

**ESSENTIAL, ENDURING,
AND UNDER STRAIN:**

Georgia's Nonprofit Sector in 2025

WHO RESPONDED TO THE SURVEY?

A SNAPSHOT OF THE GEORGIA NONPROFIT SECTOR



This report focuses on responses from the 323 organizations from Georgia that took the 2025 State of the Nonprofit Sector Survey. These nonprofits represented a range of budget sizes, sectors, and leadership demographics. Compared to responding nonprofits in the rest of the country, those in Georgia were more likely to work in suburban areas and more likely to have a Black or African American leader.

KEY SAMPLE DIFFERENCES: GEORGIA VS. NATIONAL

	Georgia	National (excluding Georgia)
Number of respondents in sample	323	1833
Percentage with operating expenses under \$1 million in FY 2024	50%	45%
Percentage working in suburban areas	54%	41%
Percentage led by person of color*	34%	38%
Percentage with a Black or African American leader	31%	16%

*Person of color is defined in this survey as an individual self-identifying as one or more of the following races/ethnicities: American Indian or Alaska Native, Asian or Asian American, Black or African American, Hispanic or Latine, Middle Eastern, and/or Native Hawaiian and/or Pacific Islander.

Throughout this report, when comparisons are made between national and Georgia nonprofits, the national data excludes respondents from Georgia.

ABOUT THE 2025 NATIONAL STATE OF THE NONPROFIT SECTOR SURVEY

The State of the Nonprofit Sector Survey – Nonprofit Finance Fund’s (NFF) tenth – gathered data about US nonprofits’ health and their collective challenges and successes. This dataset is used across the sector to advocate for meaningful actions philanthropy, government, and others can take to support nonprofits into the future.

The 2025 Survey was conducted in collaboration with EVITARUS and Ambit 360 Consulting. From January 30 to March 14, 2025, we asked US nonprofit leaders a series of questions to understand the management, operational, and financial picture they navigated in 2024 and anticipated in 2025.

NFF is deeply grateful to the 2,200+ national survey respondents for all of the important work they do every day, and for entrusting us with their stories. NFF also thanks our survey sponsors and the many community partners who provided input on survey topics and distributed the survey to their networks.

Note: Due to rounding and to questions that allowed respondents to select multiple answer choices, not all numbers in this report may appear to add up to exactly 100%.

Our mission is to make the arts available, affordable, and accessible to all. We achieve our mission through free exhibits, free or low-cost classes and programming, free outreach in our community – especially within underserved areas. We strive to be inclusive and expose our community to culturally diverse arts experiences. Our local school system does not currently offer art in all its schools so our organization has stepped up as a partner to place part-time art instructors in two elementary schools, with an ultimate goal to provide art in all schools.

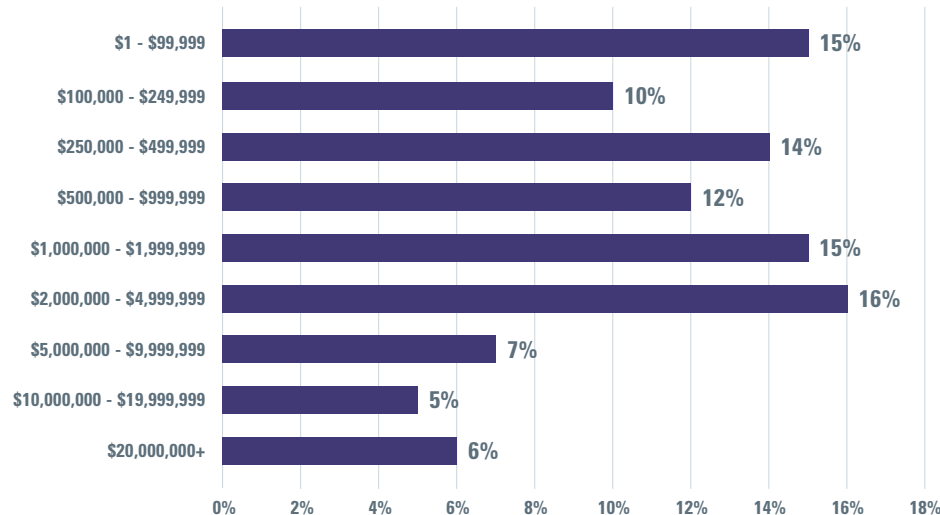
Arts/culture survey respondent in South Georgia

KEY AREA OF OF WORK

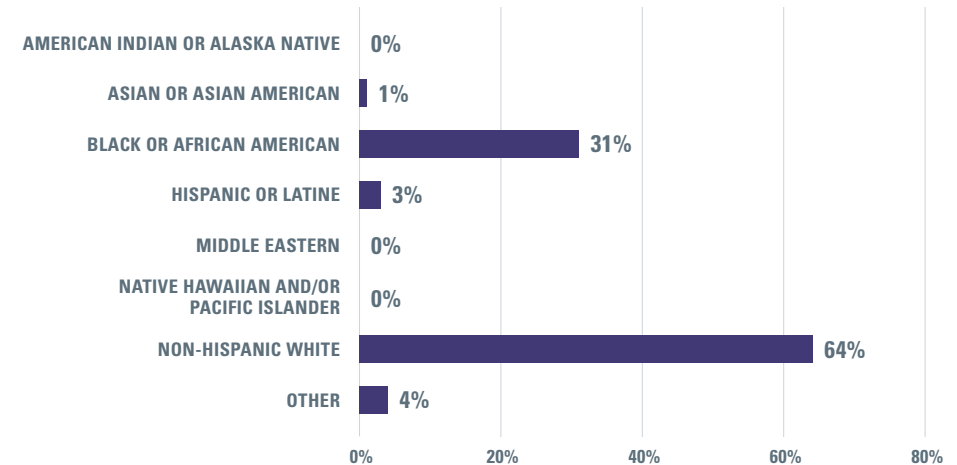
Human Services	23%
Arts/Culture	16%
Youth Services	11%
Housing/Shelter	8%
Education (Other than Early Childhood)	6%
Community Development	5%
Education (Early Childhood)	4%
Food/Agriculture/Nutrition	4%
Economic Development (including Employment & Workforce Development)	4%
Social Justice/Civil Rights/Community Organizing	4%
Other*	11%

*Categories in "Other" include: Animal-Related, Capacity Building/Nonprofit Support, Environment/Environmental Justice, Healthcare, Immigration, Mental Health/Crisis Intervention, Philanthropy or Grantmaking, Religion, Reproductive Health.

FY 2024 OPERATING EXPENSES



RACE/ETHNICITY OF ORGANIZATIONAL LEADER



One-third (34%) of respondents are from organizations led by people of color. 54% of respondents said that half or more of their staff identify as people of color. 70% of organizations are female-led and 12% have a leader who identifies as LGBTQIA+.

WHAT THE DATA TELLS US NONPROFITS ARE THE INFRASTRUCTURE THAT POWERS AND SERVES GEORGIA COMMUNITIES



Local nonprofits are working toward a better Georgia for all.

Across Georgia, nonprofits are vital community infrastructure. They teach us, house us, feed us, entertain us, care for us, and contribute to a strong and vibrant state. Local nonprofits don't just serve the community; they are the community. 26% have a leader with lived experience representative of a community the organization serves. Over half (53%) said they received and acted on community feedback about their services in 2024.

We are a “one stop shop” for our neighbors in need, working to provide compassionate care for those facing food insecurity and financial challenges by offering comprehensive services: food, transportation, healthcare, financial assistance and intensive case management. Our goal is that no one in our community [has to] choose between one service.

Human services survey respondent in North Georgia

Two-thirds (67%) of Georgia nonprofits exclusively or primarily serve people with lower incomes, consistent with respondents nationally.

MAJOR FOCUS AREAS FOR GEORGIA RESPONDENTS

Building Community Wealth and Well-Being	61%
Address Economic Inequality	46%
Advancing Racial Equity	40%
Helping People Maintain and/or Keep Quality Jobs	34%
Advancing Gender Equity	20%
Advancing Environmental Justice	13%

In addition to directly serving communities, 39% of respondents engaged in advocacy/policy work and 25% worked to increase community civic engagement in 2024.

When it comes to building the economy, Georgia nonprofits stand tall.

The Georgia nonprofits in our survey employed nearly 15,000 people in 2024. And our survey provides only a tiny glimpse of what nonprofits are contributing to the local economy. The nearly 60,000 nonprofits in Georgia employ close to 300,000 people – over 7% of the state's private workforce. In addition, 41% of survey respondents spent more than \$100,000 buying services, food, or other supplies from local vendors, with 10% spending more than \$1 million at local vendors. From employing residents, to buying locally, to developing the workforce, to boosting tourism, the economic impact of nonprofits is far-reaching.

20 to 30 jobs per year. 10 homeownership opportunities per year ... 32 Units of affordable rentals (families below 60% AMI). 18 entrepreneurs per year through our accelerator program. Over the last 7 years, our entrepreneurs have created 77 businesses, 123 jobs, and an average of \$3.1 million in sales per year.

Community development survey respondent in Metro Atlanta

Beyond employing folks and contracting with local partners and vendors, we also offer no-cost childcare, counseling, and food security programming that keeps critical capital in the community and multiplies folks' dollars.

Youth services survey respondent in Metro Atlanta

[We play] a vital role in strengthening the local economy by addressing essential needs and supporting community well-being. Some of our most important economic contributions include... providing food assistance to individuals and families facing food insecurity and allowing them to allocate limited resources to other essential needs such as housing and healthcare ... supporting individuals in crisis and helping them maintain stability in employment ... collaborating with local businesses, farmers, and suppliers to source food and services, circulating funds within the local economy and supporting small businesses ... and addressing basic needs before they escalate into larger crises, reducing the strain on public resources such as emergency services, healthcare, and social programs.

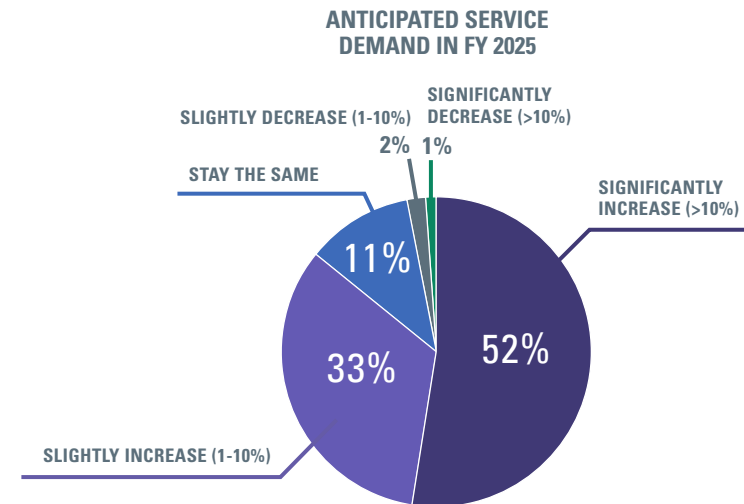
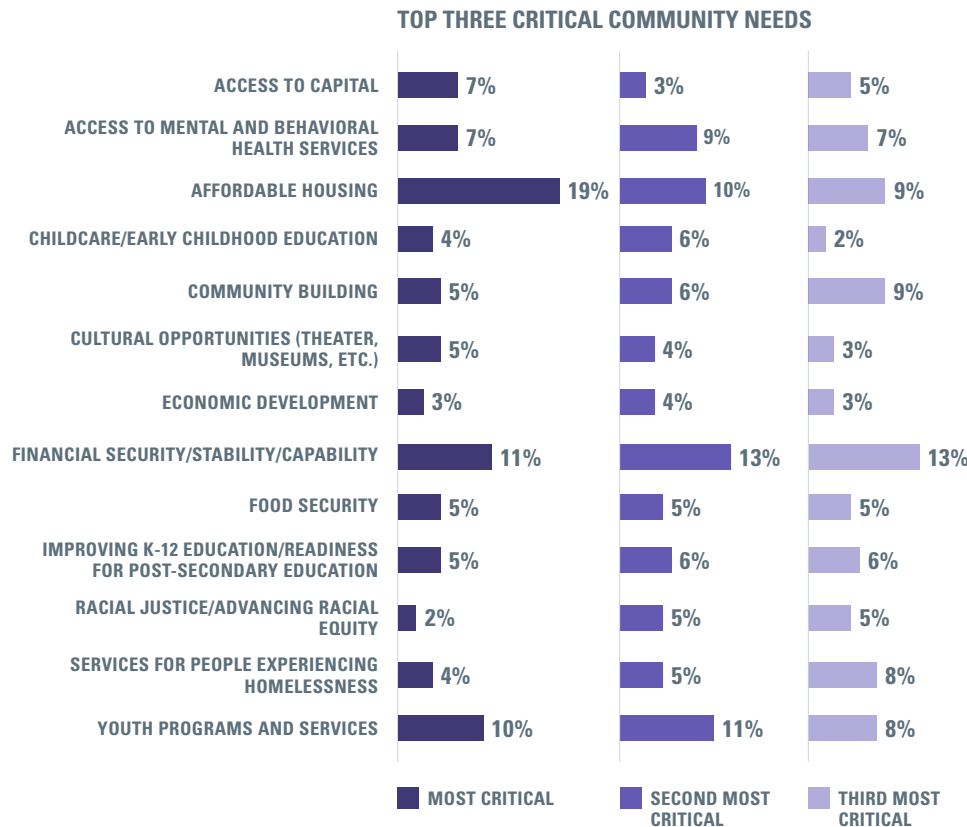
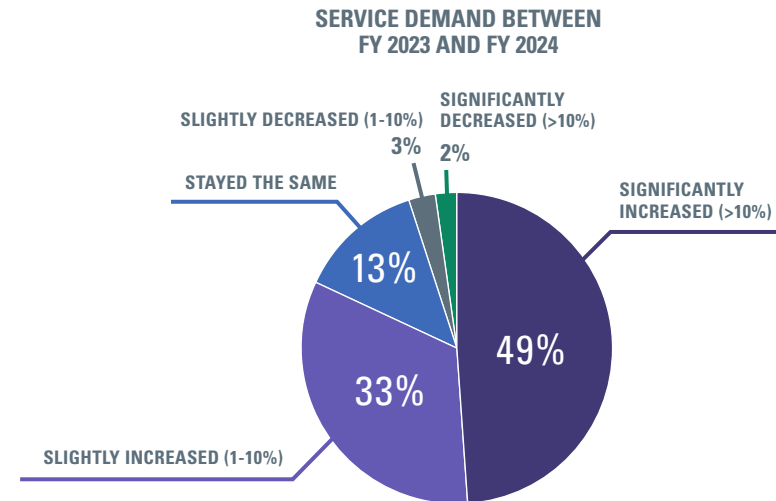
Food/agriculture/nutrition respondent in North Georgia

[We organize] a major cultural festival attracting over 100,000 visitors annually. The festival generates millions in local economic activity, benefiting hotels, restaurants, and small businesses. Vendors, artists, and performers earn income from sales and performances, stimulating the local creative economy. [We also] oversee public art projects, such as murals, sculptures, and art trails, making [our city] more visually appealing. Public art attracts tourism, enhances neighborhood revitalization, and increases local business traffic. Studies show that public art increases property values, making the city more attractive to investors and new businesses.

Arts/culture survey respondent in Middle Georgia

Demand for services is rising, with affordable housing, financial security, and youth programs identified as top needs in Georgia communities.

Local nonprofits are working to address a range of interconnected community needs. Most reported that demand for their services is increasing; more than half (57%) don't expect to be able to meet service demand in 2025.



With elections, inflation, and policy shifts, 2024 was a year of change for many Georgia nonprofits.

The level of impact that Georgia nonprofits reported from the events in the chart below was similar to national respondents. In 2025, organizations across the state are preparing for the future by diversifying funding sources, shoring up their operations, strengthening their community engagement and advocacy efforts, and building cross-sector partnerships.

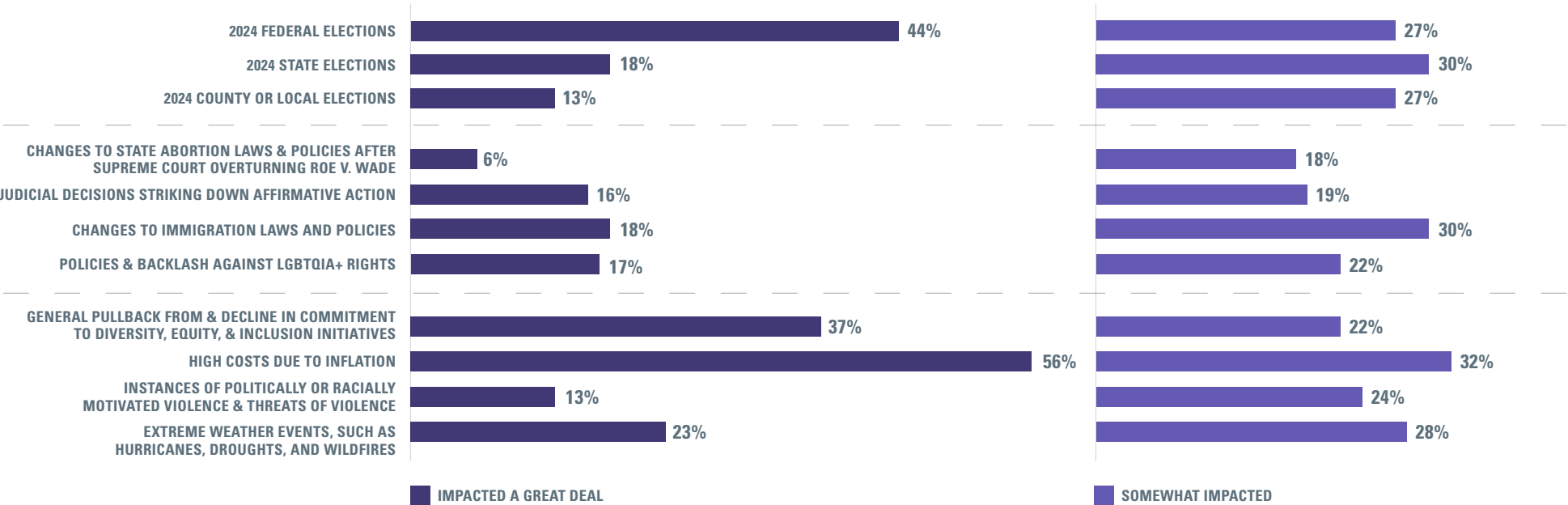
We are reducing our operating expenses to make sure our dollars raised are going to help serve those who need us the most in our community, in case we see another decline in giving due to the high prices of goods and living.

Human services survey respondent in North Georgia

To safeguard our impact, we are expanding our network of private-sector partners, labor organizations, and mission-aligned foundations that share our commitment to workforce development. We are also strengthening our earned revenue models by aligning our training offerings with industry needs, increasing opportunities for sustainable funding. By taking these proactive steps, we remain adaptable to policy shifts while ensuring that the young people and communities we serve continue to have access to high-quality training, career pathways, and economic mobility.

Youth services survey respondent in Metro Atlanta

IMPACT OF RECENT EVENTS ON ORGANIZATIONS AND THE CLIENTS THEY SERVE

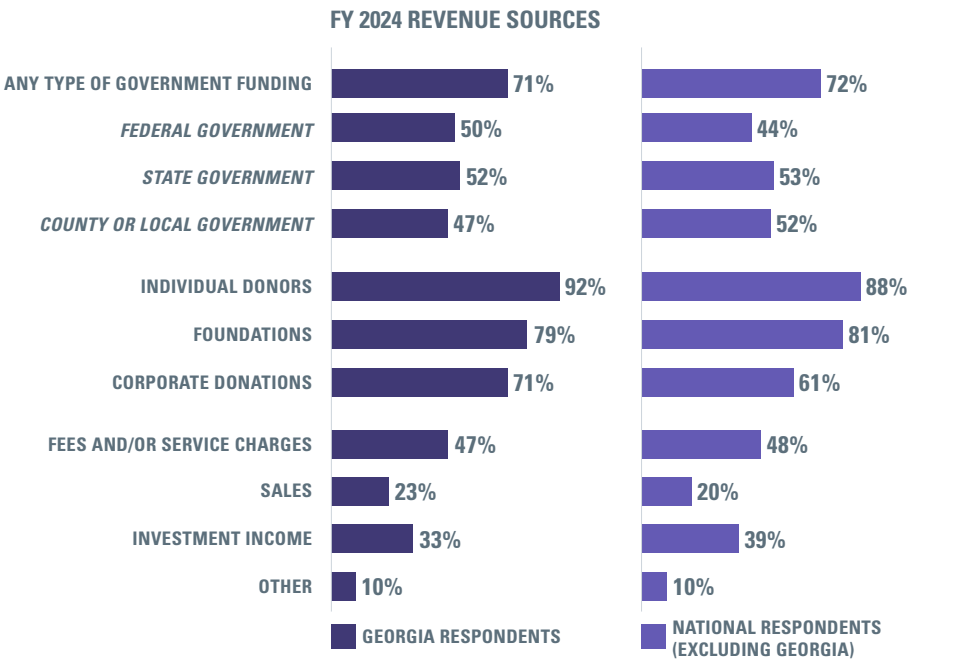


WHAT THE DATA TELLS US

NONPROFIT FUNDING DYNAMICS

Most Georgia nonprofits rely on foundation and government funding to operate, and are navigating payment delays and lower funding levels.

A majority of Georgia nonprofits receive funding from individual donors (92%), foundations (79%), corporations (71%), and government (71%). A higher percentage of nonprofits in Georgia rely on corporate donations and federal government funding compared to nonprofits nationally.



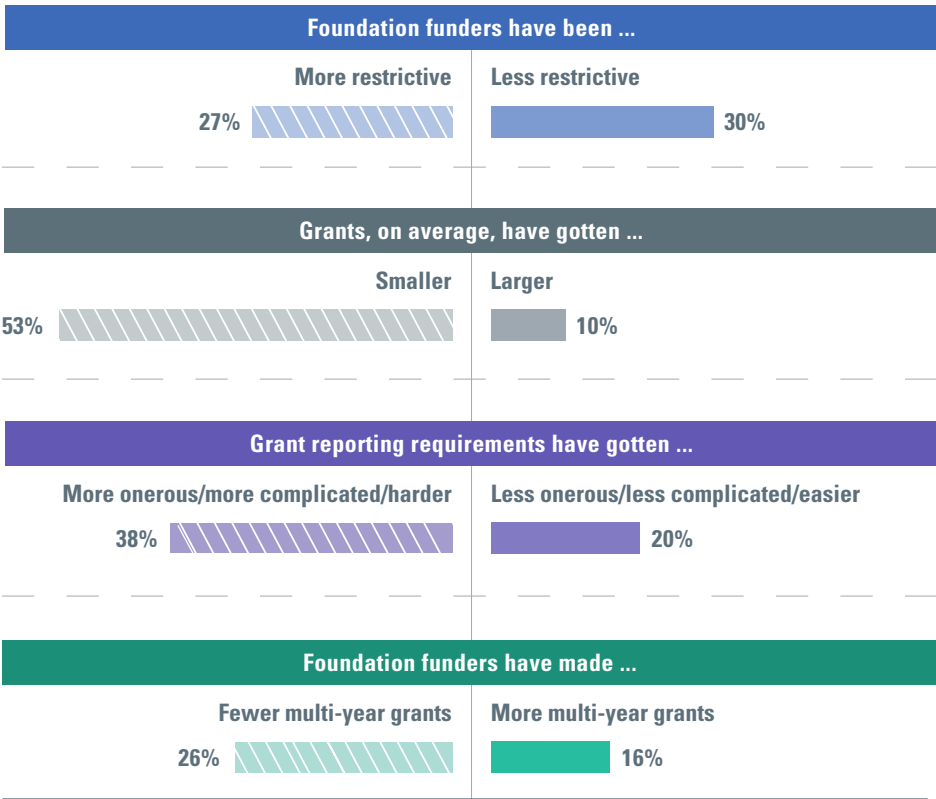
A CLOSER LOOK AT FOUNDATION FUNDING

Our 2025 survey explored how foundation funding practices have changed since late 2022, to see if supportive funder practices started during the COVID-19 pandemic have continued. Among Georgia nonprofits that received foundation funding in 2024, some shared that funders have implemented more supportive practices – such as fewer restrictions and less onerous reporting requirements – since late 2022. However, compared to nonprofits nationally, a lower percentage of Georgia nonprofits reported experiencing more supportive funder practices. For example, 30% of Georgia nonprofits shared that funders have been less restrictive with their grants since late 2022, compared to 42% of respondents nationally. Only 16% of Georgia respondents said that funders are making more multi-year grants, compared to 27% nationally.

CHANGES IN SUPPORTIVE FUNDER PRACTICES SINCE LATE 2022

	Georgia	National (excluding Georgia)
Foundation funders have been less restrictive with how we use grant funds	30%	42%
Foundation funders have made more multi-year grants	16%	27%
Grants, on average, have gotten larger	10%	14%
Grant application processes have gotten less complex	24%	32%
Grant reporting requirements have gotten less onerous/less complicated/easier	20%	32%

CHANGES IN FOUNDATION FUNDING PRACTICES SINCE LATE 2022 (GEORGIA RESPONDENTS)



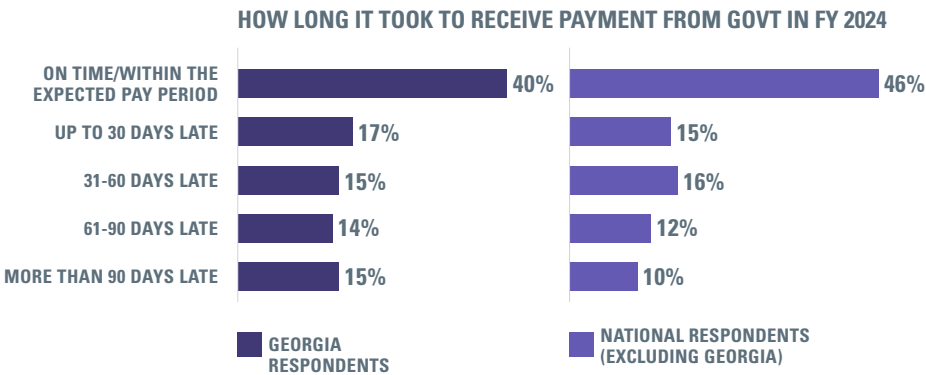
Parents are losing their jobs. The total chaos and uncertainty is adding to the mental and emotional health burdens of the families we serve – and it’s deeply impacting our staff. The fundraising environment has become more difficult than ever. At a time when those we serve need us more than ever, many people don’t feel secure enough to give. It’s an awful perfect storm. How can we respond to the increasing need when funding sources aren’t increasing?

Human services survey respondent in Metro Atlanta



A CLOSER LOOK AT GOVERNMENT FUNDING

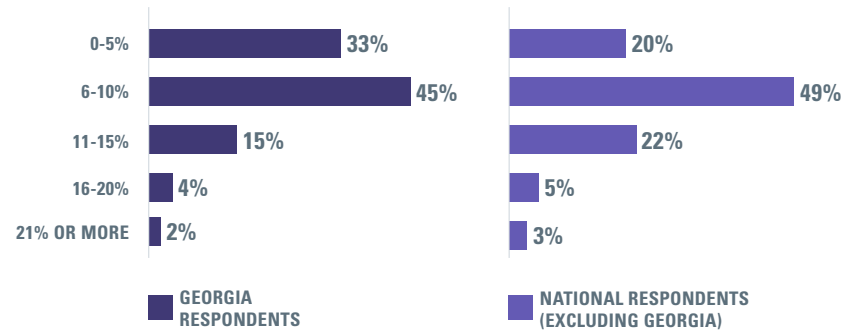
Georgia respondents with federal, state, and local government funding reported significant delays in payment. Only 40% said they are paid on time, compared to 46% of nonprofits nationally. 15% said they typically receive payment more than 90 days late, compared to 10% of respondents nationally.



Our 2025 Georgia survey respondents reported relying on loans or lines of credit (40%), delaying payment to vendors (33%), and drawing on their savings (29%) to continue operating amid delays. Over one in four (27%) paused or reduced their services to cope with government payment delays, compared to 20% of national respondents.

Georgia nonprofits generally reported a lower average allowable indirect rate than nonprofits nationally. 78% reported a typical rate of 10% or less (compared to 69% of nonprofits nationally), with 33% reporting a typical rate of 5% or less (compared to 20% of nonprofits nationally). These rates have been [acknowledged in October 2024 OMB guidance](#) as insufficient to run a healthy organization, and make it challenging for nonprofits to pay for critical infrastructure, adapt their programs when necessary, and invest in their futures.

TYPICAL INDIRECT RATE ALLOWED IN FY 2024



On top of these challenges with existing government funding, 81% of Georgia respondents with government funding expect it will decrease as a result of the 2024 election, with 69% expecting it to decrease by more than 10%. [Georgia nonprofits receive more than \\$5 billion in government grants](#) in total each year; it is estimated that 66% of those receiving government funding would operate at a deficit without it.



WHAT THE DATA TELLS US

NONPROFIT FINANCIAL HEALTH



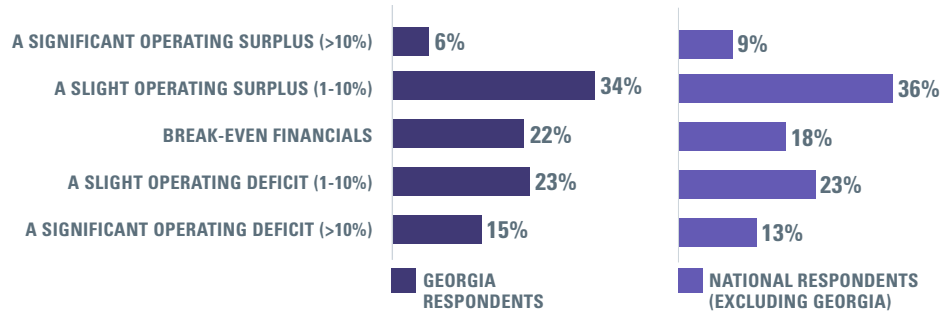
Georgia nonprofits entered 2025 with fragile financial health.

Given these funding dynamics, what is the financial state of Georgia nonprofits? To understand short- and long-term nonprofit financial health, we look at two main indicators in this survey: operating surplus/deficit and months of cash.

METRIC	WHAT IT MEASURES
Operating Surplus or Deficit	Whether your organization ended the year with more revenue than expenses (surplus) or less (deficit). A surplus supports stability and growth. A deficit limits flexibility, increases risk, and makes it harder to respond to urgent needs or invest in long-term change.
Months of Cash	How long your organization can operate with the cash it has today, assuming no new income. This is a key measure of liquidity. It indicates, for example, how long an organization could keep running if a crisis hit, or how much cash it has available to invest in opportunities.

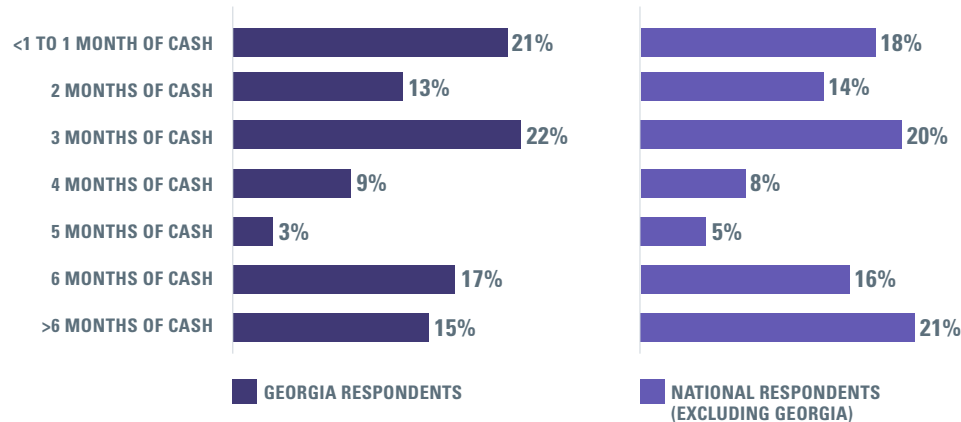
Many Georgia nonprofits are struggling to cover their costs and don't have the cash on hand to manage delays or emergencies or to make strategic investments. 38% of Georgia respondents reported an operating deficit in 2024 – consistent with nonprofits nationally (36%). In 2024, a greater proportion of nonprofits nationally reported deficits than in the past ten years of our survey data.

FY 2024 OPERATING RESULTS



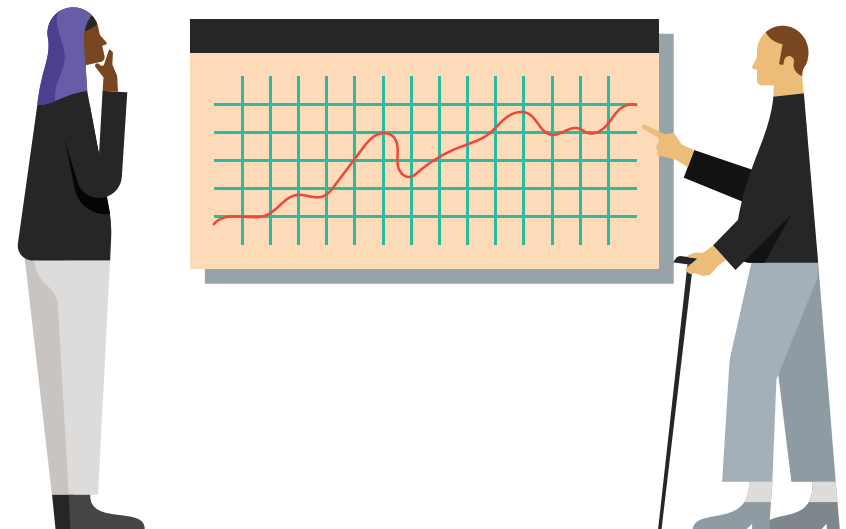
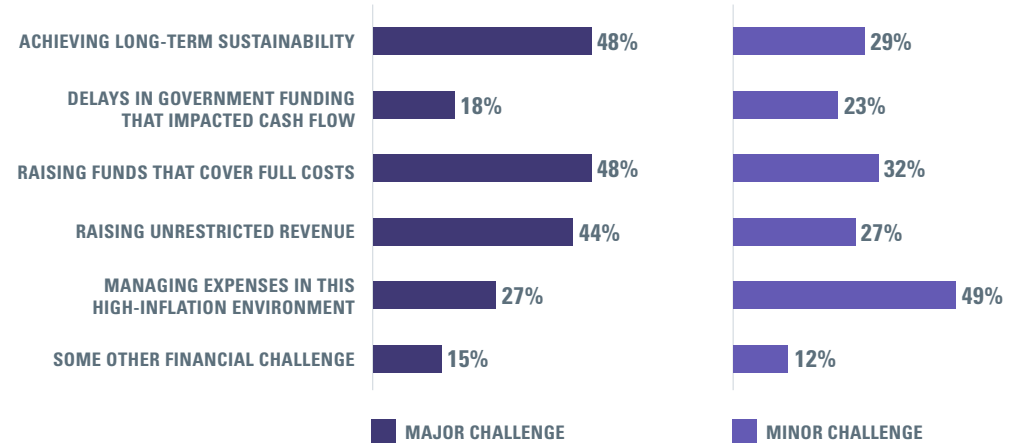
One in five (21%) Georgia respondents had one month or less of cash on hand. Only 15% reported having more than 6 months of cash on hand, compared to 21% of respondents nationally. Consistent with national data, two-thirds (66%) of Georgia respondents reported having reserve funds separate from operating cash on hand.

MONTHS OF CASH ON HAND



80% of Georgia respondents reported challenges raising funds that cover full costs in 2024, with nearly half (48%) saying it was a major challenge. This was the most widely cited financial challenge reported by Georgia respondents, followed closely by achieving long-term financial sustainability and managing expenses in a high-inflation environment.

FINANCIAL CHALLENGES IN FY 2024



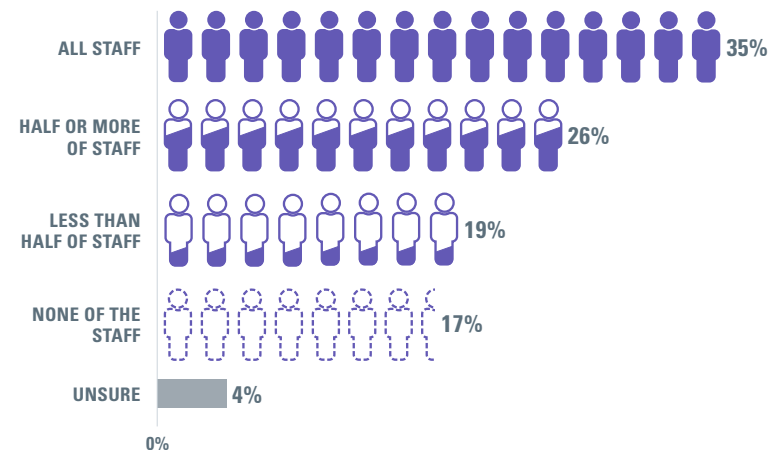
WHAT THE DATA TELLS US NONPROFIT WORKFORCE DYNAMICS



Paying all staff a living wage is out of reach for nearly two-thirds of Georgia nonprofits.

Only 35% of Georgia nonprofits were able to pay all full-time staff a living wage in 2024, compared to 43% of nonprofits nationally. On average across Georgia, in families with two working adults and two children, each adult must earn more than \$25 per hour working full-time to support basic needs like housing, food, and childcare. For a family with one working adult and one child in Georgia, the adult must earn over \$37 per hour to support basic needs.

HOW MUCH OF YOUR FULL-TIME STAFF IS YOUR ORGANIZATION ABLE TO PAY A LIVING WAGE?



A majority of Georgia nonprofits made benefits available to staff in 2024 – most commonly paid vacation time (75%), paid sick time (73%) and flexible work schedules (72%). Compared to national respondents, a lower percentage of Georgia respondents offered benefits across categories, especially health insurance, retirement fund contributions, and professional development. Consistent with national trends, the ability to pay a living wage and offer benefits was lower for Georgia nonprofits with smaller budgets.

Georgia nonprofits experienced challenges with employing enough staff and burnout in 2024.

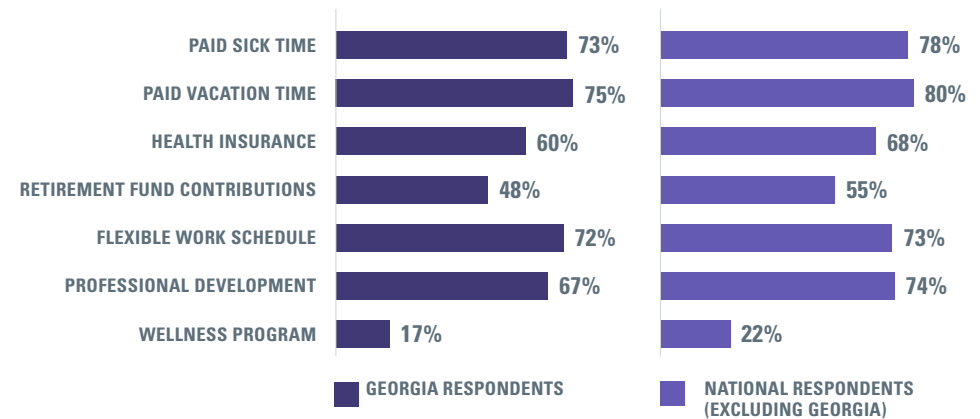
Our staff is so dedicated. They took 40% pay cuts in 2009 following 100% loss of annualized funding to ensure programs would continue. They lost and worked without retirement benefits until 2022 ... There's no one to replace us, and little time for us to train others to do the administrative side of this work ... It just shouldn't be this hard to do the right thing. The cost-effective thing. The life-changing thing.

Youth services survey respondent in Metro Atlanta

Our organization runs on the will of a passionate few. We encourage our staff to take days off when the opportunity arises. As such, we do not always honor the traditional work week. We work with our staff to offer flexible hours and remote work opportunities whenever we can. Since we are a staff of very few, having that open line of communication is essential, and we make it work.

Arts/culture survey respondent in South Georgia

SELECT BENEFITS MADE AVAILABLE IN FY 2024



*Other benefits nonprofits made available in 2024 included: dental insurance, vision insurance, paid family leave above what the state provides, short-term disability, long-term disability, pre-tax account for medical expenses, pre-tax account for dependent care, and sabbaticals.

MANAGEMENT CHALLENGES IN FY 2024



GETTING THROUGH,
AND BUILDING
WHAT'S NEXT

SUMMARY OF GEORGIA SURVEY RESULTS



Review of Key Findings from Georgia Nonprofits

From building community wealth and well-being, to responding to urgent needs, to housing, feeding, teaching, and inspiring, to creating jobs for residents – **nonprofits are essential infrastructure across Georgia's urban areas, rural regions, and everywhere in between.** In 2025, costs are climbing, funding is declining, and demand for services is growing, yet Georgia nonprofits are doubling down on their commitment to serving their communities and supporting them to thrive.

Below are key findings from our analysis of Georgia respondents to the 2025 State of the Nonprofit Sector Survey:

- Demand for services provided by Georgia nonprofits increased between 2023 and 2024 – and most nonprofits (85%) expected it to increase again in 2025. **High costs due to inflation and federal elections** were the top two recent events impacting nonprofits and the communities they serve in 2024.
- Many Georgia nonprofits are experiencing **financial health challenges**. In 2024, over two-thirds (38%) experienced operating budget deficits. A majority (56%) had three months or less of cash on hand, leaving little room to respond to emergencies and pursue new opportunities.
- Nearly three-quarters of nonprofits in Georgia (71%) rely on funding from federal, state, and/or local government. Compared to nonprofits nationally, they were more likely to report **receiving payment late and only being able to charge an indirect rate of 10% or less**. In 2024, many Georgia nonprofits (33%) were able to charge an indirect rate of just 0-5%.

- Foundation funding is part of the revenue model for a large percentage of Georgia respondents (79%). While some respondents shared that foundation funders have implemented more supportive practices (e.g., fewer restrictions, less complex reporting requirements) since late 2022, **they were less likely to report this than national respondents.**
- Most Georgia nonprofits faced **difficulties with employing enough staff and staff burnout** in 2024. Only 35% of respondents across the state were able to pay all full-time staff a living wage in 2024 and, compared to respondents nationally, a lower percentage made benefits like health insurance, retirement fund contributions, and professional development available to staff in 2024. These management challenges are interrelated and create significant strain on nonprofits and communities.

Now is the time for nonprofits, funders, policymakers, and all who believe in thriving communities to stand together in support of the sector and invest boldly in the infrastructure that holds Georgia strong. By joining forces with trust, urgency, and shared purpose, we can ensure nonprofits not only endure – but flourish – as engines of resilience and hope across every corner of the state.

[Our organization is proud of] our continued dedication to excellence, being able to deliver our programs at the highest level of quality despite budget cuts, and continued staff wellbeing and happiness through challenging times.

Education survey respondent in Metro Atlanta

We experienced a number of exceptional events in FY24, so “getting through it” is a proud accomplishment. We replicated our program in another city and were recognized for program quality through a state-wide organization.

Arts/culture survey respondent in Middle Georgia



GEORGIA REGIONAL DATA SNAPSHOTS

[In 2024], we increased our client services by 50% and increased our case management team and added two support staff positions, and I believe we hired the absolute BEST people. We have an excellent culture in our staff and among our volunteers. Volunteer and staff retention is high and we have responded to challenges together as a team. We have created additional income streams and increased individual and foundation giving by 25%.

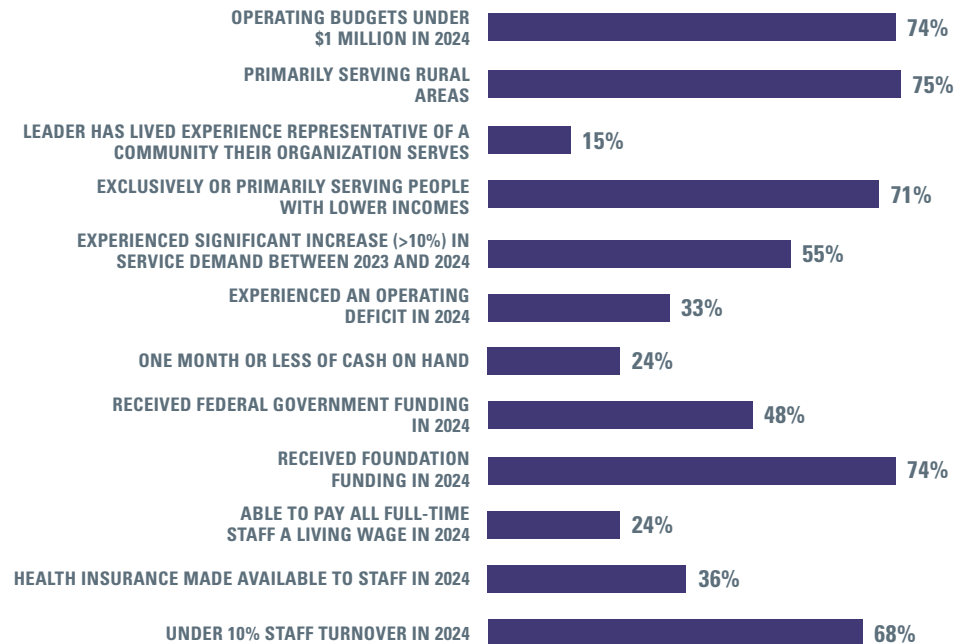
Human services respondent in North Georgia



A Closer Look at North Georgia Survey Respondents

34 nonprofits from North Georgia – defined in this report as nonprofits located in the Georgia Mountains, Northeast Georgia, or Northwest Georgia Regional Commissions – took the survey. The largest number of respondents were from human services (29%), youth services (12%), and arts/culture (12%) organizations. Over one-quarter (26%) reported affordable housing as the top need in their community and 18% shared that access to capital is the top need in their community. The most reported management challenge for North Georgia nonprofits was staff burnout (79%); the most reported operational challenge was inadequate or outdated technology (61%).

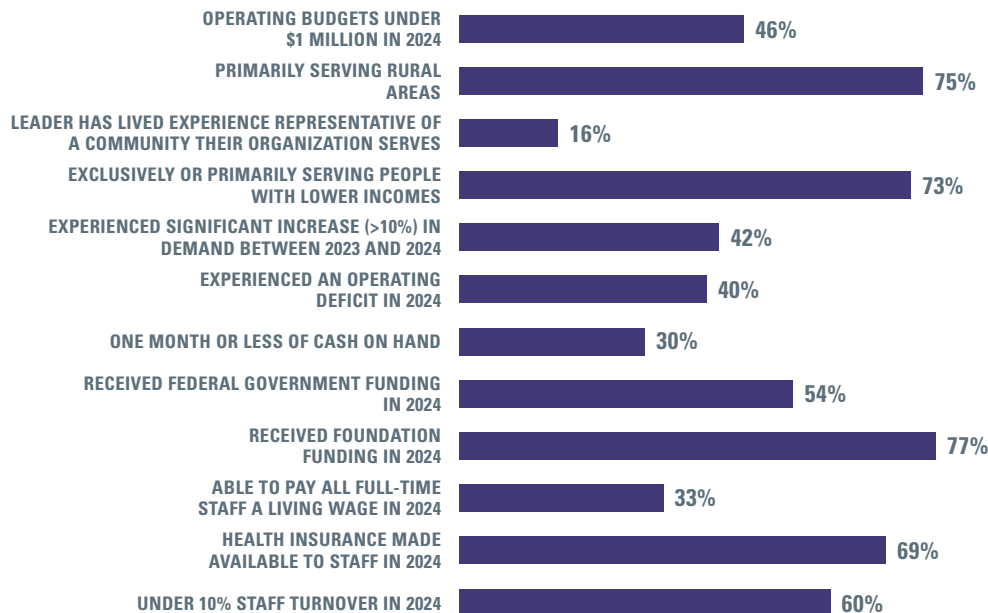
SNAPSHOT OF NORTH GEORGIA RESPONDENTS



A Closer Look at Middle Georgia Survey Respondents

26 nonprofits from Middle Georgia – defined in this report as nonprofits located in the Central Savannah River Area, Middle Georgia, River Valley, or Three Rivers Regional Commissions – took the survey. The greatest number of respondents were from human services (31%) organizations, followed by a mix of youth services, arts/culture, housing/shelter, and food/agriculture/nutrition organizations. Nearly one-quarter (23%) reported affordable housing as the top need in their community, followed by financial security (12%) and access to mental and behavioral health services (12%). Many Middle Georgia nonprofits are deeply embedded in the community and have been serving it for a long time, with nearly three-quarters (73%) of respondents established before 1990.

SNAPSHOT OF MIDDLE GEORGIA RESPONDENTS



[Our most important economic contributions are] promoting public health and well-being while creating jobs. By offering affordable fitness programs, childcare, and youth development services, [our organization] helps reduce healthcare costs and fosters a healthier, more productive population. Additionally, it provides employment opportunities and supports local businesses through partnerships and community events. This combination of services strengthens the local economy, supports individuals and families, and contributes to long-term community stability.

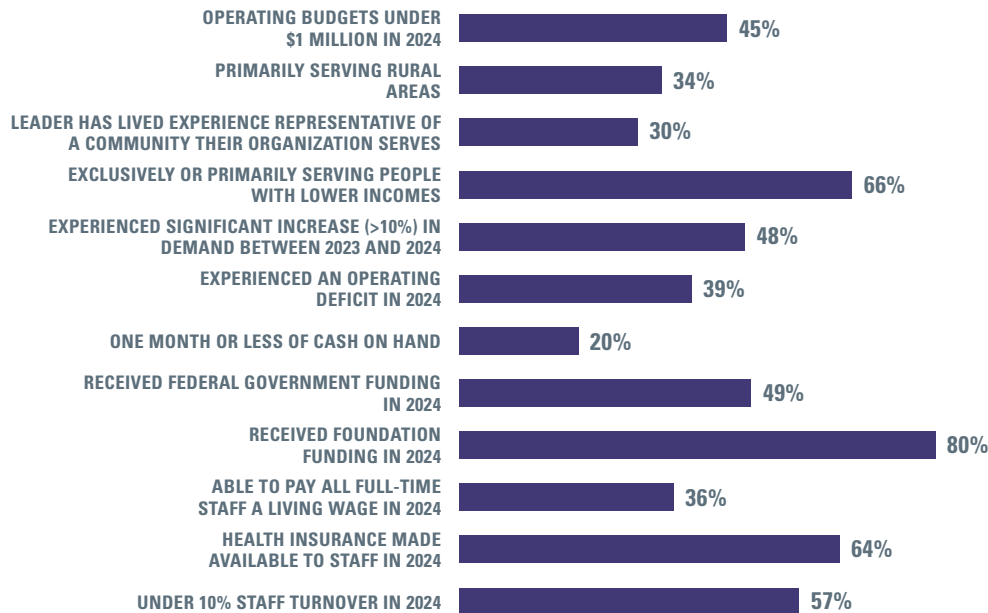
Youth services survey respondent in Middle Georgia



A Closer Look at Metro Atlanta Survey Respondents

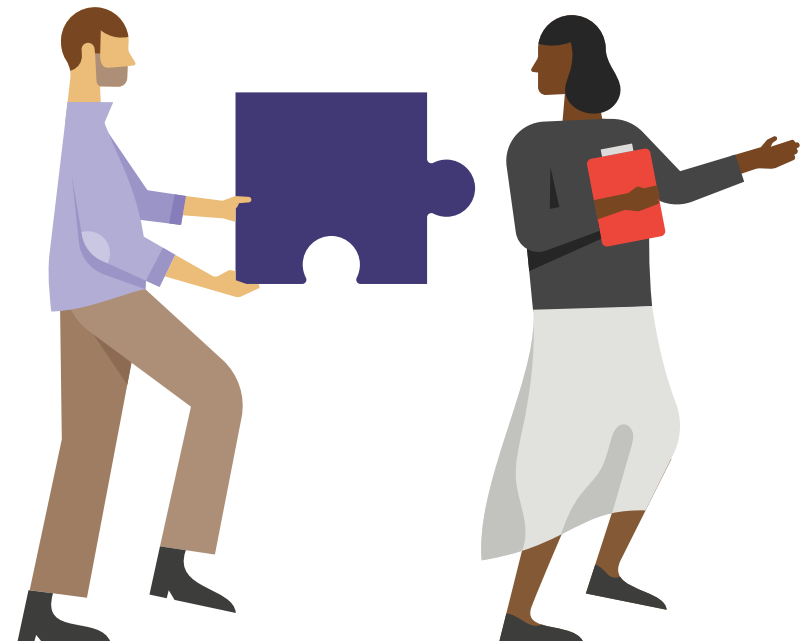
233 nonprofits from Metro Atlanta – defined in this report as nonprofits located in the Atlanta Regional Commission – took the survey. Respondents included a large percentage of human services (21%) and arts/culture (17%) nonprofits. Nearly (17%) reported affordable housing as the top need in their community, followed by financial security (11%) and youth programs and services (10%). A majority of Metro Atlanta nonprofits and the clients they serve reported impact from high costs due to inflation (88%), federal elections (79%) and pullback from and decline in commitment to diversity, equity, and inclusion initiatives (70%) in 2024.

SNAPSHOT OF METRO ATLANTA RESPONDENTS



Our nonprofit is committed to closing the homeownership gap in minority communities, where systemic barriers have long impeded financial progress. By offering down payment assistance, personalized credit repair planning, and educational workshops, we empower Black and Hispanic families to confidently navigate the home-buying process. Our mission also extends beyond homeownership by fostering financial independence and generational wealth while contributing to the long-term sustainability and growth of minority communities. Becoming a homeowner is a part of the “America dream” and our nonprofit wants to ensure that everyone can partake in that dream.

Housing/shelter survey respondent in Metro Atlanta



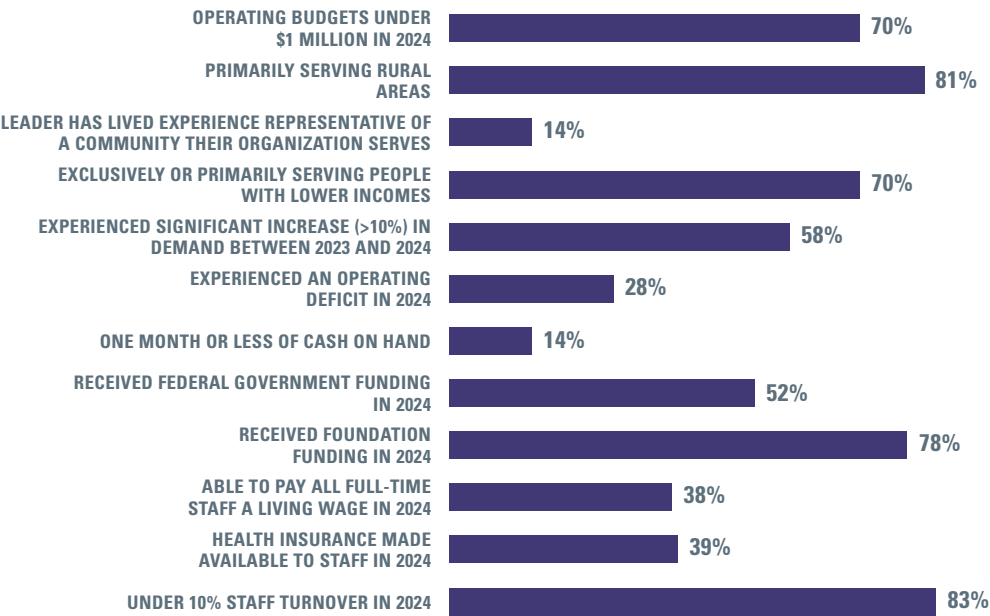
A Closer Look at South Georgia Survey Respondents

30 nonprofits from South Georgia – defined in this report as nonprofits located in the Southwest Georgia, Southern Georgia, Heart of Georgia Altamaha, or Coastal Regional Commissions – took the survey. The greatest number of respondents were from human services (30%), youth services (17%), arts/culture (13%), and housing/shelter (13%) organizations. Over one-quarter (27%) reported affordable housing as the top need in their community, followed by youth programs and services (20%). A majority (95%) of South Georgia nonprofits and the clients they serve reported impact from extreme weather events – including Hurricane Helene – in 2024.

[We have] been serving victims of domestic violence [for decades] and have built a community coordinated response for providing services. It is the only certified safe shelter in the five-county service area ... [We continue] to service domestic violence victims in the rural communities who are on average low-income families with limited-to-no transportation and who have experienced large job loss in the past years ... All services are free of charge.

Housing/shelter survey respondent in South Georgia

SNAPSHOT OF SOUTH GEORGIA RESPONDENTS



ACKNOWLEDGEMENTS

Nonprofit Finance Fund® (NFF®) is a nonprofit lender, consultant, and advocate. For 45 years, we've helped organizations access the money and resources they need to realize their communities' aspirations. Alongside others, we're working to build community wealth and well-being and put affordable housing, essential services, quality jobs, and excellent education within reach of more people.

The National 2025 State of the Nonprofit Sector Survey was made possible through the generous support of our sponsors.

Nonprofit Finance Fund thanks the following sponsors for their support of this Georgia report: Betty and Davis Fitzgerald Foundation, Community Foundation for Greater Atlanta, The Imlay Foundation, Tull Charitable Foundation, and United Way of Greater Atlanta. Thank you as well to Georgia Center for Nonprofits, Neighborhood Nexus, Atlanta Civic Circle, and the dozens of community partners who distributed the survey to their networks.

