

## MEDIA RELEASE

### Nanaimo's Not-for-Profit Sector Powers Economic and Social Change

**Nanaimo, BC — February 20, 2025** — The City of Nanaimo, in partnership with Nordicity, has released its first-ever **Not-for-Profit Sector Economic Impact Study**, quantifying the sector's significant contributions to the local economy and community well-being. The findings were presented at a recent meeting of the **Community Impact Committee (CIC)**, a coalition of Nanaimo-based non-profits that meet monthly to discuss key challenges, advocate for sector needs, and collaborate on solutions.

The study underscores the vital role of Nanaimo's not-for-profit sector, which generates **\$67.5 million in direct economic activity** and contributes **\$64 million to the region's GDP**. With **940 full-time equivalent jobs** and **\$53 million in annual labour income**, the sector is a cornerstone of the city's economic and social infrastructure.

#### Key Findings:

- **Sector Focus:** The largest areas of impact are **social services (19%)**, **health (16%)**, and **faith-based initiatives (19%)**.
- **Leadership Representation:** Women lead **80%** of organizations, and **33%** of leadership identifies as **2SLGBTQIA+**.
- **Top Challenges:** Organizations face **growing demand for services (64%)**, **rising operational costs (64%)**, and **recruitment and retention struggles (48%)**.

#### Community Voices

"This study quantifies what we've long known—Nanaimo's not-for-profits are vital to our community's health, empowerment, and prosperity," said **Amrit Manhas, Economic Development Officer for the City of Nanaimo**. "This data equips us to advocate for resources and foster partnerships that strengthen the sector."

**Corry Gervais, CEO of the Greater Nanaimo Chamber of Commerce**, emphasized the need for collaboration: "*This report is a call to action. Businesses and not-for-profits must work together to build innovative partnerships that drive sustainable growth and maximize community impact.*"

**Janice Krall, Chair of the Community Impact Committee**, reinforced the importance of strategic action: *“This study is more than just data—it’s a roadmap for strengthening our sector. With this information, we can advocate more effectively for policy changes, funding, and resources. We’re incredibly grateful to the City of Nanaimo for its leadership in making this study possible.”*

### Next Steps

The CIC is committed to using the study’s findings as a foundation for stronger advocacy and collaboration. Proposed actions include:

- **Strengthening cross-sector partnerships** to address shared challenges.
- **Increasing community awareness** through coordinated campaigns.
- **Exploring innovative funding models** for long-term sustainability.

The City of Nanaimo plans to repeat the study in three to five years to track the sector’s evolving role and challenges.

For more information or to access the full report, visit:

[Not-for-Profit Sector Economic Impact Study](#)

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