

NONPROFIT INSTITUTION PROFILE BASED ON 2011 CENSUS RESULTS

The data dissemination process of the 2011 Census of Nonprofit Institutions is in progress. Today a set of information concerning the human resources employed (paid workers and volunteers), services offered, communication tools, financial resources (revenues and expenditures, funding sources, fundraising techniques) is presented.

Data are available on I.stat, Istat data warehouse, under the macro-area named '2011 Industry and Services Census'. The data warehouse is accessible through the home page www.istat.it and the related website (<http://censimentoindustriaservizi.istat.it>).

STRUCTURE AND DYNAMICS OF THE NONPROFIT SECTOR IN ITALY

At the 31st of December 2011 the nonprofit organizations active in Italy were 301,191, growing by 28% from 2001 (year of the previous census survey on the sector), with an employee growth equal to 39.4%. The most 'entrepreneurial' part of the nonprofit, the one concerning institutions with paid workers, registered a smaller increase, but greatly positive (+9.5%). The local units of nonprofit institutions are 347,602 (+37.3% since 2001).

TABLE 1. Number of active nonprofit institutions and human resources.
Absolute values and percentage variation. 2011 and 2001 Census.

	2011	2001	2011/2001 % variation
Nonprofit institutions	301,191	235,232	28.0
Nonprofit institution local units	347,602	253,344	37.2
Institutions with volunteers	243,482	220,084	10.6
Volunteers*	4,758,622	3,315,327	43.5
Institutions with workers (employees)	41,744	38,121	9.5
Workers (employees)	680,811	488,523	39.4
Institutions with outworkers	35,977	17,394	106.8
Outworkers	270,769	100,525	169.4
Institutions with temporary workers	1,796	781	130.0
Temporary workers	5,544	3,743	48.1

*Census surveyed the number of volunteers in every institution at the reference date of the Census (31/12/2011). Note that they may be volunteers in several nonprofit institutions.

HUMAN RESOURCES

The nonprofit sector relies on the working contribution of 4.7 million volunteers, 681 thousand employees, 270 thousand outworkers, 5 thousand temporary workers. Furthermore, other types of human resources are employed by other forms of contract in the surveyed institutions: 19 thousand secondees, 40 thousand religious people and 19 thousand young people performing National Civil Service.

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Women contribution to the sector

At the 31st of December 2011 the female component of the nonprofit sector accounted for 1.8 million volunteers, 494 thousand employees, 142 thousand outworkers, 3 thousand temporary workers, 9 thousand secondees, 26 thousand religious people and 10 thousand young people performing National Civil Service.

Women are the main component of paid workers (employees and outworkers) with the share equal to 67%. The evidence shows the female prevalence also at local and sectorial level: in all regions female share of paid workers is indeed higher than male one; regarding the activity sector, nearly all sectors show a prevalence of female workers out of male workers, excluding Environment protection (64 women out of 10 men), Other activities (7 women out of 10 men), Sport Activities (8 women out of 10 men), Animal protection (9 women out of 10 men) Business and professional associations, unions (9 women out of 10 men) and Development and housing (9 women out of 10 men).

This trend is particularly marked in the sector of Primary and Secondary Education (81 women per 10 men against 20 women per 10 male on national average), of long stay patient services (59 women per 10 men) and in the Social Services (41 women). The presence of female workers is higher than the national average also in the Recreation and Socialization Activities (21 women per 10 men).

Women volunteers in nonprofit institutions are 1.8 million, accounting for 38% of the total. With reference to the prevalent activity sector, International co-operation, Education and research (both with 12 women out of 10 male volunteers) and Religion (9 women out of 10 men) are the activity sectors showing the greater incidence of female volunteers.

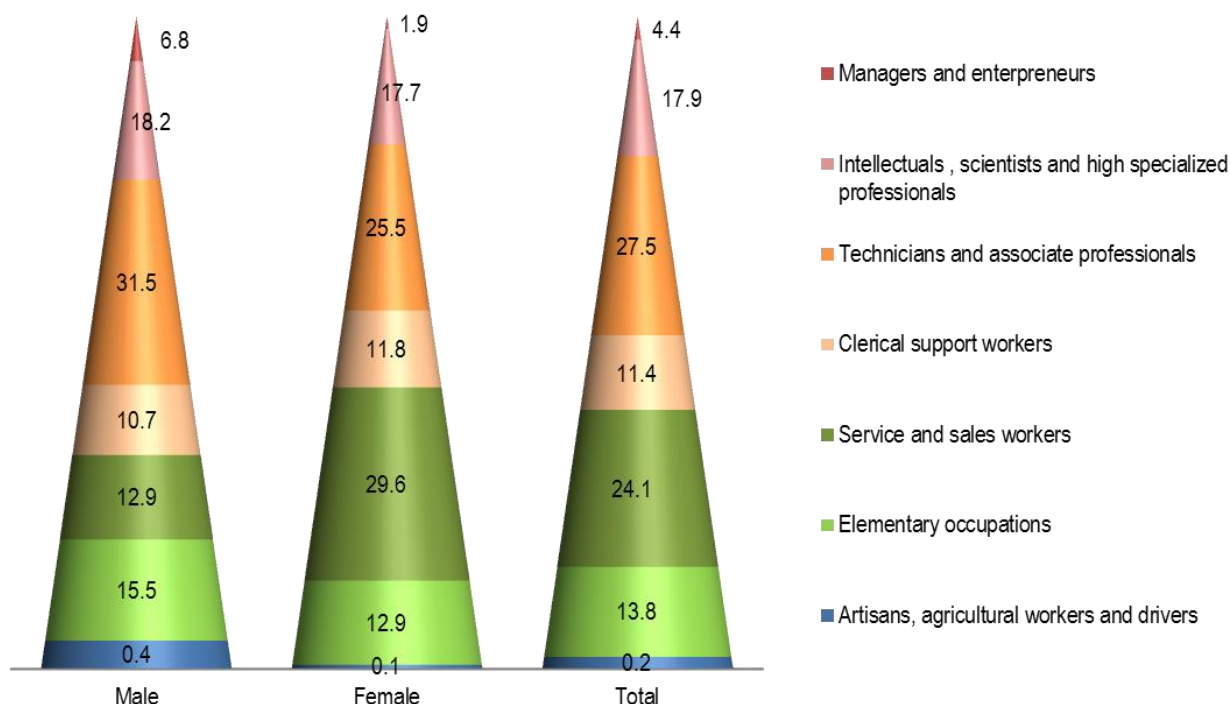
Occupation of paid workers

The most-represented occupation in Italian nonprofit institutions is Technicians and associate professionals which reaches 27.5% of paid workers (nursing and/or midwifery professionals; physiotherapists, educators; social workers; coaches; intercultural mediators; museums and/or library technicians, agronomic, forestry and lab technicians). Then, 24.1% of paid workers is employed as Service and sales workers (social and health care workers; social organizers; social care assistants, personal care workers and home-based personal care workers).

Intellectuals, scientists and high specialized professionals represent 17.9% of paid workers, while 13.8% is the share of elementary occupations (school assistants, unskilled healthcare support staff, cleaners, garbage collectors, etc.); 11.4% of paid workers is employed as clerical support workers. Managers and entrepreneurs are 3.5% of the paid workforce operating in the nonprofit sector. Residual professional occupations are artisans, agricultural workers and drivers (1.9%).

The distribution of occupation by gender shows important evidences: the male component is prevalent in manager and entrepreneur posts (6.8%), in technical professional positions (31.5%), in elementary occupations (15.5%) and for artisans, agricultural workers and drivers. The female component share, conversely, is higher than male one only in Service and sales worker occupation (29.6%).

FIGURE 1. Workers by gender and occupation. Absolute values. 2011 Census.



THE CHARACTERISTICS OF VOLUNTEERS

Age

Young volunteers operating in Italian nonprofit institutions are as a whole more than elderly volunteers: 950 thousand volunteers are aged under 29 (equal to 20%, 4% of volunteers aged under 18) compared with 704 thousand volunteers aged over 64. 43.2% of volunteers are aged between 30 and 54 compared with 22% of those aged between 55 and 64.

With regard to the activity sector, specific vocations emerge. Volunteers active in the Culture, sports and recreation sector and Environment sector are mainly young (in Culture, sports and recreation the volunteers aged under 29 double in comparison with oldest volunteers as well as in the Environment sector they are 26 thousand over 16 thousand).

In the sectors of Health, of International co-operation as well as of Development and housing, the share of young volunteers is lower, but still prevalent. On the other hand, other sectors show higher share of older volunteers, such as Business and professional associations, unions (155 volunteers aged 64 and over per 100 youths), followed by Social services and emergency prevention (131 volunteers aged 64 and over per 100 youths), Law, advocacy and politics (123 volunteers aged 64 and over per 100 youths), Philanthropic intermediaries and voluntarism promotion (110 volunteers aged 64 and over per 100 youths), Education and research (107 volunteers aged 64 and over per 100 youths).

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Education

A volunteer out of two holds a high school diploma, 29.4% are those who have lower secondary school certificate while graduates represent 20.5% of volunteers.

In this perspective, graduate female volunteers are 23.4% against 18.7% of male volunteers. On the other hand, high school educated male volunteers are 31% against 26.6% of female volunteers.

TABLE 2. Volunteers* by gender and by education. Absolute and percentage values. 2011 Census.

	Male	Female	Male	Female
	Absolute values	Absolute values	%	%
Degree	552,388	423,603	18.7	23.4
High school diploma	1,483,198	900,729	50.3	49.8
Lower secondary school certificate	913,444	485,260	31	26.8
TOTAL	2,949,030	1,809,592	100.0	100.0

*Census surveyed the number of volunteers in every institution at the reference date of the Census (31/12/2011). Please note that they may be volunteers in several nonprofit institutions.

By focusing on those who hold secondary school diploma, 60.3% of them are engaged in Culture, sports and recreation sector, where also half of the graduates (52.3%) are active. In Education and research sector graduates are prevalent, followed by volunteers with high school diploma (3.2%).

Employment status

More than half volunteers operating in Italian nonprofit institutions are employed (55.4%), more than a quarter are retired (27.8%) while 16.8% of the remaining volunteers have other employment status (students, housewife, jobseekers).

While gender balance is observed in people on retirement, in other employment status men are prevalent on women (59.1% against 49.5%), whereas female volunteers in other employment status are more than male volunteers (23.2% against 12.8%).

TABLE 3. Volunteers* by gender and by employment status.

Absolute and percentage values. 2011 Census.

	Male	Female	Male	Female
	Absolute values	Absolute values	%	%
Employed	1,741,924	896,405	59.1	49.5
Retired	828,896	493,536	28.1	27.3
Other conditions	378,210	419,651	12.8	23.2
TOTAL	2,949,030	1,809,592	100.0	100.0

*Census surveyed the number of volunteers in every institution at the reference date of the Census (31/12/2011). Please note that they may be volunteers in several nonprofit institutions.

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With reference to the sectors of activities, those employed are prevalent in Education and research (4% employed people against 3.7% retired and 2.8% with other status), those retired and people with other employment status are prominent in Health and Social services and emergency prevention. Culture, sports and recreation sector, accounting for the largest number of volunteers, has both employed volunteers and those with other employment status (respectively 61.1% and 61.3%).

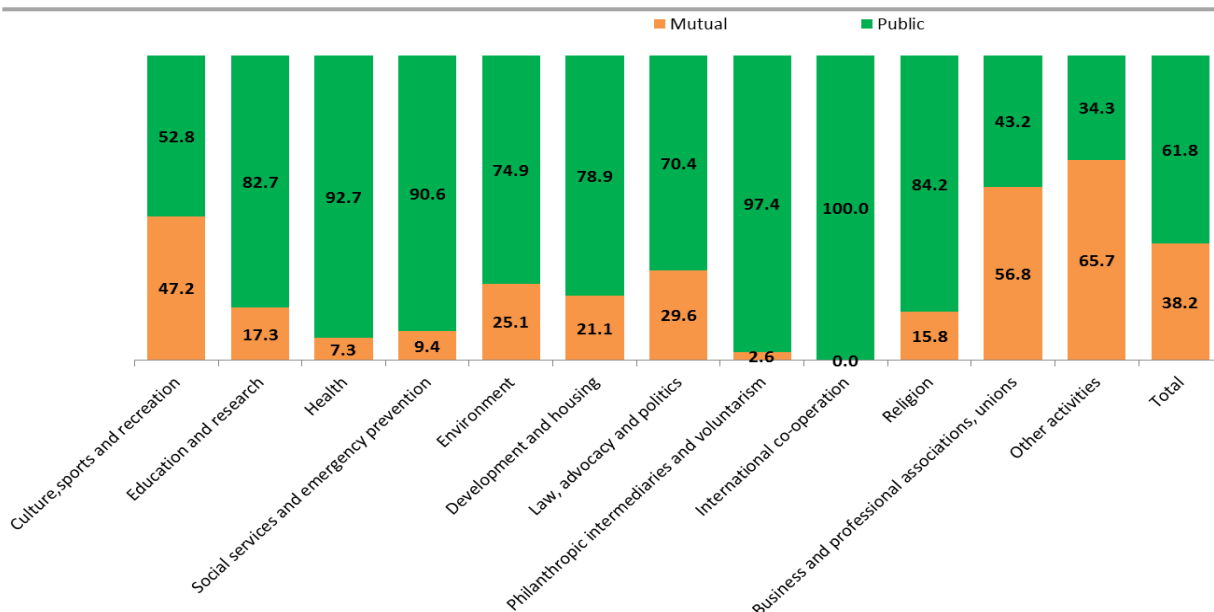
By focusing on offered services, in Cultural and artistic activities volunteers with other employment status are prevalent (20.8% against 17.2% of those employed and 15.3% of those on retirement), in Sports the employed people are prominent (26.5% against 20.9 volunteers having other employment status and 14.1% of those on retirement). On the other hand, Recreation and social club activities are mainly managed by retired volunteers rather than by employed volunteers (17.4%) or volunteers having other employment status (19.7%).

MUTUALS OR PUBLIC BENEFIT?

An additional feature integrating nonprofit institution structure information is the type of beneficiaries of provided services. Nonprofit institutions can be either mutual when the targets are the interests and needs of their own members only or public benefit (or solidarity) institutions, when the target is the community welfare.

In 2011 61.8% of nonprofit institutions surveyed in Italy were identified as public benefit scope, the remaining 38.2 % were classified as mutuals. The trend is linked to the activity carried out by nonprofit institutions; the number of public benefit (or solidarity) institutions are indeed more active in the sectors of International co-operation (96.3%), as well as of Philanthropic intermediaries and voluntarism promotion (90.4%), of Health (92.7%), of Social services and emergency prevention (90.6%), of Education and research (82.7%).

FIGURE 2. Public benefit nonprofit institutions by sector of activity. Percentage values. 2011 Census.



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OFFERED SERVICES

The 2011 Census shows innovative variables as the types of services offered by nonprofit institutions (NPIs), by providing a detailed analysis on carried out activities. The most relevant services provided are found in the sector of Culture, sports and recreation (where the highest share of nonprofit institutions is operating). Nonprofit institutions are particularly active in organizing sport events (reported by 23.7% of NPIs), sport courses (reported by 20% of NPIs) and organization of events, feasts, celebrations and other events (reported by 19.7% of NPIs).

A set of cross-cutting services of activities are relatively well-represented, such as organization of seminars, workshops, conferences (reported by 15.8% of NPIs) as well as advocacy and information campaigns (reported by 13.2% of NPIs).

The analysis of the services offered shows that the sector of Culture, sports and recreation is characterized by sport activities, as organizing sports events and sport courses (reported respectively by 35.4% and 30.3% of the active nonprofit institutions in the sector).

In the Education and research sector, the services provided with higher share is related to education in maternal schools, and professional training (respectively 35.5% and 28.2% of NPIs in the sector).

The institutions active in the Health sector provide mainly services concerning donation of blood, organ, tissue and marrow as well as first aid and medical transport (respectively 33.6% and 19% of the active nonprofit institutions in the sector).

Relief intervention and first assistance (27.5% of the total active NPIs in the sector) and socio – education support (24.2% of instances) characterize the Social services and emergency prevention sector.

Regarding the Environment sector, 47% of NPIs is active in nature protection (including beaches and paths) and 22.4% of them provides relief and animal guest.

Job placement in enterprise or social cooperative represents the most provided service by the institutions operating in the Development and housing sector (49.3% out of the total).

39.1% of NPIs active in the Advocacy and Political Activity sector offers services versed to right protection, while 24.5% provides information and consulting services.

In the sectors of Philanthropic intermediaries and voluntarism promotion, project funding is the most offered service (17.5% out of the sector as a whole).

In the International co-operation sector, the institutions involved in actions related to international co-operation projects are 50.8%; 49.2% of them are focused on child support and distance adoption.

54% of NPIs active in the Religion sector are involved in religious education. Moreover, 81.1% of them are operating in other activities such as religion and cult.

Institutions involved in Business and professional associations, unions are mainly involved in union representation (52.4% of NPIs) and in interest protection of professionals (34.1% of NPIs).

ECONOMIC AND FINANCIAL RESOURCES

Revenues and expenditures

The total revenues of nonprofit institutions (Table 4) were equal to 64 billion euro, while the total expenditures amounted to 57 billion euro.

The regions presenting the highest volume in terms both of revenues and expenditures are Lombardia (accounting for over 17 billion euro revenues and over 15 billion euro expenditures) and Lazio (accounting for about 15 billion euro revenues and almost 12 billion euro of expenditures). Overall, the amount of the two regions represents about 50% of both revenues and expenditures.

TABLE 4. Nonprofit institutions by volume of expenditures and revenues, by local area and by region.
Percentage values and absolute values in thousands of euros. 2011 Census.

REGION	REVENUES		EXPENDITURES	
	Absolute values	%	Absolute values	%
Piemonte	4,974,737	7.8	4,594,527	8.0
Valle d'Aosta / Vallée D'Aoste	153,112	0.2	150,031	0.3
Lombardia	17,404,046	27.2	15,290,212	26.6
Liguria	1,518,232	2.4	1,396,309	2.4
North-west	24,050,127	37.6	21,431,079	37.3
Trento	698,510	1.1	676,092	1.2
Bolzano / Bozen	667,076	1.0	650,887	1.1
<i>Trentino-Alto Adige / Südtirol</i>	1,365,586	2.1	1,326,979	2.3
Veneto	4,497,878	7.0	4,178,746	7.3
Friuli Venezia Giulia	1,154,393	1.8	1,107,666	1.9
Emilia-Romagna	4,802,320	7.5	4,493,410	7.8
North-east	11,820,178	18.5	11,106,800	19.4
Toscana	4,071,945	6.4	3,685,600	6.4
Umbria	682,340	1.1	654,053	1.1
Marche	955,079	1.5	913,045	1.6
Lazio	14,637,277	22.9	11,867,854	20.7
Centre	20,346,640	31.8	17,120,552	29.8
Abruzzo	576,058	0.9	552,349	1.0
Molise	131,090	0.2	132,231	0.2
Campania	1,426,113	2.2	1,447,835	2.5
Puglia	1,794,911	2.8	1,826,531	3.2
Basilicata	217,363	0.3	211,664	0.4
Calabria	522,067	0.8	521,730	0.9
South	4,667,602	7.3	4,692,341	8.2
Sicilia	2,165,923	3.4	2,134,333	3.7
Sardegna	889,414	1.4	911,008	1.6
Islands	3,055,337	4.8	3,045,341	5.3
ITALY	63,939,884	100.0	57,396,114	100.0

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Founding sources and expenditures

86.1% of nonprofit institutions receives funding from private sector, while 13.9% of them is financed by public sector.

At the geographical level, nonprofit institutions which receive mainly public funding are located in Sardegna (26.2%) and the autonomous province of Trento (26.3%); on the other hand those with the lowest share of public funding are located in Veneto (10.9%) and in Emilia-Romagna (9.6%) (Table 5).

The institutions active mainly in Health, Social services and emergency prevention and in Development and housing sectors are mainly financed by public sector (respectively with a share of 36.1%, 32.8% and 29.9%). The revenues from private funding are higher in the institutions operating in the sector of Religion (95.5%), of Business and professional associations, unions (95.3%), of International co-operation, of Culture, sports and recreation (both 90.1 %), of Law, advocacy and politics, of Philanthropic intermediaries and voluntarism promotion (respectively 88.7% and 86.7%).

TABLE 5. Nonprofit institutions by prevalent type of financing and prevalent sector of activity.
Percentage and absolute values. 2011 Census.

PREVALENT ACTIVITY SECTOR	Public funding		Private funding		Total	
	Absolute values	%	Absolute values	%	Absolute values	%
Culture, sports and recreation	19,433	9.9	176,408	90.1	195,841	100.0
Education and research	3,481	22.4	12,038	77.6	15,519	100.0
Health	3,964	36.1	7,005	63.9	10,969	100.0
Social services and emergency prevention	8,212	32.8	16,832	67.2	25,044	100.0
Environment	1455	23.1	4,838	76.9	6,293	100.0
Development and housing	2,232	29.9	5,226	70.1	7,458	100.0
Law, advocacy and politics	774	11.3	6,048	88.7	6,822	100.0
Philanthropic intermediaries and voluntarism promotion	646	13.3	4,201	86.7	4,847	100.0
International co-operation	352	9.9	3,213	90.1	3,565	100.0
Religion	307	4.5	6,475	95.5	6,782	100.0
Business and professional associations, unions	779	4.7	15,635	95.3	16,414	100.0
Other activities	125	7.6	1,512	92.4	1,637	100.0
TOTAL	41,760	13.9	259,431	86.1	301,191	100.0

Regarding the revenue class (Table 6), the trend of public funding dependence increases as the revenue class grows, reaching 36.2% of the institutions receiving an amount over 500 thousand euro.

TABLE 6. Nonprofit institutions by prevalent type of financing and by revenue class.
Percentage and absolute values. 2011 Census.

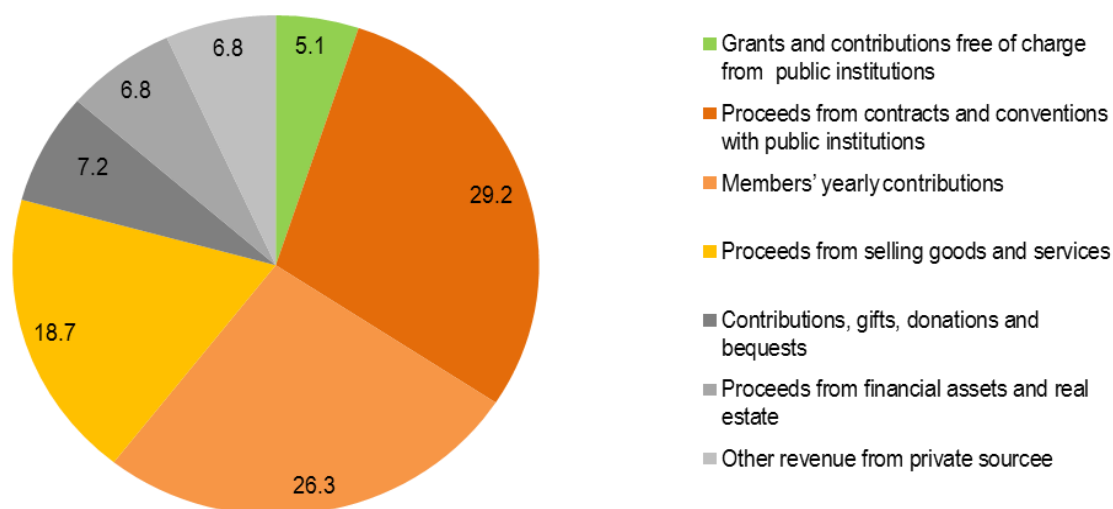
REVENUE CLASS	Public funding		Private funding		Total	
	Absolute values	%	Absolute values	%	Absolute values	%
0 - 5,000 euros	10,564	10.6	89,237	89.4	99,801	100.0
5,001 - 10,000 euros	4,821	12.5	33,768	87.5	38,589	100.0
10,001 - 30,000 euros	7,801	12.0	56,992	88.0	64,793	100.0
30,001 - 60,000 euros	4,048	12.3	28,807	87.7	32,855	100.0
60,001 - 100,000 euros	2,720	14.1	16,576	85.9	19,296	100.0
100,001 - 250,000 euros	4,267	19.2	17,945	80.8	22,212	100.0
250,001 - 500,000 euros	2,627	26.1	7,452	73.9	10,079	100.0
500,001 euros and over	4,912	36.2	8,654	63.8	13,566	100.0
TOTAL	41,760	13.9	259,431	86.1	301,191	100.0

The revenues

Internal distribution of revenues shows that private funding represents 65% while public funding reaches 35% as a whole.

In particular, the highest incidence out of the total of the revenues results from contracts or conventions with national or international public institutions (29%), from members' yearly contributions (26%), from the selling of goods and services (19%). Contributions, gifts, donations and bequests account for 7%, the same share is reported by revenues from financial assets and real estate. A modest share is recorded by revenues from grants and contributions free of charge from national or international public institutions (5%).

FIGURE 3. Revenues by balance sheet item. Percentage values. 2011 Census.



Regarding the prevalent sector of activity, revenues from contracts or conventions with national or international public account for over 50% of total revenues in the sector of Health (65.5%) and of Social services and emergency prevention (52.4%).

Members' yearly contributions, on the other hand, prevail in the Business and professional associations, unions (70.5%), other activities (67.0%), Development and housing (37.3%), Culture, sports and recreation (31.0%) and Law, advocacy and politics (25.7%).

In the International co-operation and Religion sectors, over half of the revenues (respectively 53.8% and 51.3%) comes from Contributions, gifts, donations and bequests; in the sector of Philanthropic intermediaries and voluntarism promotion 64% of revenues comes from financial assets and real estate. Lastly, in sector of Environment and Culture, sports and recreation, the highest share is revenues from selling goods and services (respectively 30.8% and 30.2%).

The free of charge grants and contributions from national or international public institutions represent a significant share (21.8%) in the sector of the Law, advocacy and politics (Table 7).

TABLE 7. Revenues by item in the balance sheet and by sector of activity.

Percentage values. 2011 Census.

PREVALENT SECTOR OF ACTIVITY	PUBLIC SOURCE		PRIVATE SOURCE				
	Grants and contributions free of charge from public institutions	Proceeds from contracts and conventions with public institutions	Members' yearly contributions	Proceeds from selling goods and services	Contributions gifts, donations and bequests	Proceeds from financial assets and real estate	Other proceeds from private source
Culture, sports and recreation	9.6	9.2	31.0	30.2	9.2	2.5	8.2
Education and research	10.9	30.9	12.4	28.4	6.8	3.4	7.2
Health	2.8	65.5	3.3	20.1	3.5	1.4	3.4
Social services and emergency prevention	4.1	52.4	7.5	22.8	6.6	2.7	4.0
Environment	10.1	22.4	19.4	30.8	9.1	1.4	6.7
Development and housing	1.9	27.9	37.3	19.6	3.1	4.0	6.2
Law, advocacy and politics	21.8	23.3	25.7	3.7	11.9	2.5	11.1
Philanthropic intermediaries and voluntarism promotion	1.8	2.1	7.6	1.9	6.7	64.0	15.9
International co-operation	4.7	23.1	3.6	3.6	53.8	1.2	10.1
Religion	1.7	3.9	11.8	12.7	51.3	12.1	6.5
Business and professional associations, unions	3.6	5.6	70.5	8.3	4.6	1.8	5.6
Other activities	0.2	0.9	67.0	2.5	0.8	17.7	10.9
TOTAL	5.1	29.2	26.3	18.7	7.2	6.8	6.8

The expenditures

The highest expenditure type in nonprofit institutions is devoted to the purchase of goods and services (38%) and to personnel expenditure (31%). Less relevant are third party contributions and funding (12%), other expenditures (8%), expenditure from financial assets and real estate (4%), the consultant expenditure (3%), the tax burden and refunds to volunteers (2%).

With regard to the main sector of activity, Health and Social services and emergency prevention present the highest share of personnel expenditure (respectively 45.8% and 45.6%). Education and research sector comes next (41.6%), then the sector Business and professional associations, unions (31%) and the Development and housing (30.2%), all sectors where the incidence of this item of expenditure is in line with the average national value (30.5%).

In the sector of Philanthropic intermediaries and voluntarism promotion as well as in the Other activities, the relative weight of the expenditure from financial assets and real estate is much higher than all other sectors (31.2% and 26.5%). In the sector of International co-operation the share of third party contributions and funding rises (52.7%), while in the sector of Religion the highest incidence is in tax burden (4.2%) (Table 8).

FIGURE 4. Expenditures by balance sheet item. Percentage values. 2011 Census.

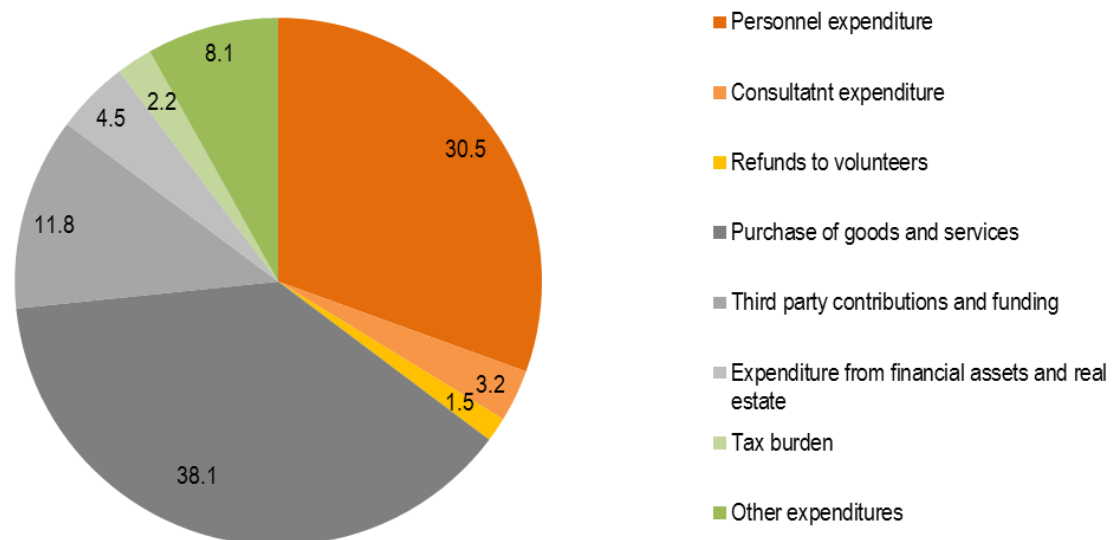


TABLE 8. Expenditures by item in the balance sheet and by sector of activity.
Percentage values. 2011 Census.

PREVALENT SECTOR OF ACTIVITY	% Values							
	Personnel expenditure	Consultant expenditure	Refunds to volunteers	Purchase of goods and services	Third party contribution and funding	Expenditure from financial assets and real estate	Tax burden	Other expenditure
Culture, sports and recreation	11.5	6.2	6.1	54.3	3.8	2.2	3.0	13.1
Education and research	41.6	5.0	0.3	36.3	5.8	2.1	2.5	6.2
Health	45.8	1.5	0.4	40.9	2.7	1.9	1.9	4.8
Social services and emergency prevention	45.6	3.7	0.8	35.3	5.9	1.8	1.8	5.0
Environment	23.3	4.0	2.7	49.1	4.5	2.4	2.7	11.3
Development and housing	30.2	1.5	0.3	41.8	13.0	1.9	1.4	9.9
Law, advocacy and politics	16.6	3.8	1.5	40.2	21.3	2.4	1.5	12.7
Philanthropic intermediaries and voluntarism promotion	5.5	1.3	0.5	16.5	37.1	31.2	2.1	5.6
International co-operation	5.3	2.8	0.5	29.1	52.7	1.1	0.5	8.0
Religion	6.8	0.7	0.4	21.6	50.3	3.0	4.2	12.9
Business and professional associations, unions	31.0	2.5	1.5	36.3	14.8	1.5	2.1	10.4
Other activities	2.5	0.1	0.0	13.1	45.2	26.5	2.5	10.1
TOTAL	30.5	3.2	1.5	38.1	11.8	4.5	2.2	8.1

Market and non market orientation

According to the type of provided activity, the nonprofit institutions surveyed are classified as in market oriented, mainly operating on the market and oriented to the production of goods and services, and non-market oriented NPIs¹.

Census results show that the non-market oriented institutions represent 69.4% of the Italian nonprofit sector. In comparison with the 1999 census, the share raises by 5.3%.

Business orientation is linked to the NPIs sector of activity. Market oriented institutions over the national value are active in the sector of Development and housing (58%), Health (50.6%), Social services and emergency prevention (43.6%) as well as Education and research (40.8%).

Types of fundraising

The nonprofit institutions declaring to carry out fund-raising activities account for 59,413 units, equal to 19.7% of NPIs surveyed. (Table 9).

At the geographical level, the most active NPIs in the fundraising activity are located in Lombardia (20.5% of NPIs); followed by Veneto (11.3% of NPIs) and Emilia-Romagna (10.3% of NPIs).

¹ The NPIs headquarters were classified as market and non-market oriented. Nonprofit Institutions engaged in non-market production are NPIs that must rely principally on funds other than receipts from sales to cover their costs of production or other activities. Therefore, less than 50 per cent of NPI costs of production are covered by sales.

Finally, at the bottom of the list there are nonprofit institutions located in Southern Italy and in the Islands.

A strong correlation can be found between the type of fundraising and the prevalent sector of activity. Fundraising activity is particularly carried out by nonprofit institutions which are active in the International co-operation sector (80.5%), Philanthropic intermediaries and voluntarism promotion (36.0%), Health (34.9%) and Social services and emergency prevention (33.6%).

TABLE 9. Nonprofit institutions which carried out fundraising activity or not, by sector of activity.
Absolute and percentage values. 2011 Census.

PREVALENT SECTOR OF ACTIVITY	Fundraising		No fundraising		Total	
	Absolute value	%	Absolute value	%	Absolute value	%
Culture, sports and recreation	33,092	16.9	162,749	83.1	195,841	100.0
Education and research	3,138	20.2	12,381	79.8	15,519	100.0
Health	3,832	34.9	7,137	65.1	10,969	100.0
Social services and emergency prevention	8,424	33.6	16,620	66.4	25,044	100.0
Environment	1,559	24.8	4,734	75.2	6,293	100.0
Development and housing	1,010	13.5	6,448	86.5	7,458	100.0
Law, advocacy and politics	1,500	22.0	5,322	78.0	6,822	100.0
Philanthropic intermediaries and voluntarism promotion	1,745	36.0	3,102	64.0	4,847	100.0
International co-operation	2,870	80.5	695	19.5	3,565	100.0
Religion	1,640	24.2	5,142	75.8	6,782	100.0
Business and professional associations, unions	504	3.1	15,910	96.9	16,414	100.0
Other activities	99	6.0	1,538	94.0	1,637	100.0
TOTAL	59,413	19.7	241,778	80.3	301,191	100.0

The most widespread type of fundraising is direct contact (61.9% of NPIs), followed by the organization of public events and demonstrations (56.2% of NPIs) (Table 10).

TABLE 10. Institutions by type of fundraising. Percentage and absolute values. 2011 Census.

TYPE OF FUNDRAISING	Absolute values		Percentage values	
2011		2011	
Mass-media	3,627		6.1	
Internet (websites, blogs, fora, social networks)	6,974		11.7	
Organization of public events and/or demonstrations	33,414		56.2	
Selling of goods and/or products	10,948		18.4	
Direct contact:	36,764		61.9	
<i>Citizens</i>	30,050		81.7	
<i>Public institutions and public company</i>	12,642		34.4	
<i>Nonprofit institutions</i>	5,902		16.1	
<i>Enterprises</i>	17,810		48.4	
Other	5,283		8.9	
TOTAL	59,413			

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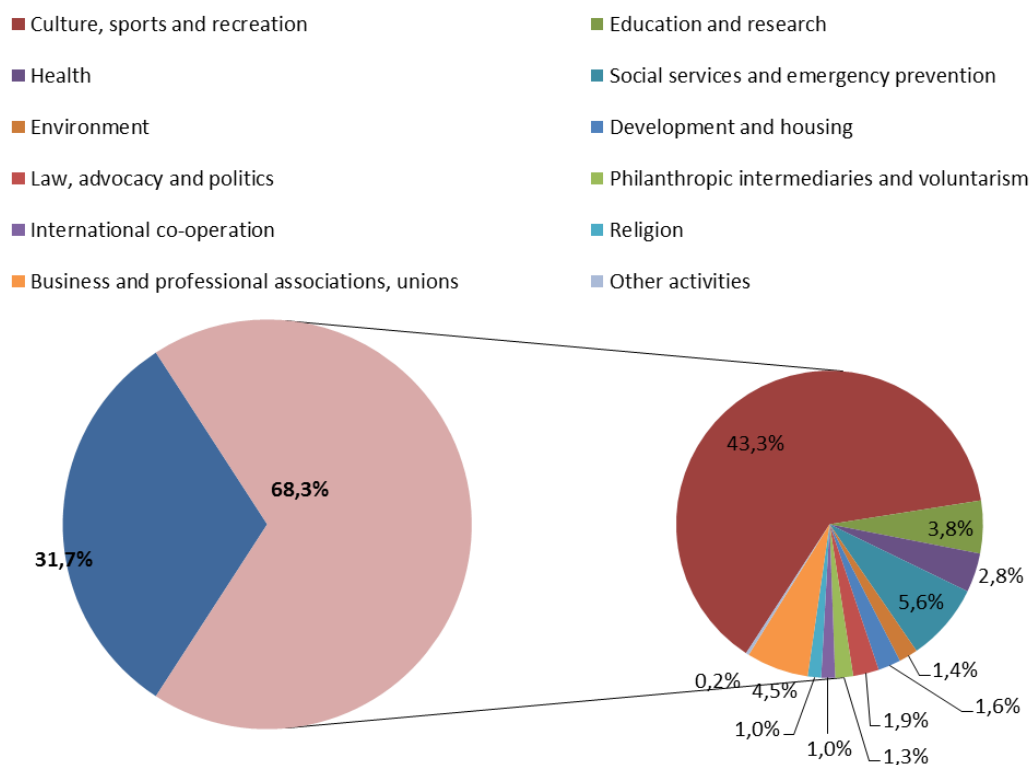
When recurring to direct contact for fundraising, the nonprofit institutions address at the same time several types of stakeholders: 81.7% of NPIs addresses individuals, 48.4% of NPIs addresses private sector, 34.4% of NPIs addresses public institutions/enterprises and 16.1% addresses other nonprofit institutions.

COMMUNICATION TOOLS

The 2011 Census gathered information about the level of innovation reached by nonprofit institutions in using different types of communication tools, by combining traditional communication with innovative tools to communicate.

The nonprofit institutions using at least one communication tool are 205,792, equal to 68.3% of NPIs. On average nonprofit institutions use two communication tools, while 72.8% of them uses at least an interactive communication tool such as blog, forum, chat, social network and website.

FIGURE 5. Nonprofit institutions with communication tools by prevalent activity sector.
Percentage values. 2011 Census.



The use of the websites and of social networks is extremely relevant for the analysis of NPIs communication, even though innovative tools are not replacing the traditional way to communicate. Hence, 60.9% of nonprofit institutions using communication tools mainly choose websites, while

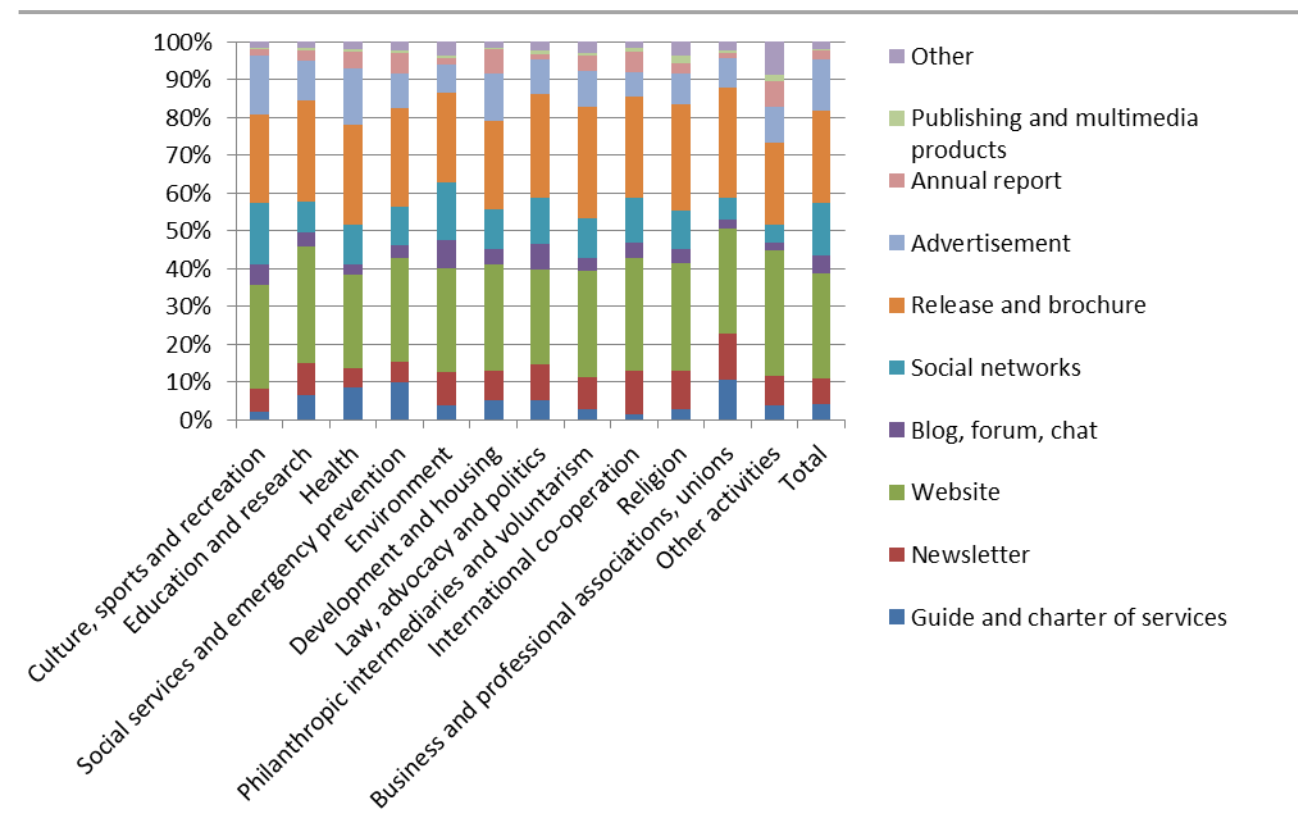
54.2% adopts press releases and information brochures, which are considered as traditional forms of communication; 30.6% of NPIs chooses social networks to disseminate and share ideas and to create communities on the web, 29.8% of NPIs uses advertisement and 15.2% utilizes newsletters.

With regard to the activities implemented by nonprofit institutions, 43.3% of the nonprofit institutions using communication tools are mainly involved in the sector of Culture, sports and recreation. These institutions choose advertisement and social networks in larger measure than the national average to communicate (16.4% against 15.8%). The nonprofit institutions active in the sector of Social services and emergency prevention (5.6%) are oriented toward producing and publishing and multimedia products (9.9%); those mainly active in the sector of Education and research (3.8%) are focused on using websites (31% of NPIs).

By analyzing other communication tools, the newsletter is used by 12.4% of institutions active in the sector of Business and professional associations, unions, while the annual report, social report is chosen by 6.2% of those mainly involved in sector of Development and housing. Traditional communication characterizes institutions active in the sector of Religion, adopting publishing and multimedia products, such as newspapers and magazines.

By observing the spread of innovative communication tools (such as social networks, blogs, fora and chats) the institutions providing Relief intervention and first assistance (18.2%) and Animal protection (18.3%) are those preferring social networks, while thematic platforms such as blogs, fora and chats are used more in organizing political party activities and in protecting environment.

FIGURE 6. Nonprofit institutions by communication tool and by prevalent activity sector.
Percentage values. 2011 Census.



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