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Second CAF America Survey Shows Continued Negative Impact on Charitable Organizations Due to COVID-19

60% Pivoted by Launching New Fundraising Campaigns, Reducing Operational Costs

Washington, D.C. – May 13, 2020 – Nearly 95% of global and local charitable organizations say they have been negatively impacted by COVID-19, according to results of a survey conducted by [Charities Aid Foundation of America \(CAF America\)](#), the leader in international grantmaking.

Negative impacts reported include reduced contributions, travel restrictions and cancelled events and an inability to meet the expectations of those served. The majority of organizations said they have received limited funding in the last month and have made efforts to be nimble by reducing operational costs and launching new fundraising campaigns, however there is a growing concern that operations might cease if funding doesn't increase.

880 organizations from 122 countries participated in the survey, the second conducted on this topic by CAF America. In March, 544 organizations answered the survey, at which time 97% said they had been negatively impacted by the global pandemic, such as the organization whose revenue fell by 80% and have no finances to maintain employment of disabled and healthy people, to pay for electricity, heating, garbage collection, taxes and insurance. The increasing number of participants in the second survey and the similar percentages reported being negatively affected suggest the problems of two months ago remain.

The organizations cited a variety of factors in helping them continue operations, including increased funding support, effective leadership and transparency, forging effective partnerships, compliance with social distancing and efficient use of funds.

“Never before has humanity faced a global pandemic in which global philanthropy has played such an important part. Throughout this crisis, CAF America will continue to provide timely information donors need regarding how charities are coping and surviving and how funding can make the most impact in communities around the world,” said [Ted Hart, CAF America President and CEO](#). “Compared to our March 2020 survey results, it is clear many charities here in the USA and around the world are in dire need of support. Support needed to continue day to day operations in addition to helping communities that need them the most. The story on how resilient charities can be and how many will survive this pandemic is yet to be written.”

More than 53% of charities that responded to the survey provide direct services to those affected by the pandemic including frontline relief services such as healthcare and essential services such as shelter, food and nursing homes.

Hart and [Senior Vice President of External Affairs Jessie Krafft](#) shared data and research findings, including poignant stories of survival by the people and the charities on the frontlines of COVID-19 response, during CAF America’s May 13 webinar, *Continuing the Conversation: The Voice of Charities Facing COVID-19 Worldwide*; the report is available at cafamerica.org.

Top Highlights

Several of the key findings from the recent survey include:

1. 94.3% of respondents indicated they were negatively impacted:
 - a. 72.5% report a decline in contributions, due to donors giving less and the inability to reach donors, noting a 4.6% difference from the March 2020 survey findings
 - b. 70.4% have experienced travel disruption, including cancellations and the inability to work effectively, including contacting clients, donors and recipients
 - c. 41.5% report an issue with client relations, leading to the inability to meet expectations of those they serve due to inefficiency or barriers to service, such as cancelled public events or face-to-face operations
 - i. One of the organizations noted: “In-person fundraising activities are all on hold, which makes up 70% of our income. We currently only rely on donations.”
2. Despite the decline in contributions, 782 organizations indicated that they received some funding in the last month:
 - a. 64.9% received individual funding
 - b. 48% received foundation funding
 - c. 43.9% received corporate funding
 - d. 37.8% indicated that donations were received long-term and 8.3% received from

new donors

3. Similar to the initial survey findings in March, almost all organizations indicated that they expect a decline in contributions (revenue) in the next 12 months:
 - a. 50% expect a decline of greater than 20%
 - b. 17.3% expect a decline of 16% to 20%
 - c. Only 6.43% expect contributions to increase

4. In an effort to forge ahead and manage amid the impact of the pandemic, organizations have taken measures including:
 - a. 60.5% reduced other operational costs
 - b. 60.2% created new fundraising campaigns
 - c. 38.5% narrowed service offerings/programs

To learn more about how CAF America is supporting donors mobilizing around the world to help those affected by COVID-19, visit [CAF America's COVID-19 Response](#) page.

About CAF America

A leader in international philanthropy, since 1992 CAF America (Charities Aid Foundation of America) has been assisting corporations, foundations, and individuals in making strategic, effective, and tax-advantaged gifts internationally and domestically. Whether supporting organizations working in developing countries, providing swift responses to major disasters, or helping build connections between global communities, CAF America turns donors' visions into impact. CAF America's worldwide reach translates into more than \$1 billion in donor funds and over 1.8 million eligible organizations in 110 countries. For more information about CAF America visit cafamerica.org.

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