

2024

Philanthropy
miami

Annual Report



Vision

A **thriving community** of professionals, volunteers, and organizations **working together** towards a greater Miami.



Mission

We amplify the work of nonprofits by creating impactful experiences for **learning, networking** and **collaboration** that enhance their ability to improve lives and drive social change.

Values

Collaboration

We are the **conveners and advocates** of the nonprofit sector in Miami-Dade County. We collaborate with nonprofit, for-profit, and government entities with shared goals of working together toward a greater Miami-Dade County.

Accessibility

While we serve the entire sector, we are committed to making our programs **accessible** to smaller, community-based organizations by providing free or low-cost resources and scholarships.

Diversity, Equity, Inclusion and Belonging

In the design, planning, and execution of all that we do, we tap into the rich diversity – in all its forms – of our local and national communities. Our goal is for every person and every organization in the nonprofit sector to find in **PhilanthropyMiami a place where they belong.**

Innovation and Thought Leadership

We infuse forward-looking **innovation, excellence, creativity, and thought leadership** into every program and service offering, so that every person walks away confident that they received something of value.

Impact

We use **data to measure the impact** of our programs and services, drive decision-making and guide collaborations with other organizations.

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Board of Directors 2023-2024

EXECUTIVE COMMITTEE

Carla Crossno

Co-Chair

CEO

Hatched

Glenn Kaufhold

Co-Chair

Principal

GKollaborative

Adam Barber

Treasurer

Senior Manager

BDO USA

M. Kristina Raattama

Owner & Founder

MK Consulting, LLC

Kerry-Ann Royes

President & CEO

YWCA South Florida

Tania Castroverde

Moskalenko

CEO

Sarasota Performing Arts Foundation

DIRECTORS

Alison Grewe

President & CEO

Vice President of Development

Miami Jewish Health Foundation

Abbey Chase

President & CEO

Chase Marketing Group

Leana Cianfoni

Chief Development Officer

GroundworkJax

Norie del Valle

Chief Impact Officer

United Way Miami

Kitty Dumas

Executive Director

Ryder Charitable Foundation

Ryder System Inc.

Jasmin Grant

Senior Director of Development

Baptist Health Foundation

Joan Casanova Gonzalez

Senior Executive Director

Miami Southeast Region

American Cancer Society

Suzanne Jewell

Chief Experience Officer

Patch of Heaven Sanctuary

Don Kress

Chief Executive Officer

Coral Gables Trust

Ana C. Martinez

Assistant Vice President of

Development

Miami Dade College Foundation

Nikki Packer, CAP®

VP, Senior Philanthropic Specialist

Wells Fargo Private Bank

Dr. Michael Rosenberg

Co-Chair Emeritus

Orthodontist

Angelica Santibañez

Head of Community Engagement

State of Florida

Amazon Public Policy

Janisse R. Schoepp, Ph.D.

Vice President of Strategy

Health Foundation of South

Florida

Steven Schwartz

Principal Advisor

Philanthropic Visions

Michelle Shirley

CEO & Chief Heart Officer

Be Strong International

Letter from Leadership

As leaders of PhilanthropyMiami, we are proud to reflect on a year of remarkable growth and impact across South Florida's nonprofit sector.

In 2024, with the dedication of our Board, our founding Executive Director, funders, and supporters, we expanded our reach through high-quality programming, networking, and capacity-building initiatives. The IGNITE! Conference once again exceeded expectations, bringing together 300+ nonprofit and philanthropic professionals for a day of learning, collaboration, and inspiration.

We also launched new programs, including the expansion of the Nonprofit Executive Alliance (NEA), the Planned Giving Summit, and a storytelling event at The Underline. Our signature events, like Donor Next Door, further reinforced our commitment to celebrating and elevating philanthropy. Through strategic partnerships with Miami Dade College, United Way Miami, and others, we extended our impact and deepened engagement within the sector.

Looking ahead to 2025, we are excited to continue expanding the NEA, refresh our strategic plan, and forge new partnerships that enhance capacity-building and community connections. Our focus remains on data-driven, responsive initiatives that empower nonprofits to thrive, and on fostering a deep sense of belonging.

We extend our deepest gratitude to our Board, partners, and supporters for your unwavering commitment. Together, we will continue to strengthen South Florida's nonprofit ecosystem and drive meaningful social change.

With appreciation,



Carla Crossno
Co-Chair,
Board of Directors

A handwritten signature in black ink, appearing to read 'Carla'.



Glenn Kaufhold
Co-Chair,
Board of Directors

A handwritten signature in black ink, appearing to read 'Glenn Kaufhold'.



Fernanda Jorgensen
Executive Director,
PhilanthropyMiami

A handwritten signature in black ink, appearing to read 'Fernanda Jorgensen'.



2024 Highlights

Programmatic Reach

Our programming reached **682 unique professionals across 359 organizations** through 56 hours of educational and capacity-building programming

Year-over-year Growth

Our reach and engagement grew significantly compared to the previous year, reinforcing the increasing demand for professional development and leadership resources.

- **30%** increase in individuals reached, growing from 525 in FY22'23
- **53%** increase in total programming hours, from 36.5 to 56

Audience: High Level Leadership Engagement

76% of our program participants are in senior or decision-making roles (Director or above). This reflects our program's reach and relevance to those leading and shaping the philanthropic sector.



Audience overview

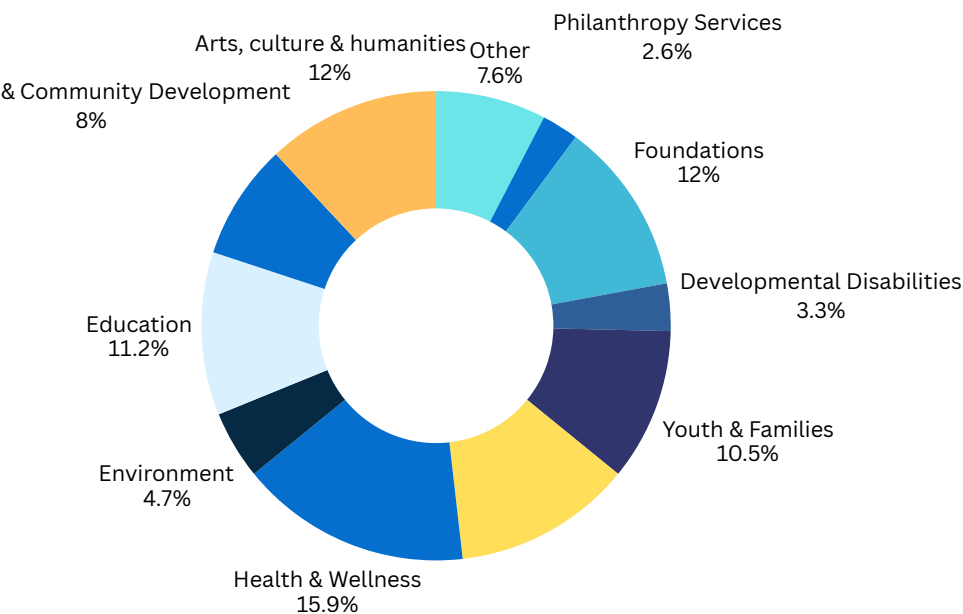
359

organizations
reached

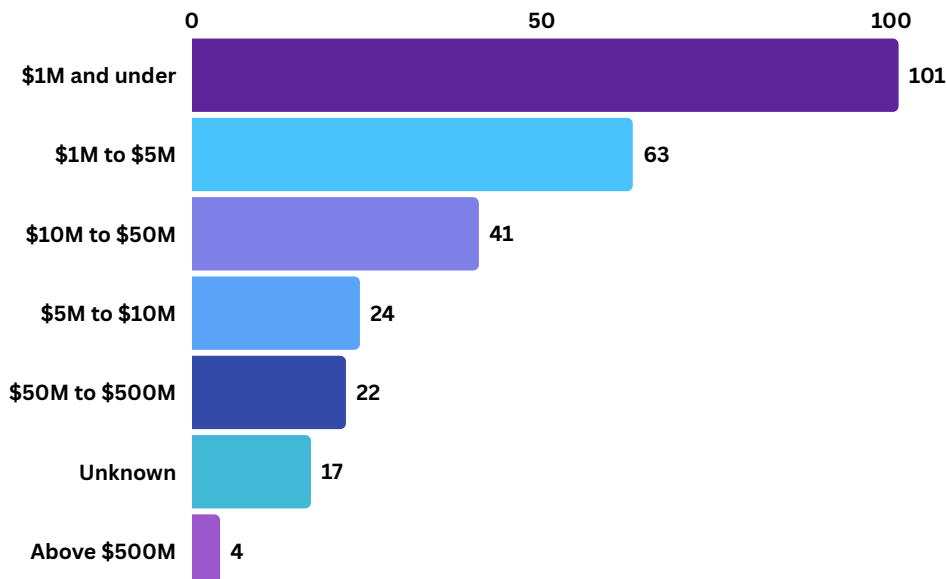
76%

are nonprofit
organizations

NONPROFIT AREAS OF FOCUS



ANNUAL OPERATING BUDGET



AUDIENCE PROFILE

74%
Female

26%
Male

38%
Age 36-45

31%
Age 56- 64

32%
ED, Pres, CEO,
Founder

26%
Dev. Dir. & Fund
Managers

16%
Other C-Suite/ VPs

15%
Program/Comms/Finance
Directors

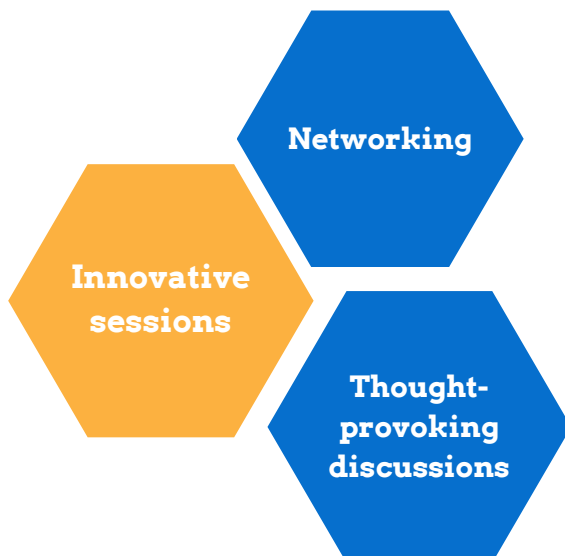
Signature Events

PRESENTED IN PARTNERSHIP WITH MIAMI DADE COLLEGE

IGNITE! 2024 CONFERENCE

South Florida's premier gathering for nonprofit professionals.

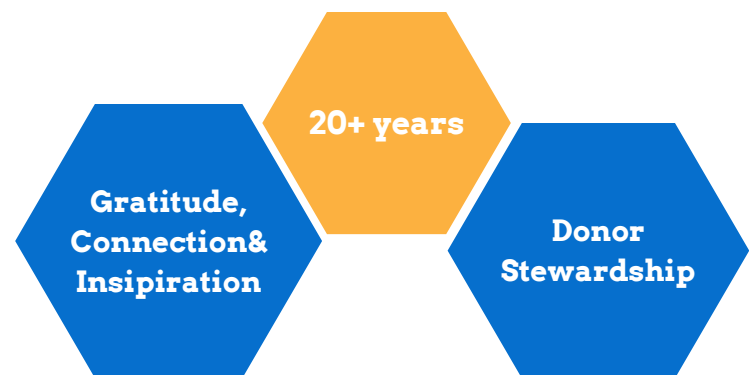
In 2024, the theme, **Inspiring Hope, Resilience, and Action**, focused on equipping attendees with tools to navigate challenges and shape a brighter future for Miami-Dade's nonprofit sector.



DONOR NEXT DOOR: REIMAGINED

A longstanding event of 20+ years, Donor Next Door is a celebration that honors the **donors, volunteers, and organizations making a difference in South Florida**.

In 2024, the event was reimagined with a new format and venue to create an even more memorable experience that aligns perfectly with our core values of **donor stewardship – gratitude, connection, and inspiration**.



IGNITE! 2024 CONFERENCE

MAY 9, 2024

Inspiring Hope, Resilience, and Action



KEY HIGHLIGHTS

Mainstage Conversation

Marlon Hill, Esq. led a "Living Room" discussion on the nonprofit sector's role as pillars of our democracy. Panelists include:

- Rebecca Fishman Lipsey, CEO - **The Miami Foundation.**
- Karen Rundlet, CEO/Executive Director - **The Institute for Nonprofit News**
- Tessa Petit, Executive Director - **Florida Immigrant Coalition**
- Ana Sofia Pelaez, Co-Founder & Executive Director - **Miami Freedom Project**

Featured Breakout Sessions

- Making the Leadership Leap
- The Economic Impact of the Nonprofit Sector
- The Heart of Fundraising
- Courageous Conversations: Unraveling Power Dynamic with Funders

PARTICIPANT FEEDBACK

99%

Reported IGNITE! was a valuable use of their time

92%

Plan to return next year

88%

Found the content extremely or very useful and actionable

IGNITE! 2024 CONFERENCE

MAY 9, 2024

Inspiring Hope, Resilience, and Action

Philanthropy
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CONFERENCE 2024



BY THE NUMBERS

Program Content

4

Tracks

12

Breakout
Sessions

37

Speakers

Attendee Engagement

313

Total
Attendees

203

Organizations

54%

First-Time
Attendees

Tech Innovation

First-Time Use of
a Conference App

92%

Conference
App Download
Rate



DONOR NEXT DOOR: REIMAGINED

FEBRUARY 1, 2024

This year marked the renaming of our **Community Champion Award** in honor of one of our founders, Henry “Hank” Raattama, Jr. We presented the award to **Marlon Hill, Esq.** for his remarkable contributions to the nonprofit community, several civic engagement initiatives, and his pivotal role in developing Give Miami Day.

The renaming of our Community Champion Award reflects Hank’s legacy, and will be bestowed annually to accomplished leaders who embody the values of **hard work, civic engagement, and love of humanity.**

KEY HIGHLIGHTS

Celebrated **33 honorees** nominated by **27 participating nonprofit organizations**, each exemplifying the power of generosity and community.



“What a beautiful evening celebrating special philanthropists and our community. Thank you for the opportunity to be part of it”.

– Nikki Packer, Wells Fargo & PhilanthropyMiami Board Member

2024 Donor Next Door Participants



Organization	Honoree(s)
Adrienne Arsht Center for the Performing Arts	Dan and Trish Bell
American Cancer Society	Mary Juncadella-Ferreiro
Amigos for Kids	Naty Diaz
Be Strong International	Lisa Greer
Branches	The Templeton Family Foundation
Chapman Partnership	Norma Jean Abraham
The Cleo Institute	Lynn & Louis Wolfson II Family Foundation
Easterseals South Florida	Alexandra de la Asuncion & Marco Ferri
The Education Fund	The Kirk Foundation
FIU Foundation, Inc.	Chanel T. Rowe
The Foundation of the Greater Miami Jewish Federation	Mikki and Morris Futernick
Friends of The Underline	Leesfield Family Foundation
GableStage	Marc Abrams
Girl Scout Council of Tropical Florida, Inc.	Sheila Shapiro and Judy Jameson
Jackson Health Foundation	Saks Fifth Avenue
Legal Services of Greater Miami, Inc.	Scott Baena
Live Like Bella® Childhood Cancer Foundation	Lori Bean
The Miami Foundation	Alison W. Miller and Stearns Weaver Miller Weissler Alhadeff & Sitterson
Miami Dade College Foundation	Pepsico Foundation
Miami Jewish Health	Edward Shohat
New World School of the Arts	Jacqueline Calderin
NAMI Miami-Dade County	Dr. Ana Shustack and Maria C. Rivero
Nicklaus Children's Hospital Foundation	Tim Anagnost
United Way Miami	Ed & Carol Williamson
University of Miami	Barry B. Farber
Vizcaya Museum & Gardens	Taffy Gould
Voices for Children Foundation, Inc.	Kira Grossman

Programs & Initiatives



**NONPROFIT
EXECUTIVE
ALLIANCE**



**DEEP DIVE
SERIES**



**PLANNED
GIVING
SUMMIT**

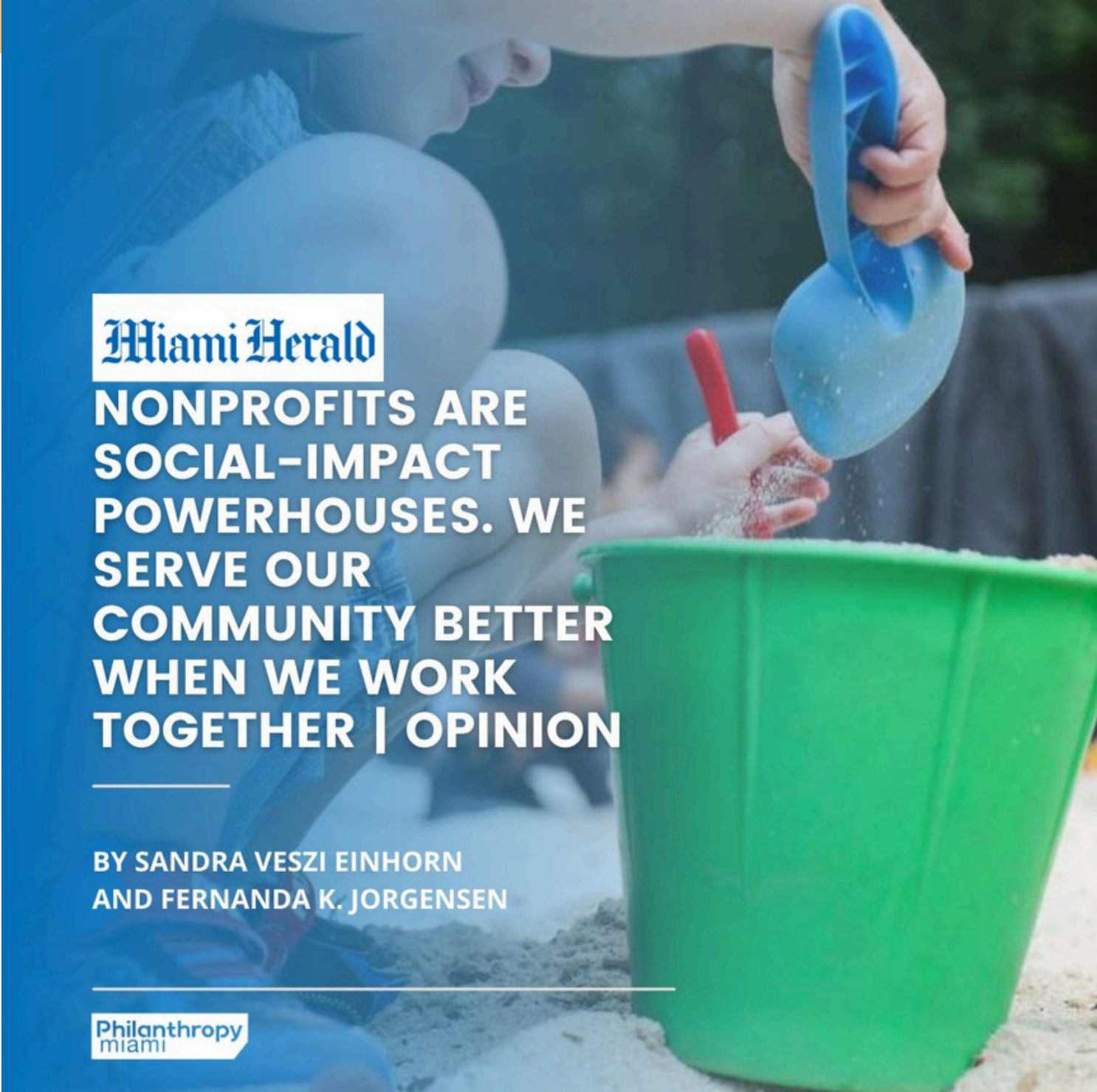


INNOVATORS



**2024
ECONOMIC
IMPACT
REPORT**

PhilanthropyMiami's Partnership with the Nonprofit Executive Alliance (NEA)



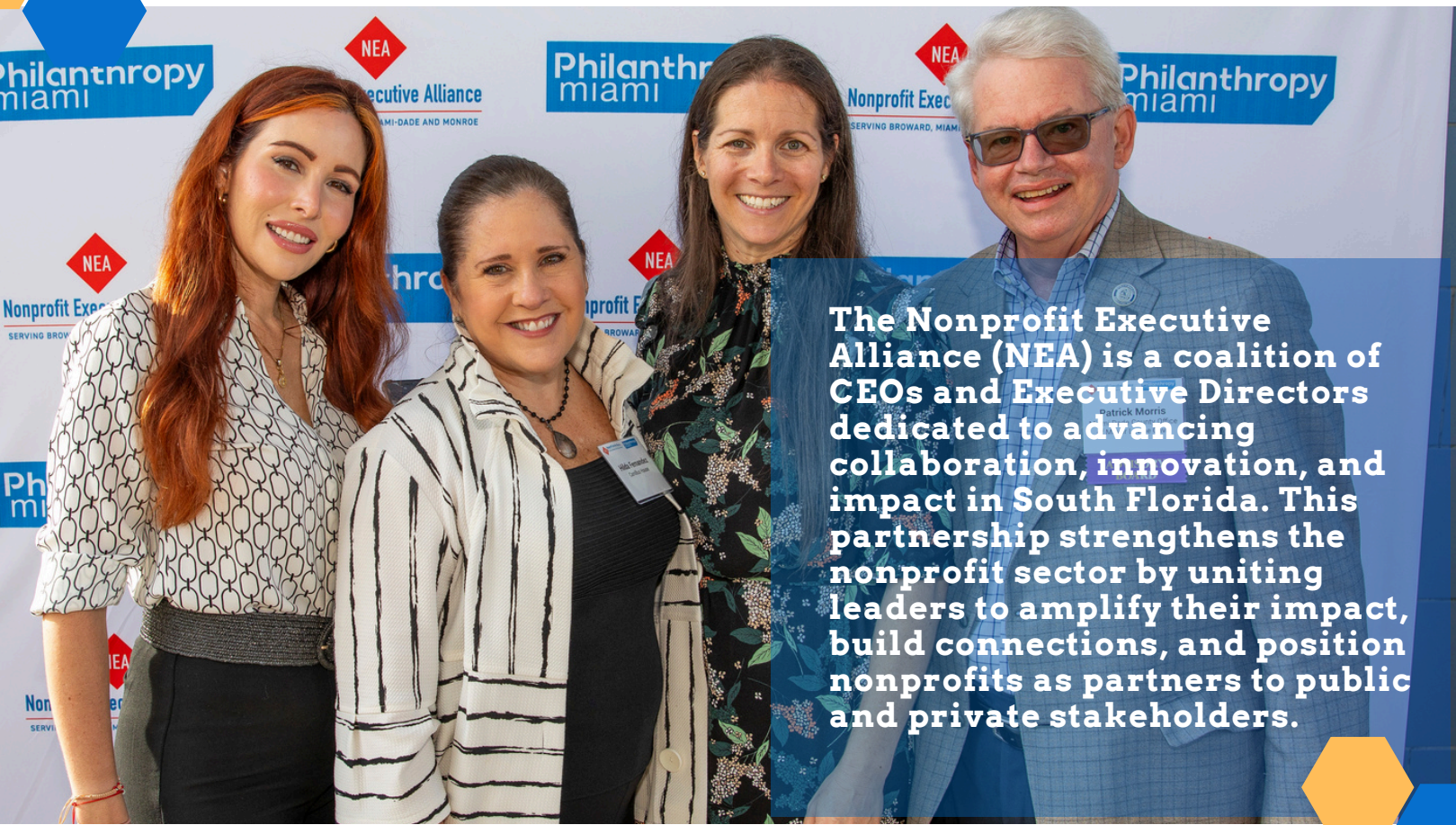
Miami Herald

**NONPROFITS ARE
SOCIAL-IMPACT
POWERHOUSES. WE
SERVE OUR
COMMUNITY BETTER
WHEN WE WORK
TOGETHER | OPINION**

BY SANDRA VESZI EINHORN
AND FERNANDA K. JORGENSEN

Philanthropy
miami

PhilanthropyMiami's Partnership with the Nonprofit Executive Alliance (NEA)



The Nonprofit Executive Alliance (NEA) is a coalition of CEOs and Executive Directors dedicated to advancing collaboration, innovation, and impact in South Florida. This partnership strengthens the nonprofit sector by uniting leaders to amplify their impact, build connections, and position nonprofits as partners to public and private stakeholders.

HIGHLIGHTS FROM 2023-2024:

October 2023 Launch Event

Over 100 attendees joined to celebrate the expansion of the NEA into Miami-Dade and Monroe Counties. The event featured remarks from Miami-Dade County Mayor Daniella Levine Cava, Broward County Mayor Nan Rich, and a **keynote by Ann Mei Chang, President & CEO of Candid.**

Media Spotlight

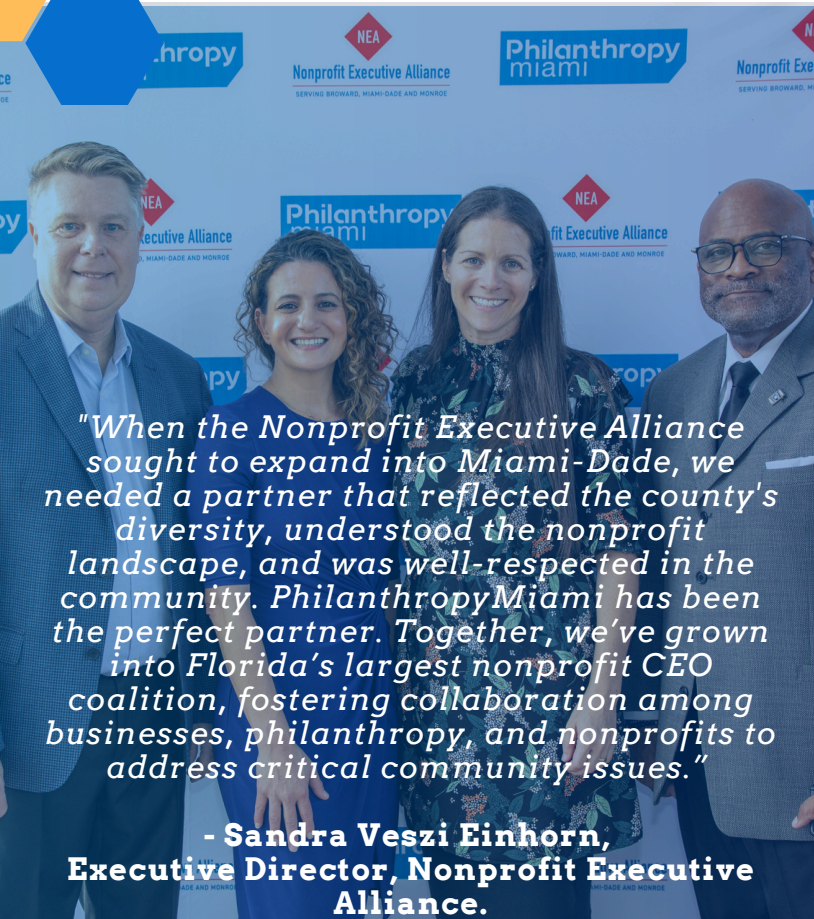
A joint op-ed published in the Miami Herald highlighted the partnership between the Nonprofit Executive Alliance and PhilanthropyMiami, bringing attention to the initiative's goals and impact.

Miami Program Launch

Official programming in Miami-Dade led by PhilanthropyMiami kicked-off in December 2023.

PhilanthropyMiami's Partnership with the Nonprofit Executive Alliance (NEA)

TESTIMONIALS



"When the Nonprofit Executive Alliance sought to expand into Miami-Dade, we needed a partner that reflected the county's diversity, understood the nonprofit landscape, and was well-respected in the community. PhilanthropyMiami has been the perfect partner. Together, we've grown into Florida's largest nonprofit CEO coalition, fostering collaboration among businesses, philanthropy, and nonprofits to address critical community issues."

**- Sandra Veszi Einhorn,
Executive Director, Nonprofit Executive Alliance.**



"I am grateful to PhilanthropyMiami for bringing the Nonprofit Executive Alliance to Miami-Dade. NEA has been instrumental in supporting the Children's Bereavement Center and expanding our services. The networking events are invaluable for connecting with other nonprofit leaders and learning from their experiences. I highly recommend NEA to leaders to expand their networks, gain insights, and foster partnerships while having fun!"

**- Debra Albo-Steiger, LCSW,
Chief Executive Officer, Children's Bereavement Center.**

HIGHLIGHTS FROM 2023-2024:

Membership Growth

In its first year, over **30 CEOs/Executive Directors** in Miami-Dade joined the alliance, and membership continues to grow to 150 total members regionally.

Strategic Regional Discussions

Hosted four dynamic regional discussions on timely & relevant topics:

- Artificial Intelligence in the nonprofit sector.
- Building authentic relationships with funders.
- The role and importance of advocacy.
- Workforce-academic partnerships.

Deep Dive Series: Empowering Nonprofit Leaders



The Deep Dive Series is a learning experience designed to equip nonprofit leaders and their teams with the **strategies and tools** needed to thrive in today's competitive environment. This **six-session curated series** brought together **CEOs, Executive Directors**, and **senior-level** staff in Development, HR, Finance, Marketing, and Programming to collaborate, share insights, and learn from experts.

Held in **partnership with the United Way Miami** sessions took place in a peer-driven environment that encouraged open dialogue and collective problem-solving. The series tackled critical issues, offering transformative perspectives on leadership.

IMPACT AND REACH

95%

of participants found the information relevant/applicable

46

Organizations represented

72

Unique Participants

29%

of participants nonprofit CEO/ED

SPONSORS

amazon

Morris
Family
Foundation

2024 PROGRAM CURATION

Tania Castroverde Moskalenko
Nonprofit Arts & Culture Advisor

Deep Dive Series: Empowering Nonprofit Leaders

SERIES HIGHLIGHTS



Attracting and Retaining Top Talent in Today's Competitive Environment

Date:

September 22, 2023

Speaker:

Belinda Turner Lawrence

Lawrence Advisors LLC



Good Bones – Nonprofit Basics for a Strong Foundation

Date:

October 17, 2023

Speaker:

Halpern Consulting, LLC

David Halpern



Applying DEI Initiatives to Empower the Communities You Serve

Date:

November 14, 2023

Speaker:

Dr. Nanette Vega

University of Miami

Deep Dive Series: Empowering Nonprofit Leaders

SERIES HIGHLIGHTS



The Power of Your Personal Brand

Date:

February 13, 2024

Speaker:

Bruce Turkel

ODE Management / Turkel Ideas



You & Your Board Chair: Maximizing Your Partnership

Date:

March 19, 2024

Speaker:

David Halpern

David Halpern Consulting



You & Your Development Director: Partners in Sustainability

Date:

April 16, 2024

Speaker:

Jessica Rodriguez

Cloud Nine Nonprofit Advisors LLC

Planned Giving Summit

FEBRUARY 29, 2024

PhilanthropyMiami, in partnership with the **Association of Fundraising Professionals (AFP) Miami Chapter**, **Baptist Health**, and **Miami Dade College**, hosted the Planned Giving Summit, a full-day professional development event designed to equip fundraisers and nonprofit leaders with essential knowledge and strategies to secure transformational gifts.

PROGRAM HIGHLIGHTS

Led by the **Sharpe Group**, this full-day summit offered dynamic **presentations**, **case studies**, and interactive **discussions** tailored for all experience levels.

Morning Sessions

Focused on providing a solid foundation for newcomers to planned giving, covering the essentials and introducing key strategies for success.

Afternoon Sessions

With conversations for more experienced professionals, bridging annual fund and major gift efforts with planned giving techniques to cultivate long-term donor relationships.

20

A Strategic Approach to Fundraising for Long-Term Impact



Planned Giving Summit

FEBRUARY 29, 2024

FEATURED PRESENTERS



JOE CHICKEY
MBA, CFP®

Senior Consultant, SVP
Sharpe Group



DONALD
HALE

Senior Consultant
Sharpe Group

IMPACT AND REACH

52

Nonprofit leaders,
fundraising
professionals, and
board members

81%

Gained actionable
tools and ideas for
their daily work.

23

Organizations

PARTNERS





Innovators Series

2023-2024 SERIES HIGHLIGHTS

The Innovators Series presents an opportunity for **nonprofit leaders and social ventures** to access cutting-edge ideas and strategies that drive change and innovation within the sector. This virtual series explores new approaches and solutions for forward-thinking changemakers, empowering organizations to **tackle challenges in creative and sustainable ways**.

REACH



72

Attendees



51

Organizations

Marriage Made in Heaven: Advancement and Finance Office

Speakers:

- **Judith Mansour**, Marketing and Communications Executive, Judith Mansour & Associates.
- **Jackie McLaughlin**, CPA, Quality Control and Learning Manager, Chazin & Company.
- **Marie Injic**, CPA, Director of Client Services, Chazin & Company.

Creation of event budgets that both advancement and finance can understand and usage of financial data points as a means to better engage and retain donors.

August
2023



Innovators Series

September
2023

Best Practices in Encouraging Engagement Among Young Professionals and Families

Speakers:

- **Andrew Britton**, Director of Donor Relations and Special Projects, Key Bizcayne Community Foundation.
- **Jasmin Grant**, Director of Development, Baptist Health South Florida.
- **Laura Fernandez**, Vice President, Big Brothers Big Sisters Miami.
- **Nicole Erdfrocht**, Director Philanthropic Engagement, Greater Miami Jewish Foundation.

What is a young professional & what does it mean to give? How to involve "the whole family" in giving

June
2024

Sustainable & Creative: Eco-Friendly Strategies for Your Next Big Event

Speakers:

- **Scarlett Lanzas**, Founder & CEO, Accountable Impact.
- **Yadira Diaz**, Founder, GRADIBLE.
- **Vivian Belzaguy Hunter**, Ascendance Sustainable Events.

Eco-friendly event planning strategies that help organizations reduce their environmental impact while maximizing engagement.

Open-Mic Storytelling Night at The Underline

In 2024, PhilanthropyMiami partnered with **Friends of The Underline** to host an open-mic storytelling night where **changemakers, do-gooders, and professionals** in the social impact sector shared personal, 5-minute stories.

EVENT HIGHLIGHTS

■ STORY THEMES

Stories based on themes relevant to the social impact sector, including:

- **Resilience**
Overcoming challenges and setbacks.
- **Innovation**
Creative solutions and out-of-the-box thinking.
- **Impact**
Pivotal moments of personal growth.
- **Leadership**
Challenges, growth, and inspiring moments.
- **Community**
The power of collaboration and partnerships.
- **Connection**
Empathy and human connection in philanthropy.

ABOUT FRIENDS OF THE UNDERLINE

Friends of The Underline is on a mission to transform urban trails, parks and event spaces in Miami. This project is designed to improve mobility and diversity, creating a safe, equitable, and sustainable community.



Economic Impact Report 2024

THE POWER OF NONPROFITS IN MIAMI-DADE: A VITAL ECONOMIC FORCE

In 2024, PhilanthropyMiami in partnership with the **Florida Nonprofit Alliance** and with funding support from **Allegany Franciscan Ministries** and **Miami Dade County**, released the report titled “**Strength in Numbers: The Economic Impact of the Nonprofit Sector in Miami-Dade County.**” This report reveals the role and contributions of nonprofits in terms of economic growth, employment, and advocacy.

1. MASSIVE ECONOMIC CONTRIBUTIONS

\$20.5 Billion in annual revenue **\$37.5** Billion in assets

With **2,541 active nonprofits**, the county ranks first in Florida for both nonprofit organizations and employees. The sector spans a variety of industries, including healthcare, education, the arts, and community services.

2. EMPLOYMENT AND WAGES

76,862 Workforce people **\$31.93** Average Hourly Wage

The nonprofit sector directly employs **5.5%** of the **county's total workforce**. However, the average nonprofit hourly wage is below the county's living wage of **\$39.58**.

3. COMMUNITY IMPACT

Nonprofits address significant **social issues** like healthcare, education, arts, poverty alleviation, and disaster relief. Nonprofits have proven critical in supporting communities during crises, such as hurricanes, and in ongoing efforts to tackle **housing** and **food insecurity**.



Economic Impact Report 2024

THE POWER OF NONPROFITS IN MIAMI-DADE: A VITAL ECONOMIC FORCE

4. ADDRESSING POVERTY AND ALICE HOUSEHOLDS

50.7% of households below the ALICE threshold

The report highlights the fact that the households in Miami-Dade that are below the **ALICE** threshold (Asset Limited, Income Constrained, Employed), surpass both **state (45%)** and **national (41%)** averages.

5. ADVOCACY AND GROWTH OPPORTUNITIES

The report encourages nonprofits to use this data to advocate for increased **funding**, shape **public opinion**, and inform **policy decisions**. Strengthening collaboration and storytelling efforts can elevate the sector's influence and attract vital **resources**.

Conclusion

The report reinforces the role that nonprofits play in Miami-Dade's economy and society. These organizations are not just service providers; they are a driving force for local economic vitality, community resilience, and social equity. With investment and support, nonprofits will continue to thrive, helping to create a vibrant and inclusive future for all.



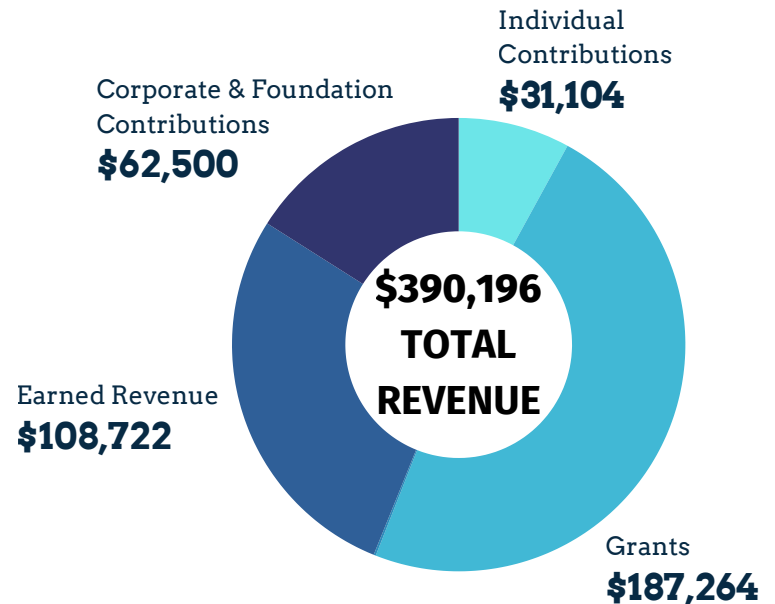
Financial Overview:

STRATEGIC INVESTMENTS FOR GROWTH

In 2024, PhilanthropyMiami made key investments to strengthen our leadership, expand programming, and ensure long-term sustainability. Our financials reflect intentional decisions that support organizational growth and sector-wide impact.

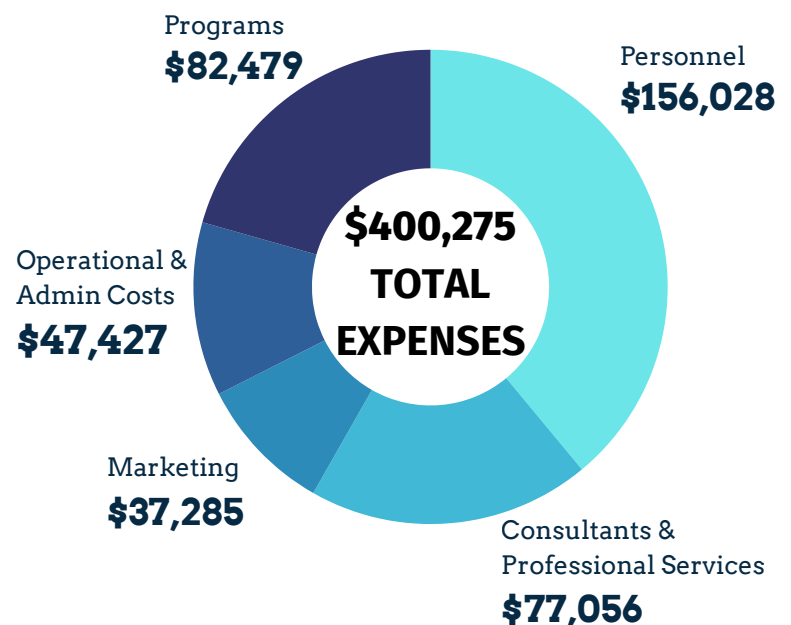
REVENUE

PhilanthropyMiami continues to maintain a diverse funding base, balancing grants, earned revenue, and philanthropic support.



EXPENSES

While expenses slightly exceeded revenue by \$10,079, this was largely due to a strategic leadership transition investment to ensure a smooth handover and operational continuity. This temporary increase in expenses was a strategic investment in leadership succession, allowing for continuity, stability, and a strong foundation for future growth.



Our Supporters

MAJOR FUNDING



ACADEMIC PARTNER



Looking Ahead:

2025 GOALS

As we look toward 2025, PhilanthropyMiami is committed to deepening our impact and strengthening the nonprofit sector in South Florida. Our goals for 2025 include:

1

Expanding the Nonprofit Executive Alliance (NEA)

We aim to continue growing the NEA, creating a larger, more diverse community of nonprofit leaders who can collaborate, share knowledge, and address sector challenges.

2

Refreshing Our Strategic Plan

We will refresh our strategic plan with a data-driven approach, ensuring we remain responsive to the evolving needs of the nonprofit sector and community.

3

Data-Driven Decision-Making

By enhancing our use of data, we'll improve our programming, measure community impact, and ensure we deliver the highest quality services to our stakeholders.

4

Building New Partnerships

We will strengthen existing partnerships and create new ones, bringing additional resources, expertise, and opportunities to the nonprofit sector.

5

Expanding Capacity and Community Building Programming

We will expand our capacity-building programs to support nonprofit growth and offer more opportunities for community engagement and collaboration.

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