Business & CommUNIty Services
University of Northern Iowa

COVID-19 Impact on Iowa Nonprofit Organizations – Survey 2

Aggregated Data Report – July 13, 2020

Research conducted by:
University of Northern Iowa
Business & Community Services
Institute for Decision Making | Strategic Marketing Services

Project Overview

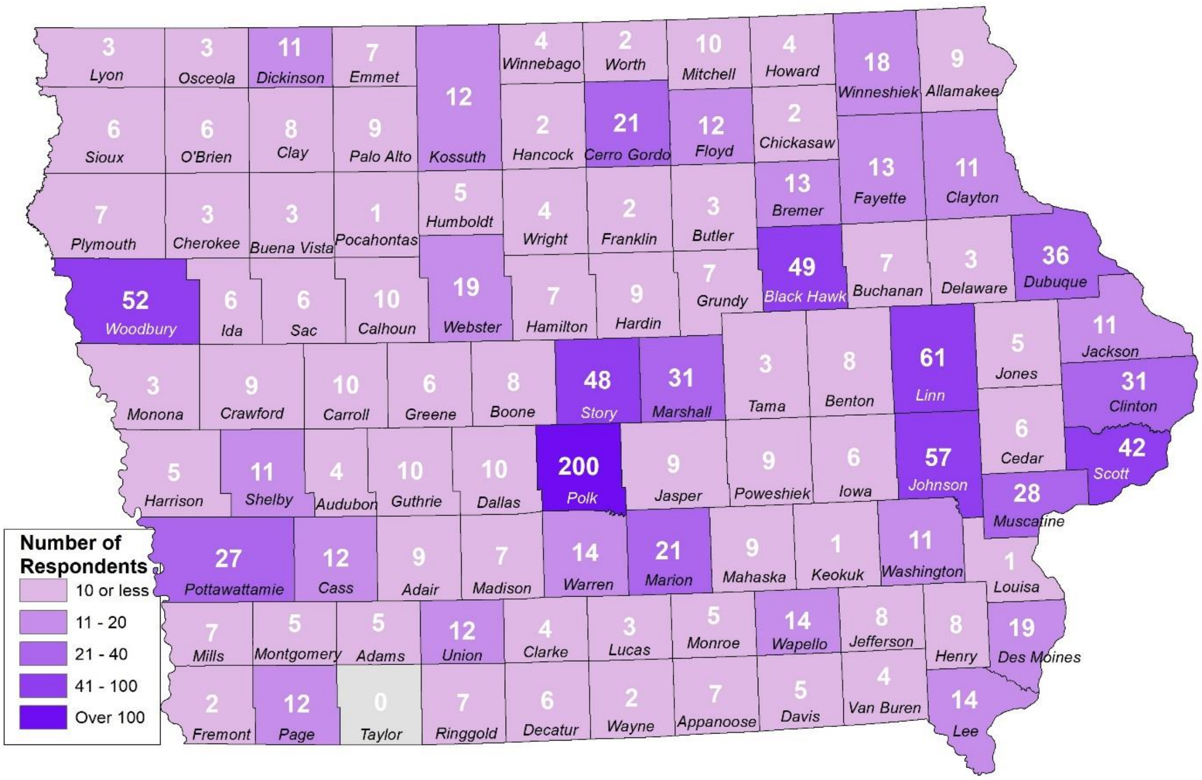
The Iowa Economic Development Authority (IEDA) partnered with the University of Northern Iowa's Institute for Decision Making (IDM) and Strategic Marketing Services (SMS) to survey businesses and organizations across the state about what they are experiencing and how the businesses and organizations are handling the current COVID-19 crisis. The survey was launched on the afternoon of Wednesday, May 20, 2020 and was closed at 5 pm on Friday, May 29, 2020. Over 10,000 businesses and organizations fully or partially completed the survey as of May 29th. However, only 9,681 were usable for analysis after removing duplicate and out of state responses. Of these, 1,326 were nonprofit organizations. This report details the aggregate findings for these 1,326 organizations.

During data analysis, data was segmented by employee size, revenue, and county type (metro vs. non-metro) in order to uncover any meaningful differences between the respective groups. Key meaningful differences are noted in the body of the report, however, all significant differences are included in the Appendix. If no meaningful differences are reported, you can safely assume the aggregate data is representative of all respondents.

Demographics

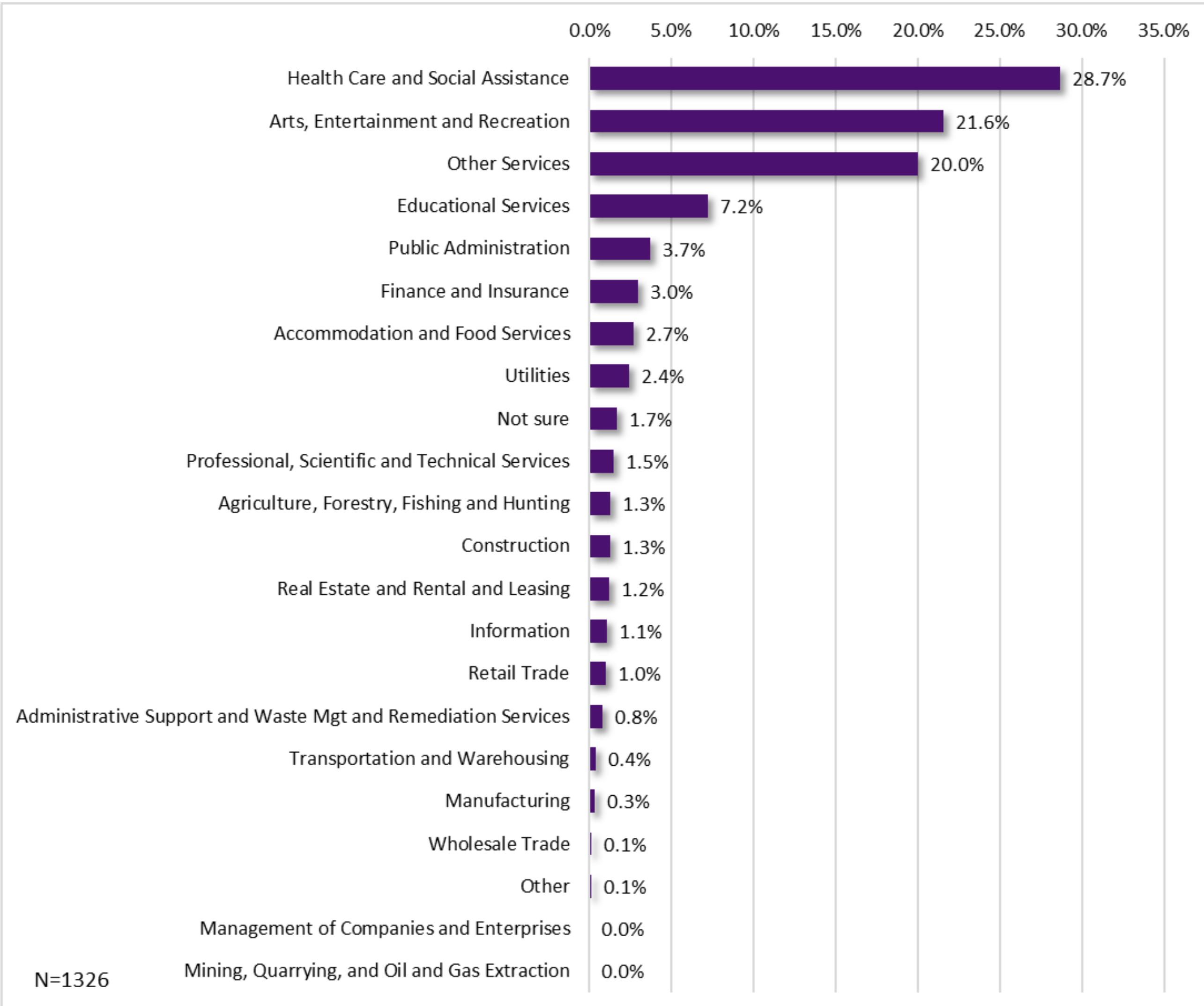
Geographic Overview

There were nonprofit respondents from 98 of Iowa's counties with strongest participation being from Iowa's metro areas, specifically the Des Moines metro area. However, overall fairly equal responses were collected from metro counties (51.3%) and rural counties (48.7%). Additionally, responses were received from 322 different Iowa zip codes.



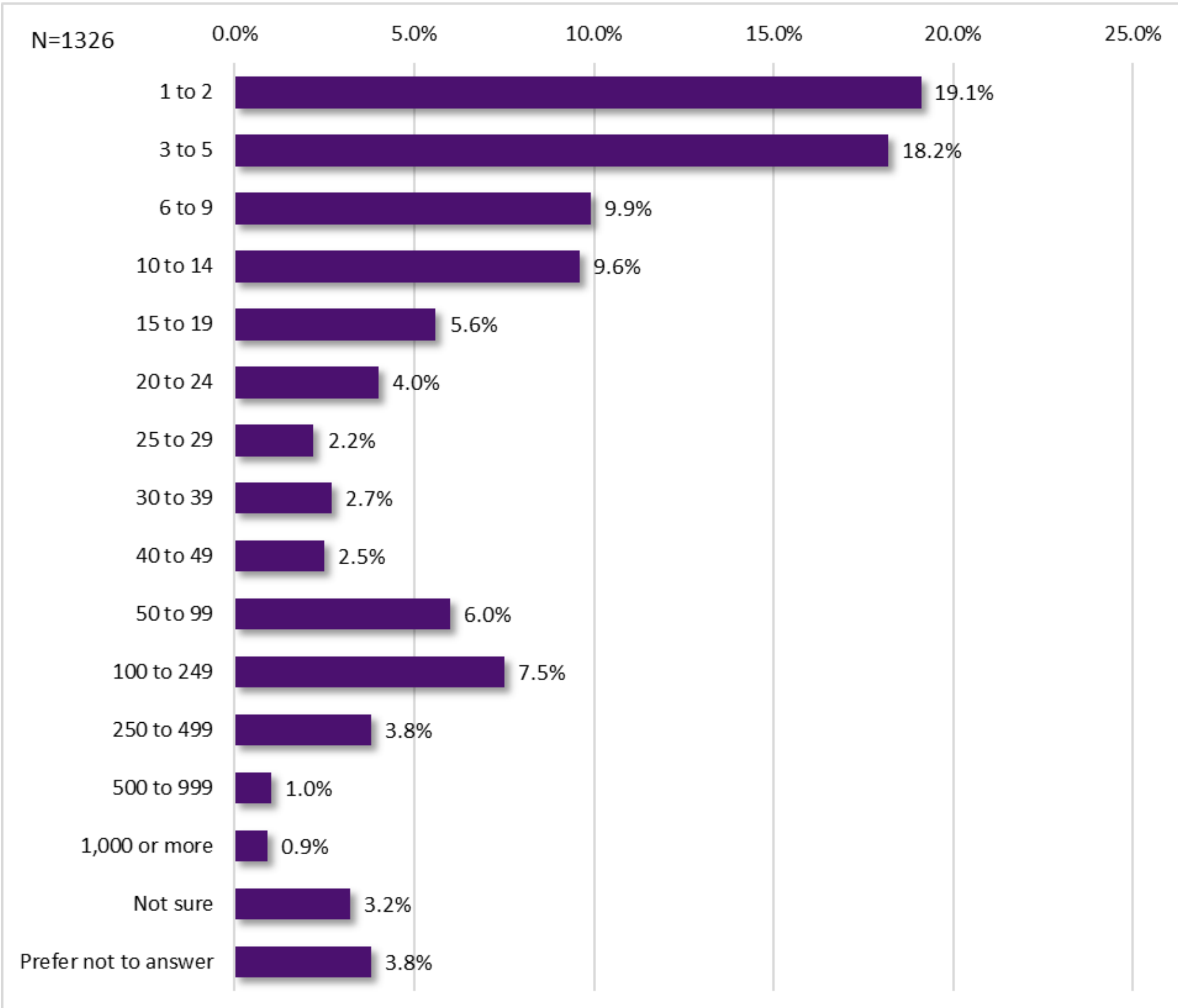
Organization’s Primary Industry

Among the nonprofit respondents, the top participating industry sectors were Health Care and Social Assistance (28.7%), Arts, Entertainment and Recreation (21.6%), and Other Services (20.0%). Educational Services had 7.2% representation with the remaining industries being represented by less than four percent of respondent organizations.



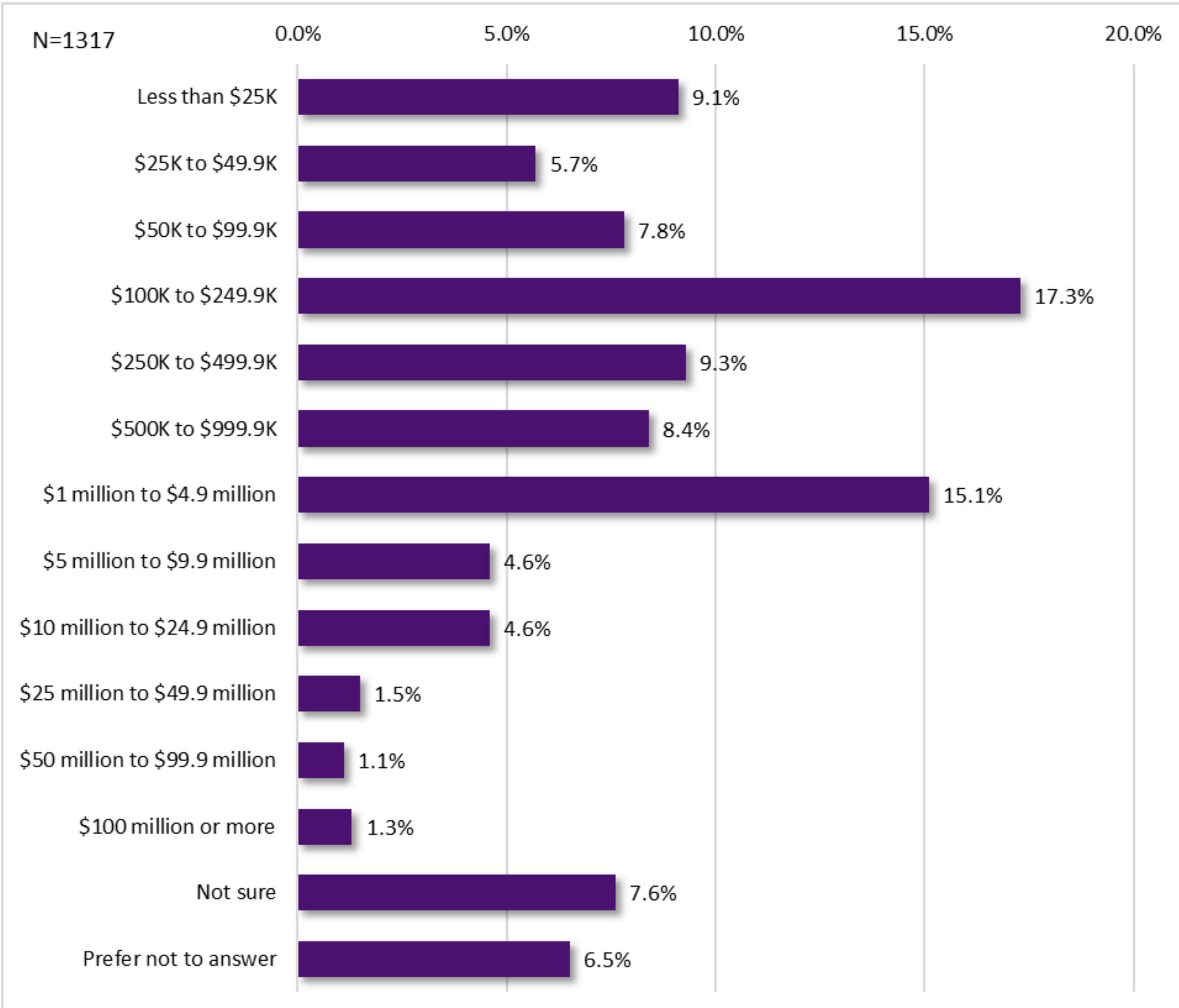
Employment (full-time, part-time, and contract) prior to COVID-19 (Feb/Mar 2020)

Over one-third of nonprofit respondent organizations have less than 5 employees. Additionally, nearly 20% of organizations reported having 6 to 14 employees, while 17% have 15 to 49 employees and 19.2% have over 50 employees.



Annual Revenue for 2019

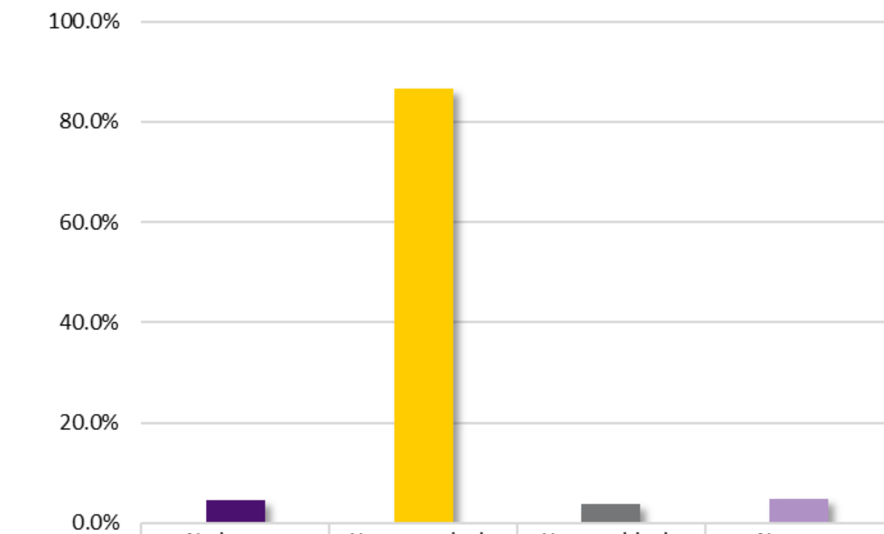
Less than one-fourth of nonprofits reported an annual revenue of less than $100K (22.6%), while 35% reported having $100K to $999.9K in annual revenue and 28.2% have annual revenues over $1 million.



Aggregate Survey Results

Has the recent outbreak of the coronavirus (COVID-19) directly impacted your organization?

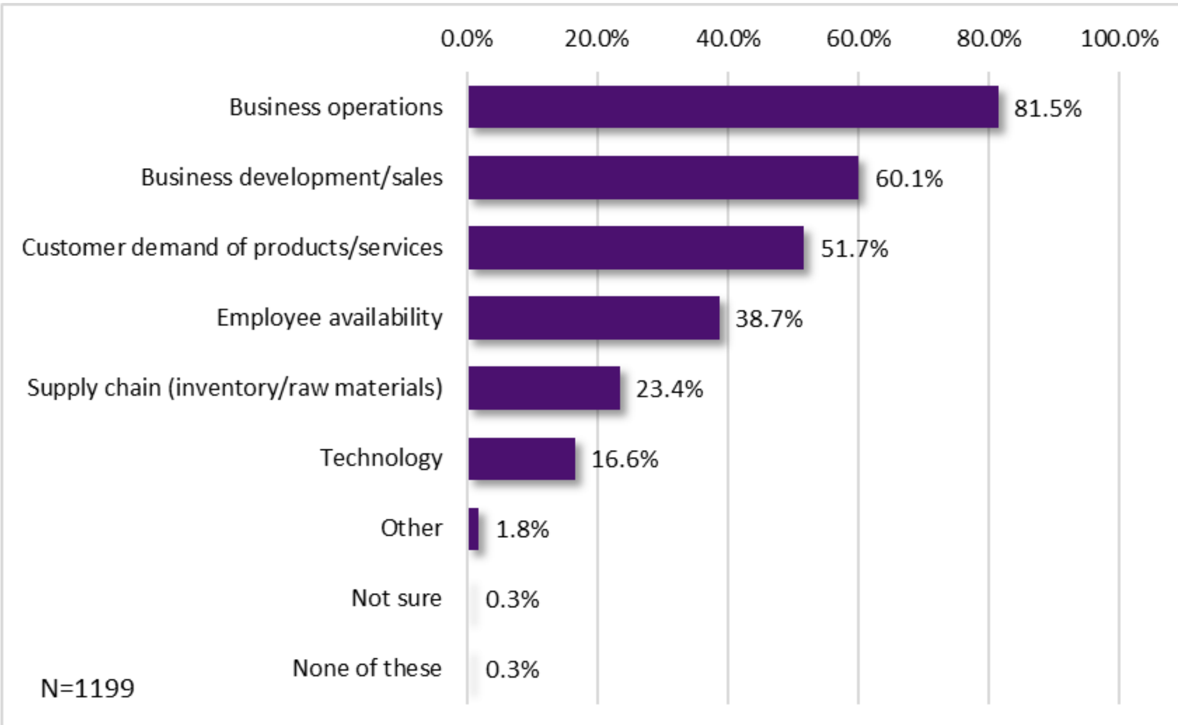
The majority of respondents (86.7%) have been negatively impacted by the recent outbreak of the coronavirus (COVID-19), while just 3.7% were positively impacted. Less than five percent of respondents have not been directly impacted as of when the survey was launched.



	No impact	Yes, negatively	Yes, positively	Not sure
Aggregate N=1326	4.7%	86.7%	3.7%	4.9%

Which of the following areas of your organization have been impacted by the coronavirus (COVID-19)?

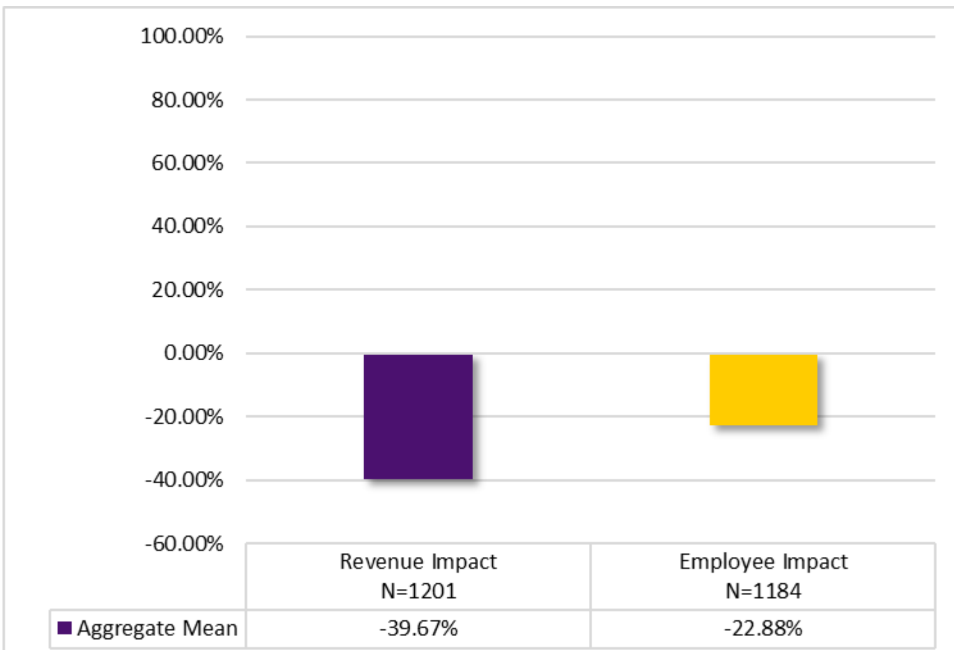
The top three organizational areas impacted by COVID-19 include Business operations (81.5%), Business development/sales (60.1%), and Customer demand of products/services (51.7%). Over one-third of respondent organizations have been impacted by Employee availability (38.7%), and nearly one-fourth have been impacted by Supply chain (inventory/raw materials). Technology has been impacted for only 16.6% of respondent organizations.



What do you estimate the impact of the coronavirus (COVID-19) had on your organization's revenue and employment levels in April 2020 as compared to April 2019 levels?

Respondents were asked to estimate the impact COVID-19 had on their organization's revenue and employment in April 2020 as compared to April 2019 levels on a scale of -100 to +100, with negative numbers indicating a decreased percentage of revenue/employees, 0 indicating no impact, and positive numbers indicating an increased percentage of revenue/employees. Respondents indicated a moderately negative impact for both revenue (mean value of -39.67%) and employees (mean value of -22.88%) in April.

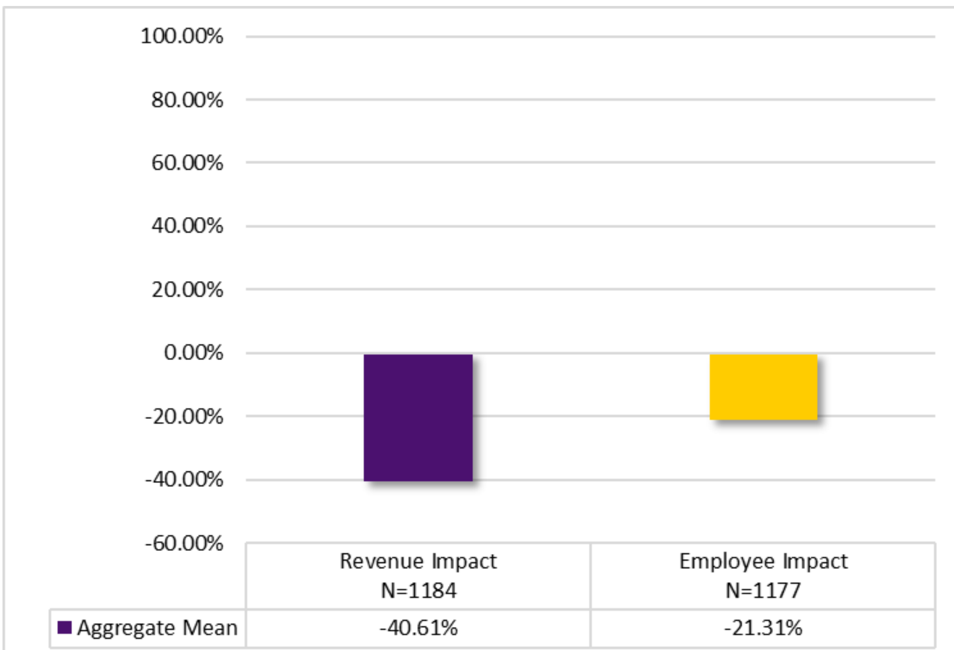
A total of 125 respondents were not sure about the April revenue impact and 142 were not sure about the employee impact.



What do you estimate the impact of the coronavirus (COVID-19) had on your organization's revenue and employment levels in May 2020 as compared to May 2019 levels?

Respondents indicated an increasing negative impact for May revenue (mean value of -40.61%) and slightly decreasing negative impact for May employees (mean value of -21.31%) as compared to April impact estimations.

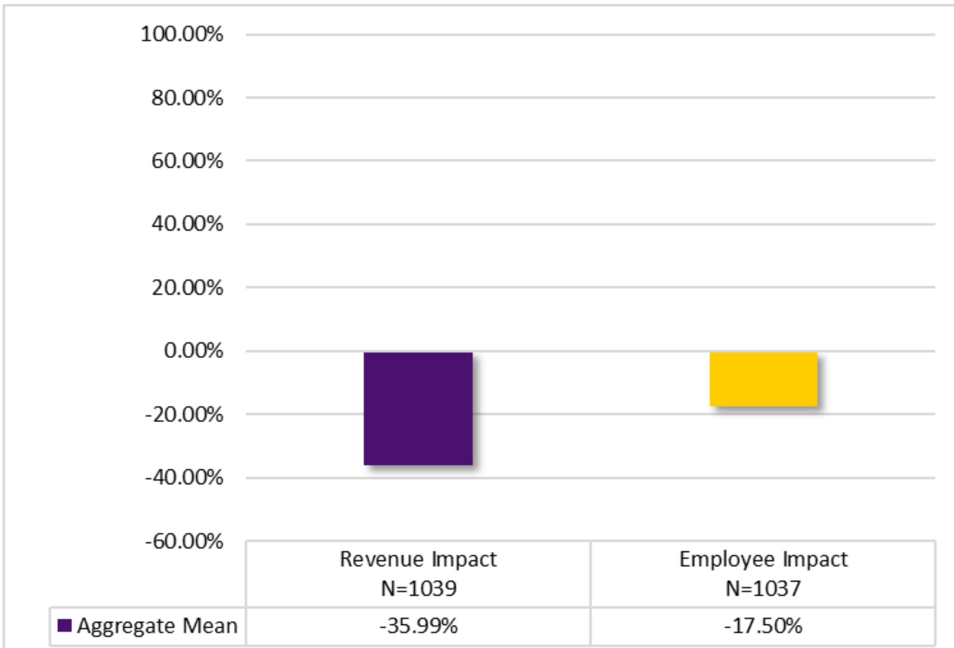
A total of 142 respondents were not sure about the revenue impact in 30 days and 149 were not sure about the employee impact in 30 days.



What do you estimate the impact of the coronavirus (COVID-19) had on your organization's revenue and employment levels in June 2020 as compared to June 2019 levels?

Respondents indicated a decreasing negative impact for both revenue (mean value of -35.99%) and employees (mean value of -17.50%) in June as compared to May impact estimations.

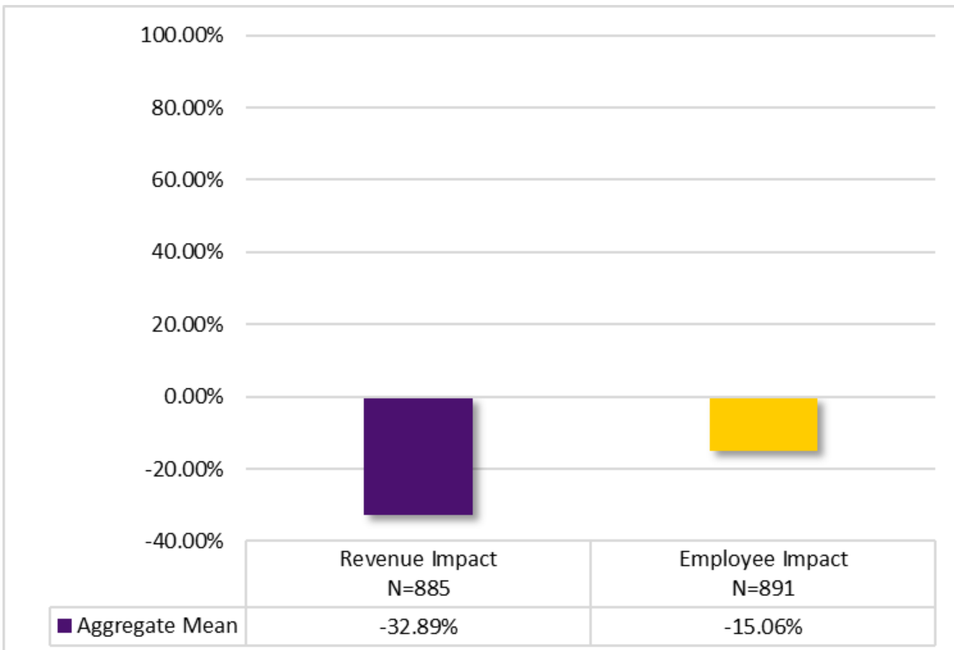
A total of 287 respondents were not sure about the revenue impact in 60 days and 289 were not sure about the employee impact in 60 days.



What do you estimate the impact of the coronavirus (COVID-19) had on your organization's revenue and employment levels in July 2020 as compared to July 2019 levels?

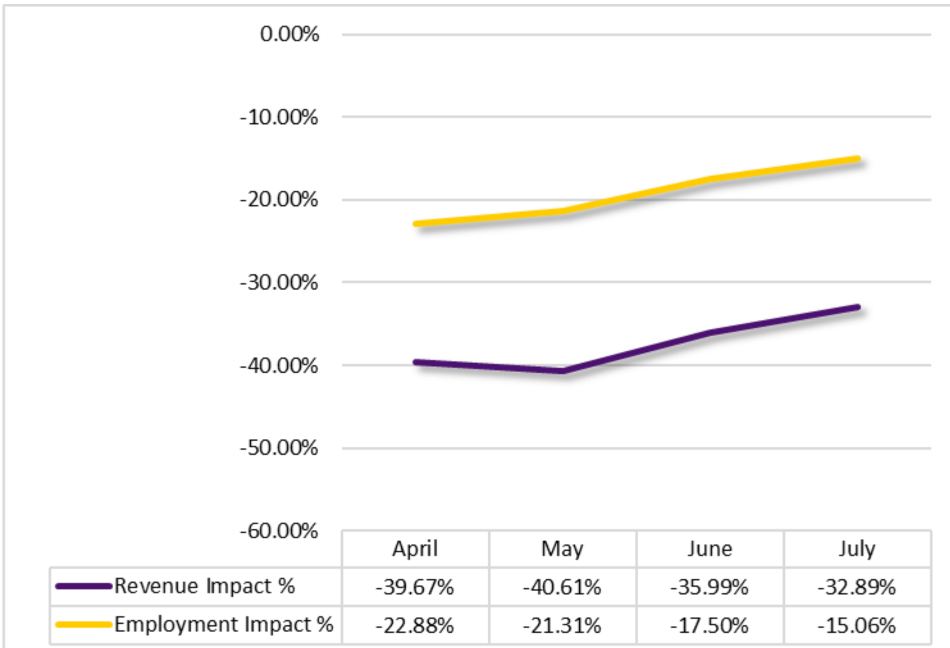
Respondents again indicated a decreasing negative impact for both revenue (mean value of -32.89%) and employees (mean value of -15.06%) in July as compared to June impact estimations.

A total of 441 respondents were not sure about the revenue impact in 90 days and 435 were not sure about the employee impact in 90 days.



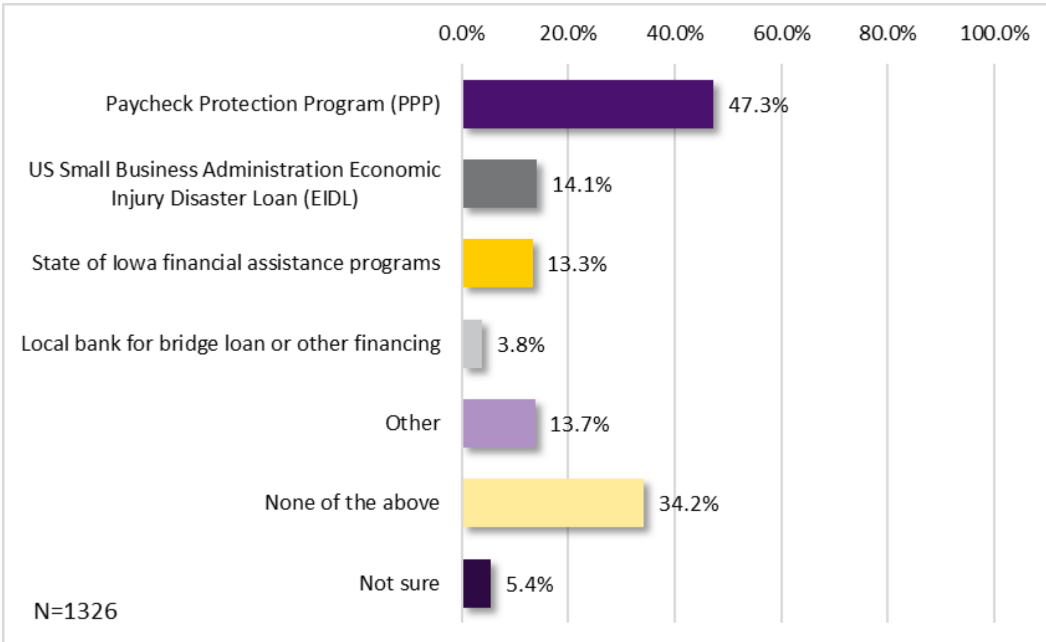
Revenue & Employment Impact Trend

Aggregately, respondents indicated a negative impact for COVID-19 in April and across the next 3 months through July, with a small increase in the mean employment value from April to May (+1.57) and a small decrease for revenue impact (-0.94%) in the same time period. The mean values increase slightly for both revenue and employment in June and July.



Which of the following financial assistance options has your organization applied for?

Nearly half of respondents (47.3%) applied for the Paycheck Protection Program (PPP). Less than 15% applied for both US Small Business Administration Economic Injury Disaster Loan (14.1%) and state of Iowa financial assistance programs (13.3%). Just under four percent applied for a loan or other financing through a local bank.



The top state of Iowa financial assistance programs mentioned by respondents included the following:

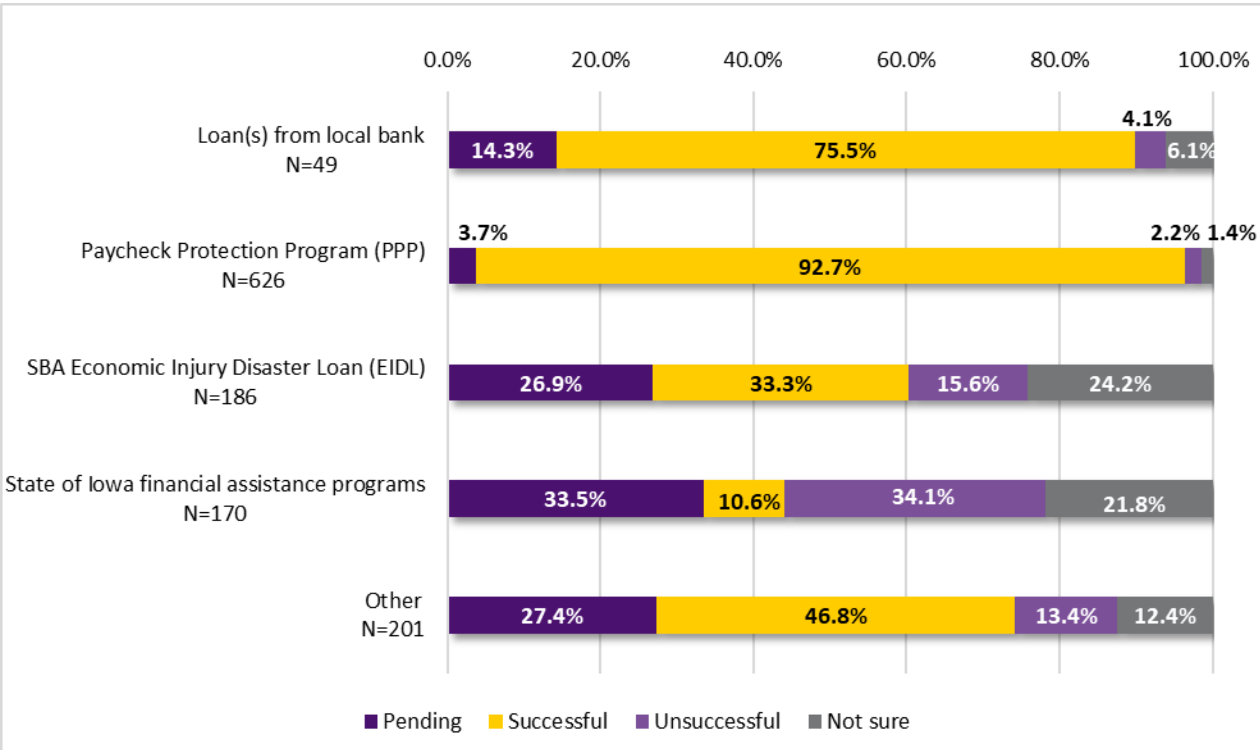
- Small business relief fund – 41
- Cultural affairs / Arts – 30
- IEDA grant – 19
- Grants (in general) – 16
- Daycare – 8
- IWD – 8
- SBA – 6
- Deferred payments – 5
- Disaster relief – 5
- Local organizations – 4
- CARES Act – 2
- Miscellaneous loans – 1
- TSB – sole proprietor – 1
- Unemployment – 1

The top Other responses indicated by respondents included the following:

- Grants – 48
- Local ED / Foundations – 38
- CARES Act – 23
- Arts/Culture grants – 17
- FEMA / Disaster – 11
- Unemployment – 5
- Small business relief – 3
- Deferred payments – 2
- IEDA – 2
- Loans – 2
- ALICE grant – 1
- Friends / family / personal – 1
- SBA – 1

What is the status of your application for the following financial assistance options?

Respondents have been most successful receiving financial assistance through the Paycheck Protection Program (92.7%), followed by loans from local banks (75.5%), and Other financing (46.8%). Over one-fourth of respondent applications for SBA Economic Injury Disaster Loans were still pending at the time of the survey. Over one-third of respondent applications for state of Iowa financial assistance programs were unsuccessful.

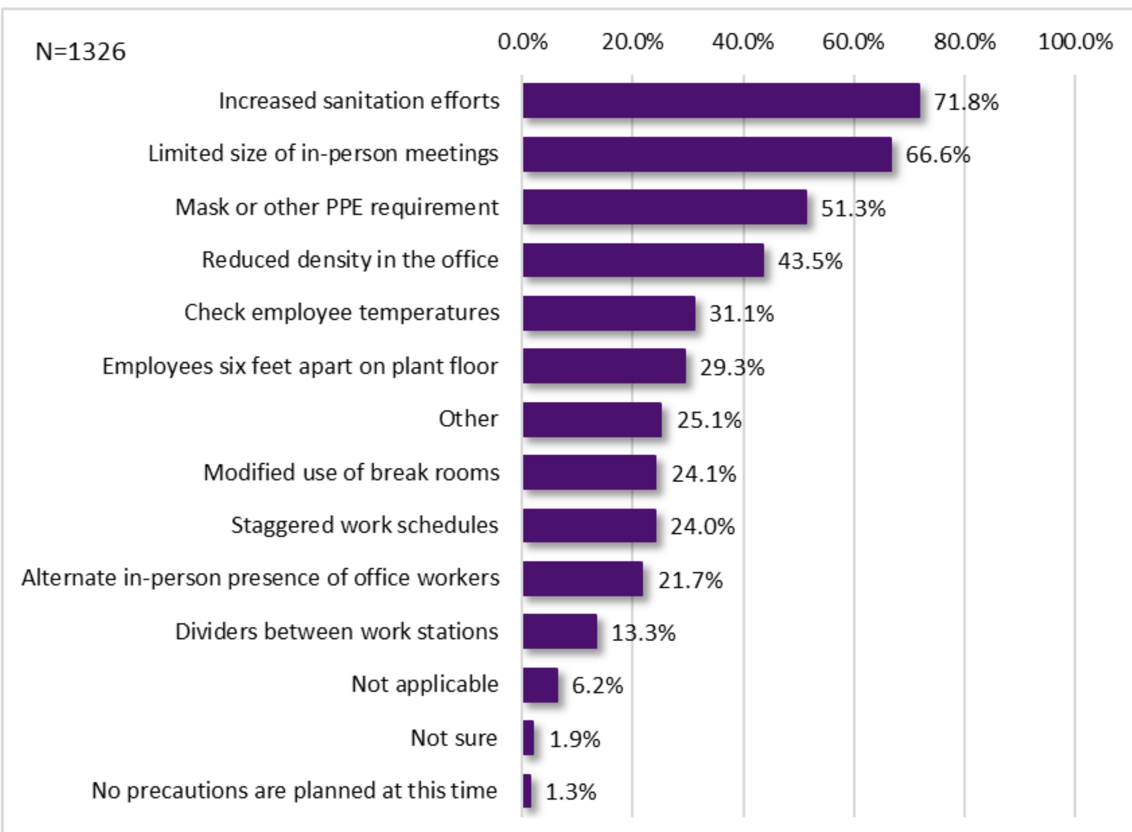


What precautions has your organization implemented or plans to implement to limit the spread of COVID-19 for your facilities?

Over 70% of respondents increased sanitation efforts within their facilities, while two-thirds have limited the size of in-person meetings. Other popular changes made by respondent organizations include mask or other PPE requirement (51.3%), reduced density in the office (43.5%), checking employee temperatures (31.1%), and having employees remain six feet apart on the plant floor (29.3%). Just under one-fourth of respondents have also modified the use of break rooms (24.1%) and have staggered work schedules (24.0%). Only 1.3% of organizations have no precautions planned.

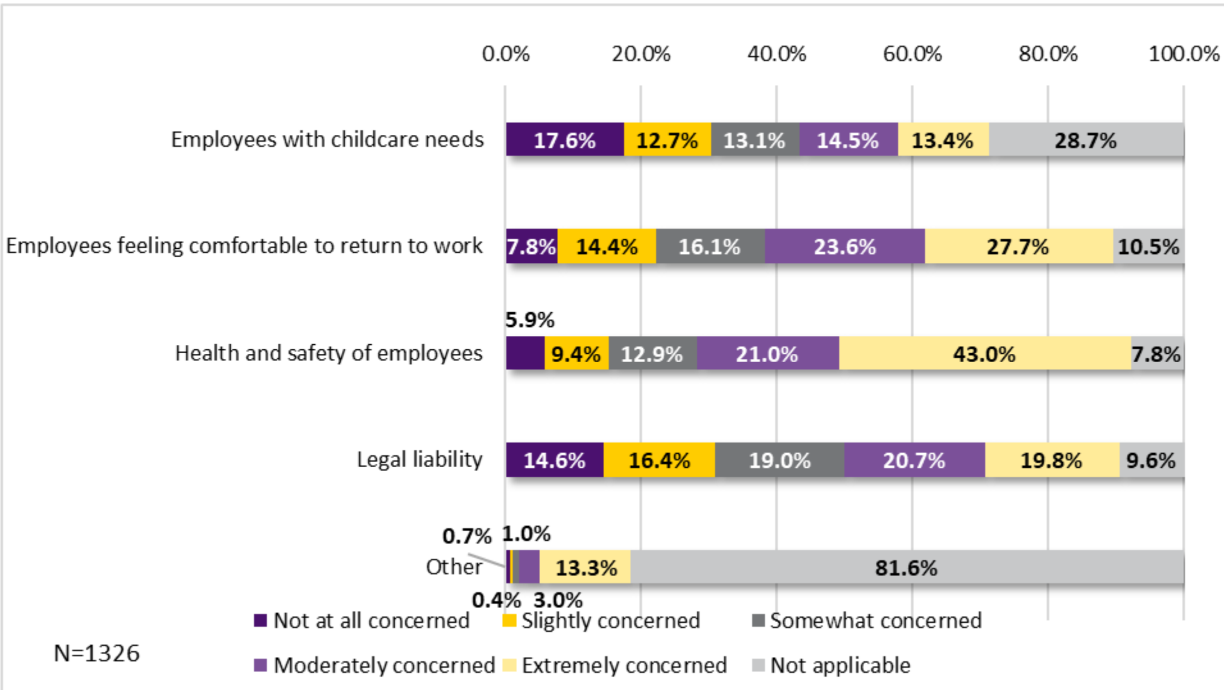
The top Other responses indicated by respondents included the following:

- Work remotely – 204
- Limit access to building – 50
- Closed – 50
- Reduced hours or customers – 26
- Other health practices – 9
- Laid off employees – 5
- No travel – 3



Rate your level of concern for each of the following barriers your organization may face when your employees return to the workplace.

On a scale of 1 to 5, with 1 being Not at all concerned and 5 being Extremely concerned, respondent organizations are most concerned with the health and safety of employees (mean of 3.93). Respondents are also moderately concerned with employees feeling comfortable to return to work (mean of 3.55) and legal liability (mean of 3.16). Organizations are least concerned about employees with childcare needs (mean of 2.91).

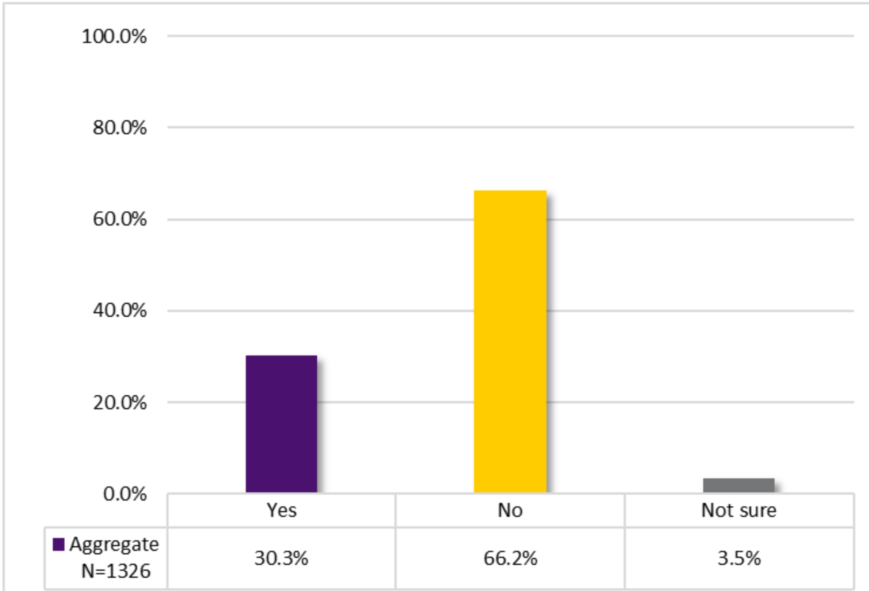


Other barriers for employees returning to the workplace are summarized in the chart below in order of frequency. The most mentioned barriers include customer safety & compliance (62), Workplace safety & compliance (28), Unemployment more attractive than working (18), Revenue sustainability (17), and Customer demand (13). For barriers mentioned by more than 6 respondents, the most concerning are Workplace safety & compliance (4.71), Revenue sustainability (4.71), Customer safety & compliance (4.68), and Customer demand (4.62).

	Aggregate N Size	Mean Value
Customer safety & compliance	62	4.68
Workplace safety & compliance	28	4.71
Unemployment more attractive than working	18	4.00
Revenue sustainability	17	4.71
Customer demand	13	4.62
PPE availability	6	4.33
Cash flow	6	5.00
Miscellaneous	6	4.50
Employees not returning	6	5.00
Employee morale/mental health	5	4.00
Regulatory restrictions	5	4.60
Remote working challenges	5	3.00
Volunteer safety & compliance	5	4.00
School safety & compliance	4	5.00
New COVID surge	3	4.67
Small business - minimal contact	3	4.33
Business remained open	2	2.50
Staff reductions	2	2.50
Public safety & compliance	2	5.00
Information for decision making	2	5.00
Supply chain issues	1	4.00
Travel restrictions	1	5.00
COVID testing/tracking	1	5.00
Public perceptions	1	5.00

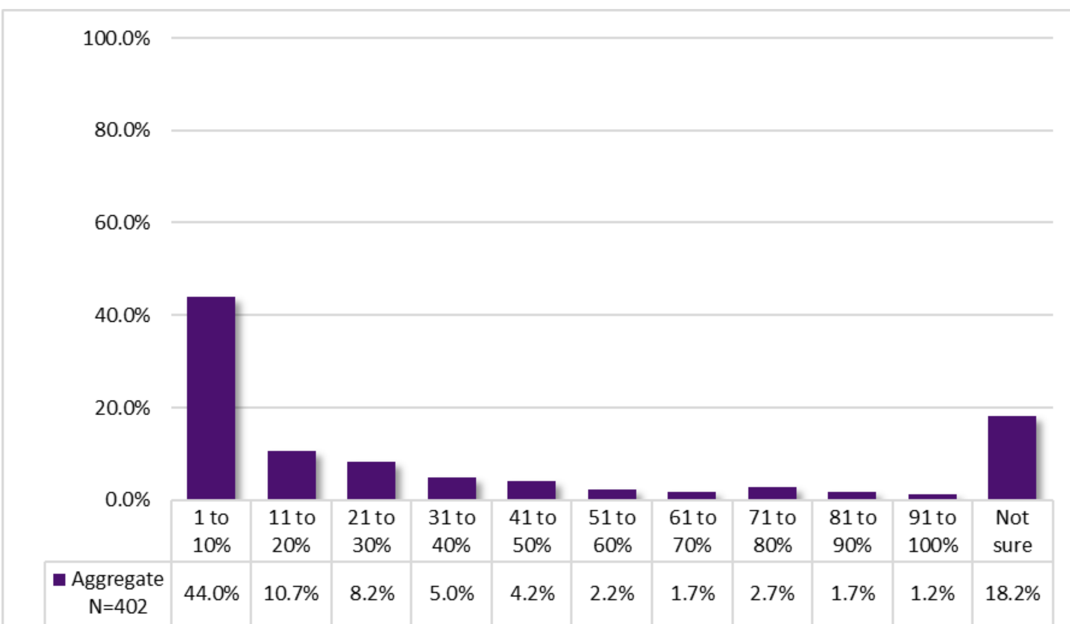
Did your organization have an online sales presence prior to March 17, 2020?

Two-thirds of participants reported no online sales presence prior to March 17th, 2020 while just over 30% reported an existing online sales presence.



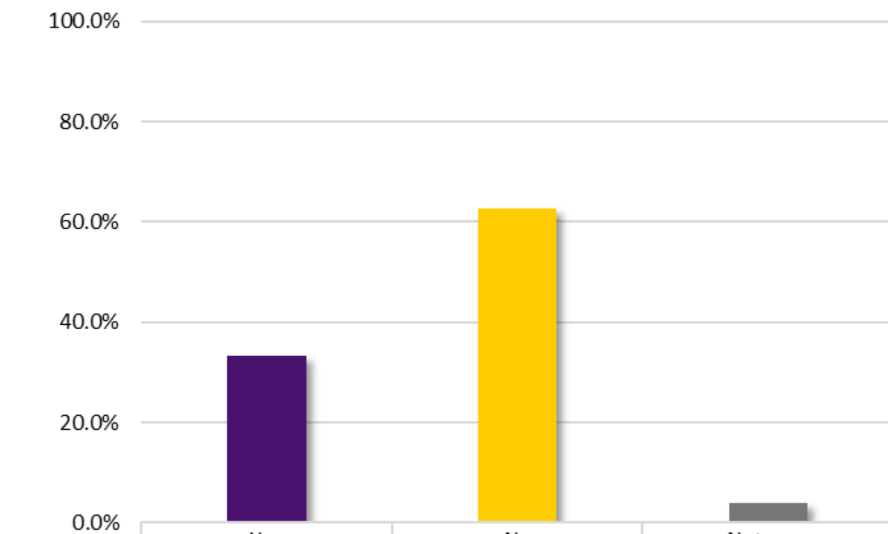
What percent of your monthly revenue on average was generated from online sales prior to March 17, 2020?

Of the respondents who had an online sales presence prior to March 27th, 2020, 44.0% reported that 1 to 10% of monthly revenue was generated from online while 10.7% reported 11 to 20%. 18.2% of respondents were unsure of average revenue generated from online sales.



Did your organization create or continue to have an online sales presence after March 17, 2020?

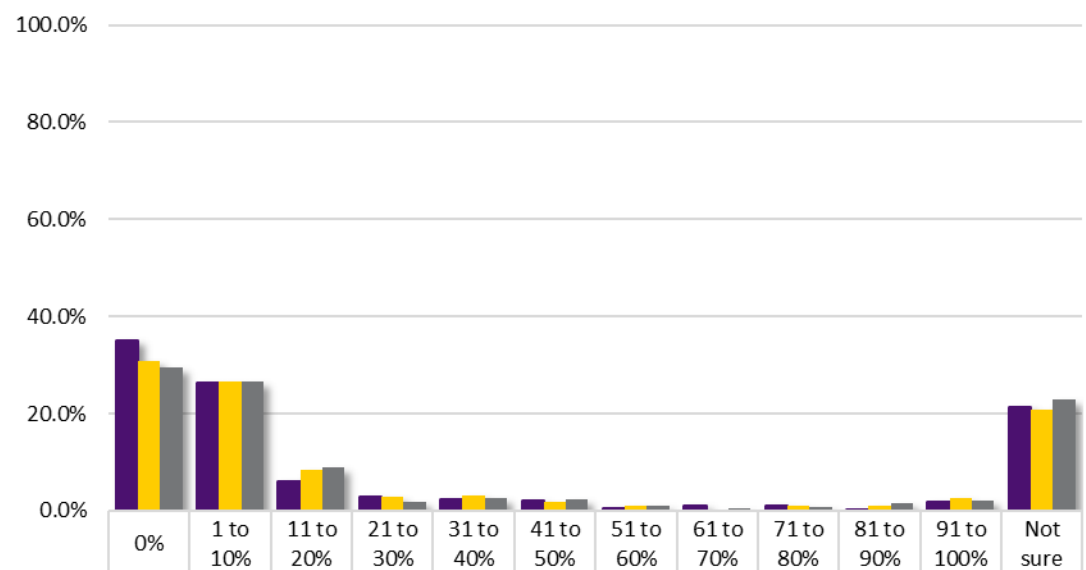
Nearly two-thirds of respondents (62.7%) reported having no online sales presence after March 17th, 2020 while one-third reported creating or continuing to have an online sales presence after March 17th, 2020.



	Yes	No	Not sure
Aggregate N=1326	33.3%	62.7%	4.0%

What percent of your normal monthly revenue have you been able to supplement from online sales for March, April, and May?

The percentage of normal monthly sales revenue supplemented from online sales remained fairly steady over March, April, and May. About one-fourth of respondent organizations supplemented 1 to 10% of monthly revenue with online sales, followed by about 9% of respondents supplementing 11 to 20% of monthly revenue. In March, over 35% of respondent organizations did not supplement monthly revenue with online sales, but this percentage decreased to 30.8% in April and 29.4% in May.



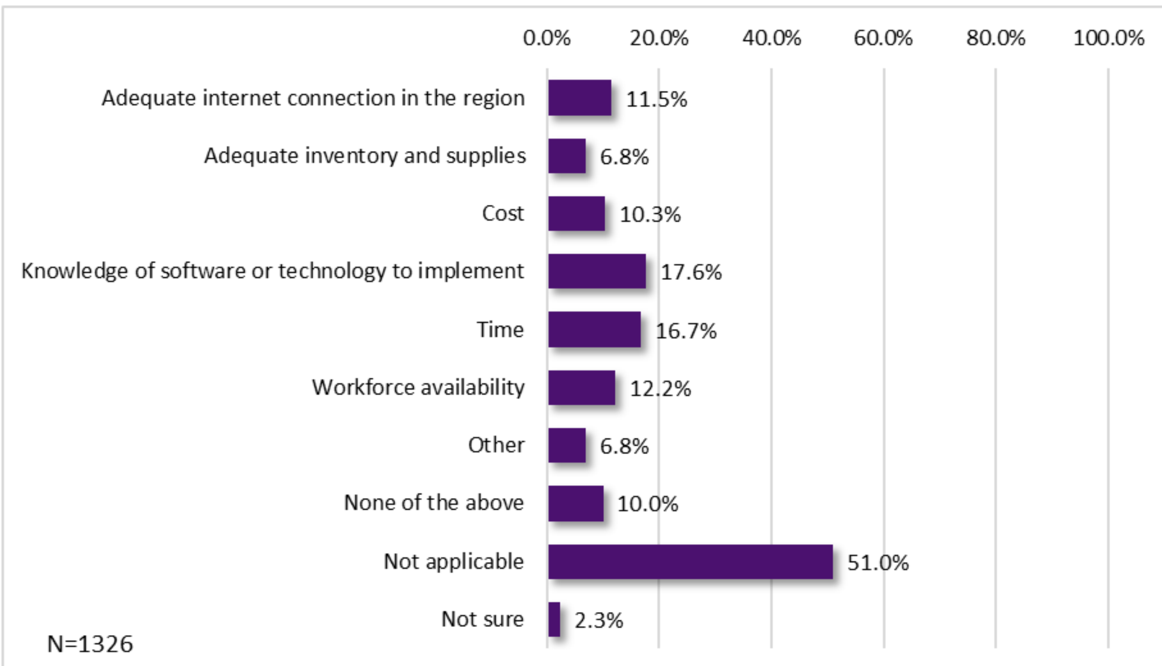
	0%	1 to 10%	11 to 20%	21 to 30%	31 to 40%	41 to 50%	51 to 60%	61 to 70%	71 to 80%	81 to 90%	91 to 100%	Not sure
March	35.1%	26.2%	5.9%	2.9%	2.3%	2.0%	0.5%	0.9%	0.9%	0.2%	1.8%	21.3%
April	30.8%	26.7%	8.4%	2.9%	3.2%	1.8%	0.9%	0.2%	0.9%	0.9%	2.5%	20.8%
May	29.4%	26.5%	9.0%	1.8%	2.7%	2.3%	0.9%	0.5%	0.7%	1.4%	2.0%	22.9%

What barriers have you faced in offering online sales or services?

The top three barriers respondents faced when offering online sales or services were Knowledge of software or technology to implement (17.6%), Time (16.7%), and Workforce availability (12.2%). Adequate internet connection in the region (11.5%) and Cost (10.3%) were other frequently mentioned challenges faced when creating an online presence.

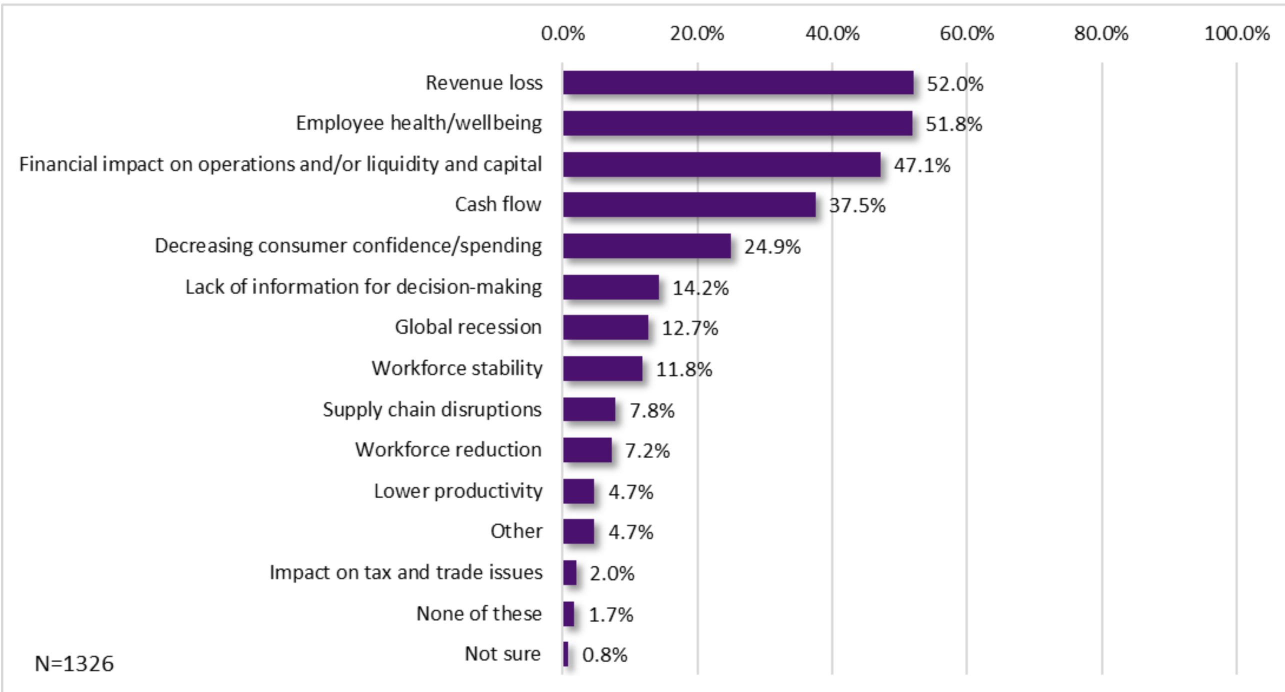
The top Other responses indicated by respondents included the following:

- Lack of demand – 37
- Business is closed – 26
- Doesn't fit business type or product – 15
- Marketing/awareness – 7
- Laws/restrictions – 4
- Shipping issues – 1



Which of the following are your organization's top 3 concerns with respect to the coronavirus (COVID-19)?

Respondents are most concerned with Revenue loss (52.0%), Employee health/wellbeing (51.8%), and the Financial impact on operations and/or liquidity and capital (47.1%) with respect to COVID-19. Just over 37% of respondents are concerned about Cash flow and almost one-fourth are concerned with Decreasing consumer confidence/spending. Respondents are least concerned with Lower productivity (4.7%).

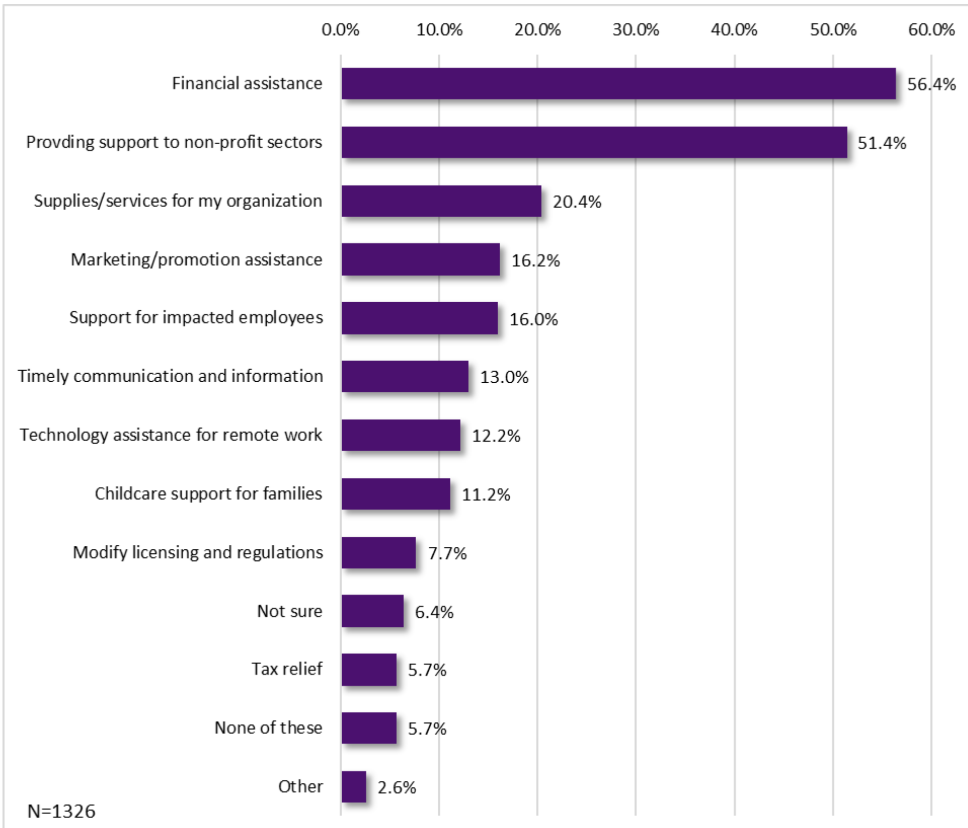


Other responses indicated by respondents include:

- Meeting client needs – 26
- Lack of events, in-person classes – 20
- Government leadership and policies – 5
- Access to PPE and sanitizers – 2
- Liability issues
- Misinformation

What areas of assistance would be most helpful to your organization?

Over half (56.4%) of respondents reported that financial assistance would be the most helpful to their organization, followed by providing support to nonprofit sectors (51.4%). Supplies/services for my organization (20.4%), marketing/promotion assistance (16.2%), and support for impacted employees (16.0%) were also deemed the most helpful areas of assistance, while tax relief was reported to be the least helpful (5.7%).



The top Other responses indicated by respondents included the following:

- Open state/economy – 9
- Testing / Vaccine – 6
- Government related / access to information – 4
- Ag support – 3
- Consumer confidence – 3
- Improved Internet – 2
- Infrastructure – 2
- Lawsuit protection – 2
- Payroll assistance – 2

Please explain specifically what type of assistance or resources would be helpful for your top 3 areas.

The top identified themes mentioned by 5 or more respondents for each category of assistance/resources are included in the tables below and on the following pages. Individual responses may have been split for categorization purposes.

Financial Assistance	**748**	
Operating – overhead expenses, supplies, advertising, inventory, etc.	254	34.0%
Grants	152	20.3%
General financial assistance	115	15.4%
Revenue replacement / business interruption insurance	99	13.2%
Loans – low interest, refinance, EIDL, line of credit, etc.	54	7.2%
Payroll Protection Program (PPP) – continuation of funding	34	4.5%
Payroll / Additional pay for employees	15	2.0%
Government assistance	7	0.9%

Providing support to non-profit sector	**682**	
Financial assistance – grant opportunities, donations, tax credits, etc.	231	33.9%
Assistance – information, resources, education, training	157	23.0%
Promotion / Awareness	7	1.0%

Supplies / Services for my organization	**270**	
PPE / Sanitation	85	31.5%
General supplies	24	8.9%
Financial assistance	19	7.0%
Food related	11	4.1%
Supply chain issues / access to inventory	10	3.7%
Expense related	6	2.2%

Marketing/Promotion Assistance	215	
Advertising – Leads, sales, local businesses, awareness	32	14.9%
Improvement, Help, Techniques, Online free advertising	22	10.2%
Financial reasons	19	8.8%
Business in open/safe	12	5.6%
Tourism / small business promotion	9	4.2%

Support for impacted employees	212	
Resources – Financial, childcare, healthcare	86	40.6%
Unemployment	14	6.6%
Safety	5	2.4%

Timely Communication and Information	173	
Timely information	52	30.1%
Decision making	11	6.4%
New regulations / best practices / legal issues	10	5.8%
Virus information – testing/vaccines	8	4.6%

Technology Assistance for Remote Work	162	
Tech equipment	63	38.9%
Reliable and accessible Internet	31	19.1%
Financial assistance / tax incentives	25	15.4%
Education	20	12.3%
IT support	12	7.4%

Childcare support for families	148	
Facilities closed / availability issues	53	35.8%
Financial reasons / resources	28	18.9%
Licensing / Guidelines	6	4.1%
Parental concerns	5	3.4%

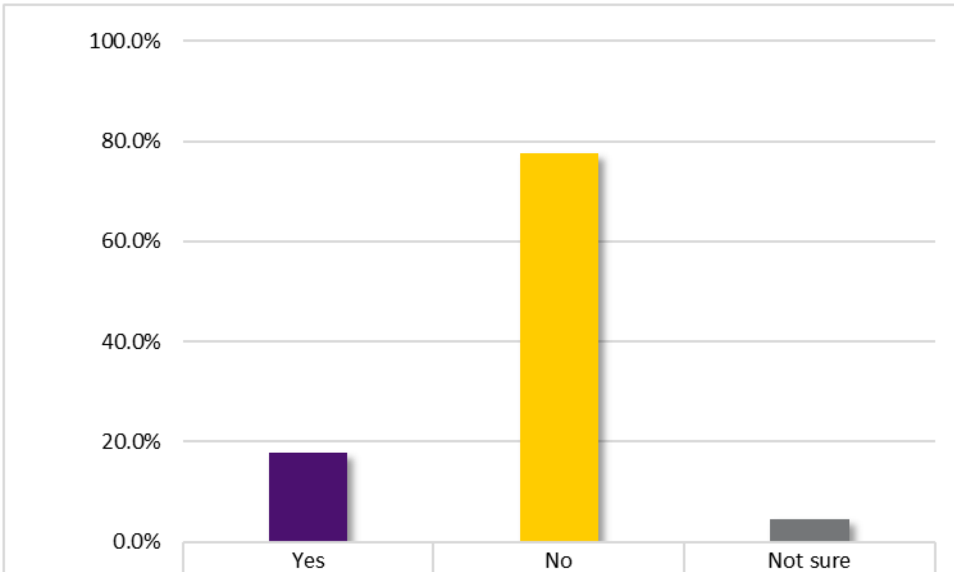
Modify licensing and regulations	102	
Ease of regulation restriction / speed up process	48	47.1%
Licensing fees/requirements	19	18.6%
Online operations	10	9.8%
Social distancing/safety/PPE	5	4.9%
Education	5	4.9%

Tax Relief	76	
General tax relief	16	21.1%
Payroll / Employment	12	15.8%
Lower tax rates / tax burden	9	11.8%
Property	9	11.8%
Sales	7	9.2%
Deferred payments / penalties and fees	5	6.6%

Tourism

Would you describe your organization as being a tourism-based organization?

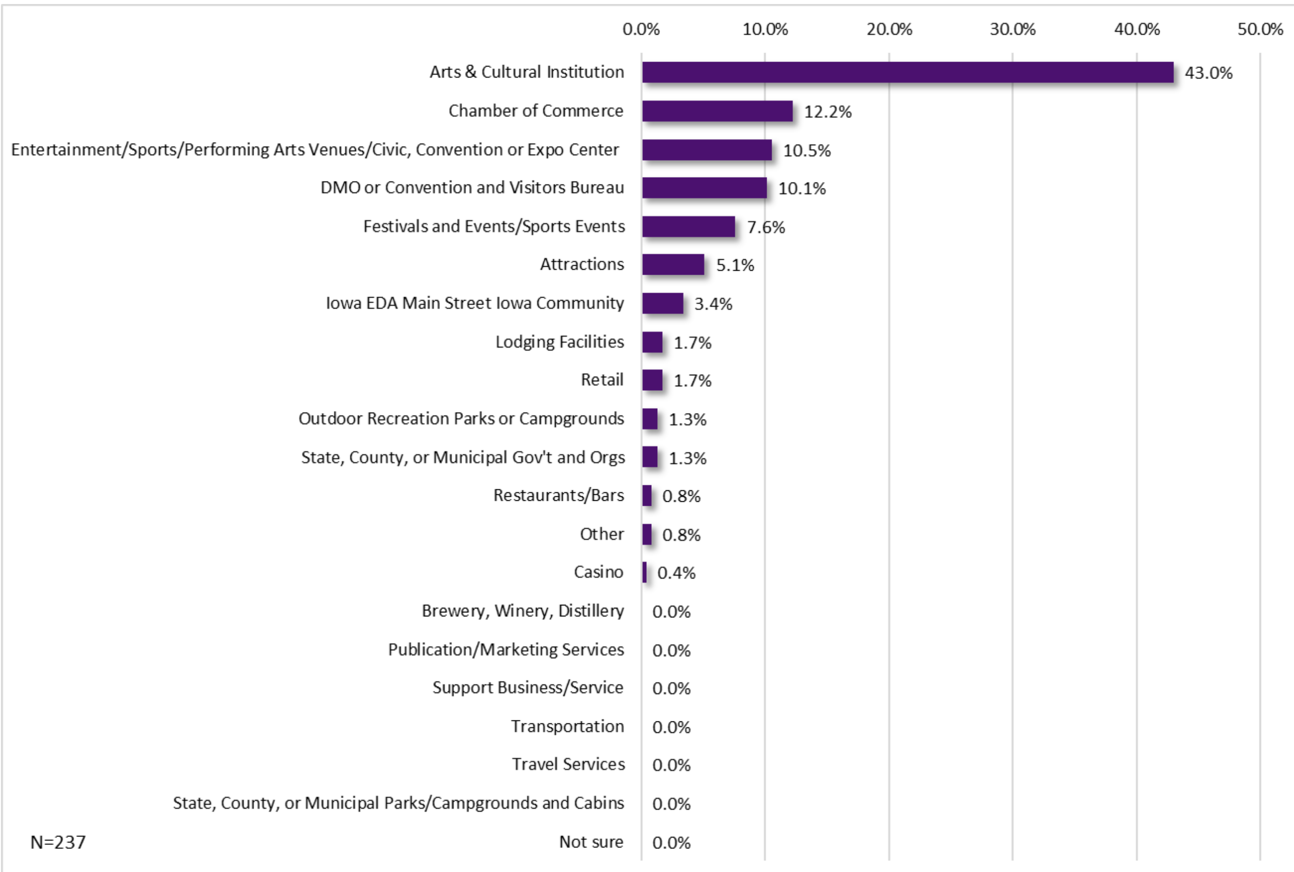
Less than 20% of respondents describe their organization as tourism-based (17.9%) while over three-fourths of respondents would not consider their organization to be tourism-based (77.7%).



	Yes	No	Not sure
Aggregate N=1326	17.9%	77.7%	4.4%

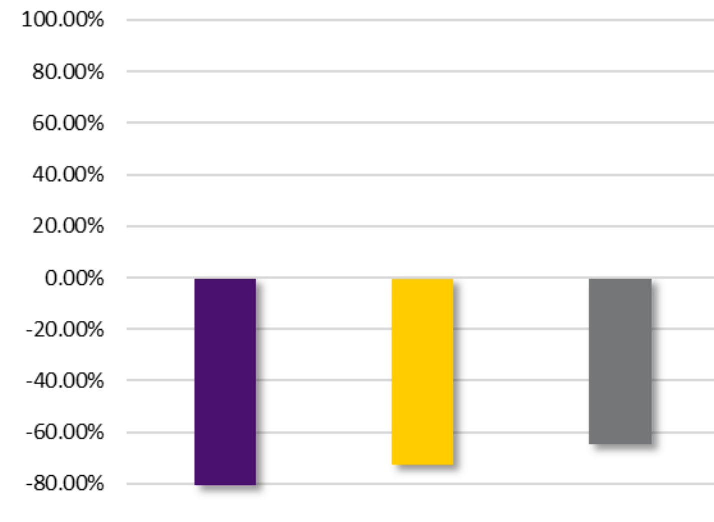
Which of the following best describes your tourism organization?

Of the 237 respondents classified as tourism-based organizations, 43.0% identified as Arts & Cultural Institutions. Other tourism sub-categories with a high level of participation included Chamber of Commerce (12.2%), Entertainment/Sports/Performing Arts Venues/Civic, Convention or Expo Center (10.5%), and DMO or Convention and Visitors Bureau (10.1%). The least amount of participation was achieved among Casinos (0.4%).



Estimate the impact you think COVID-19 will have on your attendance/visitors for May, June, and July 2020 as compared to 2019.

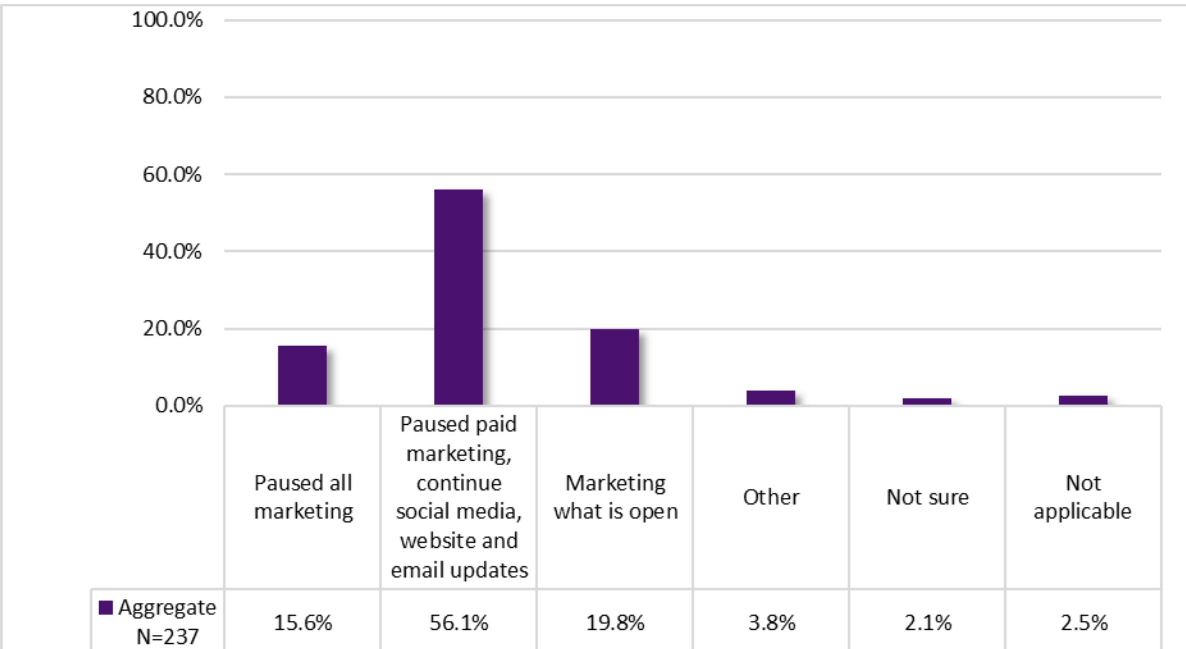
Aggregately, nonprofit tourism respondent organization estimate a highly negative impact on attendance/visitors, especially in May of 2020 (mean of -80.38%). The impact increases slightly in both June and July ending with a negative impact of -64.78% on average.



	May N=223	June N=208	July N=184
Attendance/Visitor Impact Mean	-80.38%	-72.78%	-64.78%

How has COVID-19 changed your tourism marketing for the upcoming quarter?

Among tourism-based organizations, over half of respondents (56.1%) reported pausing paid marketing, but continuing social media, website, and email updates. Just under 20% of respondents are marketing what is open, while 15.6% paused all marketing.

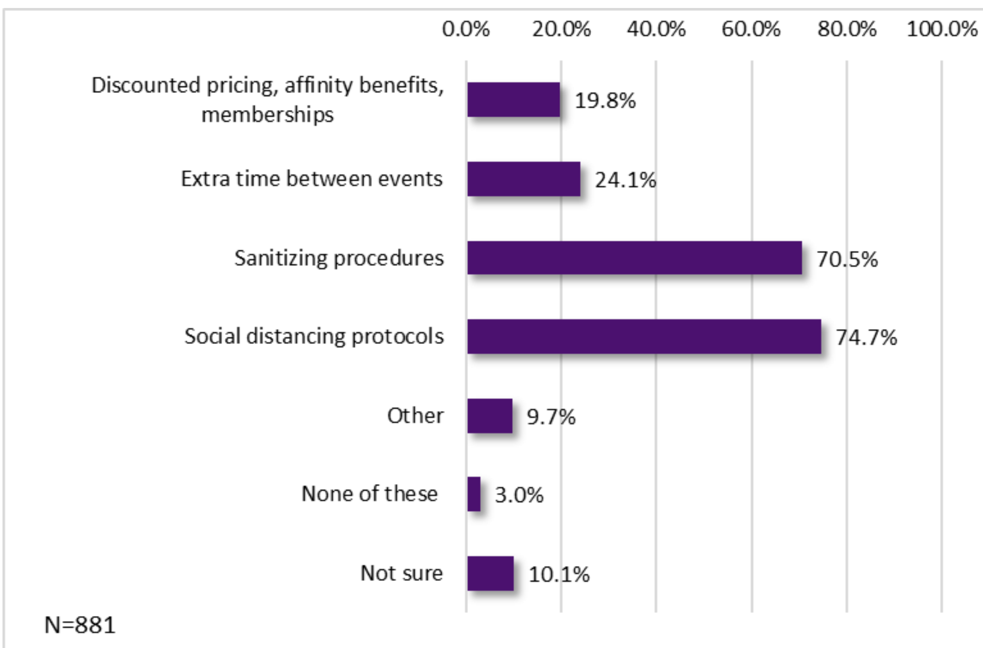


Once the COVID-19 crisis has subsided, how do you plan to re-engage your local community, residents, and visitors?

Nearly three-fourths of tourism respondents (74.7%) plan to re-engage the local community, residents, and visitors through social distancing protocols, followed closely by sanitizing procedures (70.5%). Almost one-fourth reported providing extra time between events (24.1%) and about 20% have discounted pricing, affinity benefits, and memberships.

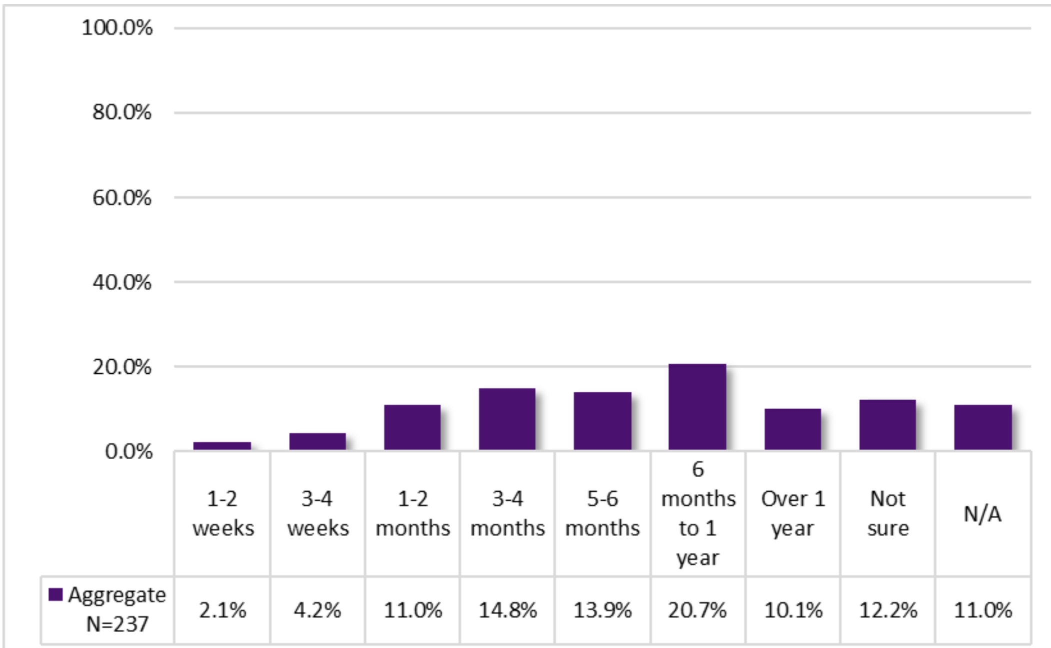
The top Other responses indicated by respondents included the following:

- Marketing - 8
- Events/Programming – 6
- Remote Services – 2
- Timed Tickets – 2
- Adjust hours – 1
- Consumer confidence – 1
- Outdoor services/events – 1
- No opening plans – 1
- Working with State for online ticket sales approval – 1



If your organization has cash reserves or an emergency fund, how long will this fund be able to support your organization?

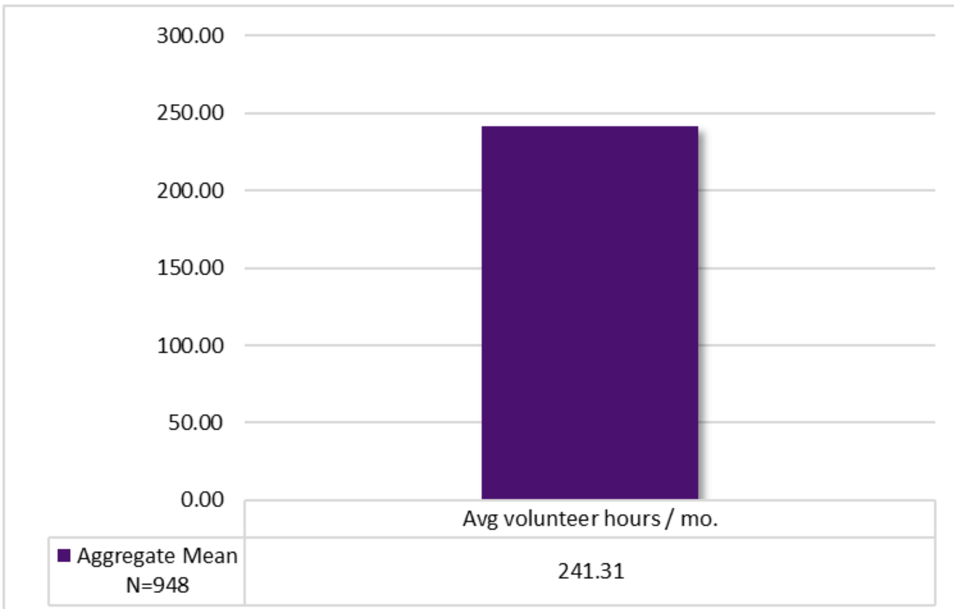
When asked about cash reserves or an emergency fund, only 10.1% of tourism respondents had enough to support their organization for over 1 year. Most respondents reported having 6 months to 1 year (20.7%), 5-6 months (13.9%, or 3-4 months (14.8%) of cash reserves.



Nonprofit Organizations

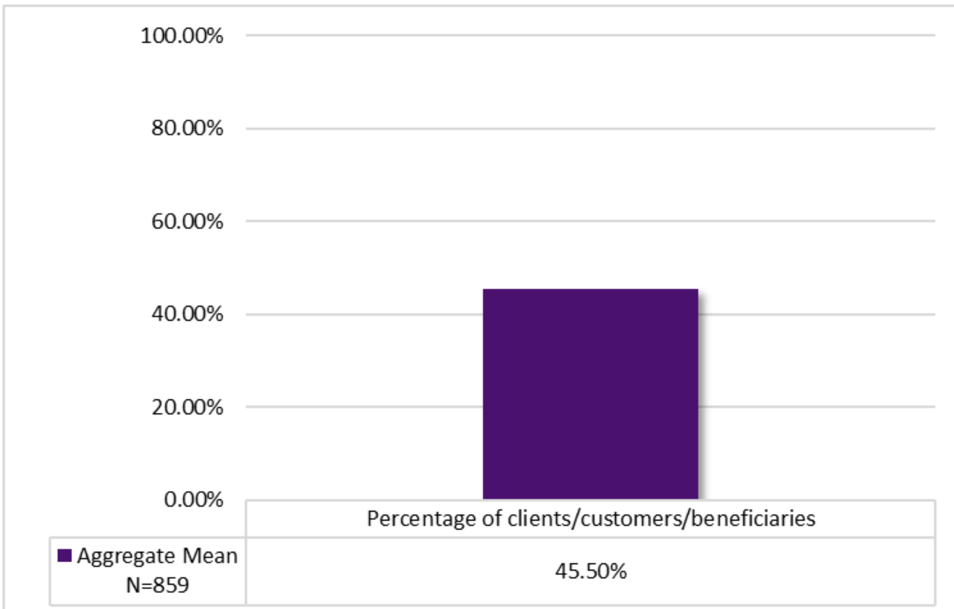
How many monthly volunteer hours do you estimate your organization has lost on average due to COVID-19?

A total of 317 respondents out of the 1265 respondents considered nonprofit organizations answering this question indicated no monthly volunteer hours lost. The mean value is calculated for respondents reporting one or more volunteer hours lost on average. Monthly volunteer hours lost ranged from 1 to 5,100, with a mean of 241.31 and a median of 67.



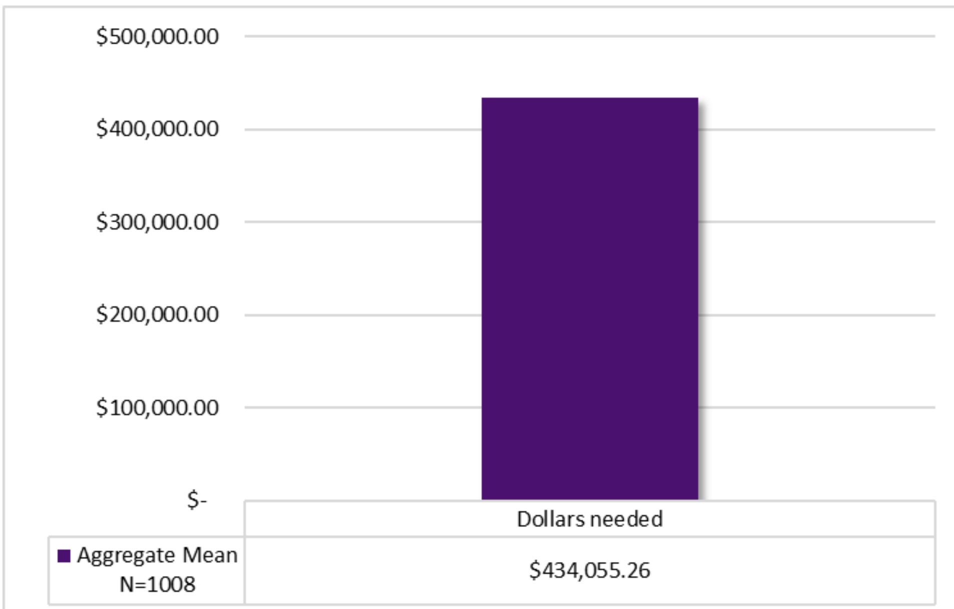
Estimate what percentage of your organization's clients/customers/beneficiaries will either no longer be served or will receive reduced/incomplete service for an average month.

Nonprofit respondents estimated an average of 45.5% of their clients/customers/beneficiaries will either no longer be served or will receive reduced/incomplete service for an average month, with values ranging from 0.0% to 100.0% and a median of 40.0%.



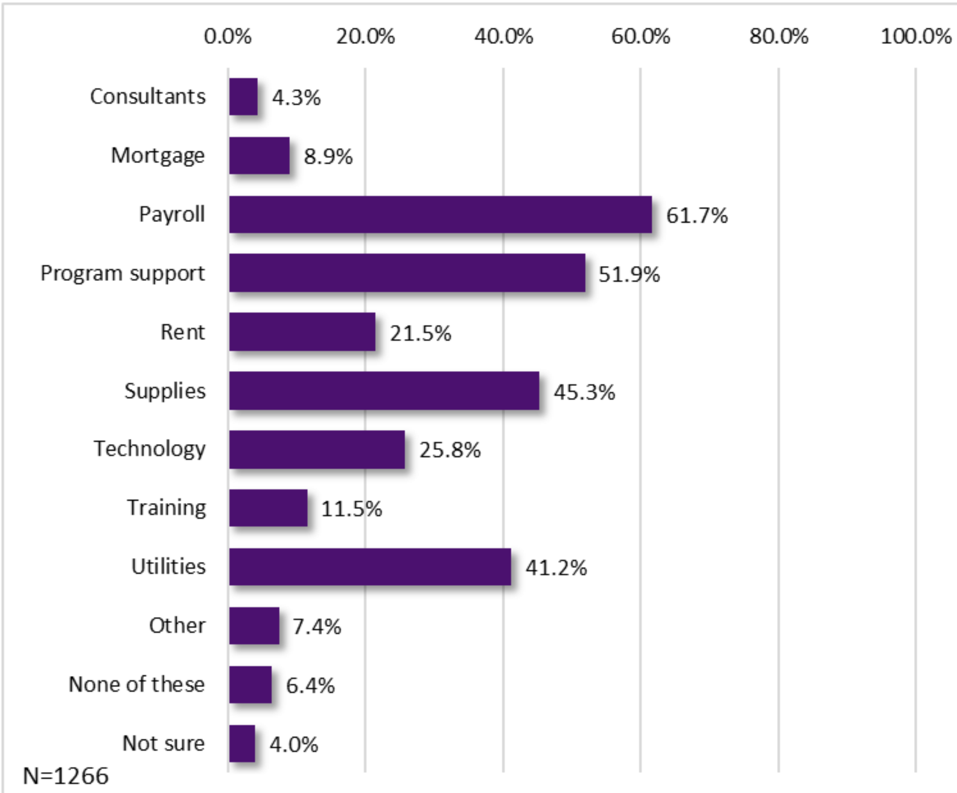
What dollar amount do you estimate will be needed by your organization to meet expenses unfunded for May to August 2020 due to COVID-19 related revenue decreases?

A total of 257 respondents out of the 1265 respondents considered nonprofit organizations answering this question indicated zero dollars needed to meet unfunded expenses. The mean value is calculated for respondents reporting one or more dollars needed to meet unfunded expenses. On average, nonprofit respondents need a total of $434,055.26 to meet expenses unfunded from May to August 2020 due to COVID-19 related revenue decreases, with values ranging from $1 to $100,000,000 and a median value of $30,000.



If funding was made available, what would it be needed for?

If funding was made available, over half of nonprofit respondents would need it for payroll (61.7%) and program support (51.9%). Just under half would need it for supplies (45.3%) and utilities (41.2%).

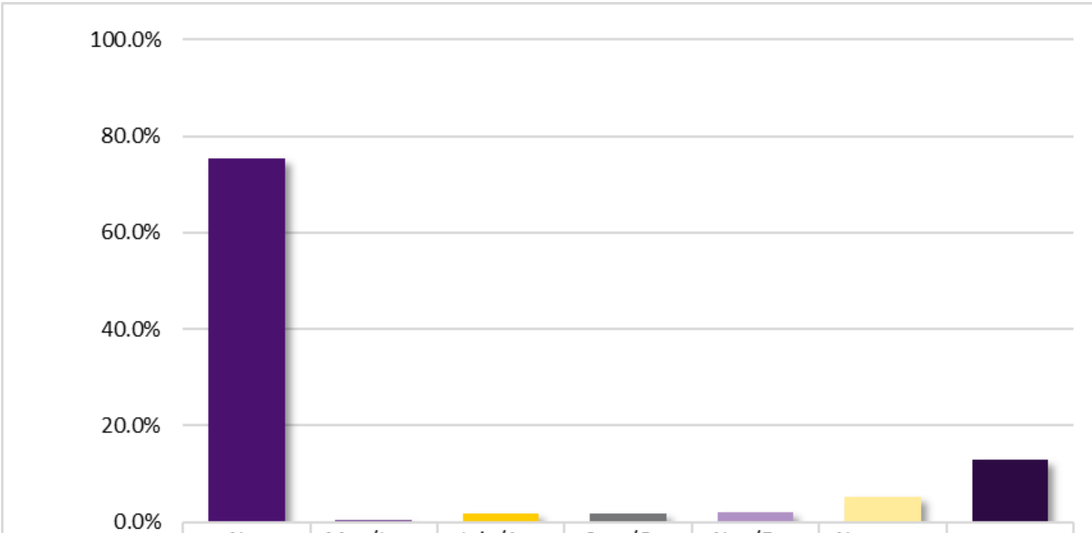


The top Other responses indicated by respondents included the following:

- Insurance – 21
- Building maintenance – 9
- Daily operations – 12
- Marketing – 10
- Business loan/debt – 7
- PPE – 6
- Cleaning – 5
- Grants – 5
- Food – 4
- Inventory – 3
- Taxes – 2

If your organization faces permanent closure related to COVID-19, when do you anticipate that permanent closure to occur?

While the majority of nonprofit organizations do not foresee permanent closure due to COVID-19 (75.4%), over 5% anticipate closure during 2021, a total of 4% anticipate closing in September/October 2020 or November/December of 2020, and only 2.3% anticipate closure to occur in May/June or July/August of 2020.



	Not applicable	May/June 2020	July/Aug 2020	Sept/Oct 2020	Nov/Dec 2020	Next year (2021)	Not sure
Aggregate N=1266	75.4%	0.5%	1.8%	1.9%	2.1%	5.3%	13.0%

Appendix – Significant Difference Statements

Statistical procedures such as crosstabs, independent t-tests and ANOVA were performed on the data set to identify significant differences between various segments. The following statements identify statistically significant differences by county type (metro vs. non-metro), employee size and revenue.

By County Type

Q2: Areas of Organization Impacted by COVID-19

Nonprofits in metro areas are significantly more likely to report customer demand of products/services and technology have been impacted by the recent coronavirus outbreak compared to nonprofits in non-metro areas.

Nonprofits in non-metro areas are significantly more likely to report the supply chain has been impacted by the recent coronavirus outbreak compared to nonprofits in metro areas.

Q3&4: Revenue/Employment Comparison between April 2020 and April 2019 / May 2020 and May 2019

Nonprofits in non-metro areas reported a significantly more negative impact on employment in April and May 2020 compared to nonprofits in metro areas.

Q7: Types of Financial Assistance Applied For

Nonprofits in metro areas are significantly more likely to have applied for PPP, financial assistance through the State of Iowa, and EIDL compared to nonprofits in non-metro areas.

Q9: Precautions Organizations Have Implemented Since the Spread of COVID-19

Nonprofits in metro areas are significantly more likely to require masks or other PPE, have modified uses of break rooms, have reduced density in the office, split office workers into groups and alternate in-person office presence, and have staggered work schedules compared to nonprofits in non-metro areas.

Q16: Top 3 Concerns with Respect to COVID-19

Nonprofits in non-metro areas are significantly more likely to report decreasing consumer confidence/spending as a barrier when employees return to the workplace compared to nonprofits in metro areas.

Nonprofits in metro areas are significantly more likely to report employee health/well-being as a barrier when employees return to the workplace compared to nonprofits in non-metro areas.

Q18: Primary Industry

Nonprofits in metro areas are significantly more likely to be in the health care and social assistance industry compared to nonprofits in non-metro areas.

Q20: Tourism-based Organization

Nonprofits in non-metro areas are significantly more likely to be a tourism-based organization compared to nonprofits in metro areas.

Q23 & 24: Tourism Organizations – May and June Attendance 2019 vs 2020

Nonprofits in metro areas are significantly more likely to report a greater negative impact on attendance in May and June 2020 versus May and June 2019 compared to nonprofits in non-metro areas.

Q27: Tourism Organizations – Plans to Re-engage Community, Residents, and Visitors

Nonprofits in metro areas are significantly more likely to have sanitizing procedures to re-engage with the community, residents, and visitors compared to nonprofits in non-metro areas.

Q34: Number of Volunteer Hours Lost Due to COVID-19

Nonprofits in metro areas are significantly more likely to report a greater loss in volunteer hours compared to nonprofits in non-metro areas.

Q37: Funding Needs

Nonprofits in metro areas are significantly more likely to report, if available, funding would be needed for consultants, payroll, program support, rent, and technology compared to nonprofits in non-metro areas.

Nonprofits in non-metro areas are significantly more likely to report, if available, funding would be needed for supplies and utilities compared to nonprofits in metro areas.

Q54: Areas of Assistance

Nonprofits in metro areas are significantly more likely to need childcare support for families, financial assistance, support for the nonprofit sector, and technology assistance for remote work compared to nonprofits in non-metro areas.

Nonprofits in non-metro areas are significantly more likely to need supplies/services for their operations compared to nonprofits in metro areas.

By Employee Size

Q1: Impact of COVID-19 on Organization

Organizations with 10 or more employees are significantly more likely to report their organization has been negatively impacted due to the recent outbreak of the coronavirus compared to organizations with 1 to 9 employees.

Q2: Areas of Organization Impacted by COVID-19

Organizations with 6 to 9 employees and 25 or more employees are significantly more likely to report business operations have been impacted by the recent coronavirus outbreak compared to respondents with 1 to 2 employees.

Organizations with 3 or more employees are significantly more likely to report customer demand of products/services has been impacted by the recent coronavirus outbreak compared to organizations with 1 to 2 employees.

Organizations with 10 or more employees are significantly more likely to report employee availability has been impacted by the recent coronavirus outbreak compared to organizations with 1 to 5 employees.

Organizations with 25 or more employees are significantly more likely to report supply chain and technology have been impacted by the recent coronavirus outbreak compared to organizations with 24 or less employees.

Q4: Revenue/Employment Comparison between May 2020 and May 2019

Organizations with 25 or more employees are significantly more likely to report a lesser negative impact on revenue during May 2020 versus May 2019 compared to organizations with 10 to 24 employees.

Q5: Revenue/Employment Comparison between June 2020 and June 2019

Organizations with 25 or more employees are significantly more likely to estimate a lesser negative impact on revenue during June 2020 versus June 2019 compared to organizations with 6 to 9 employees and 10 to 24 employees.

Q6: Revenue/Employment Comparison between July 2020 and July 2019

Organizations with 25 or more employees are significantly more likely to estimate a lesser negative impact on revenue during July 2020 versus July 2019 compared to organizations with 10 to 24 employees.

Q7: Types of Financial Assistance Applied For

Organizations with 6 or more employees are significantly more likely to have applied for PPP compared to organizations with 1 to 5 employees.

Organizations with 6 to 24 employees are significantly more likely to have applied for financial assistance programs through the state of Iowa compared to organizations with 1 to 5 employees and 25 or more employees.

Organizations with 3 to 24 employees are significantly more likely to have applied for EIDL compared to organizations with 1 to 2 and 25 or more employees.

Q8: Application Status for Types of Financial Assistance Applied For

Organizations with 6 or more employees are significantly more likely to report a successful application for EIDL compared to organizations with 1 to 5 employees.

Organizations with 6 to 9 employees are significantly more likely to report an unsuccessful application for financial assistance programs through the state of Iowa compared to organizations with 1 to 5 employees and 10 or more employees.

Q9: Precautions Organizations Have Implemented Since the Spread of COVID-19

Organizations with 10 or more employees are significantly more likely to check employee temperatures and have modified uses of break rooms compared to organizations with 1 to 9 employees.

Organizations with 25 or more employees are significantly more likely to have dividers between work stations, limit the size of in-person meetings, and require masks or other PPE compared to organizations with 1 to 24 employees.

Organizations with 3 or more employees are significantly more likely to have employees six feet apart on the plant floor, increased sanitation efforts, reduced density in the office, and staggered work schedules compared to organizations with 1 to 2 employees.

Organizations with 10 or more employees are significantly more likely to split office workers into groups and alternate in-person office presence compared to organizations with 1 to 2 employees.

Q10: Concern for Barriers Organizations May Face when Employees Return to Work

Organizations with 1 to 2 employees reported a significantly higher level of concern for employees with childcare needs being a barrier to employees returning to the workforce compared to organizations with 6 or more employees.

Q12: Monthly Revenue Generated from Online Sales Prior to March 17, 2020

Organizations with 3 to 9 employees are significantly more likely to have had 1-10% of their revenue generated from online sales prior to March 17, 2020 compared to organizations with 1 to 2 employees and 10 or more employees.

Q16: Top 3 Concerns with Respect to COVID-19

Organizations with 6 to 24 employees are significantly more likely to report cash flow as a barrier when employees return to the workplace compared to organizations with 25 or more employees.

Organizations with 1 to 2 employees are significantly more likely to report decreasing consumer confidence/spending and a global recession as barriers when employees return to the workplace compared to organizations with 25 or more employees.

Organizations with 3 or more employees are significantly more likely to report employee health/well-being as a barrier when employees return to the workplace compared to organizations with 1 to 2 employees.

Organizations with 25 or more employees are significantly more likely to report supply chain disruptions as a barrier when employees return to the workplace compared to organizations with 24 or less employees.

Organizations with 25 or more employees are significantly more likely to report workforce stability as a barrier when employees return to the workplace compared to organizations with 1 to 2 employees or 6 to 9 employees.

Q20: Tourism-based Organization

Organizations with 25 or more employees are significantly less likely to be a tourism organization compared to organizations with 1 to 5 employees.

Q26: Tourism Organizations – Changes in Tourism Marketing

Organizations with 10 to 24 employees are significantly more likely to report they have paused all paid marketing, but continue with social media, website and email marketing compared to organizations with 1 to 2 employees, 6 to 9 employees, and 25 or more employees.

Q27: Tourism Organizations – Plans to Re-engage Community, Residents, and Visitors

Organizations with 10 or more employees are more likely to have discounted pricing, affinity benefits, and/or memberships compared to organizations 1 to 9 employees.

Q28: How long will Cash Reserves/Emergency Funds be able to Support Organizations?

Organizations with 3 to 5 employees are significantly more likely to have cash reserves/emergency funds to support their organization for 5 to 6 months compared to organizations with 6 or more employees.

Q34: Number of Volunteer Hours Lost Due to COVID-19

Organizations with 10 or more employees are significantly more likely to report a greater loss in volunteer hours compared to organizations with 1 to 9 employees.

Q35: Percentage of Clients/Customers/Beneficiaries No Longer Served or Served at a Reduced Capacity

Organizations with 25 or more employees reported a significantly lower percentage of clients/customers/beneficiaries that will no longer being served or will be served at a reduced capacity compared to organizations with 24 or less employees.

Q36: Dollar Amount Needed to Meet Expenses Unfunded from May to August 2020

Organizations with 25 or more employees reported a significantly higher dollar amount needed to meet unfunded expenses for May through August compared to organizations with 24 or less employees.

Q37: Funding Needs

Organizations with 3 or more employees are significantly more likely to report needing funding for payroll and supplies compared to organizations with 1 to 2 employees.

Organizations with 3 to 5 employees are significantly more likely to report needing funding for rent compared to organizations with 25 or more employees.

Organizations with 25 or more employees are significantly more likely to report needing funding for technology compared to organizations with 3 to 5 employees.

Organizations with 10 or more employees are significantly more likely to report needing funding for training compared to organizations with 9 or less employees.

Organizations with 3 to 24 employees are significantly more likely to report needing funding for utilities compared to other organizations with 1 to 2 and 25 or more employees.

Q38: Anticipated Time of Permanent Closure

Organizations with 25 or more employees are significantly more likely to not be facing permanent closure at this time compared to organizations with 9 or less employees.

Q54: Areas of Assistance

Organizations with 25 or more employees are significantly more likely to need childcare support for families and assistance with modifying licensing and regulations compared to organizations with 1 to 24 employees.

Organizations with 1 to 24 employees are significantly more likely to need financial assistance and marketing/promotional assistance compared to organizations with 25 or more employees.

Organizations with 10 or more employees are significantly more likely to need supplies/services for their operations compared to organizations with 1 to 9 employees.

Organizations with 25 or more employees are significantly more likely to report they need support for impacted employees compared to organizations with 1 to 5 employees.

By Revenue

Q2: Areas of Organization Impacted by COVID-19

Organizations with revenue of $5M or more are significantly more likely to report business operations have been impacted by the recent coronavirus outbreak compared to organizations with revenue of $99.9K or less.

Organizations with revenue of $500K or more are significantly more likely to report customer demand of products/services, employee availability, and supply chain has been impacted by the recent coronavirus outbreak compared to organizations with revenue of $499.99K or less.

Organizations with revenue of $5M or more are significantly more likely to report technology has been impacted by the recent coronavirus outbreak compared to organizations with revenue of $4.9M or less.

Q3: Revenue/Employment Comparison between April 2020 and April 2019

Organizations with revenue of $4.9M or less are significantly more likely to report a greater negative impact to revenue in April 2020 versus April 2019 compared to organizations with revenue of $5M or more.

Organizations with revenue of $99.9K or less are significantly more likely to report a greater negative impact to employment in April 2020 versus April 2019 compared to organizations with revenue of $500K or more.

Q4: Revenue/Employment Comparison between May 2020 and May 2019

Organizations with revenue of $99.9K or less are significantly more likely to report a greater negative impact to revenue in May 2020 versus May 2019 compared to organizations with revenue of $500k or more.

Organizations with revenue of $99.9K or less are significantly more likely to report a greater negative impact to employment in May 2020 versus May 2019 compared to organizations with revenue of $500K or more.

Q5: Revenue/Employment Comparison between June 2020 and June 2019

Organizations with $99.9K or less are significantly more likely to report a greater negative impact to revenue in June 2020 versus June 2019 compared to organizations with revenue of $5M or more.

Organizations with $99.9K or less are significantly more likely to report a greater negative impact to employment in June 2020 versus June 2019 compared to organizations with revenue of $500K or more.

Q6: Revenue/Employment Comparison between July 2020 and July 2019

Organizations with $99.9K or less are significantly more likely to report a greater negative impact to revenue in July 2020 versus July 2019 compared to organizations with revenue of $500K or more.

Q7: Types of Financial Assistance Applied For

Organizations with revenue of $5M or more are significantly more likely to have applied for a bridge loan or other financing through a local bank compared to organizations with revenue of $4.9M or less.

Organizations with revenue of $500K to $4.9M are significantly more likely to have applied for PPP compared to organizations with $499.9K or less and $5M or more.

Organizations with revenue of $100K to $499.9K are significantly more likely to have applied for financial assistance programs through the State of Iowa and EIDL compared to organizations with revenue of $99.9K or less and $5M or more.

Q8: Application Status for Types of Financial Assistance Applied For

Organizations with revenue of $5M or more are significantly more likely to report a successful application for PPP compared to organizations with revenue of $99.9K or less.

Organizations with revenue of $100K to $4.9M are significantly more likely to report a successful application for EIDL compared to organizations with $99.9K or less and $5M or more.

Q9: Precautions Organizations Have Implemented Since the Spread of COVID-19

Organizations with revenue of $500K or more are significantly more likely to check employee temperatures, have dividers between work stations, have employees six feet apart on the plant floor, have increased sanitation efforts, limit the size of in-person meetings, require masks or other PPE, have modified uses of break rooms, have reduced density in the office, split workers into groups and alternate in-person office presence, and have staggered work schedules compared to organizations with revenue of $499.9K or less.

Q10: Concern for Barriers Organizations May Face when Employees Return to Work

Organizations with revenue of $499.9K or less are significantly more likely to report employees with childcare needs as a barrier when employees return to the workforce compared to organizations with revenue of $500K or more.

Organizations with revenue of $99.9K or less are significantly more likely to report employees comfort levels with returning to work and legal liability as barriers when employees return to the workforce compared to organizations with $500K to $4.9M.

Q11: Online Sales Presence Prior to March 17, 2020

Organizations with revenue of $100K or more are significantly more likely to have had online sales prior to March 17, 2020 compared to organizations with revenue of $99K or less.

Q13: Online Sales Presence after March 17, 2020

Organizations with revenue of $100K or more are significantly more likely to have created or continue to have had an online sales presence after March 17, 2020 compared to organizations with revenue of $99K or less.

Q15: Barriers Faced in Offering Online Sales or Services

Organizations with revenue of $100K to $4.9M are significantly more likely to report knowledge of software or technology to implement as a barrier they have faced in offering online sales or services compared to organizations with revenue $5M or more.

Q16: Top 3 Concerns with Respect to COVID-19

Organizations with revenue of $499.9K or less are significantly more likely to report cash flow and decreasing consumer confidence/spending as barriers when employees return to the workplace compared to organizations with revenue $500K or more.

Organizations with revenue of $500K or more are significantly more likely to report employee health/well-being as a barrier when employees return to the workplace compared to organizations with revenue of $499.9K or less.

Organizations with revenue of $500K to $4.9M are significantly more likely to report a global recession as a barrier when employees return to the workplace compared to organizations with revenue of $499.9K or less and $5M or more.

Organizations with revenue of $100K to $499.9K are significantly more likely to report revenue loss as a barrier when employees return to the workplace compared to organizations with revenue of $5M or more.

Organizations with revenue of $5M or more are significantly more likely to report supply chain disruptions and workforce stability as barriers when employees return to the workplace compared to organizations with revenue of $4.9M or less.

Q18: Industry Sector

Organizations with revenue of $5M or more are significantly more likely to be in the health care and social assistance industry sector compared to organizations with revenue of $4.9M or less.

Q20: Tourism-based Organization

Organizations with revenue of $499.9K or less are significantly more likely to be a tourism-based organization compared to organizations with revenue of $500K or more.

Q22: Tourism Respondents – Type of Organization

Organizations with revenue of $99.9K or less or $500K to $4.9M are significantly more likely to be in the arts and cultural institution industry sector compared to organizations with revenue of $100K to $499.9K or $5M or more.

Q26: Tourism Respondents – Changes in Tourism Marketing

Organizations with revenue of $100K or more are significantly more likely to have paused all paid marketing, but continued with social media, website and email marketing compared to organizations with revenue of $99K or less.

Q27: Tourism Respondents – Plans to Re-engage Community, Residents, and Visitors

Organizations with revenue of $5M or more are significantly more likely to have discounted pricing, affinity benefits, and/or memberships to re-engage with the community, residents, and visitors compared to organizations with revenue of $4.9M or less.

Q34: Number of Volunteer Hours Lost Due to COVID-19

Organizations with revenue of $500K or more reported a significantly greater number of volunteer hours lost compared to organizations with revenue of $99.9K or less.

Q35: Percentage of Clients/Customers/Beneficiaries No Longer Served or Served at Reduced Capacity

Organizations with revenue of $4.9M or less reported a significantly greater percentage of clients/customers/beneficiaries that will no longer be served or will be served at a reduced capacity compared to organizations with revenue of $5M or more.

Q36: Dollar Amount Needed to Meet Expenses Unfunded from May to August 2020

Organizations with revenue of $5M or more reported a significantly greater dollar amount needed to meet unfunded expenses from May to August 2020 compared to organizations with revenue of $4.9M or less.

Q37: Funding Needs

Organizations with revenue of $100K or more are significantly more likely to report, if available, funding would be needed for payroll and technology compared to organizations with revenue of $99K or less.

Organizations with revenue of $4.9M or less are significantly more likely to report, if available, funding would be needed for program support, rent, and utilities compared to organizations with revenue of $5M or more.

Q38: Anticipated Time of Permanent Closure

Organizations with revenue of $500K or more are significantly more likely to report they are not facing permanent closure at this time compared to organizations with revenue of $499.9K or less.

Q54: Areas of Assistance

Organizations with revenue of $5M or more are significantly more likely to need childcare support for families, modified licensing and regulations, support for impacted employees, and technology assistance for remote work compared to organizations with revenue of $4.9M or less.

Organizations with revenue of $4.9M or less are significantly more likely to need financial assistance, marketing/promotion assistance, and support for non-profit sector compared to organizations with revenue of $5M or more.