

Strongly affected by the COVID-19 crisis, the philanthropic sector will bounce back to continue meeting the needs of our communities

Following the dissemination of the study conducted by BNP Philanthropic Performance of some 150 representatives of charitable organizations in Quebec regarding the impact of the COVID-19 crisis on their activities, several facts are to be noted and highlight possible solutions.

The data show us that more than **90% of organizations are considerably affected by the COVID-19 crisis** and that the loss of income will be severely felt for the 2nd quarter of 2020. Our organizations are weakened, and the current situation shows us the importance of having a contingency plan and of not being dependent on fundraising events to ensure their funding.

By questioning not-for-profit organizations, we have submitted two possible solutions to support them in getting out of the crisis. 90% of them were in favor of the establishment by governments of a temporary charitable donation tax credit enhancement program and 80% in favor of the implementation of a matching gift program.

Our governments should therefore seriously consider implementing tax credits and matching charitable donations. This could make up for some of the major losses that our organizations will suffer while stimulating the generosity of donors. In addition, in a context where the number of donors has decreased significantly in recent years (down 33%), such measures could potentially encourage many citizens to join the momentum of generosity.

It seems inevitable that the crisis will lead our charities to rethink their income structure, their dependence on benefit events, rethink the way they deliver services, collaborate more with partners and merge with other organizations. However, as with businesses, some of the most fragile organizations could unfortunately disappear.

In recent years, I have emphasized **the importance of diversifying income for our charities**, being able to count on a capitalized fund to cope with difficult times and limiting the number of fundraising events. The current situation leads us to continue on this path.

The end of the crisis will highlight the number of people left behind and the importance for our charities to be able to respond to the many needs that will emerge. Such measures could therefore allow our charities to participate even more effectively in the economic rebound and the much-desired recovery.

Although the current situation has been unprecedented since the Spanish flu pandemic (1918-1919) and other waves may arise, we remain confident that the charitable sector will be able to return to the saddle and continue to meet the needs of our communities.

The charitable and not-for-profit sector represents a major sector for our communities and the Canadian economy. In fact, it represents **more than 170,000 non-profit organizations, 8.1% of GDP, employs more than 2 million people and mobilizes 13 million volunteers.**

The cornerstone of our communities across the country, the charitable and nonprofit sector must not be forgotten through this crisis as it can and must be a driving force that will allow our communities to better bounce back and prosper.

This is why, together, we must pursue our commitments for an even stronger philanthropic ecosystem.

Christian Bolduc,

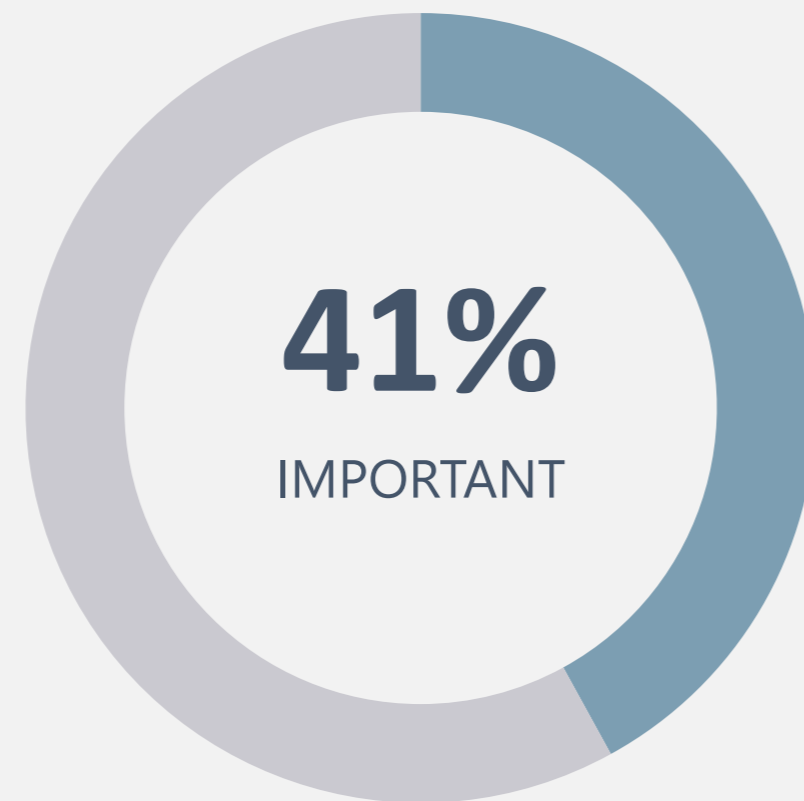
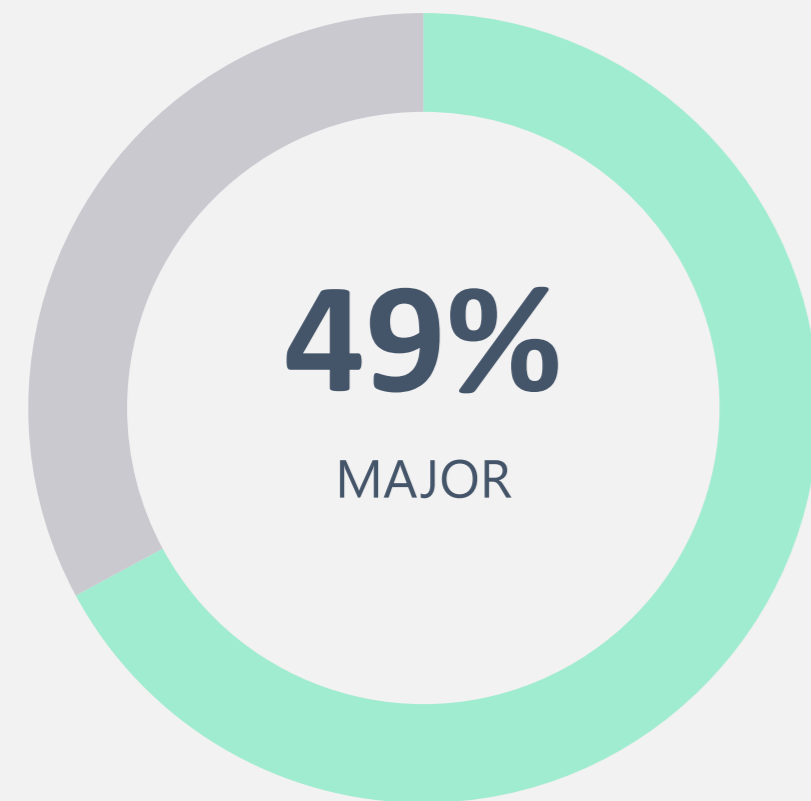
Président-directeur général de BNP Performance philanthropique

The impact of the COVID-19 crisis on your activities

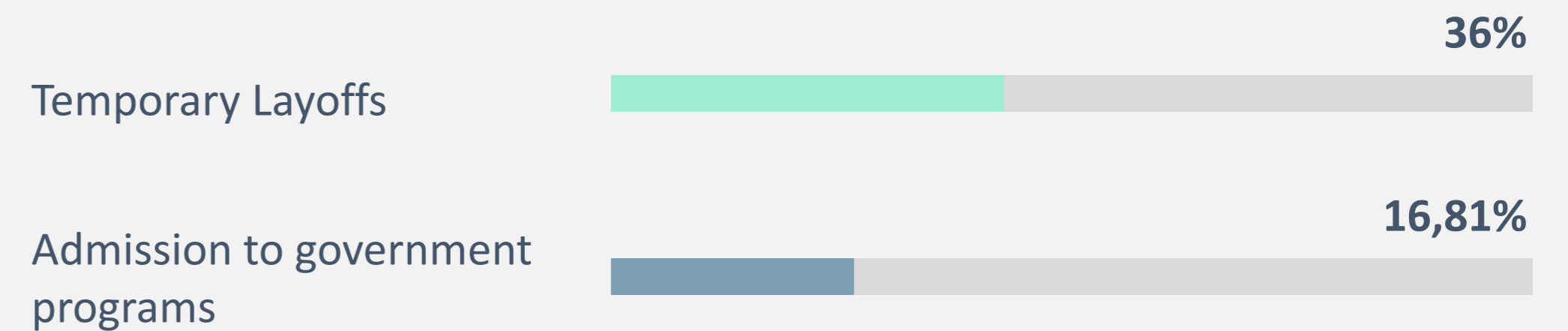


What is the impact of the COVID-19 crisis on all of your activities?

+ 90% significantly affected



What steps have you taken to address it?



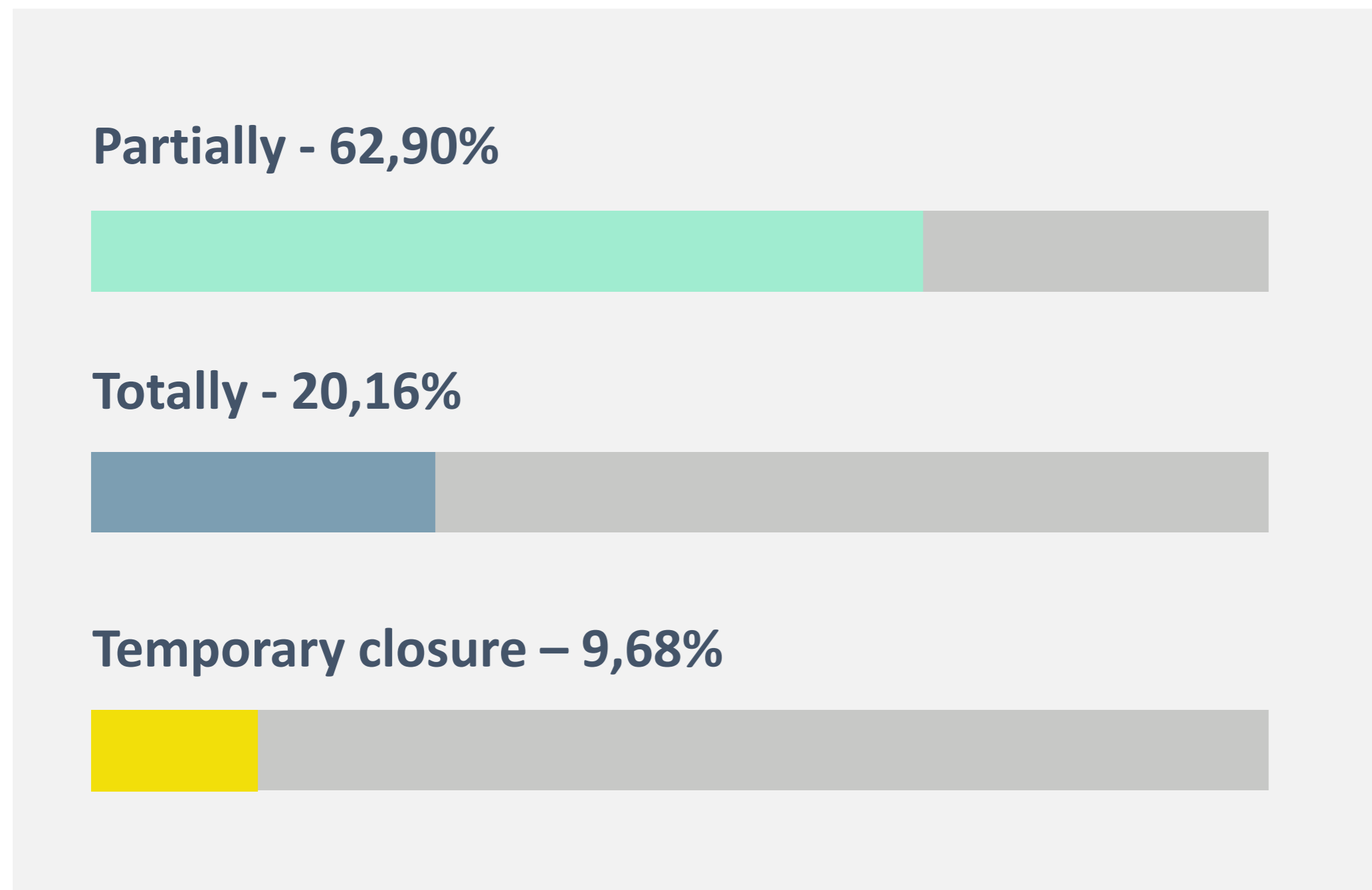
+ 31% have :

- Stopped their events
- Adjusted the working method
- Applied for a loan or opened a line of credit

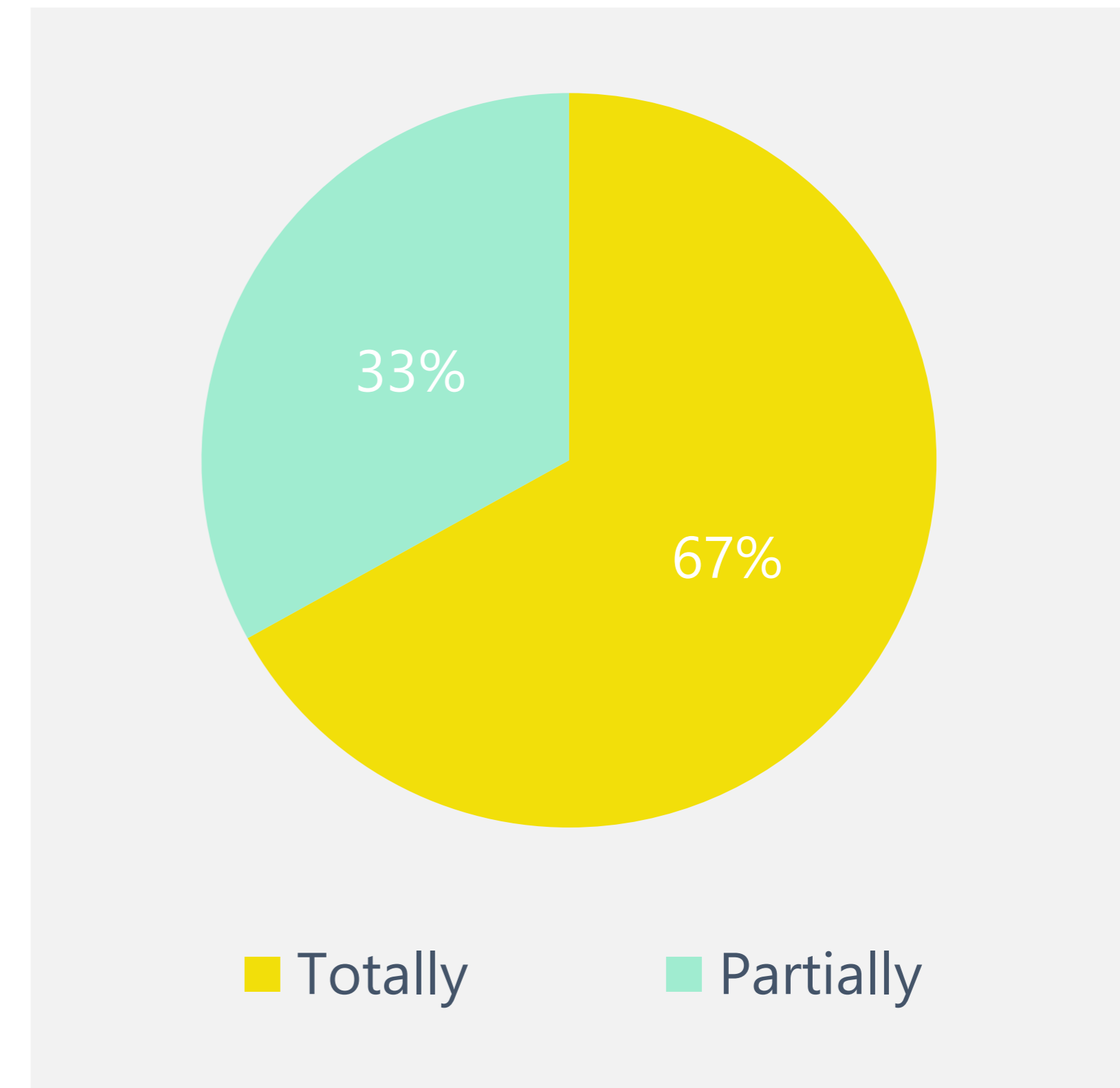
The impact of the COVID-19 crisis on your activities



Is your organization able to maintain its services to the community?

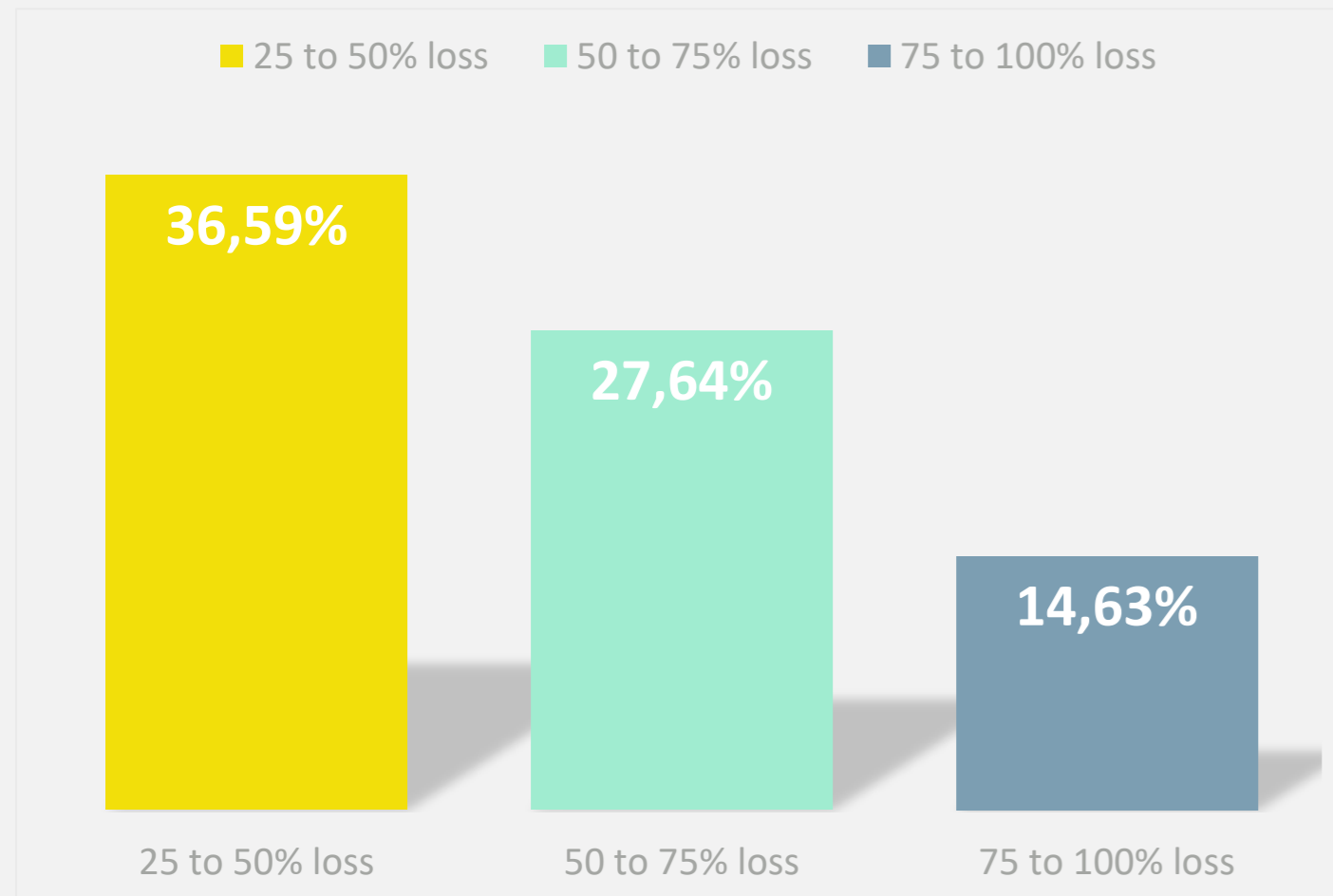


Does your organization use teleworking to maintain its operations?

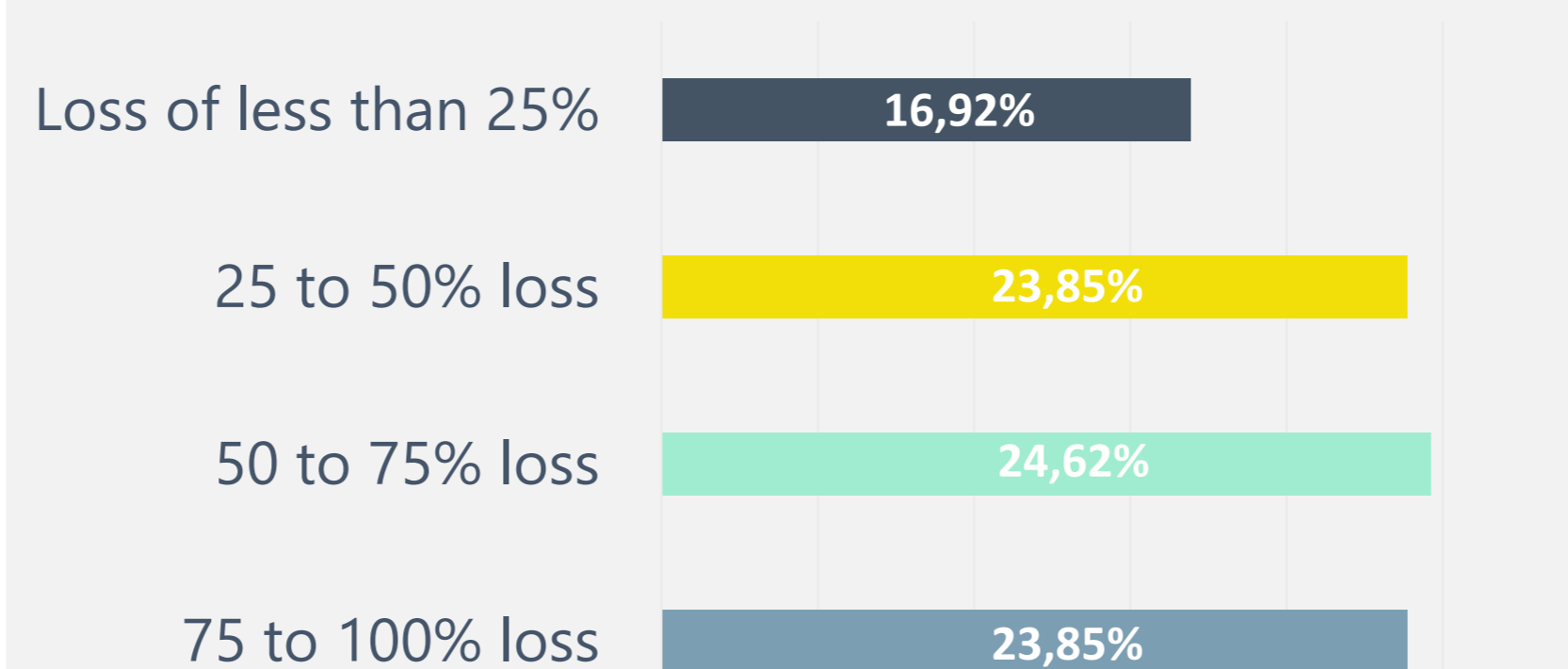


The impact of the COVID-19 crisis on your activities

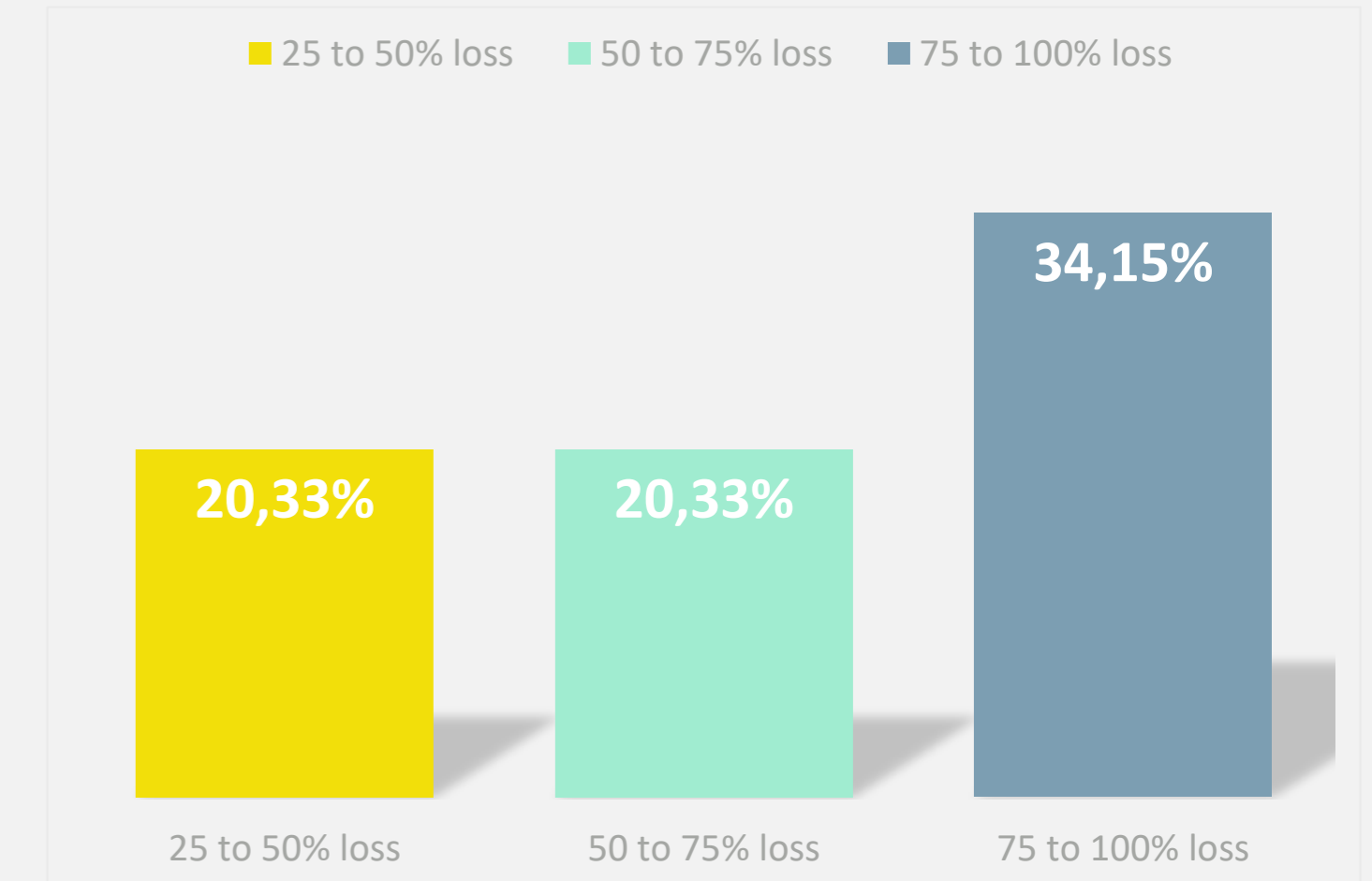
The anticipated impact of the crisis on your overall revenues for the 2nd quarter of 2020



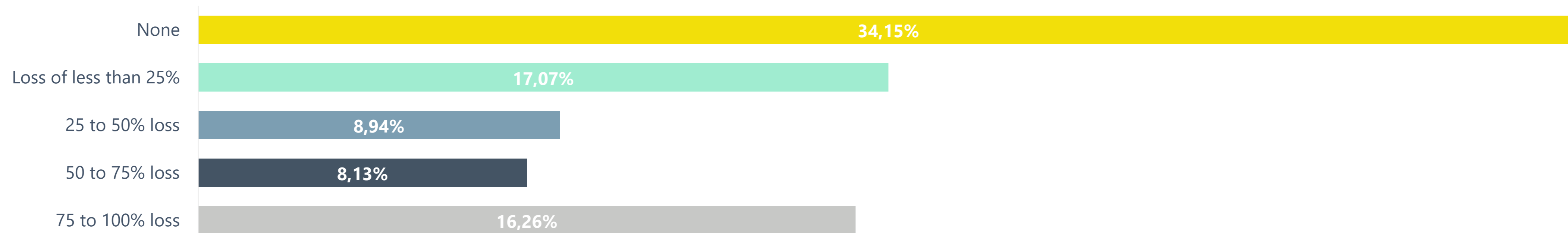
The expected impact of the crisis on your fundraising revenues for the 2nd quarter of 2020



The expected impact of the crisis on your fundraising events in 2020



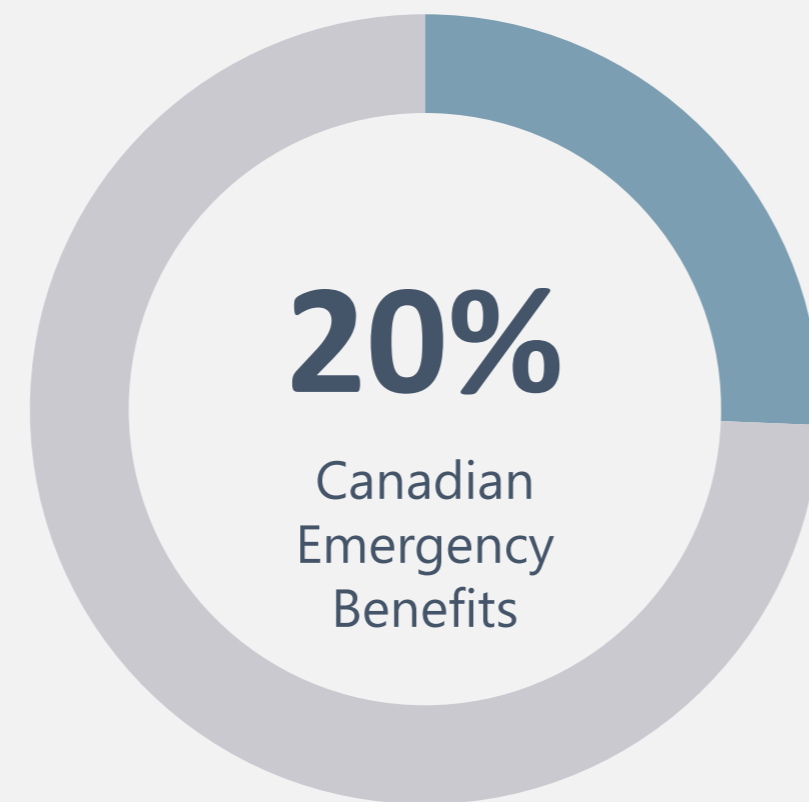
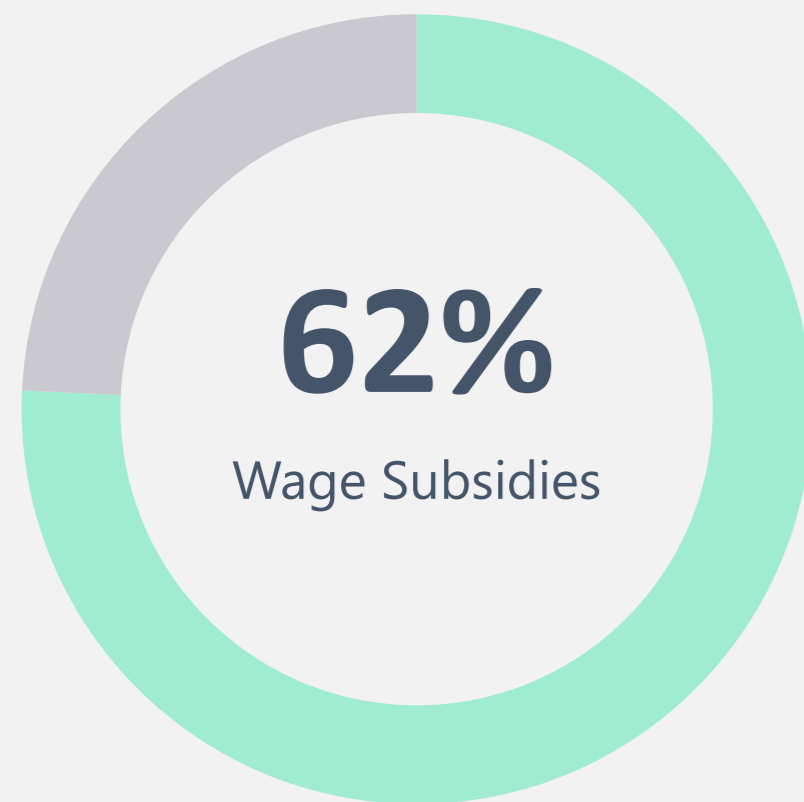
What is the impact of the crisis on volunteer involvement in the operation of your organization?



The impact of the COVID-19 crisis on your activities



Do you or members of your organization intend to take advantage of any of the following government's programs?



+ 66% did not rehire staffs' following the announcement of the new wage subsidy program reimbursing 75% of staff salaries

90%

are in favor of the government implementing a temporary program to enhance the charitable tax credit

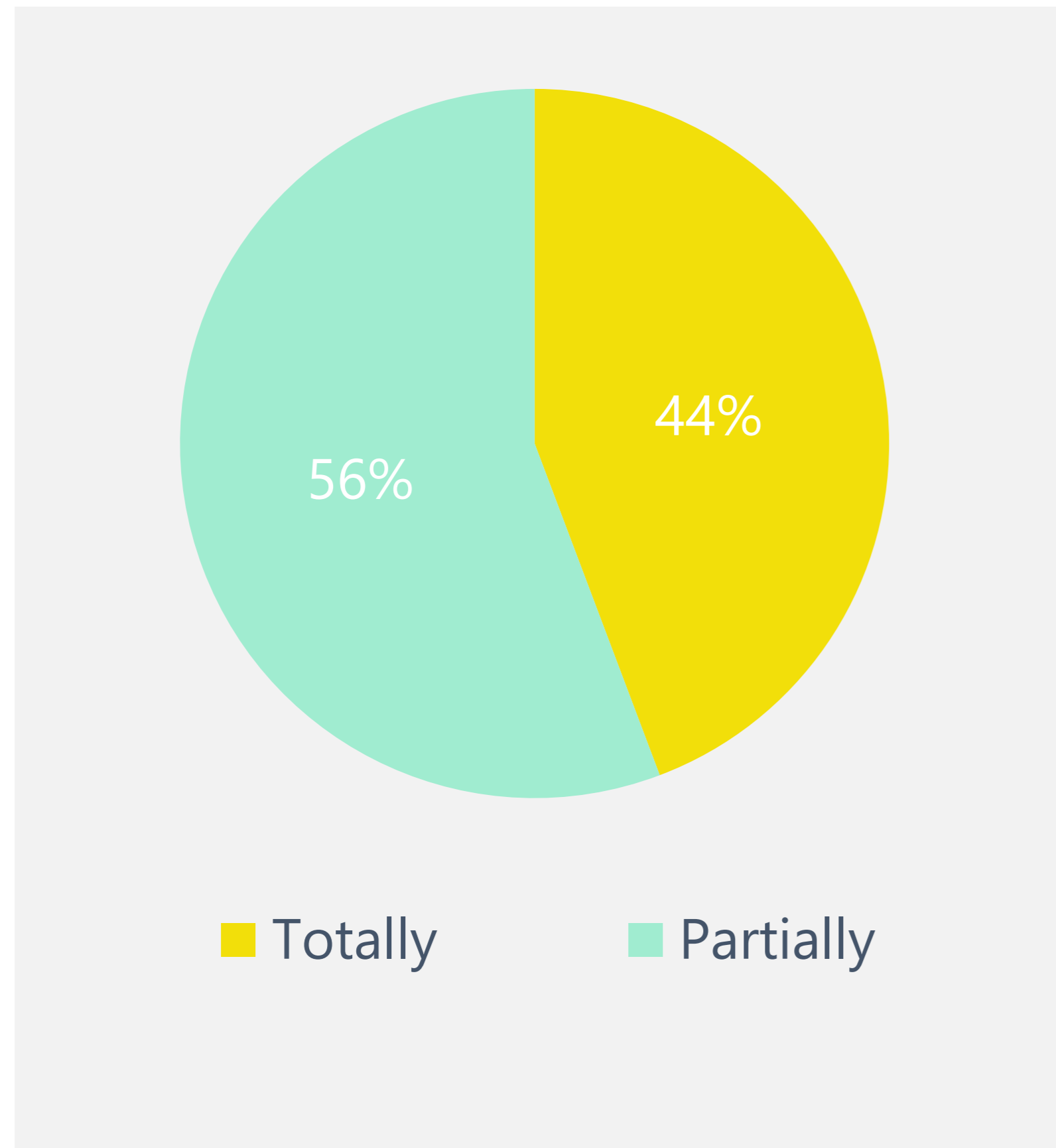
86%

are in favor of the government implementing a charitable donation matching program

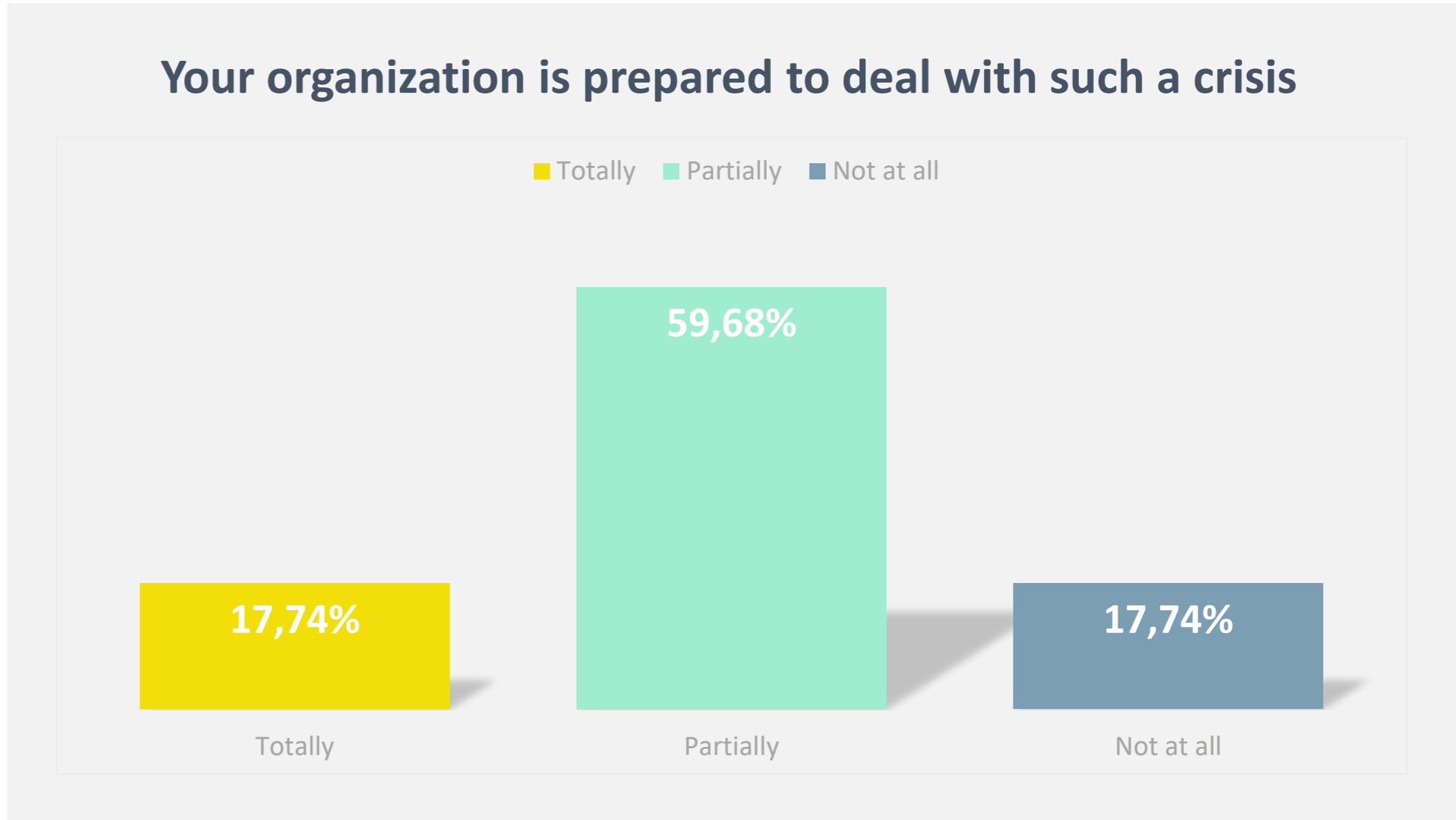
The impact of the COVID-19 crisis on your activities



Are you satisfied with the measures proposed by the government so far?



Most organizations seem satisfied with the measures announced by governments, but the informations are unclear.



The impact of the COVID-19 crisis on your activities

What did you lack to best manage the situation?



Time



Human resources



Financial resources



Necessary tools to work remotely



A contingency plan



More informations from governments

How did you manage the relationship with your donors?

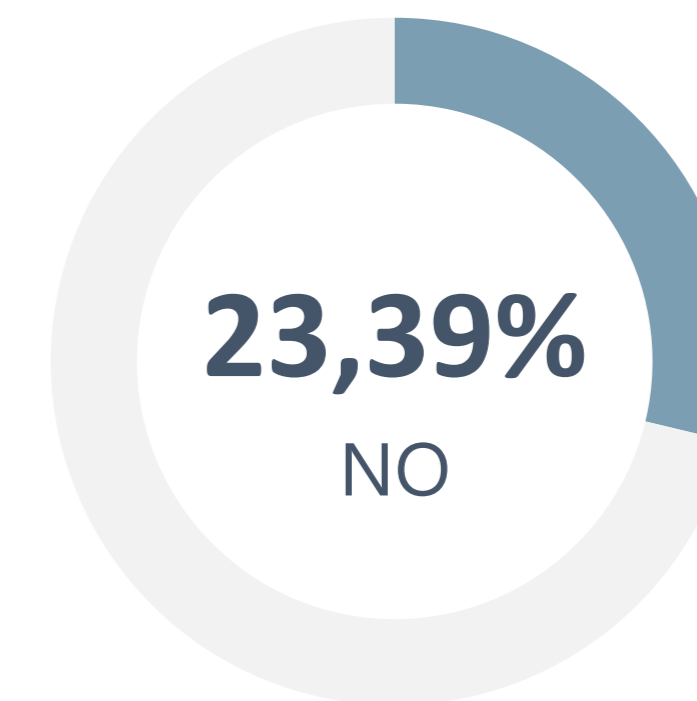
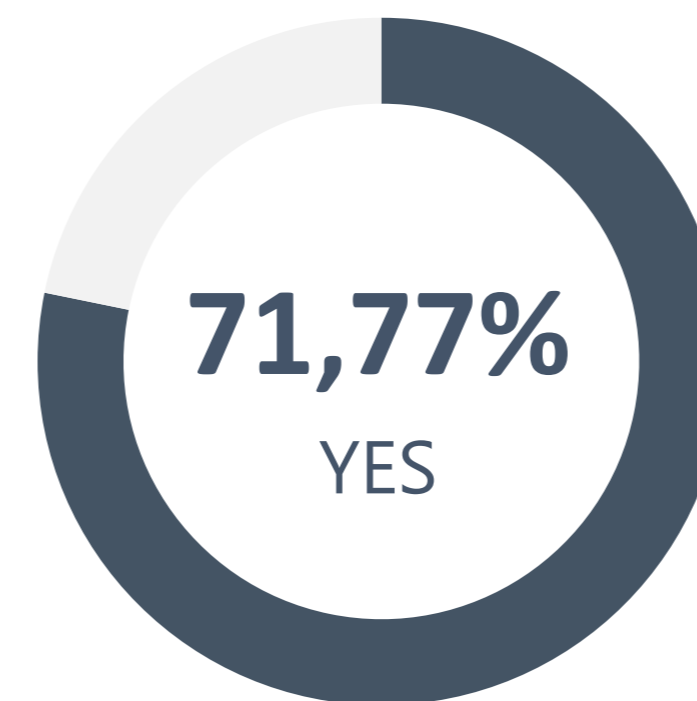
Communications on changes to our services or suspension of operations

73,11%

Continued solicitation operations

33,61%

Have you thought about your post-crisis strategy and actions?



What do you retain from such an exceptional situation in relation to your organization? *(French comments)*

Il nous faut toujours être prêts à faire face à l'inévitable

L'importance d'avoir une organisation agile.

Les activités de levée de fond sont à risque et tributaires de la santé financière des donateurs...

Notre capacité d'adaptation.

L'importance de la mise en place d'un plan de crise

L'importance de sa mission n'est que plus affirmée

Fragilité et impuissance

Qu'on a vraiment une superbe équipe, dévouée à 400%

La proaction

Nous avons innové!

Avoir des réserves

Résilience et solidarité

La force collective

Avoir un fond d'aide si possible et un programme pour les employés

L'importance d'une bonne communication

La forte dépendance aux événements

De l'humilité et le défi de se réinventer...

La force du CA

Nous devons miser davantage sur les sources de financement que les événements

On doit se réinventer en ne prenant plus rien pour acquis

Rien n'est acquis tout est à renouveler même si nous ne sommes pas en période de crise

L'importance du plan de gestion

Qu'il ne faut pas minimiser les petits dons, ceux-ci font encore plus la différence en temps de crise

Nous sommes pertinents !

