COVID-19 Rapid Response Webinar
New Orleans Youth Alliance’s COVID-19 Impact Survey Results
Welcome

Takema Robinson
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Purpose Statement

GNOFN exists to inspire and optimize philanthropic investment in the greater New Orleans region to promote equity and increase justice. GNOFN coordinates philanthropy and the public sector to ensure that investments in Southeast Louisiana result in impacted communities having the cultural, political and social power to influence the decisions that affect their lives.
Reminders

- As a participant, your microphone is muted and your video is turned off.
- Please add your questions for speakers in the Q&A box at the bottom of the screen. Please indicate which speaker you are directing your question to.
- We have scheduled 20 minutes to answer questions after all speakers present.
COVID-19 in Louisiana

- As of 5/7: Louisiana Department of Health
  - Louisiana: 30,652/2,135 deaths
  - GNO (Orleans and Jefferson Parish): 13,214 cases/854 deaths
  - 1,432 coronavirus patients hospitalized (across LA as of 4/9)
    - nearly 500 invid. on ventilators
  - More than 8,913 tests have been completed by the state lab while more than 191,854 tests have been reported to the state.
Agenda

1:05 - 1:10 pm  Welcome & Agenda Overview
Takema Robinson, GNOFN/Converge

1:10 - 1:50 pm  Review Results from NOYA’s COVID-19 Impact Survey
Rashida Govan, New Orleans Youth Alliance

1:50 - 2:10 pm  Conversation with Youth-Serving Nonprofit Executive Directors
Brandy Williams, Generation Success
Jon Skvarka, LOOP NOLA

2:10 - 2:30 pm  Q&A
New Orleans Youth Alliance COVID-19 Impact Survey

Dr. Rashida Govan
New Orleans Youth Alliance
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The New Orleans Youth Alliance (NOYA) is the youth development intermediary for the Greater New Orleans area. NOYA works to cultivate a system of high-quality, well-resourced youth development organizations that center youth leadership and racial equity in their work with young people. NOYA achieves its mission through three key areas of service: program quality and professional development, policy and advocacy, and organizational effectiveness.
Purpose

- Learn about the impact of the COVID-19 crisis on youth programs and organizations
- To inform NOYA’s advocacy efforts of behalf of youth program
- To help develop a coordinated recovery and emergency response effort for youth programs in the city
Overview

- About Our Programs
- COVID-19 Impact
- Key Challenges for Youth Programs
- Needs/Support for Youth Programs
Survey Participants

- Youth programs in New Orleans
- 26 Respondents
- Serve youth ages 3-24
About These Organizations
Who do they serve?

- 22,257 youth annually
- 74% low-income youth
Grades Served

![Bar chart showing percentage of grades served.](image-url)

- K-3: 58%
- 4-8: 81%
- 9-12: 88%
- N/A: 4%
Special Populations

System-Involved Youth
Homeless Youth
Opportunity Youth
LGBTQ+
College Students
Students with Disabilities
English Language Learners
Gifted and Talented
School Partnerships

54% of respondents have partnerships with schools
Services Offered

- Counseling/Healing circles/Art therapy: 32%
- Provide snacks and meals: 41%
- Provide stipends: 36%
- Provide transportation: 45%
How long have these programs existed?

- 46%: Over 10 years
- 31%: 2-5 years
- 19%: 6-10 years
- 4%: Less than 2 years
Operating Budgets

- 27%: Less than $25,000
- 27%: $25,001 - $50,000
- 15%: $50,001 - $100,000
- 8%: $100,001 - $300,000
- 8%: $300,001 - $500,000
- 4%: $500,001 - $1 million
- 12%: Over $1 million

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Funding Sources
(Average % of Annual Budget)

1. Grants (41%)
2. Fee-for-Service (34%)
3. Individual Donors (17%)
4. Sales (12%)
5. Fundraising Events (11%)
6. Public Funding (8%)
7. Space Rental (3%)
8. Other (10%)
Public Funding

- Only 35% of youth programs get public funding
- On average public funding accounts for 8% of revenue
- Public funding sources:
  - Arts Council
  - LA Division of the Arts
  - 21st CCLC
  - NORD
  - SNAP E&T
  - Grants from public entities (city and state)
How many people do they employ?

492 Employees

- 52% Contractual Workers
- 25% Full-Time
- 23% Part-Time
COVID-19 Impact
COVID-19 Impact: Revenue Loss

• 77% of respondents reported a loss of revenue
  • On average youth programs lost $55,000 in revenue at the time of the survey
  • The median loss of revenue was $30,000 (with the minimum loss reported at $2,000 and maximum at $200,000)
• Several respondents expressed uncertainty about the long-term impact to program revenue
COVID-19 Impact: Staff Layoffs

• Of the 26 respondents...
  • 27% laid off staff
• Of the 492 youth development professionals employed
  • 11% have been laid off
COVID-19 Impact: Viability

- 42%: Less than 1 month
- 15%: 1 - 2 months
- 12%: 3 - 6 months
- 12%: 6 months - 1 year
- 19%: More than 1 year

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COVID-19 Impact: Virtual Programs

- 84% of respondents are now programming virtually
  - 52% incurred costs in making the transition
    - Median cost- $1,750
    - Average- $9248
    - Max- $80,000
- Costs associated with tech platforms and hardware
- Higher costs reported are related to loss of revenue and the increased cost of covering payroll
COVID-19 Impact: Distance Learning

- 8% are providing services beyond virtual
  - Disseminating learning packets at feeding sites
  - Distributing mindfulness, health and fitness and other related information and strategies
  - Distributing healthy snacks and meals
COVID-19 Impact: Adjustments

- Transition to virtual programming
- Community engagement/outreach
- Increasing online presence
- Transition to remote work
- Limiting spending/Cost savings
- Furloughs/Salary cuts
COVID-19
Issues
“We've had to move our programming online and do a lot of outreach to reconnect with our young people. We've been trying to figure out fund development within this context which requires us to elevate our visibility and brand online.”

- Survey Respondent
COVID-19 Issues: Organizations

- Budget deficit
- Program delivery changes
- Communication /Engagement
- Program interruption
- Remote work
- Mental health needs
- Technology access
COVID-19 Issues: Youth

- Mental health
- Safety at home
- Learning loss
- Food security
- Digital divide
- Health of families
- Economic stability of families
COVID-19 Needs
COVID-19 Needs: Top 5 Needs

1. Funding
2. Technology/Tech support
3. Mental health resources
4. Shared learning
5. Branding/Marketing
COVID-19 Needs: Helpful Resources

- Professional Development/Webinars
- NOYA
- Technical Support
- Shared Learning
- SBA Loans & Application Assistance
- Funders- Flexibility/Outreach
COVID-19 Needs: Response

• 81% intend to apply for emergency loans
  • Only 23% of respondents have a line of credit open at a bank
• 58% applied for emergency grants
• All respondents intend to apply for emergency grants
COVID-19 Needs: Anticipated Needs

- Funding
- Mental health supports
- *Technical assistance for transition*
- Unsure
- Professional development
- Cleaning/Sanitation guidance
Implications for Philanthropy

- Deepen investment in youth development
- Continued flexibility with grantee deliverables
- Consider awarding grants for operating costs
- Continued professional development for grantees
  - Fundraising in this climate*
- Partner with NOYA to coordinate response
- Consider short-term grants to help onramp programs during transition
- Support for trauma-informed professional development and services
Rashida Govan

New Orleans Youth Alliance

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Conversation with Youth-Serving Executive Directors

Brandy Williams
Generation Success
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Jon Skvarka
LOOP NOLA
jskvarka@loopnola.org
Participant Q&A
Next Steps

- Today’s webinar recording, powerpoint slides and any resources mentioned will be included in Monday’s GNOFN newsletter

- Ensure you’re following GNOFN’s social media channels to stay up to date on GNOFN activities