

Enhancing Trust

Optimism Outweighs Uncertainty

COVID-19 Financial Impact Report for Churches and Other Nonprofits

June 2020

By Warren Bird, Ph.D.



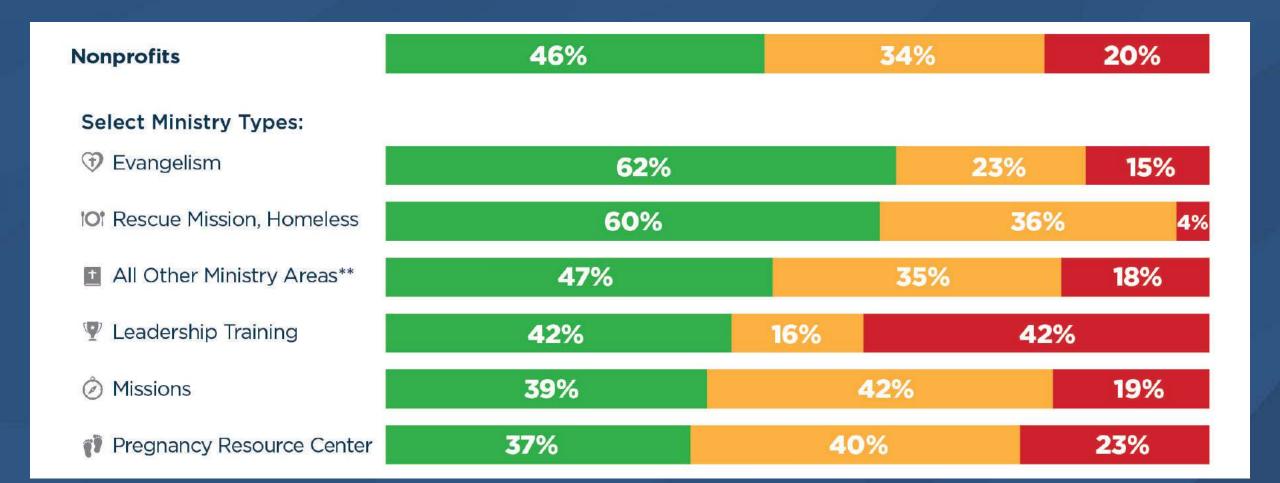
See our library of research findings at ecfa.org/surveys (for nonprofits) or ecfa.church/surveys (for churches)

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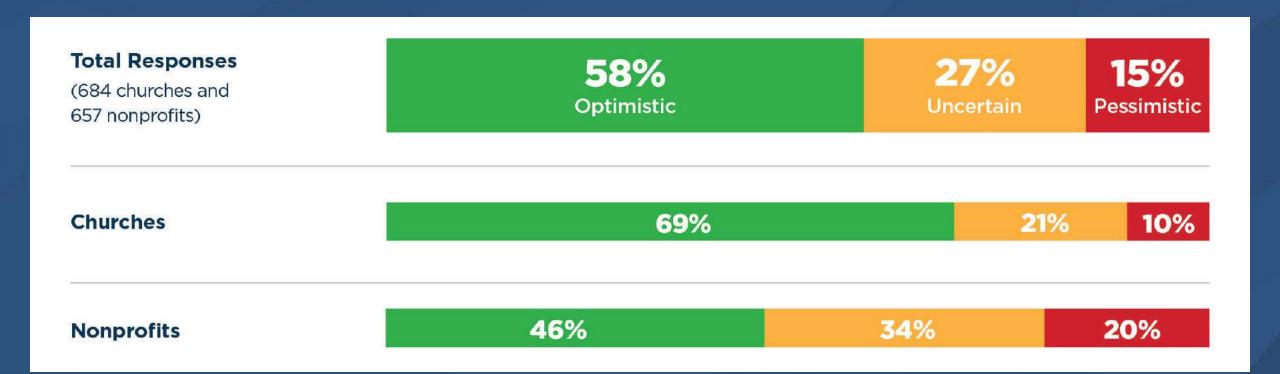
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ECFA MEMBER FINANCIAL SNAPSHOT

Optimism Grows As 2020 Begins



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Most Surveyed Churches and Ministries Have Applied for the Paycheck Protection Program (PPP)

What is your organization's status for a loan/grant under the Paycheck Protection Program (PPP)?

	Churches	Nonprofits
We already applied	59%	80%
We plan to apply in the future	1%	1%
We do NOT plan to apply at this point	40%	19%



Which of these staffing scenarios happened in the last 3 months (Feb-April) and which do you anticipate over the next 3 months (May-July)? (Select all that apply)

	Church			Nonprofit		
	Actual (Feb-April 2020)	Anticipated (May-July 2020)	Difference	Actual (Feb-April 2020)	Anticipated (May-July 2020)	Difference
Increase staff levels	7%	10%	1	6%	14%	7
Keep staffing about the same	81%	71%) 🔻	79%	67%	×
Establish a hiring freeze for nonessential roles	18%	16%	+	20%	19%	+
Invite voluntary furloughs (time off without pay)	4%	4%	+	5%	6%	*



In terms of fringe benefit expenses for staff (such as medical insurance or retirement contributions), which happened in the last 3 months (Feb-April) and which do you anticipate over the next 3 months (May-July)? (Select all that apply)

	Church			Nonprofit		
	Actual (Feb-April 2020)	Anticipated (May-July 2020)	Difference	Actual (Feb-April 2020)	Anticipated (May-July 2020)	Difference
Maintain current levels	92%	85%	> •	87%	82%	*
Reduce the cost of fringe benefits by up to 20%	3%	2%	+	2%	2%	+
Reduce the cost of fringe benefits by more than 20%	3%	3%	+	1%	2%	+



How did total cash donations, excluding one-time extraordinary gifts, change between April 2020 and April 2019 (one year ago)?

	Churches	Nonprofits
April 2020 was higher than April 2019	47%	36%
April 2020 was the same as April 2019	19%	23%
April 2020 experienced up to a 20% decrease from April 2019	20%	19%
April 2020 experienced a 20% to 40% decrease from April 2019	9%	10%
April 2020 experienced more than a 40% decrease from April 2019	5%	12%

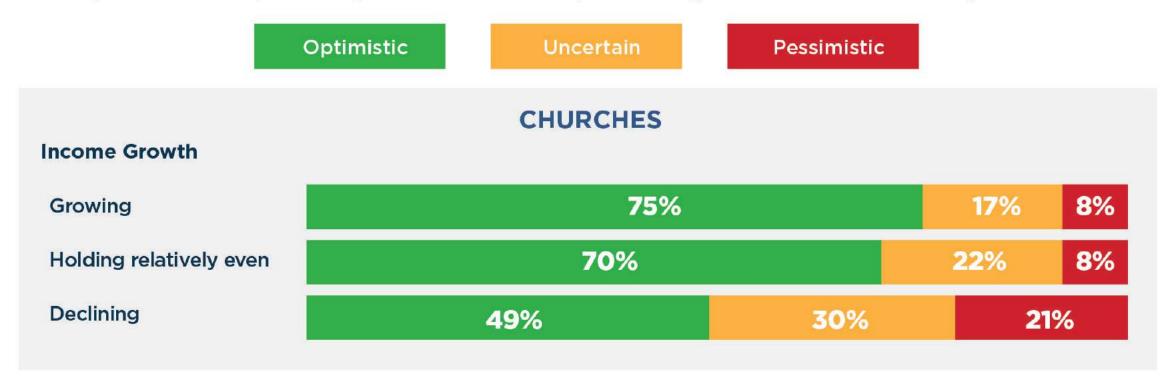


Evangelism is MOST
Optimistic about
future cash
donations





What is your outlook about total cash donations to your church or ministry, excluding one-time extraordinary gifts, over the next 3 months (May-July) - based on your church's/ministry's overall revenue/income growth over the last 3 years?





NONPROFITS Income Growth 51% 32% 17% Holding relatively even 48% 36% 16% Declining 18% 49% 33%



Unleashing Your Church Board's Potential

COMPREHENSIVE REPORT

from ECFA's National Survey of Church Boards

By Warren Bird, Ph.D.

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