When Johns Hopkins asked nonprofit leaders around the U.S. “WHAT MAKES NONPROFITS SPECIAL?” this is what they said:

NONPROFITS ARE...

PRODUCTIVE
- creating jobs and economic value;
- mobilizing assets to address public problems;
- enhancing local economic vitality

EMPOWERING
- mobilizing & empowering citizens;
- contributing to public discourse;
- providing opportunities for civic engagement for the public good

EFFECTIVE
- providing programs & services of the highest quality at reasonable cost;
- making a difference in the lives of individuals & the community

ENRICHING
- giving expression to central human values;
- providing opportunities for people to learn & grow;
- fostering intellectual, scientific, cultural, & spiritual development;
- preserving culture & history; promoting creativity

RELIABLE
- resilient & demonstrating staying power both in good times & bad;
- operating in a trustworthy & accountable manner

RESPONSIVE
- responding to clients, patrons, & communities;
- meeting needs that the market & government don’t meet;
- pursuing innovative approaches when needed

CARING
- serving underserved populations;
- providing services/programs at reduced or no cost to disadvantaged populations;
- community-focused

THE JOHNS HOPKINS LISTENING POST PROJECT'S NONPROFIT RENEWAL CONVERSATION
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