

2022 Oklahoma Nonprofit COVID-19 Impact Report

Survey Open/Close Date: Feb.23 - Mar. 21, 2022

Number of Respondents: 210

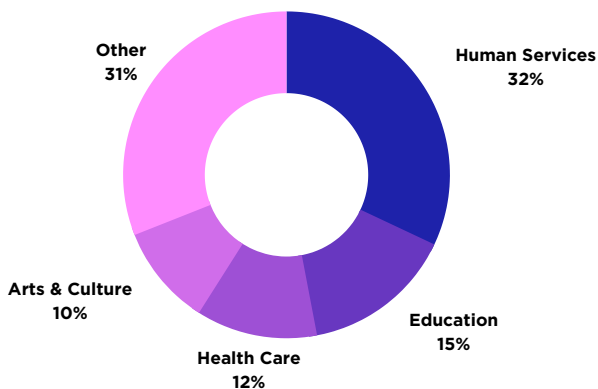
About the Survey

Through email, social media and word-of-mouth, the Oklahoma Center for Nonprofits surveyed a variety of nonprofit organizations to ascertain the impact of the COVID-19 pandemic on financial well-being, staffing and other economic indicators of organizational wellness. Survey responses came from 210 nonprofits representing a spectrum of the Oklahoma sector. All responses were randomized and kept private. This report reflects the overall results of the survey.

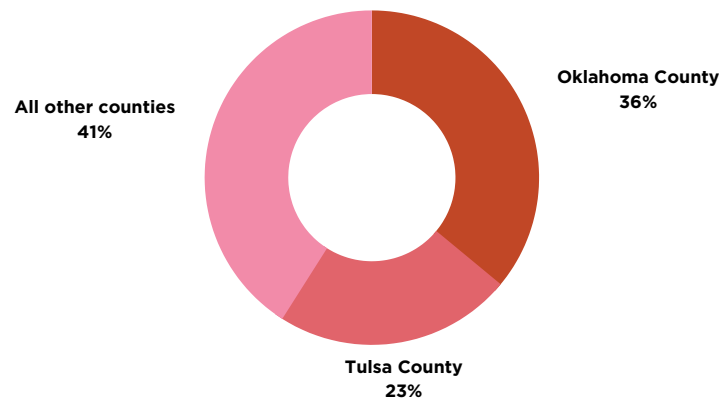
Report prepared April 15, 2022. For more information, contact Dakota Leftwich, OKCNP Data Systems Coordinator, at dleftwich@okcnp.org or (405) 286-6324.

RESPONDENT DATA

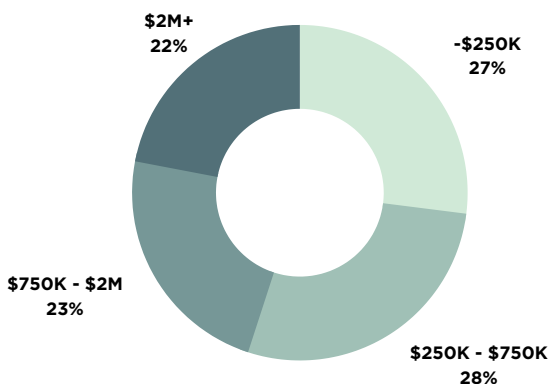
Mission Type



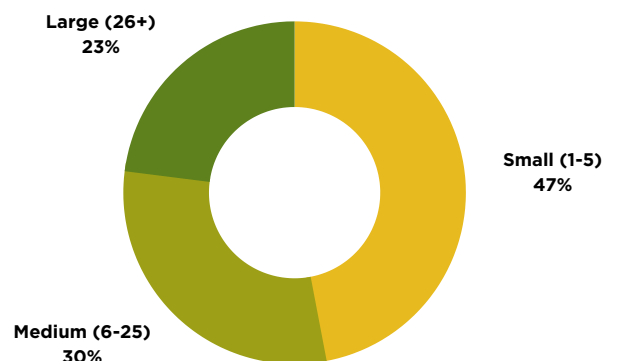
Geographic Distribution



Annual Budget



Staff Size



Key Findings and Results

WORKFORCE IMPACT

Although only 7% of nonprofits reported layoffs due to the pandemic, approximately 30% reported eliminating or postponing staff raises and 23% reported a freeze on all hiring.

Most nonprofits kept staffing at current salary levels. Only 5% had to temporarily or permanently cut salaries with the majority of those cuts being lower than 5% of salary. Only 5% of respondents engaged in furloughs to cut costs.

23%

of nonprofits reported a hiring freeze since the beginning of the pandemic

74%

of nonprofits received first-round PPP loans

FUNDING STABILITY

74% of nonprofits indicated they had received PPP loans from the first round of federal assistance and 52% from the second round. Fewer nonprofits, however, indicated that they sought funding through EIDL loans, with only 32% reporting EIDLs. One third of respondents also applied for grants from the Oklahoma Business Relief Program through the Department of Commerce.

Approximately 25% of nonprofit boards elected to use reserve or investment funding as an emergency source of revenue during the pandemic.

40%

of nonprofits reported lower than expected grant funding

40% of nonprofits experienced lower-than-expected grant performance during 2021, down from 56% in 2020. More than a quarter of respondents indicated they lost more than \$100,000 in funding from various funding sources since March 1st, 2020.

Among various fundraising sources, 82% of nonprofits indicated Fundraising Events were negatively impacted, 62% indicated Individual Giving was negatively impacted, 46% indicated Corporate Giving was negatively impacted and 20% that Earned Income was negatively impacted. 61% plan on hosting in-person events as part of their 2022 fundraising efforts.

ABILITY TO SERVE

The COVID-19 Pandemic has had and continues to have a powerful impact on nonprofits' ability to serve their communities. Among Arts, Cultures and Humanities oriented missions, 69% of respondents indicated a decrease in demand for services, whereas 77% of those in the Healthcare and Human Services field indicated an increase in demand for services.

Across the sector, 64% of nonprofits specified the pandemic has had a negative impact on their ability to respond to demand.

64%

of the sector reported a negative impact on ability to respond to increased demand

SECTOR CONFIDENCE

Due to the nature of the pandemic, social distancing and other guidelines, the sector has been greatly challenged in its overall capacity to serve Oklahoma's communities. Nonprofits showing increased or decreased demand for services report that pandemic complications are negatively impacting their ability to respond.

Among Arts, Cultures and Humanities, 100% of respondents indicated a negative impact in their ability to respond to decreased demand. This has resulted in 92% of them reporting a negative impact to earned income. Similarly, 63% of Healthcare and Human Services organizations, although experiencing a heavy increase in demand for services, report that pandemic complications negatively impact their ability to respond.

Despite the challenges facing the sector, nonprofits continue to push forward and adapt. 40% of nonprofits indicated high or very high confidence in meeting new revenue goals.

Over half of nonprofits have adopted policies to encourage work-from-home days, and 33% encourage employees to wear masks once back in office. Although 35% of respondents do report a hiring freeze, furloughs and layoffs make up only 10% of organizations' contingency plans should they continue to have trouble meeting revenue goals.

100%

of the sector reported difficulty responding to changes in demand

40%

of nonprofits have confidence in meeting 2022 revenue goals

Key Takeaways

- **One-quarter of nonprofits report a hiring freeze**
- **74% of nonprofits have received first-round PPP loans and 52% received second-round PPP loans**
- **Nonprofits continue to prioritize workforce preservation in budgeting**
- **Reports of lower-than-expected grant funding have decreased since December 2021**
- **Many nonprofits are following OKCNP recommendations on emergency planning, staffing scenario planning and realistic budgeting**

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2022 OKLAHOMA NONPROFIT COVID-19 SURVEY OVERVIEW

SERVICES

61%

said the COVID-19 pandemic significantly or somewhat increased the demand for their services.

64%

said the COVID-19 pandemic negatively impacted their organization's ability to respond to that demand.



STAFFING



34%

of organizations have lost staff and not been able to refill the positions

In order to cut costs,

45% reduced professional development for staff,

27% eliminated or postponed staff raises,

23% froze all hiring, and

17% reduced staff benefits, cut salaries or laid off staff.

Of staff that have resigned,

34% resigned because their salary was not competitive and

29% resigned due to mental health or burnout.

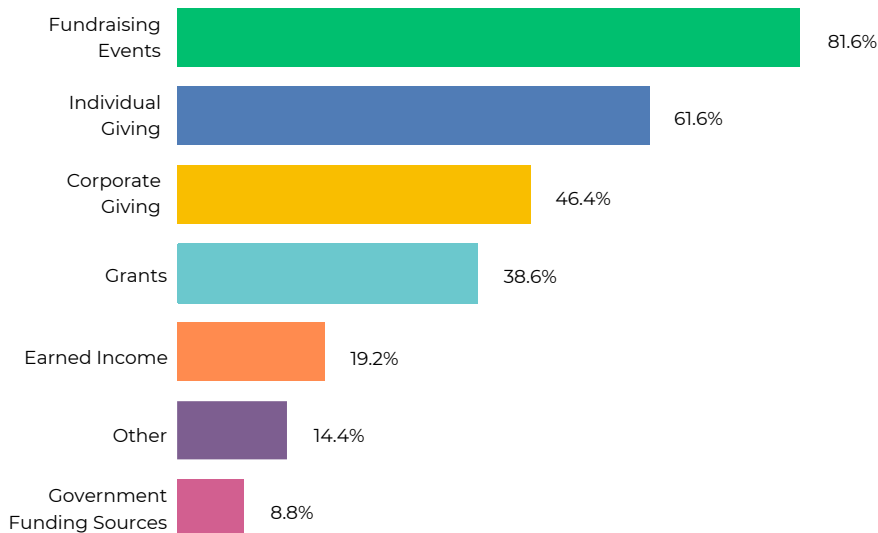
54%

of job applicants who turned down offers said it was because the salary was not competitive

*Responses through March 21, 2022

FUNDING

Respondents indicated that these funding sources were negatively impacted due to the pandemic:



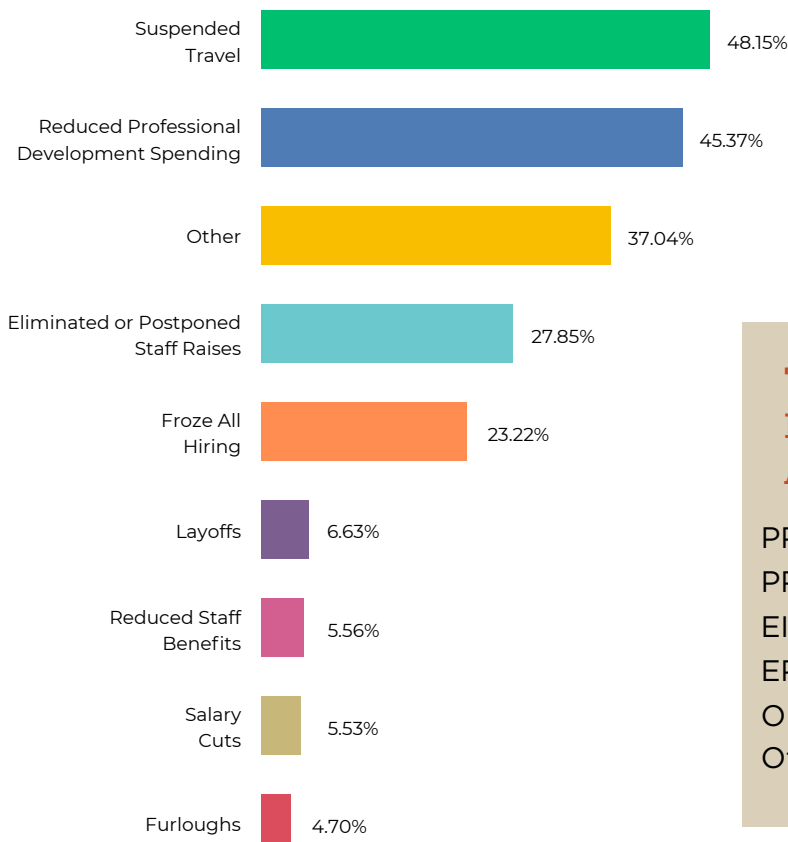
62%

experienced lower than expected funding from donated income.

54%

experienced lower than expected end-of-year giving in 2021.

Organizations employed these cost-saving measures after the onset of the pandemic:



69%

say their expenses have increased since the onset of the pandemic.

TYPES OF GOVERNMENT PROVIDED COVID-19 ASSISTANCE RECEIVED

PPP 1	74%
PPP 2	52%
EIDL	32%
EPTC	22%
OK Business Relief Grant	31%
Other Gov. Funding	42%