

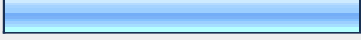
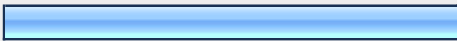
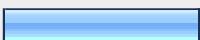
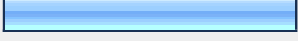





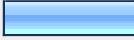
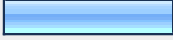
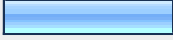



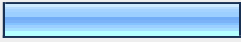





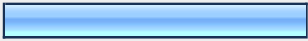

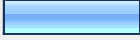


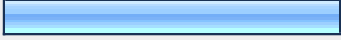
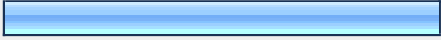
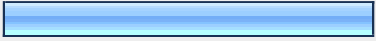
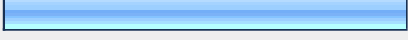
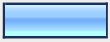
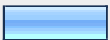
# 2009 United Way of the Bay Area Nonprofit Pulse Survey

1. In response to the economic downturn, which of the following changes has your organization already made during the last six months? (Check all that apply.)			
		Response Percent	Response Count
We have not made any changes		17.9%	5
Laid off staff		14.3%	4
Reduced staff hours		39.3%	11
<b>Dedicated more staff time to fundraising</b>		<b>50.0%</b>	<b>14</b>
Reduced or eliminated programs/services		21.4%	6
Increased programs/services in response to increased client demand		32.1%	9
Collaborated with another nonprofit to provide programs/services		39.3%	11
Merged with another nonprofit		0.0%	0
Co-located with another nonprofit		0.0%	0
Reduced non-personnel expenses (e.g. travel, supplies)		42.9%	12
Used reserves to cover our current budget		25.0%	7
Reviewed or reallocated our financial assets		21.4%	6
Took out a loan or a new line of credit		3.6%	1
Other (please specify)		14.3%	4
		<b>answered question</b>	<b>28</b>
		<b>skipped question</b>	<b>0</b>

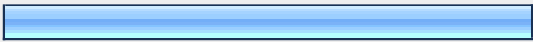
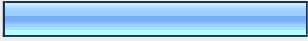
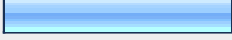
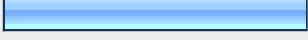
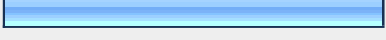
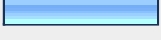
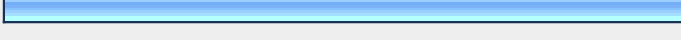
**2. In response to the economic downturn, which changes is your organization considering for the coming six months? (Check all that apply.)**

		Response Percent	Response Count
We do not anticipate making changes		18.5%	5
Layoff staff		18.5%	5
<b>Reduce staff hours</b>		<b>37.0%</b>	<b>10</b>
<b>Dedicate more staff time to fundraising</b>		<b>37.0%</b>	<b>10</b>
Reduce or eliminate programs/services		18.5%	5
Reduce number of clients served		25.9%	7
Increase programs/services in response to increased client demand		22.2%	6
Merge with another organization		3.7%	1
Co-locate with another organization		3.7%	1
Reduce non-personnel expenses (e.g. travel, supplies)		29.6%	8
Use reserves to cover our current budget		25.9%	7
Review or re-allocate our financial assets		33.3%	9
Take out a new loan or line of credit		3.7%	1
Other (please specify)		14.8%	4
		<b>answered question</b>	<b>27</b>
		<b>skipped question</b>	<b>1</b>

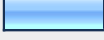
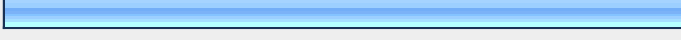
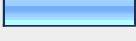
**3. In the last six months, how has your organization addressed rising client needs that are beyond your existing scope of services? (Check all that apply.)**

		Response Percent	Response Count
Offered new programs/services to address those needs		37.0%	10
<b>Referred clients to other organizations who address those needs</b>		<b>48.1%</b>	<b>13</b>
Partnered with other organizations who address those needs		40.7%	11
Referred clients to 2-1-1		44.4%	12
Clients have not expressed/we have not heard of any rising needs		11.1%	3
We have not addressed any rising needs		11.1%	3
		Comment	6
		<b><i>answered question</i></b>	<b>27</b>
		<b><i>skipped question</i></b>	<b>1</b>

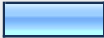




4. If your organization has responded to rising client needs beyond your existing scope of services, indicate what new services you now offer. (Check all that apply.)

		Response Percent	Response Count
Food		58.3%	7
Housing assistance		33.3%	4
Transportation		25.0%	3
Benefits enrollment		33.3%	4
Employment assistance		41.7%	5
Health care or coverage		16.7%	2
<b>Clothes and material goods</b>		<b>75.0%</b>	<b>9</b>
		Comment	9
		<i>answered question</i>	<b>12</b>
		<i>skipped question</i>	<b>16</b>






5. Describe your feelings about the overall prospects for your organization in 2009.

		Response Percent	Response Count
Very optimistic		10.7%	3
<b>Optimistic</b>		<b>75.0%</b>	<b>21</b>
Pessimistic		14.3%	4
Very pessimistic		0.0%	0
		Comment	9
		<i>answered question</i>	<b>28</b>
		<i>skipped question</i>	<b>0</b>



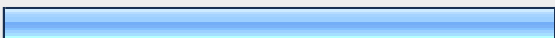
6. Please share an anecdote about how the economic downturn is impacting your organization and/or your clients.		
		Response Count
		24
	<i>answered question</i>	24
	<i>skipped question</i>	4

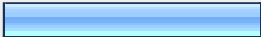
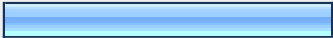
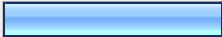
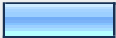
7. Please describe the demand for your organization's services in 2008 compared to 2007.			
		Response Percent	Response Count
Demand decreased significantly.		10.7%	3
Demand decreased slightly.		3.6%	1
Demand was about the same.		17.9%	5
<b>Demand increased slightly.</b>		<b>42.9%</b>	<b>12</b>
Demand increased significantly.		25.0%	7
		Comment	6
	<i>answered question</i>		28
	<i>skipped question</i>		0

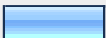




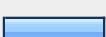
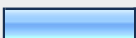
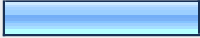
**8. Project demand for your organization's services in 2009.**

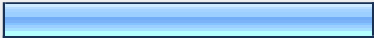
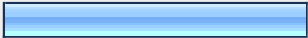
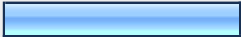
		Response Percent	Response Count
<b>We expect demand to increase significantly</b>		59.3%	16
We expect demand to increase slightly		18.5%	5
We expect demand to be about the same		14.8%	4
We expect demand to decrease slightly		3.7%	1
We expect demand to decrease significantly		3.7%	1
		Comment	4
		<b>answered question</b>	<b>27</b>
		<b>skipped question</b>	<b>1</b>





**9. How concerned are you that your organization may cease operations within the next year?**

		Response Percent	Response Count
Very concerned		3.6%	1
Concerned		35.7%	10
<b>Not concerned at all</b>		60.7%	17
		Comment	4
		<b>answered question</b>	<b>28</b>
		<b>skipped question</b>	<b>0</b>


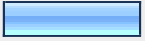
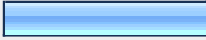
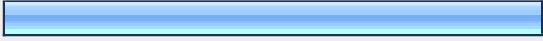
10. How many months of operating expenses do you have in reserves?			Response Percent	Response Count
6 or more months			28.0%	7
<b>3 to 5 months</b>			<b>36.0%</b>	<b>9</b>
1 or 2 months			24.0%	6
None			12.0%	3
Don't know			0.0%	0
			Comment	5
			<b>answered question</b>	<b>25</b>
			<b>skipped question</b>	<b>3</b>

11. Did your organization use reserve funds in the last 12 months?			Response Percent	Response Count
We maintain reserve funds, but did not use them.			10.7%	3
<b>We used 1-25% of our reserves</b>			<b>25.0%</b>	<b>7</b>
We use 26-50% of our reserves			3.6%	1
We used 51% - 75% of our reserves.			3.6%	1
We used more than 75% of our reserves.			10.7%	3
We have completely depleted our reserves.			10.7%	3
We have not tapped our reserve funds, but expect to in the coming months.			14.3%	4
We do not maintain a reserve fund.			21.4%	6
			Comment	5
			<b>answered question</b>	<b>28</b>
			<b>skipped question</b>	<b>0</b>



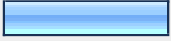


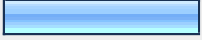

12. Do you anticipate the clients you serve will be better off because of the Federal Stimulus Package ?			
		Response Percent	Response Count
Yes		40.7%	11
No		33.3%	9
Don't know		25.9%	7
Comment			5
<b>answered question</b>			<b>27</b>
<b>skipped question</b>			<b>1</b>

13. Do you anticipate your organization will receive funds from the Federal Stimulus Package?			
		Response Percent	Response Count
Yes, we are actively pursuing funds for our organization		10.7%	3
Yes, we anticipate receiving additional money from the Stimulus Package through our usual funding channels		28.6%	8
No, we do not expect to receive funds		39.3%	11
Don't know; I would like better information about how to potentially access funds		21.4%	6
Comment			3
<b>answered question</b>			<b>28</b>
<b>skipped question</b>			<b>0</b>

**14. How has your organization's revenue changed during the last six months (October 2008-March 2009) compared to the same period last year?**

		Response Percent	Response Count
Revenue increased more than 30%		3.7%	1
Revenue increased 1-30%		14.8%	4
Revenue remained level		22.2%	6
<b>Revenue decreased by 1-30%</b>		<b>59.3%</b>	<b>16</b>
Revenue decreased more than 30%		0.0%	0
		Comment	4
		<b>answered question</b>	<b>27</b>
		<b>skipped question</b>	<b>1</b>

**15. Estimate your organization's revenue in 2008 compared to 2007.**

		Response Percent	Response Count
Revenue decreased by more than 50%		0.0%	0
Revenue decreased 25-50%		7.1%	2
Revenue decreased 10-25%		17.9%	5
Revenue decreased less than 10%		17.9%	5
Revenue was about the same		17.9%	5
Revenue increased less than 10%		14.3%	4
<b>Revenue increased 10-25%</b>		<b>21.4%</b>	<b>6</b>
Revenue increased 25-50%		0.0%	0
Revenue increased by more than 50%		3.6%	1
		<b>answered question</b>	<b>28</b>
		<b>skipped question</b>	<b>0</b>


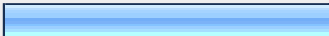



16. What would you consider the primary reason for the change in revenue?		Response Count
		21
	<i>answered question</i>	<b>21</b>
	<i>skipped question</i>	<b>7</b>

17. What percentage of each of the following sources make up your revenue? (Please enter your response as a numerical value without punctuation. For example, 25% equals "25". Your responses must total 100.)				
		Response Average	Response Total	Response Count
Individual contributions		35.31	918	26
Corporate contributions		6.78	122	18
Foundation grants		14.50	261	18
<b>Public sector grants and contracts (federal, state, county, municipal)</b>		<b>50.79</b>	<b>965</b>	19
Earned Income (fees, tickets, sales, etc.)		29.64	326	11
Endowment		1.33	8	6
	<i>answered question</i>			<b>26</b>
	<i>skipped question</i>			<b>2</b>






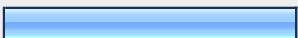


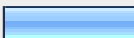
**18. For 2009, please anticipate your funding from the following sources. (Check only those that apply to your organization.)**

	Increase	Remain the Same	Decrease	Response Count
Government Funding	23.8% (5)	28.6% (6)	<b>47.6% (10)</b>	21
Financial Support from Foundations	29.4% (5)	<b>35.3% (6)</b>	<b>35.3% (6)</b>	17
Financial Support from Corporations	27.3% (6)	<b>36.4% (8)</b>	<b>36.4% (8)</b>	22
Contributions from Individuals	21.4% (6)	<b>46.4% (13)</b>	32.1% (9)	28
Comment				3
<b>answered question</b>				<b>28</b>
<b>skipped question</b>				<b>0</b>

**19. Does your organization have a business continuity plan to recover and restore critical functions after a disaster, such as a fire in your office, an earthquake, or a pandemic illness?**

		Response Percent	Response Count
Yes, and we have tested it recently.		10.7%	3
<b>Yes, but we need to update/test it.</b>		<b>35.7%</b>	<b>10</b>
No, but we are working on creating a plan.		17.9%	5
No, we don't have the time/resources to create a plan.		21.4%	6
No, we don't need a plan.		14.3%	4
Don't know.		0.0%	0
Comment			3
<b>answered question</b>			<b>28</b>
<b>skipped question</b>			<b>0</b>












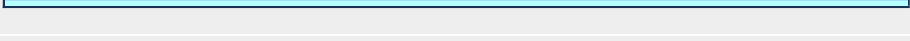

20. Additional Comments		
		Response Count
		0
<i>answered question</i>		<b>0</b>
<i>skipped question</i>		<b>28</b>

21. Categorize your organization's primary area of service. (Select one.)			
		Response Percent	Response Count
Arts, Culture, and Humanities		3.6%	1
Children & Youth		25.0%	7
Education		3.6%	1
Environment and Animals		0.0%	0
Family/Individual Economic Success		7.1%	2
Health		3.6%	1
<b>Human Services</b>		<b>32.1%</b>	<b>9</b>
International, Foreign Affairs		0.0%	0
Public, Societal Benefit		7.1%	2
Religion Related		0.0%	0
Grantmaking		3.6%	1
Other (please specify)		14.3%	4
		<i>answered question</i>	<b>28</b>
		<i>skipped question</i>	<b>0</b>

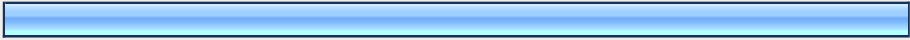
22. How many staff does your organization employ? (Please enter your response as a numerical value without punctuation. For example, 40.5 FTE equals "41".)

		Response Average	Response Total	Response Count
Full-time Equivalents (FTEs):		8.19	213	26
			<i>answered question</i>	<b>26</b>
			<i>skipped question</i>	<b>2</b>

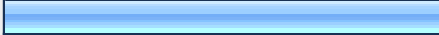
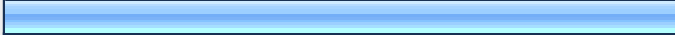




23. Which Bay Area counties does your organization serve? (Check all that apply.)

		Response Percent	Response Count	
Alameda		10.7%	3	
Contra Costa		17.9%	5	
Lake		3.6%	1	
Marin		7.1%	2	
Mendocino		3.6%	1	
Monterey		3.6%	1	
Napa		10.7%	3	
San Francisco		7.1%	2	
San Mateo		7.1%	2	
Santa Clara		7.1%	2	
Santa Cruz		3.6%	1	
<b>Solano</b>		<b>100.0%</b>	<b>28</b>	
Sonoma		7.1%	2	
			<i>answered question</i>	<b>28</b>
			<i>skipped question</i>	<b>0</b>

24. Where is your primary office/headquarters in the Bay Area?

		Response Percent	Response Count
Alameda		0.0%	0
Contra Costa		0.0%	0
Lake		0.0%	0
Marin		0.0%	0
Mendocino		0.0%	0
Monterey		0.0%	0
Napa		0.0%	0
San Francisco		0.0%	0
San Mateo		0.0%	0
Santa Clara		0.0%	0
Santa Cruz		0.0%	0
<b>Solano</b>		<b>100.0%</b>	<b>28</b>
Sonoma		0.0%	0
		<b><i>answered question</i></b>	<b>28</b>
		<b><i>skipped question</i></b>	<b>0</b>

25. 2-1-1, the free community service information & referral line, is available throughout most of the Bay Area. Please check all that apply:

		Response Percent	Response Count
I have called 2-1-1, using it as a resource to better serve my clients		48.1%	13
I have referred my clients to 2-1-1		74.1%	20
I have called 2-1-1 seeking help for me or my family		3.7%	1
I have used 2-1-1's online database to search for information		14.8%	4
<b>My organization is registered in the 2-1-1 database</b>		<b>77.8%</b>	<b>21</b>
I am not familiar with 2-1-1		7.4%	2
		<i>answered question</i>	<b>27</b>
		<i>skipped question</i>	<b>1</b>


26. What is your organization's annual operating budget? (Please enter your response as a numerical value without punctuation. For example, \$1.2 million equals "1200000".)

		Response Average	Response Total	Response Count
<b>Annual Operating Budget</b>		1,378,204.74	37,211,528	27
		<i>answered question</i>		<b>27</b>
		<i>skipped question</i>		<b>1</b>

**27. Yes, I would like to serve as a resource to reporters interested in stories on Bay Area nonprofit trends.**

		Response Percent	Response Count
<b>Name</b>		100.0%	10
<b>Title</b>		100.0%	10
<b>Organization</b>		100.0%	10
<b>Phone</b>		100.0%	10
		<i>answered question</i>	10
		<i>skipped question</i>	18

**28. Please email me survey results and news coverage & sign me up to receive United Way's quarterly eNewsletter**

		Response Percent	Response Count
<b>Email (required)</b>		100.0%	24
		<i>answered question</i>	24
		<i>skipped question</i>	4