

NEWS RELEASE

For immediate release

FuseSocial Releases Data Illustrating the Impacts of COVID-19 on the Social Profit Sector, Noting Pressures on Staff and Resources

(December 17, 2020, Fort McMurray, AB) – In a continued effort to identify the needs of the local social profit sector and ensure a strong and viable future, FuseSocial is releasing data specific to non-profits located in Alberta’s north zone.

A first ‘state of the sector’ data set was released in the spring of 2020 and identified such concerns as disruption in services, absenteeism of staff, and anticipated impacts of reduced revenue and volunteer engagement. This data shows that as of November organizations were indeed seeing fallout of the anticipated decrease in fundraising revenues - this survey data saw 67 per cent of respondents reporting decrease in revenue, with 34 per cent reporting a significant reduction on revenue streams since the onset of the COVID-19 pandemic.

One of the most alarming concerns that has been emerging since the early days of the global health crisis, and is now explicitly identified in this data, is the impact that COVID-19 has had on staff’s mental health. In fact, 43 per cent of agencies identified the mental health of their staff as a primary operational challenge. Other related themes that emerged included increased demand for programs and services, increased complexity of client needs, and barriers to delivery of programs and services.

“We know that our communities are in crisis and the challenges affecting the health and well-being of our sectors staff, volunteers, and clients are far from over as we face the second wave of the COVID-19 pandemic,” says Chantal Beaver, FuseSocial’s Executive Director. “As a sector, we’ve adapted as best we can, but our resources are already stretched thin and now we’re starting to see the toll this is taking on our staff who are the direct line of support to the people we serve. This is a huge concern which will have far-reaching impacts on our community.”

The current pandemic has caused significant shifts in the social profit sector’s realities and continues to change and challenge organizations daily. This report is a snapshot of the current situation social profits in the north zone face as they adapt to a continually evolving set of demands, capacities, restrictions, and operations. FuseSocial believes that many of the trends identified in this report will be precursors to what happens in the coming months.

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FuseSocial will use this data to inform strategies of how to best support the sector during the pandemic and continued economic downturn.

The north zone data, interpreted from the Alberta-wide survey Pulse Check #3, conducted by Alberta Non-profit Network (ABNN) this fall, represents results from the north region of the province as defined by Alberta Health. FuseSocial has developed this report focusing on findings from the 89 responding agencies located in the North Zone. FuseSocial, in partnership with ABNN and its stewardship team, have been conducting Alberta wide COVID-19 non-profit impact surveys since the spring of 2020.

To view the full North Zone Social Profit Sector Report on COVID-19 Impacts can be viewed [here](#).

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FuseSocial is a trusted leader in the Fort McMurray Wood Buffalo social profit community and is dedicated to strengthening the capacity of all social profit agencies through education, development, innovation, research, and collaboration. FuseSocial plays an active role in the continued development of the Fort McMurray Wood Buffalo social profit sector by participating and leading various community initiatives aimed at identifying social needs and building sustainable, community-based solutions.

For more information directly related to the survey, please contact:

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