

Social Sector Trends to Watch in 2025

Knowledge and Insights Center tracking key issues in Q1

The social sector is facing a complex and volatile landscape in 2025. While there are some positive trends, such as increased institutional trust in nonprofits, emerging community-based partnerships, and strategic technology integrations, there are also significant challenges, including funding threats, policy changes, and workforce shortages. Here we explore some of the key trends, opportunities, and risks that social sector organizations need to be aware of in Q1 to thrive in the coming year. But first, let's understand how to make the most of *trend inquiry* and *scenario planning*.

Trend Inquiry

Trendspotting and trend analysis can be powerful for strategic planning by creating credible illustrations of what the future might look like. Based on that, community-based organizations and their cross-sector partners can align community priorities and resources to help all people reach their full potential.

The essential process of trend investigation is about asking the right questions about the right things. These can roughly be divided into three areas, with examples of questions below:

- **Identification of trends.** What are the trends we should follow? Are there any associated systems and disciplines we need to understand better before determining trend relevance?
- **Analysis of the effects and possible projections.** In which directions can a trend lead? What impact can a trend have on our strengths and weaknesses? Can we expect more or less support from partners and collaborators?
- **Analysis of the implications.** What do these trends mean for our community? How will child and family well-being change as a result? Do we have adequate organizational capacity in relation to this trend?

Scenario Planning

Developing robust scenarios can help bridge present circumstances with future requirements. The range and value of organizational opportunities based on trend analysis depend on scenarios that should include most of these criteria:

- **Plausible.** Logical, consistent, and believable
- **Relevant.** Highlighting key challenges and dynamics of the future
- **Divergent.** Different from each other in strategically significant ways
- **Challenging.** Questioning fundamental beliefs and assumptions

By evaluating relevant trends compiled through primary and secondary research and using the analysis to explore governance and operational scenarios, the ability to optimize programs and services and create achievable pathways to positive community outcomes is strengthened.

Harnessing Trends

The Social Current [Knowledge and Insights Center](#), available through our [Impact Partnerships](#), helps professionals in human/social services to learn, improve, and innovate by providing timely, useful, and relevant information and resources.

Professional librarians routinely gather trends data on a variety of organizational topics, such as workforce resilience and service innovation, as well as meta trends that encompass demographics, systemic and environmental factors, technology, and more.

This is done by:

- Employing an evidence-first approach to evaluate and scan the knowledge base of an area of inquiry, especially scope, relevance, and utility
- Reviewing and evaluating information sources for credibility and thoroughness
- Working closely with subject matter experts to define specific questions to be answered, problems to be solved, or opportunities to uncover
- Systematizing the information in a way that users can quickly and easily understand

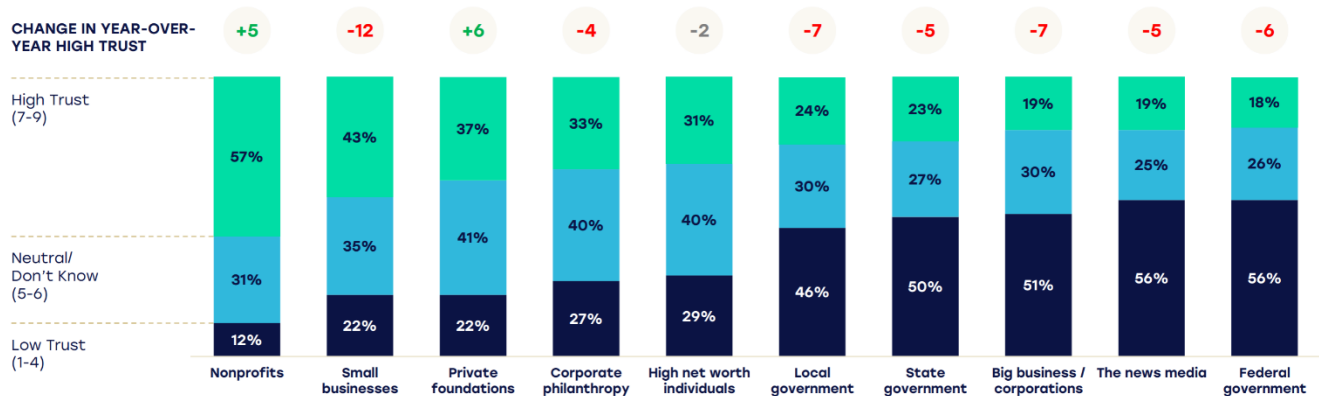
Here are some of the key trends we're following in the first quarter of 2025:

Funding & Policy Trends

Institutional Trust: Despite an increase in institutional trust, the social sector braces for funding threats.

Nonprofits remain the most trusted institutions in the United States.ⁱ After four years of decline, trust in nonprofits rebounded 5 percentage points in 2024, according to Independent Sector's latest report.

In fact, nonprofits are the only institutions highly trusted by a majority of the American public, sitting at 57% as of the 2024 report. Small businesses were highly trusted by 43% of the public, while high trust levels in the federal government (18%), corporations (19%), and the news media (19%) are considerably lower and continue to decline.



Source: Independent Sector. (2024). Trust in nonprofits and philanthropy: Strengths and challenges in a time of division.

Findings also revealed that trust remains small and local, with many Americans distrusting large national nonprofits. Small local nonprofits were viewed as more agile and believed to have a better understanding of and impact on the communities they serve. Even in a polarized political environment, nonprofits are well-positioned to retain and grow their local donor connections.ⁱⁱ

Despite these findings, nonprofits are bracing for a range of anticipated funding threats, particularly organizations involved in politically polarizing issues, such as diversity, equity, and inclusion (DEI), LGBTQIA+ advocacy, Palestinian rights, racial equity in education, reproductive rights, and immigration.ⁱⁱⁱ A recent Building

the Movement report found that 73% of social sector organizations tackling current issues are facing safety concerns, threats to funding, and reputational damage. Given the volatile political climate, these organizations are predicting an increase in threats and funding losses in 2025. Contributions from individual donors and foundations are particularly impacted when an organization suffers negative press and backlash. To guard against anticipated threats, it is crucial for the social sector to continue shaping public policy, influencing media narratives, and engaging donors that invest in ecosystem development to ensure these frontline nonprofits can continue their vital work.^{iv}

Diversified Revenue Streams: To handle economic and political uncertainty, nonprofits seek to diversify their revenue streams.

Considering the 2024 election and the uncertain economic and policy outcomes that follow, nonprofits should continue seeking diversified revenue streams beyond traditional grants and individual-donor funding models. Diversified strategies include:^v

- Crowdsourcing and peer-to-peer campaigns
- Membership and subscription service models
- Selling branded merchandise
- Corporate giving partnerships
- Building long and short-term investment strategies

By diversifying revenue and reducing dependence on single-donor strategies, nonprofits can gain financial stability, remain flexible in light of changing tax policies, and expand their networks and impact.^{vi}

Insurance Liability Crisis: Human services organizations are facing unprecedented financial strain due to increased liability insurance costs.

Social sector organizations, such as those providing foster care, mental health, and elder services, are facing a crisis due to escalating liability insurance costs. Rising costs are driven by factors like increasing demand for services, sector workforce shortages, and economic pressures from high-cost injury claims generated from millions of personal injury lawsuits. This financial strain threatens the stability of these organizations, which are essential to supporting the health and well-being of their communities.^{vii}

To address this issue, Social Current advocates for policy solutions like public or captive liability insurance funds, federal legislation for affordable coverage, and shared liability insurance pools. These measures aim to ensure that human services organizations can continue to operate effectively and provide vital services to those in need. For more coverage of this escalating issue, read Social Current's Policy Brief on [The Growing Insurance Liability Crisis](#).

Tax Policy Implications: The expiration of TCJA provisions and a new focus on nonprofit exemptions could result in major impacts to the social sector.

President-elect Donald Trump and Congress have indicated that they will be taking a critical look at the tax code and nonprofit exemptions in 2025. As certain provisions of the Tax Cuts and Jobs Act (a major overhaul of the tax code signed into law during Donald Trump's first term) are set to expire in 2025, tax policy changes are poised to have a dramatic effect on the social sector. The TCJA temporarily increased incentives for charitable giving, raised the Child Tax Credit, and offered tax credits to employers offering paid family leave. It also permanently cut the corporate tax rate.^{viii} Extending the TCJA as currently written could cost more than \$4.5 trillion.^{ix} Nonprofits are rightly concerned that the new administration will be looking to offset those costs by cutting social sector spending and exemptions. (For more details on Social Current's advocacy priorities around the TCJA, see the [Policy Brief on The Tax Cuts and Jobs Act](#).)

Indeed, Congress has been reviewing various bills focused on challenging nonprofit tax-exemption status, including expanding the parameters of the Unrelated Business Income Tax (UBIT) in an effort to narrow nonprofit tax-exemption eligibility and possibly subjecting non-charitable income to the corporate tax rate.^x Vice President-elect JD Vance, has also been openly critical of large foundations and has promoted increasing payout requirements for both foundations and donor advised funds.^{xi}

Another fast-tracked bill, the Stop Terror-Financing and Tax Penalties on American Hostages Act, also known as H.R. 9495, has been opposed by over 120 civil society groups. This act would grant the Secretary of the Treasury Department unilateral authority to revoke the tax-exempt status of any nonprofit deemed to be a “terrorist supporting organization” at the discretion of the president. The vague and subjective language of the bill has social sector organizations worried about the potential for politically-motivated abuse and weaponization.^{xii}

While no crystal ball can predict exactly what policy changes are in store, we know that our advocacy priorities have shifted in light of an incoming Republican trifecta. President-elect Trump’s new cabinet nominees are predicted to impact funding, reduce federal support for equity initiatives, and increase regulatory oversight of the social sector. Nonprofits need to prepare themselves for the possibility of new exemption restrictions and regulatory policies that could greatly impact their operations, advocacy strategy, and bottom line.

Social Current is here to help you navigate funding and policy changes!

Our Government Affairs & Advocacy team is working diligently to identify opportunities for bipartisan consensus on crucial social sector issues. We are advocating for extending the Child Tax Credit, restoring the deductions for non-itemizers, and permanently establishing the AGI limits of the TCJA. Take advantage of our many resources that will help your organization build policy literacy, mobilize your community, and turn operational anxiety into impactful action.

Our Government Affairs & Advocacy team offers:

- [Social Current Grassroots Network](#): Join our Grassroots Network to receive early access to action alerts to participate in political advocacy, exclusive resources detailing key political issues, and select training and networking opportunities.
- [Policy Briefs and Toolkits](#): Resources developed by our Government Affairs & Advocacy team to keep you informed, increase your policy literacy, and develop your advocacy skills.
- Individualized government affairs and advocacy training and consulting: [Connect with our experts](#) for custom support and consulting tailored to the needs of your organization.

Technology Trends

Leveraging AI: Social sector organizations are using AI to automate routine functions, gain organizational insights, and increase productivity.

Adoption of AI is surging. A recent McKinsey & Company study reveals that 72% of surveyed organizations are using AI to support at least one business function.^{xiii} In the social sector, organizations report using AI to assist with tasks such as writing personalized donor thank you notes, crafting newsletters, drafting grant proposals, and developing press releases. Across all sectors, AI is commonly used to support IT, HR, marketing, sales, and product/service development functions. Considering staffing shortages, nonprofit organizations can use AI to automate manual tasks in order to free up space for staff to focus on more complex tasks such as problem solving and relationship-building.^{xiv}

Risk Management: While capitalizing on innovative technologies, nonprofits must remain human-centered and mitigate risks such as algorithmic bias, cybersecurity risks, and privacy risks.

Even with its many benefits, AI adoption should be approached strategically and with a healthy dose of risk modeling and mitigation. Take the time to teach your teams how AI works and to understand the body of data that your AI tools train on. Generative AI programs are generally trained on open-source information like Wikipedia, Twitter, and Reddit that can contain heavily biased views and can exacerbate algorithmic bias and disparate outcomes. Some conversational AI tools, such as the free versions of ChatGPT, have time delays and train on data with a currency lag of up to two years, which can cause issues for fields that need highly current information. Additionally, data privacy and cybersecurity concerns should be top of mind for nonprofit professionals using AI.^{xv}

If you haven't already, begin drafting AI use-case policies for your workplace that protect user data. 2025 is a great time to identify how to ethically and effectively optimize AI at your organization.

Workforce and Performance Trends

Nonprofits are struggling to pay competitive wages and many social sector employees face financial hardship

According to the latest *ALICE Report* from Independent Sector, 22% of nonprofit employees are earning below the ALICE (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mloyed) threshold and are struggling financially. Inequities of the general workforce play out in the nonprofit realm as well: 34% of Black nonprofit employees and 35% of Hispanic nonprofit employees are facing financial hardship. Women, despite making up 2/3 of the nonprofit workforce, are paid significantly less than men in the sector.^{xvi}

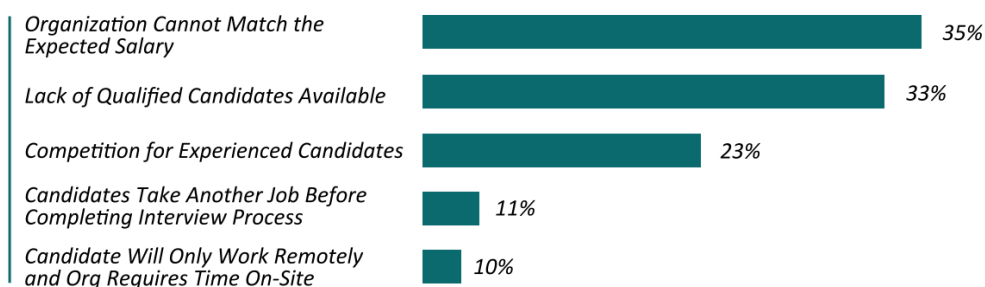
We must continue to advocate for social sector funding models that cover the true costs of operations, including competitive, livable wages for all social sector employees. Social Current is [leading the social impact work](#) that is inspired by the movie *UnCharitable*. The effort will address this chronic underfunding in the social sector and ensure adequate resources to meet our communities' needs while also driving sector innovation and growth.

Workforce shortages continue to impede nonprofit progress and innovation

We'll continue to see nonprofit staffing shortages in 2025, particularly in leadership positions. According to a recent report from PNP Staffing Group, almost 1 in 3 nonprofits struggle with retention and turnover and 59% of nonprofits said it was significantly harder to fill staff positions in 2024 than in previous years. This trend will most likely continue into the new year, as 55% of nonprofit organizations cite the inability to offer competitive salaries as a significant challenge.^{xvii}

Difficulties in Filling Positions

59% of respondents find it significantly more difficult to fill open staff positions. Similarly to 2022, salary considerations still top the list.



Source: PNP Staffing Group. (2024). [2024 Nonprofit salaries and staffing trends](#).

The outlook for mental health care in particular shows a significant gap, with position openings projected to grow at triple the rate of all occupations over the next decade. Need is even higher in rural areas across the U.S. where approximately 122 million people do not have access to mental health services. In fact, roughly 27 million Americans with a mental illness are not receiving treatment.^{xviii} Mental Health organizations specializing in youth care face an even greater workforce deficit: In 70% of U.S. counties, there are no child or young adult psychiatrists and only 20% of children with mental health disorders receive the care they need from a specialized mental health provider.^{xix}

Leadership gaps reveal inequities and barriers to advancement

Interest in nonprofit leadership positions is also declining. A recent survey by the *Building Movement Project* shows that there has been a steady decline in interest in top leadership roles. In 2016, 50% of white and 40% of BIPOC respondents were interested in these roles whereas in 2022 this fell to 46% for white and 32% for BIPOC respondents. Though the nonprofit leadership pipeline crisis has been growing for decades, the pandemic exacerbated the issue with high turnover, burnout, and early retirements at the leadership level.^{xx} Our sector is at a critical moment. We must address the barriers to leadership pipelines, including lack of mentorship and support opportunities, particularly for leaders of color, eschew rigid job requirements, and proactively address burnout and inadequate salaries, if we want to close these gaps in 2025.

With support from the Robert Wood Johnson Foundation (RWJF), Social Current has partnered with the American Public Human Services Association (APHSA) on the “Equip the Flip” initiative. This initiative seeks to create a new leadership framework that can support leaders by addressing structural racism, shifting power to authentically center community voices, and advancing diversity, equity, inclusion, and belonging across the sector. Through focus groups, story gathering, and a review of the literature and lived experiences, we have been able to map the next generation of leadership competencies for human service leaders – keeping them actionable and human-centered.

The competencies developed from the Equip the Flip initiative show that social sector leaders need development in the following skillsets:

- **Visionary Impact:** The ability to communicate a clear and compelling vision for the equitable future of people and communities served and to inspire people to act on that vision.
- **Participatory Design:** The ability to create the conditions to co-design and empower the community in furthering community-led goals.

- **Workforce Well-Being:** The ability to model and actively promote well-being for all staff and build a productive, inclusive team that works in partnership with all people and communities.
- **Generative Partnerships:** The ability to foster partnerships that advance community-led solutions, and together generate new possibilities, resources, and improved outcomes.
- **Cultural Belonging:** The ability to embrace and honor the authenticity of an individual and their own cultural experiences and practices.
- **Operational Impact:** The ability to manage the organization's resources and operations in service of community outcomes.
- **Political Literacy:** The ability to focus on the capacity building necessary for engaging and understanding, government affairs, policy work, advocacy efforts, and legislative affairs.

To learn more about the [Equip the Flip initiative](#), go to our website.

Workforce Resilience: Burnout continues to plague nonprofits, but many organizations are making employee mental health a priority

The most recent *State of Nonprofits Survey* from the Center for Effective Philanthropy reveals that a whopping 95% of nonprofit CEOs are concerned about burnout at their organization and over 50% of those CEOs reported feeling more burnout themselves than in previous years.^{xxi} In Mental Health America's recent *Mind the Workplace Report*, Millennials and Gen-Z had the worst work mental health scores, with 59% and 71% reporting unhealthy scores, respectively.^{xxii}

In 2025, support your nonprofit workplace with best practices in workforce resilience and employee wellness. In addition to paying living wages and comprehensive benefits packages, offer paid time off to encourage rest and rejuvenation, offer flexible and/or less than 40-hour work week schedules, create a resilient culture by training staff on trauma-informed workplace approaches, and allocate protected time for professional growth and development.^{xxiii}

PQI: Nonprofits are developing and updating their PQI Models to stay sustainable and mission-oriented

The term VUCA (volatility, uncertainty, complexity, ambiguity) is over 30 years old, and yet it is increasingly resurfacing in recent business articles and blogs as we face a very VUCA political landscape to start out 2025. VUCA in the social sector field is the new constant and nonprofits must stay agile and change-ready.^{xxiv}

When it comes to program evaluation and continuous improvement, nonprofits are updating their Performance & Quality Improvement (PQI) strategies to be more flexible, dynamic, and gather real-time feedback for swift course correction. PQI models provide a structured approach to evaluating programs, identifying areas for improvement, and driving evidence-based decision making to improve organizational outcomes. By tracking key performance indicators and analyzing data, nonprofits can make informed decisions about resource allocation, staff training, and program design. This data-driven approach helps nonprofits demonstrate accountability to funders, donors, and the community, while also fostering a culture of continuous improvement.^{xxv} Check out Social Current's webinars to design or update your own PQI plan: [Introduction to Logic Models](#) and [Logic Models 2.0: Connecting Program to Action](#).

Partnering with Social Cooperatives: Nonprofits are promoting worker co-ops through incubation

Another growing workforce resilience trend is an increase in partnerships between established nonprofits and worker cooperatives. Over the past 50 years, social cooperative workplace models have been on the rise. This model deconstructs traditional hierarchical organization models in favor of worker voice and participation. This

typically takes the form of equal (or more equitable) distribution of profit and shareholder power.^{xxvi} To facilitate this rise, nonprofit organizations have stepped in to incubate social cooperatives that support marginalized communities by providing funding, staff, support, and resources to launch and develop fledgling worker cooperatives.^{xxvii}

This promising partnership model combines the social mission of nonprofits with the economic benefits of cooperatives. The U.S. could accelerate the development of a more equitable and sustainable economy by following the social cooperative models of countries such as France, Italy, and the U.K., that provide legal recognition and tax incentives for social cooperatives.^{xxviii} To learn more, check out our [Social Collaborative & Nonprofit Partnerships](#) resource handout from the Social Current Knowledge and Insights Center.

Social Current is here to help you navigate workforce trends!

We recognize that staff at nonprofit organizations are facing change, stress, and conflict on multiple levels. Political polarization, isolation, and vicarious trauma are contributing to staff feeling drained and disengaged. Our [Workforce Wellbeing & Resilience During Times of Change Learning Series](#) is a great place to develop crucial competencies that will help your workforce thrive.

This four-part webinar series will equip leaders and supervisors with foundational knowledge and skills to help their teams manage uncertainty and interpersonal conflict so they can create a healthy and resilient organizational culture. To empower their staff, participants will learn about core strategies and tactics that are based in brain science research and trauma-informed approaches.

Sessions in this series:

- Create a Brain-Friendly Work Culture: March 26 from 2-3:15 p.m. ET
- Foster Candidness through Psychological Safety: April 2 from 2-3:15 p.m. ET
- Prioritize Positive Workplace Culture Around Shared Values: May 28 from 2-3:15 p.m. ET
- Integrate Connection and Community: June 25 from 2-3:15 p.m. ET

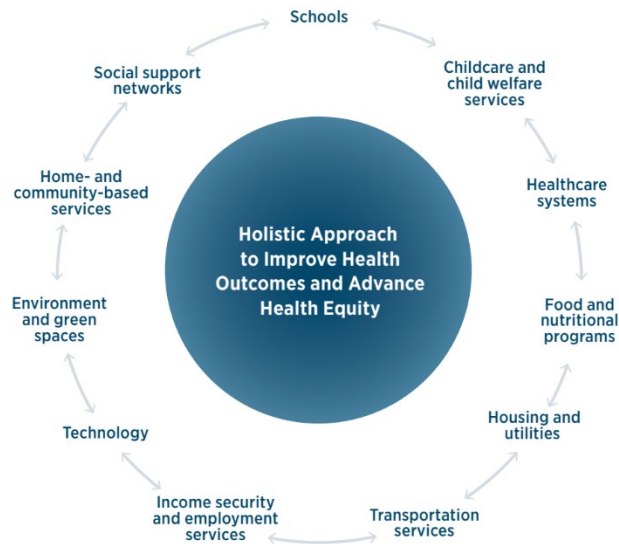
Want to go deeper? Our Workforce Resilience subject matter experts offer consulting services, “Train the Trainer” opportunities, in-depth in-person training, and more to strengthen your workplace culture. Come see all that Social Current’s [Workforce Resilience](#) team has to offer.

Social Determinants of Health Trends

New community partnerships will be formed to address SDOH

There is already a large body of evidence that Social Determinants of Health (SDOH), such as access to housing, food, safe neighborhoods, transportation, and economic stability, significantly impact health outcomes. To address these needs, health plans and providers are forming partnerships with community organizations. Health organizations need to think beyond their current partnerships and engage with community-based programs in new ways to leverage Medicaid and Medicare initiatives, data sharing efforts, and holistic care. Each of these trends involves navigating complex legal and regulatory landscapes, including privacy laws, fraud and abuse regulations, and reimbursement guidelines.^{xxix}

: NON-PUBLIC HEALTH, NON-TRADITIONAL PARTNERSHIPS



Source: [Toolkit for Building Non-Traditional Public Health Multisector Partnerships](#). (n.d.)

New policies will impact the way we measure and address SDOH

The Medicare and Medicaid policy landscape has a large impact on what types of patient data are collected around SDOH. With the change in administration in 2025, healthcare policy reform will be front and center. While SDOH were a key component of the Biden-Harris healthcare agenda, the Trump administration is more focused on Medicaid eligibility restrictions and work requirements. With the information we have as of this writing, the impacts on SDOH reporting and waivers are unclear, but we can be sure they will be closely examined by the incoming administration.^{xxx}

Expanding the definition of SDOH

As our world and health-related social needs continue to evolve, there has been a call to expand the definitions and frameworks of SDOH, including the importance of so-called “super determinates of health,” such as climate health,^{xxx} access to civic and digital literacy,^{xxxii} and the digital divide.^{xxxiii} In the social sector, we will need to reaffirm our commitment to addressing social determinants of health by seeking out strategic partnerships that keep us moving forward despite policy setbacks.

Diversity, Equity, Inclusion, and Belonging Trends

Opportunities and uncertainties on the horizon for DEIB initiatives

2025 is shaping up to be a pivotal year for diversity, equity, inclusion, and belonging (DEIB) initiatives, marked by both progress and challenges. On one hand, AI-powered tools will offer new opportunities to increase service accessibility, while a deeper understanding of intersectionality will drive more nuanced inclusion and belonging strategies. However, with a Republican trifecta on the horizon that has run on a heavily “anti-woke” platform, DEIB advocates are right to be concerned. Given that President-elect Donald Trump, previously signed executive order [M-20-37](#) intending to end government workplace trainings that included terms such as “unconscious bias” and “intersectionality,” we are sure to witness increased DEIB backlash in political, legal, and media spaces in 2025.^{xxxiv}

Despite high-profile backlash cases in the news, a growing number of organizations are doubling down on their commitment to DEIB.^{xxxv} In fact, 91% of c-suite leaders surveyed in a 2024 *Littleler Study* said the recent backlash and SCOTUS rulings have not lessened their prioritization of DEIB initiatives.^{xxxvi} Organizations increasingly recognize DEIB as not only a moral imperative, but sound business strategy, leading to greater investment and integration into core business practices.^{xxxvii}

The social sector will need to navigate these complexities by focusing on data-driven approaches, inclusive leadership, and continuous improvement of their programs to ensure the sustainability of their equity, inclusion, diversity, and belonging efforts.

Technology will provide crucial insights into the impact and effectiveness of DEIB initiatives

Technology is positioned to support diversity, equity, inclusion, and belonging (DEIB) initiatives in the social sector. Keep your eye on these emerging trends in DEIB-technology integration in 2025:

- **AI- Powered Language Translation:** AI-driven language translation tools will enable communication between social sector service providers and clients who speak different languages, breaking down language barriers and expanding the reach of their critical services.^{xxxviii}
- **Increased Accessibility:** Advanced AI is already being used in nonprofits to automatically generate transcripts and captions for videos and audio content, ensuring accessibility for individuals with hearing impairments. Community planners are also using AI to model accessibility initiatives that integrate universal design in key infrastructure plans from transportation to housing developments.^{xxxix}
- **Faster Predictive Analytics:** By analyzing large datasets, organizations can identify patterns and trends that may contribute to disparities in social service delivery. Predictive analytics tools can help anticipate potential challenges and allocate resources proactively to address emerging needs.^{xl}
- **Personalized Service Planning:** AI-powered tools can analyze client data to develop personalized service plans that are tailored to individual needs and preferences. This approach can help reduce biases and ensure that services are delivered equitably.^{xli} However, as we've previously cautioned, it will be imperative for organizations to have a standard operating procedure regarding AI use, that takes into account how to protect client privacy and mitigate algorithmic bias.

Intersectional approaches will provide a more nuanced and inclusive delivery of DEIB workplace initiatives

Intersectionality is a crucial framework for understanding and addressing the multifaceted experiences of individuals who belong to multiple marginalized groups and who have interwoven experiences of privilege and oppression. By recognizing the interconnected nature of social identities such as race, gender, class, sexual orientation, and disability, social sector organizations can develop more effective internal DEIB strategies^{xlii}

This involves creating inclusive employee resource groups (ERGs) that cater to the unique needs of diverse employees, implementing flexible work arrangements and family-friendly policies to accommodate various lifestyles, and ensuring accessibility in the workplace by incorporating universal design principles.^{xliii xliv}

Additionally, intersectionality-informed training empowers employees to understand the complex interplay of different identities, fostering empathy and helping them connect with the many intersectional communities and clients they serve.^{xlv}

You're Not Alone!

While the social sector faces a complex landscape of opportunities and threats in 2025, Social Current is here to partner with you along the way. By staying agile, adaptable, and mission-driven, social sector organizations

can continue to thrive in the coming year. Social Current offers a variety of resources and solutions services to help you navigate funding and policy changes, build workforce resilience, and address social determinants of health. We are committed to helping you achieve your mission and make a positive impact in your community.

How to Access Our Specialized Researchers & Tools

As you plan for 2025 and beyond, make sure you're utilizing all the tools in your toolbox. For more information on the resources portal, including the Ask-a-Librarian reference request service, visit the [Social Current Hub](#) or contact the [Knowledge and Insights Center](#).

About the Knowledge and Insights Center

The Knowledge and Insights Center offers a robust resources portal through the [Social Current Hub](#), which includes a digital clearinghouse library with over 20,000 records; aggregated research and business databases; diverse topic collections and library guides; original content summarizing complex information; and coaching that helps users maximize these resources.

Trends Sources

- ⁱ Independent Sector. (2024). Trust in nonprofits and philanthropy: Strengths and challenges in a time of division. <https://independentsector.org/resource/trust-in-civil-society/>
- ⁱⁱ *ibid.*
- ⁱⁱⁱ Building Movement Project. (2024). Sounding the alarm: Nonprofits on the frontlines of a polarized political climate. https://email.buildingmovement.org/hubfs/Sounding%20the%20Alarm%20Report_BMP.pdf
- ^{iv} *ibid.*
- ^v Duboz, C. (2024, October 30). How to diversify your nonprofit revenue streams in 2024. *Zeffy*. <https://www.zeffy.com/blog/nonprofit-revenue-streams>
- ^{vi} *ibid.*
- ^{vii} Alera Group. (2022). Insurance for nonprofits: Challenges require innovative solutions. <https://aleragroup.com/insights/insurance-nonprofits-challenges-require-innovative-solutions>
- ^{viii} Oshagbemi, C., & Sheiner, L. (2024, September 5). Which provisions of the Tax Cuts and Jobs Act expire in 2025? *Brookings*. <https://www.brookings.edu/articles/which-provisions-of-the-tax-cuts-and-jobs-act-expire-in-2025/>
- ^{ix} Bipartisan Policy Center. (2024). The new cost for 2025 tax cut extensions - \$5 trillion. <https://bipartisanpolicy.org/blog/the-new-cost-for-2025-tax-cut-extensions-5-trillion/>
- ^x Hodge, S. (2024, June 18). Reining in America's \$3.3 trillion tax-exempt economy. *Tax Foundation*. <https://taxfoundation.org/research/all/federal/501c3-nonprofit-organization-tax-exempt/>
- ^{xi} Gose, B. (2024, November 7). Critical nonprofit policy issues the next president and Congress will face. *The Chronicle of Philanthropy*. <https://www.philanthropy.com/article/critical-nonprofit-policy-issues-the-next-president-and-congress-will-face?sra=true>
- ^{xii} Charity & Security Network. (2024, September 19). New house bill repeats language with dangerous implications for charities. <https://charityandsecurity.org/news/new-house-bill-repeats-language-with-dangerous-implications-for-charities/>
- ^{xiii} Singla, A., Sukharevsky, A., Yee, L., & Chui, M. (2024, May 30). The state of AI in early 2024: Gen AI adoption spikes and starts to generate value. *McKinsey & Company*. <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>
- ^{xiv} Kanter, B., Fine, A., & Deng, P. (2023). 8 steps nonprofits can take to adopt AI responsibly. *Stanford Social Innovation Review (SSIR)*. https://ssir.org/articles/entry/8_steps_nonprofits_can_take_to_adopt_ai_responsibly#
- ^{xv} *ibid.*
- ^{xvi} Independent Sector, United for ALICE. (2024). ALICE in the nonprofit workforce: A study of financial hardship. <https://independentsector.org/resource/financial-insecurity-in-the-nonprofit-workforce/>
- ^{xvii} PNP Staffing Group. (2024). 2024 nonprofit salaries and staffing trends. *Careers in Nonprofits*. https://9402012.fs1.hubspotusercontent-na1.net/hubfs/9402012/CNP-PNP-Staffing-Group_2024-Nonprofit-Salaries-Staffing-Trends_F%5B2%5D.pdf?_hstc=179527222.a856d30350ca02bdf5ea979709c7e268.1727965662507.172796566

[2507.1727965662507.1&_hssc=179527222.2.1728408464006&_hsfp=2039586572&hsCtaTracking=1fb3ecd5-30e5-4bf1-8108-ce1d1464babf%7C98305286-e47f-45b8-bdfa-2e6ed7eff9a2](https://www.cnn.com/2024/09/07/health/mental-health-jobs-projections-dg/index.html)

- ^{xviii} O’Kruk, A., & Wilson, R. (2024, September 7). Mental health jobs will grow 3 times the rate of all US jobs over the next decade. *CNN*. <https://www.cnn.com/2024/09/07/health/mental-health-jobs-projections-dg/index.html>
- ^{xix} Association for Behavioral Health and Wellness. (2024). The state of children and youth behavioral health: Solutions by Congress, the administration, and health plans. <https://abhw.org/wp-content/uploads/2024/10/ABHW-Children-and-Youth-Report.pdf>
- ^{xx} Lynch, N. (2024, August 19). The leadership pipeline crisis in nonprofits: A call for action. *Forbes*. <https://www.forbes.com/councils/forbesnonprofitcouncil/2024/08/19/the-leadership-pipeline-crisis-in-nonprofits-a-call-for-action/>
- ^{xxi} Im, C., Grundhoefer, S., & Arrillaga, E. (2024). State of nonprofits 2024: What funders need to know. *Nonprofit Voice Project*. https://cep.org/wp-content/uploads/2024/06/NVP_State-of-Nonprofits_2024.pdf
- ^{xxii} Mental Health America. (2024, October 10). MHA releases 2024 Mind the Workplace report, GenZ and Millennials report the poorest work health scores. <https://mhanational.org/news/2024-mind-the-workplace-report>
- ^{xxiii} Soskis, B., & Tomasko, L. (2023, March 2). Addressing burnout is critical to the social sector’s success. *Urban Institute*. <https://www.urban.org/urban-wire/addressing-burnout-critical-social-sectors-success>
- ^{xxiv} Martin, P. (2023, October 2). 7 ways program evaluation has changed in 15 years. *Brighter Strategies*. <https://brighterstrategies.com/7-ways-program-evaluation-has-changed-in-15-years/>
- ^{xxv} Social Current. (2024, February 8). Performance and quality improvement introduction. <https://www.social-current.org/standard/pqi/>
- ^{xxvi} Kucher, J. H. (2022, March 30). Want effective stakeholder governance? Say hello to social cooperatives. *Nonprofit Quarterly*. <https://nonprofitquarterly.org/want-effective-stakeholder-governance-say-hello-to-social-cooperatives/>
- ^{xxvii} Ji, M. (2024, March 27). How US social cooperative laws could accelerate co-op development. *Nonprofit Quarterly*. <https://nonprofitquarterly.org/how-us-social-cooperative-laws-could-accelerate-co-op-development/>
- ^{xxviii} *ibid.*
- ^{xxix} Hepworth, A. J., Shankar, A., & Smiley, J. H. (2024, March 27). Health-related social needs: Three trends in leveraging community partnerships. *Foley & Lardner LLP*. <https://www.foley.com/insights/publications/2024/03/health-related-social-needs-three-trends-in-leveraging-community-partnerships/>
- ^{xxx} Hinton, E., Diana, A., & Rudowitz, R. (2024, September 6). Medicaid waiver priorities under the Trump and Biden-Harris administrations. *KFF*. <https://www.kff.org/medicaid/issue-brief/medicaid-waiver-priorities-under-the-trump-and-biden-harris-administrations/>
- ^{xxxi} U.S. Dept. of Health and Human Services. (2022, March 31). Climate change and health equity. *HHS.gov*. <https://www.hhs.gov/climate-change-health-equity-environmental-justice/climate-change-health-equity/index.html>
- ^{xxxii} Van Kessel, R., Wong, B. L. H., Clemens, T., & Brand, H. (2022). Digital health literacy as a super determinant of health: More than simply the sum of its parts. *Internet Interventions*, 27, 100500. <https://doi.org/10.1016/j.invent.2022.100500>
- ^{xxxiii} Turcios, Y. (2023). Digital Access: A Super Determinant of Health. *Samhsa.gov*. <https://www.samhsa.gov/blog/digital-access-super-determinant-health>
- ^{xxxiv} Kratz, J. (2024b, November 13). What the next Trump Presidency means for the future of DEI. *Forbes*. <https://www.forbes.com/sites/juliekratz/2024/11/13/what-the-next-trump-presidency-means-for-the-future-of-dei/>
- ^{xxxv} Building Movement Project. (2023). Blocking the backlash: The positive impact of DEI in nonprofit organizations. *Race to Lead*. <https://racetolead.org/wp-content/uploads/2024/07/Blocking-the-Backlash-Report.pdf>
- ^{xxxvi} Littleler. (2024). Inclusion, equity and diversity c-suite survey report. https://www.littler.com/files/2024_littler_csuite_survey_report.pdf
- ^{xxxvii} Kratz, J. (2024b, November 13). What the next Trump Presidency means for the future of DEI. *Forbes*. <https://www.forbes.com/sites/juliekratz/2024/11/13/what-the-next-trump-presidency-means-for-the-future-of-dei/>
- ^{xxxviii} Barenblat, K., & Gosselink, B. H. (2024b). Mapping the landscape of AI-powered nonprofits. *Stanford Social Innovation Review (SSIR)*. <https://ssir.org/articles/entry/ai-powered-nonprofits-landscape#>
- ^{xxxix} Froehlich, J. E., Li, C., Hosseini, M., Miranda, F., Sevtsuk, A., & Eisenberg, Y. (2024, October). The future of urban accessibility: The role of AI. *The 26th International ACM SIGACCESS Conference on Computers and Accessibility*. (pp. 1-6). https://makeabilitylab.cs.washington.edu/media/publications/Froehlich_TheFutureOfUrbanAccessibilityTheRoleOfAi_ASSETS2024.pdf
- ^{xl} Pressley, J. P. (2024). How can nonprofits use AI and data analytics for social good? *Technology Solutions that Drive Business*. <https://biztechmagazine.com/article/2024/10/how-can-nonprofits-use-ai-and-data-analytics-social-good>

^{xli} *ibid.*

^{xlii} Clerkin, C. (2024, May 29). Intersectionality: Buzzword or social sector game-changer? *Candid Insights*. <https://blog.candid.org/post/intersectionality-social-sector-buzzword-or-game-changer/>

^{xliii} Praslova, L. (2022, June 21). An intersectional approach to inclusion at work. *Harvard Business Review*. <https://hbr.org/2022/06/an-intersectional-approach-to-inclusion-at-work>

^{xliiv} Jennings, E. (2023, August 15). Tips for creating an intersectional workplace. *Employers Network for Equality & Inclusion*. <https://www.enei.org.uk/resource/blogs/tips-for-creating-an-intersectional-workplace/>

^{xliv} Schreihart, L., & Lombo, J. (2024). Embracing intersectionality: Enhancing legal practice through diversity and inclusion. *Whiteford, Taylor & Preston, LLP*. <https://www.whitefordlaw.com/news-events/embracing-intersectionality-enhancing-legal-practice-through-diversity-and-inclusion>