



COVID-19: SURVIVING AND RECOVERING FOR CHARITIES

YOUR PRESENTERS



Ben Russell, Director of Communications



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HOW DONORS AND CHARITIES ARE REACTING TO CORONAVIRUS

Susan Pinkney,
Head of Research

[Cafonline.org/Covid19research](https://cafonline.org/Covid19research)

CAF
Charities Aid Foundation

HOW UK ADULTS ARE FEELING DURING THIS CRISIS



46% are at least
'very worried'
about coronavirus

↓7



2 in 5 (44%) say
their disposable income
has decreased

↑6



Almost 1 in 5 (18%)
have been furloughed
from their jobs

=

IS THERE APPETITE TO GIVE MORE OR LESS TO CHARITIES AS A RESULT OF COVID-19?

To what extent, if at all, are you likely to do each of the following in the near-future (i.e. in the next three months), as a result of the Coronavirus outbreak?



One in ten
will donate less
than usual



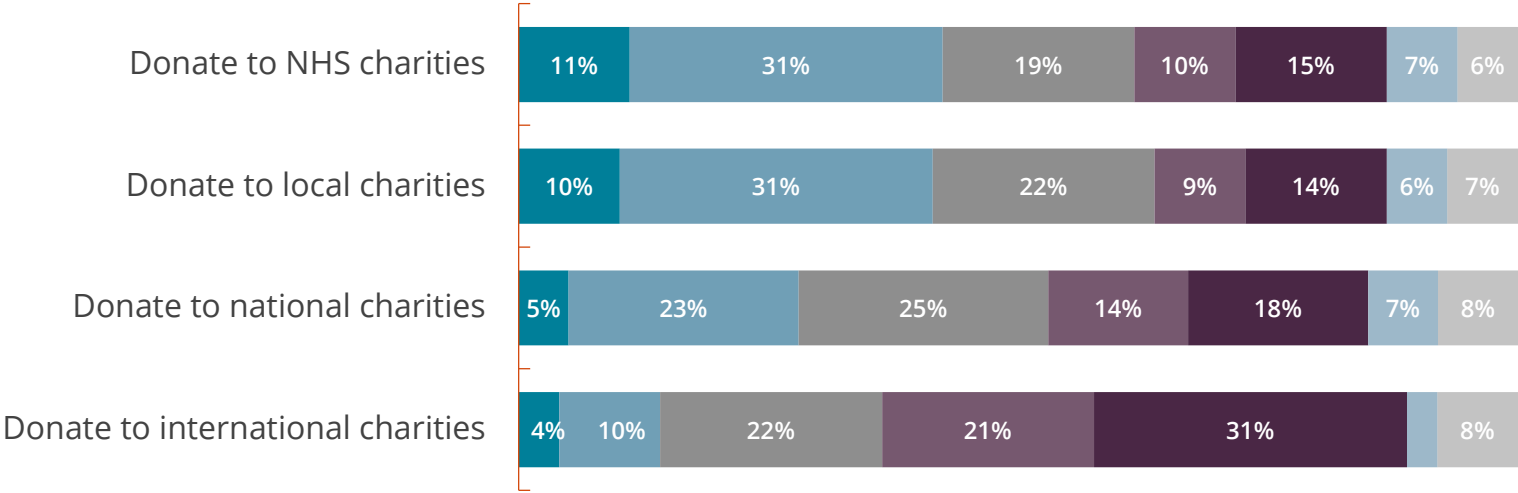
A quarter
will donate more
than usual



HAVE INDIVIDUALS CHANGED HOW THEY GIVE AS A RESULT OF COVID-19?

To what extent, if at all, are you likely to do each of the following in the near-future (i.e. in the next 3 months), as a result of the Coronavirus outbreak?

% individuals



■ Very likely ■ Somewhat likely ■ Neither likely nor unlikely ■ Not very likely ■ Not at all likely ■ I have already done this ■ Don't know

YouGov fieldwork 20-27 April. Base all UK adults aged 16+; N=1,105



HOW ARE CHARITIES FEELING?

HOW HAS CHARITY DEMAND BEEN AFFECTED?

Thinking about the crisis caused by the global coronavirus outbreak (also known as Covid-19), please tell us to what extent you agree or disagree with the following statement.

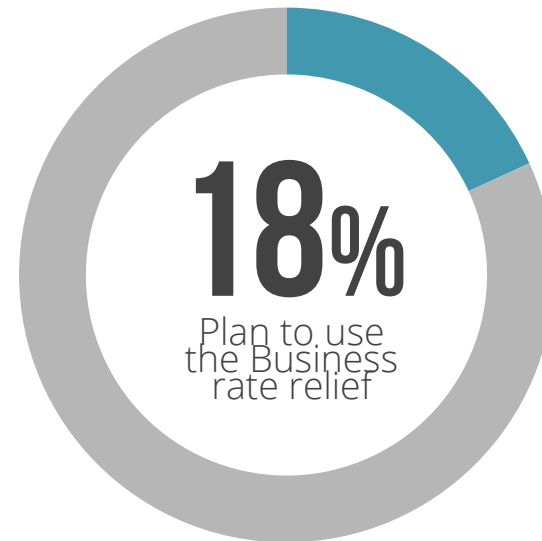
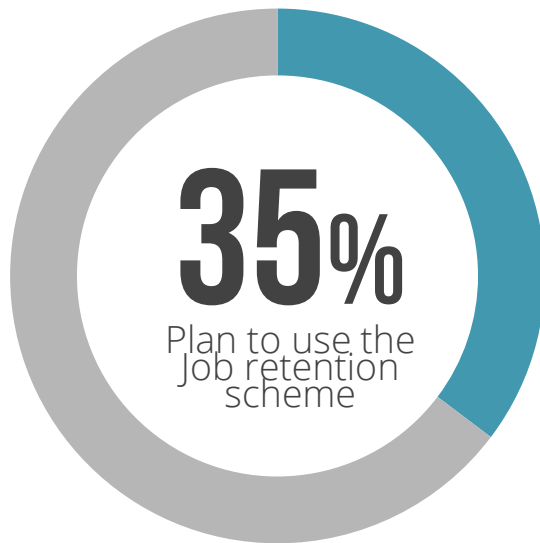


Problems charities are facing

- “ We have a greater need for our services now and are in more need for funding to sustain our services. ”
- “ Our income has reduced overnight as we can no longer hire out our premises, while the demand for pastoral services has soared. We cannot use the Government's Job Retention Scheme because people need pastoral care, especially at times of crisis, and so our ministers will keep working as long as possible. ”
- “ The biggest impact on our funds is the fall in our investments. In addition, we are receiving high requests for grants from the elderly community. ”

SCHEMES CHARITIES ARE LIKELY TO USE

The Government has announced a series of measures to assist organisations through the coronavirus crisis. For each of the following types of assistance, please tell us if you were aware it is available, whether it applies to your charity and whether your charity plans to use it.



HOW ARE CHARITIES ADAPTING?

Which, if any, of the following changes has your charity made in response to the coronavirus crisis?

58%



Started
working
remotely

39%



Found an
alternative/
innovative way
to deliver a service

25%



Found
new ways
to reach
beneficiaries

23%



Refocussed
the charity's
activities

18%



Developed
new collaborations
with other
organisations or
groups of people



ON THE ROAD TO RECOVERY

Anisha Chaudhuri,
Senior Manager, Advisory
and Business Development

ROADMAP



Respond

Minimise risks



Recover

Stabilise operations



Regrow

Maximise impact

STAKEHOLDER MAPPING



RESPOND



- Protect the core – purpose, people, principles



- Communicate and align with stakeholders



- Plan for contingencies and be agile



- Engage funders through the process



- Collaborate purposefully

RECOVER





QUESTION AND ANSWER SESSION

THANK YOU FOR JOINING US

The presentation and slides will be available on our website soon.

Find our research at:
Cafonline.org/Covid19research

A photograph of a smiling man in a grey hoodie working at a table with clothing items. The image is partially obscured by a large orange diagonal shape on the left side of the slide.

CAF
Bank