



39<sup>TH</sup> ANNUAL

# NONPROFIT ORGANIZATIONS INSTITUTE

## The Nonprofit Sector in the Age of COVID-19: Challenges, Opportunities, and Responses

### Speakers:

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**Summary:** Strategies that nonprofit organizations have used to mitigate the disruption in their governance, finances, programs and operations during the pandemic.

#### We will cover:

- Attrition and recruitment
- Charitable mission – expansion and tailoring
- Financing, investment, and endowment planning
- Silver linings and lessons learned

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## *The Great Resignation*

- On the heels of the pandemic, nonprofits have had to face a new problem
  - According to the Forbes Business Council, in April of 2021, more people quit their jobs than during any month in almost a century.
  - We are not out of the woods yet – a record 4.5 million people quit their jobs in November 2021 alone
- HR desk and Boards have had to adapt.
  - Candidate-driven market
  - Search committees
  - Succession planning
  - Leadership turnover
  - Organizations doing soul searching



## *Workplace Shift – Physical Offices to WFH*

- Working from home has become the “norm” during the pandemic. New issues and considerations are arising.
  - Previously fixed costs becoming optional (ex: physical office space).
  - State and IRS regulation of place of business, principal place of business, and related ramifications.
  - Determining state tax, employment, and registration requirements.
  - Public inspection requirement for 990.
- For nonprofit advisors: increased requests to use your office as your clients’ principal office?

## *Attrition – A Moving Target*

- Charities have had to get more creative to retain people, despite demands for nonprofit services continuing to grow.
- The pandemic has forced charities (and other businesses) to offer more flexible solutions to retain top talent. This includes:
  - Remote working
  - Increased access to technology
  - Flexible working hours
- Charities have also had to seek out talent in new/growing spaces to adapt, including:
  - Skills in online events and fundraising
  - Social media and other online forms of communication
  - Remote training

## *Reframing Charitable Purposes and Activities*

- Different program and mission responses to COVID
  - Narrowing focus within current mission:
    - Target specific communities within existing programs.
    - Shifting resources to prioritize immediate needs.
    - Reducing programs to stay afloat financially.
  - Expanding mission and strategies:
    - New substantive issues - disaster relief, racial justice, health, etc.
    - New strategies - grants to individuals and for-profits, PRI's and MRI's.
    - Expanding geographic service area.
  - Fundraising:
    - Increase use of on-line platforms and other virtual means.
    - Partnerships with corporations (CCV's and other cause-related marketing).
    - Tapping into reserve funds and borrowing.

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## Title search: The Nonprofit Sector in the Age of COVID-19: Challenges, Opportunities and Responses

Also available as part of the eCourse

[2022 Nonprofit Organizations eConference](#)

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"The Nonprofit Sector in the Age of COVID-19: Challenges, Opportunities and Responses"