Quarter 4 2014:
Changes 2014 Quarter 3 (July – Sept) to 2014 Quarter 4 (Oct – Dec)

**Public Confidence**
1.0% ↓

**Individual Giving**
- Individual Giving ($ per household) 6.9% ↑
- Individual Giving (# of households) 0.1% ↓

**Volunteerism**
- Volunteerism (hrs per household) 5.8% ↑
- Volunteerism (# of households) 6.8% ↓

**Demand for Services***
3.2% ↑

**Employment**
- Nonprofit postings 8.0% ↓

**SD County Unemployment**
0.6% ↓

*To account for seasonal changes in need, this calculation compares Q4 2013 to Q4 2014.

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About the Report:

Economic data on the major sectors of the economy are regularly collected and reported in the media and in industry-specific reports. That information drives decision-making by business leaders, government officials, investors, and consumers.

Until now, nonprofit leaders have had limited access to this type of information about their sector. Yet, like their counterparts in other industries, nonprofit CEO’s and trustees, donors, and policymakers need timely economic data to make informed and strategic decisions about programmatic and operational issues. Now they can through The State of Nonprofits Quarterly Index.

The State of Nonprofits Quarterly Index is San Diego’s only index charting the economic health of nonprofits. The report provides data about six key indicators that reflect the economic health of San Diego nonprofit organizations.

These data can be used to:

- **Guide nonprofit leaders** in organizational decision-making
- **Give policymakers** information to inform resource allocation and legislation
- **Provide funders** with tools for identifying emerging needs and sector trends

Data for this index come from a variety of sources and covers indicators such as: Public Confidence, Individual Giving, Volunteerism, Demand for Nonprofit Services, Nonprofit Sector Wages, Nonprofit Employment, and Unemployment in San Diego County.

Nonprofit Economic Trend Reporters

The Caster Center is indebted to a panel of more than 100 San Diego-based nonprofit leaders that provide quarterly data on select indicators. This panel of Trend Reporters was systematically chosen based on organization size and subsector to draw a representational cross section of San Diego area nonprofit types. The subsectors include: Human Services, Health, Arts, Environment and Animals, Education, Housing and Shelter, International, Public Benefit, Religion, and Mutual Benefit.

For a full list of participating organizations, please visit: [www.stateofnonprofits.org](http://www.stateofnonprofits.org).

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