

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

May 2020



Improving the lives of 40 million older adults by 2030

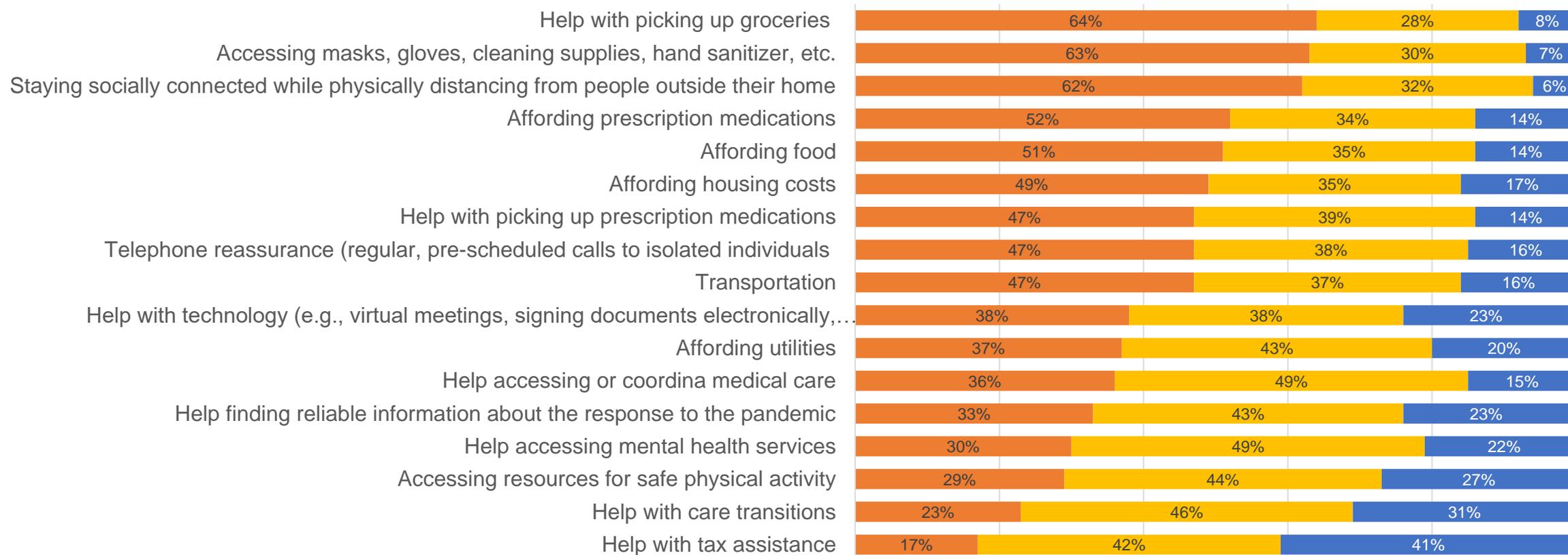
Survey Background

- 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?

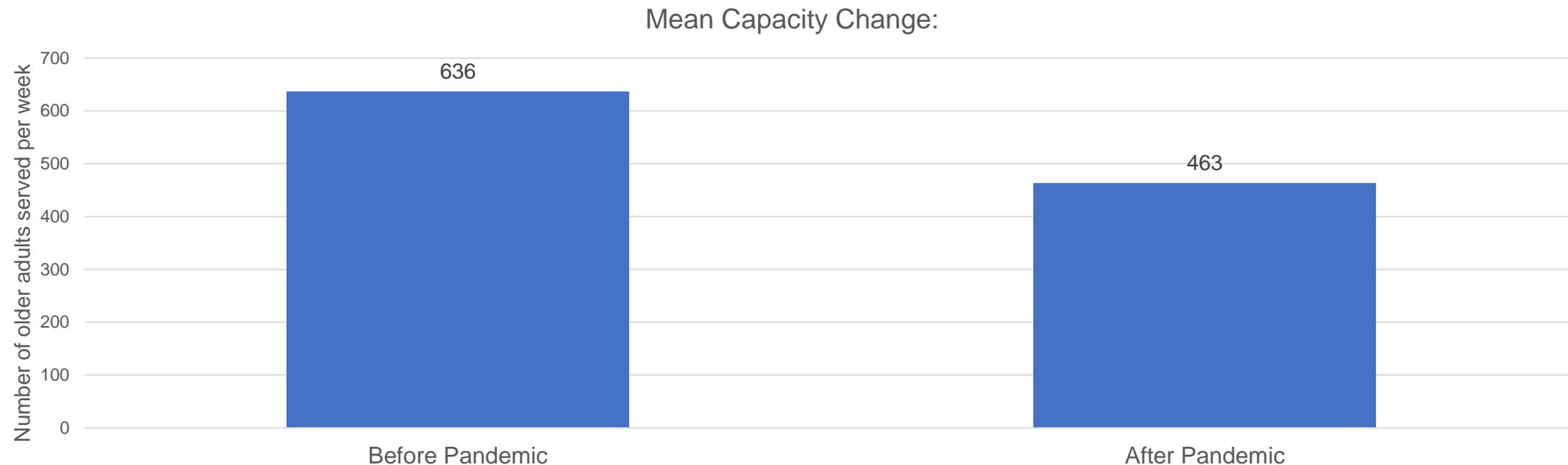
■ High priority ■ Moderate priority ■ Low priority



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.



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

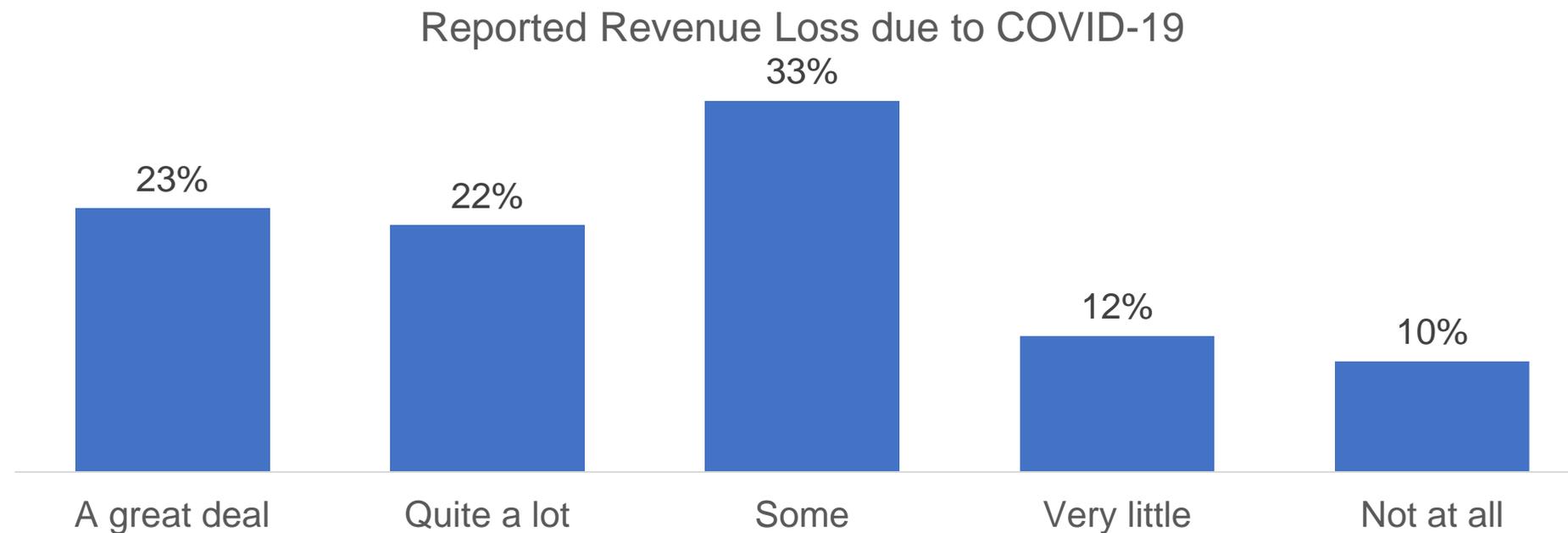
Approximately how many unique older adult clients/participants did your organization serve on average per week PRIOR to the COVID-19 pandemic? (n=550)

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.



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

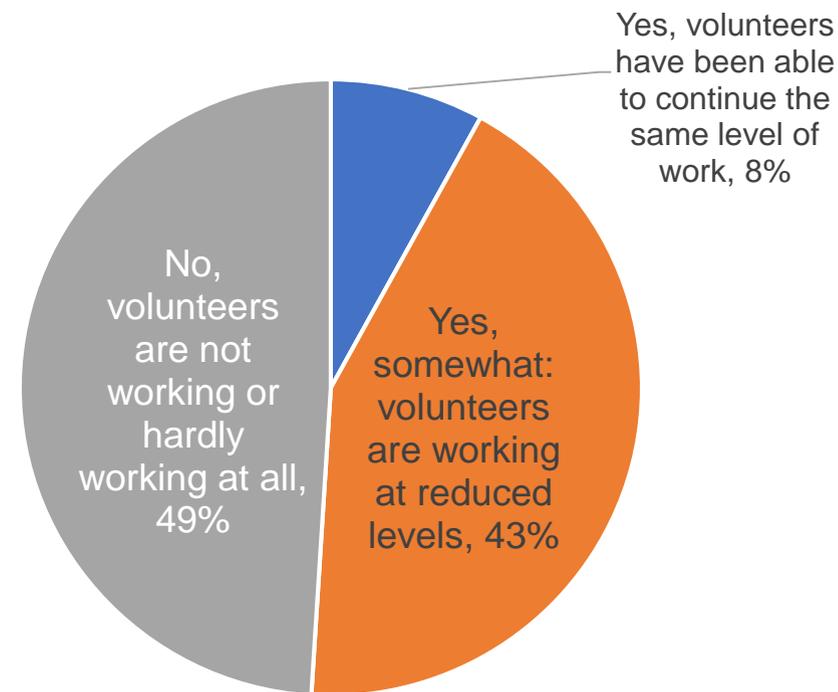
Since the COVID-19 pandemic began, has your organization had to cut staff hours or layoff staff? (n=404)

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?



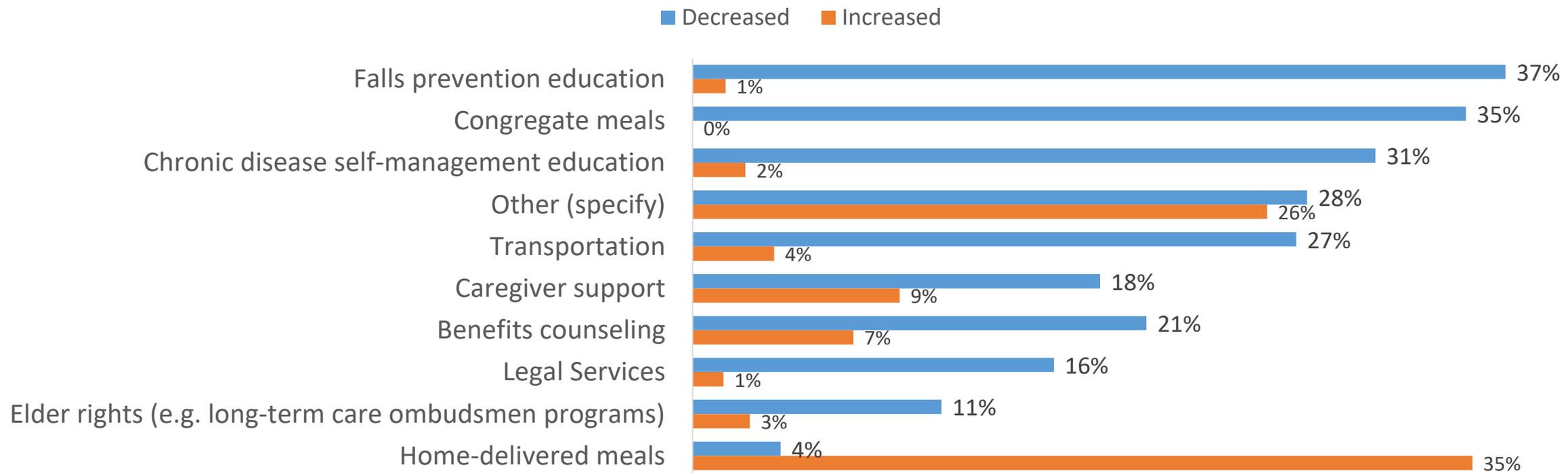
Has your volunteer workforce been able to continue working during the COVID-19 pandemic? (n=674)

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

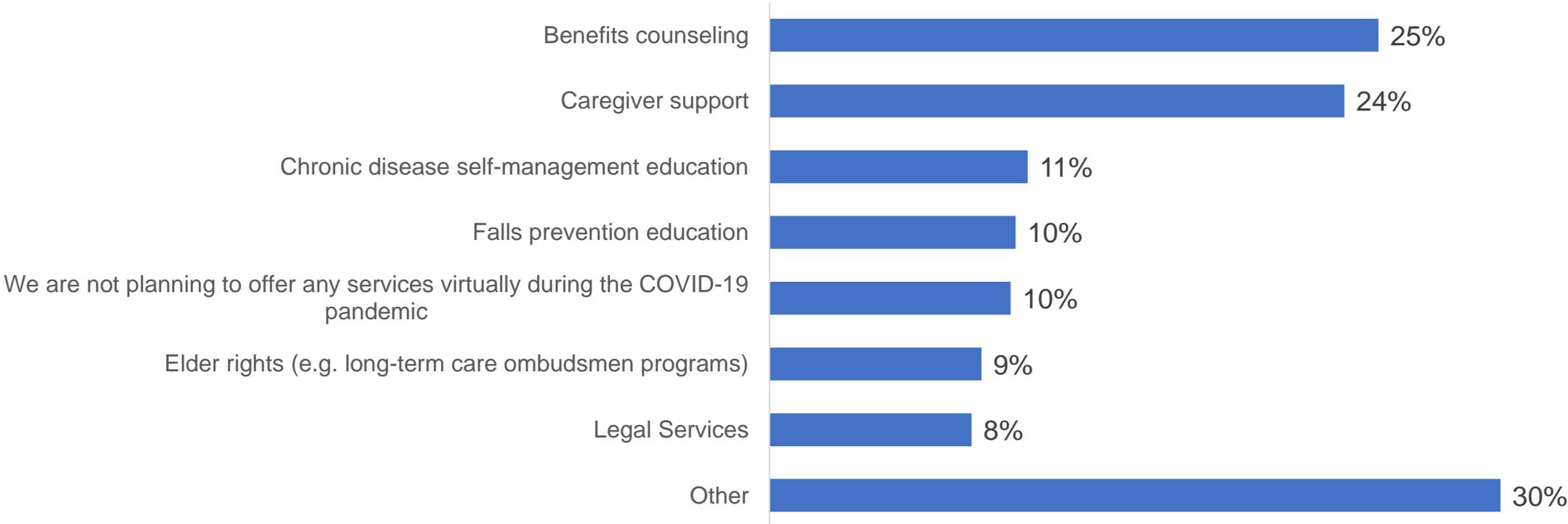


Which services/programs have been reduced or stopped in response to the COVID-19 pandemic? Check all that apply. (n=1003) and Which services/programs have been increased or introduced in response to the COVID-19 Pandemic? Check all that apply. (n=1003)

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.

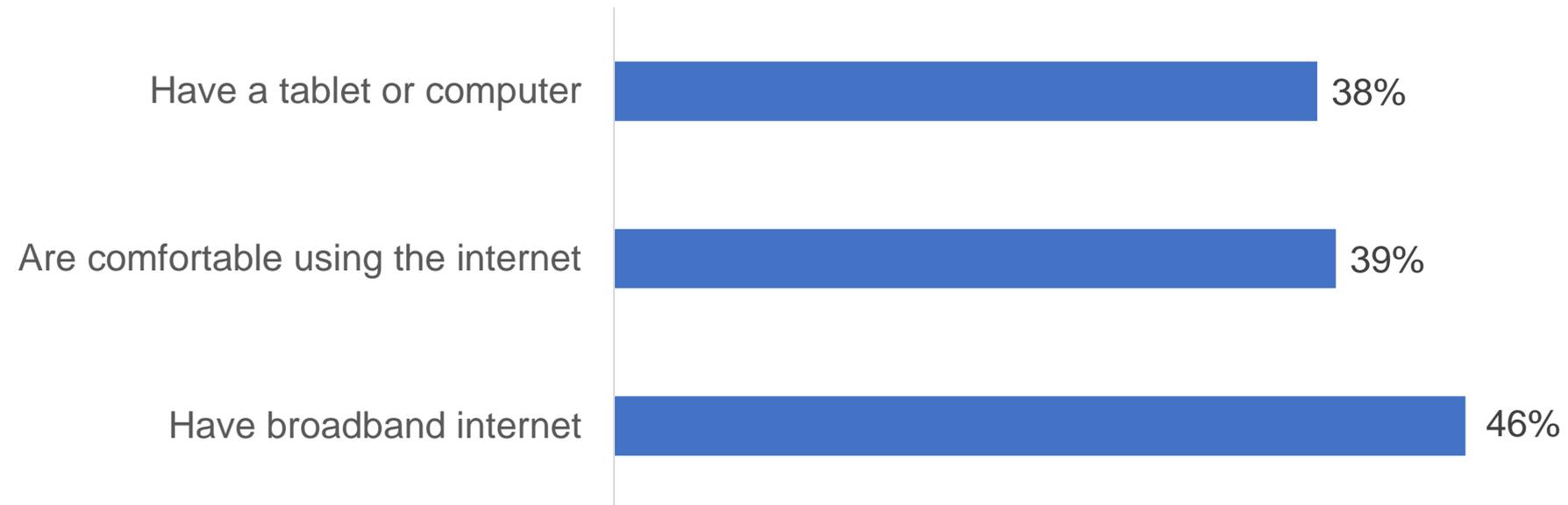
Services planned to be offered virtually



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)