



Building Movement Project

**Working Towards the Common Good:  
Findings from the 2015 New Mexico Nonprofit Survey**

*Report Appendix*



Building Movement Project

## 2015 New Mexico Nonprofit Survey

This survey was developed by the Building Movement Project to learn more about New Mexico's nonprofit organizations. Findings from the survey – administered from October to December 2015 – are shared in the report, *Working Towards the Common Good*.

If you would like to use or adapt this survey or any particular questions, please contact the Building Movement Project staff at [info@buildingmovement.org](mailto:info@buildingmovement.org).

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## Welcome

Thank you for taking the 2015 New Mexico Nonprofit Survey! This survey will provide valuable information on the key issues that nonprofits are working on, the opportunities and challenges we face, and how we can continue to work together to ensure the well-being of all New Mexicans.

This short confidential survey will ask you questions about your nonprofit organization's work, the communities that you serve, and ways in which your organization works with other organizations and coalitions. The survey should take about 15 minutes to complete. Please fill out only one survey per organization. We ask that you please complete the survey by *Tuesday, December 15th*.

To thank you for your time, organizations that complete the survey can participate in a raffle for the chance to win one of the following prizes:

- One of three \$50 Amazon.com gift certificates
- One of four free half-day trainings for one person from your organization, generously provided by the [Center for Nonprofit Excellence](#) (CNPE), a program of [United Way of Central New Mexico](#)
- One year of unlimited access to trainings at CNPE for one person from you organization

This survey effort is being led by The Building Movement Project (BMP), in partnership with the Kellogg Foundation, the Con Alma Health Foundation, and many New Mexico nonprofits,

such as: Albuquerque Health Care for the Homeless, Inc., Encuentro, Center for Nonprofit Excellence, Partnership for Community Action, Prosperity Works, South Valley Academy, SouthWest Organizing Project, Strong Families New Mexico, and UNM Office for Community Health. Last year's confidential survey led to the report, "[Working Towards the Common Good](#)", and BMP plans to release a report on this year's survey in early 2016. If you have any questions about this survey, feel free to contact BMP's Co-Director, Sean Thomas-Breitfeld (stthomas-breitfeld@buildingmovement.org).

*\*\*This is a confidential survey. We will only report on general trends from this survey data. No individual respondent or participating organization will be identified in the report that will be released in early 2016.*

**What is the full name of your organization?\*** \_\_\_\_\_

**Is the organization a registered tax-exempt 501(c)(3)?\***

- Yes
- No
- Not Sure
- Other tax-exempt status [i.e. 501(c)(4)]:  
\_\_\_\_\_

**Did the organization participate in the 2014 New Mexico Nonprofit Survey?\***

- Yes
- No
- Not Sure

**Organizational Web Address / URL:** \_\_\_\_\_

**Your Title / Role / Position:** \_\_\_\_\_

**Would you like to enter your organization into the raffle for the chance to win one the prizes described above?**

Yes

No

*Please provide your contact information, in order to be notified in the case that your organization is randomly selected as a prize-winner in the raffle.*

Name:: \_\_\_\_\_

Email address:: \_\_\_\_\_

## Your Organization

### 1) What city is your organization's main office / headquarters located in?

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Alamogordo           | <input type="checkbox"/> Grants                     | <input type="checkbox"/> Roswell               |
| <input type="checkbox"/> Albuquerque          | <input type="checkbox"/> Hobbs                      | <input type="checkbox"/> Ruidoso               |
| <input type="checkbox"/> Anthony              | <input type="checkbox"/> Kirtland                   | <input type="checkbox"/> Santa Fe              |
| <input type="checkbox"/> Artesia              | <input type="checkbox"/> Las Cruces                 | <input type="checkbox"/> Shiprock              |
| <input type="checkbox"/> Aztec                | <input type="checkbox"/> Las Vegas                  | <input type="checkbox"/> Silver City           |
| <input type="checkbox"/> Belen                | <input type="checkbox"/> Lee Acres                  | <input type="checkbox"/> Socorro               |
| <input type="checkbox"/> Bernalillo           | <input type="checkbox"/> Los Alamos                 | <input type="checkbox"/> South Valley          |
| <input type="checkbox"/> Bloomfield           | <input type="checkbox"/> Los Chaves                 | <input type="checkbox"/> Sunland Park          |
| <input type="checkbox"/> Carlsbad             | <input type="checkbox"/> Los Lunas                  | <input type="checkbox"/> Taos                  |
| <input type="checkbox"/> Chaparral            | <input type="checkbox"/> Los Ranchos de Albuquerque | <input type="checkbox"/> Truth or Consequences |
| <input type="checkbox"/> Clovis               | <input type="checkbox"/> Lovington                  | <input type="checkbox"/> Tucumcarl             |
| <input type="checkbox"/> Corrales             | <input type="checkbox"/> North Hobbs                | <input type="checkbox"/> White Rock            |
| <input type="checkbox"/> Deming               | <input type="checkbox"/> North Valley               | <input type="checkbox"/> Zuni Pueblo           |
| <input type="checkbox"/> Eldorado at Santa Fe | <input type="checkbox"/> Portales                   | <input type="checkbox"/> Outside of New Mexico |
| <input type="checkbox"/> Espanola             | <input type="checkbox"/> Raton                      | <input type="checkbox"/> Other City Not Listed |
| <input type="checkbox"/> Farmington           | <input type="checkbox"/> Rio Rancho                 |  |
| <input type="checkbox"/> Gallup               |   |  |

**Logic: Hidden unless: Question "What city is your organization's main office / headquarters located in?" #1 is one of the following answers ("Outside of New Mexico","Other City Not Listed")**

### 2) Please write-in the city and state where your organization's main office / headquarters is located.

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**3) Which of the following best describes your organization's overall work? (select one)\***

**Direct services:** your organization primarily provides programs and services that help individuals in your community overcome personal challenges and improve their lives (i.e., social services, health services, youth development programs, employment programs, legal services, art programming, education).

**Community organizing:** your organization primarily works to make people aware of the policies and laws that are the root causes of the problems they face, and then mobilize community members to take action to promote policy and social change.

**Advocacy:** your organization primarily advocates for policy and/or systems changes that will benefit community members and improve their lives.

**Grantmaker / Foundation:** your organization makes grants to support nonprofit organizations and charitable activities.

**Intermediary / Capacity-Builder:** your organization provides management support, technical assistance, consulting, and/or other activities intended to enhance the effectiveness of nonprofit organizations.

If your organization does not fit any of the categories above, *please explain* your organization's overall work.: \_\_\_\_\_ \*

**4) Understanding that organizations play multiple roles and engage in multiple strategies in their communities, please feel free to describe your organization's overall work in greater detail.**

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**5) What are your organization's primary issue areas? (select up to three)\***

Aging (i.e., elder services, adult care)

Behavioral/mental health

Criminal justice issues (i.e., criminalization, reentry)

Culture/language preservation

Development and land use

Disability rights

Domestic violence

Economic security (i.e., assets building, wealth creation)

Education (i.e., early childhood education, K-12, higher education)

Environment

- |   |  |
|---|--|
| <input type="checkbox"/> Family issues (i.e., child care, parent support)         | <input type="checkbox"/> LGBT equity issues                                    |
| <input type="checkbox"/> Food (i.e., hunger, food access, urban agriculture)      | <input type="checkbox"/> Racial equity issues                                  |
| <input type="checkbox"/> Gender equity issues                                     | <input type="checkbox"/> Reproductive health                                   |
| <input type="checkbox"/> Health (i.e., preventative health, health interventions) | <input type="checkbox"/> Sexual assault  |
| <input type="checkbox"/> Historical preservation                                  | <input type="checkbox"/> Substance abuse/prevention                            |
| <input type="checkbox"/> HIV/AIDS   | <input type="checkbox"/> Taxes/tax policy                                      |
| <input type="checkbox"/> Housing (i.e., affordable housing, homelessness)         | <input type="checkbox"/> Violence prevention/intervention                      |
| <input type="checkbox"/> Immigration  | <input type="checkbox"/> Workers' rights (i.e., living wage, wage theft)       |
| <input type="checkbox"/> Land claims  | <input type="checkbox"/> Workforce development (i.e., job training, placement) |
|   | <input type="checkbox"/> Youth development                                     |
|   | <input type="checkbox"/> Other:: _____*  |

**6) Which of the following best describes your organization's geographic scope of work? (select one)**

- Tribal communities
- City-wide
- County-wide
- Multi-county
- Statewide
- Multi-state

**7) Which of the following counties does your organization primarily work in? (select all that apply)**

- |                                     |                                    |                                     |
|-------------------------------------|------------------------------------|-------------------------------------|
| <input type="checkbox"/> Bernalillo | <input type="checkbox"/> Dona Ana  | <input type="checkbox"/> Lincoln    |
| <input type="checkbox"/> Catron     | <input type="checkbox"/> Eddy      | <input type="checkbox"/> Los Alamos |
| <input type="checkbox"/> Chaves     | <input type="checkbox"/> Grant     | <input type="checkbox"/> Luna       |
| <input type="checkbox"/> Cibola     | <input type="checkbox"/> Guadalupe | <input type="checkbox"/> McKinley   |
| <input type="checkbox"/> Colfax     | <input type="checkbox"/> Harding   | <input type="checkbox"/> Mora       |
| <input type="checkbox"/> Curry      | <input type="checkbox"/> Hidalgo   | <input type="checkbox"/> Otero      |
| <input type="checkbox"/> De Baca    | <input type="checkbox"/> Lea       | <input type="checkbox"/> Quay       |

- |                                     |                                   |                                       |
|-------------------------------------|-----------------------------------|---------------------------------------|
| <input type="checkbox"/> Rio Arriba | <input type="checkbox"/> Santa Fe | <input type="checkbox"/> Union        |
| <input type="checkbox"/> Roosevelt  | <input type="checkbox"/> Sierra   | <input type="checkbox"/> Valencia     |
| <input type="checkbox"/> Sandoval   | <input type="checkbox"/> Socorro  | <input type="checkbox"/> All counties |
| <input type="checkbox"/> San Juan   | <input type="checkbox"/> Taos     |                                       |
| <input type="checkbox"/> San Miguel | <input type="checkbox"/> Torrance |                                       |

**8) What is your organization's estimated annual budget? (select one)**

- \$0-\$50,000
- \$50,001-\$100,000
- \$100,001-\$250,000
- \$250,001-\$500,000
- \$500,001-\$1,000,000
- \$1,000,001-\$5,000,000
- Over \$5 million

**9) Which of the following racial/ethnic groups does your organization primarily work with? (select up to three)**

- African-Americans
- American Indians/Native Americans
- Hispanic/Latinos
- Asian Americans and Pacific Islanders
- Whites

**Logic: Hidden unless: Question "Which of the following racial/ethnic groups does your organization primarily work with? (select up to three)" #9 is one of the following answers ("American Indians/Native Americans")**

***If your organization serves American Indians/Native Americans, please specify the communities that you work with: (select all that apply)***

- |                                       |   |
|---------------------------------------|---|
| <input type="checkbox"/> Acoma Pueblo | <input type="checkbox"/> Apache tribes (Jicarilla Apache Nation and the Mescalero Apache tribe) |
|---------------------------------------|---|



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- |   |   |
|---|---|
| <input type="checkbox"/> Cochiti Pueblo       | <input type="checkbox"/> San Felipe Pueblo    |
| <input type="checkbox"/> Isleta Pueblo        | <input type="checkbox"/> San Ildefonso Pueblo |
| <input type="checkbox"/> Jemez Pueblo         | <input type="checkbox"/> Santa Ana Pueblo     |
| <input type="checkbox"/> Laguna Pueblo        | <input type="checkbox"/> Santa Clara Pueblo   |
| <input type="checkbox"/> Nambe Pueblo         | <input type="checkbox"/> Santo Domingo Pueblo |
| <input type="checkbox"/> Navajo Nation        | <input type="checkbox"/> Taos Pueblo          |
| <input type="checkbox"/> Ohkay Owingeh Pueblo | <input type="checkbox"/> Tesuque Pueblo       |
| <input type="checkbox"/> Picuris Pueblo       | <input type="checkbox"/> Zia Pueblo           |
| <input type="checkbox"/> Pojoaque Pueblo      | <input type="checkbox"/> Zuni Pueblo          |
| <input type="checkbox"/> Sandia Pueblo        | <input type="checkbox"/> Other:: _____        |

**10) Which of the following age groups does your organization primarily work with? (*select up to three*)**

- Infants (under 3 years)
- Early Childhood / Pre-K (3-5 years)
- Children (5-12 years)
- Youth (12-21 years)
- Families
- Adults
- Seniors

**11) What is the income level of the groups that your organization primarily works with? (*select all that apply*)**

- At or below the poverty line
- Low-income (100%-200% of the poverty line)
- Middle income

**12) In the past year, did your organization experience decreases in funding? (*select one*)\***

- Yes
- No

**Logic: Hidden unless: Question "In the past year, did your organization experience decreases in funding? (select one)" #12 is one of the following answers ("Yes")**

*If you selected "Yes," please specify which type of funding decreased: (select all that apply)*

- Federal
- State
- Municipal
- Foundation
- Individual support
- Other

**13) In the past year, did your organization experience increases in funding? (select one)\***

- Yes
- No

**Logic: Hidden unless: Question "In the past year, did your organization experience increases in funding? (select one)" #13 is one of the following answers ("Yes")**

*If you selected "Yes," please specify which type of funding increased: (select all that apply)*

- Federal
- State
- Municipal
- Foundation
- Individual support
- Other

**14) How have decreases and/or increases in funding affected your organization's work? Please be specific in describing changes to programming, services, or other aspects of your organization's work.**

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**15) What are the top challenges that your organization is currently facing? (select up to three)\***

- Funding
- Staff turnover (i.e., program staff, line staff)
- Transitions in senior leadership (i.e., executive director, president)
- Limited management capacity
- Limited opportunities for staff training and development
- Limited resources for staff training and development
- Increased demand for services
- Limited opportunities to engage in long-term and/or strategic planning
- Political opposition
- Legal and/or policy changes impacting your community
- Siloes and/or competition among organizations
- Limited opportunities to collaborate with other organizations
- Other:: \_\_\_\_\_\*

**16) What types of supports would most help your organization to be more effective and impactful? (select up to three)**

- Increased Funding
- Expanded Staff Capacity
- Increased Collaboration among Organizations
- Strengthened Leadership Capacity
- Increased Financial Management Capacity
- Other:: \_\_\_\_\_

***[Special Questions for Direct Service Organizations]***

**Logic: Hidden unless: Question "Which of the following best describes your organization's overall work? (*select one*)" #3 is one of the following answers ("Direct services: your organization primarily provides programs and services that help individuals in your community overcome personal challenges and improve their lives (i.e., social services, health services, youth development programs, employment programs, legal services, art programming, education).")**

**17) How often does your organization work with other direct service organizations? (*select one*)\***

- Regularly
- Occasionally
- Rarely
- Never

**18) How often does your organization work with community organizing groups? (*select one*)\***

- Regularly
- Occasionally
- Rarely
- Never

**19) How often does your organization work with advocacy organizations? (*select one*)\***

- Regularly
- Occasionally
- Rarely
- Never

**20) In the past year, have staff at your organization had to turn people away for services?  
(select one)\***

Yes

No

**21) In the past year, has your organization seen increases in the number of people on your  
waiting list(s)? (select one)\***

Yes

No

Not applicable

**22) Please add any additional comments you would like to share about changes to  
your organization's caseload and/or your organization's capacity to meet your  
community's needs.**

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***[Special Questions for Community Organizing Groups]***

**Logic: Hidden unless: Question "Which of the following best describes your organization's overall work? (*select one*)" #3 is one of the following answers ("Community organizing: your organization primarily works to make people aware of the policies and laws that are the root causes of the problems they face, and then mobilize community members to take action to promote policy and social change.")**

**23) How often does your organization work with other community organizing groups? (*select one*)\***

- Regularly
- Occasionally
- Rarely
- Never

**24) How often does your organization work with direct services organizations? (*select one*)\***

- Regularly
- Occasionally
- Rarely
- Never

**25) How often does your organization work with advocacy organizations? (*select one*)\***

- Regularly
- Occasionally
- Rarely
- Never

**26) What types of community outreach does your organization most often engage in?**  
(select up to three)

- Door-to-door canvassing
- Phone banking
- Voter registration
- Community forums
- Community workshops
- Information sessions
- Coordination with local schools, public agencies, and other local groups
- Online outreach
- Letters and mailings
- Presentations at local organizations
- Leadership development
- Popular education

**27) What types of public action tactics does your organization most often engage in? (select up to three)**

- Petitions and letter-writing campaigns
- Public statements
- Social media campaigns
- Voting campaigns
- Testimonies at legislative sessions and hearings
- Public accountability sessions
- Media campaigns (i.e., television, radio, newspapers)
- Public demonstrations (i.e., rallies, protests, marches)
- Symbolic public acts
- Walk-outs/strikes/boycotts
- Civil disobedience

***[Special Questions for Advocacy Organizations]***

**Logic: Hidden unless: Question "Which of the following best describes your organization's overall work? (select one)" #3 is one of the following answers ("Advocacy: your organization primarily advocates for policy and/or systems changes that will benefit community members and improve their lives.")**

**28) How often does your organization work with other advocacy organizations? (select one)\***

- Regularly
- Occasionally
- Rarely
- Never

**29) How often does your organization work with direct services organizations? (select one)\***

- Regularly
- Occasionally
- Rarely
- Never

**30) How often does your organization work with community organizing groups? (select one)\***

- Regularly
- Occasionally
- Rarely
- Never



**31) What type of advocacy work does your organization primarily focus on? (select only one)**

**Administrative advocacy** (i.e., revising guidelines, rules and regulations of administrative and governmental agencies)

**Legislative advocacy** (i.e., working with elected officials to vote for or against specific bills)

**Media advocacy** (i.e., increasing public awareness and influencing public debate about particular issues)

Other:: \_\_\_\_\_

**32) What increased and/or new capacity would most help your organization's advocacy efforts? (select up to three)**

**Research and Analysis Capacity** to assess the impact of current policies, the policy environment and opportunities to advance our goals.

**Field Capacity** to communicate with, educate and engage our network and the public on key policy issues.

**Partnership- and Coalition-Building Capacity** to develop and support partnerships with other stakeholders that have similar goals.

**Messaging Capacity** to develop clear, compelling and concise messages, and to train effective messengers and spokespeople.

**Media Relations Capacity** to monitor media coverage related to our issues, maintain media contacts, and distribute our information to a range of media outlets.

**Capacity to Influence Decision-Makers** by monitoring the actions of policy-makers related to our agenda and building relationships with individuals and groups who can persuade decision-makers.

Other:: \_\_\_\_\_

## Your Organization's Advocacy Efforts

**33) In the past year, has your organization engaged in advocacy activities? We are defining advocacy broadly to include both direct engagement with policymakers and supporting constituents to have more voice and power over the decisions that affect their lives. (select one)\***

Yes

No

**34) Which of the following types of advocacy training activities does your organization provide most often? (select up to three)**

Training and/or education on how to engage in advocacy

Training and/or education on policy issues affecting organizational funding

Training and/or education on policy issues affecting clients, not related to organizational funding

Civic engagement/voter education

Training and/or education on policies, laws, attitudes, and other systemic factors that contribute to the issues or problems facing clients

Other:: \_\_\_\_\_

**35) Which of the following individuals does your organization most often engage in advocacy training? (select up to three)**

Clients/participants/members

Staff

Board members

Volunteers

Other:: \_\_\_\_\_

**36) In the field below, please add any additional comments you would like to share about your organization's advocacy efforts.**

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**Logic: Hidden unless: Question "In the past year, has your organization engaged in advocacy activities? We are defining advocacy broadly to include both direct engagement with policymakers and supporting constituents to have more voice and power over the decisions that affect their lives. (select one)" #33 is one of the following answers ("No")**

*If you selected "No," why has your organization not engaged in advocacy activities? (select all that apply)*

- Our board members are not interested
- Our clients are not interested
- Our organizational leadership is not interested
- This work is not within our mission
- We are afraid of losing funding/resources
- We don't have the necessary skills and expertise
- We lack adequate funding/resources
- It is not permitted under 501(c)status requirements
- Other:: \_\_\_\_\_

## Your Coalitions and Partners

**37) We are interested in learning about the ways in which you work with coalitions/alliances in New Mexico to support and advance the well-being of your communities. In the past year, has your organization participated in a coalition/alliance? \***

Yes

No

**38) What are the primary issue areas that your organization has focused on through your coalition/alliance activities? (select up to three)\***

Aging (i.e., elder services, adult care)

Historical preservation

Behavioral/mental health

HIV/AIDS

Criminal justice issues (i.e., criminalization, reentry)

Housing (i.e., affordable housing, homelessness)

Culture/language preservation

Immigration

Development and land use

Land claims

Disability rights

LGBT equity issues

Domestic violence

Racial equity issues

Economic security (i.e., assets building, wealth creation)

Reproductive health

Education (i.e., early childhood education, K-12, higher education)

Sexual assault

Substance abuse/prevention

Environment

Taxes/tax policy

Family issues (i.e., child care, parent support)

Violence prevention/intervention

Food (i.e., hunger, food access, urban agriculture)

Workers' rights (i.e., living wage, wage theft)

Gender equity issues

Workforce development (i.e., job training, placement)

Health (i.e., preventative health, health interventions)

Youth development

Other:: \_\_\_\_\_

**39) What is your organization's primary purpose for participating in coalition/alliance activities? (select up to three)\***

- General sharing of information (i.e., best practices)
- Coordination of services (i.e., wraparound services)
- Change existing policy, or advocate for new policy that would benefit your community
- Prevent changes to existing policy or block new policies that would harm your community
- Maintain funding
- Obtain new/additional funding
- Other:: \_\_\_\_\_

**40) How many coalitions/alliances does your organization currently participate in? Estimates are fine.\***

\_\_\_\_\_

**41) Does your organization play a leadership role in any of these coalitions/alliances?**

- Yes
- No

**Please estimate the number of coalitions/alliances where your organization plays a leadership role.**

\_\_\_\_\_

**42) Thinking of your organization's overall level of involvement in coalition/alliance activities, does your organization tend to have "very high" involvement, "high" involvement, "moderate" involvement, or "low" involvement?**

- Very High Involvement
- High Involvement
- Moderate Involvement



**45) Including the organizations you listed above, what is the total number of organizational partners your organization currently works with? Estimates are fine.**

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**46) Which of the following best describes how your organization tends to collaborate with partner groups? (select up to three)**

- Advocate for Policy Change Together
- Cross-Referrals / Coordination of Client Care
- Do Community Outreach Together
- Informal Networking
- Share Budget / Fundraise Together
- Shared Learning About Best Practices
- Strategize / Plan / Set Goals Together
- Other:: \_\_\_\_\_

**47) In the field below, please add any additional comments you would like to share about your organization's work with coalitions/alliances and/or with organizational partners.**

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## Questions about the Common Good

**48) When you hear the phrase "the common good" do you have a clear idea of what that means?**

- Yes
- Somewhat
- Not At All

**49) Below are two possible explanations / definitions for "the common good," please select the one that most resonates for you.**

- The common good means ensuring that the social systems, institutions and environments on which we all depend, work in a manner that benefits all living beings and the earth itself.
- The common good means sharing with others to create a more fair, just and peaceful community, even if it requires giving up some individual desires.
- Neither of these explanations / definitions resonates for me.

**50) What about this explanation / definition for "the common good" most resonates for you?**

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## Thank You Page

**Would you be willing to have a short confidential conversation with BMP about your organization and your responses to this survey?**

Yes

No

*If you selected "Yes," please provide your contact information:*

Name:: \_\_\_\_\_

Email address:: \_\_\_\_\_

**Thank you for participating in the 2015 New Mexico Nonprofit Survey.**