

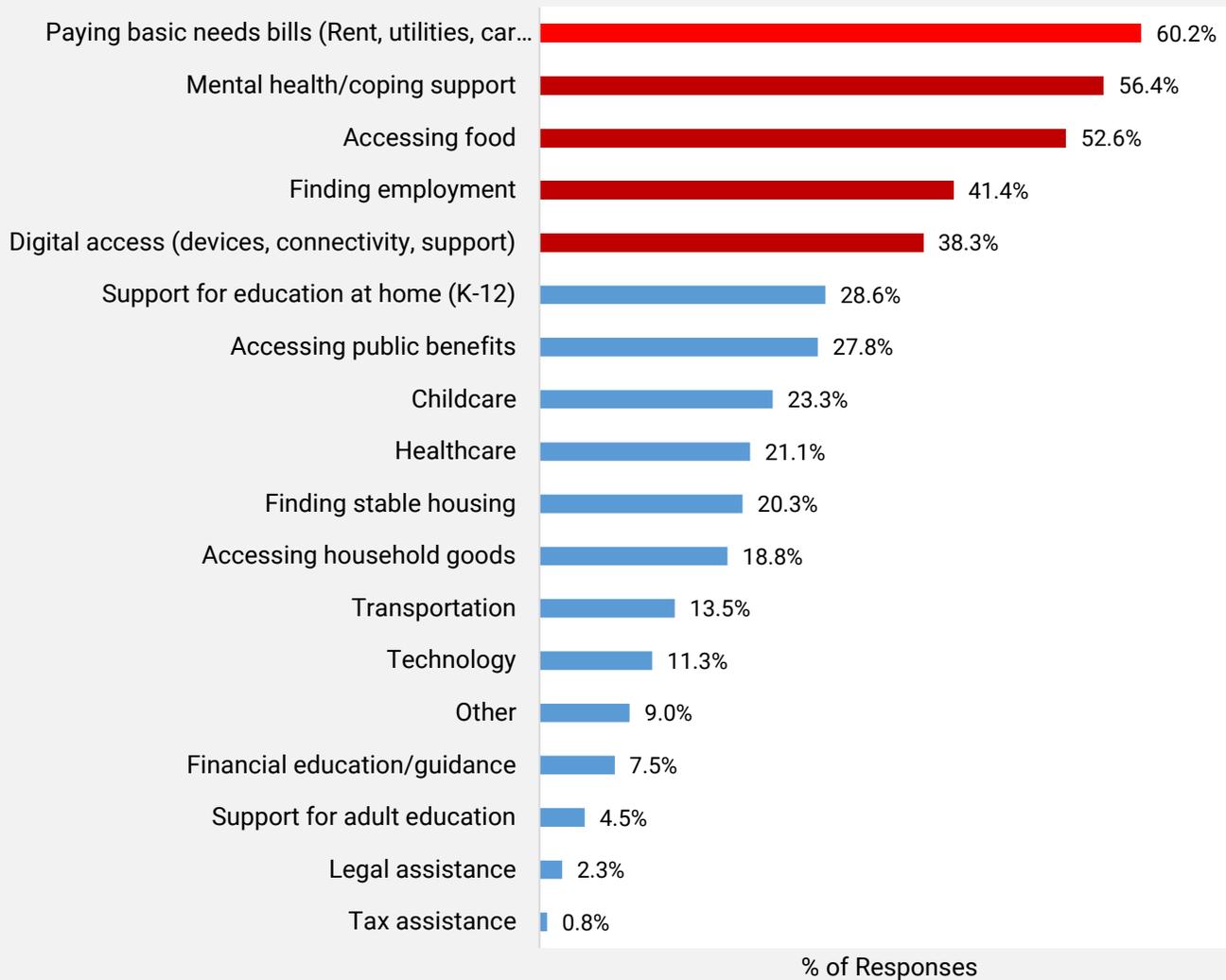
# Effects of COVID-19 on Maryland Nonprofits and the Communities They Serve

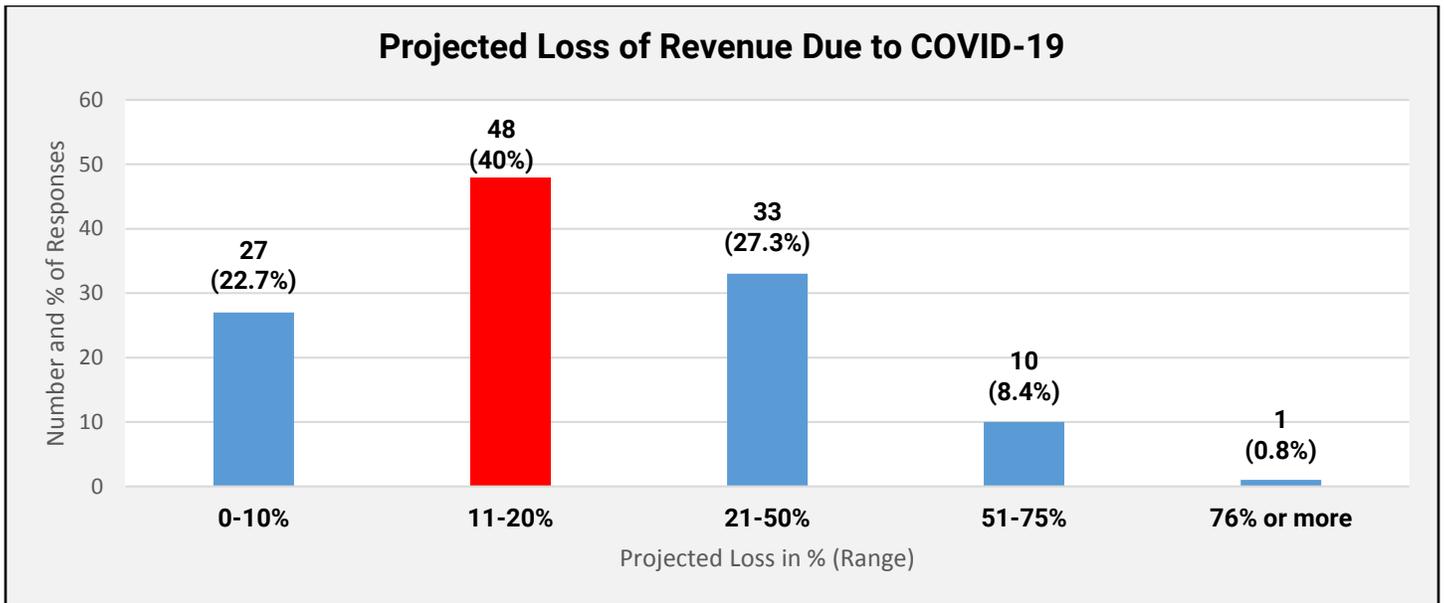
United Way of Central Maryland Round 2 Survey Results

July 9, 2020

## At-a-Glance Highlights

What are the immediate needs for the clients you serve within the coming month? (Please select top 5)





## 1.0 Introduction

### 1.1 Purpose of Survey

In May 2020, the United Way of Central Maryland invited nonprofits throughout Maryland to participate in this survey, in order to learn more about the pandemic’s impact on organizations and clients, and to help assess the needs of UWCM’s community partners during this crisis.

### 1.2 Response Rate and Survey Window

The United Way of Central Maryland invited community partners to complete this survey during May 15-23, and 148 nonprofit groups participated in the survey. Only Executive Directors and CEOs were asked to submit survey responses, with input of lead staff members.

### 1.3 Profile of Survey Participants

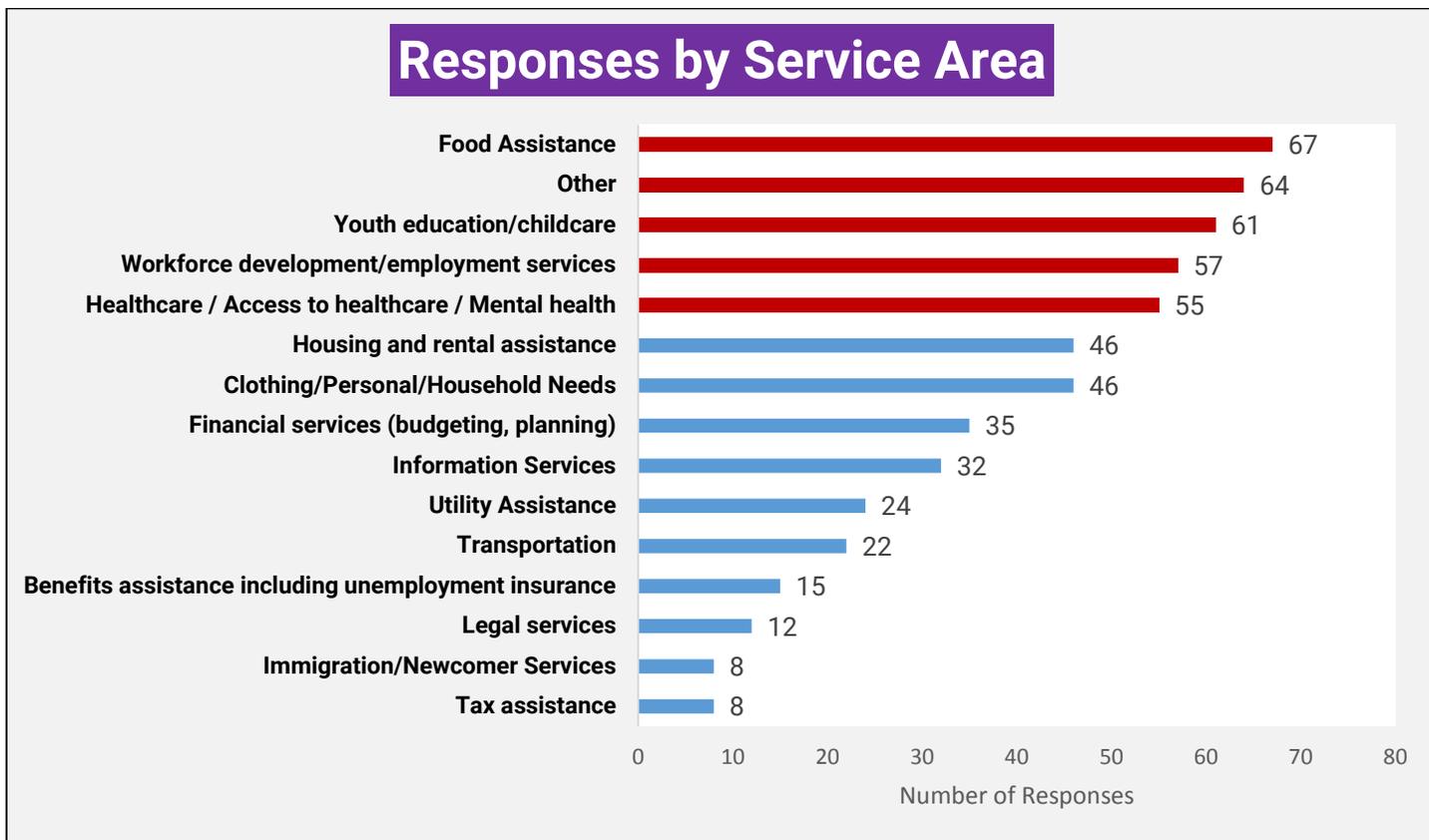


Figure 1: Responses by Service Area

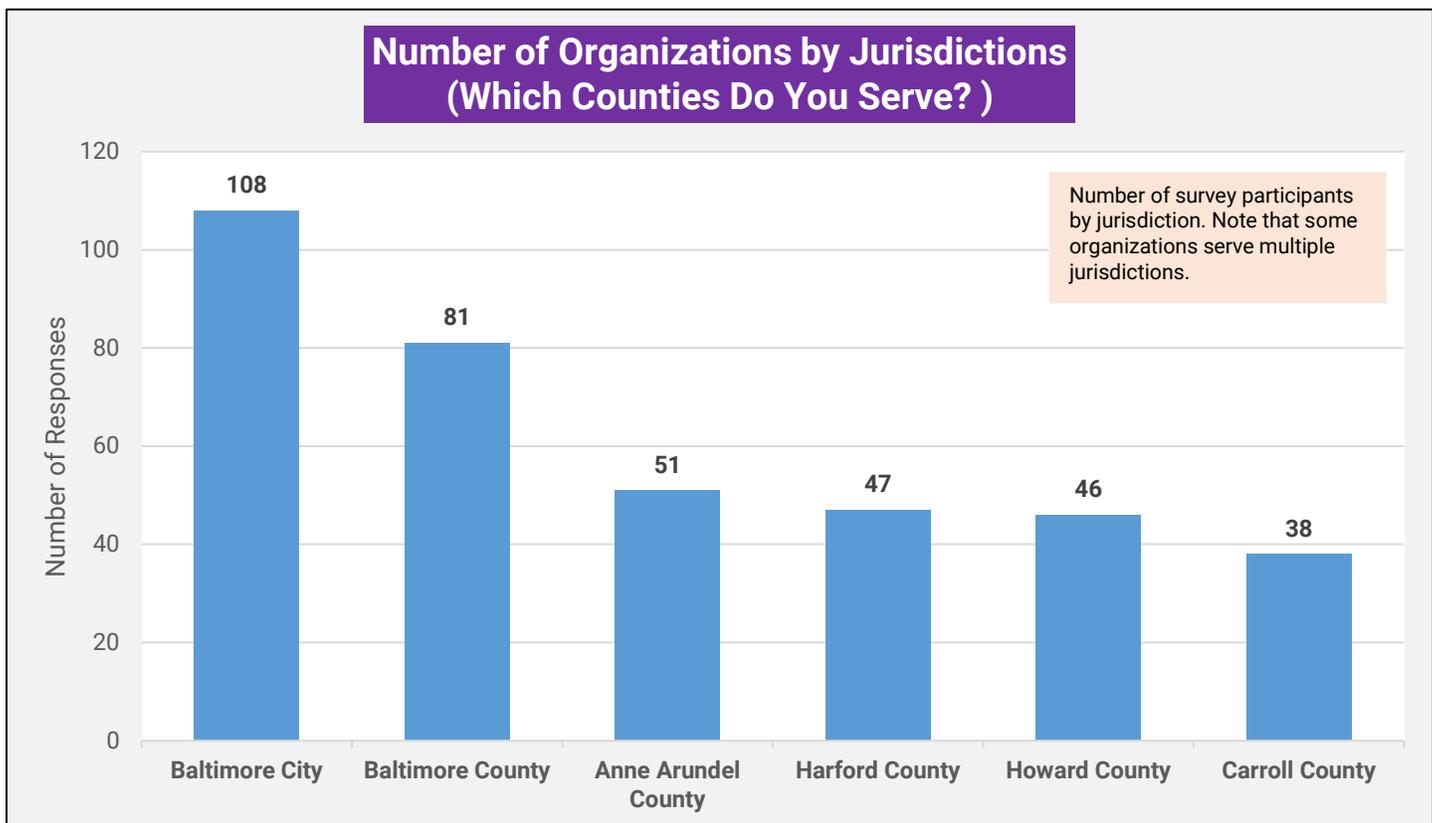


Figure 2: Organizations by Jurisdiction

Organization Size by Number of Employees	Number of Organizations
1-10 employees	63
11-120 employees	59
121-200 employees	5
More than 200 employees	10
<i># of Responses</i>	<i>137</i>

**Figure 3: Organizations by Size**

**Figure 1:** The largest number of survey participants (67) identified *Food Assistance* as service area of specialization, followed by *Other* (64), *Youth Education/Childcare* (61), *Workforce Development* (57), and *Healthcare* (55). **Figure 2:** 108 organizations said they were serving Baltimore City, followed by 81 nonprofits serving Baltimore County, Anne Arundel County (51), Harford County (47), Howard County (46), and Carroll County (38). **Figure 3:** Most survey participants represented smaller organizations with staff sizes under 10 employees (63 organizations), and staff sizes in the range of 11-120 (59 organizations).

## 2.0 COVID-19 Survey Results

### 2.1 New Clients as a Result of COVID-19

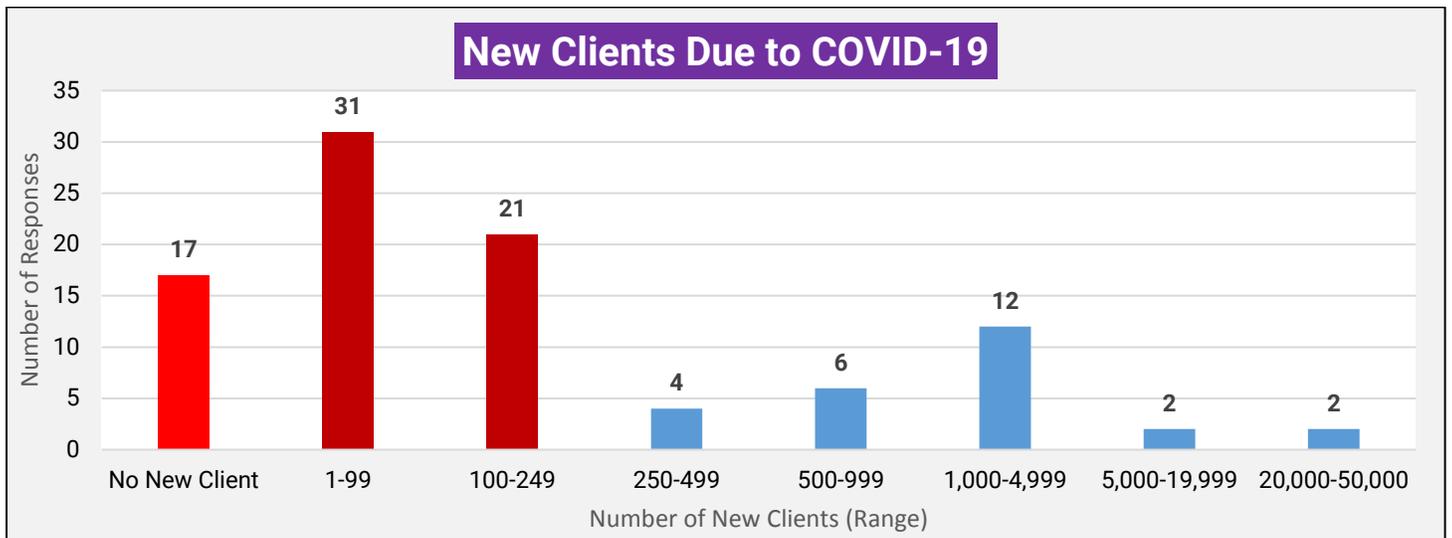


Figure 4: New Clients Due to COVID-19

Thirty-one (31) organizations reported that they were serving anywhere between 1-99 new clients as a result of the pandemic—*new* being defined as never previously having received services or having started services after early March of 2020. Twenty-one (21) organizations reported that they were serving 100-249 new clients, and 26 nonprofits said they had added more than 250 new clients to their caseloads. Seventeen (17) organizations said they had not added any new clients due to COVID-19.

Please estimate the number of “new” clients you are serving as a result of COVID-19 (new is defined as never previously received services, or started services after early March)? (95 responses)

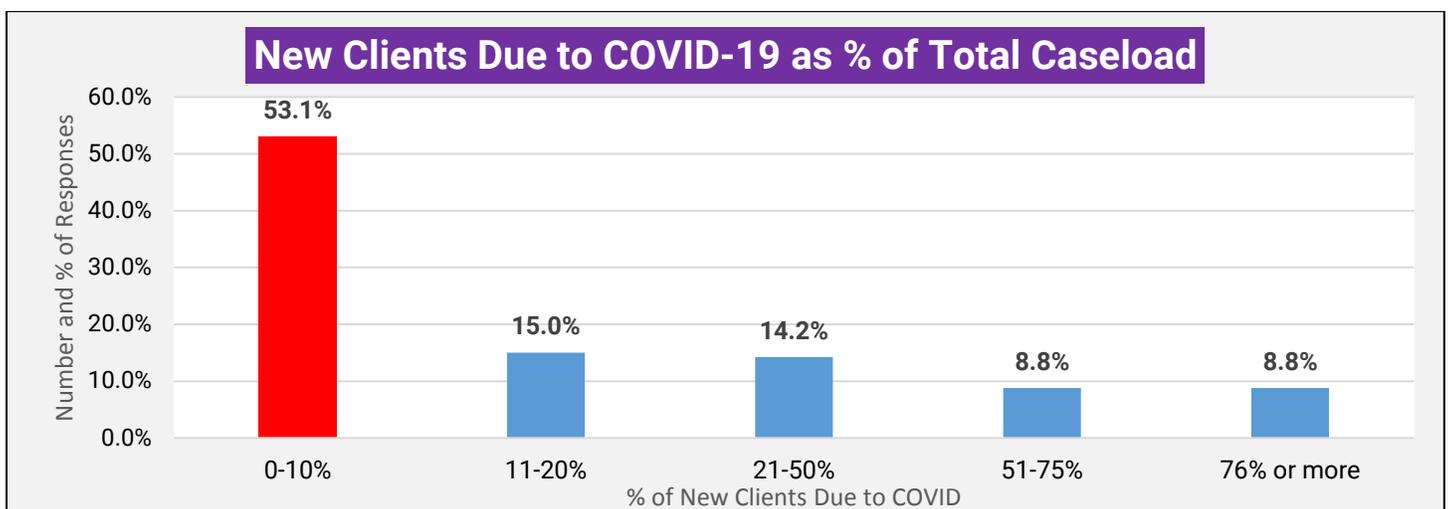
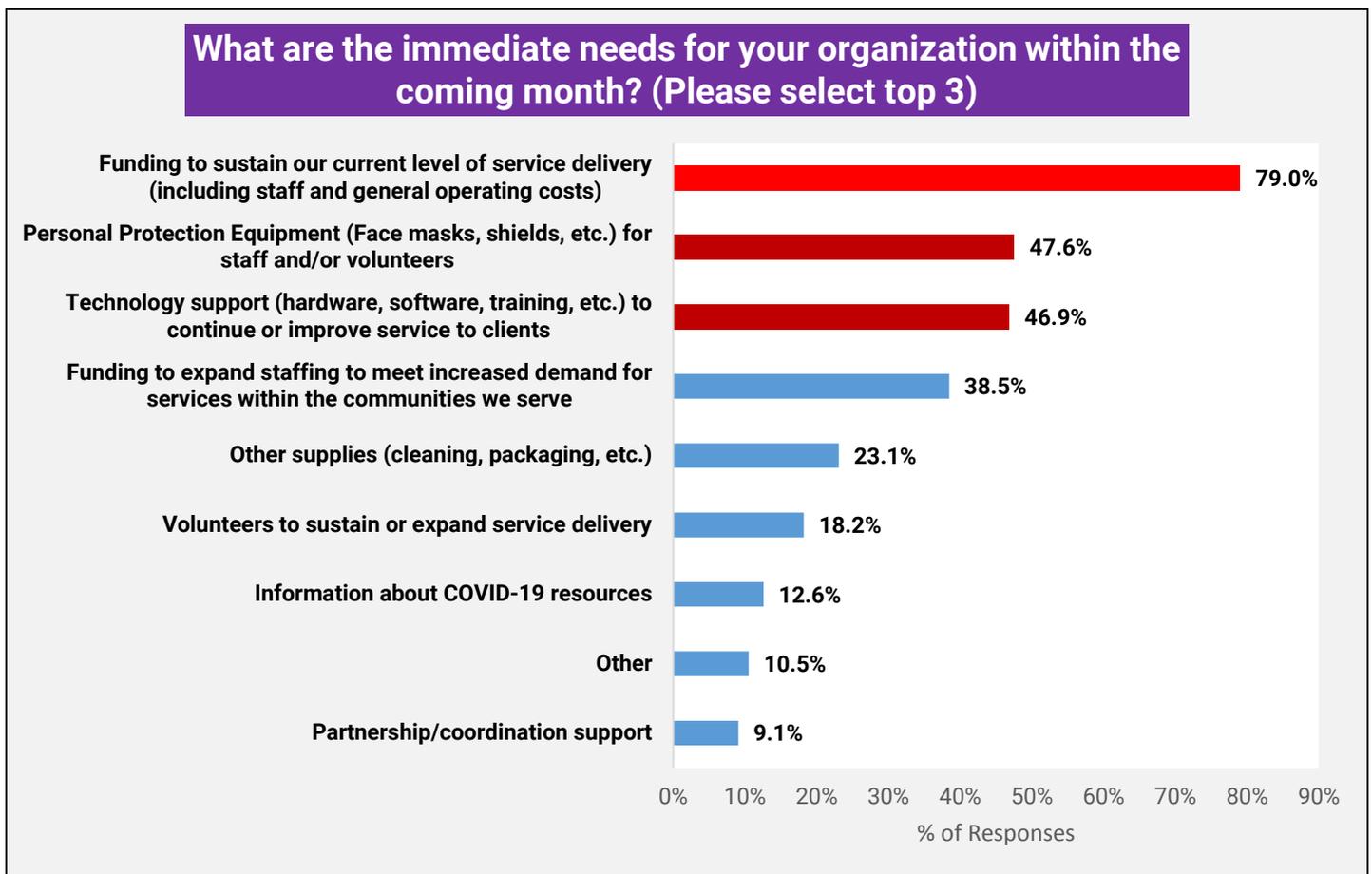


Figure 5: Percentage of New Clients in Relation to Total Caseload

Responses to the next survey question shed more light on the pandemic’s significance, in terms of adding new clients to existing caseloads. More than 50% of all organizations estimated that new clients comprised 0-10% of their total caseload, and nearly 30% of organizations thought that new clients ranged anywhere from 11-50%.

What percentage of the total # of clients you are serving does the number of new clients represent? (113 responses)

## 2.2 Immediate Organizational Needs



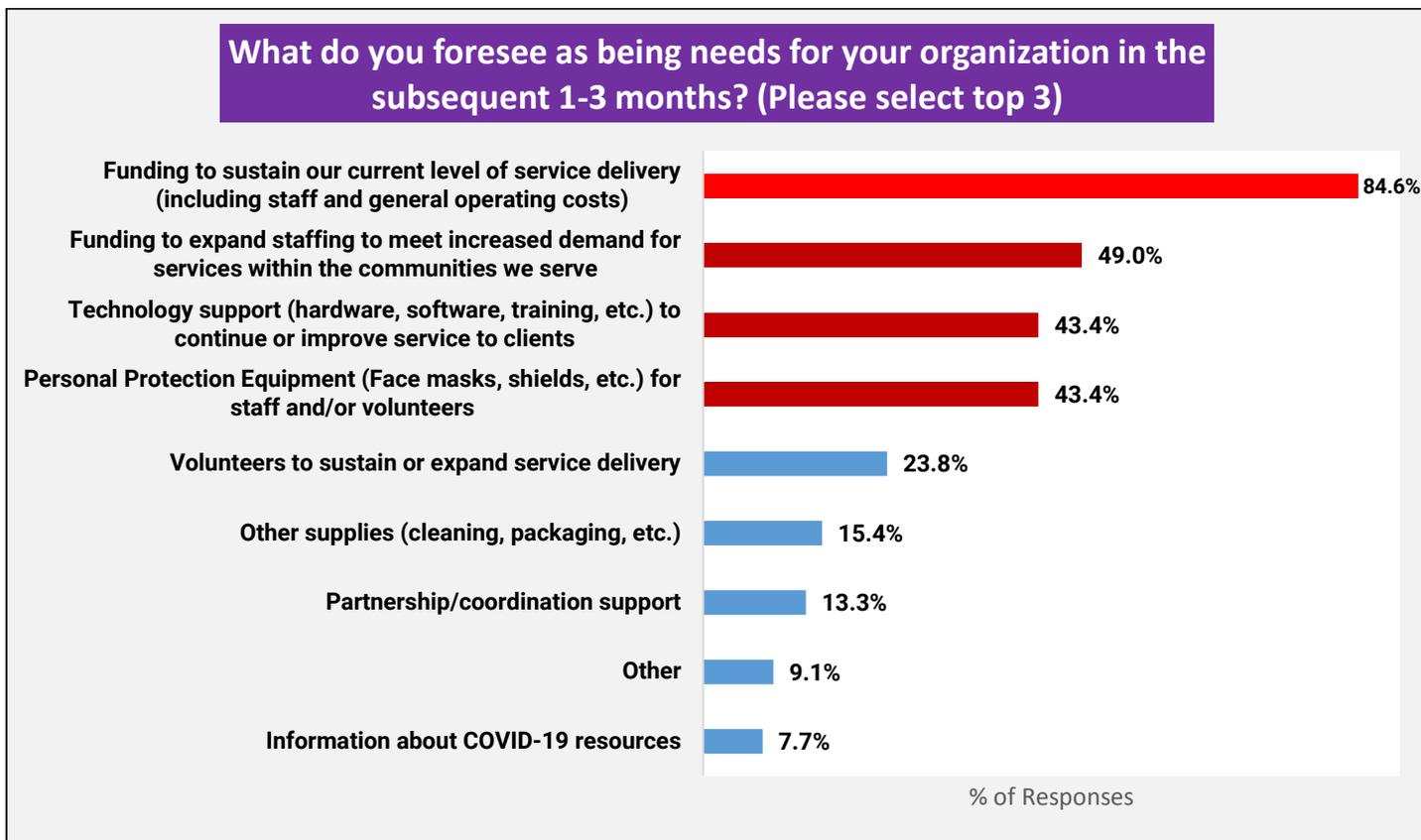
**Figure 6: Immediate Organizational Needs (Coming Month)**

The overall trend in relation to immediate organizational needs during this pandemic are perhaps not surprising, considering the widely-reported adverse economic impacts COVID-19 has had on organizational service capacity and overall financial stability. A majority of survey participants identified *Funding to Sustain Current Level of Service Delivery* (79.0% of responses) as a top need, followed by *Personal Protection Equipment* (47.6%), *Technology Support* (46.9%) and *Funding to Expand Staffing to Meet Increased Demand* (38.5%).

What are the immediate needs for your organization within the coming month? (Please select top 3)

(143 responses)

## 2.3 Organizational Needs in Subsequent 1-3 Months

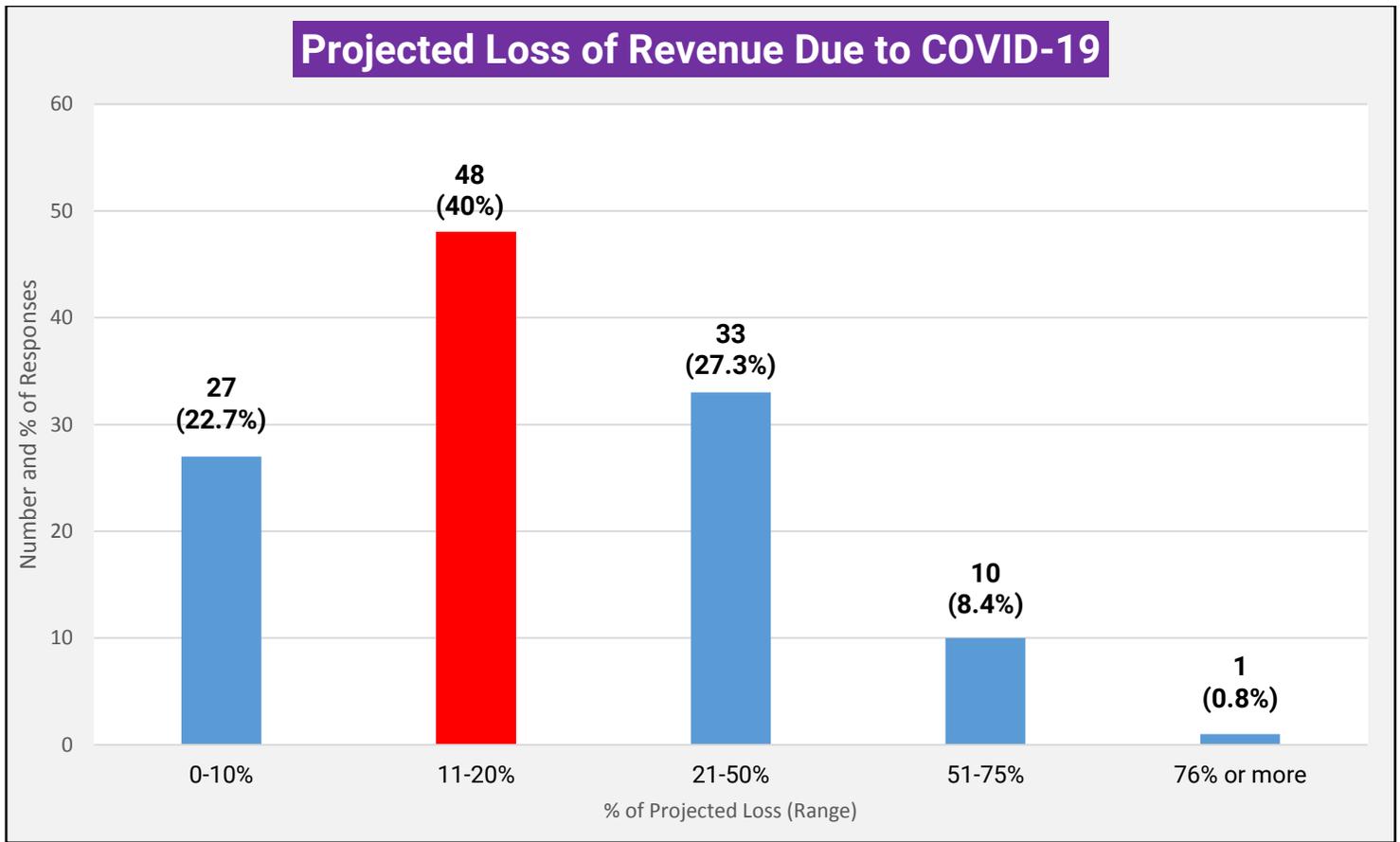


**Figure 7: Organizational Needs (Subsequent 1-3 Months)**

Responses to our question about organizational needs in the subsequent 1-3 months matched the overall tenor articulated in the “immediate needs” section, with an emphasis on organizational survival: 84.6% of survey participants identified *Funding to Sustain Current Level of Service Delivery*, followed by *Funding to Expand Staffing to Meet Increased Demand* (49.0%), *Technology Support* (43.4%), and *Personal Protection Equipment* (43.4%).

What do you foresee as being needs for your organization in the subsequent 1-3 months? (Please select top 3)  
(143 responses)

## 2.4 Projected Loss of Revenue



**Figure 8: Projected Loss of Revenue Due to COVID-19**

40% of all respondents (representing 48 organizations) projected the loss of revenue to be in the range of 11-22%, and 22.7% (or 27 organizations) projected a smaller loss of revenue under 10%. Thirty-three organizations (or 27.3%) anticipated more severe revenue losses due to COVID-19, in the range of 21-50%, and 11 organizations thought the revenue losses would be even more severe (greater than 50% loss of revenue).

How much revenue does your organization project to lose due to COVID-19?

(119 responses)

## 2.5 Reduction of Workforce by Service Area

COVID-19 Workforce Reduction by Service Area			
Type of Service	# of Organizations Offering Service	Avg. Number Employees Before COVID	Reduction of Workforce (%)
<b>Immigration/Newcomer Services</b>	<b>8</b>	<b>36</b>	<b>38.0</b>
<b>Youth education/childcare</b>	<b>58</b>	<b>85</b>	<b>27.8</b>
<b>Legal services</b>	<b>12</b>	<b>129</b>	<b>23.5</b>
<b>Workforce development/employment services</b>	<b>55</b>	<b>107</b>	<b>23.4</b>
Healthcare / Access to healthcare / Mental health	55	188	22.7
Benefits assistance including unemployment insurance	15	144	19.7
Financial services (budgeting, planning)	33	88	16.5
Information Services	30	91	16.3
Utility Assistance	24	112	16.1
Transportation	21	158	15.1
Clothing/Personal/Household Needs	44	71	14.7
Food Assistance	63	71	12.7
Other (please specify)	61	75	12.3
Housing and rental assistance	45	93	12.1
Tax assistance	8	106	8.7
<i>Number of Responses/Average Workforce Reduction</i>		<i>132</i>	<i>18.6</i>

**Figure 9: Reduction of Workforce by Service Area**

The largest reduction of workforce through furloughs and layoffs was reported by organizations offering the following services:

1. Immigration/Newcomer 38.0%
2. Youth Education/Childcare 27.8%
3. Legal Services 23.5%
4. Workforce Development 23.4%

## 2.6 Reduction of Workforce by Organizational Size

COVID-19 Workforce Reduction by Size of Organization					
Organization Size by Number of Employees	Number of Organizations	Total Number of Employees	Laid Off	Furloughed	Reduction of Workforce (%)
1-10 Employees	61	310	27	17	14.2%
11-120 Employees	59	2,891	185	137	11.1%
121-200 Employees	5	712	45	95	19.7%
More than 200 Employees	10	3,555	41	1,685	48.6%
<i>Totals/Average Reduction</i>	135	7,468	75	484	23.4%

Figure 10: Reduction of Workforce by Size of Organization

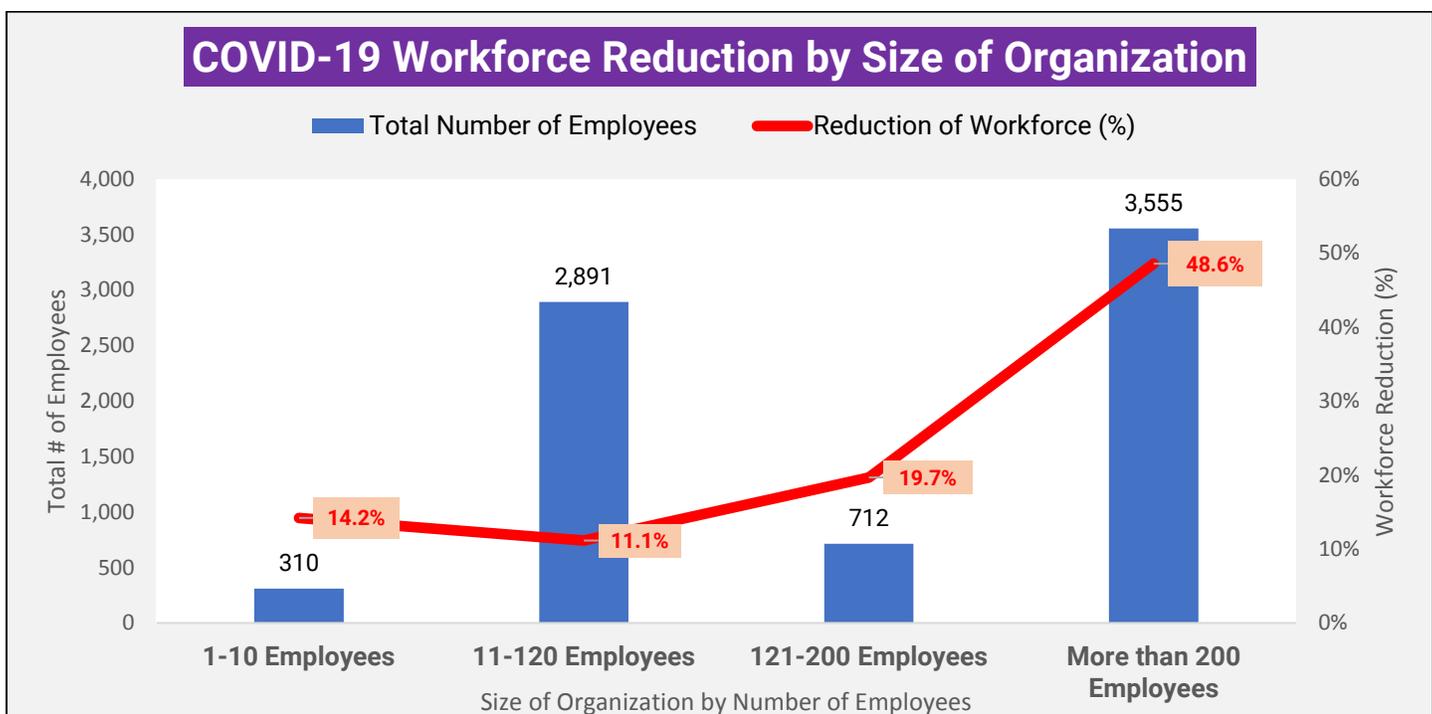


Figure 11: Reduction of Workforce by Size of Organization

**Fig. 10 and 11:** Overall, 29 organizations (or 21%) said they had to lay off/furlough staff, while 106 organizations (79%) said they did not have to reduce their workforce. We also analyzed *Workforce Reduction by Size of Organization* (measured by the average number of employees, pre-COVID). The results are interesting: smaller organizations with 10 or fewer employees reduced their workforce to a slightly larger degree (14.2%) than nonprofits with a staff size of 11-120 employees (11.1%). Larger organizations with a staff size of 121-200 employees reduced their workforce to a larger degree, leading to combined layoffs and furloughs of 19.7%. The largest organizations in our sampling (with an average staff size of more than 200 employees) reduced their workforce by 48.6%. It should be noted that the largest organizations utilized furloughs (rather than layoffs) to a much greater degree than smaller organizations.

## 2.7 Paycheck Protection Program



Figure 12: Percentage of Organizations that Applied for PPP

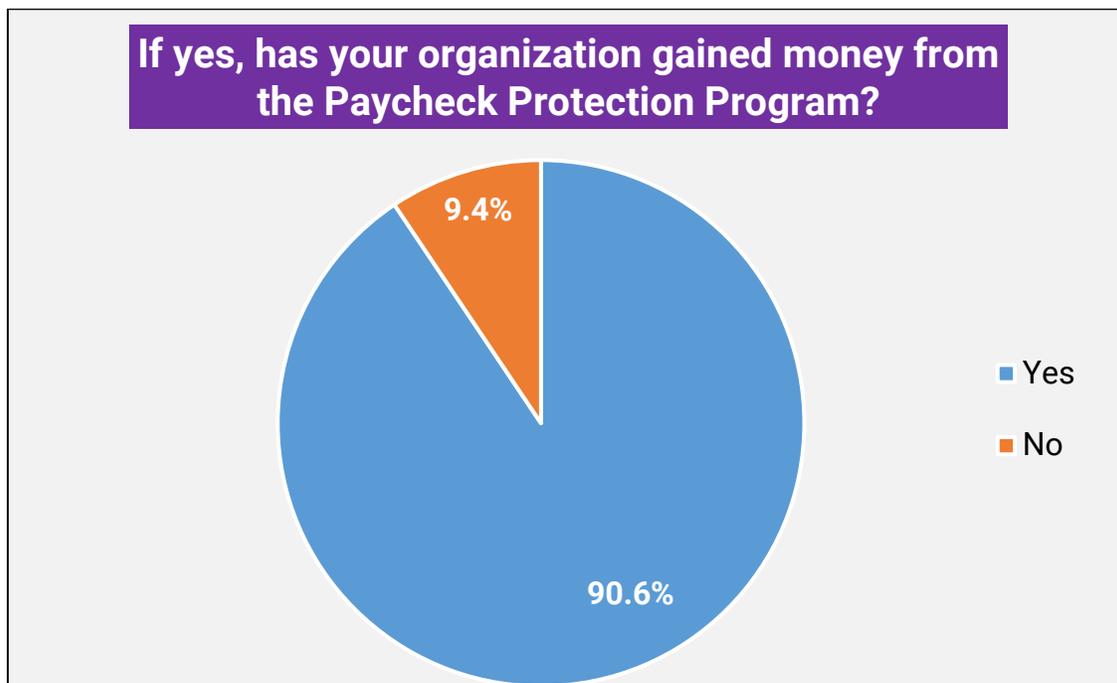


Figure 13: Organizations that Gained Money from PPP

**Fig. 12 and 13:** 74.1% of survey participants said they had applied for the federal Paycheck Protection Program, whereas 25.9% of survey participants across Central Maryland said they had not. Of the organizations that had applied for PPP funds, 90.6% said they had succeeded in gaining money from the program, whereas 9.4% said they had not gained any money.

Has your organization applied for the Paycheck Protection Program? (143 responses)

If yes, has your organization gained money from the Paycheck Protection Program? (106 responses)

## 2.8 Capacity to Provide Services

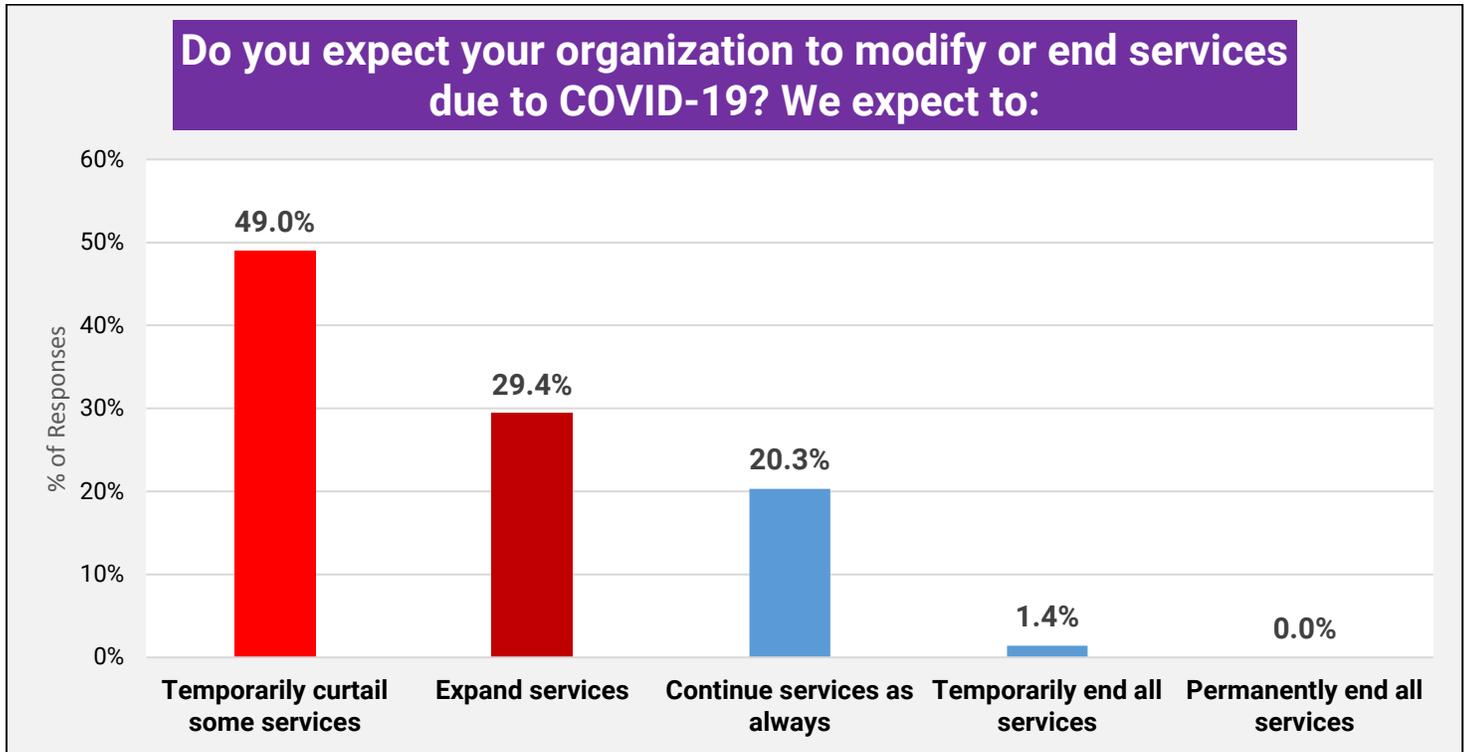
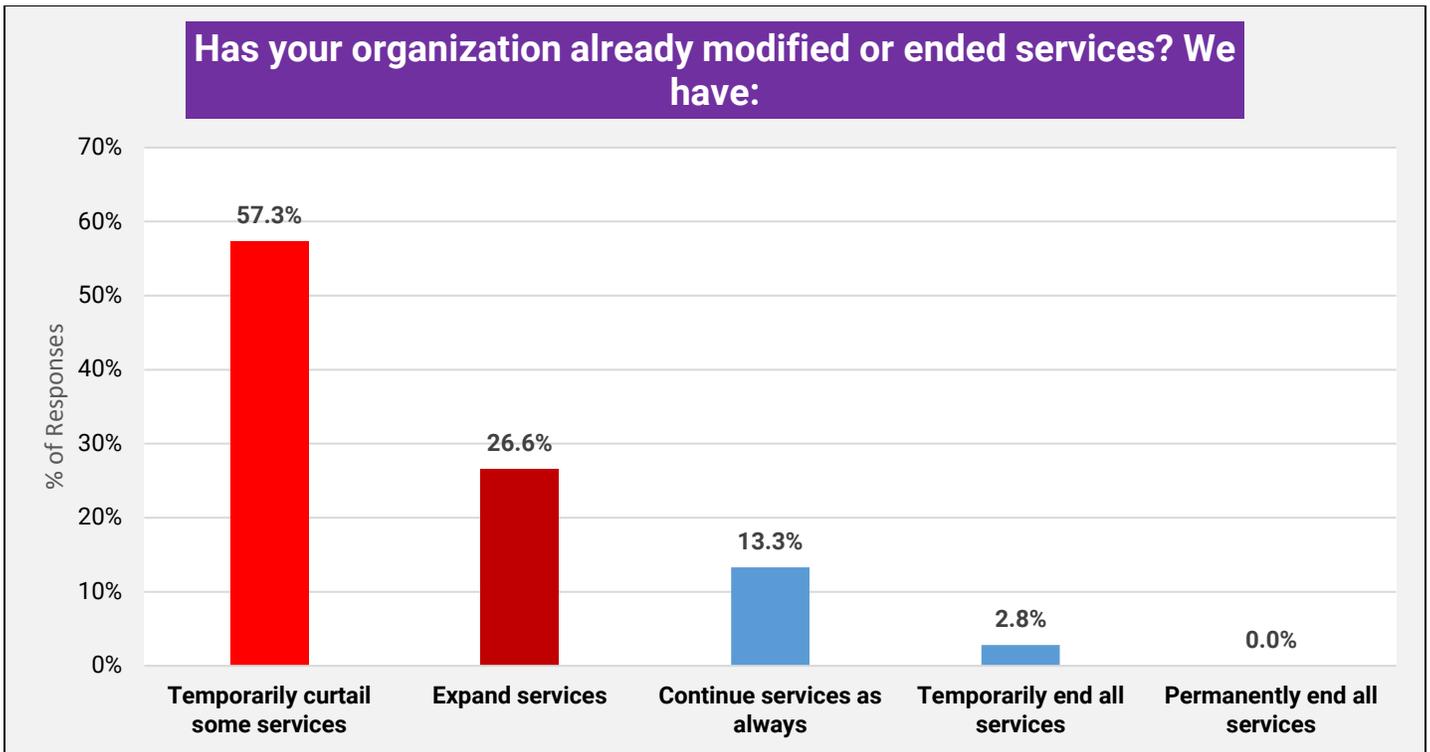


Figure 14: Expect to Modify Services Due to COVID-19?

Without a doubt—COVID-19 has had a strong impact on our community partners' ability to provide services. 49% of survey participants said they were expecting to *Temporarily Curtail Some Services*. However, only 1.4% said they anticipated *Temporarily Ending All Services*, and none expected to *Permanently End All Services*. Conversely, 29.4% project to *Expand Services* due to COVID-19, and 20.3% expect to *Continue Services as Always*.

Do you expect your organization to modify or end services due to COVID-19? (143 responses)

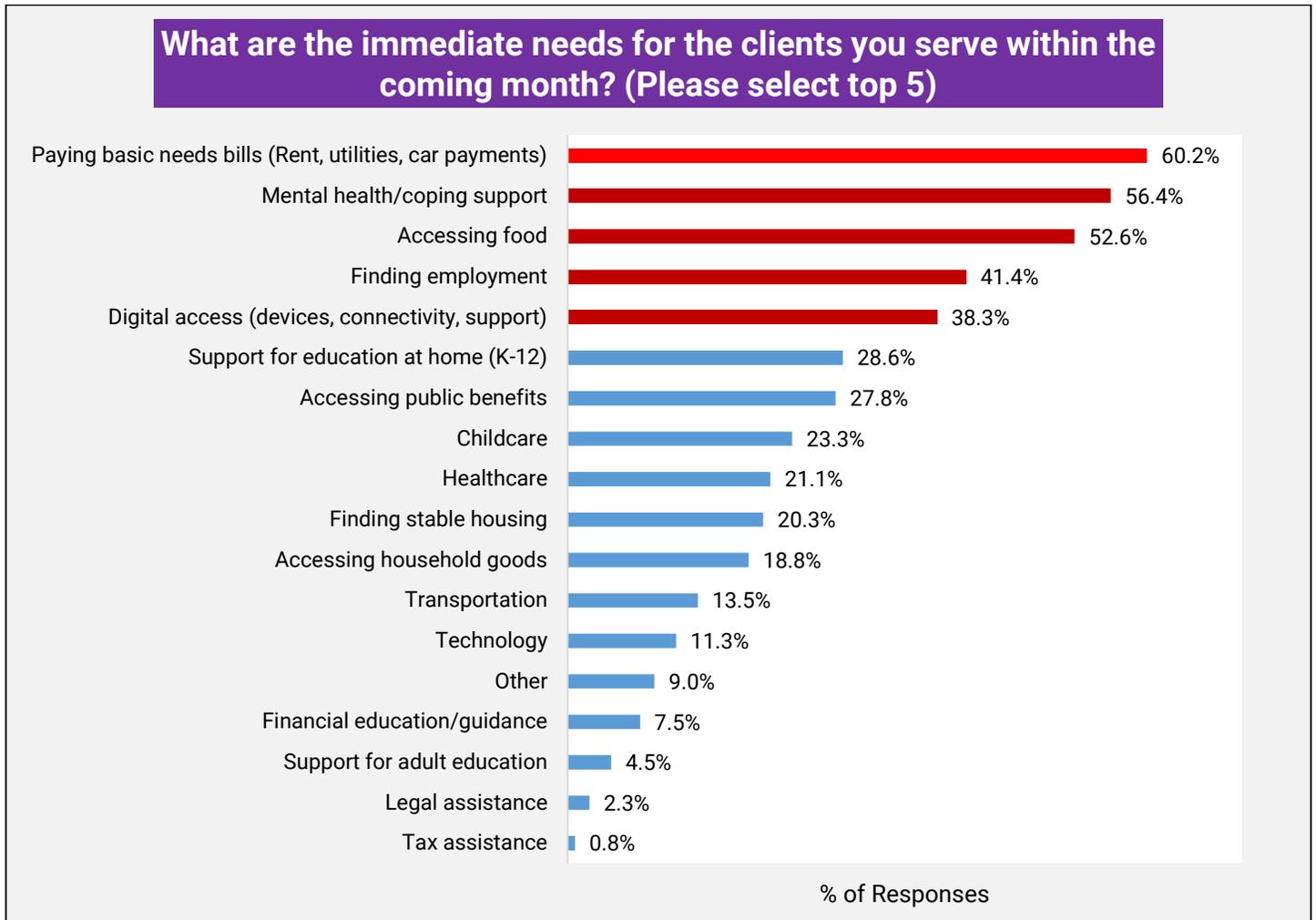


**Figure 15: Do You Expect to Modify Services Due to COVID-19?**

However, when asked to share their analysis of COVID-19’s impact on their *current organizational stability*, community partners’ responses were more negative. 57.3% of all survey participants said they had to *Temporarily Curtail Some Services*, and 2.8% said they anticipated *Temporarily Ending All Services*. However, not all participants anticipated strictly adverse COVID-19 impacts on their ability to deliver services: 26.6% said they had expanded services, and 13.3% said they were able to *Continue Services As Always*.

Has your organization already modified or ended services? (143 responses)

## 2.9 Client Needs

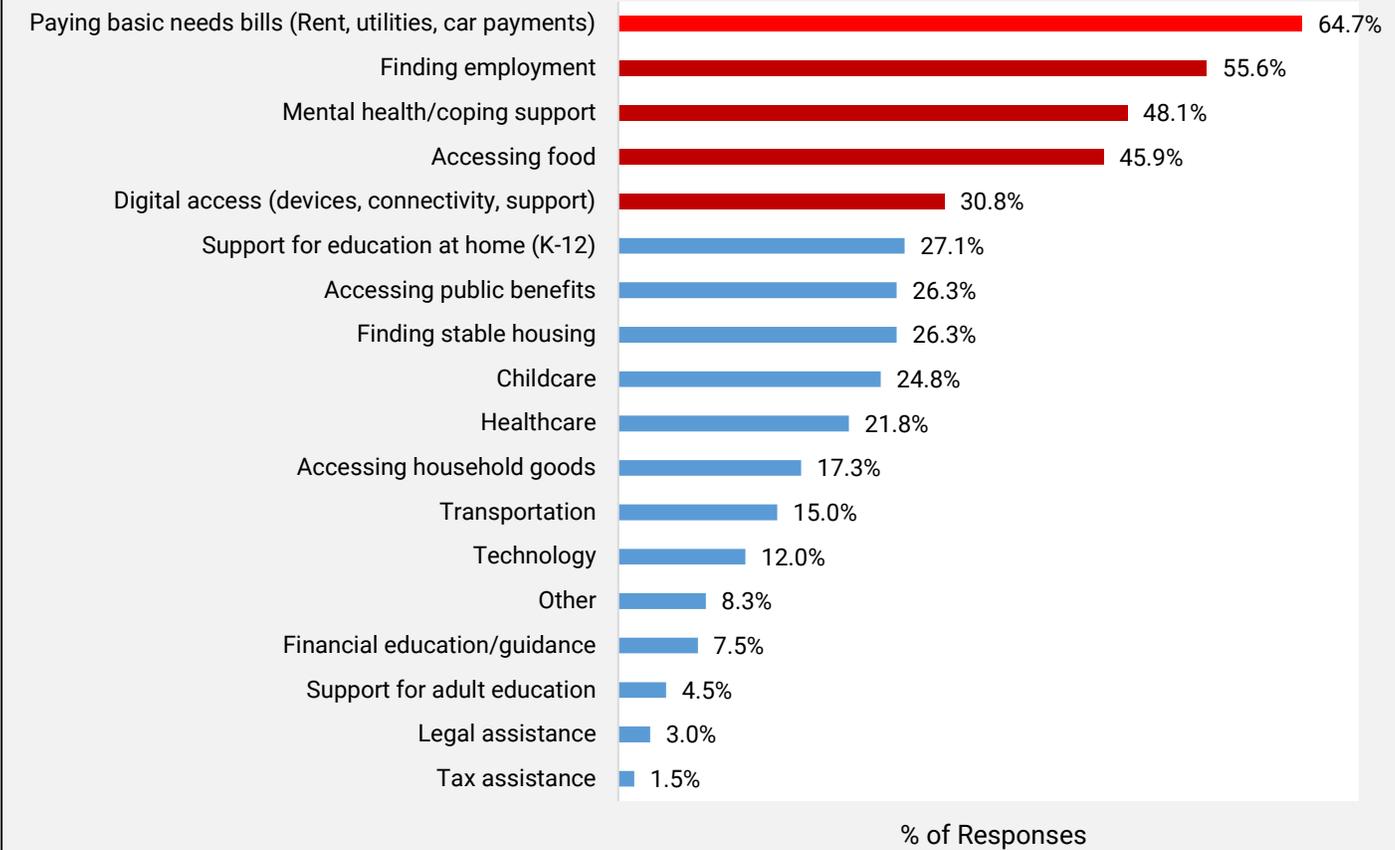


**Figure 16: Immediate Client Needs (within the coming month)**

We also asked community partner organizations to identify the *top five* client needs, in light of organizations' emergency response to the pandemic. 60.2% of all survey participants identified *Paying Basic Needs Bills* as a top client priority. *Mental Health/Coping Support* came in as a close second with 56.4%, followed by *Accessing Food* with 52.6%, *Finding Employment* (41.4%), and *Digital Access* (38.3%).

What are the immediate needs for the clients you serve within the coming month? (Please select top 5)  
(133 responses)

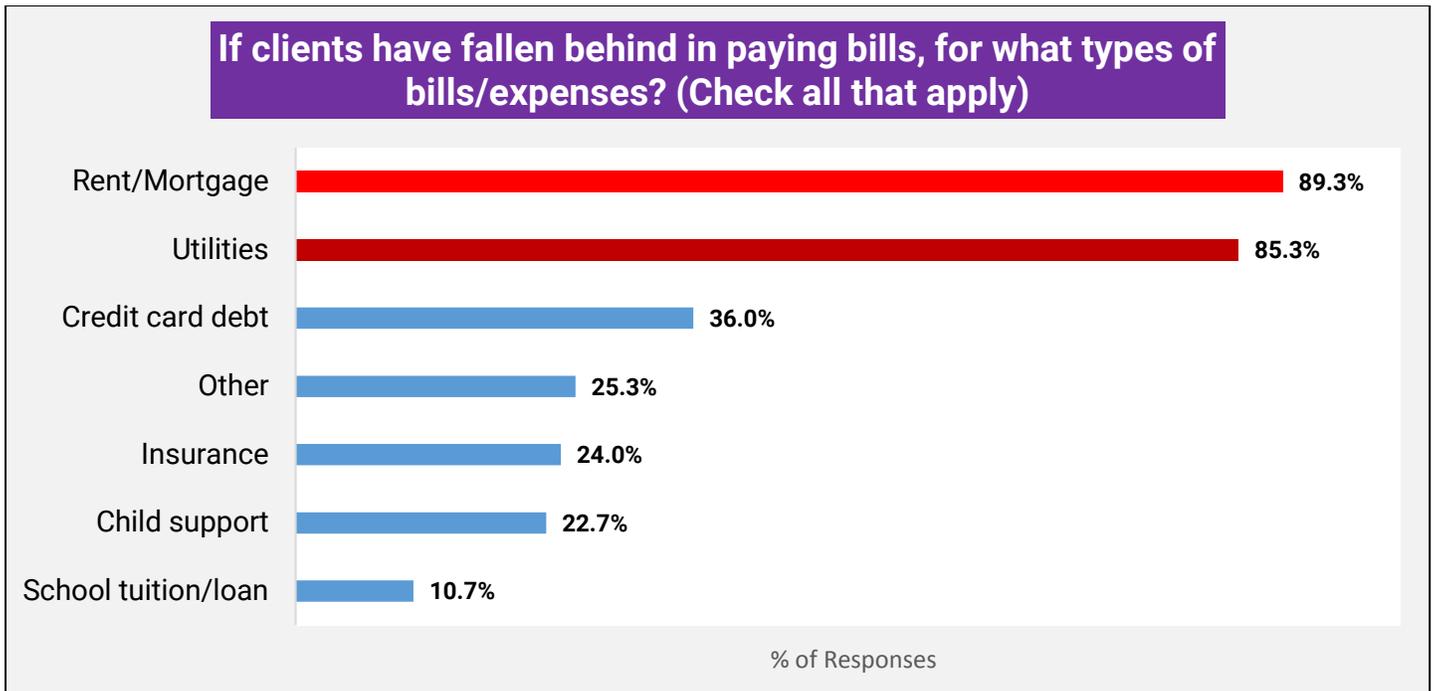
## What are the immediate needs for the clients you serve in the subsequent months? (Please select top 5)



**Figure 17: Immediate Client Needs (in subsequent months)**

The follow-up question related to identifying client needs in the subsequent 1-3 months mirrored responses we received to the first question about immediate needs, with a slightly higher emphasis placed on *Finding Employment* (55.6% vs. 41.4% in *Figure 16*). Survey participants quite plausibly considered the implications of *recovery*, and the fact that a significant number of clients will need to reenter the workforce in the aftermath of the initial unemployment shock. Additionally, a larger number of Marylanders may need to find employment during *recovery* since personal savings, unemployment benefits will likely have been depleted.

What do you foresee as being the needs for the clients you will serve in the subsequent 1-3 months? (Please select top 5)  
(133 responses)



**Figure 18: Reasons for Inability to Pay Bills**

We also attempted to shed light on the nature of financial hardship clients were experiencing as a result of COVID-19. The overall theme confirms what has been reported in mainstream media, 211 caller data analysis, and research reports by think tanks and scholars. 89.3% of survey participants identified *Rent/Mortgage* payments as the most significant financial burden, followed by bills incurred through *Utilities* (85.3%), and *Credit Card Debt* (36%).

If clients have fallen behind in paying bills, for what types of bills/expenses? (Check all that apply)  
 (75 responses)

### **3.0 Discussion and Key Takeaways**

The United Way of Central Maryland's COVID-19 survey results reinforce our understanding of the pandemic's impact on community partner organizations in Central Maryland. Survey findings may also inform programmatic decision-making and grantmaking strategies, as the pandemic has become a significant obstacle to many social and civic organizations' ability to effectively serve clients. In addition to identifying the most pressing challenges articulated by 148 survey participants, we would like to square them with findings from regional and national research studies, to put survey results in the broader context of COVID-19's socioeconomic (clients) and organizational (capacity) effects.

#### **3.1 Top Organizational Need—Funding to Sustain Services**

A majority of survey participants identified *Funding to Sustain Current Level of Service Delivery* (79.0% of responses) as a top need, followed by *Personal Protection Equipment* (47.6%), *Technology Support* (46.9%) and *Funding to Expand Staffing to Meet Increased Demand* (38.5%).

Forty percent of all organizations projected the loss of revenue to be in the range of 11-22%, and 22.7% (or 27 organizations) projected a smaller loss of revenue under 10%. Thirty-three organizations (or 27.3%) anticipated more severe revenue losses due to COVID-19, in the range of 21-50%, and 11 organizations thought the revenue losses would be even more severe (greater than 51% loss of revenue).

We also analyzed *Workforce Reduction by Size of Organization*. The results are interesting: smaller organizations with 10 or fewer employees reduced their workforce to a slightly larger degree (14.2%) than nonprofits with a staff size of 11-120 employees (11.1%). Larger organizations with a staff size of 121-200 employees reduced their workforce to a larger degree, leading to combined layoffs and furloughs of 19.7%. The largest organizations in our sampling (with an average staff size of more than 200 employees) reduced their workforce by 48.6%. It should be noted that the largest organizations utilized furloughs (rather than layoffs) to a much greater degree than smaller organizations.

#### **3.2 Client Need No. #1—Paying Basic Needs Bills**

When we asked community partners to identify immediate client needs within the coming month, 60.2% of all survey participants said *Paying Basic Needs Bills* was a top client priority. When asked about the most significant financial burden, 89.3% of respondents identified *Rent/Mortgage* payments as the most significant financial burden, followed by bills incurred through *Utilities* (85.3%), and *Credit Card Debt* (36%).

Once the eviction moratorium is lifted, the risk of significant eviction rate increases is real, and the United Way of Central Maryland is closely monitoring the situation. The Maryland Multi-Housing Association reports a doubling of rent delinquency from 11% in April to 21% in May (based on discussions with UWCM staff). And according to newspaper research in New York, between 45-50% of tenants have not paid May's rent. Typically, delinquency in a given month is around 5%. Additionally, Maryland's COVID-19 housing policies are under-

performing in state-by-state comparison, according to the Princeton University's COVID-19 Housing Policy Scorecard: "(...) without further action and supportive measures, Maryland could still see a surge of evictions soon after the state of emergency expires."

- The Times Union (New York), "[Mass Evictions May Loom Without Rent, Mortgage Relief.](#)" May 14, 2020.
- Eviction Lab at Princeton University. [COVID Policy Scorecard for Maryland.](#) May 2020

### **3.3 Client Need No. #2—Mental Health/Coping Support**

When asked to identify immediate client needs, *Mental Health/Coping Support* came in as a close second (56.4%) to *Paying Basic Needs Bills* (60.2%). [Pew Research](#) finds that many crisis centers are reporting 30-40% increases in the number of people seeking help. Already, more than 40% of Americans say that stress related to the pandemic has had a negative impact on their mental health, according to a [Kaiser Family Foundation](#) report.

- State Line. "[Fear, Isolation, Depression: "The Mental Health Fallout of a Worldwide Pandemic."](#)" May 2020.
- Kaiser Family Foundation. "[KFF Health Tracking Poll - Early April 2020: The Impact Of Coronavirus On Life In America.](#)" April 2, 2020.

### **3.4 Client Need No. #3—Accessing Food**

*Accessing Food* remains a top client need identified by 52.6% of community partners surveyed. This is not surprising in context of recent research on the pandemic's adverse impact on food security. According to analysis prepared by the [Hamilton Project](#), nearly 23% of households said the food they bought "just didn't last" and they did not have the money to buy more. That compares to about 12% of households in 2018 and 16% during the worst point of the Great Recession of 2008 and 2009. Furthermore, the report found that by the end of April of 2020, more than one in five households in the United States, and two in five households with mothers with children 12 and under, were food insecure.

- Hamilton Project. "[The COVID-19 Crisis Has Already Left Too Many Children Hungry in America.](#)" May 6, 2020.

### **3.5 Client Need No. #4—Finding Employment**

*Finding Employment* was identified as a top client need in the immediate month by 41.4% of community partners surveyed (and even more so in the subsequent months: 55.6%). Unfortunately, however, our survey results show that local workforce development providers have experienced reduced capacity as they have been forced to lay off and furlough direct service staff by 23.4%. Additionally, youth education and childcare services, which offer important support to working Marylanders, report an average workforce reduction of 27.8%. It may also be important to note that minorities are likely to experience significantly worse effects. [The Urban Institute](#) recently reported that more than "4 in 10 nonelderly Black adults belong to families in which someone lost a job, was furloughed or had hours cut, or lost work-related income because of the coronavirus outbreak. Furthermore, it finds that "(f)amilies of color are in especially vulnerable positions upon losing a job. Even before the current crisis, more than 58% of Black and Latino families are estimated to be in liquid asset poverty, meaning they don't have enough liquid savings to cover three months of expenses."

- Urban Institute, "[How COVID-19 Is Affecting Black and Latino Families' Employment and Financial Well-Being.](#)" May 26, 2020.

### **3.6 Client Need No. #5—Digital Access**

*Digital Access* remains a top client need for 38.3% of community partners surveyed. According to a recent by the Baltimore-based [Abell Foundation](#), 65.3% of Baltimore City homes with children had access to wired internet, compared to 83.8% nationally. Half of African American households and less than half of Hispanic ones had wired broadband access, compared to 75% of white households, and 43% of families with incomes lower than \$25,000 have wired internet access, compared to 87.2% for families that made more than \$150,000. Additionally, the [Urban Institute](#) recently found that 37% of families earning less than \$20,000 annually lack a broadband internet subscription at home, compared with 10% of families earning more than \$75,000 annually.

- Abell Foundation. "[Baltimore's Digital Divide.](#)" May 2020
- Urban Institute. "[Who Gets to Go to College When All College Is Online?](#)" March 26, 2020.