

STRENGTHENING COMMUNITIES

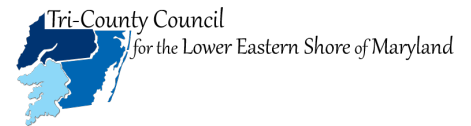


The Impact of the Nonprofit Sector on Maryland's Lower Eastern Shore

PRESENTED BY:



United Way
of the Lower Eastern Shore



IN PARTNERSHIP WITH:



EXECUTIVE SUMMARY

The Lower Shore Nonprofit Economic and Social Impact Study was convened in 2018 to explore and highlight the significant role nonprofits play in the region's economy and quality of life. This first-ever study provides a detailed look at the nonprofit sector in four counties on the Lower Eastern Shore of Maryland: Dorchester, Somerset, Wicomico and Worcester.

The nonprofit sector is a vital part of the Lower Shore's economic and social environment. It provides myriad services to the community in health care, human services, education, arts and culture, and more. The sector provides thousands of jobs, rallies countless volunteers, and generates millions of dollars for the local economy. Each charitable dollar donated directly and indirectly reaches more than 84,000 individuals and families in the region. The integral role of local nonprofits has an astounding ripple effect on the quality-of-life of Lower Shore families and their future generations.



ECONOMIC IMPACT

- Nonprofits on the Lower Eastern Shore have a total **economic impact of over \$695 million annually**.
- The nonprofit sector supports **over 9,200 jobs** on the Lower Eastern Shore.
- Lower Shore nonprofits contributed over **\$379 million** to the region's economy through **wages paid** in 2017, equivalent to **14% of the region's total wages**.
- Nonprofit employment on the Lower Shore grew by 29% between 2006 and 2017. As a result, the **nonprofit share of total private employment in the region grew at an impressive 38.6% rate**—well in excess of the state's overall rate of 17.5%.
- During the 2008 economic recession, **nonprofit sector employment increased by 11%**, while employment in the **for-profit sector decreased by 1.7%**.



COMMUNITY IMPACT

- Approximately **1 in 3 Lower Shore neighbors are served** directly and indirectly by local nonprofits (United Way, 2017).
- **Nonprofits save taxpayers money.** The per-person costs of nonprofit programs are nearly half those of comparable state-run public assistance programs ("Nonprofit Community Services", 2018).
- **Nonprofits improve quality of life.** Services address a vast array of community needs, from critical services in healthcare and education to programs that increase access to the arts and environmental conservation.
- **Nonprofits partner with the government and private sector businesses** to ensure our region is meeting local needs and challenges, while creating a strong and vibrant community.
- **Nonprofit events bring people together and generate revenue for local businesses.** Nonprofit survey respondents reported a 232% ROI from fundraising events held in public venues in 2017. In 2018, the National Folk Festival drew 60,000+ attendees to downtown Salisbury, leveraged 1,500+ volunteer hours from 800+ volunteers, and generated a total transactional impact of \$18 million (<https://salisbury.md/>).

Download the full report at: www.LowerShoreNPimpact.com