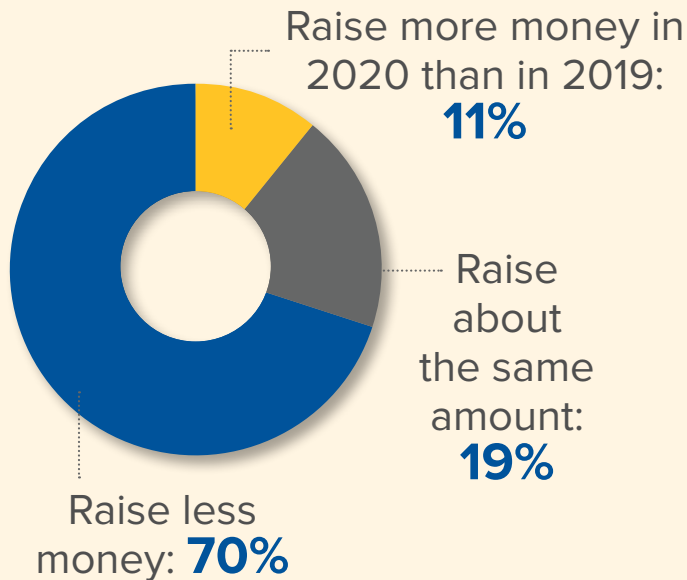


Fundraising Expectations for 2020

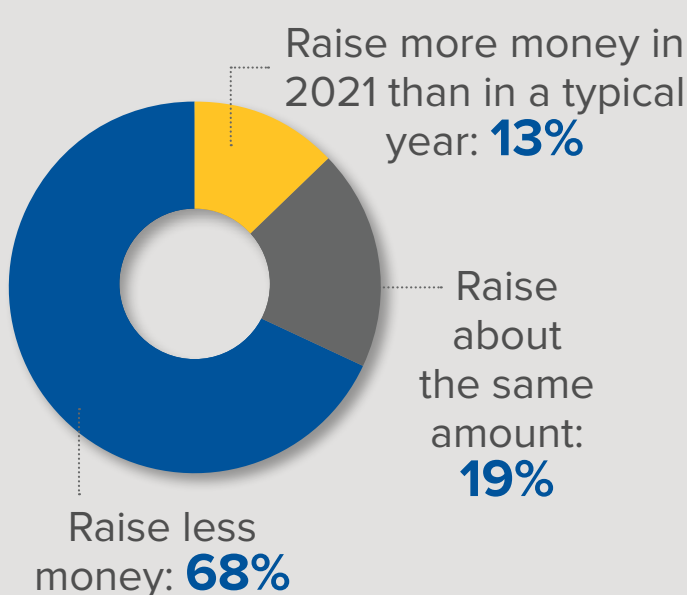


Increasing Fundraising Activity in 2020?

- **38%** of charities will increase their fundraising activity in 2020 because of COVID-19
- **39%** will keep their fundraising at normal levels



Fundraising Expectations for 2021



What Kind of Fundraising is Increasing in 2020

88%: donor retention and stewardship

83%: social media

81%: virtual events

79%: online fundraising

71%: email

Government Funding



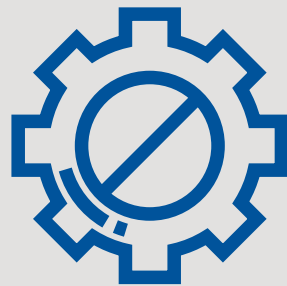
- **44%** of respondents applied to the Canada Emergency Wage Subsidy program, and **23%** received funding.
- Approximately **15%** applied to the Canada Emergency Business Account/Loan, the Emergency Community Support Fund, and/or Canada Emergency Response Benefit Fund: and roughly **6%** receiving any funding.

Working from Home



- **93%** indicated they are working from home now
- **77%** say their organization was “well or “somewhat” prepared for the shift to working from home

Cancelling Special Events



- **76%** have had to cancel at least one event
- **55%** have switched at least one in-person event to a virtual event

Layoffs/Pay Cuts



- **31%** of organizations have been forced to lay off staff
- **31%** of charities have instituted furloughs
- **18%** of organizations have cut staff pay