



COVID-19 Nonprofit Community Forum

April 2, 2020

Summary

Thank you to everyone who participated in the COVID-19 Nonprofit Community Forum this morning (for those of you who registered but could not attend, we missed you)! The following is a summary of the call, with links to many of the resources mentioned. Please contact me at tom.morley@snowflakellc.com with any questions.

First of all, the sponsors' web sites, both of which have resource links in addition to information about our organizations:

www.snowflakellc.com – Snowflake LLC

www.nansv.org – Nonprofit Alliance of the Northern Shenandoah Valley

Topics covered included:

- › Funding
- › Client service
- › Change impacts

Funding

- › Many nonprofits will be rescheduling events for after this situation ends. Coordinating fundraisers with other nonprofits will be critical to avoid "overcrowding" in your communities in the Fall – they can only handle so much!
 - Top of Virginia Regional Chamber (www.regionalchamber.biz) has a Community Calendar that can be used for this purpose. Other local chambers (e.g., Charlottesville Regional and Loudoun Chambers) may have this as well.
 - For nonprofits in Maryland, the state association (Maryland Nonprofits – www.marylandnonprofits.org) and/or the Nonprofit Institute of the CSM (www.csmd.edu/community/institutes/nonprofit-institute/) may also be able to help.
 - Snowflake and NANSV will look into ways to coordinate and possibly help nonprofits combine events. We believe shared fundraisers, especially among nonprofits with similar or complementary missions, are worth considering.
- › Don't rely strictly on fundraisers, annual appeals, etc. – even when this crisis is over. Year-round fundraising campaigns can help reduce risk and generate more consistent revenue streams. For more information, contact info@snowflakellc.com.
- › For those nonprofits that sell products (e.g., thrift stores, art) to raise funds, explore opportunities to offer at least some things on-line. Virtual shopping could become part of the future strategy as well. Programs may be monetized, also.
- › Investigate SBA loans if possible. The Paycheck Protection Program (PPP) and Economy Injury Disaster Loans (EIDLs) are two potential sources of funds. See www.sba.gov/page/coronavirus-covid-19-small-business-guidance-loan-resources.
 - Some or all of the loans under the PPP are forgivable (e.g., for payroll and rent), but learn the regulations in advance. PPP is to be used primarily to avoid layoffs and pay for facilities, and not all administrative expenses will be forgiven.
 - The Virginia Department of Small Business and Supplier Diversity (SBSD) has a lot of information on EIDLs in particular. They have webinars throughout the week on applying (www.sbsd.virginia.gov/about-us/news/covid19/).
 - PPP information: home.treasury.gov/system/files/136/PPP%20Borrower%20Information%20Fact%20Sheet.pdf. Also, talk to your banks – they will be the ones administering the program and can provide more details.
- › "Front-line" organizations may benefit from "crisis appeals," especially those who are directly addressing community needs (e.g., nonprofits serving the homeless, food pantries, and health care services for low-income, uninsured people).

Client Service

- › Technology will be key for many nonprofits who usually rely on physical interaction with clients, though it is more difficult if not infeasible for some on the front lines. Virtual interactions, programs, etc. are not perfect, but can help nonprofits remain relevant.
 - Some examples given were telemedicine, on-line educational programs, virtual museum tours, highlighting artists to help them promote their work, "virtual visits" for elder care, continuity of learning, blast informational e-mails, etc.

- Remember to “keep on mission” as much as possible, achieving the same purpose in new ways. Many of the things you do can be continued beyond the COVID-19 crisis to further enhance traditional services.
- Innovation rules the day and is also a great way to keep employees engaged. Think “outside the box”—what can you do with technology to remain involved with your clients? Encourage staff to come up with ideas!
- > Front-line organizations that require physical client interactions are also finding ways to help their communities while maintaining social distance. Some food pantries, for example, are providing “contactless service” through on-line intake and curbside pickup.
- > Keep in mind that certain issues are more acute during this crisis—e.g., homelessness. What can we as nonprofits do to help mitigate the impacts, whether it is by supporting other nonprofits beyond what we do, or coordinating efforts?

Change Impacts

- > Employees are stressed by the uncertainty of the situation, threat of layoffs, physical separation from their clients and colleagues, and just general feelings of helplessness. It is important to keep them positive and engaged – emotionally, and finding solutions.
 - Frequent on-line staff meetings are important to several organizations (e.g., Zoom) for engagement, involvement, and coordination. Keep security in mind – there have been examples of “Zoom bombing.” Use meeting passwords.
 - Providing frequent information is helpful as well. For example, “Daily COVID Update” and regularly updated resource lists available to staff. This can help with some of the uncertainty employees are feeling, as well as with their jobs.
 - Recognize the pulse of your employees and provide them outlets. Examples include rating stress level, and providing opportunities for staff members to discuss how they are feeling and give each other emotional support.
 - Keep reminding employees they are making a difference despite their challenges – praise what people are doing (on the front lines and in the home office), and show them how you are succeeding with new ways of providing services.
 - This is real – all lives are being impacted in one way or another, and for some the impacts are life-and-death. This should make us realize we are all in this together, and examine what we can do to integrate now and in the future.
- > It is equally important to keep volunteers who cannot have physical contact with clients at this point engaged. Stay connected with them, give them useful tasks, and ask them for their ideas as well. This will also help in the long run.

Resources

- > www.bloomerange.co/resources/covid19/
- > www.regionalchamber.biz (Northern Shenandoah Valley)
- > www.cvillechamber.com (Charlottesville)
- > www.loudounchamber.com (Loudoun)
- > www.nansv.org/resources
- > www.csmd.edu/community/institutes/nonprofit-institute/resources/covid19resources.html
- > www.marylandnonprofits.org
- > www.sba.gov/page/coronavirus-covid-19-small-business-guidance-loan-resources
- > www.sbsd.virginia.gov/about-us/news/covid19/
- > home.treasury.gov/system/files/136/PPP%20Borrower%20Information%20Fact%20Sheet.pdf
- > home.treasury.gov/system/files/136/Paycheck-Protection-Program-Application-3-30-2020-v3.pdf
- > www.unitedwaynsv.org/COVID-19-Resources (Warren)
- > warren.ext.vt.edu/content/warren_ext_vt_edu/en/index/covid-19resources.html
- > www.shenandoahcommunityfoundation.org (Shenandoah)
- > Advice and support in any of the above areas: info@snowflakellc.com

Please don't forget to complete the 2020 US Census!

Thank you again for your time and ideas. We are now exploring the possibility of convening smaller groups focused on specific issues. Please visit www.snowflakellc.com/forum for more information. We will update you by e-mail as well.

Snowflake LLC is a Certified B Corporation® consultancy in Leesburg, Virginia. Founded in 2014, our mission is to equip non-profits, governments, and socially responsible businesses with what they need transform lives and communities. We work collaboratively with our clients to find strategy, organization, people, and marketing solutions that will make them greater. Since our launch, we've worked with more than 35 clients throughout the Mid-Atlantic and beyond. For more information, please visit www.snowflakellc.com.

The **Nonprofit Alliance of the Northern Shenandoah Valley (NANSV)** is a consortium of non-profits from across the region. Our goal is to strengthen NSV nonprofits' and increase their impacts through networking, learning, collaboration, and advocacy. The Alliance holds a variety of events throughout the year, including on-line forums, bi-monthly meetings, and our flagship Annual Symposium, and we share community and expert knowledge on our new website. To learn more, please visit www.nansv.org.