

When Johns Hopkins asked nonprofit leaders around the U.S.

“WHAT MAKES NONPROFITS SPECIAL?”

THIS IS WHAT THEY SAID:

NONPROFITS ARE...



PRODUCTIVE

→ creating jobs and economic value;
mobilizing assets to address public problems;
enhancing local economic vitality



EMPOWERING

→ mobilizing & empowering citizens;
contributing to public discourse;
providing opportunities for civic engagement for the public good



EFFECTIVE

→ providing programs & services of the highest quality at reasonable cost;
making a difference in the lives of individuals & the community



ENRICHING

→ giving expression to central human values;
providing opportunities for people to learn & grow;
fostering intellectual, scientific, cultural, & spiritual development;
preserving culture & history; promoting creativity



RELIABLE

→ resilient & demonstrating staying power both in good times & bad;
operating in a trustworthy & accountable manner



RESPONSIVE

→ responding to clients, patrons, & communities;
meeting needs that the market & government don't meet;
pursuing innovative approaches when needed



CARING

→ serving underserved populations;
providing services/programs at reduced or no cost to disadvantaged populations;
community-focused