



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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Nonprofits

46%

34%

20%

Select Ministry Types:

🕊️ Evangelism

62%

23%

15%

🏠 Rescue Mission, Homeless

60%

36%

4%

⛪ All Other Ministry Areas**

47%

35%

18%

🏆 Leadership Training

42%

16%

42%

🕒 Missions

39%

42%

19%

👣 Pregnancy Resource Center

37%

40%

23%

Total Responses

(684 churches and
657 nonprofits)

58%
Optimistic

27%
Uncertain

15%
Pessimistic

Churches

69%

21%

10%

Nonprofits

46%

34%

20%

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%	↗	6%	14%	↗
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
62% future cash
donations



Education is **LEAST**
Optimistic about
29% 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?

Optimistic

Uncertain

Pessimistic

CHURCHES

Income Growth

Growing

75%

17%

8%

Holding relatively even

70%

22%

8%

Declining

49%

30%

21%

NONPROFITS

Income Growth

Growing

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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