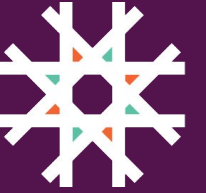




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COVID-19 Rapid Response Webinar
New Orleans Youth Alliance's COVID-19
Impact Survey Results



Welcome



Takema Robinson

GNOFN Director/Converge

takema@convergeforchange.com



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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

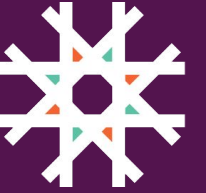
- As of 5/7: [Louisiana Department of Health](#)
 - Louisiana: 30,652/2,135 deaths
 - GNO (Orleans and Jefferson Parish): 13,214 cases/854 deaths
 - 1,432 coronavirus patients hospitalized (across LA as of 4/9)
 - nearly 500 invid. on ventilators
 - More than 8,913 tests have been completed by the state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

*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?

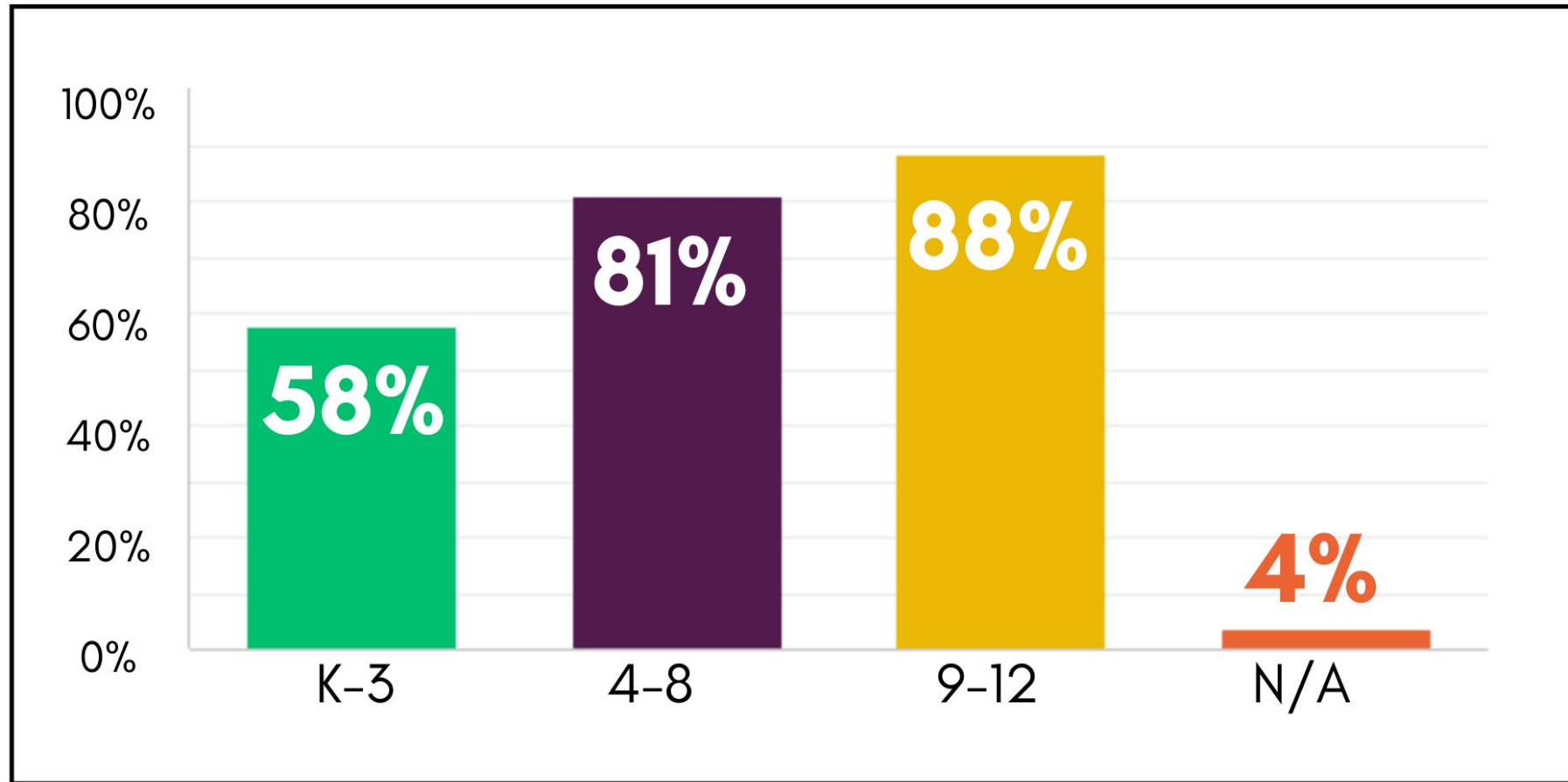
- 22,257 youth annually
- 74% low-income youth

74% of youth served are low-income

22,257
youth served
annually



Grades Served



Special Populations

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

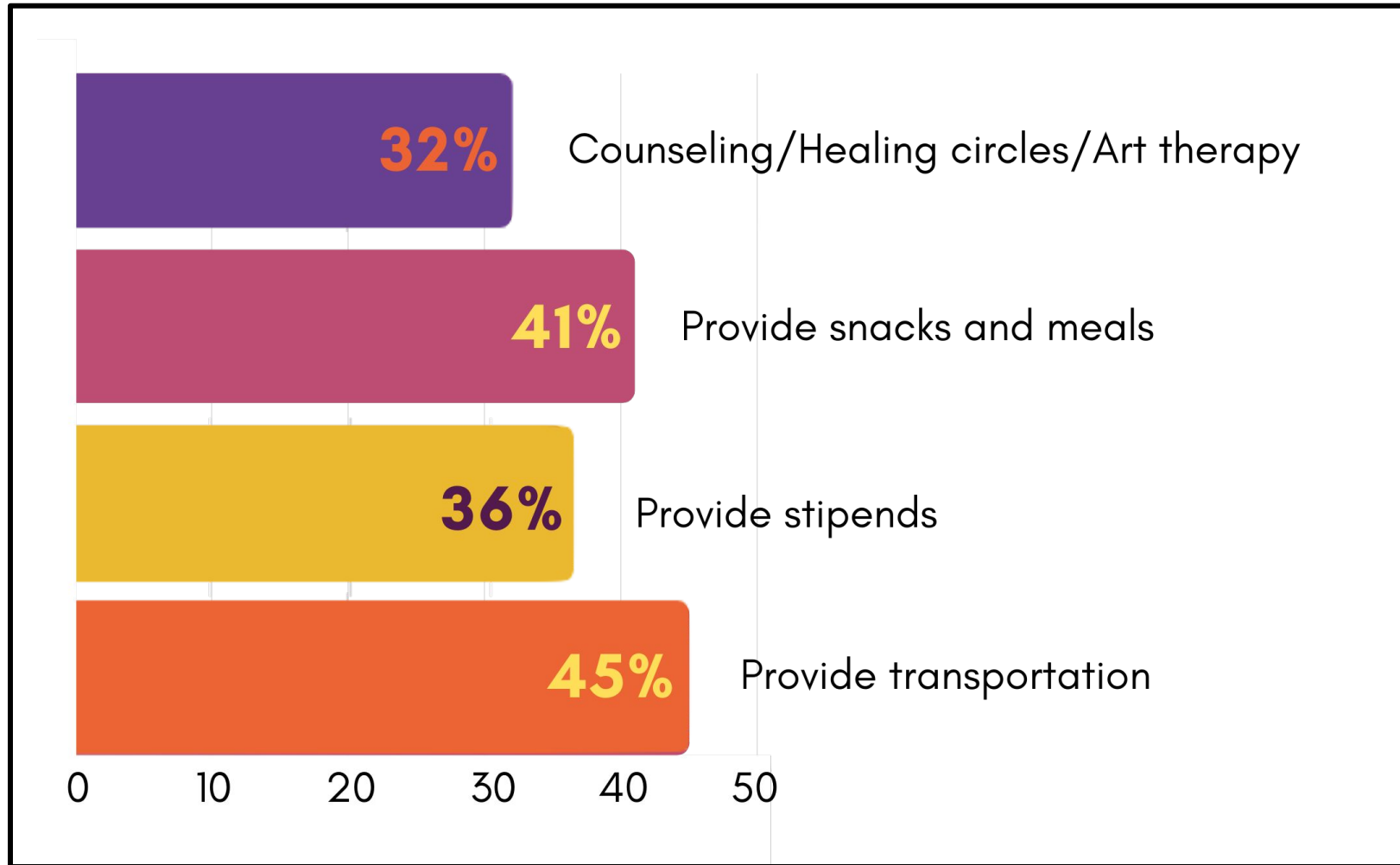


School Partnerships

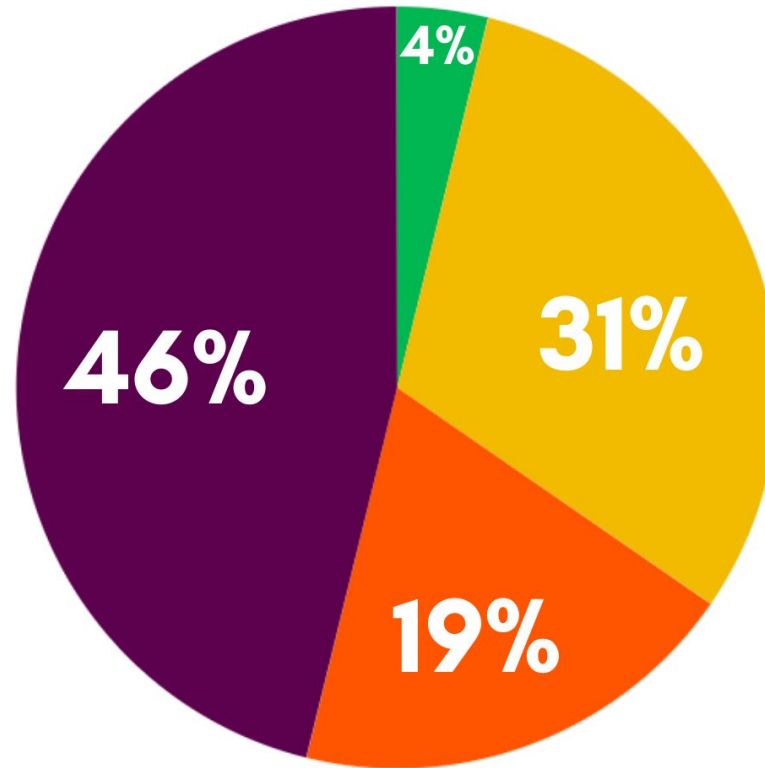
54% of respondents have partnerships with schools



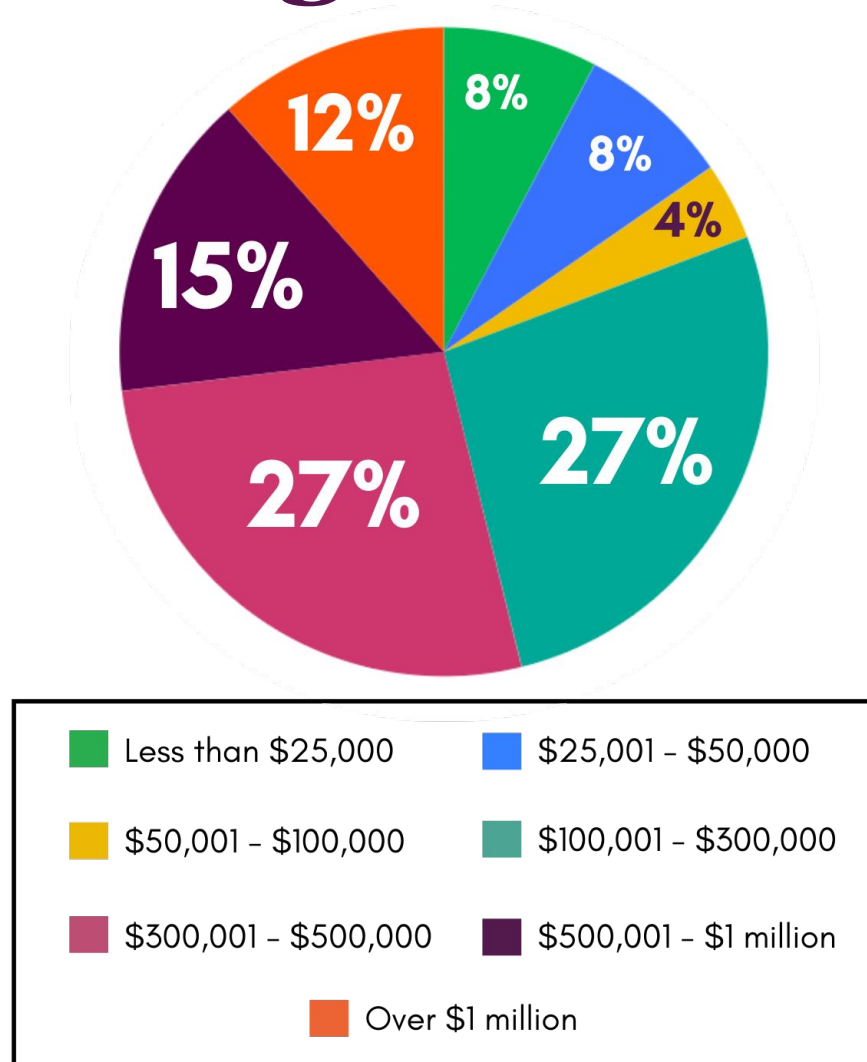
Services Offered



How long have these programs existed?



Operating Budgets



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%)



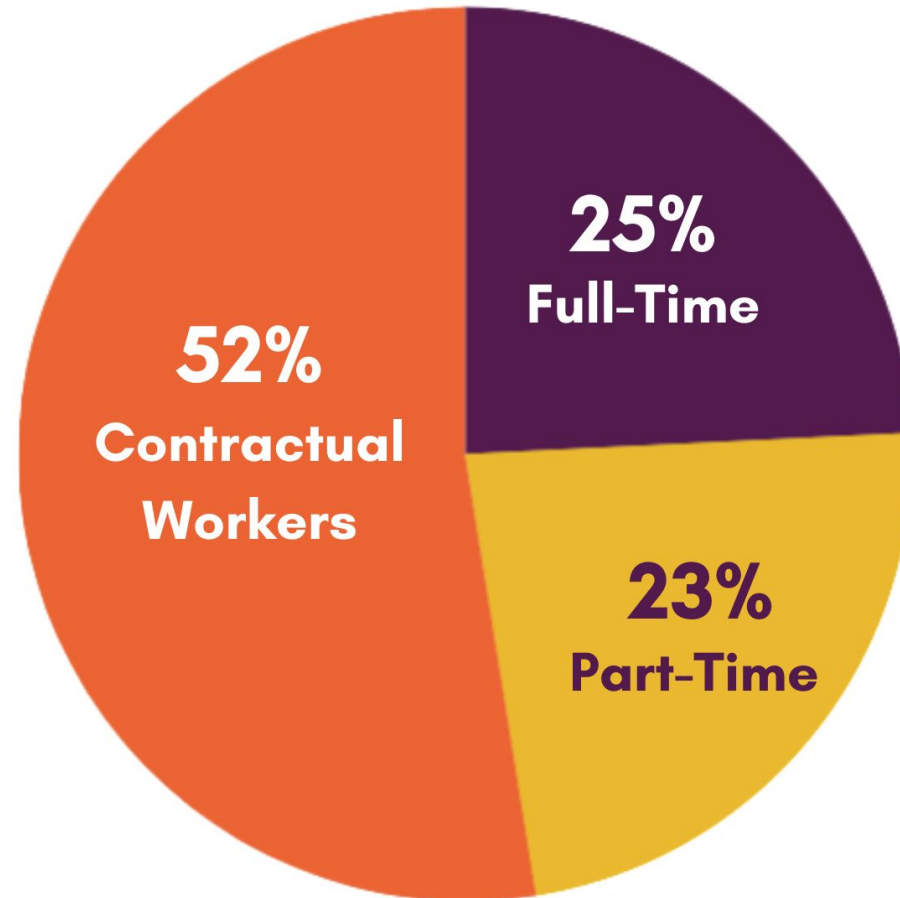
Public Funding

- **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



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

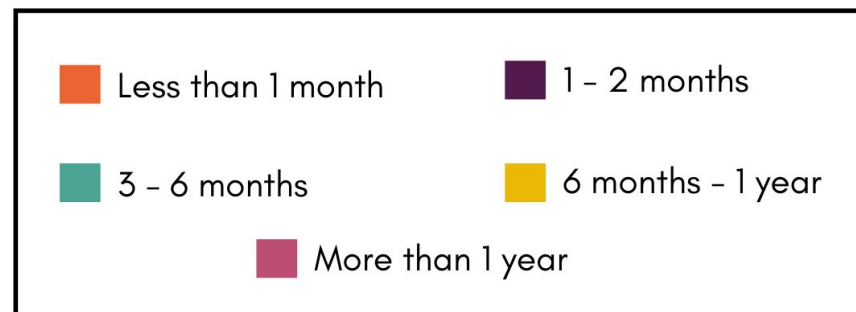
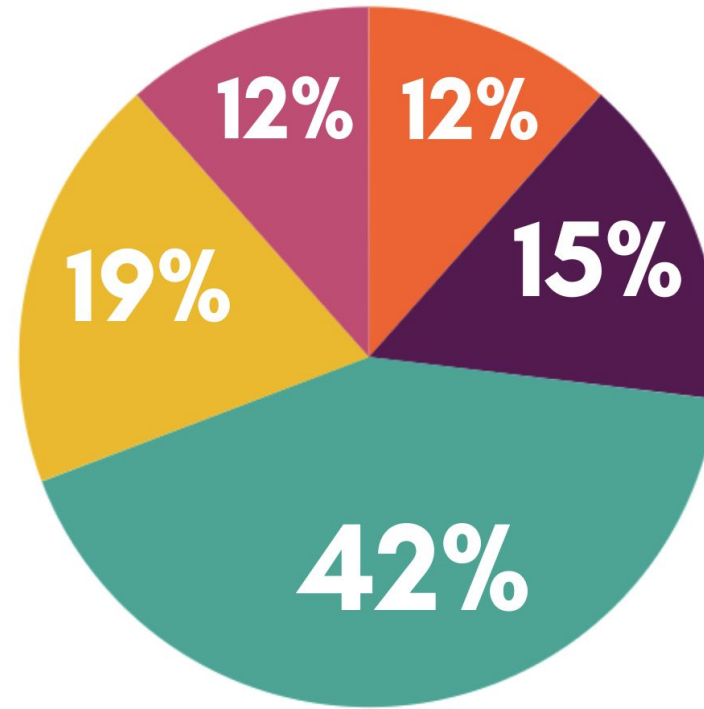


COVID-19 Impact: Staff Layoffs

- Of the 26 respondents...
 - **27% laid off staff**
- Of the 492 youth development professionals employed
 - **11% have been laid off**



COVID-19 Impact: Viability



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



COVID-19 Issues

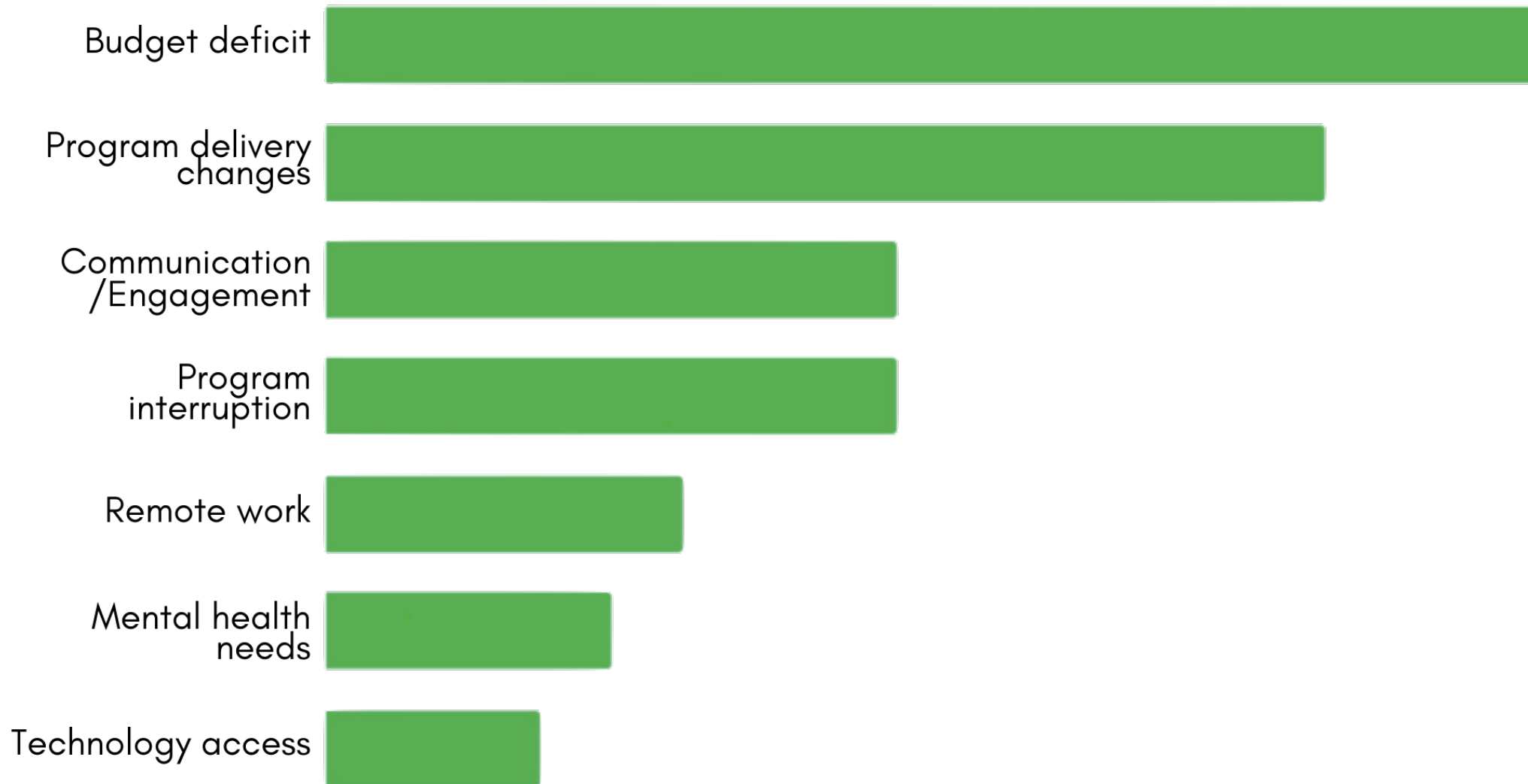


“We’ve had to move our programming online and do a lot of outreach to reconnect with our young people. We’ve been trying to figure out fund development within this context which requires us to elevate our visibility and brand online.”

- Survey Respondent



COVID-19 Issues: Organizations



COVID-19 Issues: Youth



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



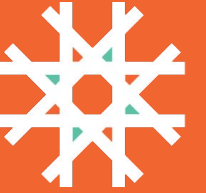


Rashida Govan

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Brandy Williams
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Conversation with Youth-Serving Executive Directors



Jon Skvarka
LOOP NOLA
jskvarka@loopnola.org



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Participant Q&A



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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

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