

# STATE OF NONPROFITS REPORT



**MARCH 2021**

**EXECUTIVE  
SUMMARY**

Nonprofit organizations fill critical roles in our County. They are all around us, and yet we don't always recognize the influence they have, day in and day out, on the quality of life in our community. Each of us benefits from nonprofit activity in some way and, collectively, our community is shaped by these organizations where people come together to transform shared values into action. The pandemic has created a challenging situation for everyone.

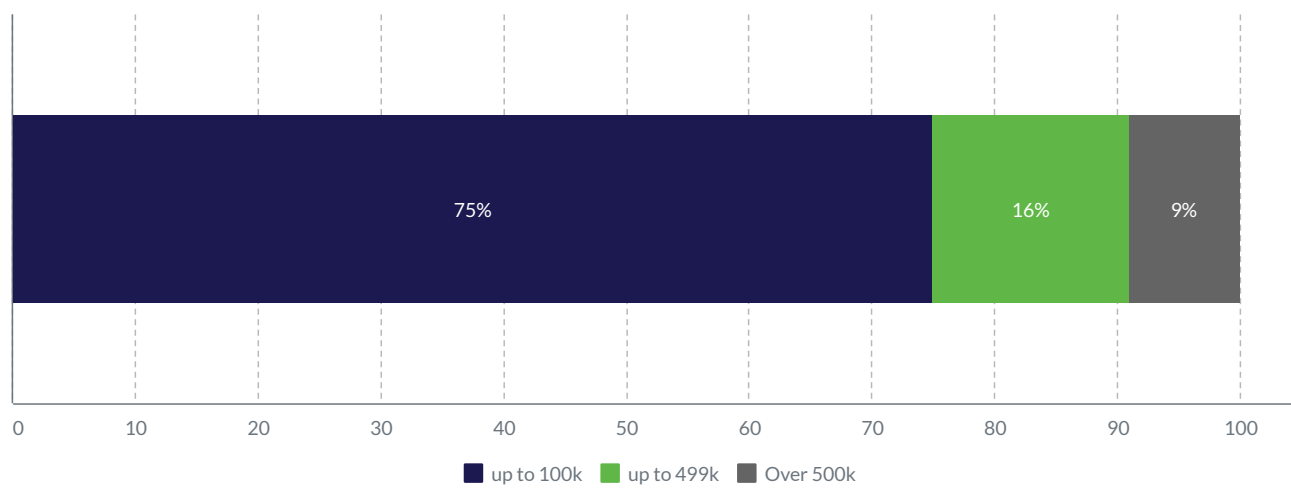
No part of Placer County has been spared from negative impacts of the crisis, including nonprofits.

This report provides both an overview of the nonprofit sector in Placer County, and specific information about the 111 nonprofits in Western Placer County that were awarded grants through the County initiative, Placer Shares.

# SIZE AND SCOPE OF PLACER COUNTY NONPROFITS<sup>1</sup>



Percent of 501(c)(3) and annual income

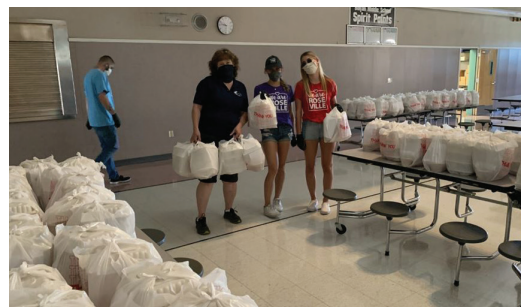


Annual income is not distributed evenly throughout the sector. The vast majority (75%) of 501(c)(3) nonprofits in Placer County have annual incomes of less than \$100,000. Sixteen percent (16%) have annual incomes between \$100,000 and \$499,999 and 9% have annual incomes of \$500,000 or more.

## BY THE NUMBERS

Placer County nonprofits (excluding health systems) report more than **\$1.4 billion in annual income** and collectively hold more than **\$2 billion in assets**.

Smaller budgets don't necessarily equate to small community impact as many **nonprofits rely heavily on volunteers for labor**. Approximately **76,183 Placer County residents between the ages of 15 and 84 volunteer**.<sup>2</sup>



I think what we're seeing in demand now is the new normal. We've moved from distributing 7 million pounds of food to 14 million pounds. The cost of living in Placer County is high and there is a lot of food insecurity. Does this mean we need to go from a 30,000 square foot warehouse to a 60,000 square foot warehouse? We are trying to get rightsized and stay rightsized.

—Dave Martinez, Placer Food Bank



## California nonprofits employ

Nonprofit income correlates with a significant presence in the workforce. According to CalNonprofits 2019 report, Causes Count<sup>3</sup>:

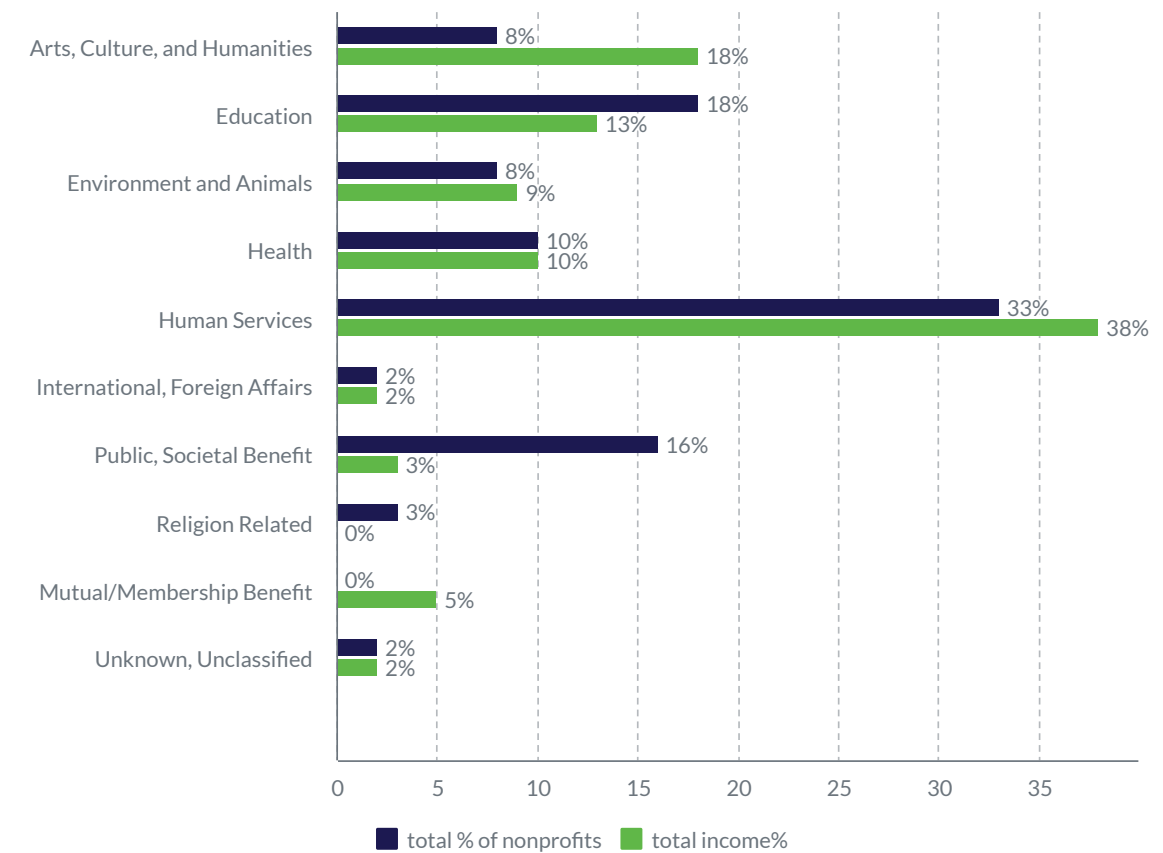


Nonprofits rank as the 4th largest employer by number of jobs among key California industries, with more employees than construction, and the 3rd largest in total wages paid.

## Placer County health related nonprofits represent



% of nonprofits and total income

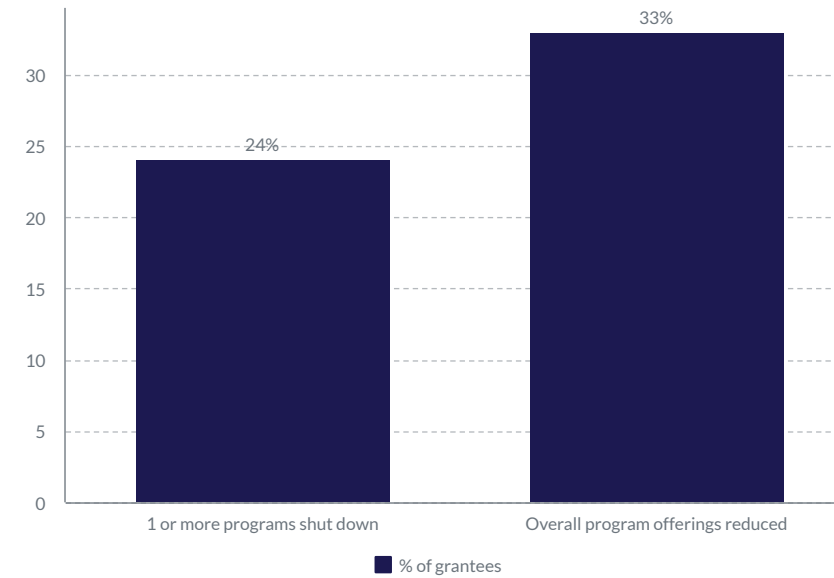


# SIZE AND SCOPE OF PLACER SHARES GRANTEES

# IMPACT OF COVID-19 ON PLACER SHARES GRANTEES



Note: People may be served by multiple grantees.



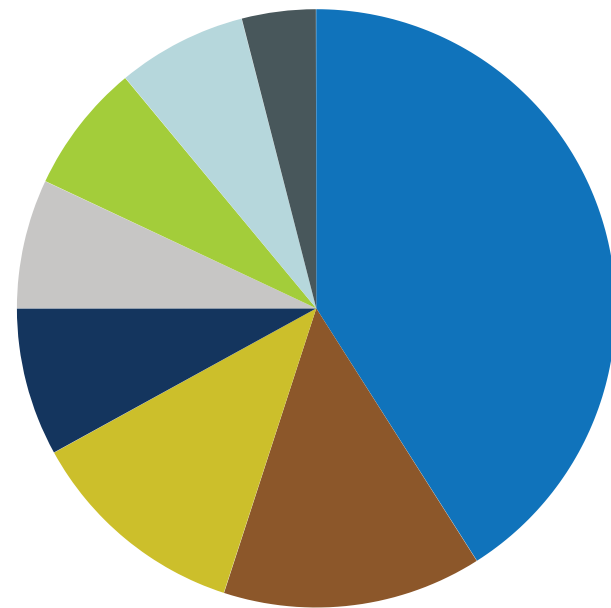
### BY THE NUMBERS

- The loss of unrestricted dollars is the most acutely felt. Since many fee-for-service contracts, government contracts/grants, and foundation grants do not cover full overhead costs, these necessary expenses must be covered in other ways.
- Twenty-four percent (24%) of grantees reported that one or more of their programs shut down for some period after March 1, 2020, and 33% reported that their overall program offerings have been reduced since March 1, 2020.

**66%**  
of grantees have budgets less than \$500,000

**76%**  
of grantees have 5 or fewer full-time employees

Providers by type



- Health and Human Services Safety Net (41%)
- Education (14%)
- Arts/Culture (12%)
- Advocacy (8%)
- Animal Welfare (7%)
- Business Assistance (7%)
- Youth Development (7%)
- Environment/Recreation (4%)

## Grantees reported a loss of nearly \$18 million dollars in fundraising revenue since March 1, 2020

- 57%** Reported cancelling at least one fundraising event.
- 47%** Reported a decrease in funding from foundations or individual donors who regularly make contributions.
- 46%** Reported a decrease in fee for service, membership or earned income loss.

**44**

PPP loans and grants helped 44 of the grantees stabilize their operations, but the \$10 million in total PPP funding did not offset the fundraising loss, the additional expenditures of the addition of new staff, or the loss of volunteer hours.

**\$4 million** + Additional expenditures related to COVID-19 (PPE, technology, etc.)

**Placer Shares grantees**

**LOST**

**557** full-time staff who were furloughed or laid off

**226,434** volunteer hours were lost since March 1, 2020, valued at:

**\$6,159,004<sup>4</sup>** and represents a direct impact to an organization's ability to provide services.

# BACKGROUND OF PLACER SHARES AND IMPACT GRANTS

In July 2020, the Placer County Board of Supervisors allocated \$8 million of the County's federal CARES Act funding to assist small businesses and nonprofits with their COVID-19 related expenses. As one of a few counties across the State that chose to set aside funding to directly support community needs, the County approached three local organizations to establish criteria and processes to fairly and transparently distribute those funds into the communities throughout the region.

Sierra Business Council (SBC) was the lead contractor with Placer County and managed an \$8 million pool from the CARES Act. SBC directly managed the grants for private businesses or "for-profit" businesses and contracted with two community organizations, Placer Community Foundation (PCF) and Tahoe Truckee Community Foundation (TTCF), to oversee the distribution of grants for all tax-exempt 501(c)(3) and 501(c)(6) or "nonprofit" organizations in their respective geographies. PCF granted \$940,000 to organizations on the "western slope" (Emigrant Gap to Roseville) and TTCF granted \$320,000 to organizations on the "eastern slope" (Soda Springs to the eastern county border).

The grant assistance for nonprofits was designed for COVID related needs that aligned with the program goals and funding criteria. Eligible expenses included costs that were necessary expenditures incurred due to the public health emergency with respect to COVID-19 between March 1 - December 30, 2020.

Funding Priority 1: 501(c)(3) safety-net nonprofit organizations (such as hunger relief, mental health services, senior care, child-care, housing assistance, family and individual interventions), and 501(c)(6) broad-based business assistance organizations (such as chambers of commerce, downtown associations).

Funding Priority 2: All other eligible 501(c)(3) nonprofits, and all other eligible 501(c)(6) nonprofits (such as business sector specific membership organizations).

Ineligible organizations: Churches, Religious Organizations, Private Schools, Parental Choice, Sports Clubs and Activities, and Service Clubs such as Rotary or Kiwanis.

Grants up to \$10,000 were awarded based upon organizational size and budget. Organizations with annual revenue of \$100,000 or less (pre-COVID) were eligible for grants up to \$5,000. Organization with annual revenue of \$100,001 or more (pre-COVID) were eligible for grants up to \$10,000. Through the County's Placer Shares program, 111 western slope nonprofits received grant funding totalling \$940,000.

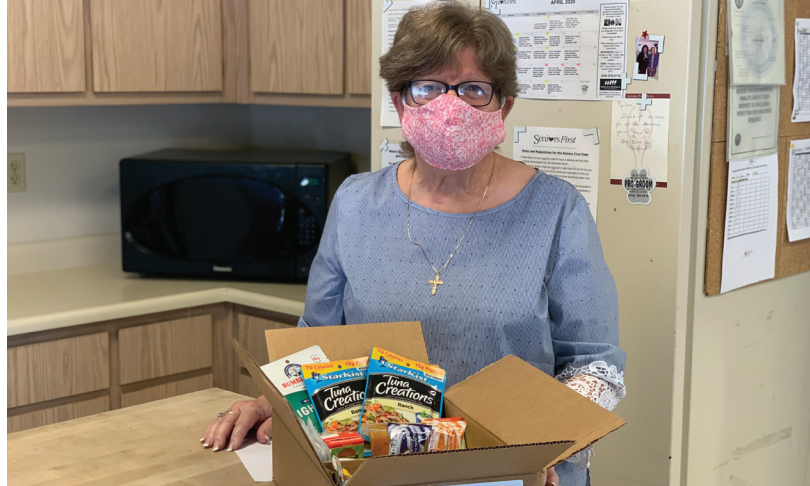
## Placer County Impact Grants

Building upon the success of the Placer Shares initiative, in November 2020 the Placer County Board of Supervisors allocated additional dollars in CARES Act funds for nonprofit safety net providers in the areas of housing, food, and mental health. A total of \$2,025,000 in Placer County Impact grants were awarded to 27 organizations serving western Placer County (Emigrant Gap to Roseville).



# PLACER SHARES GRANTEES

- A Touch of Understanding, Inc.
- Allegiant Giving Corporation
- Assistance League of Greater Placer
- Auburn Chamber of Commerce
- Auburn Symphony
- Auburn Interfaith Food Closet
- Auburn State Theatre, Inc.
- Auburn Senior Center
- Beautiful Minds Wellness
- Blackberry Creek Farm Animal Sanctuary
- Blossom Place
- Boys & Girls Club of Placer County
- California CareForce
- Cello Student Enterprises
- Chapa-De Indian Health
- Child Advocates of Placer County
- Children's Hope Foster Family Agency
- Colla Voce of the Sierra, Inc.
- Compassion Planet
- Crime Victims United Charitable Foundation
- Cycles 4 Hope, Inc.
- Defending the Cause Regional Alliance
- Destiny Community Services
- DeWitt Community Complex
- Down Syndrome Information Alliance
- Downtown Lincoln Association
- Dutch Flat Community Center
- EFSAC
- FamilyGreenSurvival, Inc.
- FieldHaven Feline Center
- Foresthill Divide Chamber of Commerce
- Foresthill Friends of the Library
- Foresthill Residents for Responsible Growth
- Foresthill Swimming and Recreation Corporation
- Forgotten Soldier Program
- Friends of the Lincoln Public Library
- Friends of the Roseville Public Library
- Gold Country Fair Heritage Foundation
- Gold Country Wildlife Rescue, Inc.
- Golden Sierra Life Skills, Inc.
- Granite Wellness Centers
- Healing Pastures At C Horse Ranch
- Hearts Landing Ranch
- Heartstrings Counseling
- Hope, Healing, Restoration And New Beginnings
- HOPE; Healthy Outcomes for Personal Enrichment Counseling
- Horses for Healing Therapeutic Riding Center
- Horses' Honor
- Humane Society of the Sierra Foothills
- Insights Counseling Group
- Keaton's Child Cancer Alliance
- Kelli's Cookies for Goodness Bakes
- KidsFirst
- Kitten Central of Placer County
- Koinonia Foster Homes, Inc.
- Latino Leadership Council
- LEOA Foundation
- Lighthouse Counseling and Family Resource Center
- Lincoln Area Chamber of Commerce
- Lincoln Community Foundation
- Lincoln Veterans Memorial Coalition
- Lost But Not Forgotten
- Ma Series Arts
- Me-One Foundation
- My Mother's Voice
- North State Building Industry Foundation
- Placer County Law Enforcement Chaplaincy
- Placer County Vintners Association
- Placer County Wine and Grape Association
- Placer Family Housing dba Acres of Hope
- Placer Food Bank
- Placer Land Trust
- Placer Nature Center
- Placer People of Faith Together
- Placer County SPCA
- Placer Valley Sports Complex, Inc.
- Placer Valley Tourism
- Placer Veterans Stand Down
- PRIDE Industries
- ReCreate
- Ride to Walk
- Rocklin Area Chamber of Commerce
- Rocklin Community Theatre
- Roseville Area Chamber of Commerce
- Roseville City School District Foundation
- Roseville Historical Society
- Roseville Jazz Festival
- Roseville Police Activities League
- Roseville Urban Forest Foundation
- Sacramento Area Brewers Guild
- Saint Vincent de Paul Society, Roseville Area Conference, Inc.
- Seniors First
- Shelter Providers of Sacramento, Inc., dba HomeAid Sacramento
- Sierra College Foundation
- Sierra Community Medical Foundation
- Sierra Foothills AIDS Foundation
- Native Alliance of the Sierra Nevada Foothills
- Sierra Pacific Great Pyrenees Rescue
- Sierra Performing Arts Association
- Sierra Vista Community Center
- Sight Word Busters
- South Placer Heritage Foundation
- Stand Up Placer, Inc.
- Stanford Youth Solutions dba Stanford
- Sierra Youth & Families
- Supporting The Taylor House, Inc.
- The Cowpoke Foundation
- The Salvation Army Auburn
- Tuskegee Airmen Inc., Heritage Chapter of Greater Sacramento
- Uplift Family Services
- Wellness Within
- WR Charitable Foundation



# INTRODUCTION

Nonprofit organizations fill critical roles in our County.

They are all around us, and yet we don't always recognize the influence they have, day in and day out, on the quality of life in our community.

They boost the local economy by attracting visitors who partake in cultural experiences, sporting events, outdoor recreation and more, which in turn helps support local restaurants, hotels and shops.

It's easy to understand a nonprofit's impact when we see direct benefits—providing relief for victims of natural disasters or assisting individuals who need food or shelter. But nonprofits also create a sense of community

through engaging in the arts and education, helping youth develop, preserving our environment, and protecting our pets and wildlife. Nonprofits advocate for economic growth and foster civic engagement. Each of us benefits from nonprofit activity in some way and, collectively, our community is shaped by these organizations where people come together to transform shared values into action.

The pandemic has created a challenging situation for everyone. No part of Placer County has been spared from negative impacts of the crisis, including nonprofits. And while some businesses may claim they are a "nonprofit" as a result of COVID-19, they are not the same as nonprofit corporations. Nonprofits have a mission that focuses on activities that benefit society. Being a nonprofit does not mean an organization cannot make a profit – in fact it can and should in order to remain sustainable – but that profit cannot be distributed to staff or board members and instead must be reinvested into mission-related activities.

This report provides both an overview of the nonprofit sector in Placer County, and specific information about the 111 nonprofits in western Placer County that were awarded grants through the County initiative, Placer Shares. The data in the overview of nonprofit corporations in Placer County is taken from the National Center for Charitable Statistics Data Archive – pre-COVID. The specific information for the Placer Shares grantees was gleaned through analysis of the grant applications and through interviews of 18 Executive Directors/CEOs of Placer County nonprofits across a broad array of missions.

Churches and houses of worship are generally exempt from IRS nonprofit registration and annual reporting requirements, they are not included in this report. The lack of data rules out any meaningful analysis of these organizations and risks diminishing the important contributions that churches and houses of workshop make to both Placer County's economy and quality of life.

# SIZE AND SCOPE OF PLACER COUNTY NONPROFITS

The "nonprofit corporation" status is designated by the state and the "tax exempt" status is designated by the IRS. There are 29 categories of tax-exempt organizations, but 501(c)(3) nonprofit corporations are those most commonly thought of as charities and the only type to which donations are tax-deductible. Other categories of tax-exempt organizations include professional associations, civic leagues, labor unions, business leagues, chambers of commerce, fraternal organizations, and social clubs, to name a few.

However, being tax-exempt doesn't mean that the organization doesn't pay any taxes. California nonprofits must pay employment taxes, most sales taxes, and income tax on income derived from activities outside of their mission.

There are 1,332 organizations registered as 501(c)(3) nonprofits in Placer County. In addition, there are another 400 nonprofit corporations that are not 501(c)(3), including non-charity organizations such as professional associations, civic leagues, labor unions, business leagues, chambers of commerce, fraternal organizations, and social clubs, to name a few.

Placer County Nonprofits			
501(c)(3)	501(c)(3) Hospitals	Other 501(c)	Total
1310	22	400	1732

Hospitals account for a disproportionate share of 501(c)(3) income and assets, reporting nearly \$4.8 billion in income annually. These health systems often span multiple counties or states, but report income and assets to the IRS based upon the location of their headquarters rather than service area(s). So, while there are multiple health systems that serve Placer County, some are based outside of Placer County and others are based in Placer County but serve multiple states. For this reason, this report does not include hospitals or health systems Placer County Specific data.

**Our purpose is to bring people downtown through events and that just wasn't possible. We distributed PPE supplies and procedures for businesses, held webinars on how to apply for PPP loans, and offered consulting help.**



—Joann Hilton,  
Downtown Lincoln Association

Even excluding hospitals, Placer County nonprofits report more than \$1.4 billion in annual income and collectively hold more than \$2 billion in assets.

Placer County Nonprofit Income and Assets		
	Income	Assets
501(c)(3)	\$1,306,417,615	\$1,978,994,824
Nonprofits other than 501(c)(3)s	\$119,454,070	\$189,400,721
<b>Total</b>	<b>\$1,425,871,685</b>	<b>\$2,168,395,545</b>

This annual income is not distributed evenly throughout the sector, however, as illustrated in the following table. The vast majority (73%) of 501(c)(3) nonprofits in Placer County have annual incomes of less than \$100,000. Sixteen percent (16%) have annual incomes between \$100,000 and \$499,999, and 11% have annual incomes of \$500,000 or more.

Annual Income of Placer County 501(c)(3)s		
Annual Income	Number of Placer County 501(c)(3)s	Percentage
\$0 to \$99,999	976	75%
\$100,000 to \$499,999	212	16%
\$500,000 to \$999,999	45	3%
\$1,000,000 to \$4,999,999	49	4%
\$5,000,000 to \$9,999,999	10	1%
\$10 million or higher	18	1%
<b>Total</b>	<b>1310</b>	<b>100%</b>

It's important to note that smaller budgets don't necessarily equate to small community impact as many nonprofits rely heavily on volunteers for labor. This volunteer workforce not only provides service to the community (think Meals on Wheels drivers, youth sports programs, disaster response or assistance leagues) but also help people connect in meaningful ways. According to AmeriCorps and the National Service Knowledge Network, 23.5% of Californians volunteer in some capacity. Based on this volunteer rate and Placer County's 2020 population estimate of 403,490, approximately 76,183 Placer County residents between the ages of 15 and 84 volunteer.

**We set up an option for telehealth within two weeks of the pandemic's start. We didn't know at the time if these visits would qualify for reimbursements but took a leap of faith and, fortunately, we were reimbursed for them. Telehealth is hard for a lot of low-income people, many of whom don't have good internet access. One of our staff drove around and created a list of free WI-FI spots to assist them. We had to pause our dental practice, the largest in Placer County, for two months but gradually brought people back in stages. We now have full staffing there but operate at half-capacity.**



—Lisa Davies,  
Chapa-De Indian Health Program

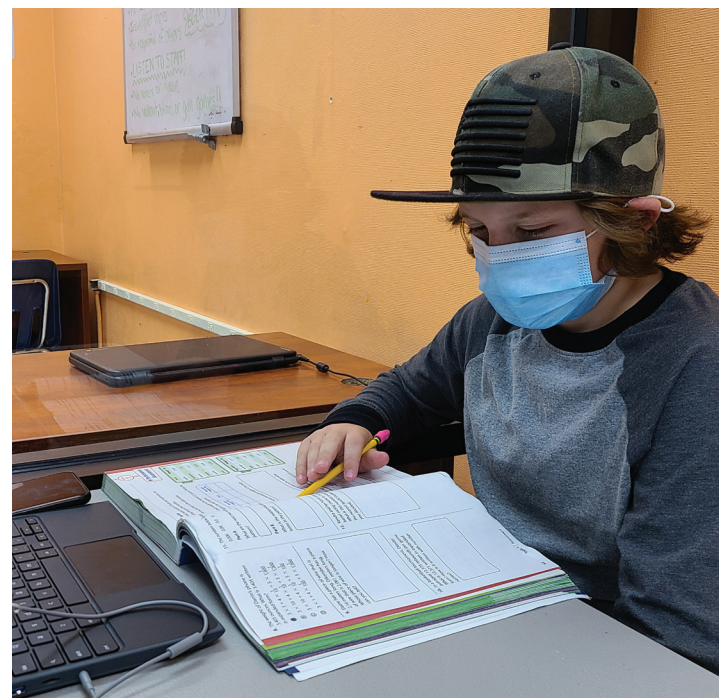
Health related nonprofits (outside of health systems and hospitals) represent 10% of the nonprofits and report 10% of the total income. Human services organizations are also fairly balanced between percentage of number of nonprofits and income, 33% and 38% respectively, as are Environment and Animals organizations, 8% and 9% respectively. Public, Societal Benefit organizations, get a smaller share of funding as they comprise 16% of Placer County nonprofits but report only 3% of the income. Arts, Culture and Humanities organizations punch above their weight, representing only 8% of the nonprofits but 19% of total income. Education-related organizations comprise 17% of Placer County nonprofits but report only 13% of the total income.

We had been preparing for the option of providing virtual services prior to COVID, and so as shelter in place orders came down, we went home on a Friday and by Monday were working virtually.



—Gary McDonald,  
Lighthouse Counseling and Family  
Resource Center

Size and Income of Placer County 501(c)(3) Nonprofits Excluding Hospitals				
	# Orgs	Percent of # Orgs	Income	Percent of Total Income
Arts, Culture, and Humanities	108	8%	\$ 247,684,659	18%
Education	229	18%	\$ 168,852,801	13%
Environment and Animals	100	8%	\$ 117,518,825	9%
Health	125	10%	\$ 125,480,627	10%
Human Services	431	33%	\$ 501,541,156	38%
International, Foreign Affairs	28	2%	\$ 26,680,770	2%
Public, Societal Benefit	210	16%	\$ 35,883,238	3%
Religion Related	45	3%	\$ 1,106,763	0%
Mutual/Membership Benefit	5	0%	\$ 59,898,450	5%
Unknown, Unclassified	29	2%	\$ 21,770,326	2%
	1310	100%	\$ 1,306,417,615	100%



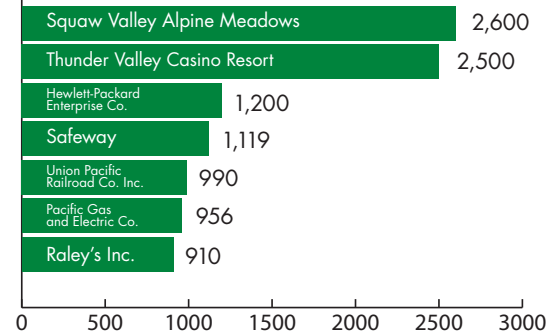
Nonprofit income correlates with a significant presence in the workforce. According to CalNonprofits 2019 report, Causes Count:<sup>3</sup>

- » Approximately 1.2 million Californians work for a nonprofit
- » One of every 14 California jobs is at a nonprofit
- » Overall, nonprofits make up 7.2% of all California employment, and 8.4% of non-government employment
- » Nonprofits rank as the 4th largest employer by number of jobs among key California industries, with more employees than construction, and the 3rd largest in total wages paid
- » California's volunteers contribute the equivalent of 331,000 full-time jobs each year
- » Nonprofit staff are more diverse in gender and race/ethnicity than the general workforce
- » The three industries in California with more jobs than nonprofits are: retail (1,667,800), accommodation/food service (1,586,300), and manufacturing (1,294,800)

# SIZE AND SCOPE OF PLACER SHARES GRANTEES

Here in Placer County, nonprofits are a significant part of the workforce as well. The 111 Placer Shares grantees employ a total of 4,563 full-time employees, which collectively is larger than any other single private Placer County employer (excluding hospitals).

## MAJOR PRIVATE EMPLOYERS IN PLACER COUNTY



1. As of December 2018 (Most current data available)  
Source: [www.labormarketinfo.edd.ca.gov/data/employment-by-industry.html](http://www.labormarketinfo.edd.ca.gov/data/employment-by-industry.html)  
2. Data Source: Sacramento Business Journal, May 2019

## Placer Shares Grantees Total Number Employees March 1, 2020

Full-Time	Part-Time	Independent Contractors
4,563	2,468	397

Placer Shares grantees report serving 2,774,242 people annually with 714,102 of those from low-income households. Grantees also reported the following populations served:

## Underserved Populations Served Annually

People with disabilities	352,620
People experiencing homelessness	41,277
People who are lesbian, gay, bisexual, transgender, queer or questioning, and intersex	284,211
Veterans	454,691

## Percentage Gender Served Annually

Female	42%
Male	39%
Transgender	6%
Gender neutral	7%
Non-binary gender non-conforming	6%

## Percentage Ethnicity Served Annually

Hispanic origin	25%
Non-Hispanic origin	75%

## Percentage Race Served Annually

American Indian or Alaskan	4%
Asian	6%
African American Black	6%
Latinx	7%
Multi-Race	5%
Native Hawaiian or Other	4%
White	67%

## Age Served Annually

17 or younger	713,029
18-49	736,436
50-64	757,294
65 and older	567,483

**Note:** In some instances, the number of people served includes visitors to large events such as festivals, sporting events, etc.

We cancelled our largest event in May and postponed it to October. Individuals stuck with us; small business contributions were down but some large businesses stepped up.



—Randy Tooker,  
Boys & Girls Clubs of Placer County

Placer Shares grantees represent a variety of subsectors, with the most grants given to Health and Human Services/Safety Net providers. This reflects both the funding priorities set for Placer Shares but also the overall percentage of Health and Human Services providers in the County's nonprofit landscape.

### Summary of Placer Shares Nonprofit Grantees by Subsector

Subsector	Number of Organizations	Percent of Total
Advocacy	9	8%
Animal Welfare	8	7%
Arts/Culture	13	12%
Business and Assistance	8	7%
Education	15	14%
Environment/Recreation	4	4%
Health and Human Services/Safety Net	46	41%
Youth Development	8	7%

Like the nonprofits operating throughout Placer County, the majority of Placer Shares grantees (66%) have budgets less than \$500,000.

### Summary of Placer Shares Nonprofit Grantees by Size

Budget	Number of Organizations	Percent of Total
Up to \$100,000	35	32%
\$100,000 to \$499,999	38	34%
\$500,000 to \$999,999	14	13%
\$1,000,000 to \$1,999,999	10	9%
\$2,000,000 to \$4,999,999	5	5%
\$5,000,000 to \$9,999,999	1	1%
More than \$10 million	8	7%
	111	100%



Not surprisingly, the majority of Placer Shares grantees (84) have five or fewer full-time employees, as would be expected by budget sizes, and many are all-volunteer organizations.

### Placer Shares Grantees Full-Time and Part-Time Breakdown March 1, 2020

Number of Employees	Number of Grantees: Full-Time Employees	Number of Grantees: Part-Time Employees
0	48	45
1 - 5 Employees	36	41
6 - 10 Employees	11	12
11 - 25 Employees	7	7
26 - 50 Employees	4	4
51 - 150 Employees	1	1
151 - 250 Employees	3	0
More than 250 Employees	1	1
Total Number of Grantees	111	111



# IMPACT OF COVID-19 ON PLACER SHARES GRANTEEES

COVID-19 caused a cascade effect for Placer Shares grantees impacting every aspect of their operations. Grantees reported a loss of nearly \$18 million dollars in fundraising revenue since March 1, 2020. Fifty-seven percent (57%) reported cancelling at least one fundraising event, 47% reported a decrease in funding from foundations or individual donors who regularly make contributions, and 46% reported a decrease in fee-for-service, membership or earned income loss.

The loss of unrestricted dollars, those funds that may be used for any expense related to the organization's mission, are the most acutely felt. Since many fee-for-service contracts, government contracts/grants, and foundation grants do not cover an organization's full overhead cost (those expenses that cannot be attributed directly to one program such as

rent, utilities, accounting, insurance, and administration), these necessary expenses must be covered in other ways. Unrestricted funds often come from individual donations, events, membership dues, and earned income and can be used to fill this overhead "gap." Overhead is necessary for every nonprofit, but there is no single formula for the "right" level of overhead. Starving nonprofits of full overhead costs does not increase efficiency, but instead creates inefficiencies through use of outdated equipment and technology, poor internal systems, chronic deferred facility maintenance, and staff burnout and attrition. Additional COVID-related expenditures (PPE, technology, etc.) of more than \$4 million packed a double punch for the grantee organizations already struggling to maintain services.

### Impact of COVID-19 on Placer Shares Nonprofit Grantees

Number of Orgs	Budget Size	Amount of Fundraising Loss	Additional Expenditures
35	Up to \$100,000	\$1,284,584	\$544,000
38	\$100,000 to \$499,999	\$3,459,123	\$652,466
14	\$500,000 to \$999,999	\$1,292,023	\$294,727
10	\$1,000,000 to \$1,999,999	\$3,675,662	\$1,070,000
5	\$2,000,000 to \$4,999,999	\$393,199	\$10,000
1	\$5,000,000 to \$9,999,999	\$249,638	\$141,440
8	More than \$10 million	\$7,376,758	\$1,501,341
111		\$17,730,987	\$4,213,974

With people cooped up in their homes, the demand is higher than ever. We have been seeing increasing demand over the past 5 years, but we anticipate that once people go back to work and school, it will go through the roof as it has in other countries that have opened up. We now hold our therapy and support groups online. We have hired five new people due to increased demand, but it is difficult to virtually onboard new staff.



—Jenny Davidson, Stand Up Placer



Fundraising losses led to staff furloughs and layoffs with grantees reporting that a net loss of 557 full-time staff. Many organizations also lost volunteers as offices and service sites were closed, and because many volunteers elected to shelter

in place. Grantees estimate that 226,434 volunteer hours were lost since March 1, 2020, which translates to a dollar value of \$6,159,004,<sup>4</sup> and represents a direct impact to an organization's ability to provide services.

Number of Orgs	Budget Size	Number of FTE Staff Lost	Number of FTE Staff Increase	Net Loss/Gain of FTE Staff	Loss of Volunteer Hours
35	Up to \$100,000	41	24	-17	40,405
38	\$100,000 to \$499,999	137	35	-102	68,396
14	\$500,000 to \$999,999	17	7	-10	53,140
10	\$1,000,000 to \$1,999,999	57	16	-41	40,510
5	\$2,000,000 to \$4,999,999	4	0	-4	18,543
1	\$5,000,000 to \$9,999,999	0	4	+4	0
8	More than \$10 million	402	15	-387	5,440
111		658	101	-557	226,434

### Placer Shares Nonprofit Grantees Reported Impacts of COVID-19 on Program, Fundraising and Operations

Impact on Grantee	Number impacted	Percentage of Grantees Impacted
Program Shut Down	27	24%
Program Reduction	37	33%
Decreased Funding from Foundations and Individuals	52	47%
Event(s) Cancelled	63	57%
Fee for Service, Membership or Earned Income Loss	51	46%
Volunteer Loss	14	13%
PPE Costs	14	13%
Technology Costs	16	14%

When asked to describe the loss or diminished offering of specific programs, 24% reported that one or more of their programs shut down for some period after March 1, 2020, and 33% reported that their overall program offerings have been reduced since March 1, 2020.

Note: Many grantees reported more than one impact, so the total number impacted exceeds the number of 111 grantee organizations.

PPP loans and grants helped 44 of the grantees stabilize their operations, but the \$10 million in total funding did not offset the fundraising loss, the additional expenditures, the addition of new staff or the loss of volunteer hours.

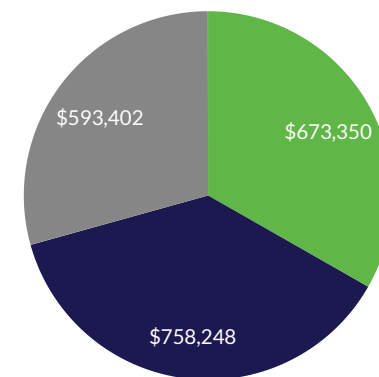
Number of Orgs	Budget Size	Received PPP Loan/Grant	Amount of PPP Loan/Grant
35	Up to \$100,000	5	\$36,071
38	\$100,000 to \$499,999	15	\$310,359
14	\$500,000 to \$999,999	8	\$425,301
10	\$1,000,000 to \$1,999,999	7	\$1,020,481
5	\$2,000,000 to \$4,999,999	4	\$1,108,605
1	\$5,000,000 to \$9,999,999	1	\$1,137,000
8	More than \$10 million	4	\$6,517,912
111		44	\$10,555,729

# PLACER COUNTY IMPACT GRANTS

Building upon the success of the Placer Shares initiative, in November 2020 the Placer County Board of Supervisors allocated an additional \$3 million in CARES Act funds for the nonprofit sector with a total of \$2,700,000 available for grants net of processing fees. Placer Community Foundation administered a \$2,025,000 grant process for western Placer County (Emigrant Gap to Roseville), while Tahoe Truckee Community Foundation administered a \$675,000 grant process for eastern Placer County (Soda Springs to the eastern county border).

The additional funding was limited to safety net providers providing services in the areas of housing, food, or mental health. Twenty-seven nonprofits serving western Placer County were awarded a total of \$2,025,000, with 33% allocated to housing, 37% allocated to food and 29% allocated to mental health services.

### Placer County Impact Grants Western Slope



■ Housing (33.25%) ■ Food (37.44%) ■ Mental Health (29.3%)

We have always been a mobile team, so working without an office is not new for us but working through Zoom calls is challenging. We have clients who might not have the equipment, WI-FI or have limited data plans that make it difficult to connect. Looking forward I see more inequities for these families who cannot connect with technology. Some of the mothers have quit their jobs to stay home with the children who are trying to learn remotely. There may be language barriers that prohibit the parents from helping with homework. Children who are already behind will fall even further behind. We have worked so hard to promote the value of education with our families. Now it's as though we made them want something they can't have.



—Elisa Herrera, Latino Leadership Council

With the addition of this funding, Placer County has allocated 39% of its CARES funding to grant programs supporting businesses and nonprofits, a higher percentage than any other California county.

### Placer County Impact Grant Recipients

- AMI Housing, Inc
- Assistance League of Greater Placer
- Auburn Interfaith Food Closet
- Children's Hope Foster Family Agency
- Granite Wellness Centers
- Heartstrings Counseling
- HOPE; Healthy Outcomes for Personal Enrichment Counseling
- Insights Counseling Group
- KidsFirst
- Latino Leadership Council, Inc.
- Lighthouse Counseling and Family Resource Center
- Lilliput Families, a part of Wayfinder Family Services
- My Mother's Voice
- Placer Family Housing dba Acres of Hope
- Placer Food Bank
- Placer People of Faith Together
- Project GO, Inc.
- Saint Vincent de Paul Society, Roseville Area Conference, Inc.
- Seniors First
- Sierra College Foundation
- Sierra Foothills AIDS Foundation
- Sierra Mental Wellness Group
- Native Alliance of the Sierra Nevada Foothills
- Stand Up Placer, Inc.
- The Salvation Army, Del Oro Division
- Unity Care Group
- Yolo Community Care Continuum







## Acknowledgments

The Placer Community Foundation Board of Directors would like to thank the Placer County Board of Supervisors for their vision and responsiveness to community needs in making federal CARES act funding available to local businesses and nonprofits; to our partners Sierra Business Council and the Tahoe Truckee Community Foundation for input on the application process; to our Grant Review Committee for a thorough evaluation of grant proposals on a short timeline; to Pam Constantino and Ken Larson for their insights and feedback on this report; to our nonprofit partners who make our community a great place to live and work; to Ann Lucas, Principal, Nonprofit Strategies, who authored the report; and to Placer County Document Solutions for designing the report.



<sup>1</sup>National Center for Charitable Statistics Data Archive, derived from the IRS Business Master File, <https://nccs.urban.org/project/getting-started-nccs-data#code>

<sup>2</sup><https://www.nationalservice.gov/vcla/state/California>

<sup>3</sup>CalNonprofits Causes Count 2019, <https://calnonprofits.org/publications/causes-count>

<sup>4</sup>Independent Sector, Value of Volunteer Time, <https://independentsector.org/value-of-volunteer-time-2020/>