

HORIZON COMMUNITY FUNDS

2025 NKY Philanthropy Symposium
September 25, 2025

Ignite
PHILANTHROPY

Horizon
COMMUNITY FUNDS

REGIONAL NONPROFIT MARKETPLACE



INDIANA

(Dearborn, Franklin, Ohio, and Ripley)

- Population Size: 109,542
- Total Revenue: \$329,010,806
- Total Organizations: 194

KENTUCKY

(Boone, Kenton, Campbell)

- Population Size: 405,519
- Total Revenue: \$3,232,442,743
- Total Organizations: 303

OHIO

(Hamilton, Butler, Warren, Clermont)

- Population Size: 1,684,221
- Total Revenue: \$23,362,162,851
- Total Organizations: 2,184

Note: The data in the analysis is based on an organization's headquarters as stated in their 990. For example, if an organization's headquarters is in Cincinnati but also has locations in NKY or serves NKY it is not captured in the NKY funding environment.

THE BULLSEYE

Active Operating Non-profits

- 1 Pulled the publicly available 990s for all organizations based in Boone, Campbell and Kenton counties.
- 2 Isolated all organizations with a 501(c)3/4/6 designation by the IRS.
- 3 Removed foundations from the funding environment to isolate the non-profit sector.
- 4 Removed organizations with no (\$0) revenue and/or no (\$0) contributions.

Final Data Set:

303 organizations representing
25 non-profit sectors.

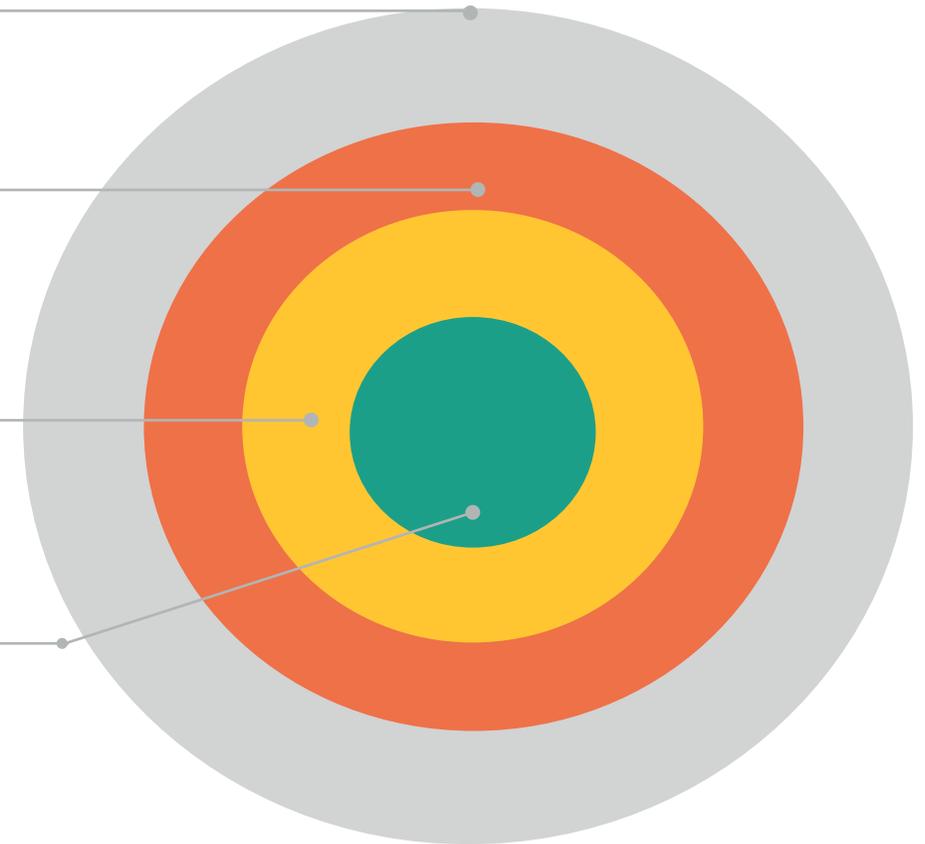
NKY Non-Profit Sector

1,740 organizations

1,504 organizations

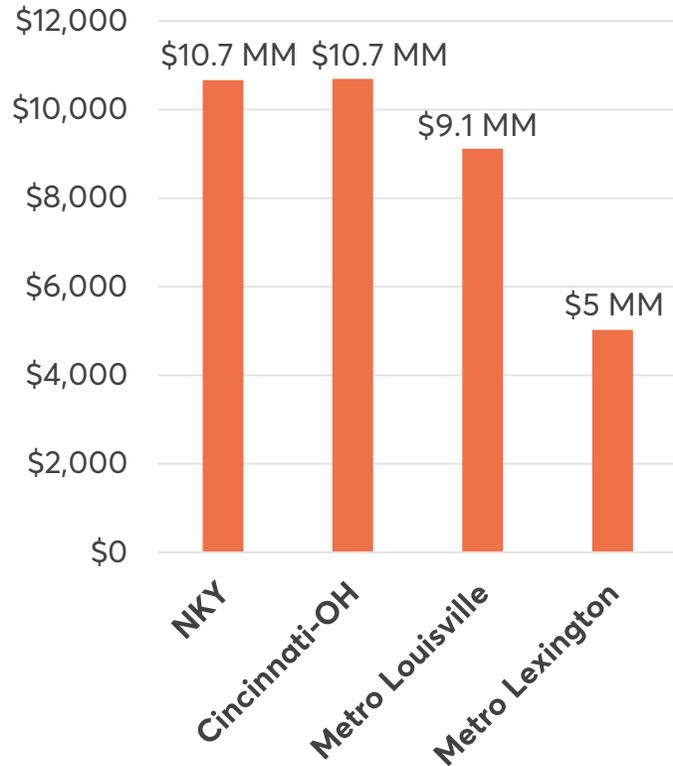
1,296 organizations

303 organizations



METRO COMPARISONS

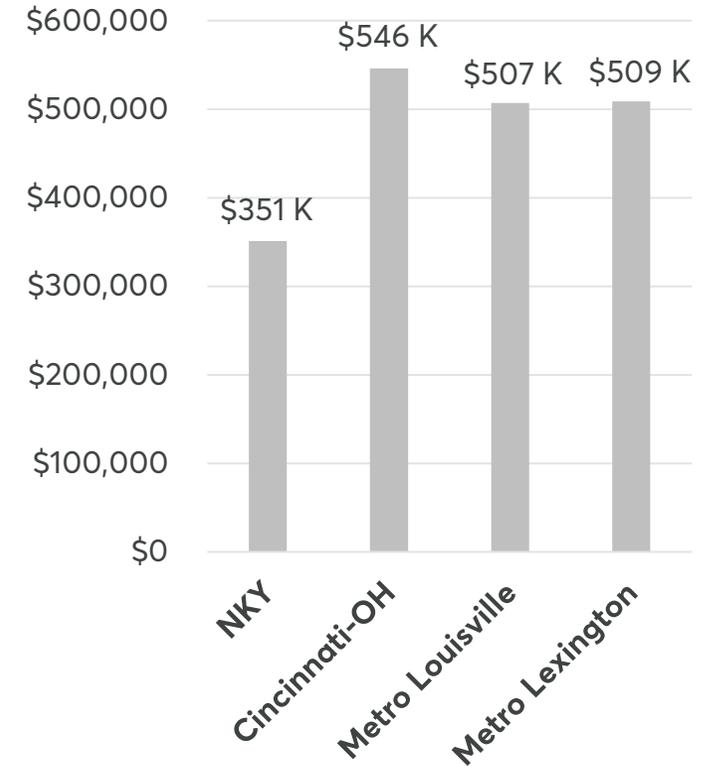
Average Revenue



Average Contributions



Average Government



Northern Kentucky's contributions ratio is consistent with the Cincinnati metro and its Kentucky peers. However, in government funding, NKY is significantly behind the other metros and is a comparatively smaller proportion of the overall revenue.

Please Note: Figures have been rounded.

NKY NON-PROFIT SECTOR ECOSYSTEM



SECTOR INTRODUCTION

The Northern Kentucky non-profit ecosystem is comprised of 25 unique sectors that provide support to the community. Ignite and Horizon reviewed the IRS NTEE (National Taxonomy of Exempt Entities) code classification and, in some cases, recategorized the non-profit organization to align with the most appropriate sector.

Animal Related	International, Foreign Affairs, and National Security
Arts, Culture, and Humanities	Medical Research
Civil Rights, Social Action, Advocacy	Mental Health
Community Improvement, Capacity Building	Mutual and Benefit Organizations
Crime, Legal	Public Policy, Public Services Institutions
Disease, Disorders, Medical Disciplines	Public Safety, Disaster Preparedness, and Relief
Education	Recreation, Sports, Leisure, Athletics
Employment, Job Related	Religion
Environment	Science and Technology Research
Food, Agriculture, and Nutrition	Senior Community & Nursing Home*
Health Care	Unclassified
Housing, Shelter	Youth Development
Human Services	

**The IRS recognizes 24 sectors via their NTEE codes. Horizon and Ignite created this category to better represent the data.*

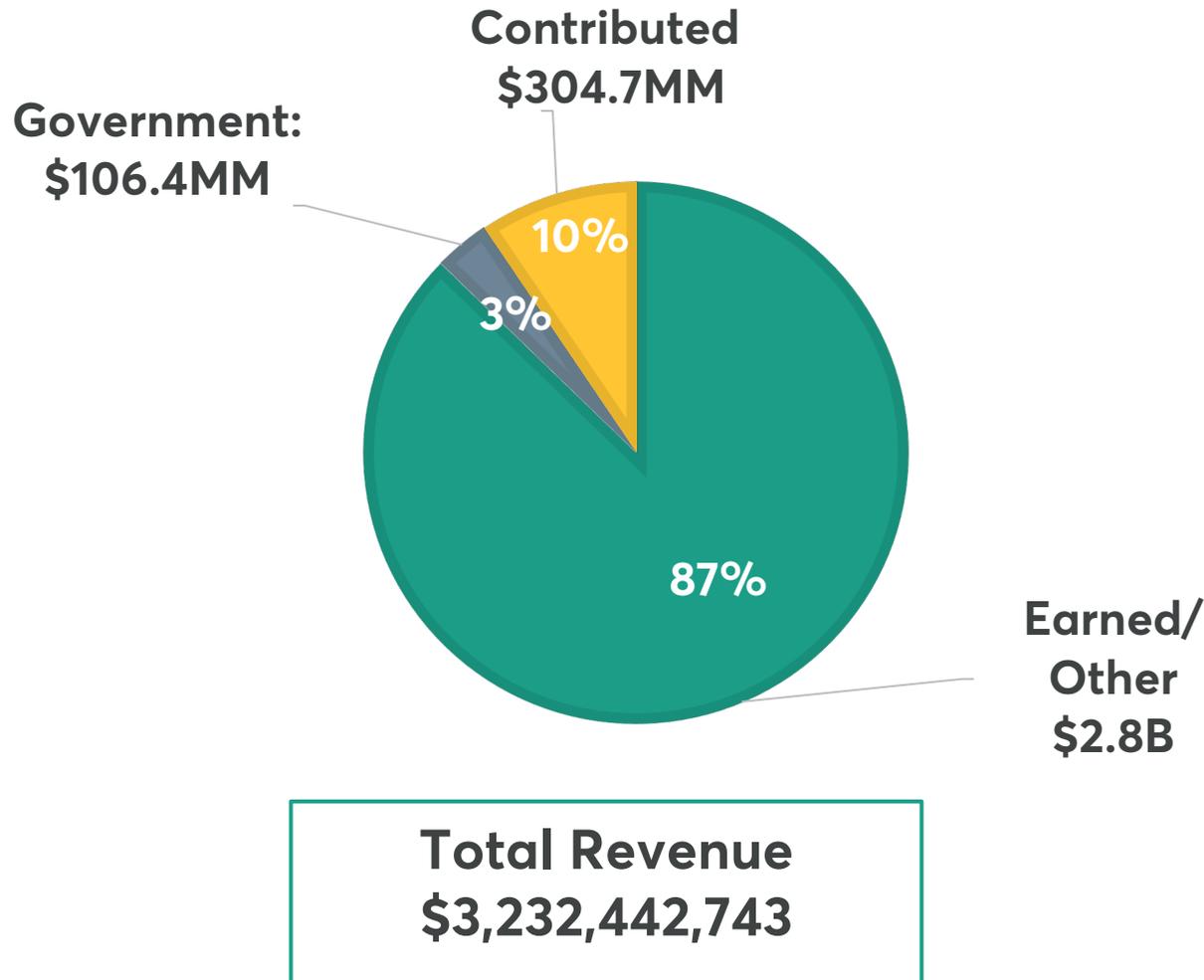
OUTLIER ORGANIZATIONS

In reviewing the sector data from the NKY ecosystem, Ignite identifies four sectors that include organizations that skew our understanding of the environments because of their size.

Outlier Organizations	Sector	Revenue
NKU, Thomas More, Gateway	Education	\$76,551,173
St. Elizabeth	Healthcare	\$2,411,479,755
DAV	Public Policy, Public Service Institutions	\$209,221,354
Answers in Genesis	Religion	\$79,441,013
Total:		\$2,777,110,246

Organizations in four NKY sectors account for \$2.8 billion of the \$3.2 billion, or 87%, of the NKY philanthropic sector revenue.

REVENUE BY SOURCE – ALL MARKET



DEFINITIONS

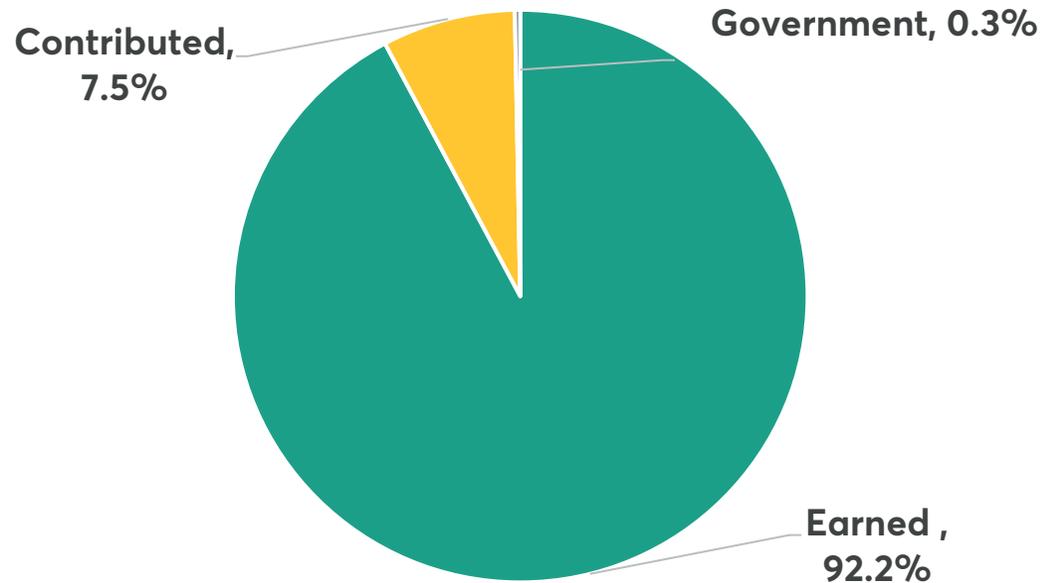
Earned Revenue: Revenue received from a service performed by the organization or other instances where the organization exchanged something for money are called earned revenue. Examples include membership dues, ticket sales, program fees, investment income, etc.

Contributed Revenue: Revenue that comes from individual donations, grants and other contributions from federated campaigns, memberships, events, and related organizations.

Government Revenue: Government revenue is part of contributed revenue but for this analysis has been separated out. Government funding is direct grant revenue organizations receive from the local, state or federal government.

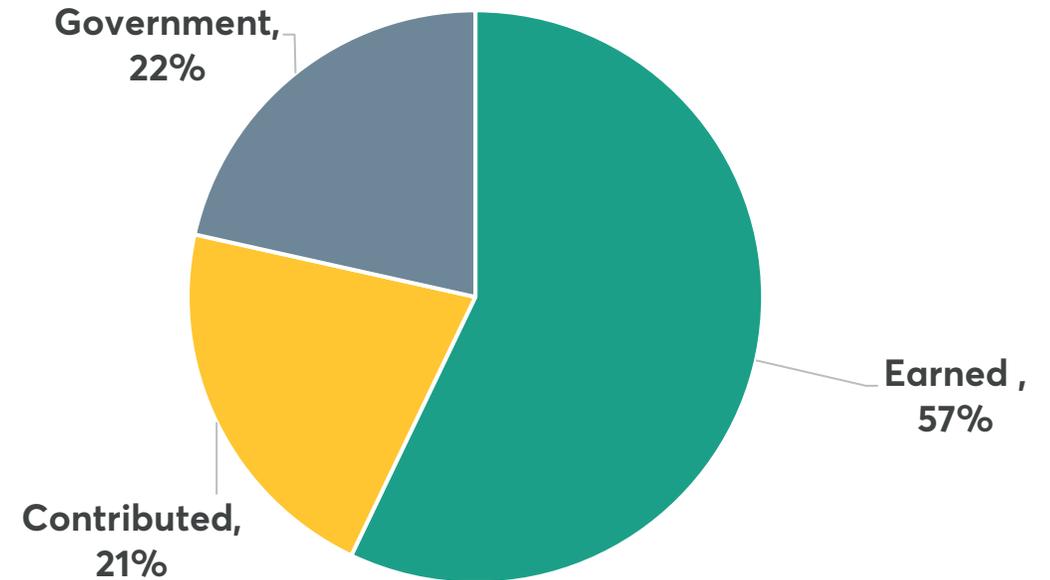
REVENUE BY SOURCE – COMPARISON

Outlier Orgs



Organizations: 5%
Total Revenue: 86%
Total Revenue: \$2,777,110,246

All Other Orgs



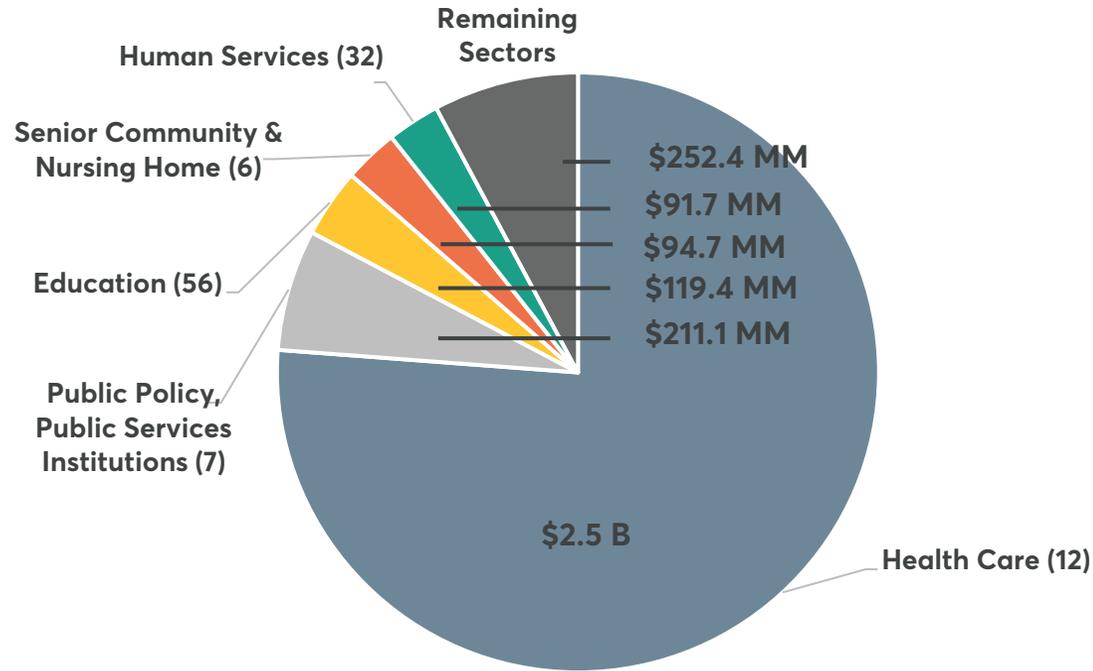
Organizations: 95%
Total Revenue: 14%
Total Revenue: \$455,332,497

5% of the non-profits in Northern Kentucky are driving 86% of the revenue for the NKY philanthropic environment primarily through earned revenue which blurs the true picture of the environment.

NKY NON-PROFIT SECTOR ECOSYSTEM

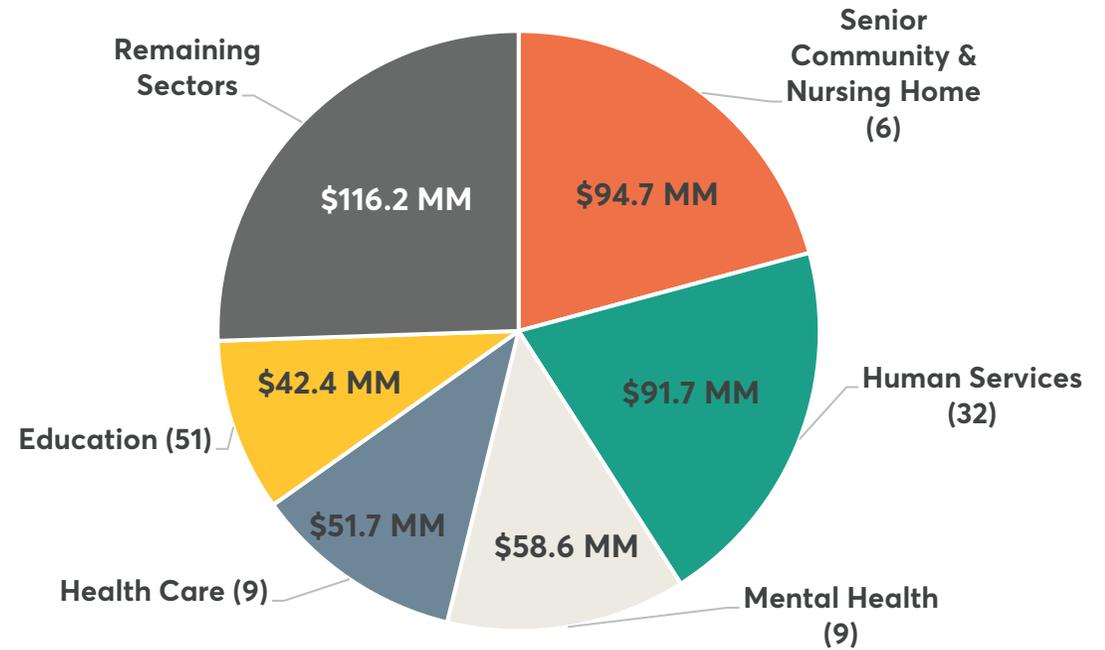
TOP SECTORS BY TOTAL REVENUE

Sectors with Outlier Orgs



Total Rev: \$3,232,442,743

Sectors without Outlier Orgs



Total Rev: \$455,332,497

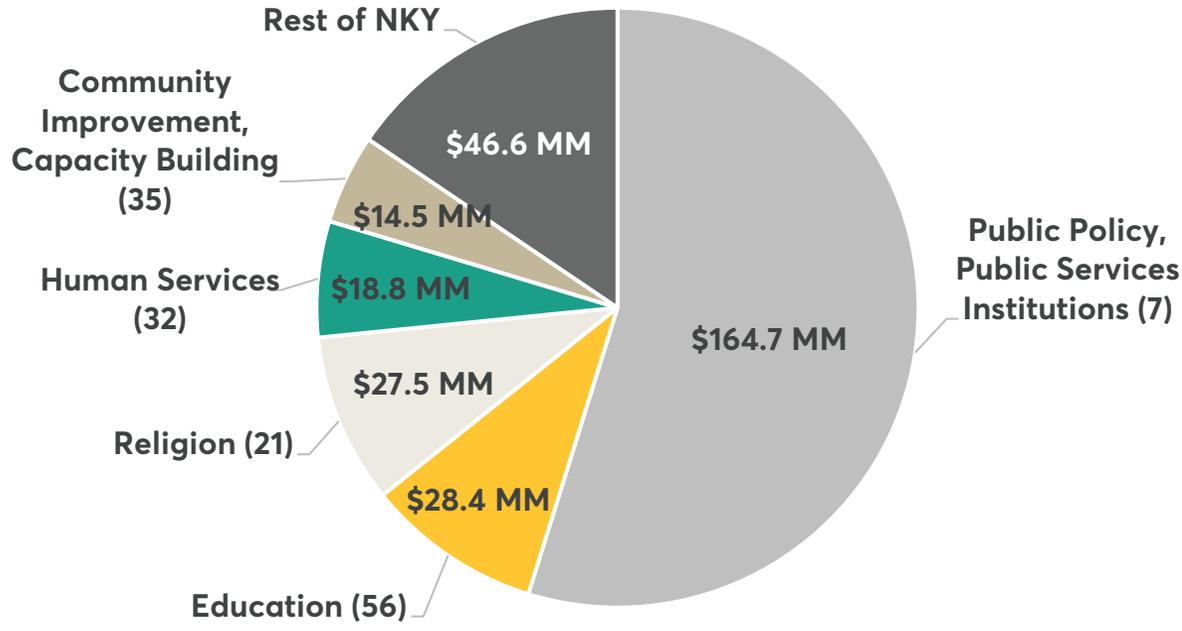
When outliers are removed, the Public Policy sector drops out of the top sectors because of the dominance of DAV. However, some sectors remain consistent such as Human Services.

Please Note: Figures have been rounded.

NKY NON-PROFIT SECTOR ECOSYSTEM

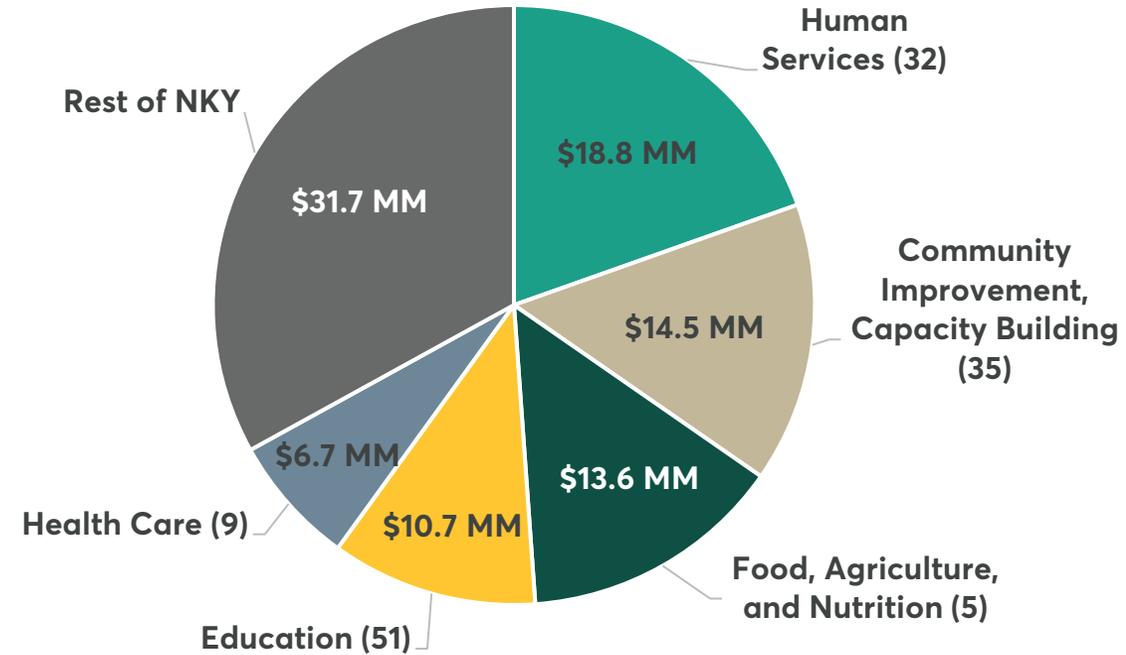
TOP SECTORS BY CONTRIBUTED REVENUE

Sectors with Outlier Orgs



Total Cont: \$300,619,749

Sectors without Outlier Orgs



Total Cont: \$96,085,124

Contributed revenue is driven by outliers such as DAV, higher education and Answers in Genesis but the Health Care sector dominated by St. Elizabeth does not appear because of its reliance on earned revenue.

Please Note: Figures have been rounded.

CONCLUSIONS & NEXT STEPS



ANALYSIS TAKEAWAYS

At the conclusion of the analysis the Horizon and Ignite teams have four takeaways on the Northern Kentucky philanthropic environment.

- **Impact of Outliers** – The oversized impact of a key group of non-profits in Northern Kentucky skews the true picture of the funding environment.
- **Missing Critical Data** – The inability to see the funds coming into religious schools and religious institutions in Northern Kentucky limits what can be understood about the funding in the region in a key sector, Education.
- **Contributed Revenue Model** – It will be important for philanthropists in Northern Kentucky to reflect on the revenue model for the region that is driven primarily by earned income and what impact contributed revenue can have.
- **Low Government Funding** – Northern Kentucky is behind both the Cincinnati metro area and its Kentucky peers in receiving government funding.

Thank you.

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