COVID-19 Impacts on New Jersey’s Non-Profit Community

August 19, 2020
NJHI Learning Collaborative Session

COVID-19 Impacts on New Jersey’s Non-Profit Community

August 19, 2020
Learning Outcomes

Connect NJHI coalition partners with learning and networking opportunities.

Learn about impacts that the COVID-19 crisis has had on New Jersey’s non-profit community.

Explore ways to address coalition and community needs related to resources, information, and training.

Share information about the next Learning Collaborative events.
Presenter and Support Team

Linda Czipo
President and CEO
Center for Non-Profits

Diane Hagerman
New Jersey Health Initiatives

Joanne Lee
Healthy Places by Design
Highlights of
Rapid Response Survey #3:
COVID-19's Impact on the
New Jersey Non-Profit
Community

Presented to the NJHI Grantee Session
August 19, 2020
Promoting New Jersey’s non-profit community
- Public policy
- Research (non-profit statistics, trends)
- The state’s largest annual non-profit conference

Management/compliance assistance
- Workshops/seminars/Webinars
- Publications

E-newsletters, resource lists, info/referral
- Free job postings
- Cost saving benefits

Since 1982, the champion and go-to resource for and about New Jersey’s non-profit community
COVID-19 RESOURCES

NEW JERSEY COVID-19 Information Hub
https://covid19.nj.gov/

COVID-19 RESOURCE PAGE
njnonprofits.org/COVID-19.html
RAPID RESPONSE SURVEY #3:
The COVID-19 Crisis and New Jersey’s Non-Profit Community

July 2020

njnonprofits.org/COVID19_SurveyReport3_07232020
Widespread and severe impact

Of 281 surveyed non-profits:

166 non-profits (59% of respondents) have lost more than $193 million as a result of the crisis.

More than 1/4 (28%) have laid off or furloughed staff – more than 13,200 positions in 80 organizations alone.
Programmatic and Financial Disruptions

- Cancellation of programs or events and corresponding reduced revenue: 85%
- Disruption of services to clients and communities: 73%
- Budgetary implications related to strains on the economy: 72%
- Increased demand for services/requests for help from clients and communities: 61%
- Reduced donations from corporations, foundations, individuals: 61%
- Disruption of supplies or services provided by partners: 36%
- Increased or sustained staff and volunteer absences: 35%
- Staff layoffs or furloughs due to loss of revenue or curtailed programs: 32%
- Cuts in government funding: 21%
- Other: 8%
Racial and Equity Implications

“As non-profits, our entire reason for being is to make society better by our missions and deeds. As part of that promise, we have a responsibility to advance an equitable society, to shine a bright light on the harsh reality of systemic racism and injustice and to actively work against it.”
Actions Taken or Under Consideration

- CANCELLED programs/events (e.g., fundraisers, conferences, performances) 80%
- POSTPONED programs and events to a later date 77%
- Converted major events to a virtual platform 57%
- Suspended ALL operations temporarily due to lack of funds, government restrictions or safety concerns 14%
- Suspended SOME operations temporarily due to lack of funds or government restrictions or safety concerns 56%
- PERMANENTLY CLOSED closed the organization 1%
- Laid off staff or cut staff 28%
- Reduced staff hours 29%
- Rehired/restored previously laid off or furloughed staff 14%
- Added staff 19%
- Modified physical spaces to comply with safety recommendations 51%
- Delayed payments of vendors, rent, etc. 18%
- Explored merger or organizational restructure 6%

Legend:
- Purple: Have already done
- Orange: Definitely will do
- Yellow: Might do
If restrictions on operations were lifted immediately, would you be prepared to reopen your in-person services?

Yes: 67%

No: 32%
Going Forward:
Best Practices and Considerations for Non-Profit Reopening

May 2020
Respondents' Experience Applying for GOVERNMENT Grant & Loan Programs

- **SBA Paycheck Protection Program (PPP)**
  - Applied, approved: 67%
  - Applied, rejected: 9%
  - Applied, awaiting decision: 10%
  - Did not apply (not needed): 3%
  - Did not apply (ineligible): 5%

- **SBA Emergency Loan Advance**
  - Applied, approved: 40%
  - Did not apply (not needed): 16%

- **SBA Economic Injury Disaster Loan (EIDL)**
  - Applied, approved: 32%
  - Applied, rejected: 16%

- **IRS Employee Retention Payroll Tax Credit**
  - Applied, approved: 41%
  - Did not apply (not needed): 3%

- **Federal Payroll Tax Credits for Employee Paid Sick Leave or Expanded Family Leave**
  - Applied, approved: 41%
  - Did not apply (not needed): 5%

- **Federal Reserve Main Street Lending Program**
  - Applied, approved: 42%
  - Did not apply (not needed): 0%

- **NJ Economic Development Authority GRANTS**
  - Applied, approved: 28%
  - Did not apply (not needed): 7%

- **NJ Economic Development Authority LOANS**
  - Applied, approved: 43%
  - Did not apply (not needed): 2%
Perceived Organization Stability: Now vs. May and September vs. Today

(survey taken July 9-15, 2020)

More stable: 20% (Stability now compared with May) vs. 10% (Predicted Stability Sept. 1 vs. today)

About the same: 55% (Stability now compared with May) vs. 54% (Predicted Stability Sept. 1 vs. today)

Less stable: 25% (Stability now compared with May) vs. 16% (Predicted Stability Sept. 1 vs. today)

Uncertain (Sept prediction): 19%
What are non-profits seeking?

- Funding/Resources
- Flexibility
- Stability
- Communications/Info
- Partnerships
- Professional assistance

Non-profits are seeking funding/resources, flexibility, stability, communications/info, partnerships, and professional assistance.
## Resources, Information or Training Needed

<table>
<thead>
<tr>
<th>Resource/Training Area</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Fundraising/Resource Development</td>
<td>63%</td>
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<tr>
<td>Improving remote operations/efficiency</td>
<td>52%</td>
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<tr>
<td>Long-Term Strategy Changes</td>
<td>51%</td>
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<tr>
<td>Guidance about government grant/loan opportunities</td>
<td>50%</td>
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<td>Training about conducting virtual events</td>
<td>50%</td>
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<tr>
<td>Advancing diversity and equity during the pandemic and beyond</td>
<td>44%</td>
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<tr>
<td>Technology Training or Consulting</td>
<td>38%</td>
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<tr>
<td>Coping with stress</td>
<td>36%</td>
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<tr>
<td>Communications and marketing</td>
<td>35%</td>
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<td>Budgeting/financial contingency planning</td>
<td>32%</td>
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<tr>
<td>Risk management</td>
<td>26%</td>
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<td>Training on how to rebuild programming</td>
<td>23%</td>
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<tr>
<td>Employment/HR Compliance</td>
<td>23%</td>
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<tr>
<td>Crisis Management</td>
<td>19%</td>
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What the Center is doing

- News/update
- Advocacy
- Training
- Convening
- Partnering
Advocacy: More important than ever

- Speak up and speak out
- Connect with others
- Engage your allies, stakeholders, clients
- Stay informed
- Change the conversation
- Change the landscape!
THERE’S STILL TIME TO MAKE A DIFFERENCE.
FILL IT OUT NOW!

my2020census.gov

#Fillitout
Census 2020 NJ
census2020nj.org
(Coordinated by Advocates for Children of NJ)
#njnpconf

SAVE THE DATES

December 2 - 3

2020 New Jersey VIRTUAL Non-Profit Conference
Stay in touch

Join our E-MAIL LIST

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njnonprofits.org
THANK YOU

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www.njnonprofits.org/blog

Front and Center  
Non-profit trends and insights from the Center for Non-Profits and guests
Breakout Discussion #1

- What findings from the report resonate with what’s happening in your coalition and/or community?
- Are there any impacts or challenges that you are experiencing that are not in the report?
Breakout Discussion #2

- Refer to the chart of Resources, Information or Training Needed on page 8 of the report. Are there additional specific areas of need for you/your coalition?

- What are the 1 or 2 areas of need that are of highest priority for your coalition or community over the next three months?
Chat-in your feedback:

+ liked, helpful

− not helpful, suggestion for improvement

Thank you!

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