Nonprofit Needs Survey

In February 2021, CNE conducted a survey of nonprofits throughout the Commonwealth. We share here this powerful, collective voice for the sector because strong nonprofits mean strong communities.

7 ACTIONABLE PRINCIPLES

Inspired by the opportunity to strengthen local nonprofits and relationships between nonprofit organizations and their funders, CNE unites local wisdom and experience with national frameworks and leading practices in these 7 Actionable Principles for a Strong Social Sector:

1. Create Strategic Budgets
2. Manage Financial Position
3. Build Relationships
4. Prioritize Equity
5. Develop Leaders
6. Collaborate with Communities
7. Evaluate Impact

We used these principles as a framework for this assessment of nonprofit needs.

IDENTIFIED NEED

As we begin to emerge from the COVID-19 pandemic, organizations are reporting the need for support in sustaining operations, engaging with the community, measuring impact, and planning for the future, as well as prioritizing equity in the coming 24 months.

2-Year Need for Support Ranking

Growing our funding support
Community engagement and advocacy
Improving fundraising outcomes
Prioritizing equity
Clarifying, measuring, and evaluating the results of our work
Developing strategy

Other identified support needs include managing financial position, collaboration, training for board and staff, and governance.

For more information contact: staff@thecne.org
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DIVERSITY, EQUITY, AND INCLUSION (DEI)

In three of four areas, more than 50% of respondents reported at least somewhat urgent need to address DEI from strategic, programmatic practices and/or organizational perspectives.

**Perceived Urgency of Support Needed**

- **Urgent need**
  - Updating organizational strategy, fundraising practices, and programs: 20%
  - Access to an organizational DEI evaluation: 15%
  - Revising policies and practices across the organization: 14%
  - Organizational capacity or reducing current workload: 13%
  - 49%
  - 41%
  - 33%
  - 41%
  - 31%

Overall, about **half of respondents** report that the demographics of the community their nonprofit serves is reflected among volunteers, staff, executive leadership, and the board.

COLLABORATION

Almost 90% of nonprofits represented in the survey collaborate with other nonprofits, most often with joint programs and/or information-sharing.

**Current Collaborations**

- Joint programs with organizations that are part of a collaboration/partnership: 83%
- Sharing information: 81%
- Joint ventures to accomplish a specific goal or project: 65%
- Advocating together: 64%
- Shared administrative functions (ex. accounting, HR, IT): 10%
- Merger: 5%

Top activities of interest for new collaborations are **programs and services**, rather than operational collaborations (such as shared administrative functions and mergers).

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COVID-19 has impacted and continues to impact nonprofits disproportionately across the Commonwealth. So far we’re learning that government relief is impactful, Virginians have been charitable throughout the crisis, and nonprofits are generating less earned revenue.

**Received COVID-19 Relief Funds**

16% of organizations report destabilizing conditions that threaten long-term financial stability of the organization.

**Common challenges among respondents’ client and constituent feedback include mental health, job loss, access to technology, and food insecurity.**

**Financial Impact of COVID-19**

- **Earned Revenue**: 5% increased, 42% reduced
- **Philanthropic Revenue/Donations**: 35% increased, 22% reduced
- **Government Revenue**: 24% increased, 7% reduced

**Respondent Operating Budget**

- **Under $100K**: 24%
- **$100K - $250K**: 13%
- **$250K - $500K**: 17%
- **$500K - $1M**: 15%
- **$1M - $2M**: 13%
- **$2M - $5M**: 9%
- **$5M or more**: 9%

**We received 247 unique responses from organizations in 48 cities and counties across Virginia, with almost 50% located in Charlottesville, Albemarle, or surrounding counties.**

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