



# COVID-19 and Philanthropy

## How Giving Behaviors are Shifting Amid Pandemic

In the span of only a few weeks, the COVID-19 pandemic has upended daily routines and impacted communities across the world in unprecedented ways. No corner of our society has been left untouched by the effects of the pandemic, including the nonprofit sector. To understand how this pandemic could impact the nonprofit community, Fidelity Charitable conducted a survey to gauge how regular charitable supporters are thinking about philanthropy in response to the pandemic and how the situation could affect their giving and volunteering behaviors.

# Impact on Financial Support

In 2020, what do you anticipate will happen to the amount you usually donate to nonprofit organizations as a result of COVID-19?



**FOLLOW-UP QUESTION**

**Why do you anticipate donating more to nonprofit organizations in 2020 in light of COVID-19?**  
Select all that apply.

- 63% The need is so great

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- 61% I want to help out

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- 46% My community is suffering

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- 42% I will give to additional nonprofits that are directly helping with coronavirus

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- 40% The nonprofits I already give to will need more funding

*Base: Respondents who answered "I will donate more"*

**FOLLOW-UP QUESTION**

**Why do you anticipate donating less to nonprofit organizations in 2020 in light of COVID-19?**  
Select all that apply.

- 58% I'm not sure what my income will be this year

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- 58% I'm worried about a recession and the economy overall

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- 34% The stock market is too volatile

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- 14% I'm ramping down participation in my usual charitable activities

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- 11% I'm directly supporting individuals in my community who need it

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- 4% I'm not confident that my donations will be helpful

*Base: Respondents who answered "I will donate less"*

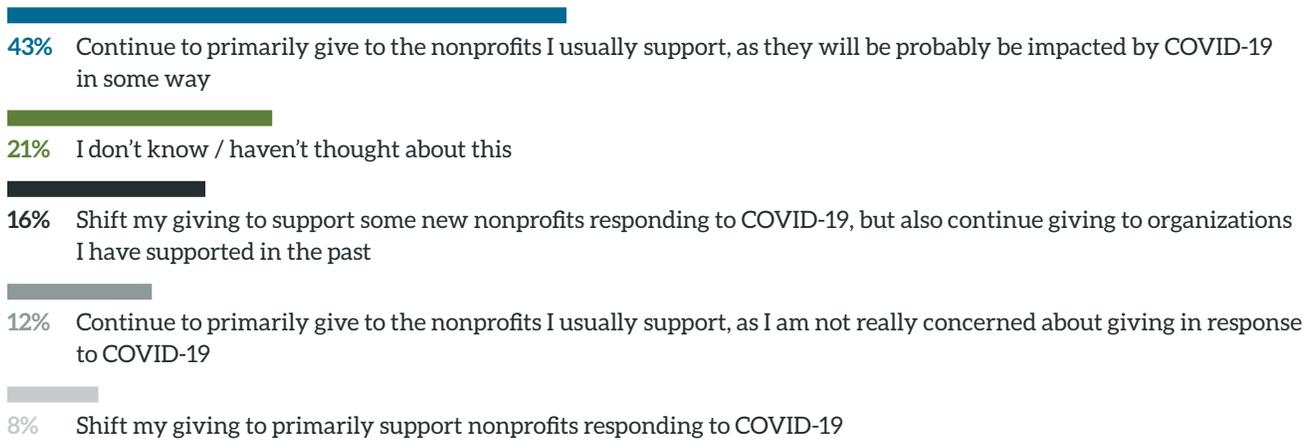
## DATA DEEP DIVE

**Younger generations plan to increase their donations in greater numbers.**

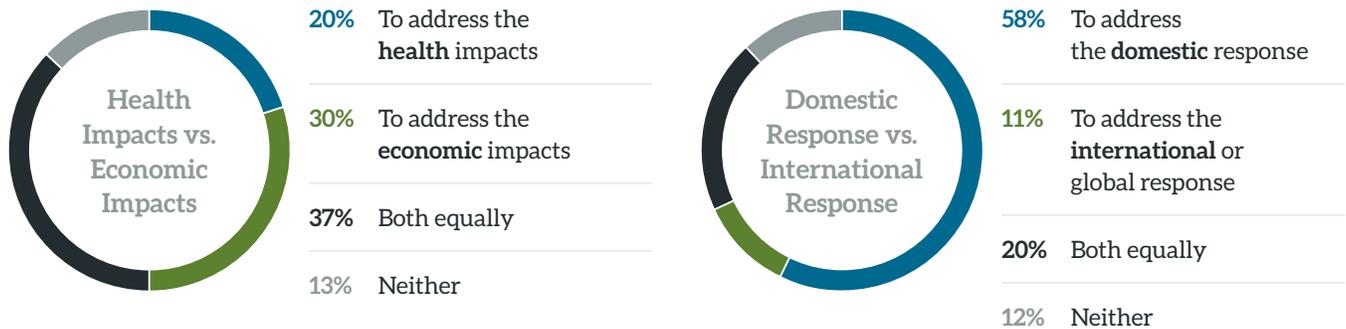
46% of Millennials say they will give more in response to the pandemic, compared to 14% of Baby Boomers and 25% of Gen X.

## Thinking of COVID-19, which of the following best describes how you plan to support nonprofit organizations this year?

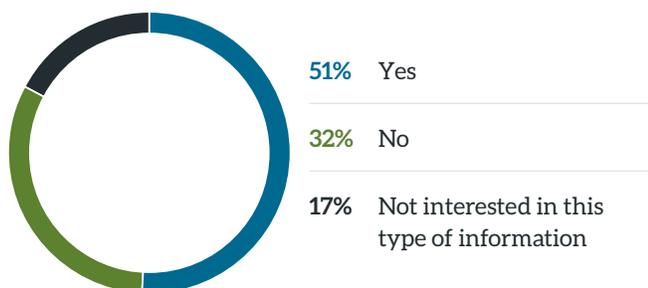
This year I plan to...



## Where are you more likely to send support in response to COVID-19?



## Do you feel like you have the information you need to understand where you can direct your financial support to help address the impact of COVID-19?



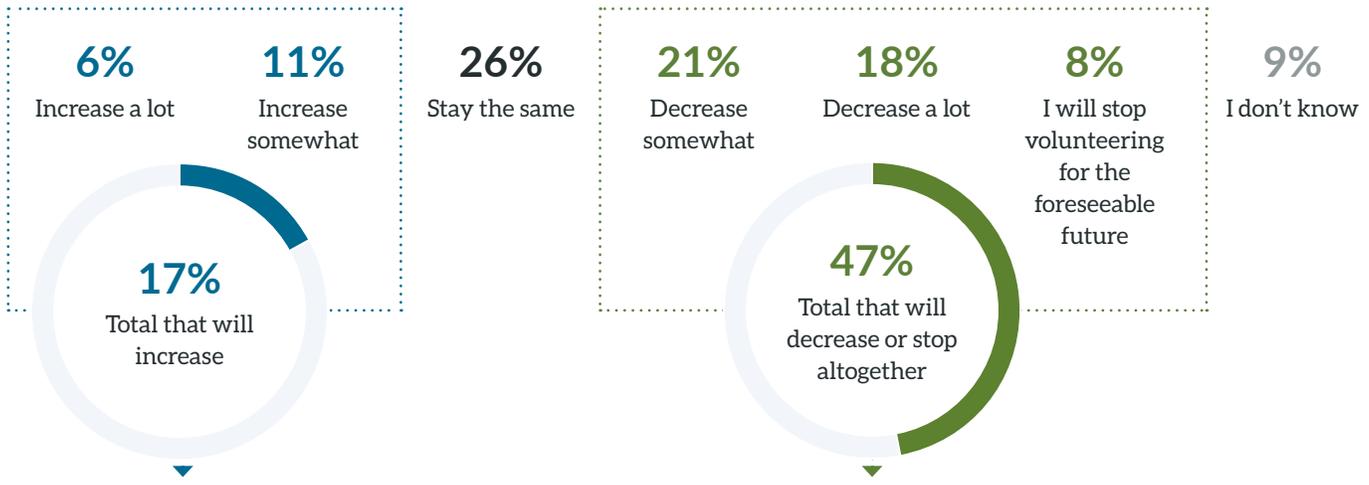
### DATA DEEP DIVE

Older generations feel particularly unsure of how to direct their donations.

35% of Baby Boomers say they don't have enough information, versus only 27% of Millennials.

# Impact on Volunteer Support

How do you anticipate COVID-19 will affect your volunteer time in the coming months?



**FOLLOW-UP QUESTION**

Why do you anticipate your volunteer time will increase in the coming months due to COVID-19? Select all that apply.

- 47% The organization(s) will need more help from volunteers
- 41% I want to be more involved in my community
- 36% I may volunteer more because other people may not be able to volunteer
- 32% I may have more time available because many of my usual activities are being canceled
- 29% I may have more time available because of working from home (not having to commute, etc.)
- 26% I may have more time available because my work hours will be reduced
- 20% I may have less money available to donate but more time available

Base: Respondents who said their volunteer time will increase

**FOLLOW-UP QUESTION**

Why do you anticipate your volunteer time will decrease in the coming months due to COVID-19? Select all that apply.

- 66% The organization may not be open for a time due to COVID-19
- 42% I don't want to be close to other people/ don't feel it's safe
- 33% I'm in a higher risk group due to age or underlying health conditions
- 13% I have less money available
- 10% Priorities in my family will change
- 6% I'll have less time available due to reasons other than paid work (i.e., caring for children or parents)
- 6% My priorities will change
- 3% I'll have less time available due to working more hours at a paid job
- 3% I'm not as interested in volunteering at this time

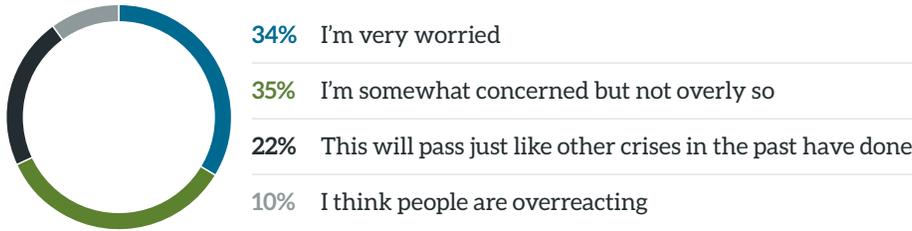
Base: Respondents who said their volunteer time will decrease or stop entirely

## DATA DEEP DIVE

Older donors are more likely to say that their volunteering will decrease (61% of Silent Generation donors and 57% of Baby Boomers). 19% of Gen X and 31% of Millennials say they expect their volunteer time to actually increase.

# Donor Attitudes

## How would you describe your current thinking about COVID-19?



## From a personal perspective, are you more worried about health or economic consequences of COVID-19?



Because of the health and economic fallout, COVID-19 could potentially limit the ability of nonprofit organizations to fundraise, retain volunteers and staff and implement programs.

## How concerned are you about the impact of COVID-19 on the following types of nonprofits and their ability to do their work?

■ Very concerned ■ Somewhat concerned ■ Not concerned

### Nonprofits that are directly responding to COVID-19



### Human services organizations, such as homeless shelters and food banks



### Educational organizations



### Large or national nonprofits in general



### Arts organizations



### International aid organizations



### Small or community-based nonprofits in general



### Health or medical research organizations



### Environmental organizations



# Nonprofit Perspectives

## Thinking about the nonprofit you work for, to what degree are certain areas of the organization currently being impacted by COVID-19?

*Asked among nearly 300 respondents who are currently employed at a nonprofit.*



- 51% Significantly impacted
- 28% Somewhat impacted
- 11% A little impacted
- 4% Generally business as usual
- 6% Does not apply



- 51% Significantly impacted
- 28% Somewhat impacted
- 13% A little impacted
- 3% Generally business as usual
- 6% Does not apply



- 55% Significantly impacted
- 27% Somewhat impacted
- 10% A little impacted
- 5% Generally business as usual
- 3% Does not apply

### METHODOLOGY

Artemis Strategy Group, an independent research firm, conducted a research study on behalf of Fidelity Charitable about the effect of COVID-19 on giving and volunteering behavior. 1,842 adults in the U.S. who donated at least \$1,000 to charity in 2019 were surveyed in March 2020.

# How donor-advised fund donors are responding to COVID-19

In addition to surveying general donors about their response to COVID-19, we also conducted a survey among Fidelity Charitable donors to understand how donor-advised fund donors are taking the pandemic into account in their giving. Donor-advised fund donors tend to be more engaged in philanthropy and planful in regard to their charitable contributions, and their response to the COVID-19 pandemic reflects these qualities.

- Donor-advised fund donors are more likely than general donors to ramp up their giving in response to the pandemic. One-third of donor-advised fund donors expect to increase their donations this year—compared to a quarter of general donors.
- Donor-advised fund donors are more likely to stay the course in their approach to giving, rather than shifting their donations to organizations that are directly responding to the pandemic. Fifty-nine percent say they will continue to contribute to the nonprofits they normally support, as they will likely be affected by the pandemic.
- Nearly 70 percent of donor-advised fund donors feel that they have enough knowledge and information to direct their support to address COVID-19—compared to only 51 percent of general donors.

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