



Center for  
Nonprofit  
Management

# 2021 SECTOR SNAPSHOT

Emerging from Chaos

Friday, April 9, 2021



## WHO WE HEARD FROM



## PARTICIPANT BUDGET

< \$100k	\$100k-\$250k	\$500k-\$1m	\$1m-\$4m	\$5m-\$10m	\$11m-\$20m	\$20m+
----------	---------------	-------------	-----------	------------	-------------	--------

235 Nonprofits surveyed from February 3-26, 2021



# CONSTANTLY ADAPTING

- Finances
- Staffing
- Board Engagement
- Community Need





WORKING REMOTELY **PPE** CANCELLING FUNDRAISERS  
FURLOUGHING STAFF **FOOD LINES**  
UNEMPLOYMENT BENEFITS **VIRTUAL SERVICES**  
**TESTING SITES** **PPP** RAPID RESPONSE FUNDING  
**VACCINATION SITES** FIGHTING BURNOUT  
CALLS FOR RACIAL JUSTICE **CARES ACT FUNDING**



# How would you describe 2021 for your organization so far in one word?

---

Please type it in the chat.



# PROJECTED CLOSINGS IN 2020

**20%**

May, 2020

**12%**

September, 2020

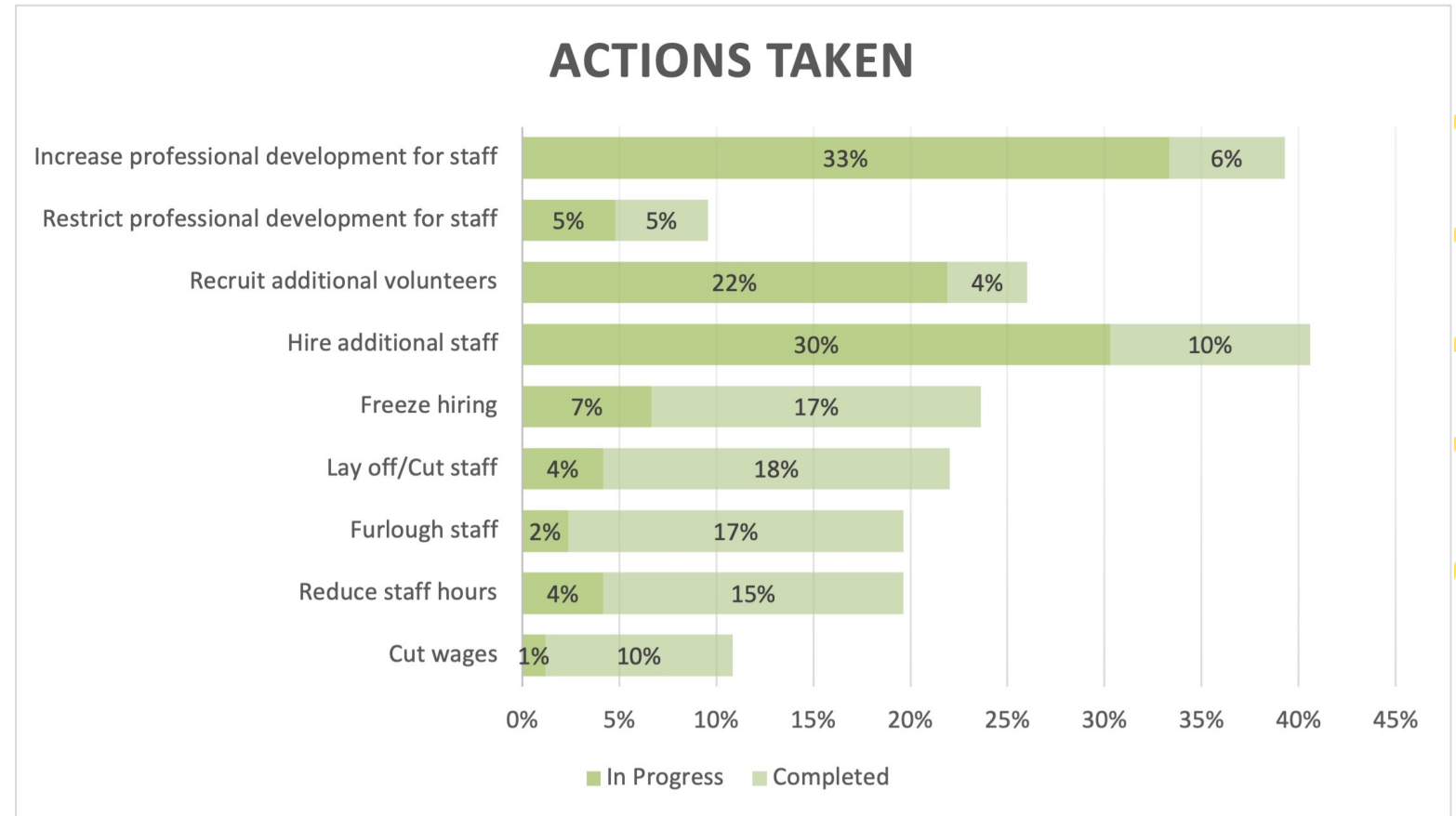




# MANAGING LOSS: HUMAN RESOURCES

# 56%

Cutting admin expenses



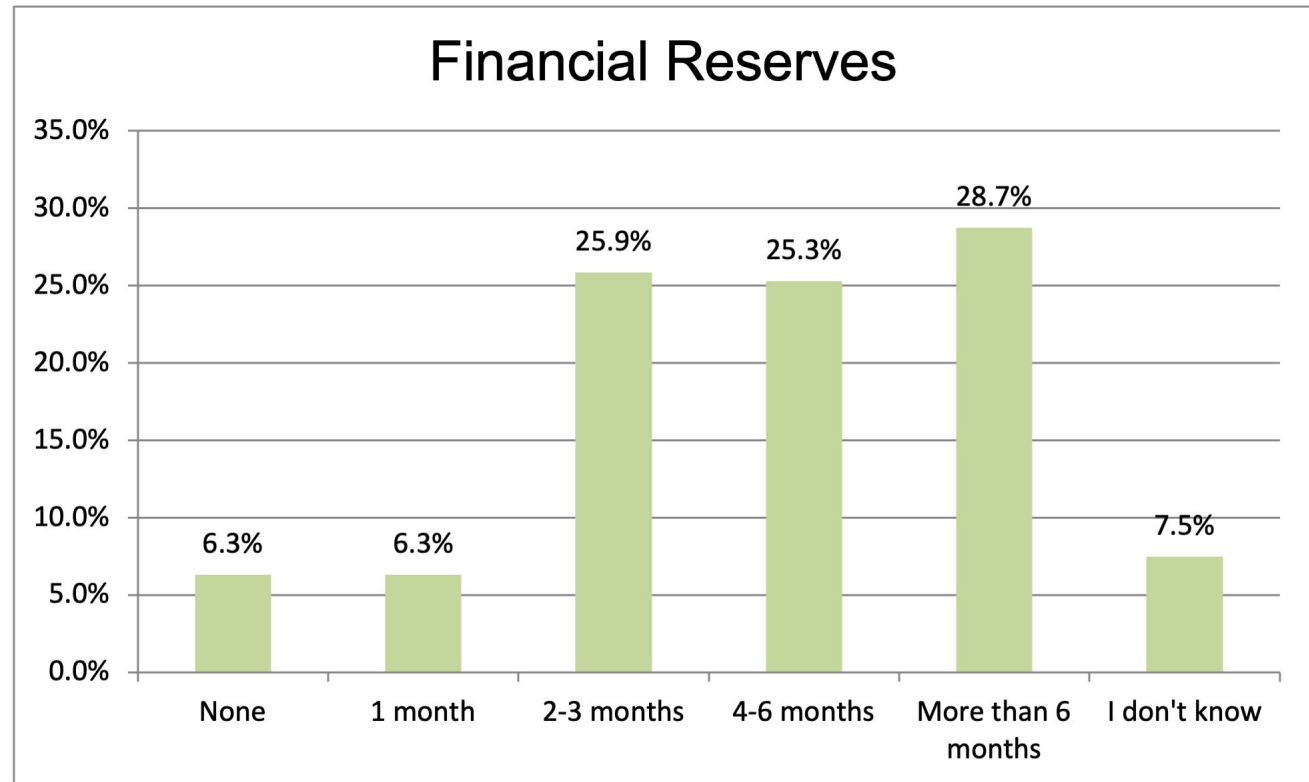


# MOVING FORWARD, WITH FINANCIAL UNCERTAINTY

## 75%

Expect budget reductions.

A majority report that up to 25% of funding could be in jeopardy.

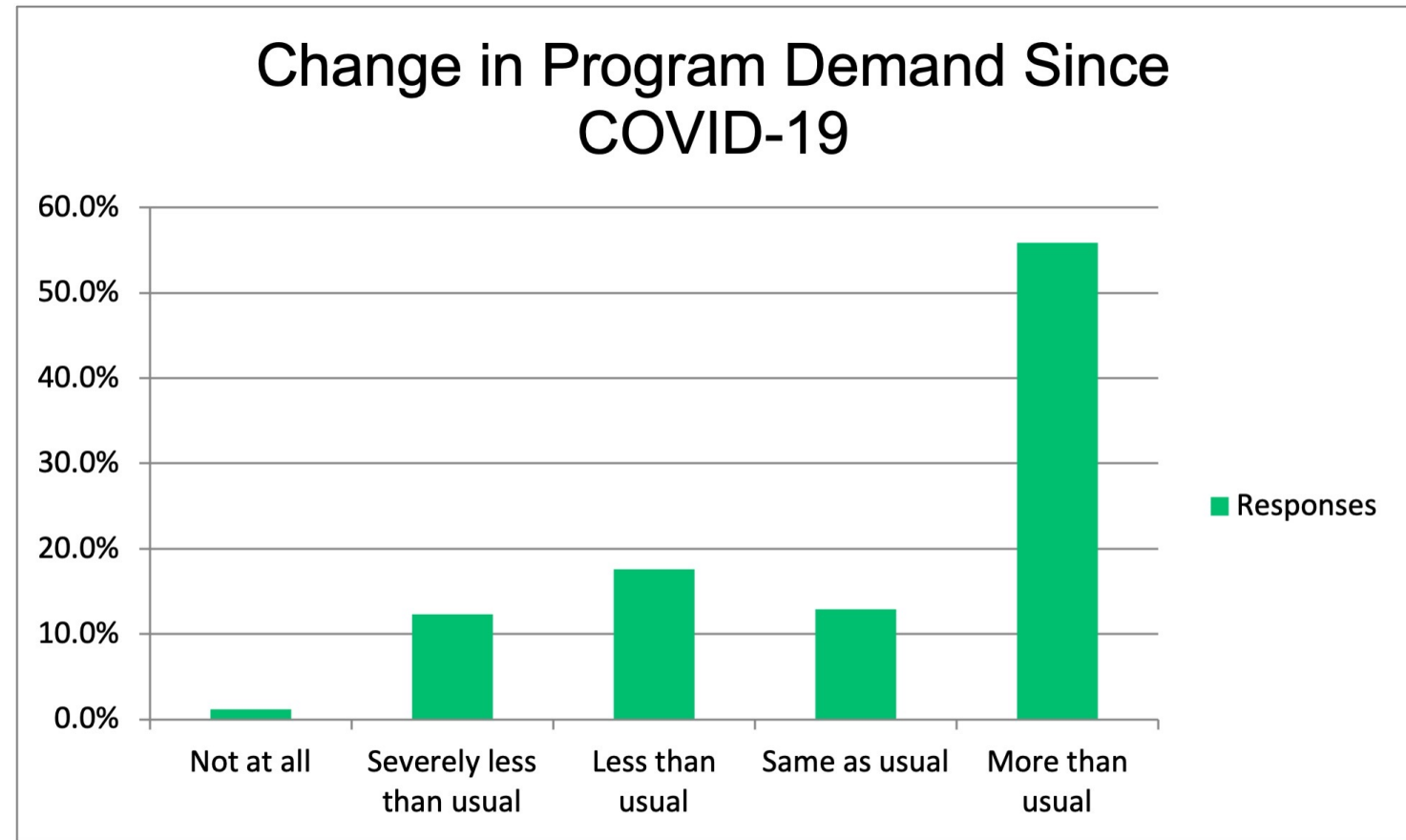




# MEETING COMMUNITY NEED

# 56%

See an increase in demand





# BUILDING CAPACITY

## PLANNING

**67%**

Strategic Planning

**77%**

Scenario Planning

## INVESTING

**60%**

Technology

**50%**

Marketing and new media outreach

## SEEKING

**71%**

Recruiting new board members.

**72%**

Exploring new revenues sources (earned income, grants and donations)



# WHAT COMES NEXT

- Funder Fatigue
- Equity vs. Services
- Government Reimbursement
- Virtual/New Practices

*What new practices or lessons are you holding on to moving forward?*







CNM's 2021 Virtual 501(c)onference

May 11-12, 2021

[www.cnmsocal.org/501conference](http://www.cnmsocal.org/501conference)