



# ONTARIO NONPROFIT NETWORK

## Social media captions

1. ONN has launched results their annual state of the sector survey. Over 1,000 nonprofits, charities and grassroots organizations across Ontario responded. This year's data reveals that the nonprofit sector is experiencing stagnant and declining financial resources amidst climbing demand. All survey data and related resources are available here: <https://theonn.ca/topics/advocacy/nonprofit-sector-surveys/>.
2. What's happening in the nonprofit sector in 2024? ONN's new survey results cover topics from finances to fundraising to labour trends. There are a variety of survey related resources now available on their website that nonprofits can access and share with their own networks to advance sector advocacy work.  
<https://theonn.ca/topics/advocacy/nonprofit-sector-surveys/>
3. ONN's 2024 sector-wide survey results reveal that against all odds, nonprofits remain hopeful that at some point, they will be adequately resourced to fulfill their missions. Overall, the data may be disheartening, but it IS possible to change the reported realities, and improve the future trajectory of our sector. Recommendations for government, our sector, and the public are available through ONN's policy report.  
<https://theonn.ca/topics/advocacy/nonprofit-sector-surveys/>
4. ONN is hosting a free webinar on November 6 from 1:00-2:00pm highlighting the different ways in which nonprofits can use the new 2024 sector data in their advocacy efforts. Register today! <https://www.eventbrite.ca/e/1041374869267?aff=oddtcreator>

Graphics are available through this [zip folder](#).

## ONN's social handles

**Please tag ONN in all posts that are amplifying any content from this package.**

- Twitter (X) - @o\_n\_n
- Instagram and Threads - @ontario\_nonprofit\_network
- LinkedIn - Ontario Nonprofit Network

## Newsletter blurb

### **2024 sector-wide data for Ontario's nonprofit sector now available**

Ontario Nonprofit Network (ONN) has [launched results](#) from their annual state of the sector survey. This year's data reveals that the nonprofit sector is experiencing stagnant and declining financial resources amidst climbing demand. Against all odds, nonprofits remain steadfast in their determination and hopeful that at some point, they will be adequately resourced to fulfill



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their missions. This duality of hope and despair is reflected in the fact that this year 45 per cent of survey respondents reported feeling overwhelmed, and 41 per cent reported feeling optimistic at this current moment. ONN has prepared a number of resources related to the survey results that are available [on their website](#), and they will be hosting a [free webinar](#) on November 6 to highlight the many ways nonprofits can utilize the data in their advocacy efforts.

## Template email for your network

Subject line: **2024 sector-wide survey results by ONN now available!**

Dear **\*insert first name\***,

ONN has [launched the results](#) from their annual state of the sector survey. Over 1,000 nonprofits, charities, and grassroots organizations across Ontario responded, and the data shows the nonprofit sector is experiencing stagnant and declining financial resources amidst climbing demand.

Against all odds, nonprofits remain steadfast in their determination and are hopeful that at some point, they will be adequately resourced to fulfill their missions. This duality of hope and despair is reflected in the fact that this year 45% of survey respondents reported feeling overwhelmed, and 41% reported feeling optimistic at this current moment.

### A few data highlights:

- 39% of respondents assessed themselves at significant risk (ranked at a 5 or above) for not existing in the next three years.
- 83% of respondents saw an increase in demand for programs and services, a seven percent increase over 2023.
- 54% of respondents reported stagnant and declining revenue while 84 per cent reported increase in expenses.
- 31% of respondents reported using their reserve funds, almost mirroring pandemic-era levels.

### Report resources:

- ONN will be hosting a [free webinar](#) to discuss how the sector can use this data in their provincial advocacy efforts.
- Survey report with policy recommendations. (French report coming soon.)
- Technical report ([English](#) and [French](#)) with data highlights.



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- [Datasets](#) 2021-2024.
- Amplification package.

If you have any questions about ONN's survey data, please reach out to [info@theonnc.ca](mailto:info@theonnc.ca).

Thank you,