

Sterling

April 22, 2020

Survey Results:
Effects of COVID-19 on
Houston-Area Nonprofits

Nonprofit Impact Report, Issue 3

Impact on Revenue

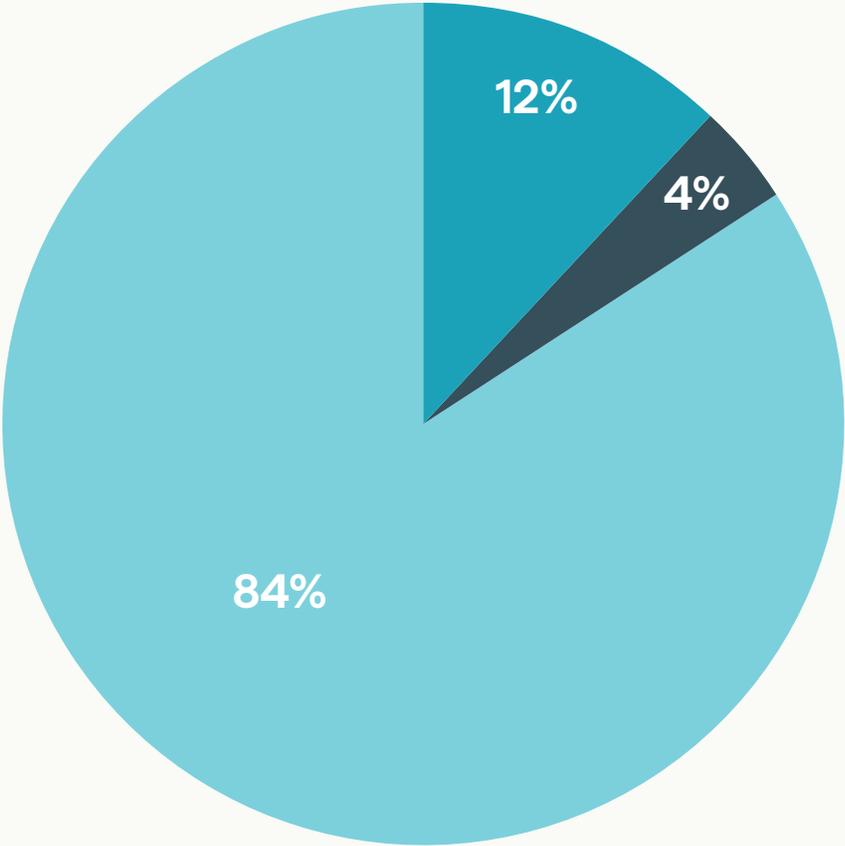
“We need lean organizations that can innovate and shift.”

Survey Results: Effects Of COVID-19
On Houston-Area Nonprofits

April 22, 2020

% of nonprofits that have lost or expect to lose revenue as a result of the pandemic

- Have
- Don't know yet
- Have not



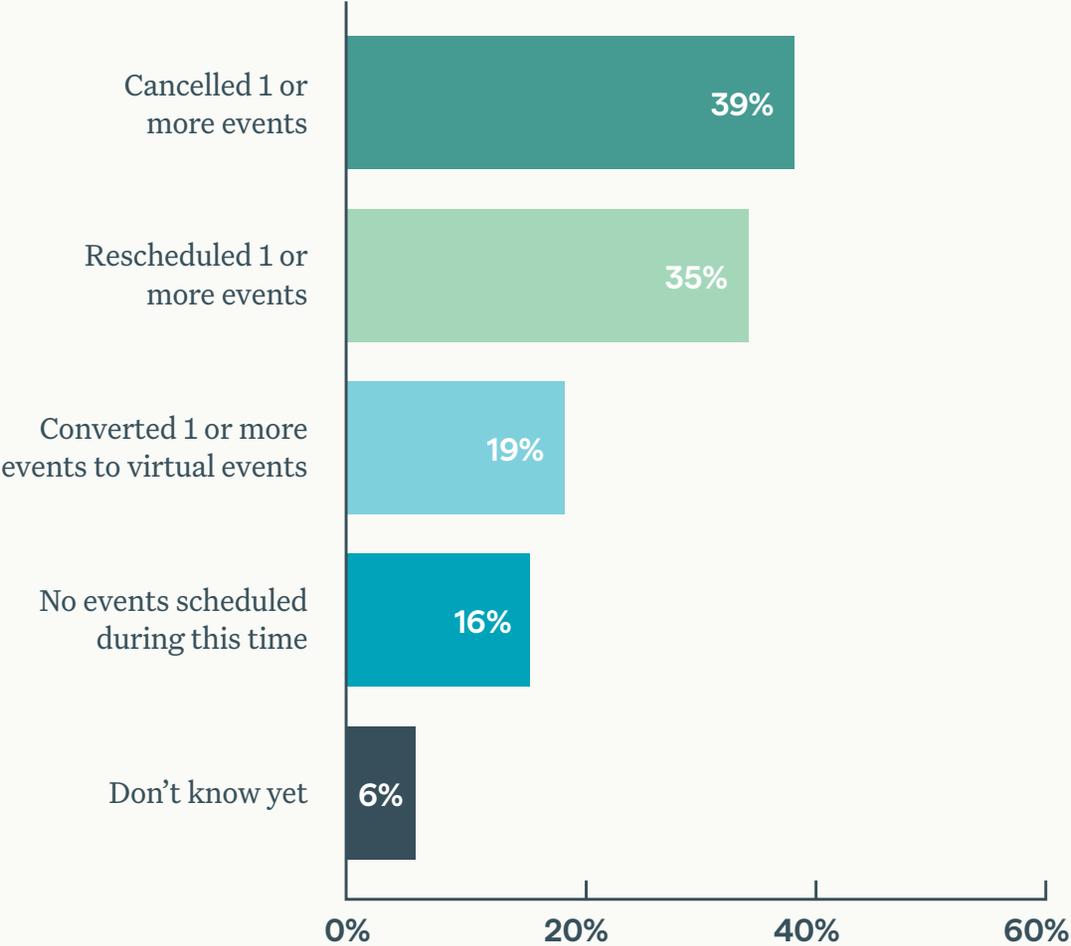
Impact on Events

“We are learning how to implement our advocacy-based initiatives when we are unable to engage with stakeholders.”

Survey Results: Effects Of COVID-19
On Houston-Area Nonprofits

April 22, 2020

COVID-19’s impact on fundraising events



Variability in Financial Resources

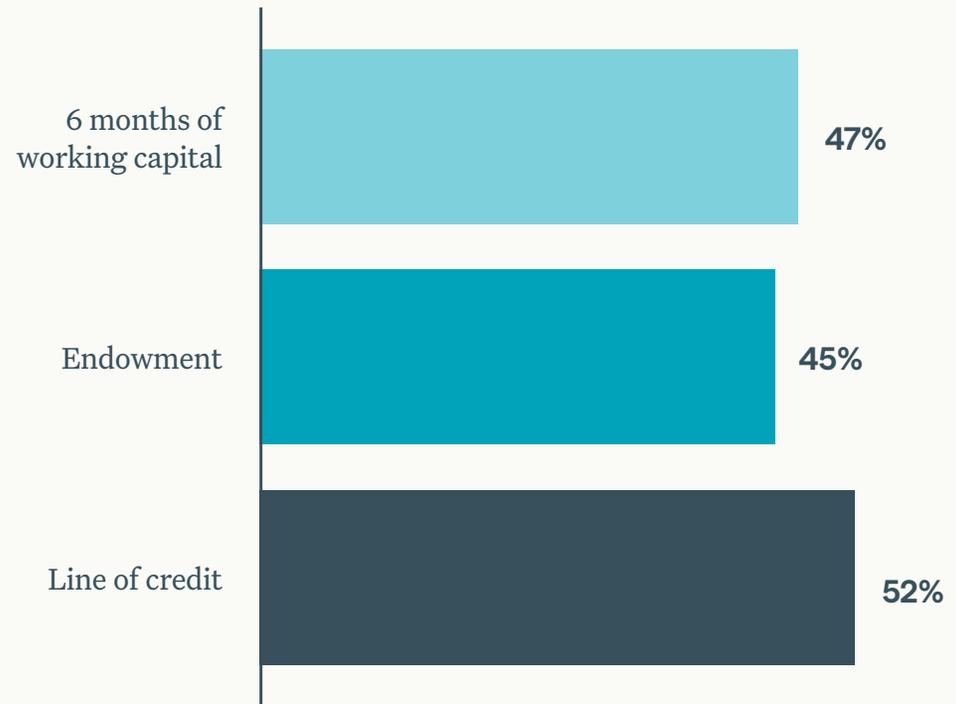
*“Traditional best practices
may not apply.”*

Survey Results: Effects Of COVID-19
On Houston-Area Nonprofits

April 22, 2020

% of nonprofits with the following financial resources

Participants may select more than one answer.



Mitigating Lost Revenue

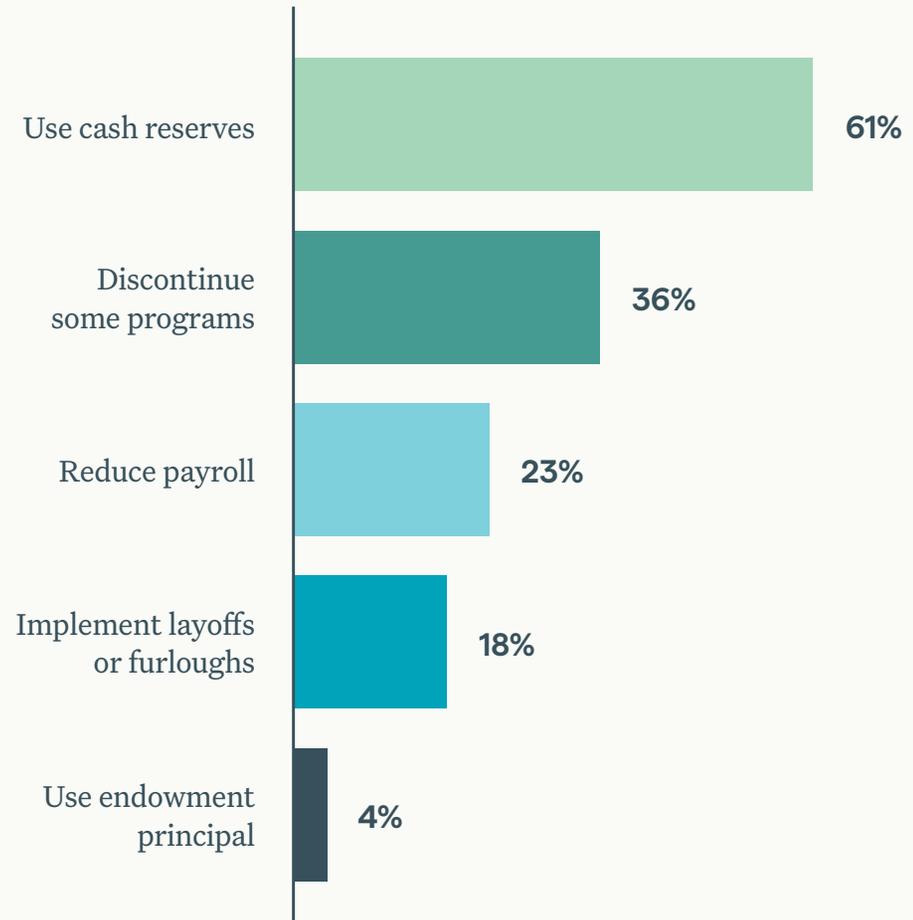
“We are asking ourselves: ‘What do we need to be doing NOW to ensure that we will be here when this is all over?’”

Survey Results: Effects Of COVID-19
On Houston-Area Nonprofits

April 22, 2020

Most common mitigation tactics for financial losses

Participants may select more than one answer.



COVID Related Fundraising

“Our greatest challenge right now is developing and putting expanded program options in place... in order to use the interim months in a mission-driven, productive, and supportive way.”

Survey Results: Effects Of COVID-19
On Houston-Area Nonprofits

April 22, 2020

COVID-19 fundraising appeals

Participants may select more than one answer.

