THE IMPACT OF COVID-19 ON WEST MARIN NONPROFITS

In August 2020, the West Marin Fund conducted an online survey of fifty West Marin nonprofits. The following results were compiled and analyzed by a local nonprofit consulting firm, Mission Met.

Key Findings

- **WORKFORCE**
  The total workforce (employees and volunteers) of West Marin nonprofits dropped by 33% during the first half of 2020.

- **PROGRAMS**
  96% of the survey respondents either cut at least one program, canceled at least one program or event, reconfigured a program or event, or closed a facility. Over 50% of the respondents reported a decrease in effectiveness and impact.

- **SMALLEST NONPROFITS**
  West Marin’s smallest nonprofits are being disproportionately impacted by COVID compared to larger nonprofits.

- **BIGGEST CHALLENGES**
  Moving forward, the two biggest challenges that these nonprofits are facing in response to COVID are adapting programs and raising funds.

- **PPP**
  Funding from the federal Paycheck Protection Program was acquired by 54% of the qualifying nonprofits, helping to defer COVID’s impact.

Moving Forward

In an analysis of short answer questions, fundraising and programming are viewed as both the biggest challenge and opportunity.
The workforce took a massive hit.

Significant decrease in effectiveness and impact:
- 54% decreased
- 30% increased
- 16% no change

Facilities are closed and programs are getting cut:
- 68% reconfigured existing programs (i.e., delayed or canceled events)
- 68% cancelled, on a one-time basis, an event or program (e.g., annual gala, or a session of summer camp)
- 40% closed a facility
- 36% cut existing programs

Small nonprofits are taking a greater punch than larger nonprofits:
- % of respondents that acquired PPP loans:
  - All nonprofits with employees: 54%
  - Nonprofits with 4+ employees: 74%
  - Nonprofits with 1-3 employees: 29%

% change in number of employees:
- Nonprofits with 9 or less employees: -32%
- Nonprofits with 10+ employees: 0.3%

“We have minimized staff hours as far as we can while still maintaining our ability to conduct essential organizational work...”

Volunteerism was the most impacted. The majority of our volunteers were 60+ and our delivery model under the pandemic just did not work. Staff members were redirected into roles that volunteers were in.”

Volunteers:
- Pre-COVID workforce (Jan 2020): 1462
- Post-COVID workforce (Jul 2020): 886

Employees:
- Pre-COVID workforce (Jan 2020): 387
- Post-COVID workforce (Jul 2020): 359

For the complete report and more information visit us online at westmarinfund.org