



Center For Nonprofits & Philanthropy

THE BUSH SCHOOL • TEXAS A&M UNIVERSITY

ADAPTING TO TURBULENT TIMES

COVID-19: WHERE DO WE GO FROM HERE?

Local, State, and National Nonprofit Response

September 17, 2020

Moderated by Dr. Kenneth Taylor and Nicole Collier, MPSA
Sarah Richards, Director of Community Affairs, OneStar Foundation
Ashley Harris, Director of Policy and Community Engagement, United Ways of Texas

Center for Nonprofits & Philanthropy



Excellence ★ Respect ★ Leadership ★ Loyalty ★ Integrity ★ Selfless Service

Founded in 2017, the Center operates with the belief that that nonprofits are instrumental in creating opportunities for all. This happens through capable leadership, excellent governance, and engagement of stakeholders. We also recommit to the principles of *public service and democracy* and the value of *diversity of thought and expression* that have helped The Bush School since its inception.

Our Mission: The CNP supports a vibrant nonprofit and philanthropic sector in Texas and beyond, through high quality research, professional outreach and engaged learning.

Our Values

Nonprofits
Opportunity for All
Board Governance
Leadership
Engagement

Educational Opportunities

- Master of Public Service & Administration
- Executive Master of Public Service & Administration
- Certificate in Nonprofit Management
- Certificate in Nonprofit Leadership; continuing and professional education

Welcome our Speakers



Sarah Richards, Director of Community Affairs, OneStar Foundation

Sarah provides leadership and oversight of OneStar's community engagement and partnership initiatives, including communications, disaster services, external networks, government relations, and volunteerism



Ashley Harris, Director of Policy and Community Engagement, United Ways of Texas

Ashley works in partnership with local United Ways to identify issues of importance in their communities and helps to translate those into opportunities for systemic change through policy. She is responsible for managing the development of the state policy agenda, researching issues and tracking legislation, and providing policy updates to member organizations



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WHAT WE KNOW REGARDING COVID-19 AND NONPROFITS

Charitable organizations hit harder than the business sector when you consider:

- Internal job losses
- Donors have been forced to rethink their giving strategies...where to give, how much to give, when to give
- Some forecasts posit as many as 40% of all nonprofits are in danger of dissolving



WHAT WE KNOW REGARDING COVID-19 AND NONPROFITS CONT

Regarding revenue:

- Virtual events may fall flat; potentially out of tune with the times as donors themselves deal with mental health issues and ration their spending
- Donors may feel disconnected to digital-formatted events
- \$1000 today as a gift is/or should be far more valuable than yesterday; whether due to efficiencies gained or the scarcity of, have you been able to effectively relay that message to your donor base?



WHAT WE KNOW REGARDING COVID-19 AND NONPROFITS CONT

How national nonprofits are moving forward (themes):

- Further investigation of organizational capacity and priorities; what's worth keeping, have you narrowed your focus, are you still who you have always been?
- Risk management planning is/or should be more of a standardized practice; global considerations versus local perspective
- If you have traditionally relied on volunteers to advance your mission, nonprofits need to prioritize how you recognize their efforts in this environment
- Businesses are looking to recast their Corporate Social Responsibility (CSR) efforts with nonprofits who have meaningful ways to engage their employees who are now working remotely



OUR CENTER'S RESEARCH AND RESPONSE

Initial Survey

The Center for Nonprofits and Philanthropy distributed an initial survey through early April 2020.

We received over 90 responses

The responses to the first survey informed the webinars we offered over the course of the summer.



FINDINGS FROM THE FIRST SURVEY

- Bifurcated response shows that about 20% of respondents are working more because of the pandemic, under increasing pressure and demand for services, and about 75% are struggling to provide services due to limited ability to engage clients and customers.
- All organizations are struggling to adjust their service strategies, adapt new techniques, and sustain operations.
- Engaging volunteers, demonstrating board leadership, and retaining staff are pressing concerns.
- Many nonprofits face an uncertain funding environment.
- Examples abound of groups working together, and these strategies have never been more important.



SECOND SURVEY

A second survey was distributed mid-June 2020

We received 90 responses from nonprofit leaders in the Brazos Valley

This survey had a heavier focus on employment, the use of federal aid like the CARES Act, and payroll



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FINDINGS FROM THE SECOND SURVEY

45% of the respondents are operating at a severely reduced capacity or not at all. Just 16% are operating as normal.

Almost half of the respondents (49%) have had to reduce staff in some way either through layoffs, reduced hours, or furloughs.

Leaders are most concerned about declines in donations and loss of fee revenue from programs and services.

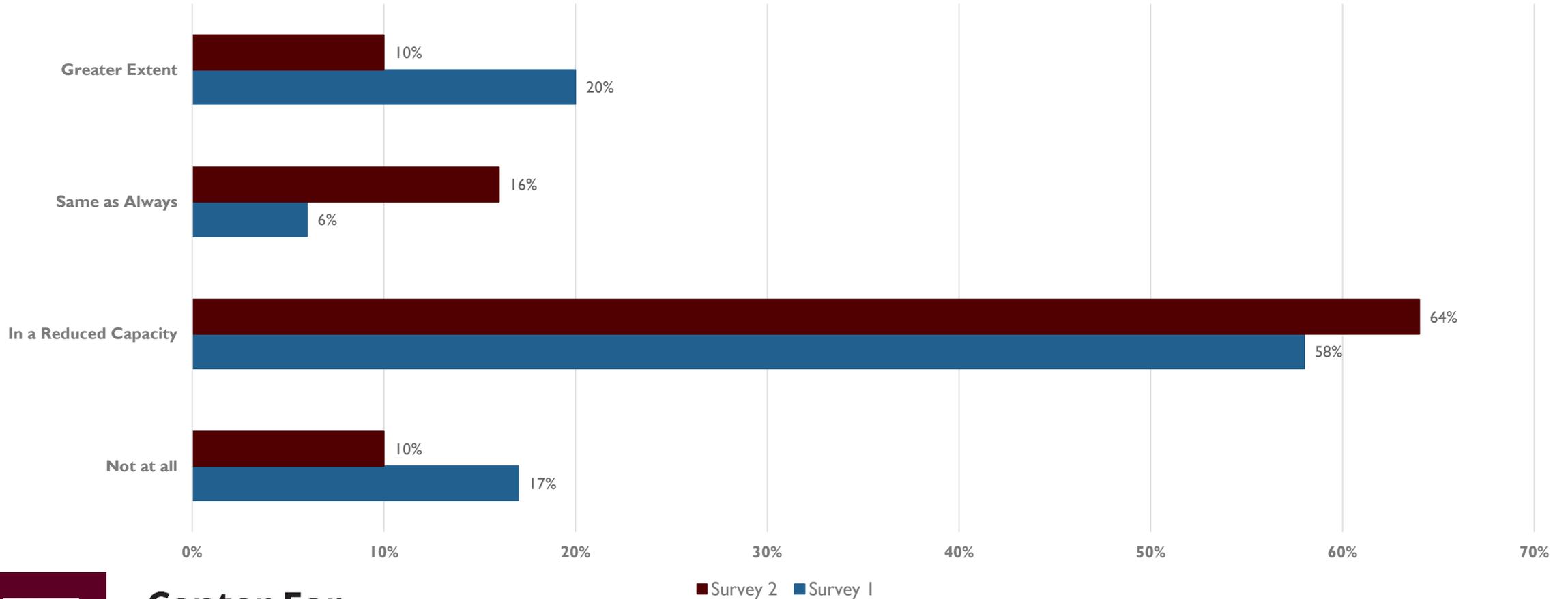
Nonprofit leaders feel supported by their boards, donors, and partners.

The pandemic has extended longer than anticipated and the long-term effects are not fully understood.



WHAT CHANGED OVER TIME:

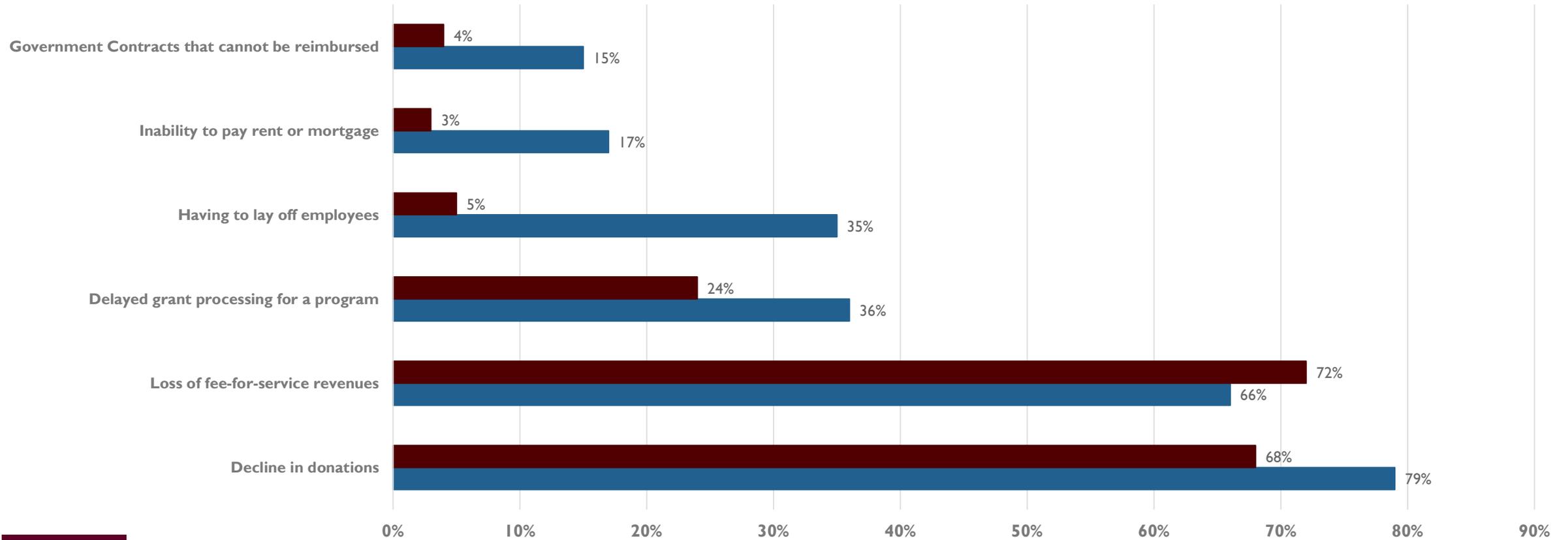
HOW ORGANIZATIONS ARE OPERATING



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WHAT CHANGED OVER TIME (CONTD)

CONCERNS OF BRAZOS VALLEY NONPROFITS



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■ Did Experience ■ Moderately or Very Concerned

HOW IS OUR CENTER MOVING FORWARD...

We continue to use this survey to understand the current impacts on the Brazos Valley Nonprofit Sector

We are continuing to offer webinars through the fall semester

We are working with local and state partners to best support the sector

Communicating with state agencies and groups to assist in regional and state-wide surveys, reports, etc.



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Learn More about our Center

Our Center's team is committed to strengthening the nonprofit sector, so please contact us to learn how we may help your organization or help you advance your nonprofit career.

For individual CNP staff contact information, please consult our directory under [Faculty & Staff](#).

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Visit our webpage: <https://bush.tamu.edu/nonprofit/>

View Past Webinars and Research: <https://bush.tamu.edu/nonprofit/resources/>

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