

What is Madison Nonprofit Day?

A Visual Refresher...

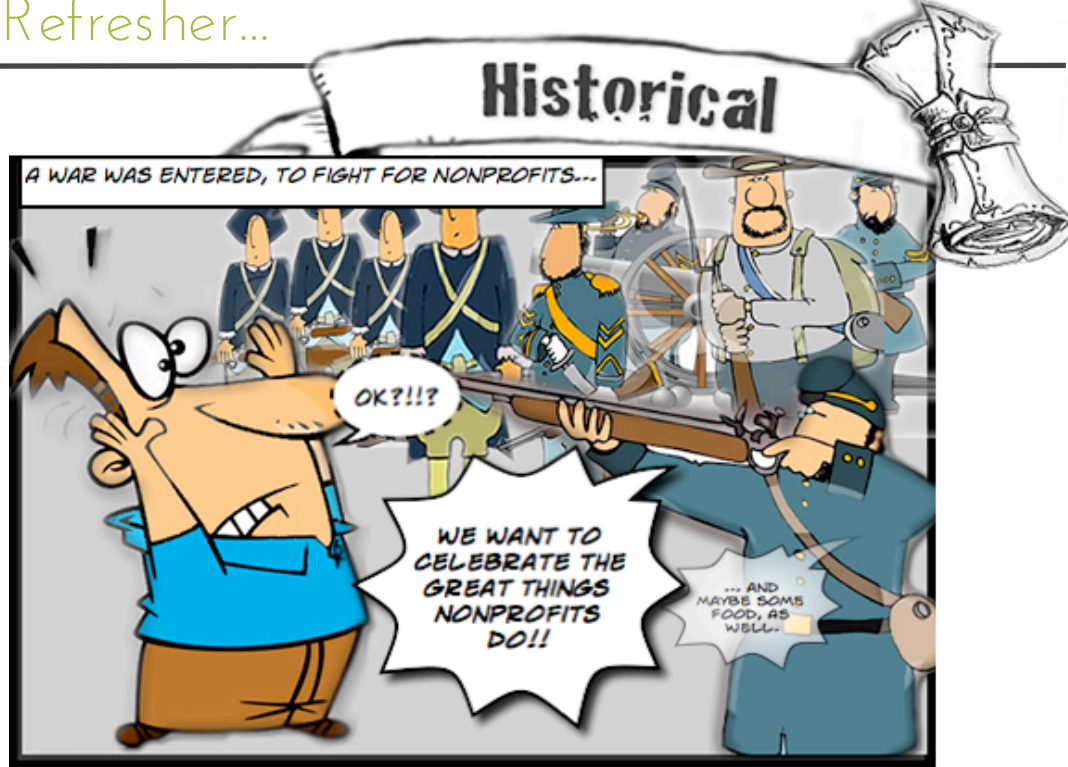
A Long, Long Time Ago,
In a Galaxy Far Away...

Okay, so in Madison, Wisconsin, 2 1/2 years ago (2009), the question of why there weren't more resources for Madison's large and rapidly growing nonprofit sector arose.

That question, grew a purpose. A mission was undertaken...

To celebrate and promote awareness of the city's nonprofits, the work they do and the communities they serve

"Lest we forget" —Rudyard Kipling



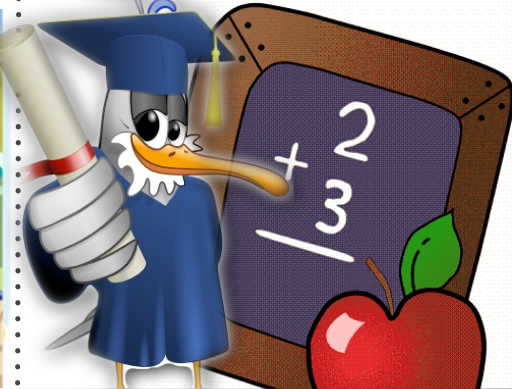
One Day, Per Year, We Tell Nonprofits, "You Rock!"

Fun

Education

Awareness

Celebration

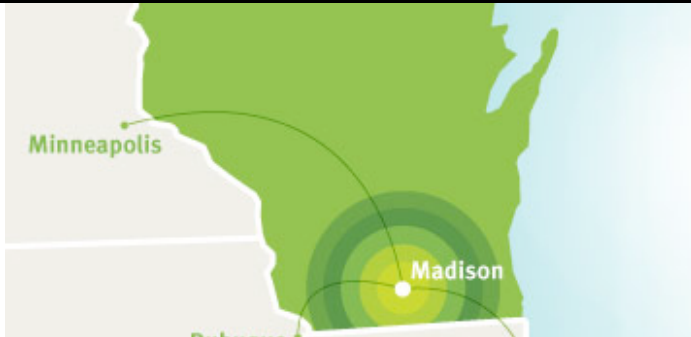


365 Days, A Year, Nonprofits Give...

What Do Nonprofits Do/Provide?

EMPLOYMENT Animal-Related International Abuse Public Safety Youth Development Unknown Science & Technology Human Services
Housing/Shelter Research **ARTS & CULTURE** Clubs Philanthropy Recreation/Sports Health Environment
COMMUNITY IMPROVEMENT Civil Rights
FOOD Mutual/Member Benefit **EDUCATION** Mental Health Crime
SOCIETAL BENEFIT

How Many Nonprofits Are There?



Registered 501(c) Nonprofits

Wisconsin
37,234
2011 IRS Business Master File

Dane County
4,031
2011 IRS Business Master File

Growth
+37%
2000 vs 2011 IRS Records

Nonprofits are...

the **5TH** Largest Wisconsin **Employer**

PROVIDING OVER **240,000 JOBS**

WITH AN AVERAGE **Salary of \$30,000** over

GENERATING OVER **\$16 Billion** IN PERSONAL INCOME