Nonprofit Institutions

Description: Brief Excerpt from Industry Overview Chapter:

Institutions in this industry include grantmaking foundations, giving services, advocacy groups, civic clubs, and social organizations. Major institutions include AARP, the American Cancer Society, the Nature Conservancy, and the Pew Charitable Trusts (all based in the US), as well as BRAC (Bangladesh), the International Federation of Red Cross and Red Crescent Societies (Switzerland), and The National Trust and Oxfam GB (UK).

Nonprofits worldwide continue to work to address challenges posed by international crises over the past several years, including the outbreak of the Ebola virus in Africa and major earthquakes in Haiti and Japan. More than 90% of natural disaster-related deaths occur in developing countries, according to World Vision.

The US nonprofit institutions industry includes about 63,000 establishments (single-location organizations and units of multi-location organizations) with combined annual revenue of more than $160 billion.

Although technically distinct, the terms "nonprofit," "tax-exempt," and "charitable" are often used interchangeably. Nonprofits are sometimes referred to as "501(c)" entities, after the section of the US Internal Revenue Code that defines their tax status.

Similarly structured groups with different missions are covered in the Membership Organizations industry profile. Some organizations that operate as nonprofit entities, such as colleges and universities, hospitals, and religious organizations, are covered in other industry profiles.

Competitive Landscape

Demand is driven by the need to represent special interests or provide social services that can't be met by the market or government.

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