

Alberta's Nonprofit Sector: Too Essential to Fail

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About CCVO

CCVO (Calgary Chamber of Voluntary Organizations) is a member-based charitable organization that was established in 2004 to strengthen Calgary's vibrant nonprofit/voluntary sector, and address sector-related public policy issues in Alberta. The high quality of life enjoyed in our communities is built on many of the programs, activities, and services run by approximately 30,000 nonprofits and charities that make up Alberta's nonprofit sector. We are proud to support these organizations through our sector research, advocacy, and informed convening and programming activities.

Background

Too Essential to Fail is two years in the making. Throughout the COVID-19 pandemic, CCVO assessed its toll and advocated on the sector's behalf - from our first report on the anticipated and observed impacts of the pandemic, to analyzing the Provincial response, to advocating for needed supports. *Too Essential to Fail* builds on this work with new research and findings, and an urgent ask for immediate financial support.

2020
[Emergency to Opportunity
Recovery Plan Analysis](#)

2021
[Community Prosperity
Discussion Paper](#)
[First Provincial Budget Request](#)
[Community Recovery Blueprint](#)

2022
[Second Provincial Budget
Request](#)
[Too Essential to Fail](#)

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Acknowledgements

LAND ACKNOWLEDGMENT

In the spirit of reconciliation, we honour and acknowledge the traditional Treaty 7 territory and oral practices of the Blackfoot Confederacy (Siksika, Kainai, Piikani); the Tsuut'ina; the Îyâxe Nakoda Nations; and the Métis Nation (Region 3); whose footsteps have marked these lands for centuries.

AUTHORS

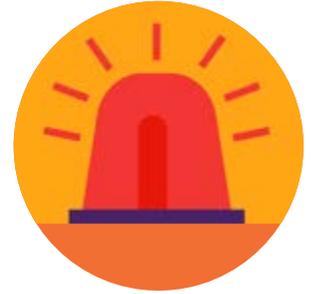
Alexa Briggs, Karen Ball, Kirsten Boda, Jamie Little, Celia Lee

FUNDERS

Thank you to the Funders, who generously supported the research for this report.



Sounding the Alarm



Nonprofits are on the front lines – and being sidelined. While no sector emerged unscathed, nonprofits were particularly under-resourced and undervalued through the pandemic. As other sectors recover, nonprofits continue to struggle.



Nonprofits fill critical needs not provided by governments or the for-profit sector spanning poverty reduction, health, mental health, environmental protection, cultural and language support, sport and recreation – and more (see Figure 1). They contribute \$5.5 billion to the economy, leverage astounding added value at 227 million hours of annual volunteer time, and employ 1/20 Albertans.

But recent analysis on the sector shows many organizations face uncertainty and instability in the wake of the global pandemic. They are experiencing higher demand for their services and higher complexity of community needs - all while adapting to a new context with fewer resources.

Some benefits are reported: nonprofits became more technologically savvy, and through online engagement, were able to reach new demographics. The pandemic increased public awareness of inequities that have always existed along socio-economic, racial and gender lines, and highlighted the leadership role nonprofits must play in response. But this sectoral evolution requires resources, which are in short supply

Until now, data on the impacts of the pandemic has reflected the sector as a whole. There has been no way to understand impacts in the sub-sectors, which is essential to successful response, recovery and rebuilding strategies.

The CCVO is changing that. The CCVO is now the holder of the most comprehensive list of nonprofits in Alberta (see Appendix A). It conducted a survey of 331 Alberta nonprofits (see Appendix B) and engaged in a literature review (see Appendix C) to better understand the impacts of the pandemic on the nonprofit sector.

This report synthesizes our findings, revealing a sector that is under strain and undervalued.

THE CCVO IS NOW THE HOLDER OF THE MOST COMPREHENSIVE LIST OF NONPROFITS IN ALBERTA.

The CCVO commissioned a data set that includes previously unaccounted for organizations. Information in this report reflects that data set, as well as a literature review and CCVO survey of Alberta non-profits with 331 respondents on the effects of the pandemic on nonprofits.

An Essential Sector



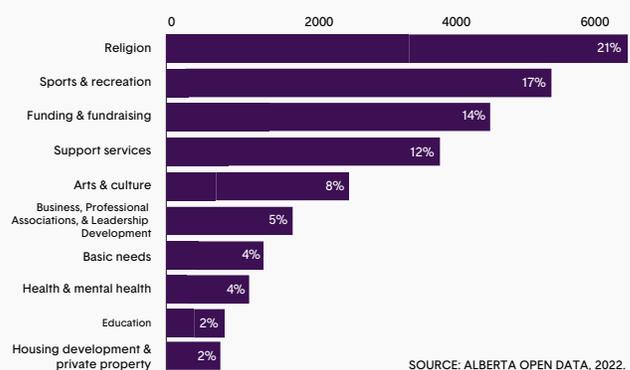
Alberta's nonprofits fill critical needs in our communities: from food provision and basic needs, to settlement and senior supports, sports and recreation, arts and culture, entrepreneurship, environmental health – and more.

The sector is an irreplaceable source of innovation: it solves complex problems, collaborates creatively, and adds value in our communities. It is difficult to imagine what Alberta would look like without nonprofits – but we have started to document what Alberta looks like [with them](#).

Employing over 285,000 people in Alberta - 78% of whom are womenⁱ - the nonprofit sector contributes \$5.5 billion to our GDP while leveraging an astounding 226 million volunteer hours annually. If this volunteer labour were conservatively valued at \$21/hour, it amounts to nearly another \$5 billion. The over-representation of women in the sector cannot be ignored, during our recovery and beyond. A vulnerable sector means women are more vulnerable - and that their time, and the activities of the nonprofit sector, is still under valued.

Nonprofits are so fundamentally Albertan that they predate our establishment as a province. They emerged from rural areas where citizens had to problem-solve together to get by. Today, of the 30,000 nonprofits across Alberta, about a quarter of nonprofits are in rural areasⁱⁱ and account for 15.3% of nonprofit employeesⁱⁱⁱ. Alberta has always known: a strong nonprofit sector means better economic, social, cultural and environmental outcomes for Albertans.

Figure 1: Top 10 Service Categories In Charities And Nonprofits



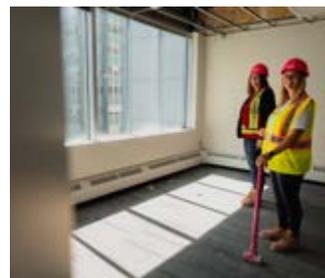
Alberta nonprofits predate our establishment as a province.

227 million volunteer hours leveraged by the sector annually, in Alberta alone – at a conservative value of nearly \$5 billion more

\$5.5 billion contributed by the sector to Alberta's GDP

More than 1/20 Albertans work at a non-profit

THE NONPROFIT VOTE IS SHARING STORIES FROM NONPROFITS ON THEIR [INSTAGRAM](#)



The State of Alberta's Nonprofit Sector



1. Under Strain: A Sector In Crisis

The current labour crisis in Alberta includes the nonprofit sector: retaining staff and finding qualified new candidates is more challenging in 2022. At play are lower revenues, thin operating budgets, stagnant contract agreements, rising inflation, mental health challenges among staff, and pressure on employees to meet increasing demand for services from the community with fewer resources. The persistent gap between capacity and demand raises questions of how the sector will cope moving forward.

Albertans are struggling in the wake of the pandemic, and nonprofits are seeing it on the front lines - experiencing not only higher demand for services, but higher complexity of client needs. Increasing call volumes to Alberta's Help Line (211) over the last 3 years^v attest to these increasing struggles. The biggest demand from Albertans has been in the areas of Mental Health & Substance Use and Criminal Justice & Legal Services, followed by Community Services, Basic Needs, and Income Support.

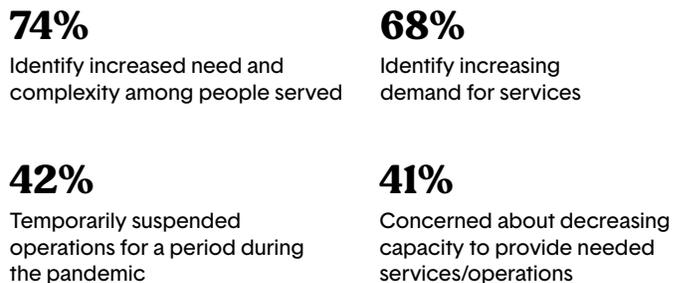
At the same time, nonprofits had their operations disrupted by downsizing, significant layoffs, and health and safety risks for individuals working on the frontline.^v Many had to cancel fundraising and other types of events, impacting their finances and ability to network and connect with peers from other nonprofit organizations. As a result, communities went without services and access to community, which took a toll socially, mentally, and physically. Organizations are now working hard to recover connections in an environment where their capacity to function has been diminished and demands are growing.

Many organizations made essential shifts to virtual services and programming. As restrictions are lifted, organizations must once again shift to meet changing circumstances, needs, and wants of the communities they serve. Some clients, for example, remain without access to technology and with limited digital literacy, while demand for services to continue this way is still high. Re-engaging communities, partners, and audiences will take time and concerted resources. Meanwhile, organizations are still struggling to reestablish operational funding that would support staff recruitment and rebuilding lost connections.

INCREASED DEMAND, REDUCED CAPACITY



SURVEY SAYS (% respondents to 2022 CCVO survey)



TOP 5 REASONS FOR 211 CALLS



A LABOUR MARKET IN DISTRESS

Workforce issues have remained a consistent challenge for organizations over the course of the pandemic^{vi} and those issues are not easing. Nonprofits are experiencing lower capacity and productivity among staff and volunteers; more absences; more mental health challenges; and lower budgets to hire staff back with sufficient hours and compensation.

At the start of the pandemic, organizations reported staff and volunteer absences due to fear over catching COVID-19 as well as workforce challenges in shifting to remote work.^{vii} Organizations began to pay more attention to staff mental health and the supporting role employers could play in a global pandemic.^{viii} Gradual decreases in the workforce through layoffs and recidivism have led to concerns that reductions could remain consistent - while lower volunteer rates further limit organizational activity.^{ix} Reports from Alberta nonprofits indicate their capacity to re-engage volunteers lost during the pandemic has not recovered - volunteers who are also experiencing the strain and stress of the pandemic. Re-engagement is proving exhausting and the resources are limited to do so.

As organizations consider re-hiring they are reporting difficulty in finding and keeping staff.^x While many organizations report they plan to increase wages, thin operating budgets and funding agreements make this a challenge.^{xi} This comes at a time when government supports, such as the Canada Emergency Wage Subsidy (CEWS) and the Canada Emergency Rent Subsidy (CERS), are no longer available, and at a time of rising inflation.^{xii} Nonprofits are apprehensive about their ability to keep up. They cannot pass on prices to clients like for profit businesses, and increased demand is expected to continue. The end of Canada Emergency Response Benefit (CERB) also put pressure on nonprofits that serve populations struggling to meet basic needs. This persistent gap between capacity of organizations and demand for services and programs raises questions of how the sector will cope moving forward.

While nonprofit employees provide for their communities, it is essential that their needs are met. Nonprofits in Alberta report fatigue, anxiety, and frustration among staff, clients, and volunteers. Statistics Canada surveyed 46,000 Canadians, of which 52% of participants indicated their mental health was either "somewhat worse" or "much worse" since the beginning of physical distancing measures.^{xiii} The realities of the COVID-19 pandemic have also impacted the mental health of many nonprofit employees due to an increase in economic stress, anxiety, social isolation; additional responsibilities such as childcare and an increase in workload; loss of job security due to organizational financial loss, layoffs of colleagues, remote work, and COVID-19 related losses.



52% of Canadian participants indicated that their mental health was either "somewhat worse" or "much worse" since the beginning of physical distancing restrictions.

SURVEY SAYS (% respondents to 2022 CCVO survey)

71%

Identify negative impacts on staff mental health and well-being

55%

Identify concerns about retaining staff

42%

Concerned about persistent reduction of volunteers

53%

Identify concerns about recruiting new staff

The persistent gap between capacity of organizations and demand for services and programs raises questions of how the sector will cope moving forward.

2. Under Resourced: A Sector Being Left Behind

Persistent reduced revenue and ongoing uncertainty created by the pandemic have nonprofits uneasy about their long-term sustainability.

Figure 2 is a comparison of revenues from 2019 to 2020. It captures financial impacts at the start of the pandemic, including service areas – such as Food and Basic Needs, Mental, Crisis Response, and Shelter & Housing - that received early pandemic support. Qualitative survey responses tell us those early pandemic supports have now evaporated. Organizations that saw a revenue decrease - in service areas like Sports and Recreation, Social Support (including seniors, disability supports, violence, and daycare), Environment, Transportation, and Arts - may be faring even worse now. Corresponding data on expenses is not available, but we expect these organizations also decreased their expenses, with impacts on the physical, social, and cultural wellbeing of citizens, through sudden reduced access to physical activities, theatre, music, day cares, senior centres, and family services. All of this disruption in service was a disruption to people’s lives, and to their health and wellbeing. It is no wonder so many are still struggling to regain their footing.

To get a complete picture of the trend over the pandemic, revenue data for 2021 and 2022 needs to be collected and analyzed when available. CCVO plans to pursue support to continue building this data set.

INCOME INSTABILITY IS LEAVING NONPROFITS IN A PRECARIOUS SITUATION

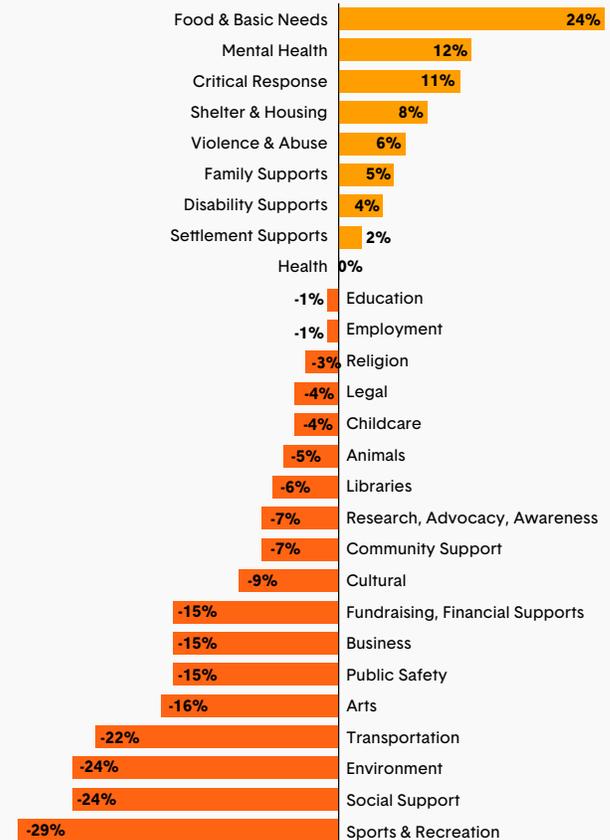
At the beginning of the pandemic, organizations reported a decline across all revenue sources.^{xiv} Some reasons for these declines were having to pause operations, cancel fundraising events, and lower donations being received.^{xv} Declines were not felt equally across nonprofits. A review of charities shows that from 2019-2020, revenues increased for organizations providing basic needs and crisis response, while others, such as sports, environmental and arts organizations, saw steep declines.

Declines in revenue have been especially challenging for organizations that rely on earned income. As the financial reality of the pandemic set in and organizations were feeling unsure of how long it would last, there was a sense of pessimism and uncertainty in the future as organizations needed to fill the gap of the financial impact and began to lay-off employees and reduce working hours.^{xvi}

Government supports and services were often cited as a supportive strategy for organizations, with CEWS being the most commonly mentioned.^{xvii} However, smaller charities and philanthropic intermediaries were less likely to fall within scope for government programs, as well as charities that depend on earned income, gifts, and donations.^{xviii} Further, literature suggests that government supports were not enough or not equally spread, leading to nonprofits to dip into their reserves.^{xix} The ongoing decline in revenues, despite a small jump later

Charities whose revenues increased early in the pandemic report those supports have evaporated – while demand for services continues to rise. Organizations who lost revenue – such as sports, environmental and arts organizations – are likely further behind.

Figure 2: Revenue change among Alberta charities by sub-sector, 2019-2020.



SOURCE: CANADA REVENUE AGENCY, 2022.

The ongoing decline in revenues, despite a small jump later during the pandemic, is leading to questions of sustainability.

SURVEY SAYS (% respondents to 2022 CCVO survey)

39%

Concerned about persistent reduced revenue

28%

Unable to return to pre-pandemic revenue levels

88%

Concerned about the impact of inflation

36%

Identify the loss of provincial supports and benefits

during the pandemic, is leading to questions of organizational sustainability. There is concern that piecemeal solutions from the beginning are not enough to sustain over the long-term, especially as government supports come to an end.^{xx} Organizations are feeling the uncertainty regarding what the future will hold and how long they can sustain based on how long the impacts of COVID continues

UNDER VALUED AND FALLING BEHIND

Nonprofits were not equitably supported through the pandemic by the Government of Alberta. They were eligible for less than half of the Province of Alberta’s pandemic support programs and had to compete with the private sector for these funds.

While the COVID-19 pandemic has taken a toll on the nonprofit sector^{xxi}, many supports made available by government for a broad range of businesses were not designed to specifically support the nonprofit sector. Further, there was a lack of clarity and transparency around how and which nonprofits were being supported by the COVID Recovery Plan Response. The 2020-21 Fiscal Update and Economic Statement from the Government of Alberta showed that, of the approved \$1.1 billion increase in ministry operating expenses, the nonprofit sector was potentially eligible for \$482 million (\$346 million without the additional federal supports).^{xxii} However, nonprofits were in competition with private sector businesses for these supports.

CONSIDER:

- Less than 4% of the total funding for the Small Medium Enterprise Relaunch Grant (SMERG) went to nonprofits.^{xxiii}
- Approximately 7% of the total hires supported by the Jobs Now program went to nonprofits.^{xxiv}
- The Critical Worker Benefit saw uneven distribution and some nonprofit workers were deemed ineligible for this benefit, even though they provide the same services as for-profit or public providers.^{xxv}

Further, in the 2022 provincial budget, there were no new major investments in Alberta’s nonprofit sector^{xxvi}, despite a reported surplus. The most recent fiscal update from the province reports a massive surplus of \$13.2 billion with no major investments in Alberta’s nonprofit sector.^{xxvii} The Community Initiatives Program (CIP) and the Community Facility Enhancement Program (CFEP), two major programs that support nonprofits in Alberta have seen stagnated investment since 2006 (see Figures 3 and 4).^{xxviii} CIP funds increased in 2020 to 2021, but this increase was almost entirely devoted to the Stabilize Program – accounting for \$19 million in 2020 and \$11.6 million in 2021. Phase One of this program was only available only to organizations, including for-profit, requiring event venues, such as sports and performing arts organizations. Phase Two of the Stabilize program was only open to nonprofit owner/operators of live experience venues and some micro-grants to artists and return to play funding for children and youth.^{xxix}

Total funding requests to the Civil Society Fund were 22 times the available budget, with fewer than 1/10 applicants selected. In Round 1, 21 projects of 490 applications were funded, with



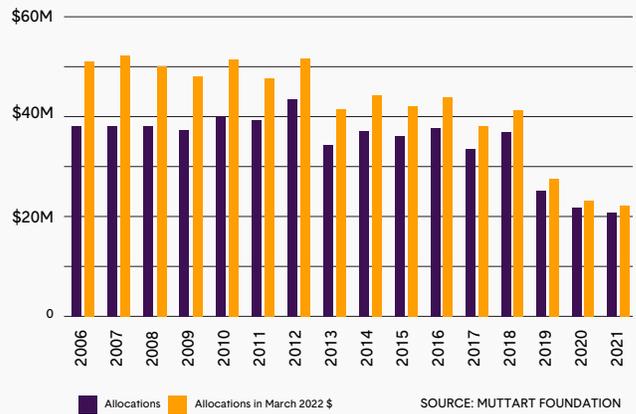
What looked like a large increase in funding to nonprofits in the Community Initiatives Fund was available only to venue-related organizations involved in sports and performance art.

Figure 3: Community Initiatives Program Allocations 2006-2022



approximately \$7 million in funding allocated of nearly \$240 million requested. In Round 2, 37 projects of 295 applications were funded, with \$7 million in funding allocated of nearly \$130 million requested. In Round 3, 34 projects of 268 applications were funded, with \$6 million in funding allocated of nearly \$78.5 million requested. And, once again, community nonprofits are competing with post-secondary institutions and private sector organizations for these dollars. Nonprofits in Alberta have been underserved and undervalued as Alberta moves towards recovery.

Figure 4: Community Facility Enhancement Program Allocations 2006-2022



“Non-profits were not eligible for some of the employee government funding perks, despite being an essential service.”

Demand for support far outpaces supply. Fewer than 1/10 applications to the Civil Society Fund were successful, with \$20 million of \$448.5 million requested disbursed in three rounds 2020-2022.

3. Under Rapid Change: A Shifting Sector

The pandemic jump-started innovation in the sector, as organizations adapted to new health measures, and remained flexible through on-going change. They explored diverse ways of collaborating and connecting with target audiences, undoubtedly preparing them for longer term changes in common practice. While nonprofits report many of these shifts as positive, the changes were rapid, and they are still coming. The sector needs support to make them sustainable, to support growth, and to build on these strengths. The nonprofit sector has a major role to play in shaping our collective future as we navigate this massive societal shift.

INNOVATION, ADAPTABILITY AND FLEXIBILITY

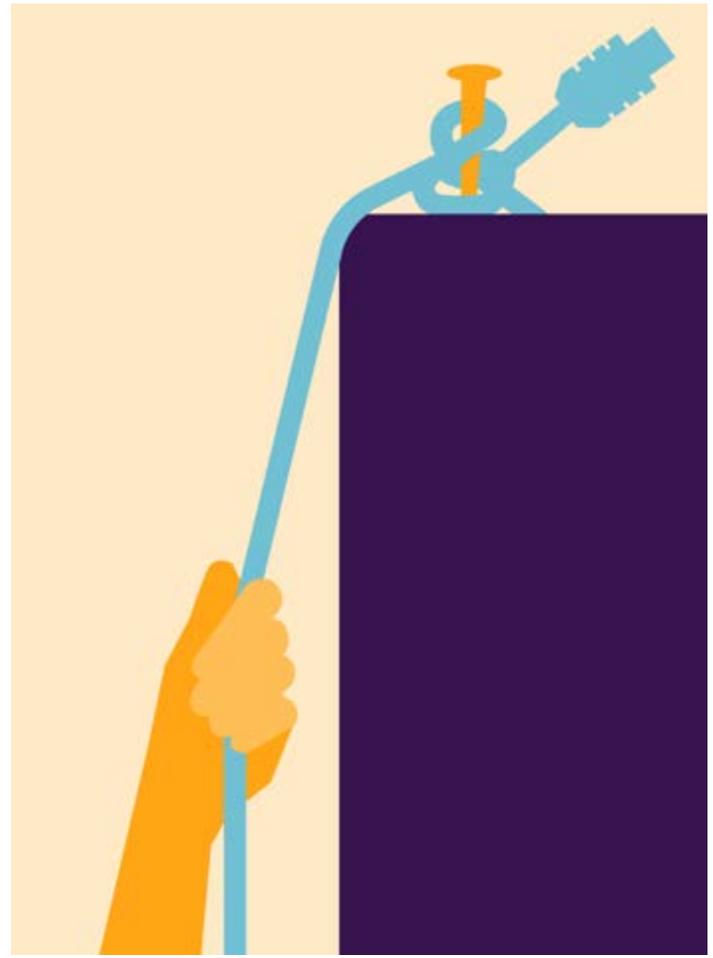
Alberta nonprofits reported similar innovations across the country. The pandemic brought organizations together^{xxx}, working more closely with grassroots and local networks to support communities; it encouraged innovative approaches^{xxxi} to executing their missions and to change the workplace such as adopting hybrid models of work; it accelerated changes to funding models^{xxxii}, emboldening funders and nonprofits to rethink traditional models and implement changes such as removing spending restrictions on existing grants. These shifts are all positive developments and there are lessons to take from these changes in how nonprofits are funded, encouraged and supported to take risks, and how they are rewarded for working together.

A DIGITAL TRANSFORMATION

The pandemic has forced many organizations to rethink their strategies for how they operate and provide services. It created a growing dependence on current and reliable technology, not just as a luxury but as an essential component for effective operations. A survey of charities by Imagine Canada shows that 42% have created new programs and 54% have transitioned in-person programs to an online format since the beginning of the pandemic.^{xxxiii} In addition to transitioning programs and services online, nonprofits have made the same transition as other workplaces where possible and have shifted to remote work.^{xxxiv}

The digital transformation brought tangible benefits. It reduced travel and its associated expenses and emissions. Organizations reported more efficient communication. It removed location-based barriers to participation in nonprofit activities. Volunteers were more available and attended meetings more frequently as a result. Rural populations could be better served and support in the transition was and continues to be needed. For example, nonprofits reported that technological challenges caused losses in engagement and effectiveness.

The impact of the digital transformation on the quality of dialogue and relationships is more nuanced. In-person meetings and interactions allow for informal conversations and networking. Online meetings are more structured and do not allow for informal interaction, which hampers communication. These informal conversations were a place for organically fostering the sharing of ideas, resources, needs,



SURVEY SAYS (% respondents to 2022 CCVO survey)

77%

Innovated during the pandemic, such as creating or adapting new programs, greater organizational focus, working more closely with other organizations

66%

Developed greater adaptability and flexibility

50%

Shifted to hybrid or full remote work permanently

The change to online services has impacted the interest of volunteers in delivering the service. With technical difficulties and other challenges they were becoming frustrated.

and collaborations. There are limited funding opportunities to create digital infrastructure of this kind, and historically, nonprofit organizations have been a low priority in terms of receiving funding.^{xxxv} The nonprofit sector, and particularly nonprofits in rural areas, will need tools to support organizations as they make this transition to an increasingly online era.

At its best, a digital transformation can help the nonprofit make a leap in its ability to serve: to increase productivity, serve more people, contribute to transparency and trust. Digital transformation can also help with: automating manual tasks that reduce costly human errors; more robust data security to prevent costly breaches; data insights that enable strategic decisions such as deploying people and assets in a natural or human-made disaster; utilizing cloud-based services to reduce IT staffing overhead; and improving collaboration and productivity by using digitally-connected technologies that result in more efficient and effective nonprofit programs.^{xxxvi} The attributes of the digital transformation should be pursued and funded so that the sector is not left behind as the world becomes more virtual.

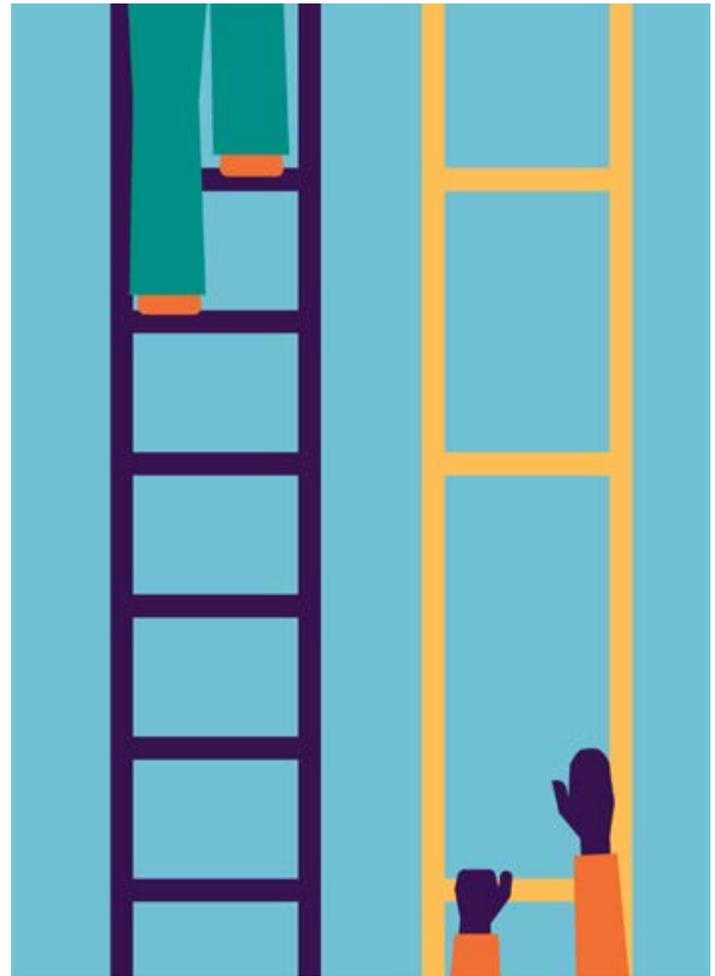
DIVERSITY, EQUITY, AND INCLUSION

The pandemic laid bare existing inequities.^{xxxvii} Headlines reported the disproportionate impacts of the pandemic along income, socio-economic, ethnic and gender lines, highlighting the importance of diversity, equity and inclusion.

Because they work so closely with communities, nonprofits have a leading role in identifying and addressing inequities.^{xxxviii} They serve diverse purposes, communities, clients and employees.^{xxxix} Of the nearly 9000 responses to a recent Statistics Canada survey, 72% of nonprofits reported serving at least two diverse communities and 64% reported serving at least three diverse communities.^{xl} The most successful nonprofit organizations are thoughtfully composed of individuals with diverse backgrounds, skills sets and leaderships styles.

While nonprofits have a key role to play in DEI, they are underperforming in some areas. Female employees dominate the Alberta nonprofit sector, but Statistics Canada shows their annual wages and salaries remain considerably lower than their male coworkers and the lowest average annual salaries are those of visible minority employees.^{xlii} Other research finds that nonprofit boards are consistently less diverse than the Canadian population.^{xliii}

All orders of government and the private sector look to the nonprofit sector to lead on providing knowledge of first-hand experience, analysis of trends, and interpretation of the research on inequities.^{xliv} Nonprofits are well-positioned to make sense of the impacts on communities that have been created through unaddressed inequities, and their organizations need to be representative of diverse populations to be as effective as possible. As research has shown, resources matter in the ability to achieve this diversity.^{xlv} As the sector learns that DEI is a necessity for a thriving organization, socially, economically, and morally, it must be a priority for nonprofits as well, and they must be supported to make it a priority.



Wage gap of 14% still persists in Alberta, which will also be larger for racialized women, women who are newcomers, women with disabilities, Indigenous women, and trans women.

A vulnerable sector means women are more vulnerable, and that their time, and the activities of the np sector, is still undervalued.

Equity seeking efforts and awareness need to be maintained and not lost.

Appendix A

About the Data Set

We searched multiple data sources to identify the organizations. Once located, we identified the services provided by each organization for the purpose of segmenting the organizations in a meaningful way for analysis purposes. The following are the data sources we consulted to provide you with this information:

DATA SOURCES:

1. 211.alberta.ca – has a list of approximately 1,600 nonprofits and registered charities and also identifies types of services these specific nonprofits and registered charities offer and populations served. Of those 1,600+ organizations, many had multiple service delivery locations. The multiple locations are included in the dataset numbering more than 4,000. Gathering data from this site generated more than 270,000 records of data that had to be reviewed and organized in a way that it could be pared down into something that could be made manageable in the dataset that has been delivered to you.
2. open.alberta.ca – had a list of 63,195 registered nonprofits in Alberta (as of April 7, 2022) – list does not distinguish between nonprofits and registered charities (difference being registered charities can issue tax-receipts for donations and nonprofits cannot). CCVO previously advised that we should use only the “Active” organizations on the list.
3. Google maps search – used keywords “nonprofit organization Alberta Canada” and “non-profit organization Alberta Canada” and “nonprofit Alberta Canada” and “non-profit Alberta Canada” to identify any additional nonprofits in Alberta
4. Google address search – yielded longitude and latitude and was also used to verify current locations as Google has the most current listing of addresses if they have been published anywhere on the internet.
5. Facebook About search – used keywords “nonprofit organization Alberta Canada” and “non-profit organization Alberta Canada” and “nonprofit Alberta Canada” and “non-profit Alberta Canada”
6. Canada Revenue Agency – has the T3010 data for each year for each registered charity. This data includes all of the financial information each registered charity is required to submit annually.
 - a. Financial Data included: 2019 T3010 (final) and 2020 T3010 (as of April 30, 2022)
 - b. New and Ongoing Program data – provides content applicable to reviewing impact of COVID on service/program delivery – charities are specifying instances of how they’ve been impacted by COVID
7. Canada Corporations (located within the division of “Innovation, Science and Economic Development Canada”) – used to identify all Federally registered nonprofits
8. Home page of each organization website was searched for all keywords associated with services offered and populations served
9. Home page of each organization website searched for all metatags to assist with identifying relevant keywords
10. Google search of each organization to identify metatags to assist with identifying relevant keywords
11. Canada Revenue Agency – T3010 data – list of all grants given to Qualified Donees (registered charities) by other Registered Charities
12. Alberta Corporations website (albertacorporations.com) to identify addresses
13. <https://opengovca.com/> - draws its data from Corporations Canada

14. <https://my.charitableimpact.com/> - used for identifying activities of the organizations and populations served
15. <https://www.zoominfo.com/> – locating local addresses for extra-provincial organizations
16. Alberta Open Data List of Charities 2012 – 2018
17. [Informalberta.ca](https://informalberta.ca) – often provided more information about the services being provided by the organization.
18. [Opengovca.com](https://opengovca.com)
19. LinkedIn – used to understand more about the organizations as employees would reference working for an organization and offer more specifics about what the organization does or where it is located
20. Reddit – provided insight into programmatic areas of organizations when other sources
21. Facebook - it was often the case that Facebook was the only source of any useful information about the organizations

DATA PROCESS:

- All data was gathered from the sources listed above. Data was reviewed to include only those nonprofits and registered charities that are considered “Active” and operational, where possible to identify.
- All organizations (nonprofits and registered charities) were “cleaned”, merged, and deduplicated.
- Relevant data fields from each individual data set were joined so that each organization has all data fields associated with them even in cases where the actual data was not present.
- Once the dataset was finalized, the work to tag and categorize the service areas was undertaken.
- The final data set of Active organizations is the most current, comprehensive and accurate database of nonprofits and registered charities in Alberta as of May 2022.

DATA TAGGING/CATEGORIZATION:

Each of the organizations was examined to determine what type of services they provide. Using a manual review of each of 34,000+ organizations, we documented the services as they related to a category (eg., Community Support, Family and Support Services, Violence/Abuse) OR the type of organization it (eg., religious institution) and developed a typology of more than 30 general categories in which to place each organization. This typology was based on the commonly used 211 typology for health and human services and added additional general categories based on the organizations we encountered and frequency with which service types appeared.

We applied a category to each organization based on what we believed to be most relevant to them. Tagging is a subjective exercise and will likely warrant further review and refinement by CCVO, based on their expertise and local knowledge. At a minimum, this initial tagging and typology can be used to begin the process of analyzing these organizations, what they are doing, and where the gaps exist.

The following are the service categories used for this dataset:
Arts - Advocacy - Animals - Business/Professional Associations/ Leadership Development – Closed/May Be Closed - Community Support - Crisis Response – Cultural/Heritage/Historical – Daycare/Childcare/ After School - Disability Supports - Disaster Resources – Education - Employment – Environment/Conservation – Family and Support Services - Financial Supports – Food and Basic Needs - Funding/Fundraising – Government – Government Related – Health – Housing Development/ Private Property – Indigenous Self Governance – Legal – Library – Mental Health – Municipality – No Information – Provincial Government – Public Safety – Religion – Research/Advocacy/Awareness – Services for Seniors – Settlement and Support Services – Shelter/Housing – Social Support – Sports/Recreation – Transportation – Violence/Abuse

Appendix B

ABOUT THE SURVEY

CCVO surveyed Alberta nonprofits from June 16 – July 22, 2022. The survey was distributed online through our mailing list, contacts, and partner organizations. There were 331 responses from organizations across Alberta and this is not a representative sample.

Annual Operating Budget



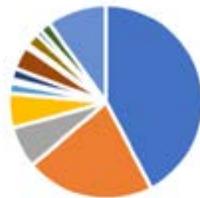
- Less than \$30,000
- \$30,000 to \$100,000
- \$100,001 to \$250,000
- \$250,001 to \$500,000
- \$500,001 to \$1,000,000
- \$1,000,001 to \$1,500,000
- \$1,500,001 to \$5,000,000
- \$5,000,001 - \$10,000,000
- More than \$10,000,000

Service Category



- Education
- Library
- Support Services - Violence/abuse
- Support Services - Daycare/preschool/after school
- Support Services - Seniors
- Support Services - Disabilities

Location



- Calgary and Area
- Edmonton and Area
- Red Deer and Area
- Lethbridge
- Other Lethbridge - Medicine Hat Region
- Medicine Hat
- Grande Prairie
- Other Athabasca - Grande Prairie Region
- Fort McMurray
- Other Wood Buffalo - Cold Lake Region
- Camrose - Drumheller Region
- Banff- Jasper - Rocky Mountain House
- Multi-region or Province-wide

Appendix C

References

SEARCH STRATEGIES

Grey Literature Search Strategy

OR	AND	OR	AND	OR
Covid		Nonprofits		Impacts
Pandemic		Charities		Effects

Search filters

- Canadian or international with Canadian focus contained within
- Published in last 2.5 years (during the pandemic)
- Pandemic relates to the Covid-19 Pandemic
- First 3 google pages

Academic Literature Search Strategy

OR	AND	OR	AND	OR	Canada
Covid		Nonprofits		Impacts	
Pandemic		Charities		Effects	

Search filters

- Canadian or international with Canadian focus contained within
- Published in last 2.5 years (during the pandemic)
- Pandemic relates to the Covid-19 Pandemic
- First 3 google scholar pages

[i] CANSIM table 36-10-0617-01 (2019). <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3610061301>; CANSIM table 36-10-0651-01 (2019). <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3610065101>.

[ii] Statistics Canada. Rural share of non-profit organizations within a province or territory, by counts of non-profit organizations, by province or territory, 2019 <https://www150.statcan.gc.ca/n1/daily-quotidien/220812/cg-b002-eng.htm>

[iii] Statistics Canada. Rural share of non-profit organization employees within a province or territory, by province or territory, 2019 <https://www150.statcan.gc.ca/n1/daily-quotidien/220812/cg-b003-eng.htm>

[iv] <https://ab.211.ca/how-we-help/211-data/>

[v] Research after the fires in Fort McMurray identified impacts to nonprofits as: loss of staff – particularly at the leadership level, mental health ramifications for staff who faced burnout, increased workload, additional responsibilities in assisting with recovery, and staff having to acquire new skill sets and knowledge within a short time frame. See: Calgary Chamber of Voluntary Organizations. (July, 2020) and Woolf, Erica Taylor. (2018). Factors influencing community recovery decision making; A case study of recovery from the 2016 Fort McMurray wildfires. A thesis submitted to the Faculty of Social and Applied Sciences in Partial Fulfillment of the Requirements for the Degree of Master of Arts in Disaster and Emergency Management. *Royal Roads University Victoria*, British Columbia, Canada. https://viurrspace.ca/bitstream/handle/10613/6059/Woolf_royalroads_1313O_10531.pdf?sequence=1&isAllowed=y

[vi] "Ontario Nonprofits and the Impact of COVID-19: A Flash Survey Report", Ontario Nonprofit Network, April 6, 2020, https://theonn.ca/wp-content/uploads/2020/04/ONNs-COVID-19-Flash-Survey-Report-April-6-2020-1_compressed.pdf

[vii] "Ontario Nonprofits and the Impact of COVID-19: A Flash Survey Report", Ontario Nonprofit Network, April 6, 2020, https://theonn.ca/wp-content/uploads/2020/04/ONNs-COVID-19-Flash-Survey-Report-April-6-2020-1_compressed.pdf

[viii] "COVID-19 Impact on the Nova Scotia Nonprofit and Voluntary Sector: 8 Month Update", Community Sector Council of Nova Scotia, December 2020, <https://ions.ca/wp-content/uploads/2020/12/COVID-19-Survey-2-Report-Final.pdf>; Mcknight, Brent and Gouweloos, Julie, "How COVID-19 Could Transform Non-Profit Organizations", The Conversation, January 31, 2021, <https://theconversation.com/how-covid-19-could-transform-non-profit-organizations-153254>

[ix] Barr, Cathy and Jensen, Emily, "Priorities and Challenges for Nonprofits in the First Quarter of 2022", Imagine Canada, March 9, 2022, <https://www.imaginecanada.ca/en/360/priorities-and-challenges-nonprofits-first-quarter-2022>; Lasby, David, "Imagine Canada's Sector Monitor Ongoing Effects of the COVID-19 Pandemic", Imagine Canada, February 2021, <https://www.imaginecanada.ca/sites/default/files/Sector-Monitor-Ongoing-Effects-COVID-19-Pandemic-EN.pdf>.

[x] Tam, Stephanie, Sood, Shivani and Johnston, Chris, "Impact of COVID-19 on Non-Profit Organizations in Canada, Fourth Quarter of 2021", Statistics Canada, December 6, 2021, <https://www150.statcan.gc.ca/n1/pub/45-28-0001/2021001/article/00042-eng.htm>

[xi] Barr, Cathy and Jensen, Emily, "Priorities and Challenges for Nonprofits in the First Quarter of 2022", Imagine Canada, March 9, 2022, <https://www.imaginecanada.ca/en/360/priorities-and-challenges-nonprofits-first-quarter-2022>

[xii] Barr, Cathy and Jensen, Emily, "Priorities and Challenges for

Nonprofits in the First Quarter of 2022", Imagine Canada, March 9, 2022, <https://www.imaginecanada.ca/en/360/priorities-and-challenges-nonprofits-first-quarter-2022>.; "COVID-19 Impact on the Nova Scotia Nonprofit and Voluntary Sector: 8 Month Update", Community Sector Council of Nova Scotia, December 2020, <https://ions.ca/wp-content/uploads/2020/12/COVID-19-Survey-2-Report-Final.pdf>

[xiii] Statistics Canada. (May, 2020). Canadians' mental health during the COVID-19 pandemic. <https://www150.statcan.gc.ca/n1/daily-quotidien/200527/dq200527b-eng.htm>

[xiv] "Ontario Nonprofits and the Impact of COVID-19: A Flash Survey Report", Ontario Nonprofit Network, April 6, 2020, https://theonnc.ca/wp-content/uploads/2020/04/ONNs-COVID-19-Flash-Survey-Report-April-6-2020-1_compressed.pdf; Kielburger, Craig, "What Will Charities Look Like on the Other Side of COVID-19?", WE, n.d., <https://www.we.org/en-CA/we-stories/opinion/what-will-happen-to-charities-post-pandemic>.; Barr, Cathy, "A Post Covid-19 Agenda for Nonprofit & Social Economy Research", Canadian Journal of Nonprofit and Social Economy Research 11, no. S1 (2020): 7-10, doi: <https://doi.org/10.29173/cjnsr.2019v11n1a373>.; Olawoye-Mann, Salewa, "Surviving a Pandemic: The Adaptability and Sustainability of Nonprofit Organizations through COVID-19", Canadian Journal of Nonprofit and Social Economy Research 12, no. S1 (2021): 82-85, doi: <https://doi.org/10.29173/cjnsr.2021v12nS1a435>.

[xv] "The Impact of Covid-19 on Alberta's Nonprofit & Voluntary Organizations", Alberta Nonprofit Network, April 2020, https://albertanonprofits.ca/resources/Documents/the%20impact%20of%20covid-19%20on%20alberta's%20nonprofit%20and%20voluntary%20organizations%20report_final.pdf; <https://anser.ca/index.php/cjnsr/article/view/372>; Ross, Megan, "Charities and the Pandemic: They Need Us Now More than Ever", Abacus Data, March 5, 2021, <https://abacusdata.ca/covid-charity-donations/>.

[xvi] "The Impact of Covid-19 on Alberta's Nonprofit & Voluntary Organizations", Alberta Nonprofit Network, April 2020, https://albertanonprofits.ca/resources/Documents/the%20impact%20of%20covid-19%20on%20alberta's%20nonprofit%20and%20voluntary%20organizations%20report_final.pdf; Jensen, Emily, "Recent Data Releases from Statistics Canada are Helpful but More is Needed", Imagine Canada, May 17, 2021, <https://imaginecanada.ca/en/360/recent-data-releases-statistics-canada-are-helpful-more-needed>.

[xvii] Olawoye-Mann, Salewa, "Surviving a Pandemic: The Adaptability and Sustainability of Nonprofit Organizations through COVID-19", Canadian Journal of Nonprofit and Social Economy Research 12, no. S1 (2021): 82-85, doi: <https://doi.org/10.29173/cjnsr.2021v12nS1a435>.; Barr, Cathy and Jensen, Emily, "Priorities and Challenges for Nonprofits in the First Quarter of 2022", Imagine Canada, March 9, 2022, <https://www.imaginecanada.ca/en/360/priorities-and-challenges-nonprofits-first-quarter-2022>.; Lasby, David, "Imagine Canada's Sector Monitor Ongoing Effects of the COVID-19 Pandemic", Imagine Canada, February 2021, <https://www.imaginecanada.ca/sites/default/files/Sector-Monitor-Ongoing-Effects-COVID-19-Pandemic-EN.pdf>.

[xviii] Lasby, David, "Imagine Canada's Sector Monitor Ongoing Effects of the COVID-19 Pandemic", Imagine Canada, February 2021, <https://www.imaginecanada.ca/sites/default/files/Sector-Monitor-Ongoing-Effects-COVID-19-Pandemic-EN.pdf>.

[xix] "COVID-19: State of the Ontario Nonprofit Sector One Year Later", Ontario Nonprofit Network, July 2021, https://theonnc.ca/wp-content/uploads/2021/07/2021_ONN_State-of-the-Ontario-Nonprofit-Sector.pdf.

[xx] Ross, Megan, "Charities and the Pandemic: They Need Us Now More than Ever", Abacus Data, March 5, 2021, <https://abacusdata.ca/covid-charity-donations/>.; Olawoye-Mann, Salewa, "Surviving a Pandemic: The Adaptability and Sustainability of Nonprofit Organizations through COVID-19", Canadian Journal of Nonprofit and Social Economy Research 12, no. S1 (2021): 82-85, doi: <https://doi.org/10.29173/cjnsr.2021v12nS1a435>.; Barr, Cathy and Jensen, Emily, "Priorities and

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[xxi] Yousifshahi, Marokh, Easton, Maggie, and Briggs, Alexa, "From Emergency to Opportunity: Building a Resilient Alberta Nonprofit Sector After COVID-19", Calgary Chamber of Voluntary Organizations, July 2020, <https://static1.squarespace.com/static/5aef5b46cef3728571e6c46c/t/5f2981a48dd96d177c927d2f/1596555687803/From+Emergency+to+Opportunity+CCVO+Report+July+2020.pdf>.

[xxii] "2020-21 First Quarter Fiscal Update and Economic Statement", Government of Alberta, August 2021, <https://open.alberta.ca/dataset/9c81a5a7-cdf1-49ad-a923-d1ecb42944e4/resource/df5d0611-2278-4fdb-aa7b-0c71932479cb/download/2020-21-first-quarter-fiscal-update-and-economic-statement.pdf>.

[xxiii] Program application information made available by Jobs, economy, Innovation at CCVO's request.

Small and Medium Enterprise Relaunch Grant (SMERG)

Less than 4% of the total funding for this program went to nonprofits. During its lifespan, SMERG received approximately 127,500 applications, 5000 from nonprofits, and provided \$672 million in support to more than 48,000 Alberta organizations, employing over 345,000 workers. This included more than \$26 million in support provided to nearly 2,100 non-profit organizations.

Ministry responsible: Jobs, Economy, and Innovation

Overview: "The Small and Medium Enterprise Relaunch Grant offers financial assistance to Alberta organizations (businesses, cooperatives and non-profits) that were ordered to close or curtail operations, and that experienced a revenue reduction of at least 30%, as a result of the COVID-19 pandemic. Businesses, cooperatives and non-profits can use these funds as they see fit to help offset a portion of the impact of new public health measures or their relaunch costs, such as implementing measures to minimize the risk of virus transmission, which could include: physical barriers, purchasing personal protective equipment and disinfecting supplies, paying rent and employee wages, and replacing inventory and more"

Eligibility: Businesses, cooperatives and non-profit organizations that were ordered to close or curtail operations as a result of public health orders issued by Alberta's Chief Medical Officer of Health may be eligible. Applicants will be required to demonstrate a revenue reduction of at least 30% as a result of COVID-19 public health orders.

[xxiv] Program application information made available by Labour and Immigration by FOIP request.

Jobs Now

Approximately 7% of the total hires supported by this program went to nonprofits.

of applications from nonprofit employers 532

eligible and approved 483

of applications 6786

new hires from nonprofits 927

new hires from for-profits 12,185

\$143 million in Alberta Jobs Now Program (\$62 funded through federal support) <https://www.alberta.ca/alberta-jobs-now-program.aspx>

Ministry responsible: Labour and Immigration

Overview: "The Alberta Jobs Now program will provide up to \$370 million to help private and non-profit businesses with job supports to get thousands of Albertans back to work. Employers can apply

for funding to offset the cost of hiring and training unemployed or underemployed Albertans in new or vacant positions. This federal provincial investment is the largest job training program in Alberta's history. It will support our province's recovery, help businesses re-open or grow their workforce, and give Albertans an opportunity to gain the skills they need in today's job market."

Eligibility: Alberta Jobs Now Program is open to non-profit organizations and charities and small, medium and large businesses across all industries in the private sector.

[xxv] Critical Worker Benefit

\$100 million for Critical Worker Benefits (\$74 million of this funded from federal support) <https://www.alberta.ca/critical-worker-benefit.aspx>

Ministry responsible: Labour and Immigration

Overview: "The Critical Worker Benefit provides a one-time payment of \$1,200 to eligible Albertans in recognition of their hard work to provide Albertans with the care and critical services they need. Through the benefit, the Government of Alberta will distribute up to \$465 million in funding to eligible workers. This includes up to \$118 million in provincial funds, in addition to \$347 million from the federal government's benefit program for low-wage critical workers."

Eligibility: The Critical Worker Benefit is currently available to workers in the social services and private sectors who:

- provide critical services to Albertans
- are essential to the supply and movement of goods
- have a potential risk of exposure to COVID-19 through their work environments

[xxvi] "Government of Alberta Budget 2022 Analysis", Calgary Chamber of Voluntary Organizations, March 2022, <https://www.calgarycvo.org/cvo-blog-news/government-of-alberta-budget-2022-analysis>.

[xxvii] <https://edmontonjournal.com/news/politics/albertas-fiscal-update-confirms-13-2-billion-surplus-income-tax-re-indexed-but-not-aish>

[xxviii] Credit to Geoff Braun, Director Policy at the Muttart Foundation for producing this analysis.

[xxix] Stabilize Program

One-time funding support to rodeos, sports, arts and other venue-based organizations.

Ministry Responsible: Culture and Status of Women

Overview: "The Stabilize Program provides one-time funding support to rodeos, sports, arts and other venue-based organizations. Funding will enable organizations to maintain their operations to support the live experience sector in Alberta."

Eligibility:

- an established Alberta-based professional team or non-profit elite amateur league or team with an Alberta-based majority ownership (51% or more) such as the Alberta Junior Hockey League (AJHL) or Western Hockey League (WHL) teams (NHL teams are not eligible)
- elite amateur sport league or teams that provides live spectator experiences with gate revenues, which include season ticket holders, and leads to a professional league in Alberta
- non-profit organizations that are the primary organizers of an annual Alberta-based rodeo
- non-profit art organizations that own and/or operate performing and presenting arts venues

[xxx] "COVID-19 Impact on the Nova Scotia Nonprofit and Voluntary Sector: 8 Month Update", Community Sector Council of Nova Scotia, December 2020, <https://ions.ca/wp-content/uploads/2020/12/COVID-19-Survey-2-Report-Final.pdf>.

[xxxi] Tam, Stephanie, Sood, Shivani and Johnston, Chris, "Impact of COVID-19 on Non-Profit Organizations in Canada, Fourth Quarter of 2021", Statistics Canada, December 6, 2021, <https://www150.statcan.gc.ca/n1/pub/45-28-0001/2021001/article/00042-eng.htm>; "COVID-19 Impact on the Nova Scotia Nonprofit and Voluntary Sector: 8 Month Update", Community Sector Council of Nova Scotia, December 2020, <https://ions.ca/wp-content/uploads/2020/12/COVID-19-Survey-2-Report-Final.pdf>; Lasby, David, "Imagine Canada's Sector Monitor Ongoing Effects of the COVID-19 Pandemic", Imagine Canada, February 2021, <https://www.imaginecanada.ca/sites/default/files/Sector-Monitor-Ongoing-Effects-COVID-19-Pandemic-EN.pdf>; Mcknight, Brent and Gouweloos, Julie, "How COVID-19 Could Transform Non-Profit Organizations", The Conversation, January 31, 2021, <https://theconversation.com/how-covid-19-could-transform-non-profit-organizations-153254>.

[xxxii] Mcknight, Brent and Gouweloos, Julie, "How COVID-19 Could Transform Non-Profit Organizations", The Conversation, January 31, 2021, <https://theconversation.com/how-covid-19-could-transform-non-profit-organizations-153254>.

[xxxiii] Jensen, E. (2020, June 11). *Sector stories: How 7 nonprofits are changing their programs due to COVID-19*. Imagine Canada. <https://www.imaginecanada.ca/en/360/sector-stories-how-7-nonprofits-are-changing-their-programs-due-covid-19>

[xxxiv] Imagine Canada. (2021). New Study: Ongoing Impacts of the COVID-19 Crisis on the Charitable Sector. <https://imaginecanada.ca/en/360/ongoing-impacts-covid-19-crisis-charitable-sector>

[xxxv] Canadian Internet Research Authority (CIRA). (2020, October). *Unconnected: Funding Shortfalls, Policy Imbalances and How They Are Contributing to Canada's Digital Underdevelopment*. <https://www.cira.ca/resources/state-internet/report/unconnected>

[xxxvi] Ibid.

[xxxvii] "The Toronto Fallout Report: Half a Year in the Life of COVID-19", Toronto Foundation, November 2020, <https://torontofoundation.ca/wp-content/uploads/2020/11/Toronto-Fallout-Report-2020.pdf>; "Risk, Resilience, and Rebuilding Communities: The State of Ontario Nonprofits Three Months into the Pandemic", Ontario Nonprofit Network, August 2020, <https://theonn.ca/wp-content/uploads/2020/08/Final-English-Three-months-into-COVID-1.pdf>

[xxxviii] Calgary Chamber of Voluntary Organizations. (2019).

[xxxix] Statistics Canada. (2021, April 30). *Non-profit organizations and volunteering satellite account: Human resources module 2010 to 2019*. <https://www150.statcan.gc.ca/n1/daily-quotidien/210430/dq210430d-eng.htm>

[xl] <https://www.imaginecanada.ca/en/360/statistics-canada-data-show-lack-diversity-nonprofit-boards-statement-survey-advisory-group>

[xli] <https://transpulseproject.ca/>

[xlii] While female employees dominate the Albertan nonprofit sector, the dataset also displays that their annual wages and salaries remain considerably lower than their male coworkers. In 2010, the annual wage and salary difference between the two genders stood at \$9,520. However, this difference almost halved by 2019. There are similar developments in average hourly wages between men and women, which also halved by 2019 – women were earning \$2.63 less than men in 2019. See Statistics Canada. (2021, April 30). *Non-profit organizations and volunteering satellite account: Human resources module 2010 to 2019*. <https://www150.statcan.gc.ca/n1/daily-quotidien/210430/dq210430d-eng.htm>

[xliii] <https://www.imaginecanada.ca/en/360/statistics-canada-data-show-lack-diversity-nonprofit-boards-statement-survey-advisory-group>

[xliv] For example, John Stapleton, Innovation Fellow with the Metcalfe Foundation, was asked about the interaction between advocacy organizations and government, he stated that, contrary to popular belief, government tends to follow the lead of organizations that are rooted in community. Since public consultations are a key feature to effective policy making, without the advocacy work and input of nonprofits, policymakers would miss out on the public input needed for evidence-based decision making. See: Metcalf Foundation. (2018). Metcalf Interview John Stapleton. <https://metcalffoundation.com/stories/metcalfe-stories/metcalf-interview-john-stapleton/> and Calgary Chamber of Voluntary Organizations. (2020a, August).

[xlv] <https://www.imaginecanada.ca/en/360/statistics-canada-data-show-lack-diversity-nonprofit-boards-statement-survey-advisory-group>

[xlvi] "Budget 2022 and Community Prosperity in Alberta: Initial Analysis from CCVO", Calgary Chamber of Voluntary Organizations, February 25, 2022, <https://www.calgarycvo.org/ccvo-blog-news/alberta-budget-2022-initial-analysis>.

“We need more revenue due to inflation.”

“Changed funder priorities while others aren’t funding; fierce competition as more organizations need the money.”

“Changed funder priorities while others aren’t funding; fierce competition as more organizations need the money.”

“The current funding models require outcomes in a ten-to-twelve-month funding periods. Lives don’t change, people don’t heal and in that time. Our clients need to know we WILL be here for them next year, and the year after as we launch them into the next phase of their journey.”

“As a non-profit with few to no wage increases, we are finding it difficult to even attract staff.”

“It feels like we have to fight for every victory and I’m not sure I have much left in the way of resiliency.”

“Payroll costs are going up in order to attract and retain staff. Employees are insisting on working less so more people are needed to do the work.”

“Laid off everyone for the first time our 40+ years of existence, once the CEWS program didn’t apply to us anymore.”

“Donations fall due to economic uncertainty, and we rely on donations for our core programs. Federal programs are short-term, and it’s uncertain whether we will have more to draw on.”

“Difficulty finding staff to train who are willing to work due to the mental health crisis. ”