

# NONPROFITS SERVING OLDER ADULTS

In Cuyahoga County, nearly 6,000 nonprofits make up an ecosystem of social impact support. Nonprofits serving Older Adults play a vital role in this ecosystem, encompassing at least 84 organizations who serve seniors as a primary population. Only 19 of these nonprofits serve the Older Adult population exclusively, while other nonprofit industries such as housing, health, education, food security, human services, and 65 more have identified Older Adults as a primary population they serve. 42% of these organizations have an operating budget less than \$200,000 or are operating as a church or religious institution—meaning they are not required to report deeper data to the IRS. This snapshot provides a glimpse of the Older Adult services landscape throughout the county, with a deeper dive into the ~68% of organizations reporting comprehensive data.

## NONPROFITS SERVING OLDER ADULTS AT A GLANCE

**6,988**  
WORKERS

**1%** OF THE TOTAL WORKFORCE  
IN CUYAHOGA COUNTY

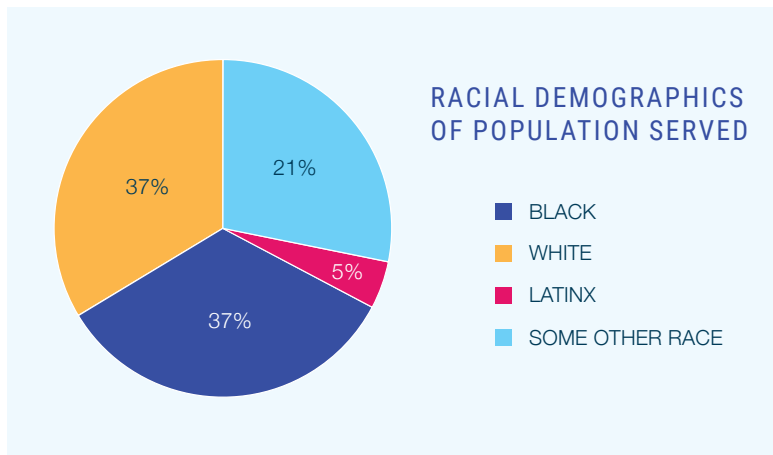
**935** BOARD MEMBERS

**84+** Nonprofits serving Older Adults

**1%** of the sector

**51** years old  
Average age of nonprofits serving Older Adults

- 77%** HUMAN SERVICES (E.G. BASIC NEEDS, PERSONAL SERVICES, SHELTER, ETC.)
- 8%** MISCELLANEOUS SERVICES (E.G. LIBRARY, ANTIDISCRIMINATION, FUNDS, ETC.)
- 6%** HEALTH (E.G. GENERAL HEALTH, NURSING CARE, & REHABILITATION)
- 6%** COMMUNITY AND ECONOMIC DEVELOPMENT (E.G. HOUSING AND COMMUNITY IMPROVEMENT)
- 2%** ARTS AND CULTURE



### REVENUE BY STAFF SIZE

STAFF SIZE	# OF ORGANIZATIONS	% OF ORGANIZATIONS	MEDIAN REVENUE
0	25	48%	\$452,315
1-2	3	6%	\$158,248
3-5	3	6%	\$518,328
6-10	1	2%	\$2M
11-20	5	10%	\$1.1M
21-40	4	8%	\$1.1M
41-80	1	2%	\$3.6M
81-160	2	4%	\$6.9M
> 160	13	25%	\$31.4M

## NONPROFITS SERVING OLDER ADULTS BY SIZE

Nonprofits serving Older Adults tend to be larger in revenue size and expenses than other nonprofits in Cuyahoga County, with the median revenues being \$476,000 compared to \$172,000 for all nonprofits, and median expenses being \$609,000 annually, more than four times as much as nonprofits in other industries.

Of the ~68% of Older Adult serving nonprofits reporting data, over half (54%) have staff sizes of two or less people, slightly greater than the nonprofit sectors a whole.

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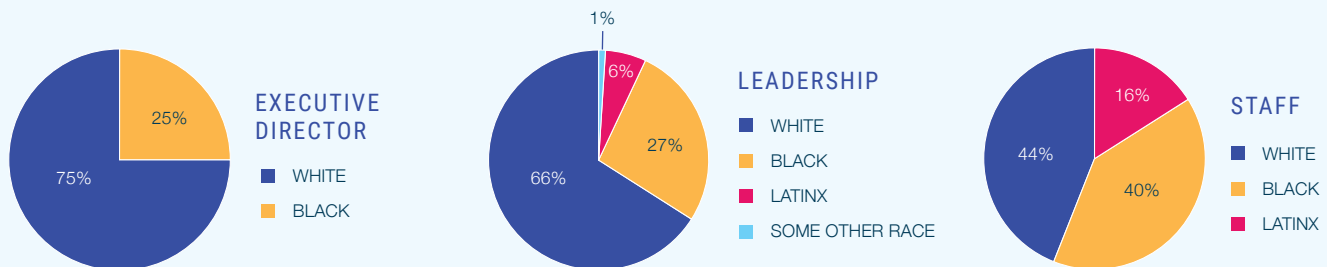
## WORKFORCE AND COMPENSATION

BREAKDOWN OF STAFF, COMPENSATION, VOLUNTEERS, AND BOARD MEMBERS BY INDUSTRY SERVING OLDER ADULTS

TYPE OF ORGANIZATION	TOTAL STAFF	TOTAL STAFF COMPENSATION	MEDIAN STAFF COMPENSATION	TOTAL VOLUNTEERS	TOTAL BOARD MEMBERS
Human Services	6,073	\$148.7M	\$23,472	25,619	764
Miscellaneous Services	260	\$5.6M	No Data Available	251	70
Health	517	\$24.6M	\$39,004	210	71
Community and Economic Development	138	\$3.8M	\$19,024	15	5
Arts and Culture	0	\$0	No Data Available	11	5
<b>ALL NONPROFITS SERVING OLDER ADULTS</b>	<b>6,988</b>	<b>\$18.4M</b>	<b>\$26,148</b>	<b>26,106<sup>1</sup></b>	<b>935</b>

## DEMOGRAPHICS OF EMPLOYEES IN NONPROFITS SERVING OLDER ADULTS

from the 2022 COVID-19 Nonprofit Recovery and Resiliency Survey



Compensation data is reported by organizations with annual revenues of \$200,000 or more and includes only full-time and year-round employees. Although nonprofits serving Older Adults are paying their staff and leadership about 20% higher than the median nonprofit wages in Cuyahoga County, low wages have plagued this particular industry for decades. The higher wages seen here are mostly due to higher wages across the Health nonprofit industry. The COVID-19 pandemic exacerbated existing workforce shortages in the Older Adult care industry, resulting in a 6.7% shrink in the long-term care workforce nationally. Demographic data was not available from a significant enough number of Black and Brown-led organizations to disaggregate pay by race.

## Story of Resiliency

*"We managed to continue to provide both home-delivered and to-go meals to older adults in our community without missing a single planned meal day throughout the pandemic."*

–Nonprofit Serving Older Adults, 2022



<sup>1</sup> Many older adults are supported by food access nonprofits to ensure they have healthy, nutritional meals available, and food security nonprofits tend to have a higher volunteer count than the industry as a whole.

# NONPROFITS SERVING OLDER ADULTS



## FINANCES

The pandemic had significant effects on the older adult population, with isolation and increased health risks causing concern about safety, alongside increased struggles with food security and access to medical care. Community-based programs that typically provide services to older adults shifted to providing in-home services and delivery options. This financial overview provides detail about organizations who named Older Adults as a primary population they serve.

## OVERALL FINANCES BY ORGANIZATION TYPE

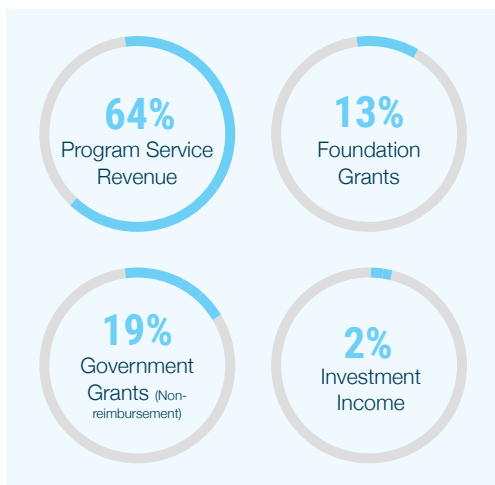
TYPE OF ORGANIZATION	TOTAL REVENUE	TOTAL EXPENSES	TOTAL ASSETS
Human Services	\$464.6M	\$411.4M	\$712.9M
Miscellaneous Services	\$11M	\$8.1M	\$154.6M
Health	\$50M	\$44.1M	\$63.7M
Community and Economic Development	\$11.1M	\$10.3M	\$6.6M
Arts and Culture	\$131,791	\$54,957	\$17,481
<b>ALL ORGANIZATIONS SERVING OLDER ADULTS</b>	<b>\$537M</b>	<b>\$474M</b>	<b>\$863M</b>

## REVENUES

Nonprofits serving Older Adults play a significant role in the local economy, generating at least \$537M in annual revenue. While a significant portion of reported Older Adult services nonprofits comes from program service revenue (64%), 19% of all funding comes from government grants which is almost five times the average for Cuyahoga County.

**\$537M TOTAL REVENUE**

**\$476,875 MEDIAN REVENUE**



## GOVERNMENT GRANTS BY SUBGROUP

TYPE OF ORGANIZATION	GOVERNMENT GRANTS	GOVERNMENT GRANTS AS % OF TOTAL REVENUE
Human Services	\$92.5M	20%
Miscellaneous Services	\$1.9M	17%
Health	\$99,853	0.2%
Community and Economic Development	\$9.2M	83%
Arts and Culture	\$11,560	9%
<b>ALL ORGANIZATIONS SERVING OLDER ADULTS</b>	<b>\$103.8M</b>	<b>19%</b>

# NONPROFITS SERVING OLDER ADULTS

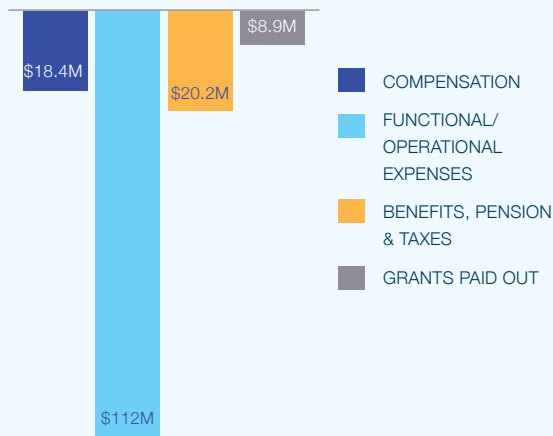
## EXPENSES

Nonprofits serving Older Adults on average have greater general office expenses than other nonprofits in Cuyahoga County—making their median expenses per reporting organization higher (\$608,961), compared to the sector as a whole (\$154,000). A majority of the expenditures are on operational expenses (\$112M).

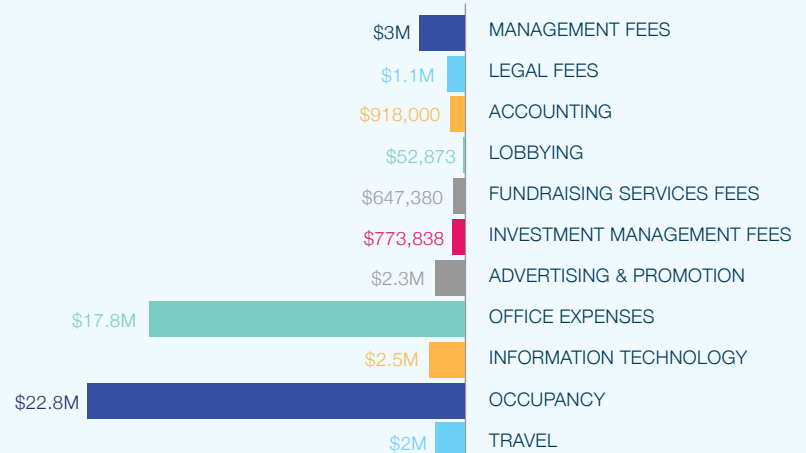
**\$474M** TOTAL EXPENSES

**\$608,961** MEDIAN EXPENSES

### TOP EXPENSE CATEGORIES



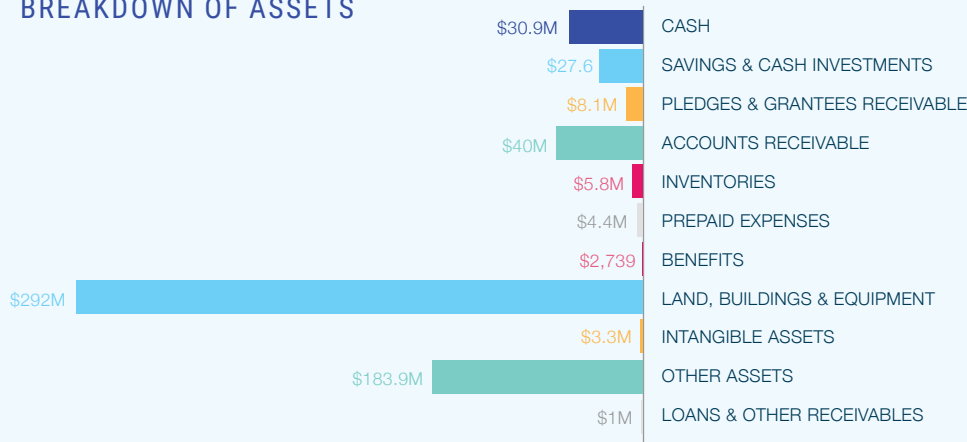
### FUNCTIONAL/OPERATIONAL EXPENSE BREAKDOWN



## ASSETS

Older Adults services nonprofits make up 1% of the nonprofit sector, and of the total \$51B in nonprofit assets locally, they hold 1.5% (\$863M)—mainly in unrestricted funds.

### BREAKDOWN OF ASSETS



**\$863M**  
TOTAL NET ASSETS

**\$1M**  
TEMPORARILY RESTRICTED ASSETS

**\$92,800**  
PERMANENTLY RESTRICTED ASSETS

**\$273M**  
UNRESTRICTED ASSETS

# NONPROFITS SERVING OLDER ADULTS

## TOP 5 CAPACITY BUILDING NEEDS FOR NONPROFITS SERVING OLDER ADULTS

2022	2023 AND BEYOND
 Strategic Planning or Long-term Planning	 Fundraising and Grant Writing
 Staff Salaries	 Succession Planning
 Fundraising and Grant Writing	 Strategic Planning or Long-term Planning
 Marketing and Communications	 Marketing and Communications (tied)
 Program Development	 Facilities and Operations Costs (tied)
	 Board Development (tied)

### KEY FINDINGS:

- Few Nonprofits Provide Exclusively Older Adults Services While Need Grows Rapidly:** While some populations, like youth, have entire portions of the nonprofit landscape dedicated to providing them services, Older Adults are primarily served through nonprofits who are providing services to many populations. Of all nonprofits serving primarily Older Adults locally, only 6% are focused on Health (nursing homes, primary health, etc.) and only a handful focused on Housing (assisted living, shelters, etc.). The number of Clevelanders over age 65 who live below the poverty level has grown at least 41% since 2010. In a region with a growing older adult population and one of the highest older adult poverty rates in the country, nonprofits focused on serving older adults in poverty are critical.
- Government Grants Support Many Older Adult Services:** Older Adults are served by a variety of nonprofit industries, two of which include Community and Economic Development and Human Services. Both of these industries rely significantly on government grants to support all of their work, and a portion of these funds likely come from the Older Americans Act which provides funding for many services offered by these nonprofits (i.e. nutrition and food delivery programs, caregiver support, transportation, and care management services). The data for this analysis of Older Adult serving nonprofits does not allow for a full picture of how much of each agencies' funds go directly to Older Adult Services, 19% of all the funding these organizations are receiving comes from government grants. This is five times the average for Cuyahoga County nonprofits, and a strong indicator that they are accessing these federal dollars.

This snapshot was developed as part of the Cuyahoga County Nonprofit Landscape Assessment, funded by the Funders Collaborative on Covid Recovery and available to the public. Visit [sangfroidstrategy.com/cuyahoga](https://sangfroidstrategy.com/cuyahoga) for much more detail on nonprofits serving Older Adults and the sector as a whole!