

THE ROLE OF NONPROFITS IN NEW MEXICO'S ECONOMY

NONPROFITS BRING \$1.86 BILLION INTO NEW MEXICO:

FUNDING PAYS salaries, rent, supplies, consultants, and other professional services

THESE FUNDS GENERATE another **\$1.36 Billion** with indirect economic activity

TOTAL ECONOMIC OUTPUT from nonprofits is **\$3.22 Billion** or 3.2% of New Mexico's Gross Product

(Economic Impacts of the Nonprofit Sector in New Mexico, 2019, UNM BBER)

NONPROFITS SIGNIFICANTLY IMPACT EMPLOYMENT:

NONPROFITS EMPLOY 1 in 13 people in the private workforce



NONPROFITS PROVIDE:

jobs and support for people who cannot work independently

job training to enter or re-enter the workforce

literacy training and adult education to improve people's job prospects

TOURISM EVENTS MANAGED BY NONPROFITS:

DRAW INTERNATIONAL TOURISTS and over **\$454 Million** in economic activity

INCLUDE:
ABQ Balloon Fiesta (\$186.8 M) • Santa Fe Opera (\$200+ M) • Santa Fe Indian Market (\$50 M) • Int'l Folk Art Market (\$18 M)

LOCAL BUSINESSES depend on the revenues generated by tourists

NONPROFITS IMPROVE QUALITY OF LIFE AND BUSINESS BY:

MAKING IT POSSIBLE FOR PEOPLE TO WORK (care for dependent family members)

PROVIDING SERVICES for employees and community members

PROVIDING OPPORTUNITIES education, recreation, religious observance, artistic expression

INVESTING IN NEW MEXICO'S NONPROFITS IS PRO-BUSINESS

Nonprofits have the potential to increase economic impact and ROI for business and government

AN INVESTMENT OF \$500,000 PER YEAR OVER 5 YEARS COULD YIELD AN ADDITIONAL \$600 MILLION TO NEW MEXICO

INVESTING IN THE NONPROFIT SECTOR WILL HAVE AN EXPONENTIAL EFFECT

AN INVESTMENT IN NONPROFITS MEANS:

A BOOST TO SMALL BUSINESS

and major corporations that may consider investing in New Mexico

INCREASED COMMUNITY DESIREABILITY

better education and services attracts business and investment opportunities

BUILDING CAPACITY OF NONPROFITS TO PURSUE MORE FEDERAL FUNDING:

more out-of-state dollars coming into New Mexico, more employment, more goods and services purchased, more programming delivered

CREATING A STRONGER WORKFORCE

ready to meet the needs of a changing economic landscape

INCREASED EARNINGS

which leads to an increased tax base

WHAT IS NEEDED

AN INCREASE in the coordination and capabilities of nonprofits

A NONPROFIT INFRASTRUCTURE SUPPORT NETWORK that can strengthen organizational operations

BUILD CAPACITY OF INDIVIDUAL ORGANIZATIONS to provide more services and pursue more federal grants

BEFORE COVID-19, APPROXIMATELY 40% OF NONPROFITS INDICATED A LACK OF CAPACITY TO MEET THE DEMAND FOR SERVICES.



SINCE COVID-19, THE NEED FOR NONPROFIT SERVICES HAS GROWN EXPONENTIALLY IN TERMS OF:

Food insecurity • Domestic violence • Suicide & mental health • Homelessness • Increase in high school dropouts • Job retraining & workforce development

NONPROFITS DELIVER ON MORE THAN THE ECONOMY ...

EQUITY

NONPROFITS PROVIDE SERVICES

day care, out-of-school enrichment programs, & elder care that allow people to work

NONPROFITS PROVIDE

entrepreneurial support and loans to women and people of color

SUPPORT FOR FAMILIES

when hard work falls short of needs

AFTER SCHOOL PROGRAMING

that enriches the lives of our young people and prepares them with STEAM skills



LIVABLE COMMUNITIES

NONPROFITS ARE PART OF THE FABRIC OF OUR COMMUNITIES

Nonprofits provide the services and attractions that make communities desirable to major corporations and economic development

Nonprofits exist in response to community needs

QUALITY OF LIFE

ADDRESSING THE MOST DIFFICULT CHALLENGES

nonprofits help people when they need it most

NONPROFITS PROVIDE OPPORTUNITIES

for business, recreation, volunteering, artistic expression, cultural participation, and religious observance

TOURISM

the most profitable tourist events in New Mexico are organized by nonprofits

FOR MORE INFORMATION

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