





# POWERING GROWTH IN 2021 AND BEYOND

After a year of nationwide restrictions subsided and as states began to reopen, leaders are taking a look back at the way their organizations have changed and examining the lessons learned as they shift towards the future.

During a recent webinar, "Turning the Corner on the Road to Recovery," we polled participating leaders in the nonprofit and education industries to hear how COVID-19 impacted their organizations, learn about shifts they made amid crisis, and uncover how their plans have changed for the future.

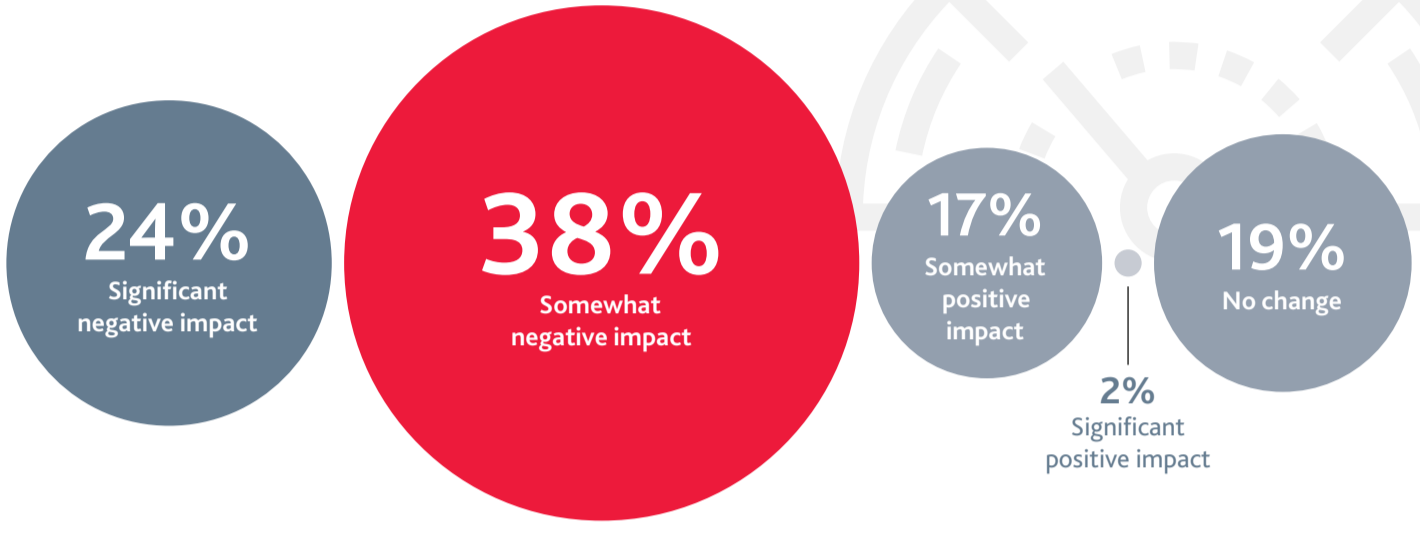
## KEY TAKEAWAYS:

 <p><b>OVERALL IMPACT</b></p>	 <p><b>STRATEGIC PIVOTS</b></p>	 <p><b>FUTURE INVESTMENTS</b></p>	 <p><b>CASH RESERVES</b></p>
<p><b>The majority of organizations (62%) were impacted negatively by the pandemic</b>, with just 1 in 5 seeing some level of positive organizational impact.</p>	<p>A number of strategic moves were made amid the throes of the crisis but <b>applying for government relief was the most popular pivot</b>.</p>	<p>As leaders look to plan for the post-pandemic future, they are <b>overwhelmingly investing in new technology tools</b>.</p>	<p><b>Reassessing plans around cash reserves is on the agenda</b> for nearly 60% of nonprofit and education leaders.</p>

## ASSESSING OVERALL IMPACT

Nonprofit and education organizations unsurprisingly saw negative impacts for the most part from the pandemic, but a significant number were impacted positively—likely due to the combination of increased demand for services and an influx of donations amid the crisis.

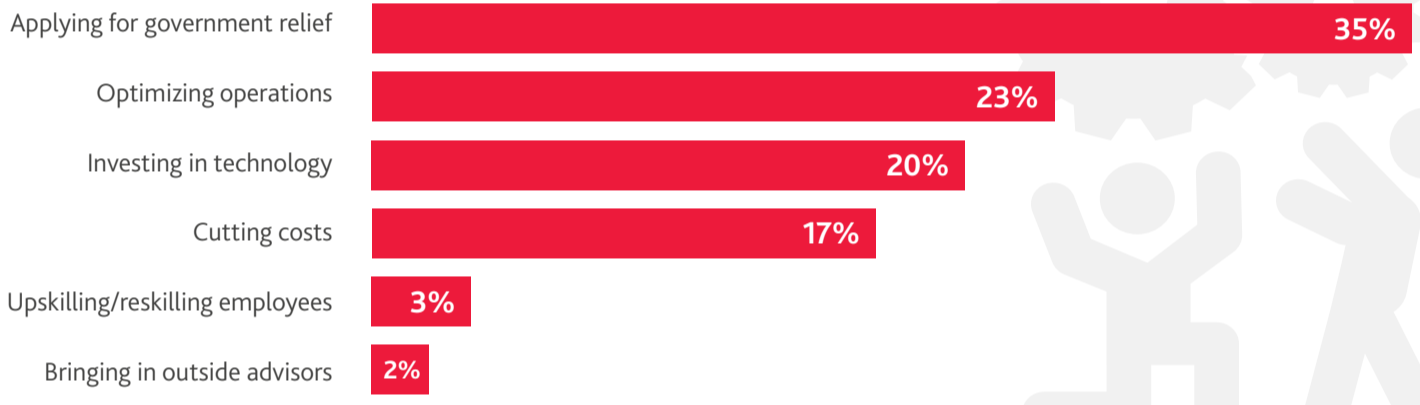
**How was your organization impacted by the COVID-19 pandemic?**



## LOOKING BACK AT STRATEGIC PIVOTS

Many organizations made shifts to their existing plans in order to stay resilient. Applying for government relief was the number one pivot made by organizations.

**What was the most strategic move your organization made during COVID-19?**



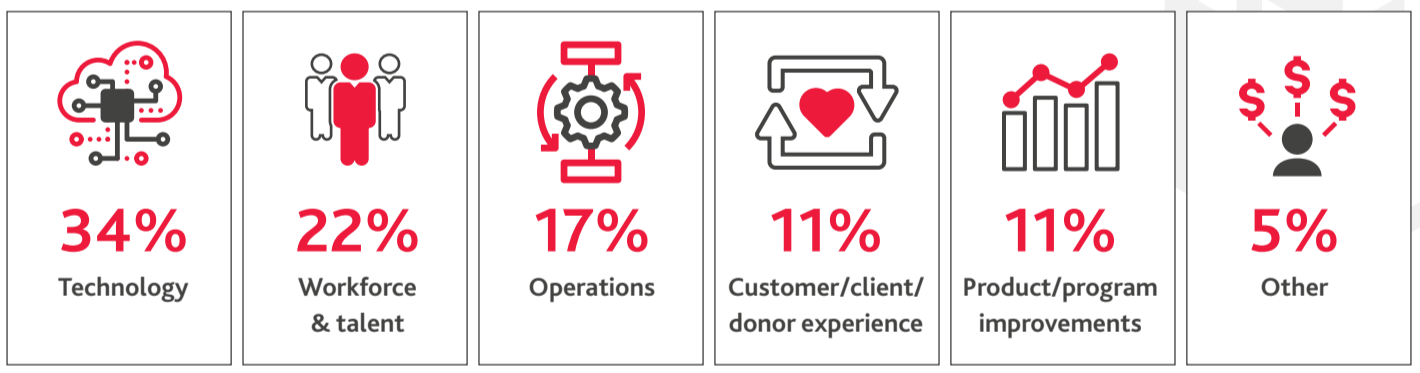
Depending on the amount of federal funds your organization received, you may be subject to a [Single Audit](#) this year. If your organization will have spent more than \$750,000 in federal funds during a fiscal year, a Single Audit is required. This audit is intended to ensure the federal funds are spent properly and must be conducted by an independent auditor.

**PLEASE NOTE:** Paycheck Protection Program (PPP) funds are not subject to the single audit requirement. Read more about the [latest PPP Loan guidance](#).

## PLANNING FUTURE AREAS OF INVESTMENT

Nonprofit and education organizations are investing in various areas to achieve their goals, but technology comes out on top, which is an appropriate choice given that [nearly half](#) of nonprofit organizations felt technology limitations restricted their ability to respond to COVID-19. This is also in line with trends across the middle market—according to a recent [survey](#), 90% of middle market organizations plan to maintain or increase their digital spending in 2021.

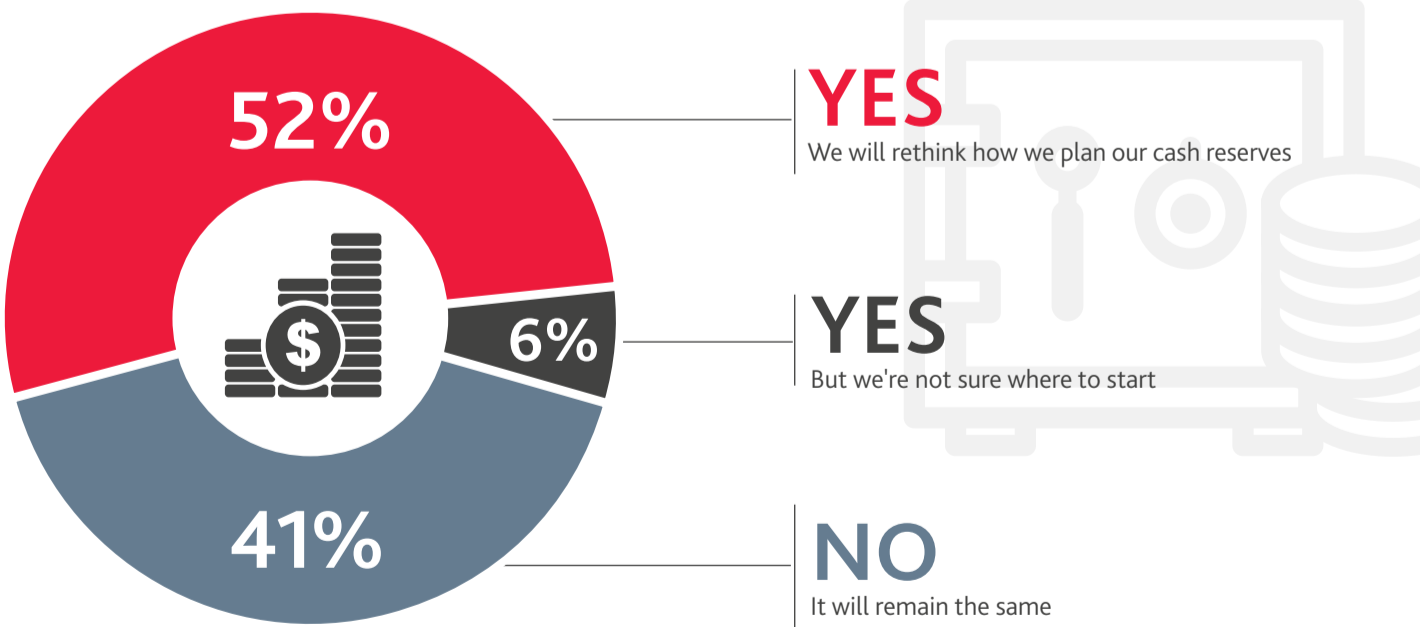
**In order to achieve your organization's goals, where do you plan on investing most in the next 12 months?**



## REEVALUATING CASH RESERVES

When the pandemic began, cash reserves were key, and many organizations found themselves struggling—our [2020 Nonprofit Standards Benchmarking survey](#) found that 54% of organizations maintain only 6 months or less of reserves. In order to prevent this from happening in the future, 58% of organizations plan to rethink cash reserves, but 6% need guidance on where to start.

**Will this past year change how you plan your cash reserves going forward?**



**Missed out on the webinar?** You can [access the recording online](#).

**Interested in making the pivot toward strategic growth?**

Access tailored solutions to help your organization navigate the road ahead with [BDODrive](#).

**Want to learn more about the latest happenings in the nonprofit and education industries?**

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