



CSR and the COVID-19 Pandemic

A quick-read report for CEOs on the benefits of CSR

Nonprofit Resilience During the 2020 Crisis

The COVID-19 pandemic had devastating impacts on many nonprofits while simultaneously increasing the demand for their critical services as more and more people within the community required their help. To survive, nonprofits have had to be agile and innovative, changing strategies and reimagining the way they served their constituents and survived.

Statistics: Impact of COVID-19 on Nonprofits

- 33% to 38% of more than 300,000 U.S. nonprofit organizations were threatened with closure from the coronavirus within the next 24 months, according to a recent report from Candid and the Center for Disaster Philanthropy.
- 66% of nonprofit leaders said that the global pandemic has had significant (28%) or moderate (38%) negative impact on their organizations. (*Persevering Through Crisis: The State of Nonprofits, The Center for Effective Philanthropy (CEP), June 2021*)
- 50% of nonprofit leaders say demand for their programs and services increased in 2020. (*Persevering Through Crisis: The State of Nonprofits, CEP, June 2021*)

Statistics: Impact of COVID-19 on Nonprofit Jobs

- U.S. nonprofits lost nearly 930,000 jobs by the end of 2020 due largely to the COVID-19 pandemic. (*2020 Nonprofit Employment Report, Johns Hopkins Center for Civil Society Studies, June 2020*)
- Nonprofit workforces hit worst were in the following sectors:
 - 36% arts and entertainment
 - 14.6% education
 - 10% religious, grantmaking and civic services
 - 7.5% social services
 - Nearly 4% healthcare

(The Employment Situation, Bureau of Labor Statistics, U.S. Department of Labor, February 2021)

Organizations that relied on corporate or foundation funding (educational institutions and community/economic development-focused nonprofits) fared better and saw fewer negative effects than those who relied on revenues from earned income from performances or admissions (museums and performance arts organizations).

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Nonprofit Resilience: Adapting for Survival

Fortunately, nonprofits have a history of resilience, innovation and bouncing back when faced with adversity. 71% of nonprofits shifted their organizational strategies to include new services or programs. Nearly 20% contracted their service offerings by scaling back programs. (*12 Months Later: The State of the World's Nonprofits, The Voice of Charities Facing COVID-19 Vol. 7, Charities and Foundations America (CAF), April 2021*)

As a result of the COVID-19 pandemic, nonprofit organizations took the following actions in 2020:

- 88% altered program offerings
- 58% reduced programs or services
- 49% reduced operational costs
- 38% drew from reserves
- 37% reduced staff hours, wages and/or benefits
- 31% laid off and/or furloughed employees

(*Persevering Through Crisis: The State of Nonprofits, CEP, February 2021*)

Statistics: Nonprofits' Response to COVID-19

- There was an increase in online fundraising activities as 2020 played out, with 44% of nonprofits creating new virtual events or pushing previously in-person events such as galas, dinners, or other fundraisers, to a virtual platform. (*Nonprofit Fundraising Survey: Fundraising Impact of COVID-19, CSS Fundraising, September 2020*)
- Some nonprofits plan to maintain new strategies adopted since the start of the pandemic, including:
 - 61.63% Online programming
 - 54.08% New fundraising strategies and campaigns
 - 53.06% New service offerings/programs
 - 40.61% Collaborating/partnering with other nonprofits
 - 30.41% Programming focused on relief or essential services

(*12 Months Later: The State of the World's Nonprofits, The Voice of Charities Facing COVID-19 Vol. 7, CAF, April 2021*)

Looking to the Future

Nearly 57% of nonprofits are confident they can successfully confront whatever comes next in anticipation of future crises. Another 37% are moderately confident in their ability to remain resilient, while the remaining 5% are either unsure or not confident. (*12 Months Later: The State of the World's Nonprofits, The Voice of Charities Facing COVID-19 Vol. 7, CAF, April 2021*)

Satell Institute and Nonprofit Affiliates Pivot to Provide Youth Enrichment Series (YES)

In response to challenges of the pandemic, the Satell Institute collaborated with a stellar group of Nonprofit Affiliates – the subject matter experts who have developed an expansive and diverse selection of highly specialized and engaging programming for K-12 students throughout Greater Philadelphia – to present the Youth Enrichment Series (YES). This unique initiative harnessed the strengths of our region's impressive nonprofits to address the national crisis in education by providing virtual courses for free thanks to generous scholarships provided by the Satell Institute and its Business and Foundation Members. Learn more at www.Slyes.org.

