

Community Foundation Sonoma County and Napa Valley Community Foundation 2018 Wildfire Response Survey

Report of Results

March 2018



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INTRODUCTION

Project Background

In late 2017, Community Foundation Sonoma County and Napa Valley Community Foundation engaged the Center for Effective Philanthropy's (CEP) Advisory Services to survey nonprofit organizations in Sonoma and Napa counties about the impact of, and their response to, the October 2017 Northern California wildfires. The project goal is to learn about how local nonprofits have been affected, their immediate response services provided for fire survivors, the broader needs of the community, and any suggestions for recovery efforts.

The survey was divided into two main sections to learn about the immediate impact of and response to the wildfires in October through December 2017, and the anticipated changes and needs for organizations looking ahead to 2018.

Methodology and Report Materials

This report contains results of the 2018 Wildfire Response Survey for Community Foundation Sonoma County and Napa Valley Community Foundation.

In February and March of 2018, CEP surveyed 468 current and former grantees of Community Foundation Sonoma County and Napa Valley Community Foundation, and received 184 responses for a response rate of 39 percent. The survey invitation was sent to the executive director or president of each organization.

This report includes:

- Background and summary of findings
- Overall responses for all survey measures
- Key qualitative themes provided in two primary open-ended questions

SUMMARY OF FINDINGS

Overall Summary

The majority of survey respondents (85 percent) report that their organization has been affected in some way by the October 2017 wildfires. Both quantitative and qualitative responses to the survey describe the most significant impact on their organizations as the disruption of their funding and/or services, as well as the direct effect of the fires on their staff, board, and donors. Respondents also report serving more individuals and/or adding additional services as a result of greater demand.

The combination of these factors surfaces a concern about respondents' abilities to meet the current level of need in the community, while also sustaining their own organizations. The most pressing individual and community-wide needs reported by respondents are affordable housing development, financial assistance, mental health services, and community planning for recovery.

Impact on Organizations

For those affected by the fires, when asked about the impact on their organizations in October through December 2017, they most frequently report providing services to more individuals or organizations, having major donors or board members who lost or suffered damage to their home, and adding new services or projects.

In addition, nearly three-quarters of respondents report making some type of change to their year-end fundraising approach, most commonly adding fundraising for their organization's fire recovery efforts. Just under half of respondents report a reduced level of funds raised in October through December 2017 compared to previous years, while in contrast a third of respondents report an increased level of funds raised.

When asked to comment about the most significant impact on their organization as a result of the fires, respondents most frequently mention loss/disruption of regular funding, disruption of normal programs or activities, or direct loss related to the fires.

Populations Served

Survey respondents most frequently select children and youth, low income individuals, and women as the populations served by their organization before and after the fires. When comparing specific populations served before and after the wildfires, respondents most frequently report shifting services toward people who are now homeless as a result of the fires and shifting services away from low income individuals.

SUMMARY OF FINDINGS (2)

Individual and Community-Wide Needs

Emotional trauma, loss of housing or home damage, and loss of job, business, or equipment are the most frequently selected ways that individuals served by their organization have been impacted by the fires. Relatedly, respondents also select financial assistance, housing assistance, and mental health services as the most common needs for individuals served by their organization who have been impacted by the fires.

When asked which five populations they believe have been most impacted by the fires, respondents most frequently select people who are now homeless as a result of the fires, low income individuals, and uninsured/underinsured people. Affordable housing development, community planning for recovery/rebuilding, and mental health are reported as the most pressing community-wide needs related to fire-recovery efforts.

Organization Changes and Needs for 2018

When asked about their organizations' changes and needs in 2018, respondents most frequently select increasing the number of individuals or organizations served, increasing current services or projects to focus on fire recovery efforts, and adding new services or projects for fire recovery efforts as the anticipated changes for their organization as a result of the fires.

Attracting new sources of funding, maintaining funding from current sources, and growing earned revenue are the most frequently anticipated challenges for their organization in 2018 as a result of the fires. In addition, general operating support and capacity building support are selected as the most helpful potential types of support from local funders other than program grants.

Summary of Other Themes in Comments

When asked about any feedback they would like to share related to their experience applying for and/or receiving fire relief or recovery funds, many respondents express appreciation for the availability of these funds and also offer several suggestions. These suggestions mention a number of themes, including more clarity about whether organizations qualify to receive funding, considering other criteria when making funding decisions (e.g., loss of income/earned revenue), and more transparency about why certain organizations receive funding over others.

In addition to echoing similar themes mentioned in other open-ended questions, when asked for any other suggestions or comments respondents describe appreciation for the strength they witnessed in their communities, as well as their ability to come together during challenging times. They also provide praise for the work already done by local funders, and ask for ongoing openness and transparency as recovery efforts continue.

Impact on Organizations

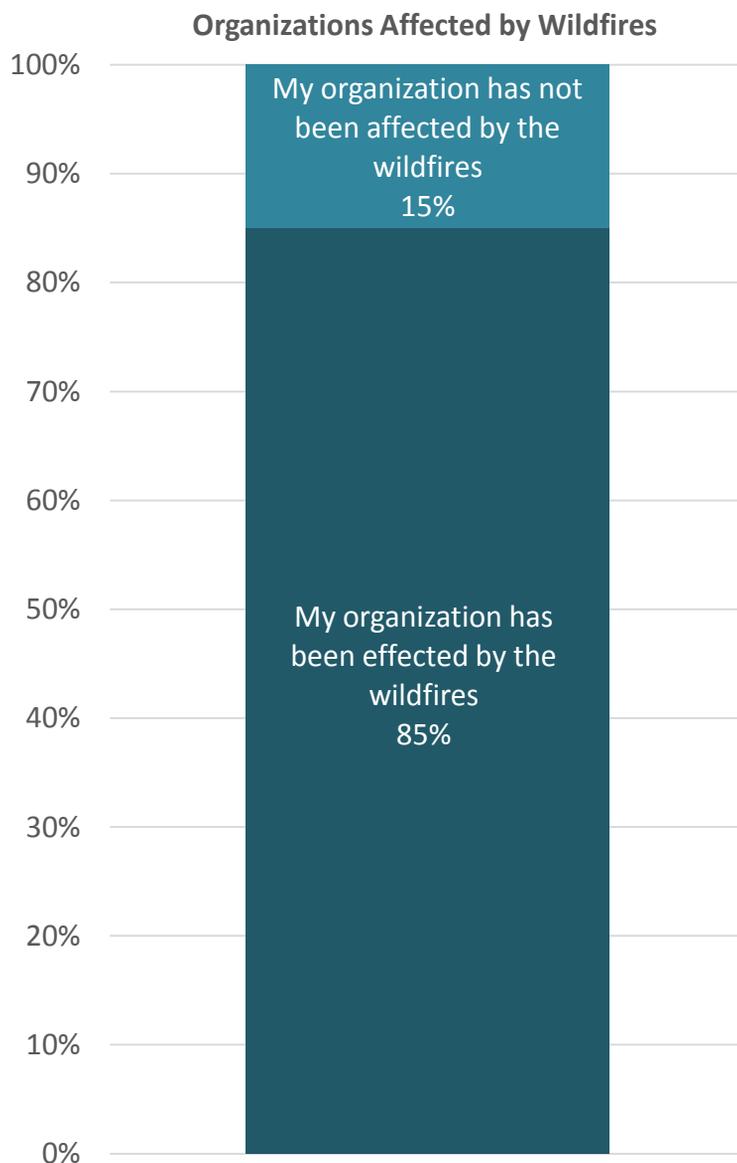
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EFFECT ON ORGANIZATIONS	8
CHANGE TO FUNDRAISING APPROACH	9
FUNDRAISING RESULTS	10
IMPACT ON CAPACITY, SERVICES, AND OPERATIONS	11

ORGANIZATIONS AFFECTED BY THE WILDFIRES

Number of Organizations Affected

The majority of survey respondents, 85 percent, report that their organization has been affected in some way by the October 2017 wildfires. The 15 percent of respondents who report that their organization has not been affected skipped to the Community Needs section of the survey.

“If your organization has not been affected by the wildfires in any way, please select the option below to skip ahead.”



IMPACT ON ORGANIZATIONS

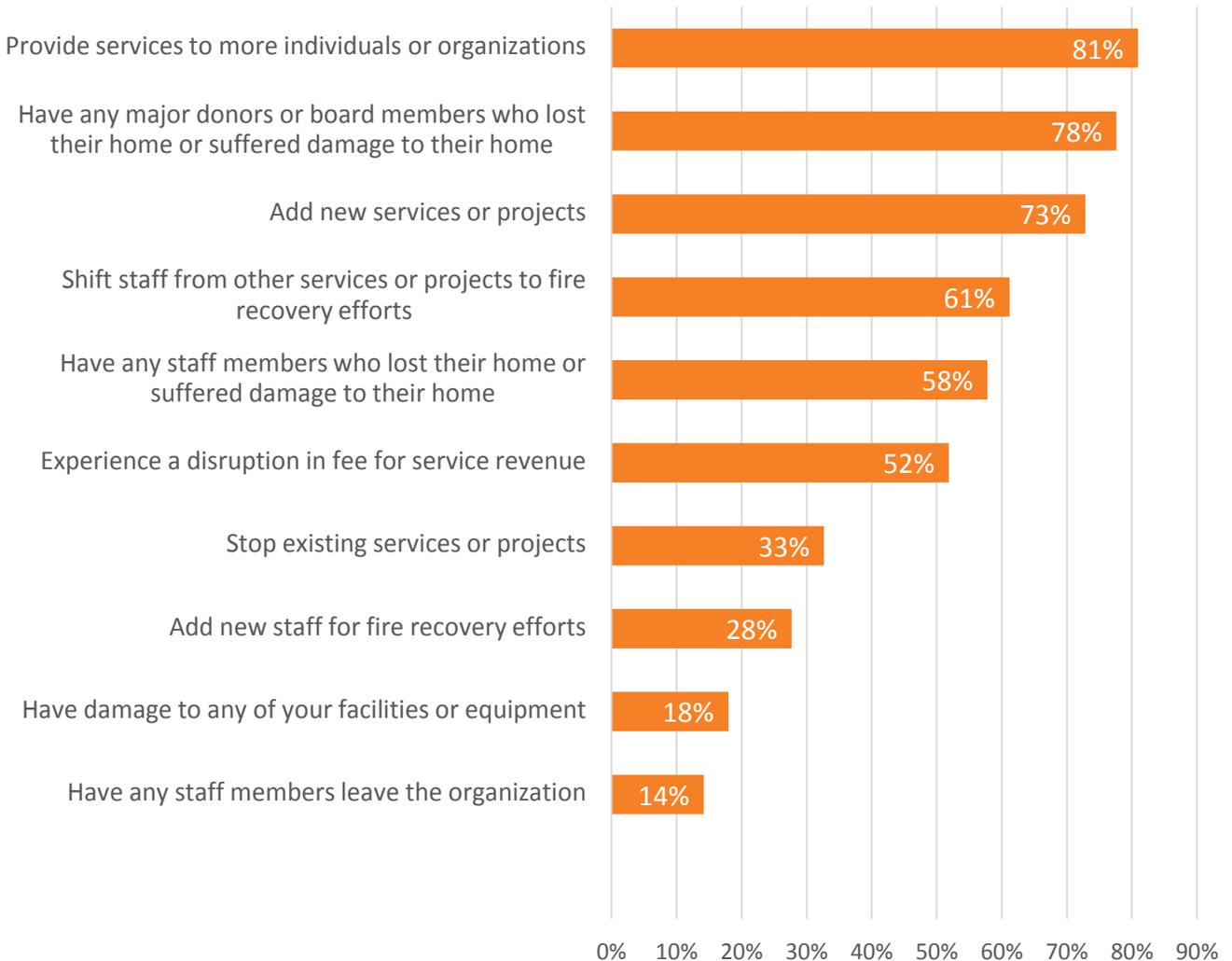
Effect on Organizations

When asked about the effect on their organization during October through December 2017, survey respondents most frequently report providing services to more individuals or organizations, having major donors or board members who lost or suffered damage to their home, and adding new services or projects as a result of the wildfires.

Respondents least frequently report having staff members leave the organization or having damage to facilities or equipment.

“As a result of the wildfires, in October through December 2017 did your organization:”

Effect on Organization



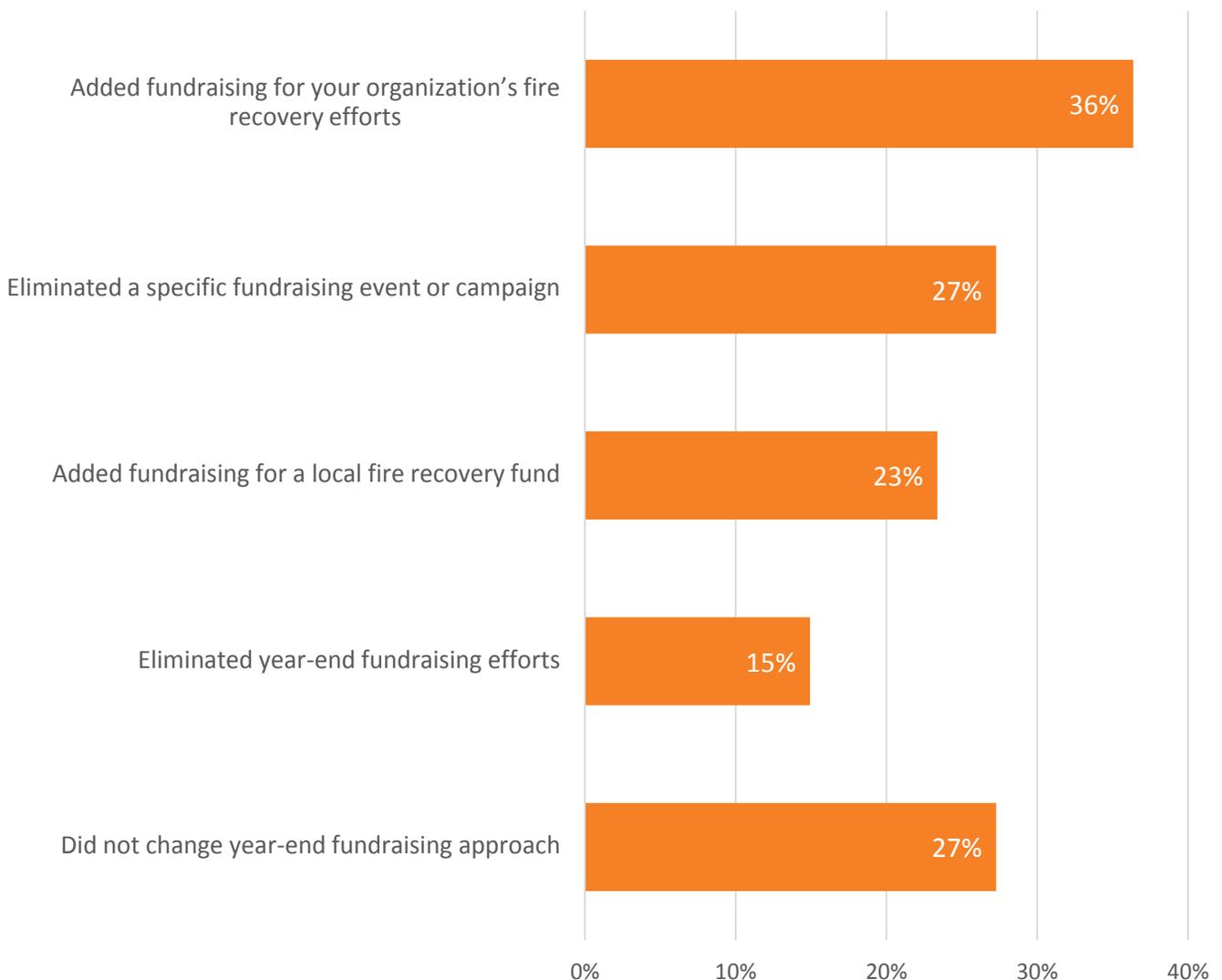
IMPACT ON ORGANIZATIONS

Change to Fundraising Approach

Nearly three-quarters of survey respondents report making some type of change to their 2017 year-end fundraising approach, with the most common change being to add fundraising for their organization's fire recovery efforts.

"How, if at all, did your organization change your year-end fundraising approach as a result of the wildfires?"

Change to Fundraising Approach

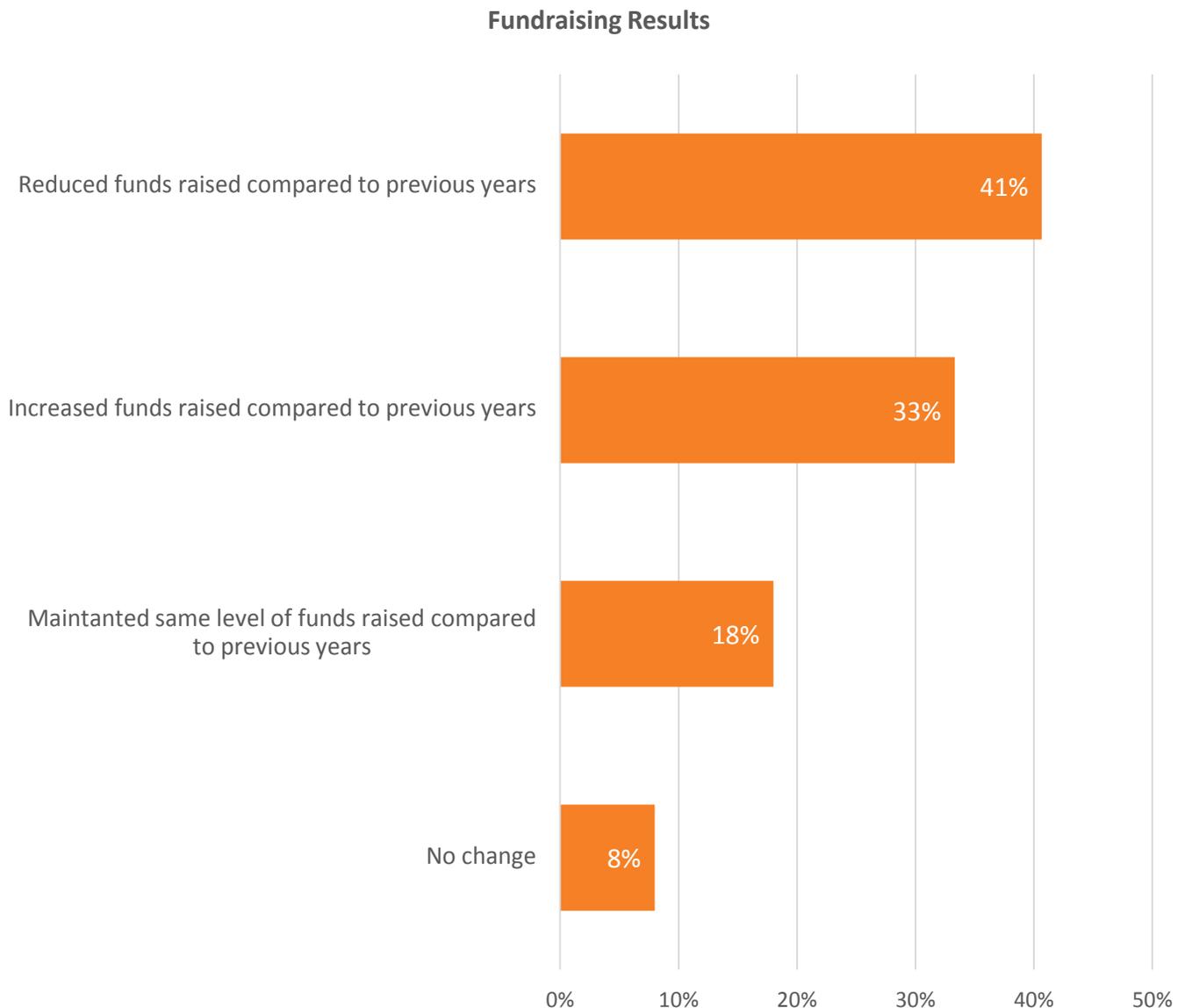


IMPACT ON ORGANIZATIONS

Fundraising Results

Just under half of survey respondents report a reduced level of funds raised in October through December 2017 compared to previous years, while in contrast a third of respondents report an increased level of funds raised.

“How did your organization’s October through December 2017 fundraising results compare to previous years?”



IMPACT ON ORGANIZATIONS

Impact on Capacity, Services, and Operations

When asked about the most significant impact on their organization as a result of the fires, respondents most frequently mention loss/disruption of regular funding, disruption of normal programs or activities, or direct loss related to the fires.

“What has been the most significant impact on your organization’s capacity, services, or operations as a result of the fires?”

Most Frequently Mentioned Impacts	
<p>Loss/Disruption of Regular Funding (N=30)</p> <ul style="list-style-type: none"> • “Loss of funding for ongoing services due to regional fundraising that has been focused on fire recovery.” • “Major patrons lost their home or their business was affected so they declined to contribute [elsewhere]. Some moved out of the area. Lost major sponsors due to funds being diverted to fire recovery efforts.” • “Many donors, board members... and staff lost their homes. As a result, donations from these individuals, who are our best supporters, have declined while they seek to put their personal affairs in order.” • “People were less generous at our fundraiser.” • “We are seeing a decrease in funding as it did not seem appropriate to do our normal year-end campaign with the need for basic necessity funding in the community.” • “...reduction in year end gifts.” • “Reduction and redirection of major donor support...” • “We had to move our largest fundraiser to a date in 2018 which greatly impacted our cash flow...” <p>Disruption of Normal Programs or Activities (N=21)</p> <ul style="list-style-type: none"> • “Standard operations and programming was put on hold until safety assessments could be completed and hazards address.” • “By directly providing assistance to fire survivors, many of our programs were put on hold during the Oct-Dec time frame, meaning we've been working from behind since the start of the year.” • “Disruption in normal operations due to staff losing homes.” • “Our programming was disrupted for two months.” 	<p>Direct Loss Related to Fires (N=21)</p> <ul style="list-style-type: none"> • “Over 200 of our organization’s employees lost their homes and this has disrupted their lives and impacted their ability to do their work as effectively as before due to all the stresses related to the loss, the moving, the insurance, the contractors, children’s schools, etc.” • “No power for 8 days caused [loss of food].” • “Our organization... lost not only all of our equipment and properties but the actual facility itself...” • “We lost the main facility we work out of.” <p>Loss of Capacity or Staff Time (N=20)</p> <ul style="list-style-type: none"> • “The... wildfires created unprecedented demand on our capacity, services and operations.” • “Increased workload for program, administration and fundraising staff to address an increased demand for services...” • “The month to six weeks following the fires required a major outpouring of effort from our staff. This pushed off important work and there is still a slight feeling of being spread too thin and scrambling to catch up.” • “The most significant impact the wildfires have had on our organization’s operations has been the amount of time and energy spent during the evacuation period and now in the post-fire debriefing period.” <p>Increased Demand for Services (N=19)</p> <ul style="list-style-type: none"> • “The fires exacerbated the problems we work to address and highlighted the inequity.” • “Greatly increased demand for services, particularly housing, case management, and immigration.” • “Since we provide services to very low income adults and families we have had a large increase in the number of clients coming for services as a result of the fires. Our client number are more than 25% of what they were before October.”

Note: The table above includes the most frequently-mentioned impacts on respondents’ organizations. For a full list of comments provided by survey respondents, please see the attached supplementary attachment of responses to open-ended survey questions.

Populations Served

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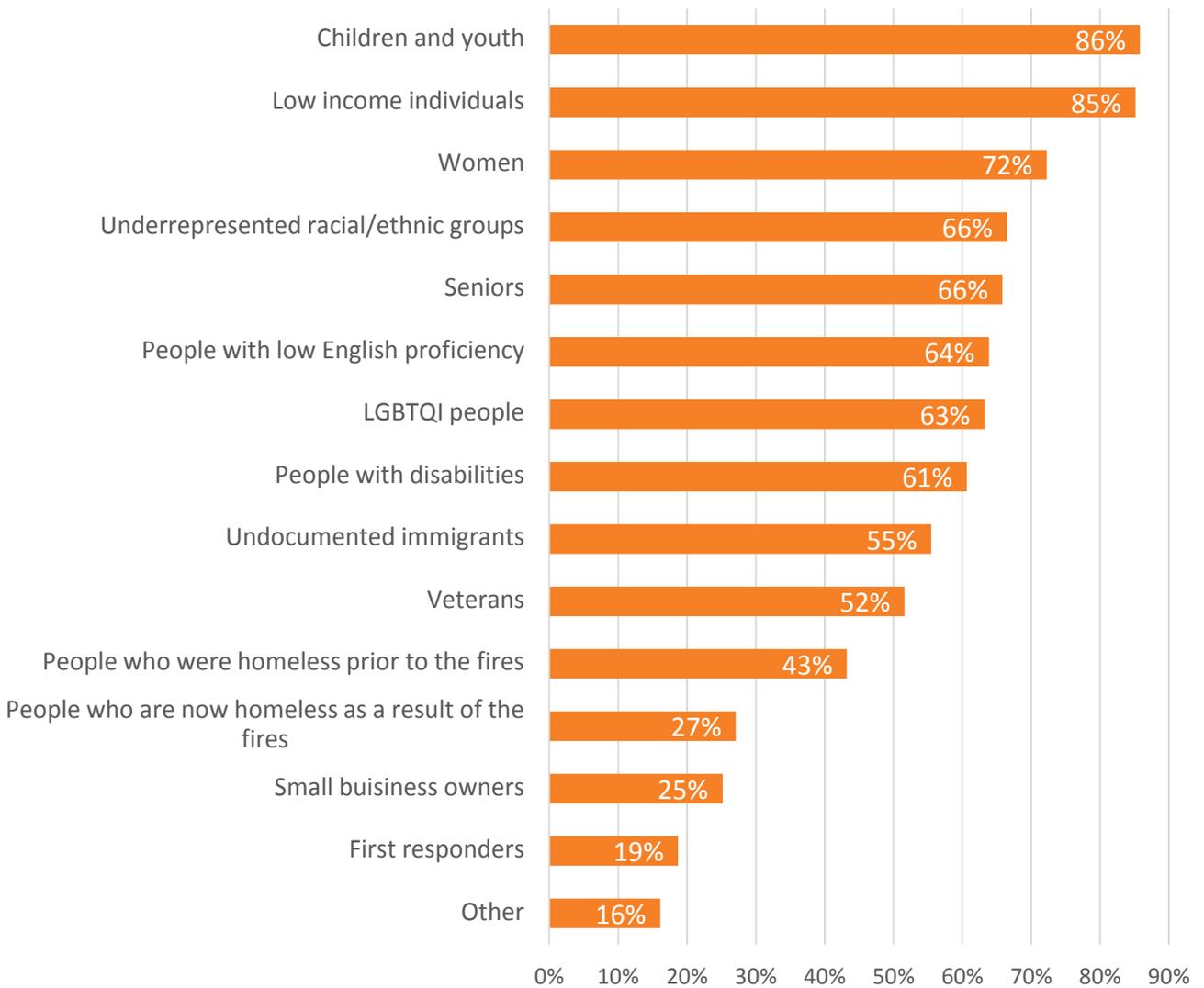
POPULATIONS SERVED

Populations Served Before Wildfires

Respondents most frequently select children and youth, low income individuals, and women as the populations served by their organization before the wildfires.

“Please select all of the populations that were served by your organization before the wildfires.”

Populations Served Before Wildfires



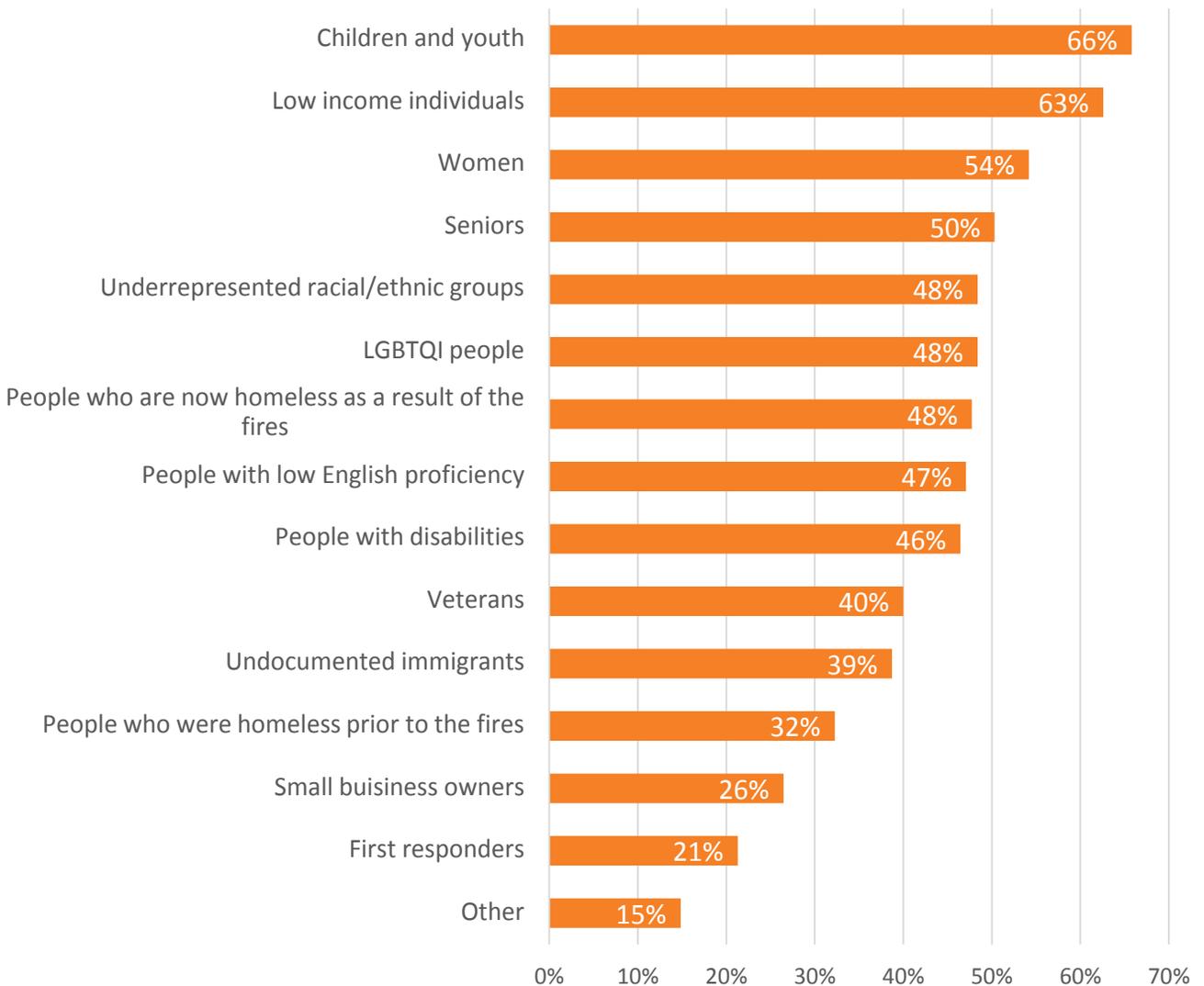
POPULATIONS SERVED

Populations Served After Wildfires

Respondents also most frequently select children and youth, low income individuals, and women as the populations now served by their organization. However, a smaller proportion of respondents now report serving each of those groups compared to before the fires.

“Please select... all of the populations that are now served by your organization.”

Populations Served After Wildfires

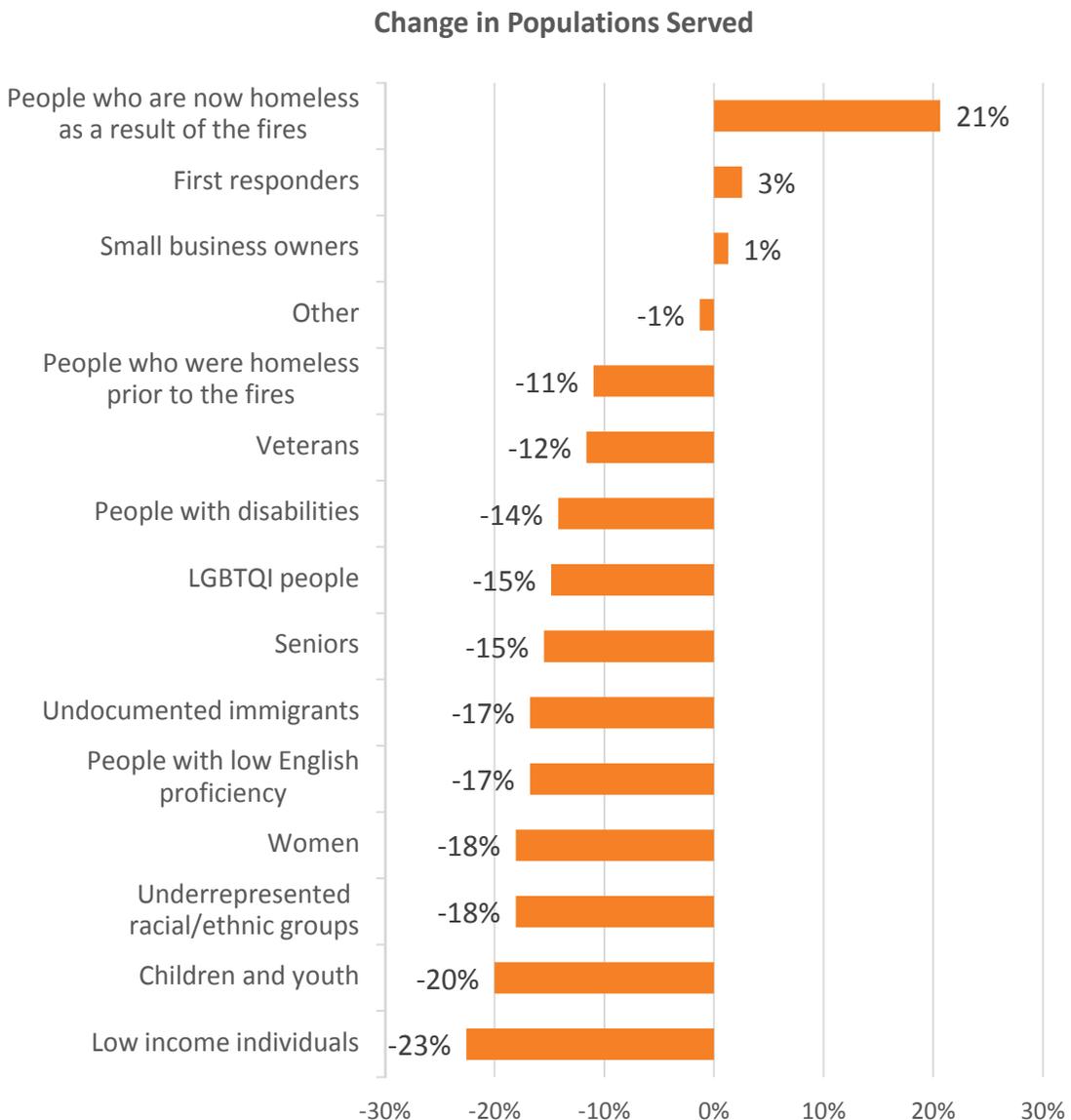


POPULATIONS SERVED

Change in Populations Served

Overall, when comparing populations served before and after the wildfires, respondents most frequently report shifting services to people who are now homeless as a result of the fires, and shifting services from low income individuals.

“Please select all of the populations that were served by your organization before the wildfires, and all of the populations that are now served by your organization.”



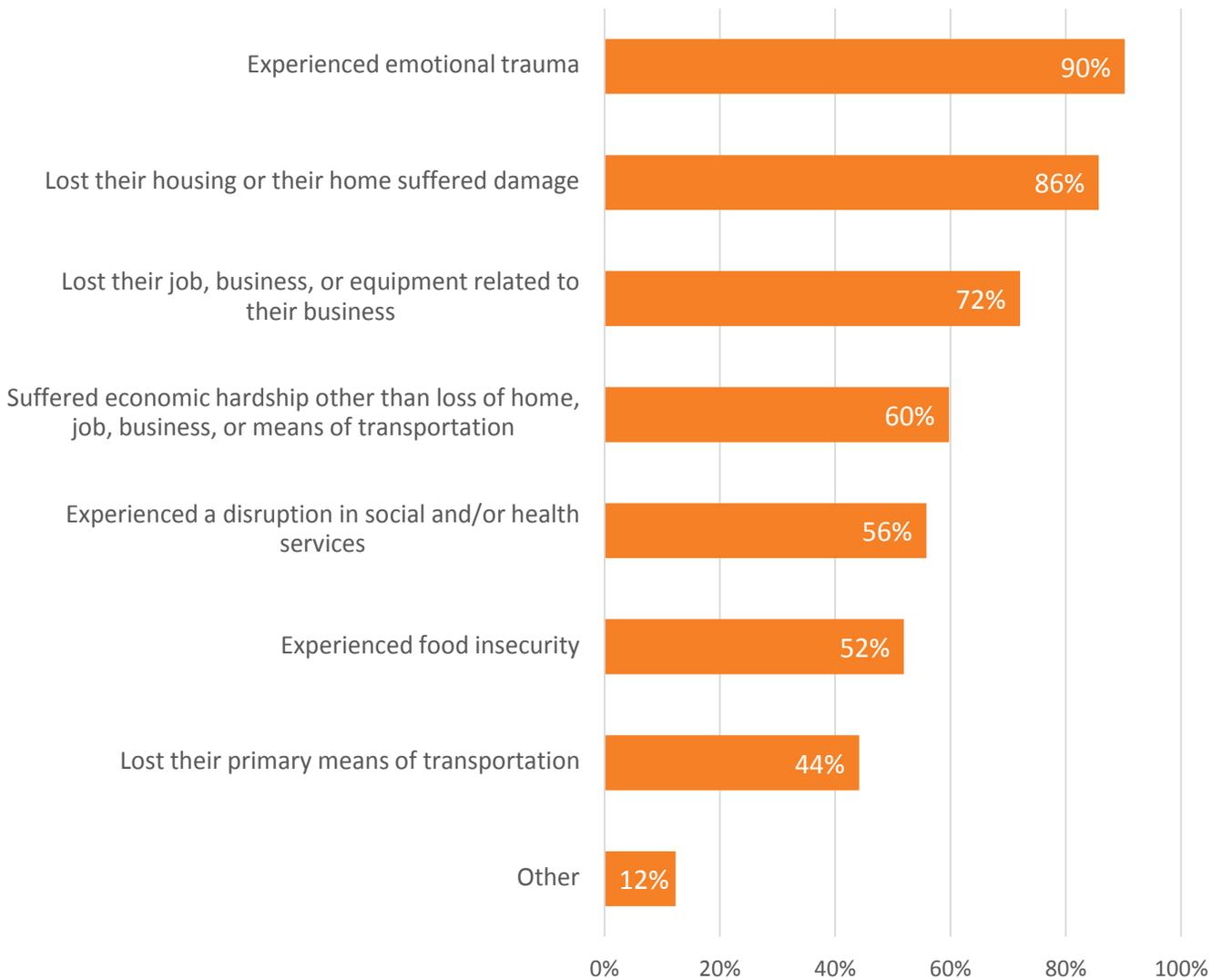
POPULATIONS SERVED

Impact on Individuals Served

Respondents most frequently select emotional trauma, loss of housing or home damage, and loss of job, business, or equipment as the ways individuals served by their organization have been impacted by the fires.

“Among the populations currently served by your organization, how have these individuals been impacted by the wildfires?”

Impact on Individuals Served



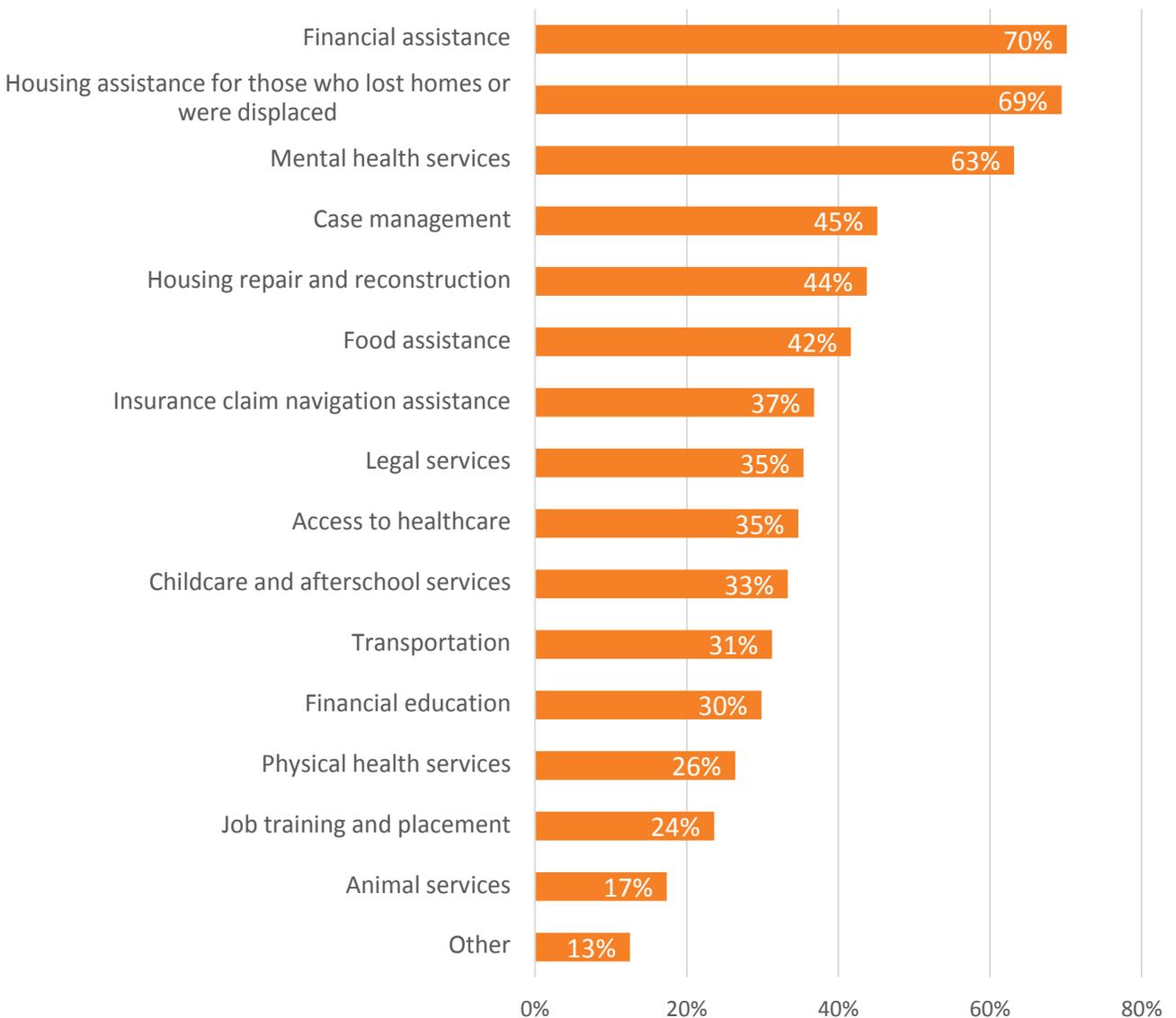
POPULATIONS SERVED

Needs of Individuals Impacted

Respondents most frequently select financial assistance, housing assistance, and mental health services as the needs for individuals served by their organization who have been impacted by the fires.

“Among the populations currently served by your organization, what needs exist for individuals who have been impacted by the fires?”

Needs of Individuals Impacted



Community Needs

POPULATIONS MOST IMPACTED **19**
MOST PRESSING COMMUNITY NEEDS **20**

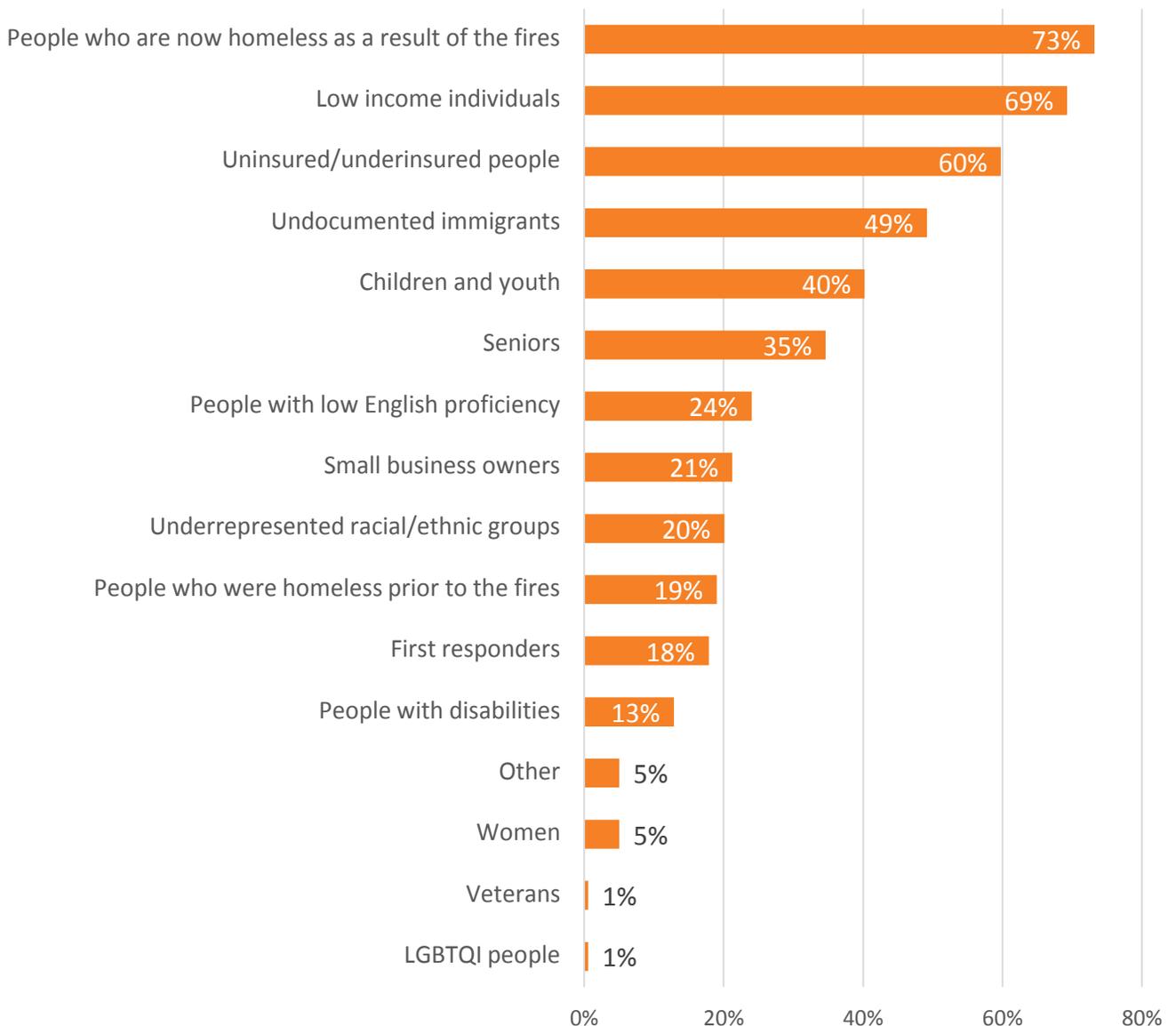
COMMUNITY NEEDS

Populations Most Impacted

When asked about the populations most impacted by the fires, respondents most frequently select people who are now homeless as a result of the fires, low income individuals, and uninsured/underinsured people.

“Please select which five populations you believe have been most impacted by the wildfires?”

Populations Most Impacted



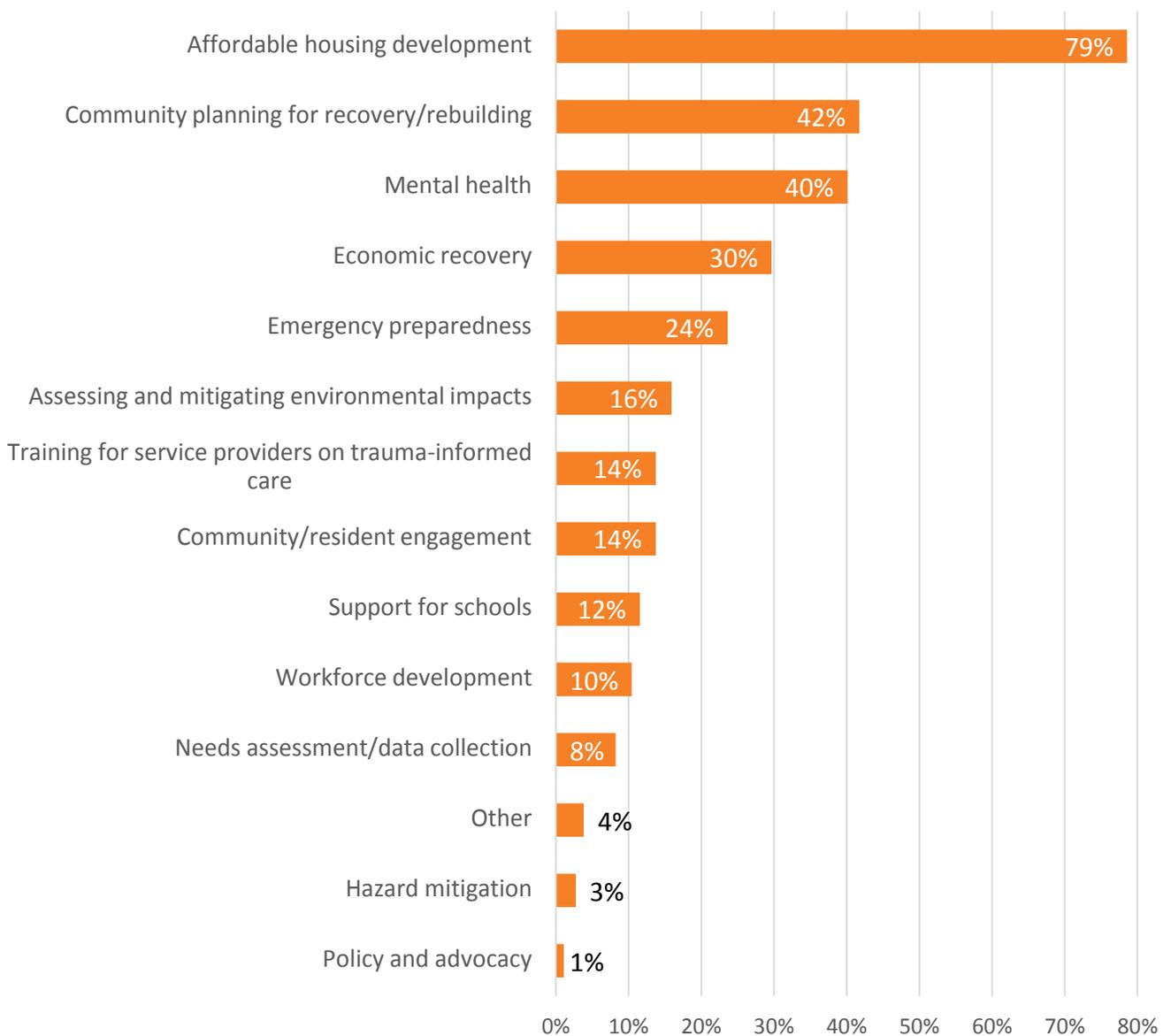
COMMUNITY NEEDS

Most Pressing Community Needs

Respondents most frequently select affordable housing development, community planning for recovery/rebuilding, and mental health as the most pressing community-wide needs related to fire-recovery efforts.

“In addition to the individual needs covered earlier in this survey, what do you believe are the three most pressing community-wide needs related to fire-recovery efforts?”

Most Pressing Community Needs



Organization Changes and Needs for 2018

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OTHER SUPPORT FROM FUNDERS	24

ORGANIZATION CHANGES AND NEEDS FOR 2018

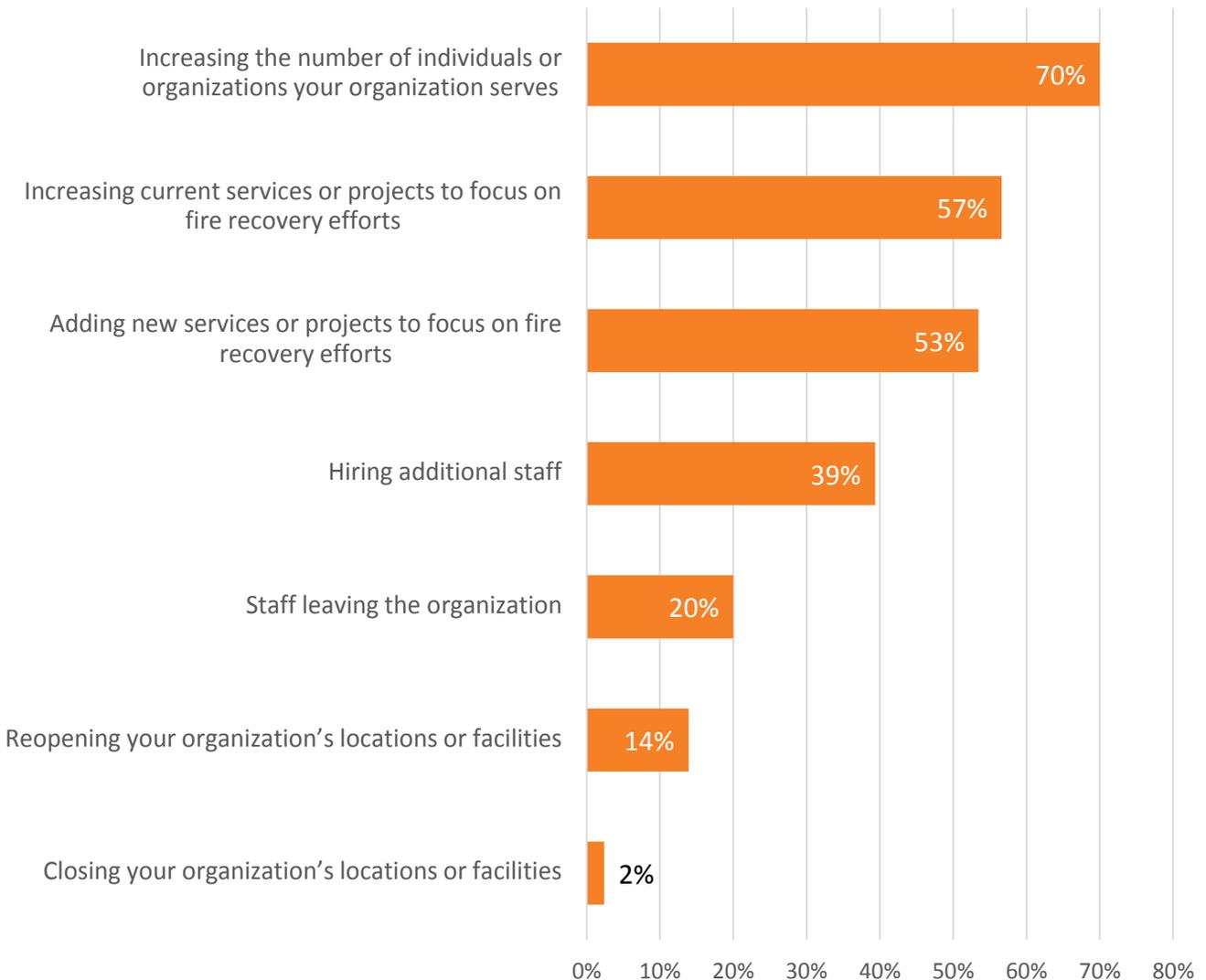
Anticipated Changes

When asked about their organizations' changes and needs in 2018, respondents most frequently select increasing the number of individuals or organizations served, increasing current services or projects to focus on fire recovery efforts, and adding new services or projects for fire recovery efforts as anticipated changes for their organization.

Compared to other questions in the survey, a larger proportion of respondents selected 'Don't know' as an option for the items below, indicating at least some uncertainty about future plans.

"Does your organization anticipate any of the following changes in 2018 as a result of the wildfires?"

Anticipated Changes in 2018



ORGANIZATION CHANGES AND NEEDS FOR 2018

Anticipated Challenges

Respondents most frequently select attracting new sources of funding, maintaining funding from current sources, and growing earned revenue as anticipated challenges for their organization in 2018 as a result of the fires.

“Do you anticipate any of the following challenges for your organization in 2018 as a result of the wildfires?”

Anticipated Challenges in 2018



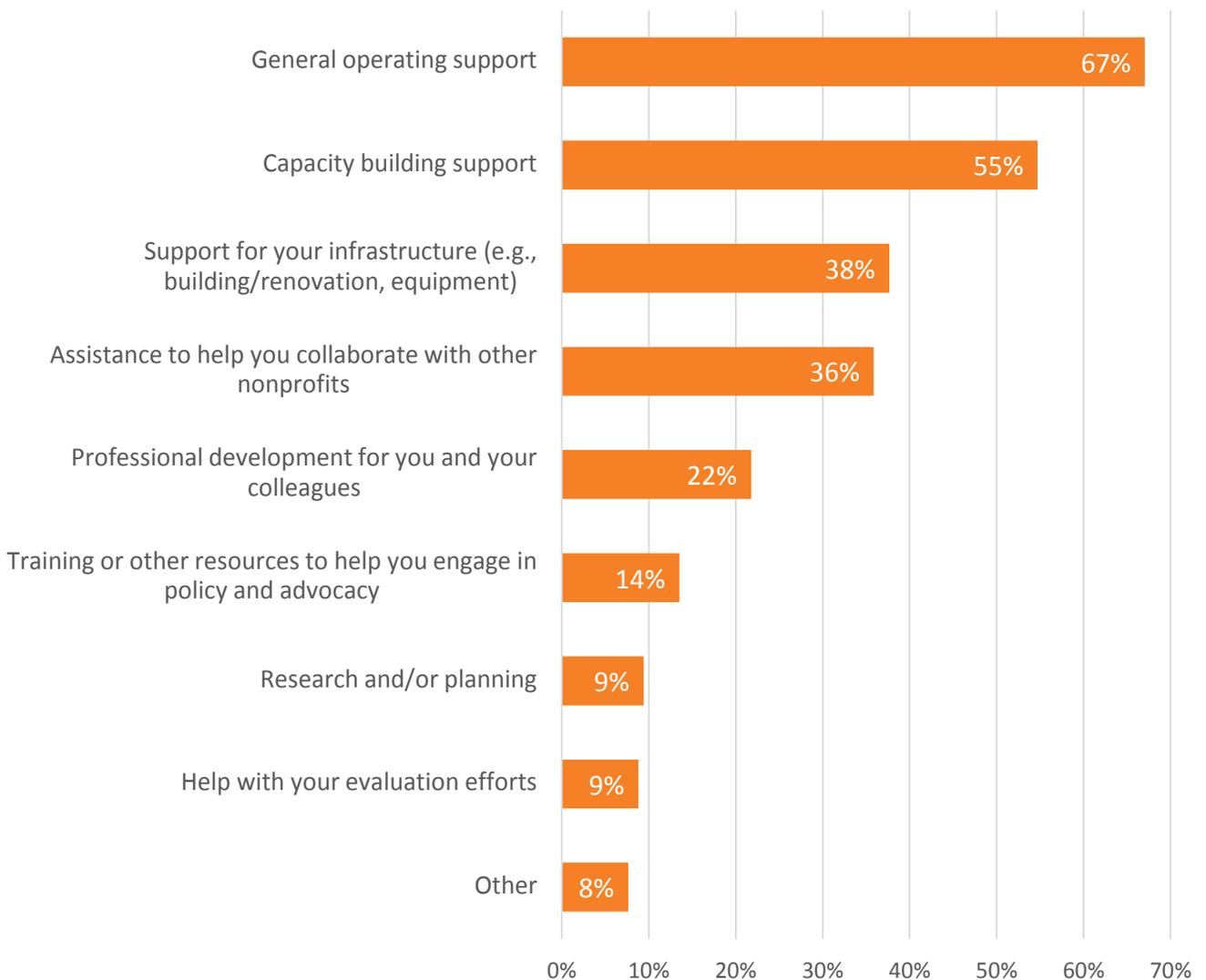
ORGANIZATION CHANGES AND NEEDS FOR 2018

Other Support from Funders

Respondents most frequently select general operating support and capacity building support as the most helpful potential types of support from local funders other than program grants.

“In addition to potentially providing grants for programs serving fire survivors, what other types of support from local funders would be most helpful to your organization in meeting the changes and challenges you anticipate facing in 2018?”

Most Helpful Support From Funders Other Than Program Grants



Respondent Characteristics

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TYPE OF ORGANIZATION AND FOCUS	27
REGION(S) SERVED	28

RESPONDENT CHARACTERISTICS

Organization Staff Size

Respondents to this survey report a median of 7 full time employees (Average = 66 FTE). The largest respondent reported 2,200 FTEs, and the smallest reported zero.

Total approximate number of staff at foundation (FTE)	Responses	% of Total
0 to 5	73	44%
6 to 10	21	13%
11 to 25	30	18%
26 to 50	12	7%
51 to 100	9	5%
More than 100	21	13%

Annual Operating Budget

The median operating budget of respondents' organizations is \$900,000 (Average = \$7.8M). The smallest budget reported is \$8,000, and the largest \$300,000,000.

Annual operating budget	Responses	% of Total
Less than \$100k	20	14%
\$100k-250k	17	12%
\$250k-500k	17	12%
\$500k-1M	26	18%
\$1-5M	42	29%
More than \$5M	25	17%

Amount of Funding Received from Fire Recovery Funds

Nearly half of respondents report that they have not received funding from fire-recovery funds. Of those that have received funding, the median dollar amount received is \$88,000 (Average = \$890,000)

Item	Number
No funding received	43%
Median (of those who received funding)	\$88,000
Average (of those who received funding)	\$890,000

RESPONDENT CHARACTERISTICS

Organization Type

The majority of respondents indicate representing a nonprofit organization. Faith-based organizations, schools/school districts, and government agencies in total represent 17% of the survey population.

Organization Type	Responses	% of Total
Nonprofit organization	146	83%
Faith-based organization	11	6%
School or school district	10	6%
Government agency	9	5%

Organization Focus

Respondents were asked to describe their organization's focus. Over a third of respondents' organizations focus on education, and just under a third focus on social services.

Organization Focus	Responses	% of Total
Education	63	36%
Social Services	54	31%
Other	47	27%
Arts & Culture	35	20%
Mental Health	33	19%
Advocacy	30	17%
Housing	24	14%
Healthcare	22	12%
Environment	17	10%
Animal Welfare	13	7%
Transportation	11	6%

RESPONDENT CHARACTERISTICS

Region(s) Served

When asked which primary region their organization serves, respondents most commonly report serving Sonoma county, particularly central Sonoma county.

Region	Responses	% of Total
Central Sonoma County	107	61%
Northern Sonoma County	95	54%
South Sonoma County	90	51%
West Sonoma County	90	51%
Sonoma Valley	86	49%
City of Napa/South County	57	32%
Napa – Up Valley	51	29%

ABOUT THE CENTER FOR EFFECTIVE PHILANTHROPY (CEP)

MISSION: To provide data and create insight so philanthropic funders can better define, assess, and improve their effectiveness – and, as a result, their intended impact.

VISION: We seek a world in which pressing social needs are more effectively addressed. We believe improved performance of philanthropic funders can have a profoundly positive impact on nonprofit organizations and the people and communities they serve.

For more than a decade, CEP has led the movement to improve philanthropy through a powerful combination of dispassionate analysis and a passionate commitment to improving lives. Today, over 300 foundations have used CEP’s assessments to gather honest feedback from their stakeholders in an effort to learn how to be even more effective. CEOs and trustees have come to rely on our research for insights into foundation effectiveness on a wide range of topics, from assessing performance to developing strategy to managing stakeholder relationships. Our highly regarded programming—including our biennial conference—gives foundation leaders an exclusive and unprecedented opportunity to connect with their peers.

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