

COVID-19

Nonprofit Survey Summary Report

April 22, 2020 (Survey #2)

Charity Respondents: **136**

Geography: **ND, NW MN Charities**

Duration: **April 7-16, 2020**

In response to the COVID-19 crisis, we have established this survey, a critical needs fund, education and training for nonprofits, and a new website, DMFHelpingHearts.org. We have commenced a 19-day public campaign that began on April 20 and will run through May 8, highlighting the urgent needs of charities across ND and NW MN. This survey report is the second in a series that is designed to inform the public of the current needs of nonprofits across our region.



COVID-19

DMFHelpingHearts.org



COVID-19 Nonprofit Survey | Key Takeaways

- 65% have cancelled or will cancel significant fundraising events
- **49% of charities don't have a plan to replace lost revenue**
- 20% anticipate reducing size of staff, with nearly 11% unsure
- **37% of charities do not have an emergency pandemic plan in place**
- 44% of charities are not able to offer remote work options

COVID-19 Nonprofit Survey | Key Concerns

- Operating expenses
- **Fundraiser cancellations**
- Maintaining services
- **Increased demand**

COVID-19 Nonprofit Survey | Vulnerable Populations

- Low-income families
- **Senior citizen facilities**
- Homeless population
- **Rural communities**
- **People with disabilities**

From your perspective, which clients or population do you feel may be overlooked or need extra assistance during this crisis?

	Number	136
	Totals	136
Low income	20	14.71%
Elderly/Nursing homes	26	19.12%
Children	15	11.03%
Disabled people/Special needs	17	12.50%
Pay check to pay check (regardless of class)/Fixed income	3	2.21%
Homeless	17	12.50%
Chronic health issues/compromised immune system	6	4.41%
Those with mental health challenges	11	8.09%
Rural communities	4	2.94%
Underemployed/layed off	10	7.35%
Frontline workers (medical, grocery store, essential services)	3	2.21%
Abused/vulnerable kids or family members/unstable homes	7	5.15%
New Americans/Non-English Speakers	2	1.47%
Working parents	1	0.74%
Young families/new moms/expectant moms	2	1.47%
Veterans	3	2.21%
Artists	2	1.47%
Small Business Owners/Self-employed	4	2.94%
Middle class	1	0.74%
Minorities	2	1.47%
Churches	1	0.74%
Foster kids	1	0.74%
Recreation and Hospitality Industries	1	0.74%
Addicts/Substance abusers	4	2.94%
Homeowners	1	0.74%
No tech/low tech people	2	1.47%
3rd World Populations	1	0.74%

**Could your organization utilize volunteers in the next 90 days?
If yes, please describe your need for volunteers.**

	Number	136
	Totals	136
No	88	64.71%
Digital support/marketing/social media	5	3.68%
Yes, unspecified	5	3.68%
Virtual programs	4	2.94%
Delivering things	7	5.15%
Maintenance	3	2.21%
Mobile Feeding Site Help	1	0.74%
Dentists	1	0.74%
Movers	1	0.74%
Cleaning	3	2.21%
Not sure/don't know	9	6.62%
Technical/professional/administrative	6	4.41%
Gardening	1	0.74%
Sewing masks and PPE	2	1.47%
Food pantry	1	0.74%
Make calls	1	0.74%
Medical personnel	1	0.74%

In light of the COVID-19 pandemic, what are your top three non-financial needs?

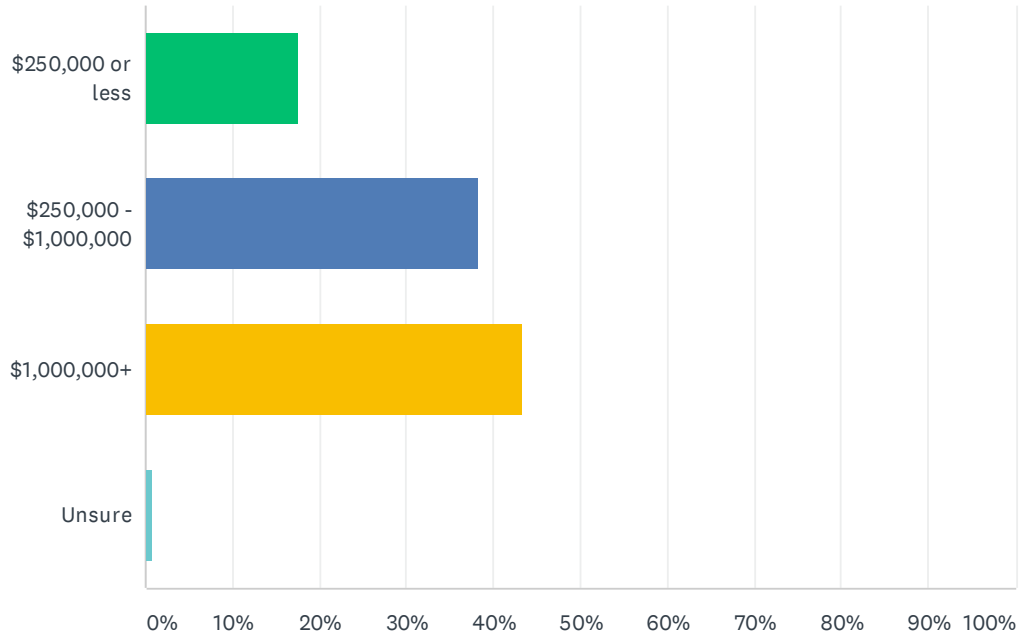
	Number	136
	Totals	136
Digital resources, help, technology	18	13.24%
Administrative	2	1.47%
Disinfectant Wipes/Spray	13	9.56%
Office supplies	7	5.15%
Hand Sanitizer	13	9.56%
Toilet Paper/Paper Towels/Kleenex	7	5.15%
Masks	37	27.21%
Gloves	22	16.18%
Don't know/Nothing/NA/Just financial help	36	26.47%
Gift cards	6	4.41%
Food	31	22.79%
Water bottles	2	1.47%
Cleaning Supplies - general	24	17.65%
Hygeine products	3	2.21%
Bibles	1	0.74%
Gas	1	0.74%
School supplies	1	0.74%
Dental supplies	1	0.74%
Plexiglass Sheilds	1	0.74%
Housing	1	0.74%
Toiletries	5	3.68%
Medicine	2	1.47%
Socialization	1	0.74%
Information	1	0.74%
Exercise equipment	1	0.74%
Blood	1	0.74%
PPE	15	11.03%
Medical Supplies	4	2.94%
Furniture	1	0.74%
Cell phones	1	0.74%
Entertainment	2	1.47%
Volunteers	2	1.47%
Baby wipes	2	1.47%
Partnerships	1	0.74%
Diapers	2	1.47%
Backpacks	1	0.74%
More staff	1	0.74%
Refrigerator	1	0.74%

Please share the most helpful next action a donor can take to meet the non-financial needs

	Number	136
	Totals	136
Drop off donations	41	30.15%
Help us/Volunteer	4	2.94%
Email to schedule drop off	5	3.68%
Call to schedule drop off	17	12.50%
Give online	12	8.82%
NA/Don't know	31	22.79%
Email us for information	7	5.15%
Check Social Media/Website	26	19.12%
Give blood	1	0.74%
Mail us gift cards/other items	6	4.41%
Need offsite collection	3	2.21%
Send notes of encouragement	1	0.74%
Prayer	1	0.74%

What is your organization's current annual budget?

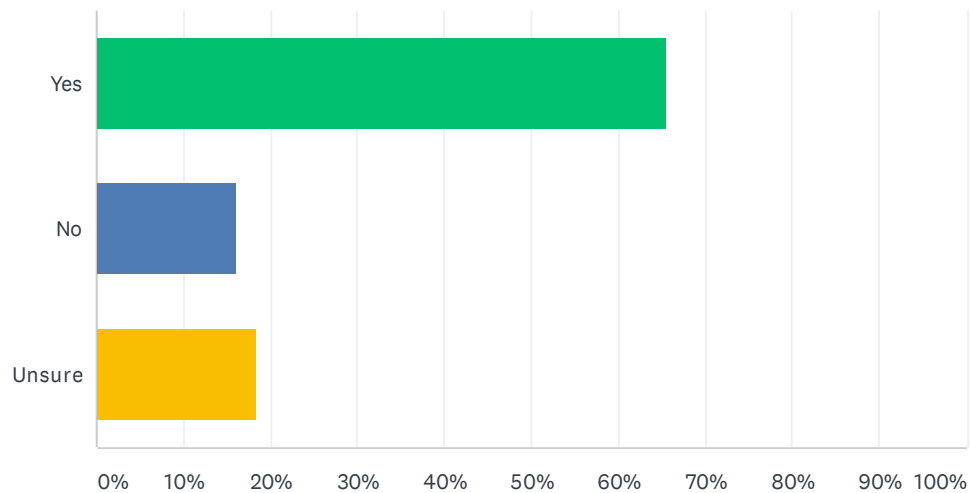
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ANSWER CHOICES	RESPONSES	
\$250,000 or less	17.65%	24
\$250,000 - \$1,000,000	38.24%	52
\$1,000,000+	43.38%	59
Unsure	0.74%	1
TOTAL		136

Have you cancelled or do you anticipate cancelling a significant fundraising event due to the COVID-19 pandemic?

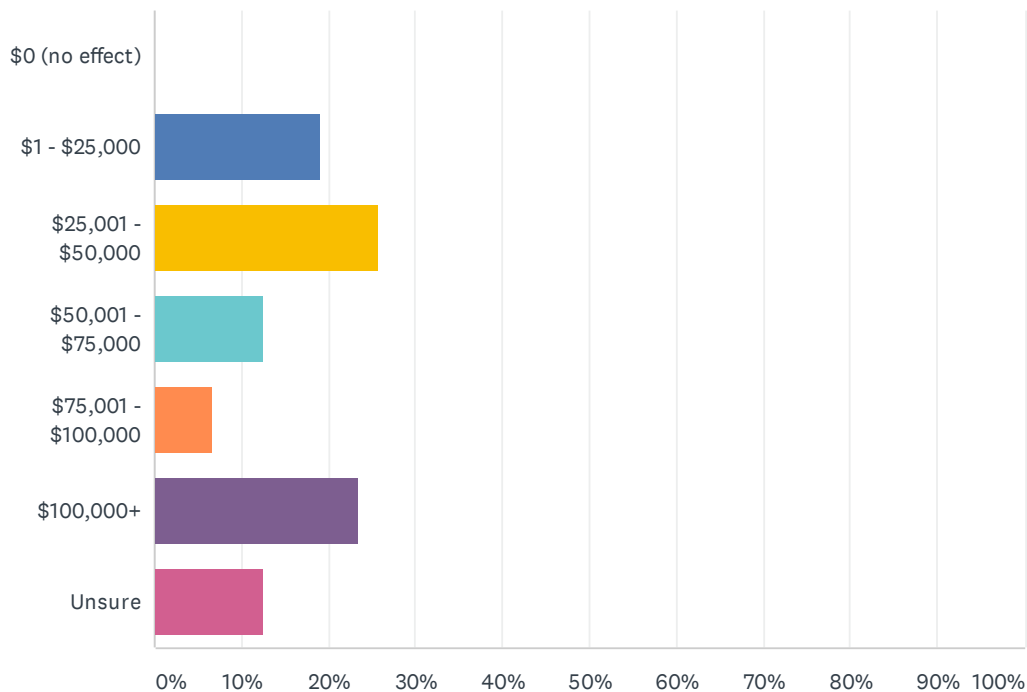
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ANSWER CHOICES		RESPONSES	
Yes		65.44%	89
No		16.18%	22
Unsure		18.38%	25
TOTAL			136

How much do you estimate that your organization may lose in donations or earned revenue due to the pandemic at this point in time?

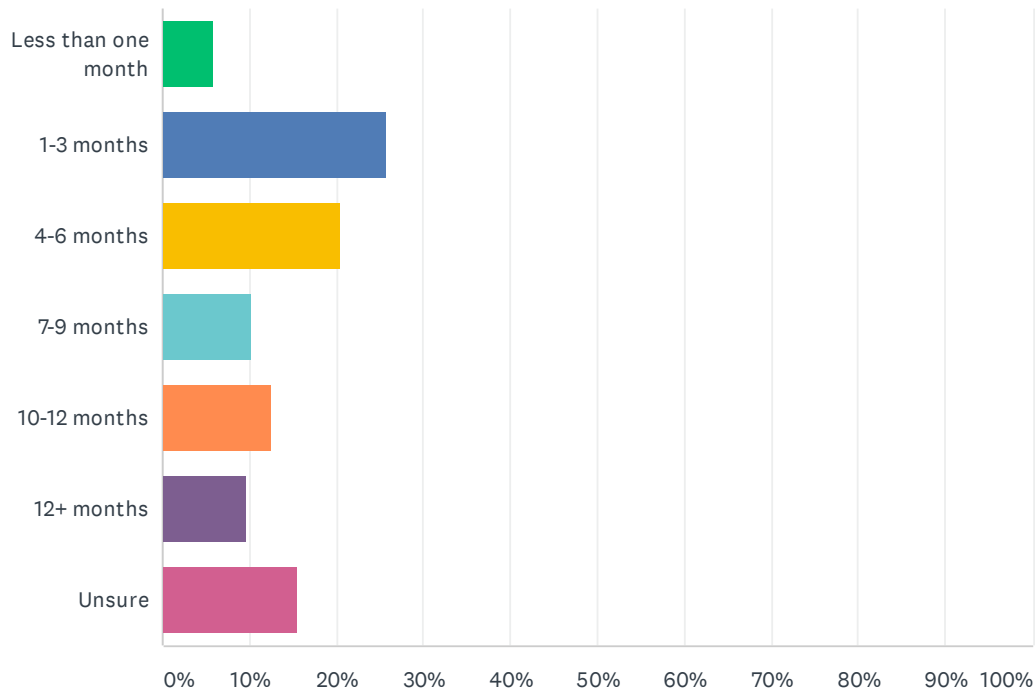
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ANSWER CHOICES	RESPONSES
\$0 (no effect)	0.00% 0
\$1 - \$25,000	19.12% 26
\$25,001 - \$50,000	25.74% 35
\$50,001 - \$75,000	12.50% 17
\$75,001 - \$100,000	6.62% 9
\$100,000+	23.53% 32
Unsure	12.50% 17
TOTAL	136

Should the COVID-19 outbreak be prolonged, how long can your organization operate with the cash you have on hand?

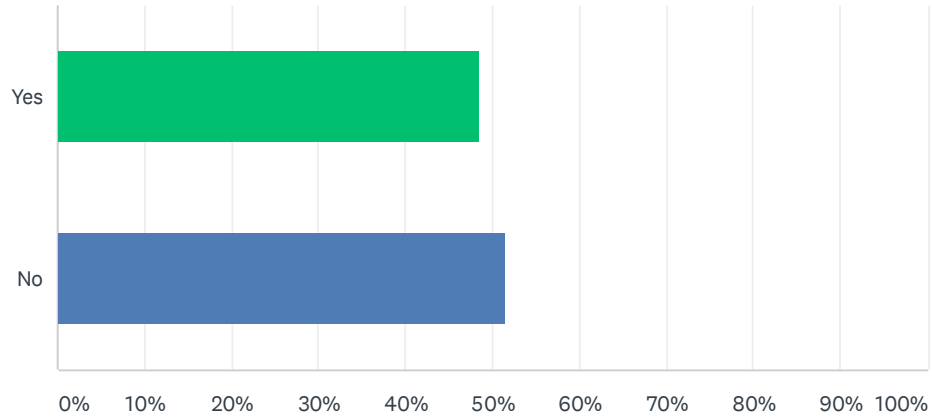
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ANSWER CHOICES	RESPONSES	
Less than one month	5.88%	8
1-3 months	25.74%	35
4-6 months	20.59%	28
7-9 months	10.29%	14
10-12 months	12.50%	17
12+ months	9.56%	13
Unsure	15.44%	21
TOTAL		136

Do you have a plan to replace revenue lost as a result of the COVID-19 crisis?

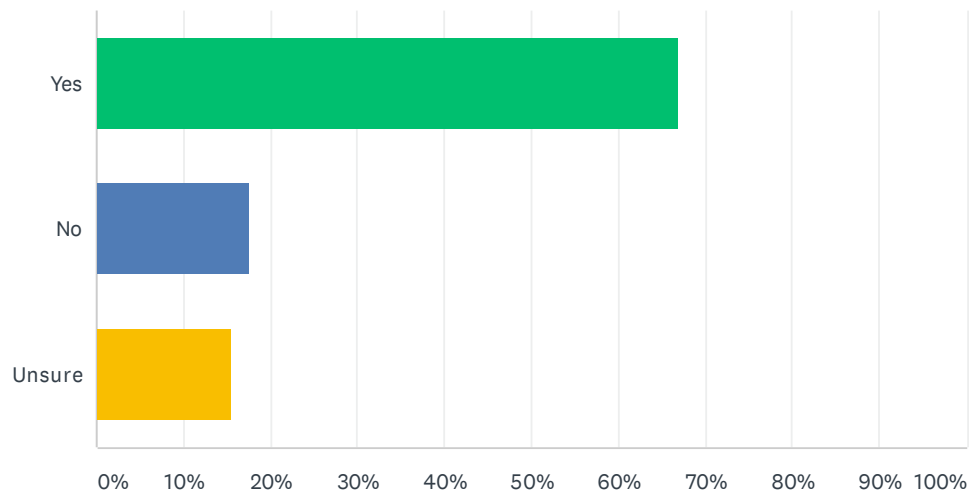
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ANSWER CHOICES	RESPONSES	
Yes	48.53%	66
No	51.47%	70
TOTAL		136

Do you anticipate an increase in the demand for your organization's services over the next few months?

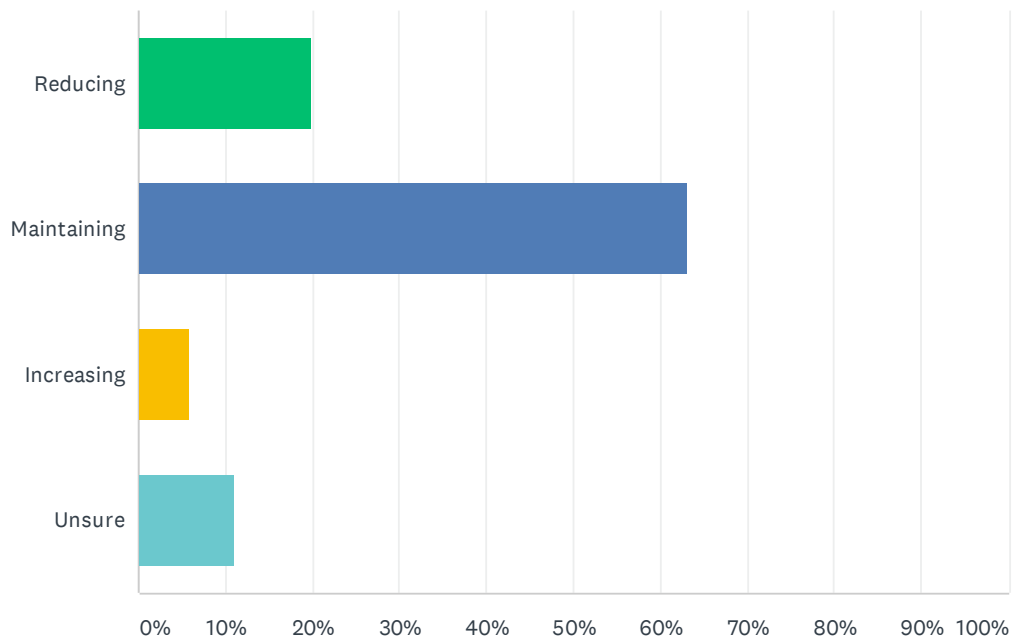
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ANSWER CHOICES	RESPONSES	
Yes	66.91%	91
No	17.65%	24
Unsure	15.44%	21
TOTAL		136

Do you anticipate reducing, maintaining, or increasing the size of your staff due to the COVID-19 crisis?

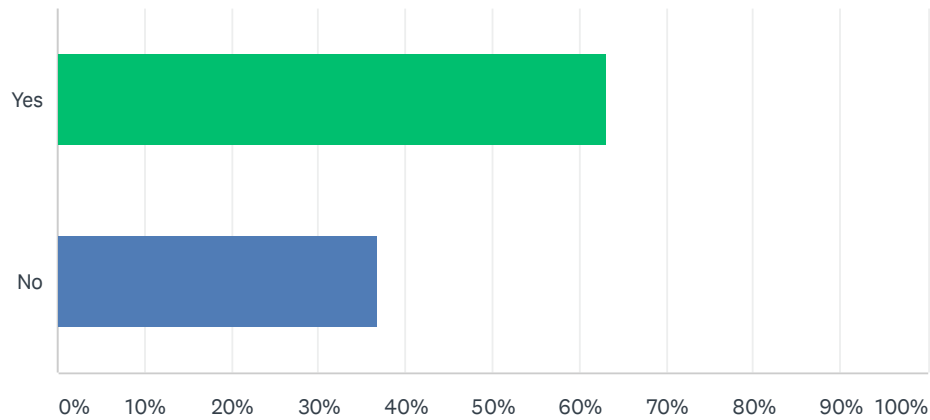
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ANSWER CHOICES	RESPONSES	
Reducing	19.85%	27
Maintaining	63.24%	86
Increasing	5.88%	8
Unsure	11.03%	15
TOTAL		136

Does your organization now have an emergency pandemic plan in place?

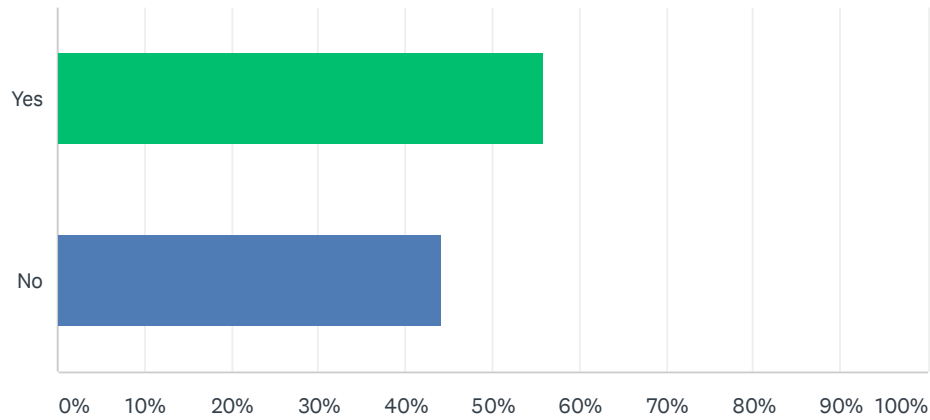
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ANSWER CHOICES	RESPONSES	
Yes	63.24%	86
No	36.76%	50
TOTAL		136

Is working remotely an option for most of your staff?

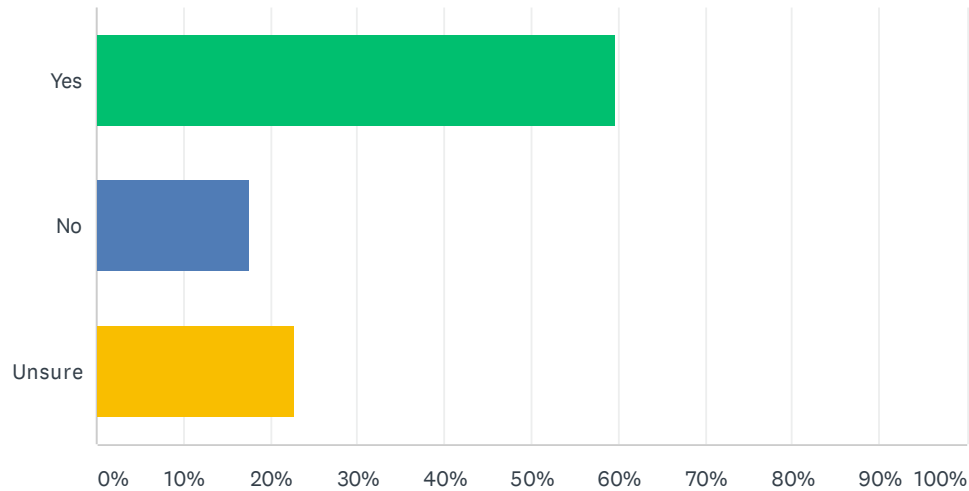
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ANSWER CHOICES	RESPONSES	
Yes	55.88%	76
No	44.12%	60
TOTAL		136

Has your organization applied for or do you intend to apply for funding from the Payroll Protection Program, a part of the federal legislation recently passed known as the CARES Act?

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ANSWER CHOICES	RESPONSES	
Yes	59.56%	81
No	17.65%	24
Unsure	22.79%	31
TOTAL		136