

# The Impact of COVID-19 on Community-Based Organizations Serving Older Adults

MAY 2020



*Improving the lives of 40 million older adults by 2030*

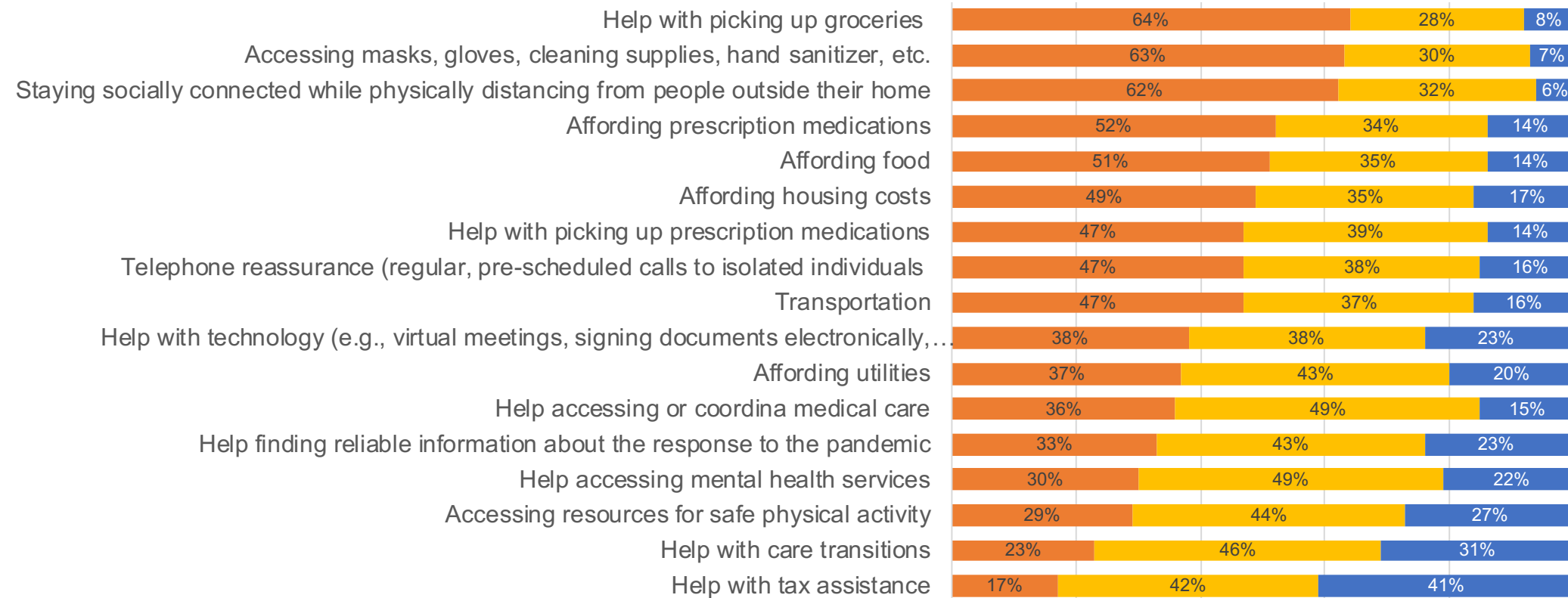
# Survey Background

- In April 2020, NCOA surveyed 1,003 community-based organizations to determine the impact of the COVID-19 pandemic on their ability to serve older adults.
- Respondents included representatives from all 50 states, plus DC and Puerto Rico.
- Respondents included senior centers, area agencies on aging, local government agencies, councils on aging, low-income housing providers, health departments, and many other organizations that collectively serve millions of older adults each year.
- The survey response rate was 4%, and the margin of error was +/- 3.1%.

# Older adults' most pressing needs are accessing and affording food and medicine and staying connected

## WHAT ARE THE GREATEST NEEDS FOR YOUR CLIENTS AT THIS TIME?

■ High priority ■ Moderate priority ■ Low priority

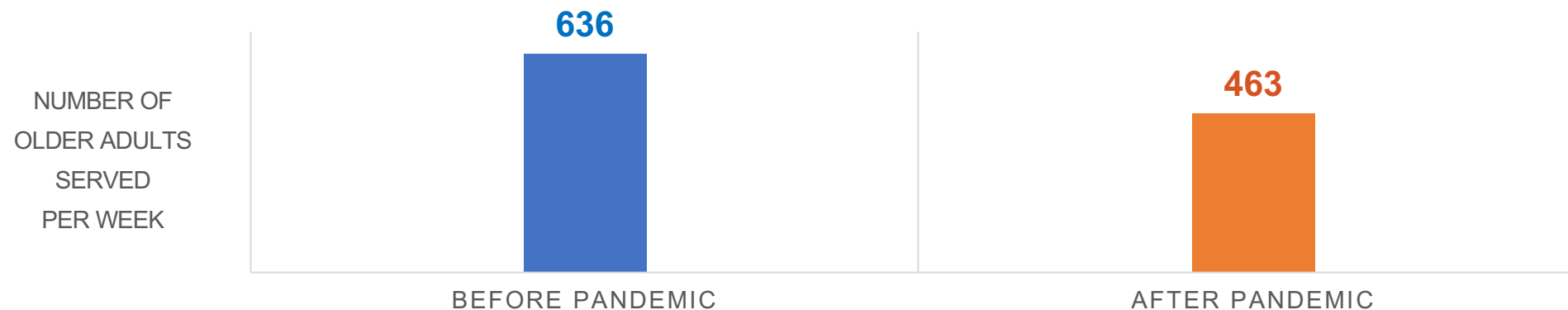


To what extent are the following needs a priority for your older adult clients/participants at this time? (n=759 to 791)

# Community-based organizations have less capacity to serve older adults

Although 90% of organizations said they have been able to continue serving at least “some” older adults during the pandemic, their average weekly number of older adult clients has decreased by 27% from an average of 636 older adults *prior to* COVID-19 to 463 *during* COVID-19.

## MEAN CAPACITY CHANGE



*To what extent has your organization been able to continue to serve older adults during the COVID-19 pandemic? (n=679)*

*Approximately how many unique older adult clients/participants did your organization serve on average per week PRIOR to the COVID-19 pandemic? (n=550)*

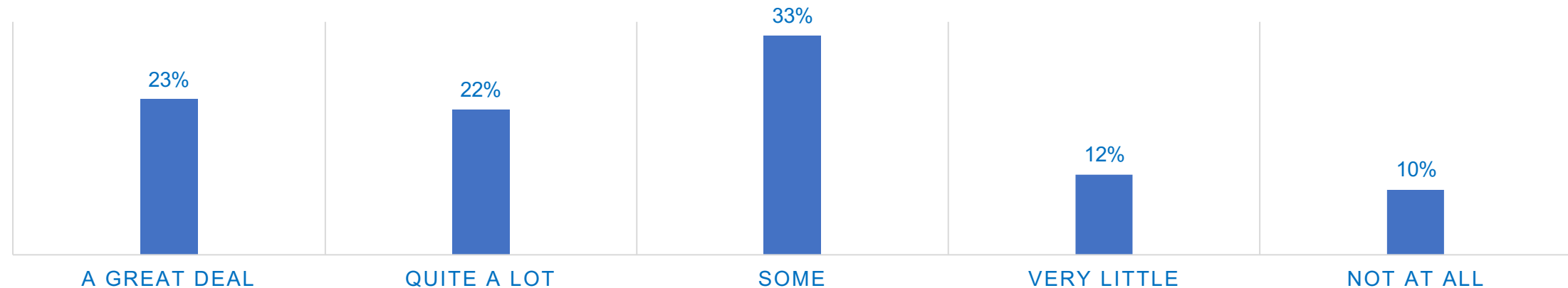
*Since the beginning of the COVID-19 pandemic, approximately how many unique older adult clients/participants on average has your organization served per week? (n=551)*

*\*Removed 4 outlier responses due to large capacity organizations serving more than 25,000 older adults, which skewed the mean.*

# A majority of organizations have lost revenue, and many have cut staff hours or laid off staff

A majority of organizations have experienced lost revenue during the pandemic, with 45% experiencing quite a lot or a great deal of lost revenue. 42% of organizations said they have had to cut staff hours or lay off staff. Slightly more (46%) anticipate they will have to cut hours or lay off staff in the future.

## REPORTED REVENUE LOSS DUE TO COVID-19



*To what extent has your organization experienced a loss in revenue due to the COVID-19 pandemic? (n=399)*

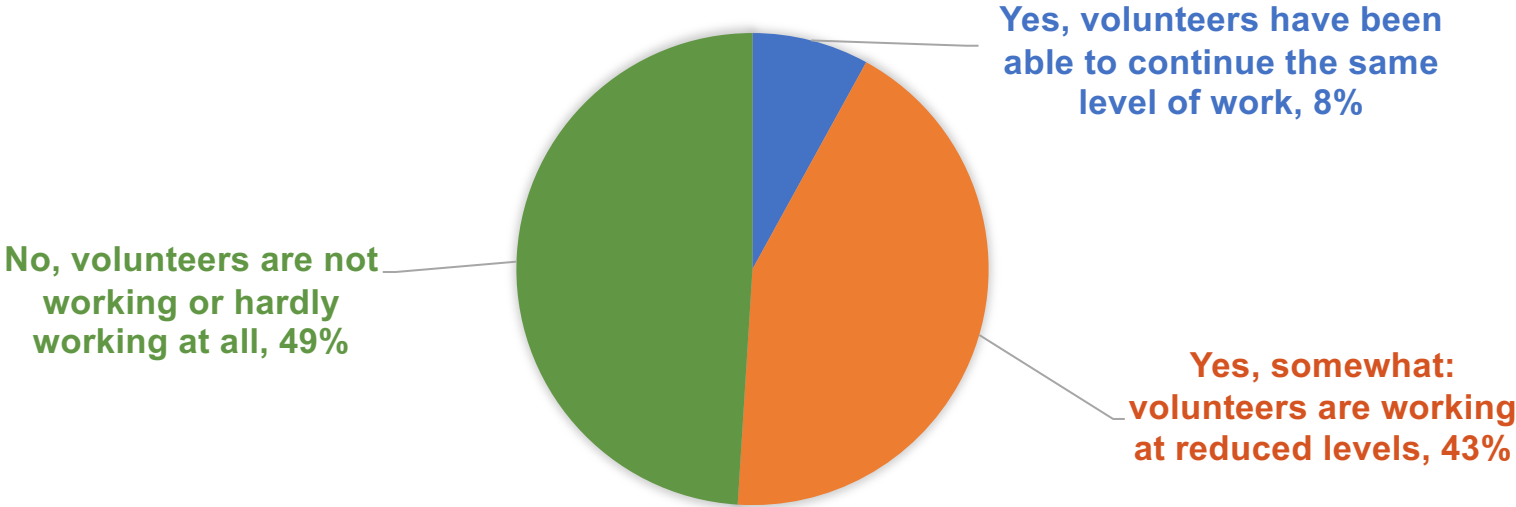
*Since the COVID-19 pandemic began, has your organization had to cut staff hours or layoff staff? (n=404)*

*Do you anticipate, in the future, your organization will have to cut staff hours or layoff staff? (n=398)*

# Organizations also have lost critical volunteer support

84% of organizations serving older adults rely on volunteers, yet 92% reported that volunteers are unable to work at the same level or at all during the COVID-19 pandemic. 46% of those who have reduced volunteer help said it has impacted their ability to provide services to older adults.

HAVE VOLUNTEERS BEEN ABLE TO KEEP WORKING?



*Has your volunteer workforce been able to continue working during the COVID-19 pandemic? (n=674)*

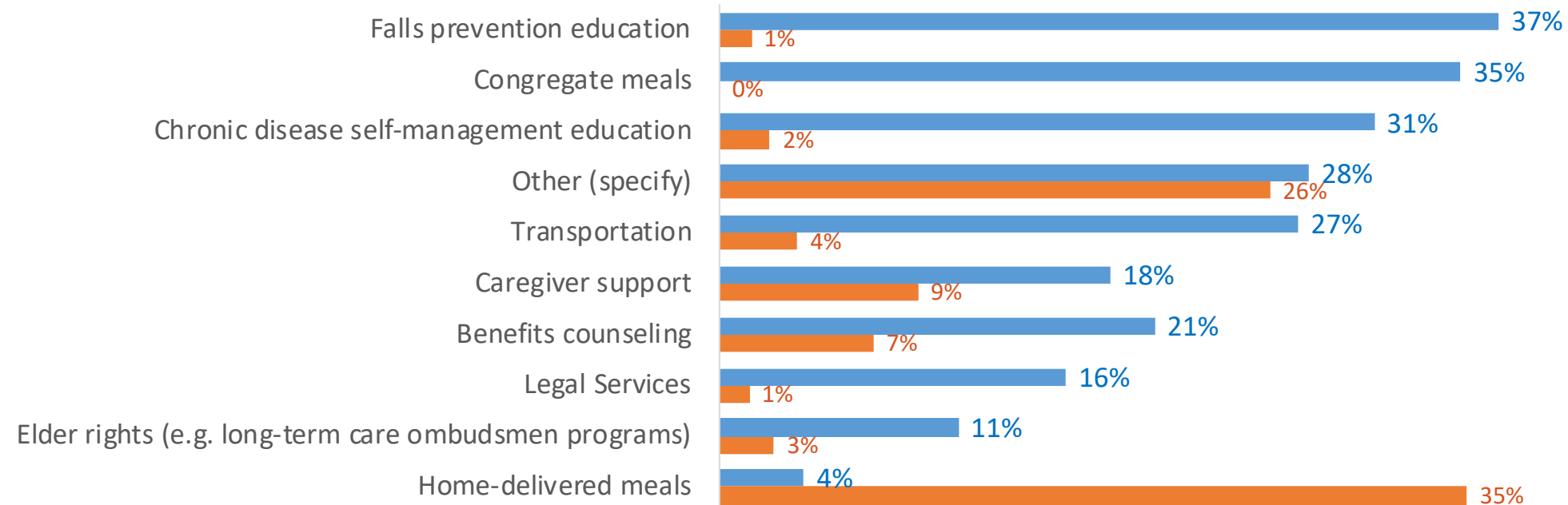
*Has a reduction in volunteer work impacted your organization's ability to provide services? (n=515)*

# Organizations have reduced or stopped services and increased or introduced new ones in response

Despite having to roll back certain programs and services, organizations have increased or introduced food-related services for their older adult clients during the pandemic.

## PROGRAMS SUSPENDED AND INCREASED DURING COVID19

■ Decreased ■ Increased

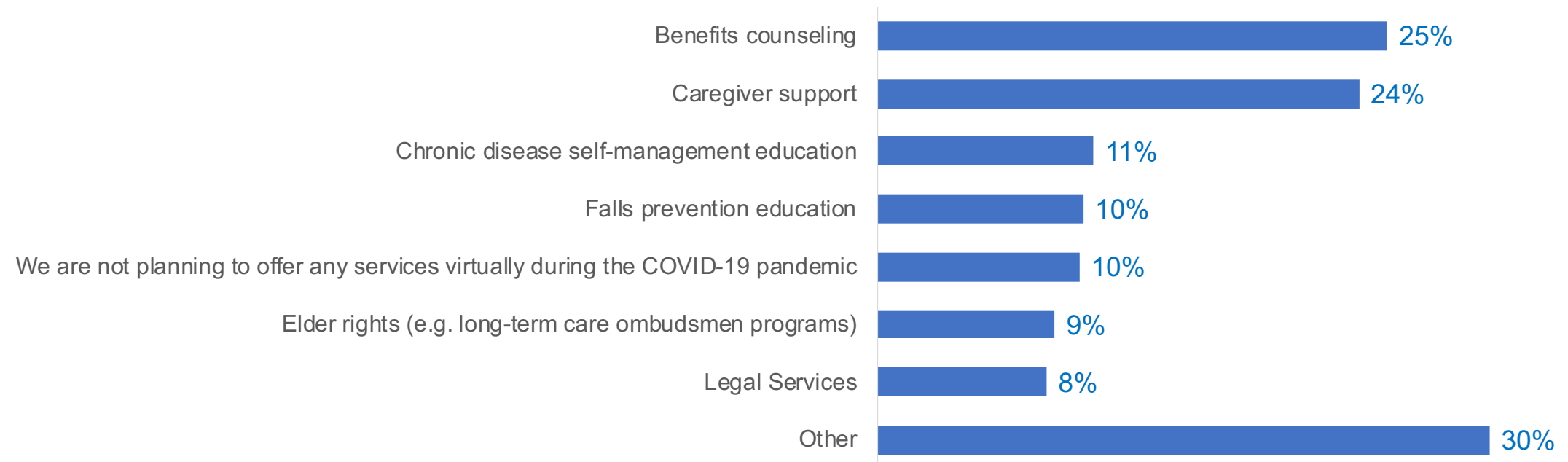


*Which services/programs have been reduced or stopped in response to the COVID-19 pandemic? Check all that apply. (n=1003) and Which services/programs have been increased or introduced in response to the COVID-19 Pandemic? Check all that apply. (n=1003)*

# Almost all organizations have pivoted to offer phone or virtual services

Respondents report their organization is offering or will offer services to older adults virtually or by phone.

## SERVICES PLANNED TO BE OFFERED VIRTUALLY

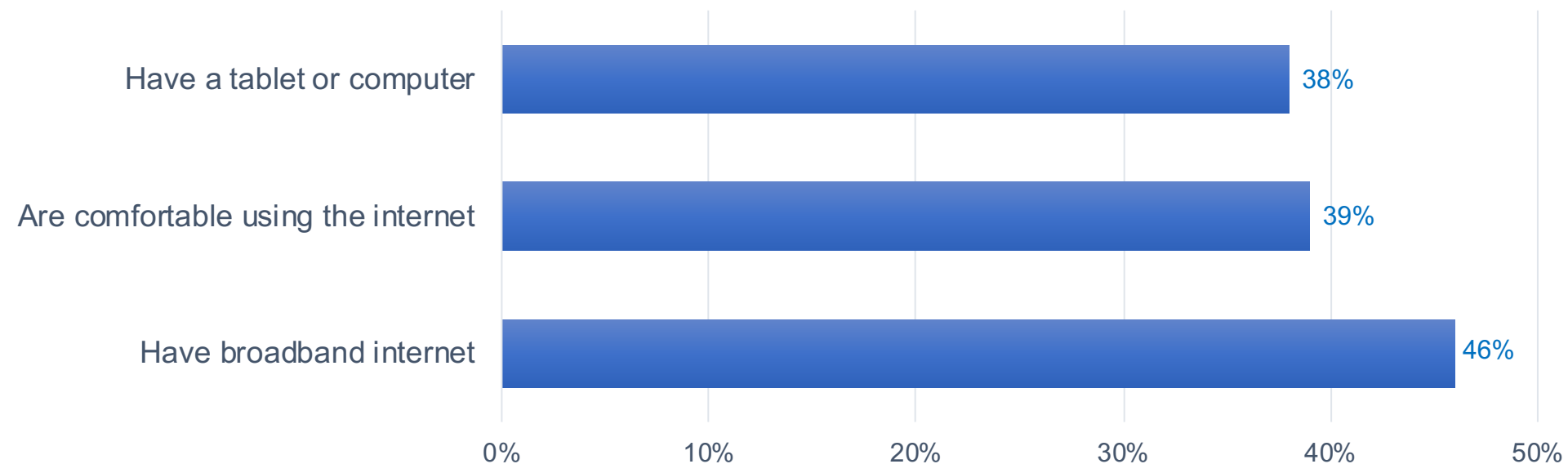


*Which services do you plan to offer virtually or by phone during the COVID-19 pandemic? (n=1003)*



# Technology remains a barrier to serving older adults virtually

AVERAGE PERCENTAGE OF CLIENTS WHO:



*To the best of your knowledge, what percentage of your clients have broadband internet access? (n=655)*

*To the best of your knowledge, what percentage of your clients are comfortable using the internet? (n=676)*

*To the best of your knowledge, what percentage of your clients have a tablet or computer? (n=634)*

# Organizations need support to serve older adults today— and after the pandemic

Organizations said the top ways they would use additional financial support is for:

1. Day-to-day operations
2. Expanding programs and services
3. Meals and nutrition
4. Outreach/communications
5. Technology and technology training
6. Laptops or tablets

*NCOA recognizes that CBOs serving older adults are often underfunded. Considering the impact of the COVID-19 pandemic on your organization, we are interested in learning where additional funding would be best allocated. (n=553)*