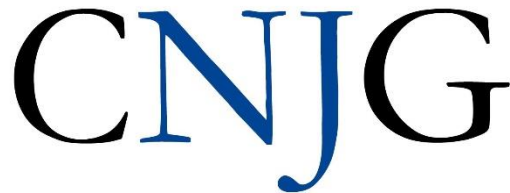




Helping organizations build a better New Jersey

How Philanthropy can support COVID-19 Response

Presented to



COUNCIL OF NEW JERSEY GRANTMAKERS
Harnessing Philanthropy's Potential

March 20, 2020



Helping organizations build a better New Jersey

njnonprofits.org

Advocacy/Public Education

- Promoting New Jersey's non-profit community
- Public policy
- Research (non-profit statistics, trends)
- Annual conference

Capacity Building

- Management/compliance assistance
- Workshops/seminars/Webinars
- Publications

Member Services

- E-newsletters, resource lists, info/referral
- Free job postings
- Cost saving benefits

*Since 1982, the **champion** and **go-to resource** for and about New Jersey's non-profit community*

theforakergroup
Standing Beside Alaska's Nonprofits



25,000+
nonprofit
members

42 State
Associations &
Nonprofit Allies

300+ Employees

500+ Board
members



Non-Profits MATTER



- Food pantries
- Afterschool programs
- Museums
- Hospitals
- Environmental protection
- Disaster relief
- Education
- Mental health
- Public radio
- Philanthropy
- Drug/alcohol prevention
- Faith-based organizations
- Housing
- Senior care
- Human service
- Social justice

Touching every aspect of our lives

Non-Profits MATTER



- **34,000+** 501(c)(3) orgs in NJ
- **324,000** employees
 - **9.7%** of the state's private work force
 - More than construction, transportation, public utilities, finance and insurance industries
- **\$42 billion** in expenditures annually
- **1.6 million** volunteers providing **\$5.3 billion** in service

Sources:

IRS Business Master File of Exempt Organizations; Urban Institute National Center for Charitable Statistics; U.S. Bureau of Labor Statistics; Corporation for National and Community Service; Independent Sector

Rapid Response Coronavirus Non-Profit Survey



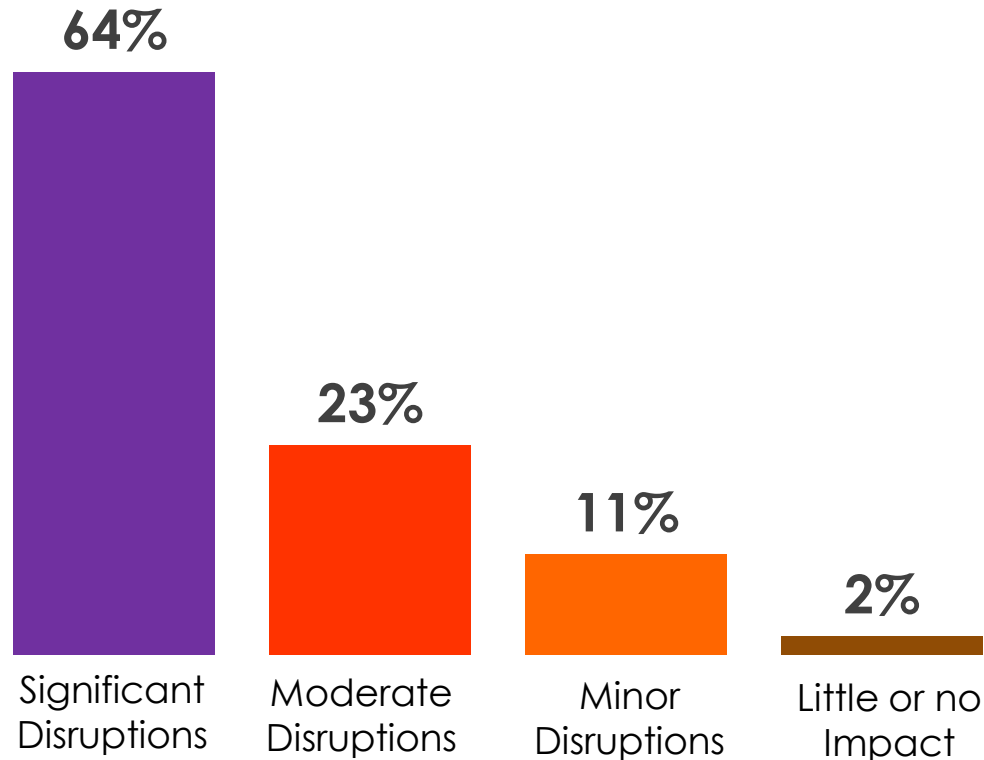
CNJG

COUNCIL OF NEW JERSEY GRANTMAKERS
Harnessing Philanthropy's Potential

700+
responses

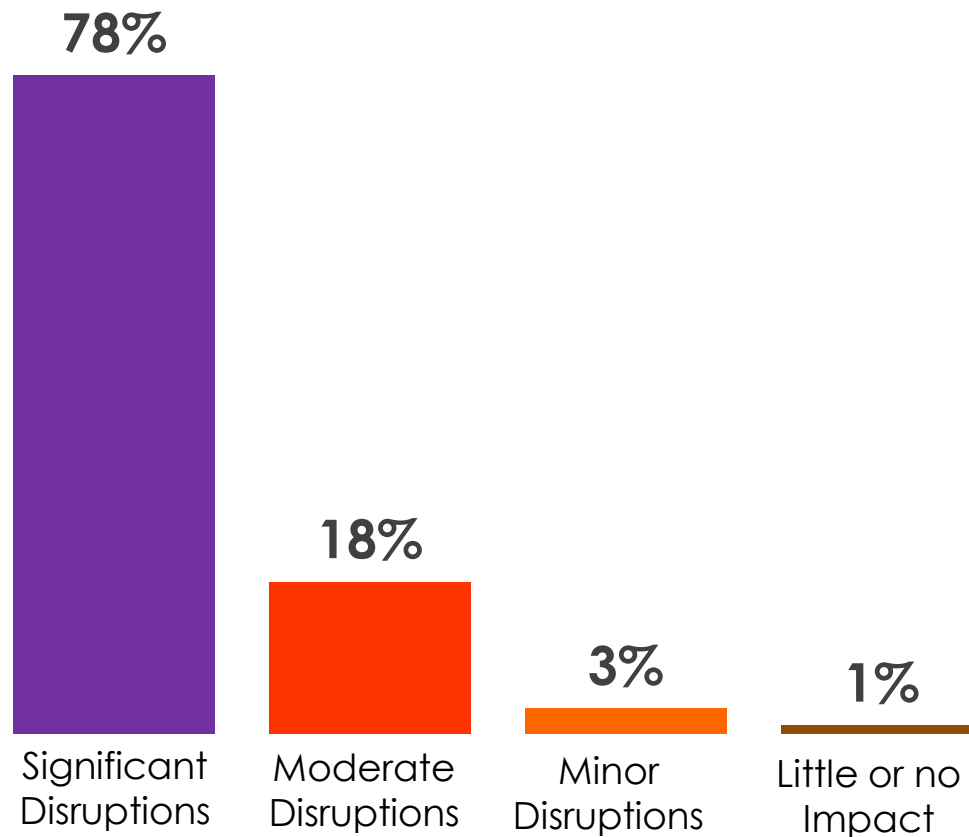
March 13-17, 2020

IMMEDIATE disruption to non-profits' programs and operations



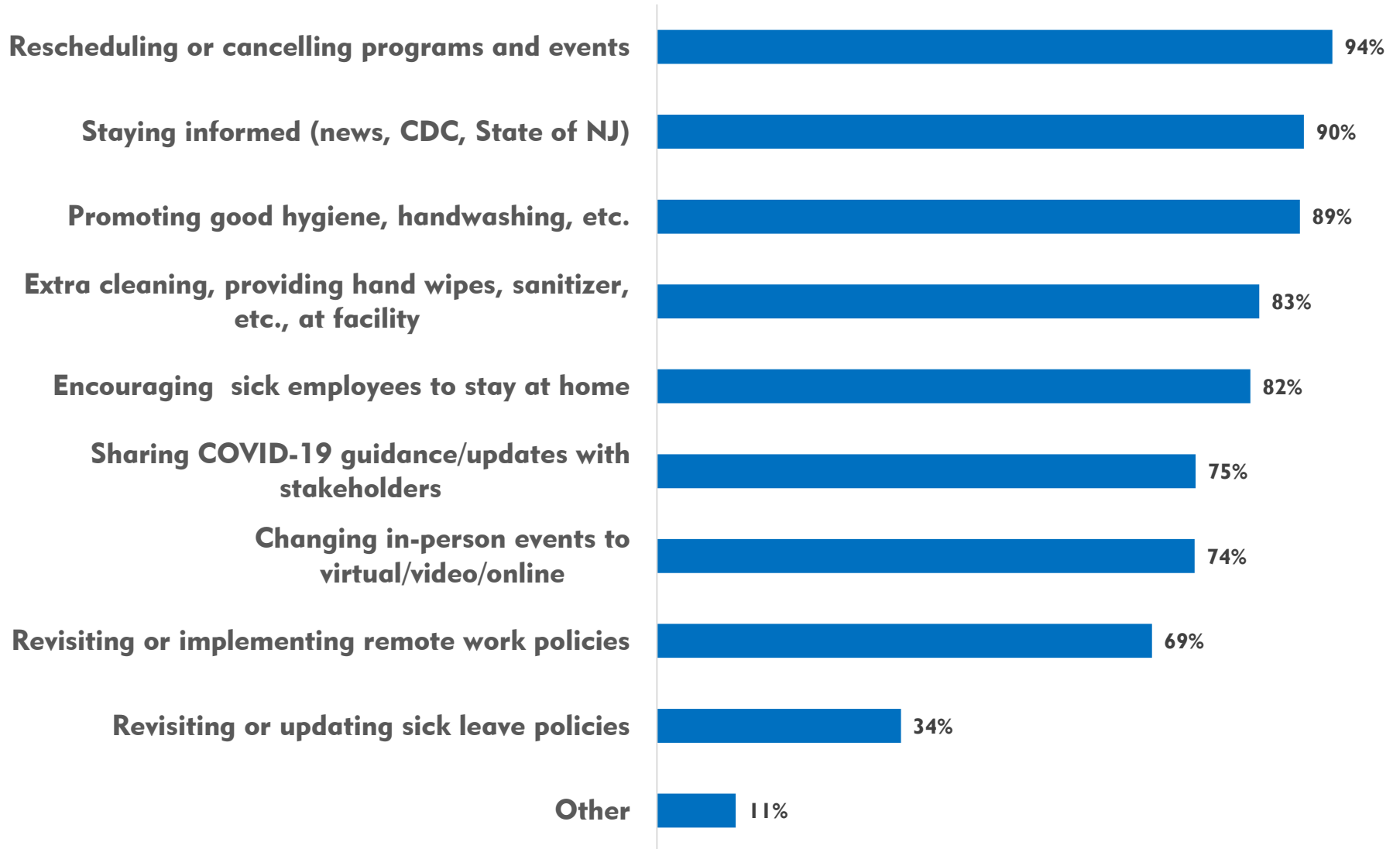
CURRENT impact of COVID-19 on programs, services, or general operations
n=713

ANTICIPATED disruption to programs and operations is expected to worsen



ANTICIPATED impact of COVID-19 on programs, services, or general operations
n=713

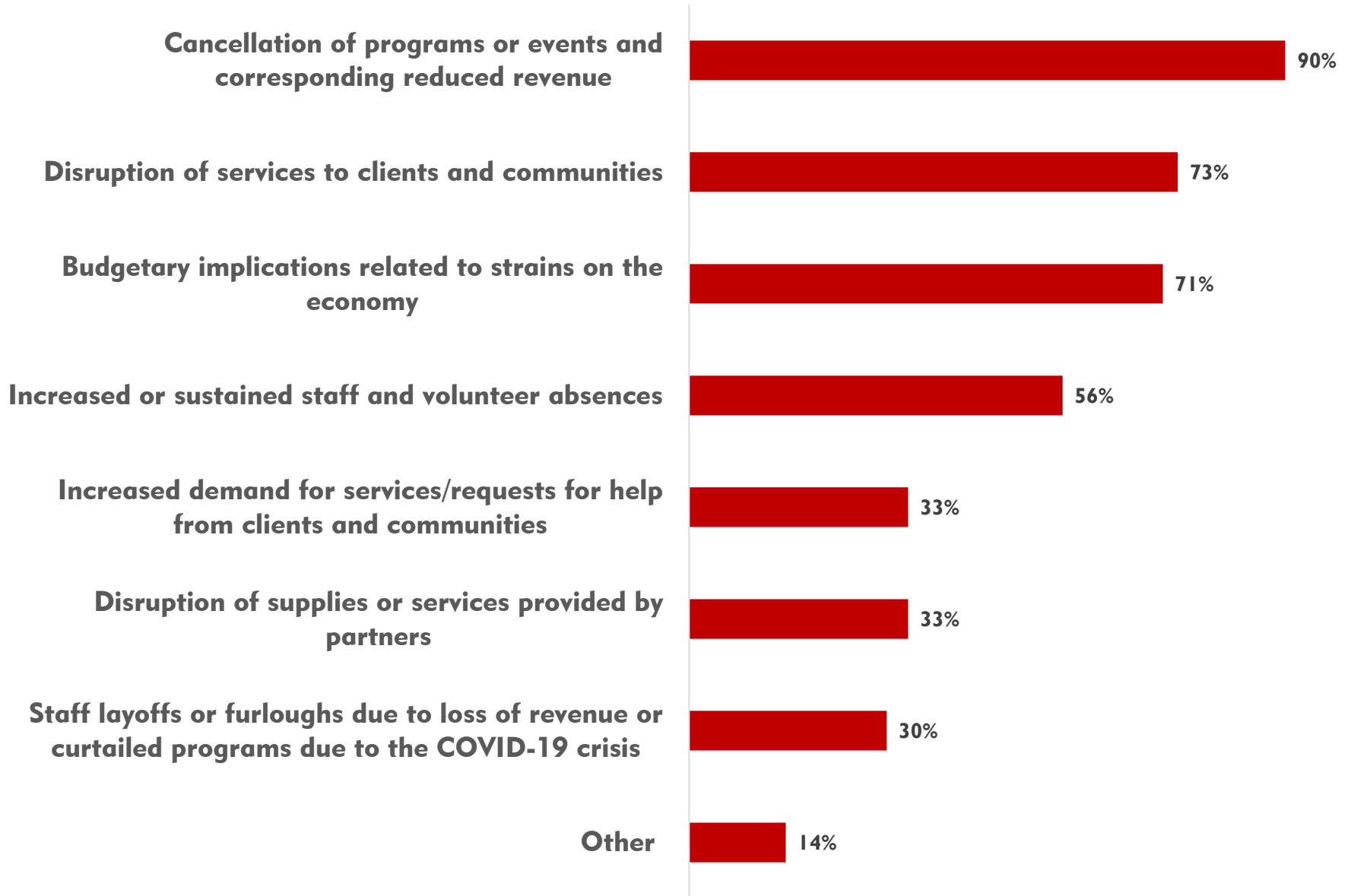
Immediate Steps Taken



n=713

Nearly 2/3 (65%) have
staff who **cannot work**
remotely due to the nature
of their job or the
organization's mission.

Types of Impacts Experienced or Anticipated



The Price of Chronic Underfunding



STANFORD
GRADUATE SCHOOL OF BUSINESS

STANFORD SOCIAL INNOVATION *review*

The Nonprofit Starvation Cycle

By Ann Goggins Gregory & Don Howard

The Nonprofit Starvation Cycle

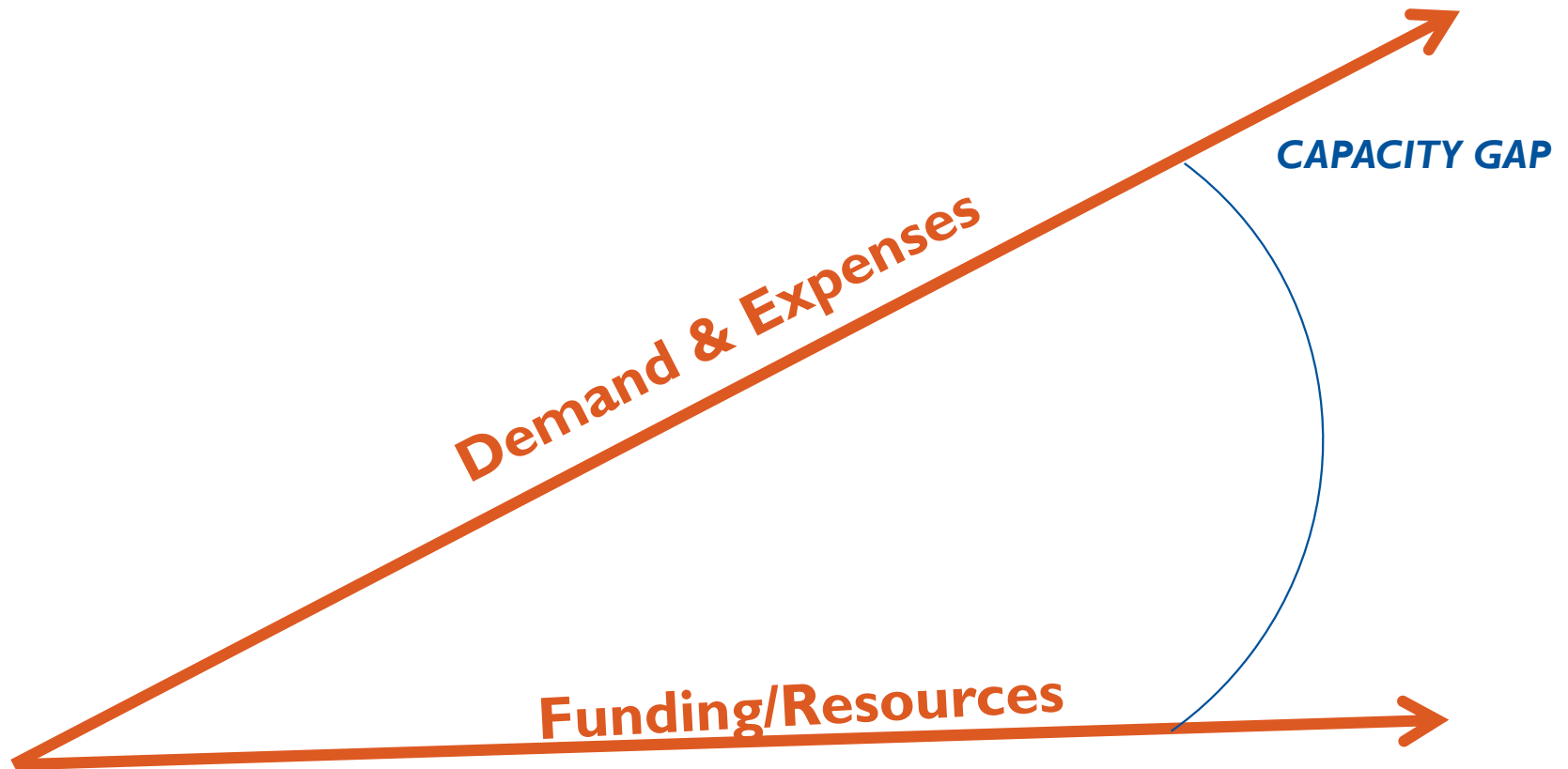
By Ann Goggins Gregory & Don Howard

Stanford Social Innovation Review
Fall 2009

Stanford Social Innovation Review
Fall 2009

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The Price of Chronic Underfunding





**What are
non-profits
seeking?**

Funding/Resources

Flexibility

Stability

Communications/Info

Partnerships

Professional assistance

Funding

Donors/Philanthropy

- Non-profits need money quickly.
- Many have had to cancel programs/events that were major portions of their budget.
- Give more – help keep your partners whole
- General support
- Multi-year or extend current support
- Deep concern about vulnerable, marginalized and disenfranchised
- **This is a national crisis. Please increase your payout rate.**

Flexibility

Donors/Philanthropy

- Allow non-profits to repurpose restricted grants
- Relax and extend reporting deadlines
- Allow partners to keep sponsorship dollars for cancelled events
- Simplify your applications and reporting requirements

Stability and Investment

Donors/Philanthropy

- Your partners need to know they can count on you.
- Don't forget pre-existing needs in the face of the crisis.
- Keep an equity mindset for short- and long-term investments

Communications/Guidance

- Non-profits are seeking clear, consistent information and guidance, from government and from trusted partners, associations
- Establish portals, online discussion groups, etc., to give orgs a quick pipeline to accurate information
- Support and connect your partners with the intermediary organizations (capacity builders, associations, advocates) who are providing critical resources, information and linkages

Partnerships

- Reach out to your grantees/partners to touch base, find out what they're doing and what they need to keep programs running.
- Be transparent about how you're proceeding in the face of the crisis.
- Coordinate your response with other grantmakers/leaders.
- Help elevate or foster local/county level connections & resources (e.g., NJVOAD, COADs, etc.)
- Don't forget the mental health/stress management aspects.

Professional Assistance

- Non-profits will need professional assistance and guidance from financial experts, attorneys, insurance professionals, tech consultants and more.
- If possible, help connect your grantees to these resources.
- Know of a good resource? Tell us so we can spread the word.

What the Center is doing

News/updates

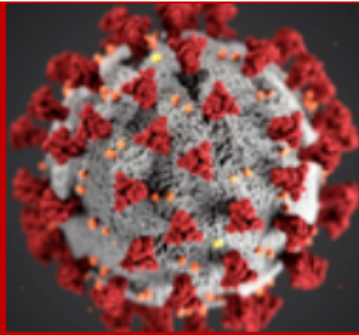
Advocacy

Training

Convening

Partnering

COVID-19 RESOURCE PAGE



COVID-19 (Coronavirus):
Read the Center's blog post and
other resources.

Webinar from the Washington Nonprofit Institute: **Resilient Fundraising**
Strategies and Alternatives to Meeting in Person

Our message to Governor Murphy, legislative leaders:

Include non-profits in your
COVID-19 relief measures

Read our statement

www.njnonprofits.org/COVID-19.html



SEND US YOUR IDEAS

- “Non-Profits Front & Center”
- a new program highlighting the important issues for NJ non-profits
- Airing on Princeton Community TV and video channels

**PRINCETON TV
SPECIAL BROADCAST
TONIGHT @ 7:30 PM**

***Non-Profits
Front & Center
presents***

COVID 19
The impact on
non-profits.

*Thursdays at 7:30 pm &
Fridays at 10:30 am*



To watch link in bio.



**Host
Susan Merrill O'Connor
Director of Communications**

Center 
FOR NON-PROFITS
Helping organizations build a better New Jersey

COVID-19 broadcast will re-air 3/26 7:30PM and 3/27 10:30 AM
www.princeton.tv/Live.html



United States Census 2020

Census 2020 NJ

Making Sure New Jersey Counts in 2020.



census2020nj.org

*(Coordinated by Advocates for
Children of NJ)*

Stay
in
touch



Join our E-MAIL LIST



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@NJ_Nonprofits



company/center-for-nonprofits



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njnonprofits.org

THANK YOU!

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Blog:

www.njnonprofits.org/blog



Helping organizations build a better New Jersey



Front and Center

Non-profit trends and insights from the Center for Non-Profits and guests