

Macomb County Philanthropic Investment Study



About Advancing Macomb

Our Vision

Advancing Macomb's vision is to increase nonprofit capacity in our community by partnering with regional philanthropic organizations and building a place-based endowment for permanent transformation. Underinvestment in Macomb County is starving its nonprofit ecosystem. Without sufficient philanthropic investments to aid existing nonprofits and attract new ones, our communities will suffer in critical areas, including education, community development and economic mobility.

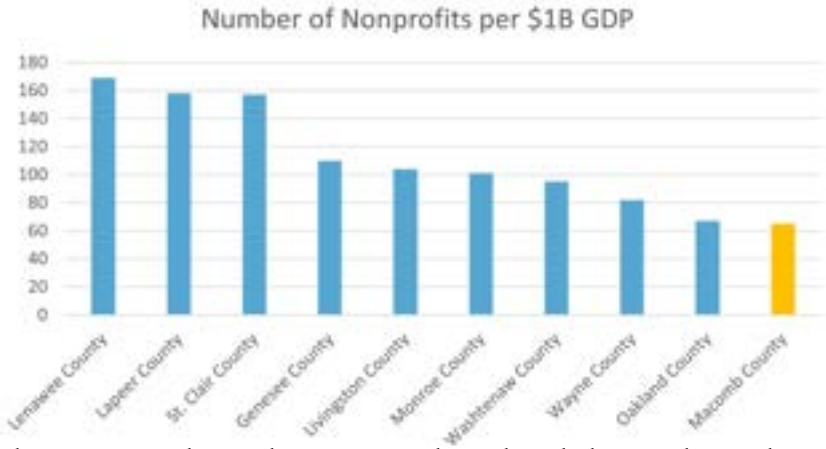
How we will get there: Advancing Macomb is working to mobilize philanthropic support at all levels – from volunteers, community groups and municipalities to regional and national foundations. We must increase philanthropic investments in Macomb County to aid existing nonprofits and attract new ones — our communities will only grow stronger as a result.

Who We Are

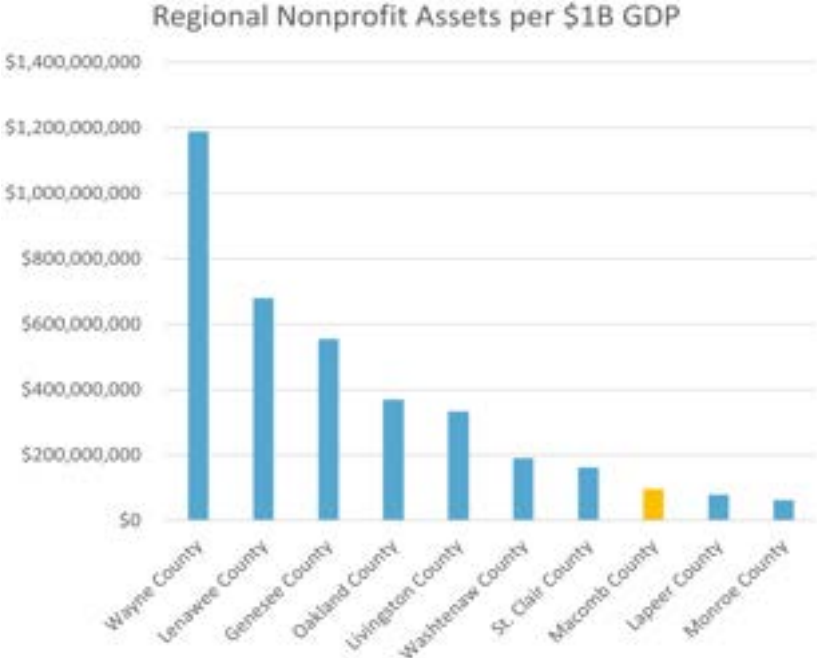
Advancing Macomb is Macomb County's conduit for resources that improve quality of life. We provide the philanthropic model and leadership needed to cement partnerships between the nonprofit, public and private sectors; identify and attract resources to fund major community projects and programs; and bring increased visibility to Macomb County. For more information, please visit advancingmacomb.com.



The Advancing Macomb Philanthropic Investment Study



Advancing Macomb recently commissioned a study with the Dorothy A. Johnson Center for Philanthropy at Grand Valley State University to better understand the disconnect between philanthropic need and opportunity in Macomb County. The study found that despite ranking third in population, Macomb County lags behind every peer group both in metro Detroit and Michigan for the number of charitable nonprofits per GDP.



The Case for Increasing Philanthropic Funding in Macomb County

Though Macomb County has 16% of the 10-county Southeast Michigan population,* its share of philanthropic investments consistently falls below that mark.



LOCALLY

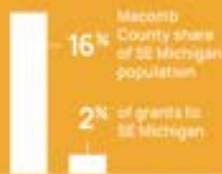
Compared to 10 counties in metro Detroit,** Macomb County ranks

Population** **3rd**

Nonprofit organizations per 100,000 residents: **10th**

Nonprofit organizations per \$1 billion GDP: **10th**

Investment directly in Macomb County nonprofits by Michigan private foundations



STATEWIDE

Compared to 30 other urban Michigan counties, Macomb County ranks

Population** **3rd**

Nonprofit organizations per 100,000 residents: **30th**

Nonprofit organizations per \$1 billion GDP: **30th**

Methodology

Data in this infographic comes from the December 2020 Internal Revenue Service Business Master File and 2019 estimates of population and Gross Domestic Product from the U.S. Census Bureau.



NATIONALLY

Compared to 88 counties in the U.S., Macomb County ranks

Population** **9th**

Nonprofit organizations per 100,000 residents: **84th**

Nonprofit organizations per \$1 billion GDP: **78th**

Investment directly in Macomb County nonprofits by nation's largest foundations



We must increase investment

Underinvestment is starving Macomb County's nonprofit ecosystem. To reach the Michigan urban area median, Macomb County would need 60% more nonprofit organizations and 200% more nonprofit assets. Because philanthropic funding is going outside of Macomb, nonprofits choose to headquarter in surrounding counties. We need to increase philanthropic investments in Macomb County to aid existing nonprofits and attract new nonprofits — our communities will only grow stronger as a result.

*Counties included: Genesee, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, Wayne

**Macomb County population, per 2019 U.S. Census: 873,972