THE ROLE OF NONPROFITS IN NEW MEXICO’S ECONOMY

**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 Bring $1.86 Billion into New Mexico:**

**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
- ABQ Balloon Fiesta ($186.8 M) • Santa Fe Opera ($200+ M) • Santa Fe Indian Market ($50 M) • Int’l Folk Art Market ($18 M)

**Total Economic Output from nonprofits is $3.22 Billion or 3.2% of New Mexico’s Gross Product**

**Nonprofits Significantly Impact Employment:**

**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

- **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 Community Desirability**
  - better education and services attracts business and investment opportunities

- **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 . . .

NONPROFITS PROVIDE SERVICES
- day care, out-of-school enrichment programs, & elder care that allow people to work
- entrepreneurial support and loans to women and people of color
- after school programing that enriches the lives of our young people and prepares them with STEAM skills

NONPROFITS PROVIDE ENTREPRENEURIAL SUPPORT AND LOANS TO WOMEN AND PEOPLE OF COLOR

SUPPORT FOR FAMILIES
- when hard work falls short of needs

NONPROFITS PROVIDE OPPORTUNITIES FOR BUSINESS, RECREATION, VOLUNTEERING, ARTISTIC EXPRESSION, CULTURAL PARTICIPATION, AND RELIGIOUS OBSERVANCE

AFTER SCHOOL PROGRAMING
- that enriches the lives of our young people and prepares them with STEAM skills

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

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

ADDRESSING THE MOST DIFFICULT CHALLENGES
- nonprofits help people when they need it most

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