

# CFSA'S COVID-19 RESPONSE STRATEGY

MARCH 2020 - OCTOBER 2021



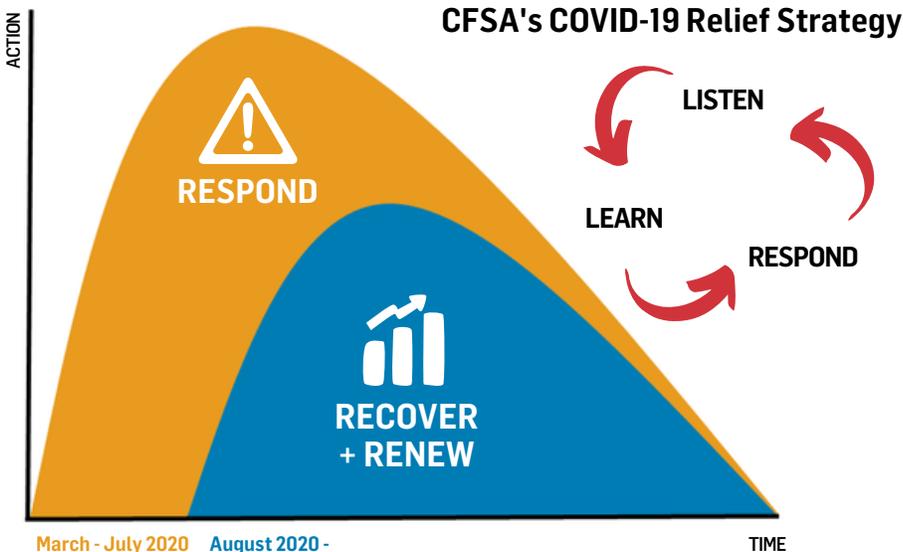
# AN ANALYSIS OF CFSA'S COVID-19 RESPONSE STRATEGY

In March of 2020, our world changed forever due to COVID-19. The Community Foundation for Southern Arizona (CFSA) quickly responded to the needs of our community and the nonprofits who serve them by providing financial resources in the form of grants. In collaboration with CFSA's funding partners and generous donors, we have awarded \$3,667,949 million in COVID-19 relief funding over the past year and a half. However, we are not done. The needs of our communities carry on and the challenges of this pandemic continue to affect lives daily.

In May 2020, we first reached out to our nonprofit partners to better understand their anticipated short-term and long-term needs in response to COVID-19. While there was uncertainty surrounding the potential impact of the pandemic, it was clear that flexible financial resources would be critical for nonprofits to continue serving their communities. In October 2020, CFSA reflected and gathered data on organizations who had been funded by our COVID-19 grants to ensure dollars were meeting their most pressing needs, and that funds were equitably distributed.

CFSA now seeks to describe the impact these funds have had in our nonprofit community, as well as identify any gaps and trends to better guide future grantmaking. CFSA views data as an essential tool that helps us serve multiple purposes: to determine if we are meeting and fulfilling our own organizational goals; to help us understand how we reflect the communities we serve; to equip our staff with critical data to better serve the needs of our communities; and to track our progress with our Board, grantees and communities.

Now, after a year and half of giving, CFSA has gathered additional data from our COVID-19 relief funding grantees. 160 organizations were surveyed, with a response rate of 83%. The following report will present a cumulative giving analysis for CFSA's grantmaking from March 2020 through October 2021.



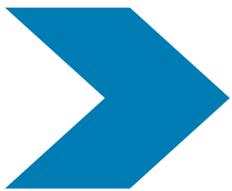
# CFSA'S COVID-19 RESPONSE AT A GLANCE

At the onset of the COVID-19 global pandemic, the Community Foundation for Southern Arizona (CFSA) established three funds to meet the emerging needs of the Southern Arizona nonprofit community.

The **COVID-19 Community Support Fund** was created to provide flexible resources to area nonprofits serving Southern Arizona's most vulnerable populations with a focus on providing basic human needs and access to healthcare to affected populations.

The **COVID-19 Nonprofit Event Relief Fund** was established to fill funding gaps that local nonprofits that lost revenue due to the cancellation of events and programming.

Finally, in partnership with the City of Tucson, CFSA facilitated the **We Are One/ Somos Uno Nonprofit Continuity Grant Program**, which supported local nonprofits in the City of Tucson serving individuals and families by addressing necessary expenditures due to the pandemic.



**As of October 2021, 257 grants were given to 160 organizations totaling \$3,667,949 in funding.**

Community  
Support Fund:  
\$2,222,331

Event Relief  
Fund:  
\$233,000

We Are One/  
Somos Uno:  
\$1,212,618

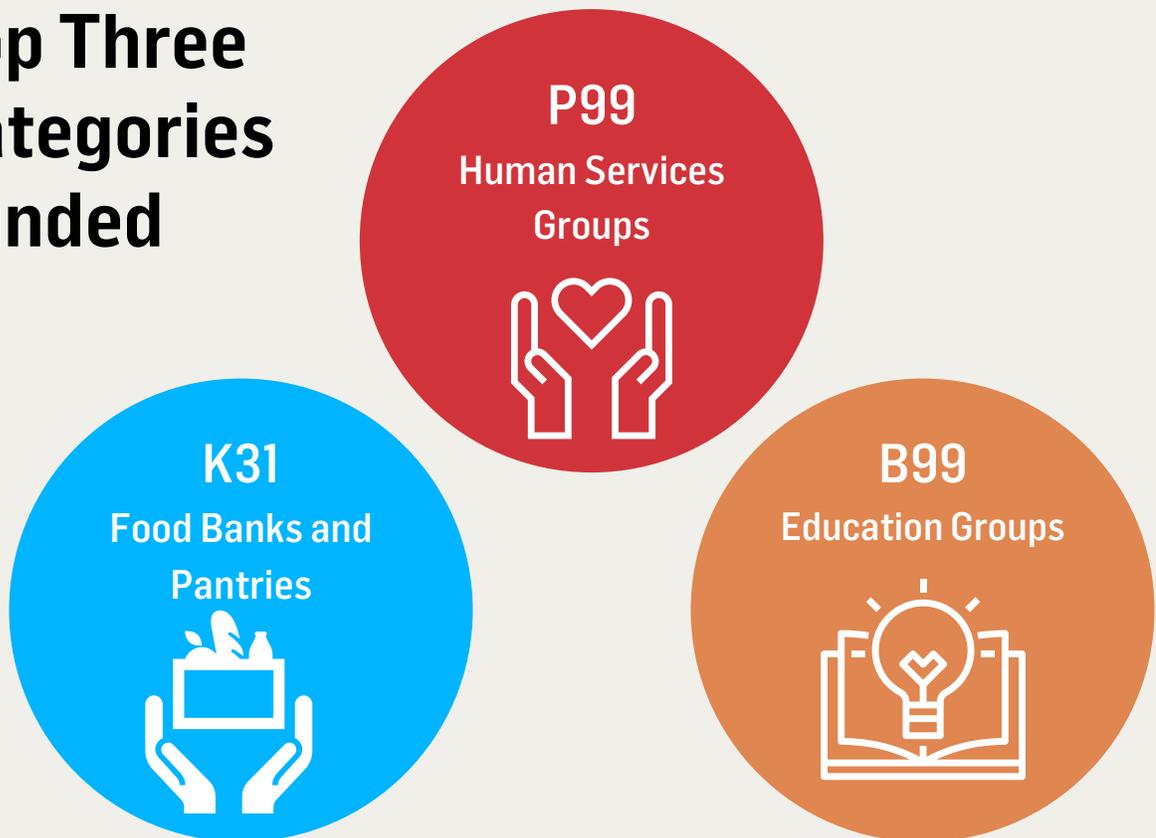
# WHO WE FUNDED

Groups that received funding varied in budget size, reach, and staff size. Additionally, they possessed a myriad of focus areas.

These groups were categorized via their National Taxonomy of Exempt Entities (NTEE) codes, which demarcates organization type (i.e. Children's Museums, Recycling, or Community Clinics)

# 108 Unique Focus Areas

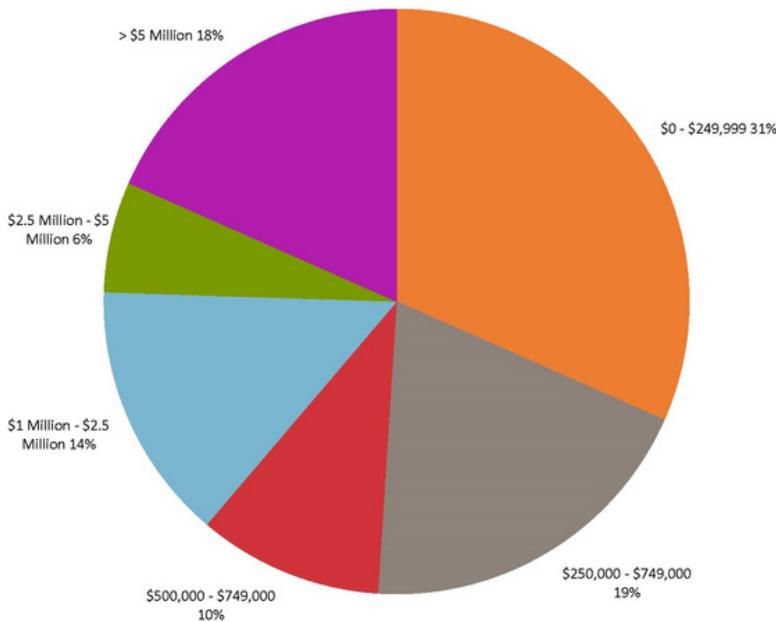
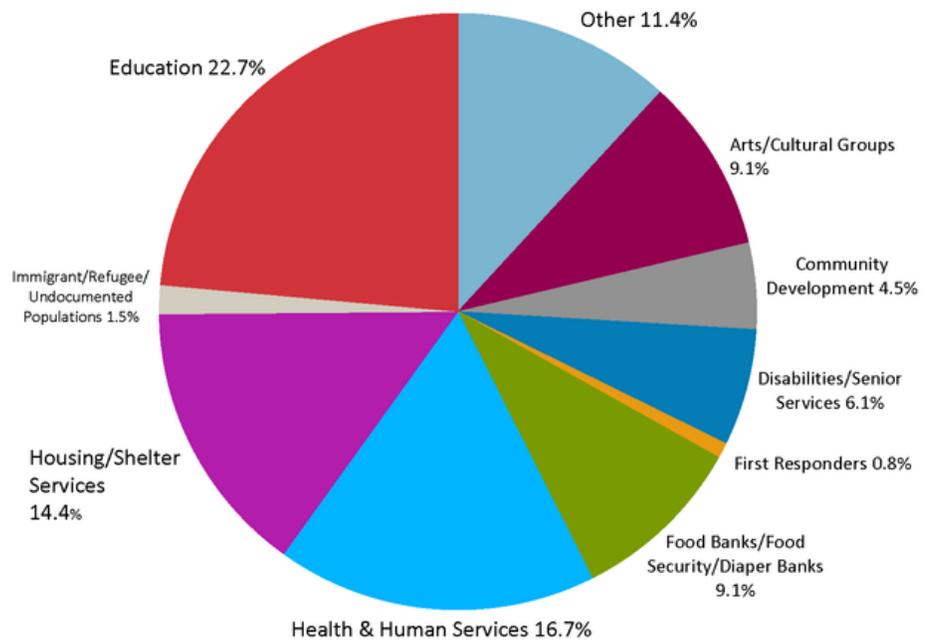
## Top Three Categories Funded



# WHO WE FUNDED (CONT)

Organizations who received funding belonged to a variety of focus areas, ranging from legal services to animal welfare to food banks. The most common focus areas were Education groups and Health and Human Services Organizations. Half of the groups funded had a budget of less than \$1 million. Nearly one-third of organizations funded were considered smaller organizations with a budget size of less than \$250,000.

## Focus Area



## Budget Size

Median Annual Budget:

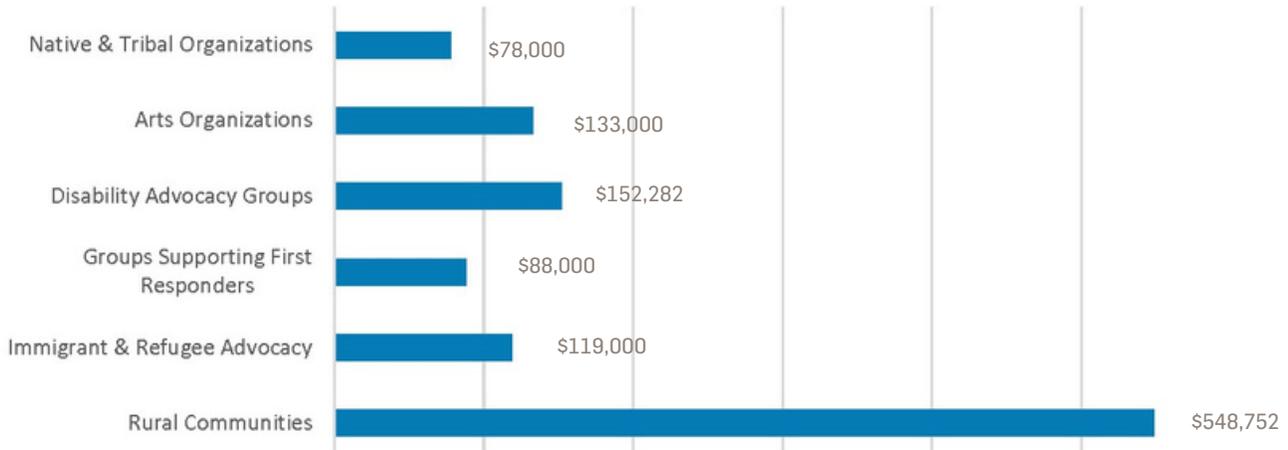
**\$573,643**

# WHERE WE FUNDED & USAGE OF FUNDS

Funding was predominately available to organizations in CFSA's primary service area - Pima County and Santa Cruz County.



Of this funding, unrestricted funding for basic needs were given to groups directly serving the following communities:



Funds were used by grantees in the following ways. The most common uses were maintaining staffing and personnel and financially supporting their own communities:



## WHO THESE GROUPS SERVED:

**93%**

of organizations answered "yes" when asked if they serve marginalized populations.

Marginalized Populations were defined as at least one of the following: LGBTQA+. People of color, Older Adults (65+), Person with Disabilities, Refugees, Immigrant, and undocumented persons, women and girls, veterans, tribal communities, people experiencing homelessness, and people with substance use disorders.



**867,977+**  
People Served



**18,254**  
First Responders/  
Healthcare/ Essential  
Workers Supported



**139,431**  
Units of PPE  
Purchased



**8,443**  
People Provided  
Shelter/Housing  
Support



**506,595**  
Meals Provided

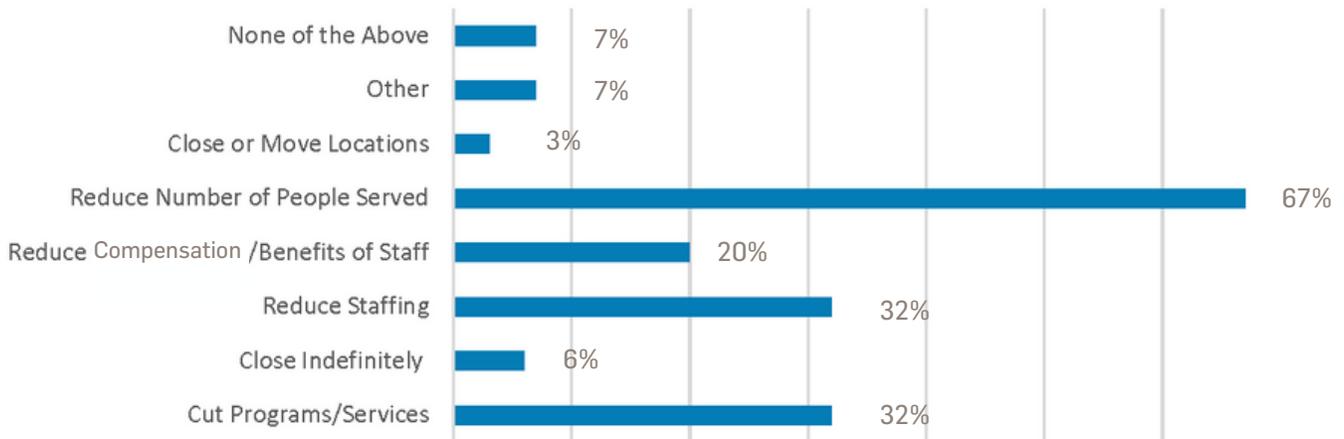


**2,849**  
People Served by  
Arts Orgs

## WHAT YOU WOULD HAVE HAD TO DO WITHOUT RELIEF FUNDS?

Nonprofits were asked what actions they would have had to take to manage the impacts of the pandemic without additional funding. Nonprofits responded that without COVID-19 relief funding they were primarily faced with the following outcomes: reduce staff or reduce the number of people receiving key services. Multiple organizations stated they would have had to close indefinitely.

### What Recipients Would Have to Do Without Funding



However, because of our community's generosity, that did not happen. Programs continued to serve. Nonprofit staff continued to work, and people continued to be helped in a drastic time of need.



# REVENUE SHORTFALL REPORT

Nonprofits were asked if they experienced a revenue shortfall due to conditions created by the COVID-19 pandemic, and responded accordingly:

**72.5%**  
Experienced  
Revenue Shortfall

**27.5%**  
Did NOT Experience  
Revenue Shortfall

A majority of nonprofits stated they experienced a shortfall of revenue due the pandemic. This occurred principally to do the cancellation of events, programming, fundraisers, and other in-person opportunities.

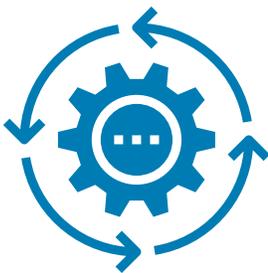
But this was not as bad as predicted for some nonprofits. When asked if this shortfall was close to what was predicted, more than half of respondents said no.

**45%** ✓

**55%** ✗

The reason for this: our community stepped up. Funders, community members, and other allies worked together to strengthen our region's nonprofits over the course of the crisis at hand.

# KEY TAKEAWAYS



**Continuity** - Nonprofits were able to continue their services to their clients and communities, in spite of unpredictable closures and revenue losses. Programs continued to run. Physical spaces remained open. People continued to be served.

**Maintaining Staff** - Nonprofits initially stated they were most worried about needing to reduce staff. Survey results showed that the majority of nonprofits utilized funding to maintain their staff and personnel, meaning people stayed in their positions throughout the course of the pandemic.



**Flexibility Through General Operating Support** - Nonprofits were trusted to recognize their areas of immediate need and direct funding as they saw fit. A lack of restrictions on funding allowed our nonprofit partners to prioritize client services and organizational stability, as opposed to further fundraising to fill revenue gaps.

# PERSONAL STORIES OF RESILIENCY AND SUCCESS



## International Indian Treaty Council

“The Coronavirus crisis is seriously impacting our reservations and communities, showing us the urgent need to plant food in family and community gardens,” shared Andrea Carmen, Executive Director of International Indian Treaty Council. “We thank CFSA for recognizing the importance of these community projects in response to the pandemic and beyond as we work for a resilient future.”

## Patagonia Youth Enrichment Center

The Patagonia Youth Enrichment Center provides a safe place where youth can come together to play, study, build community, learn leadership and life skills, and receive job/career guidance. While their doors were forced to close during the pandemic, Anna Coleman, Director of the Center, and her daughters, have found unique ways to support the youth they serve. PYEC has handed out approximately 6,000 dinners, 1,200 food boxes, 50 Christmas meals, and 150 activity kits from the youth center since COVID-19 began.



## Sarver Heart Minority Outreach Program

Sarver Heart Minority Outreach Program addresses how health care disparities among minorities and lack of insurance are making this population more vulnerable to COVID-19, yet they are having the greatest challenge getting the information and testing. Program founder Wanda F. Moore shared, “We are very grateful for the opportunity to educate our community and provide support during COVID-19 with the help and partnership of CFSA.”

# THANK YOU TO CFSA'S GENEROUS FUNDING PARTNERS & DONORS

