165,264,800,000	100.0%

## How Kansas City’s Nonprofit Sector Compares

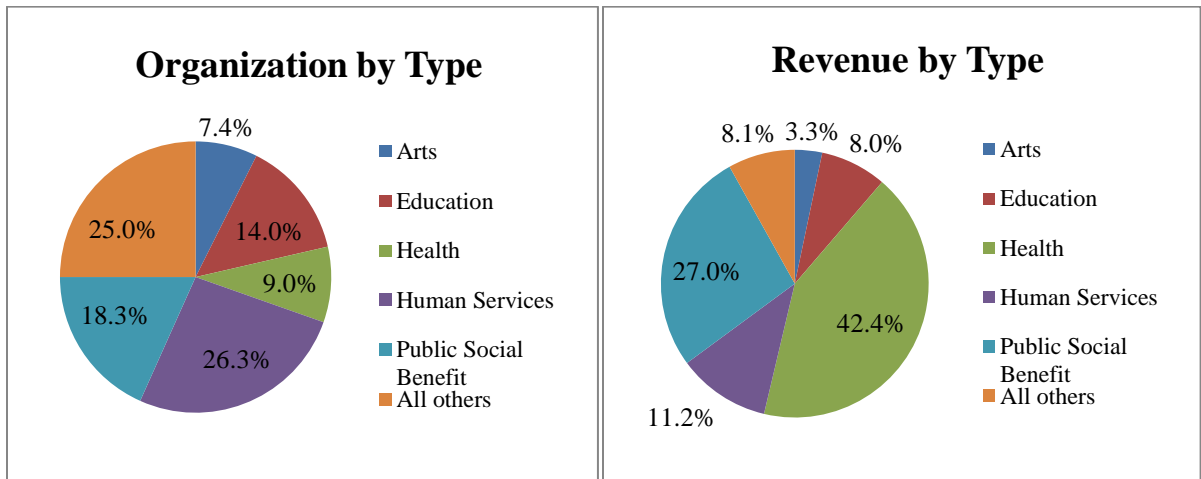
- Kansas City’s nonprofit organization population is comparable to that of other similarly-sized U.S. metropolitan areas. Three metro areas showed an increase in the number of organizations: Chicago, Atlanta and Orlando. Several areas lost organizations, but not enough to alter their relative standing in nonprofits per capita. Nearly all metro areas showed a decrease in nonprofit revenues, some significantly (Chicago experienced a nearly 20% decline, Indianapolis nearly 15%). Minneapolis, Kansas City and Orlando were the only metropolitan regions to show growth in nonprofit revenue. Total nonprofit organization assets fared better. Both Chicago and Minneapolis reported gains, and most metropolitan regions remained relatively constant. The exceptions were Atlanta and Denver, whose nonprofit sectors declined 20% and 31% respectively.

**Figure 2: Metro Area Nonprofit Sector Comparison**

	Nonprofit Organizations	Revenue (in billions)	Assets (in billions)	Region Population	Nonprofits per 1,000 People	Sector Share of GMP*
Chicago	15,262	\$76.81	\$112.74	9,461,105	1.61	15.10%
Atlanta	8003	\$25.18	\$39.26	5,268,860	1.52	9.51%
Minneapolis	6,758	\$31.26	\$51.29	3,279,833	2.06	16.47%
Denver	5,683	\$14.31	\$25.90	2,543,482	2.23	9.36%
Milwaukee	4,566	\$19.39	\$25.10	1,555,908	2.93	23.45%
St. Louis	4,247	\$25.69	\$37.97	2,812,896	1.51	20.62%
<b>Kansas City</b>	<b>3,455</b>	<b>\$12.70</b>	<b>\$20.17</b>	<b>2,035,334</b>	<b>1.70</b>	<b>12.31%</b>
Indianapolis	3,002	\$15.37	\$25.85	1,756,241	1.71	15.56%
Orlando	2,726	\$10.39	\$12.81	2,134,411	1.28	10.32%

## Nonprofit Mission and Market

- The charts below illustrate the distribution of missions and resources for nonprofits in the Greater Kansas City metropolitan region. Revenues and numbers of organizations for each mission area vary significantly, however there has been little change in relative numbers or revenue by types of organization. The exception to this is revenue in the healthcare sector; it decreased from 51% to 42.4% and revenue, in the public/social benefit sector which increased to 27% from 17% last year. Currently, human service organizations comprise more than 25% all Kansas City charitable nonprofits yet they receive less than 12% of the sector's revenue. Health organizations comprise less than 10% of nonprofits yet they account for 42% of all revenue.



## Foundations and Philanthropy

- Kansas City has a strong foundation community that exhibits an exceptional record of giving. Just over 22% of all Missouri and Kansas foundations are based in the Kansas City metro region. However, these foundations hold almost half of all foundation assets and comprise approximately 40% of all foundation giving for the two states combined. This is a significant increase over 2008, when the Kansas City foundations accounted for 36.9% of foundation giving.

**Figure 4: Kansas City Metro Area Foundation Statistics (circa 2009)**

	Number	% Of MO/KS	Assets (in millions)	% Of MO/KS Assets	Total Giving (in millions)	% Of MO/KS Total Giving
Independent	415	22.8%	\$4,337.50	50.1%	\$204.91	38.4%
Corporate	19	19.1%	\$101.26	16.4%	\$17.73	15.4%
Community	2	9.5%	\$1,141.78	71.9%	\$184.33	60.2%
Operating	19	16.8%	\$29.47	7.7%	\$1.92	1.1%
<b>KC MSA Total*</b>	<b>455</b>	<b>22.1%</b>	<b>\$5,610.01</b>	<b>49.8%</b>	<b>\$408.89</b>	<b>40%</b>
<b>MO/KAN Total*</b>	<b>2056</b>	<b>100%</b>	<b>\$11,255.10</b>	<b>100%</b>	<b>\$1,033.44</b>	<b>100%</b>

Source: Foundation Center

\* Figures may not total exactly due to rounding.

*The Midwest Center for Nonprofit Leadership is the nonprofit research and leadership development center of the Department of Public Affairs of the Henry W. Bloch School of Management at the University of Missouri – Kansas City. The mission of the Midwest Center is to enhance the effectiveness and performance of the people and organizations of the region's nonprofit sector through high quality programs of education, applied research, problem solving and service. The center serves more than 4,000 nonprofit leaders each year through more than 30 public programs and hundreds of individually-customized agency retreats, workshops and programs. For more information about the Midwest Center and its programs and services, please visit our web site at [www.mcnl.org](http://www.mcnl.org), or call us at 816-235-2305. A detailed report on the information presented in this summary, plus additional trend information, will be available from the Midwest Center's website ([www.mcnl.org](http://www.mcnl.org)) in November 2011.*

***Helping build a healthier community through strong nonprofit leadership.***