

United Way of the Greater Triangle Economic Impact Survey II: June 1-September 1, 2009
 Executive Summary of Survey Results: September 22, 2009

Purpose

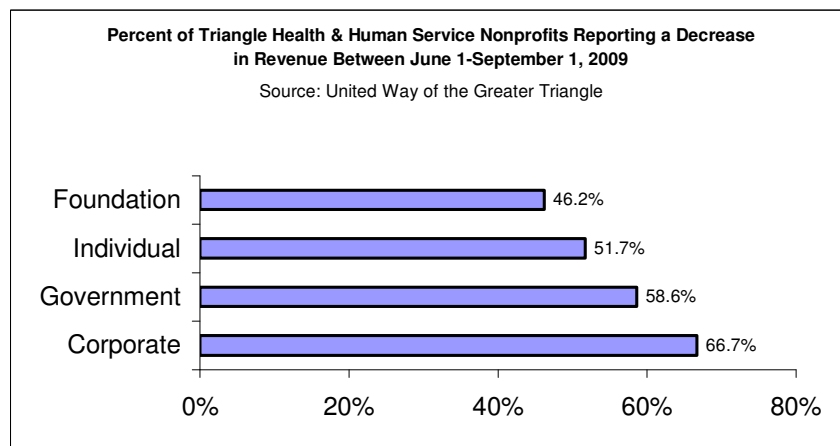
- A quarterly United Way of the Greater Triangle Partner Agency survey to better understand regional and county impact of the economy upon health and human services
- Report to donors and public stakeholders about the growing needs facing the region and its counties

Methodology

- Questions about revenue, budget impact, demand for services, impact on beneficiaries, and strategies for weathering the economy
- 36% response rate

Executive Summary of Survey Results

- **United Way of the Greater Triangle’s Partner Agencies are suffering from a significant loss of revenue.** On average, agency revenue has decreased over two times as much in the last three months, than it did during the entire year ending May 31, 2009
 - **June 1, 2008 – May 31, 2009:** In one year, agency revenue decreases 11%
 - **June 1-September 1, 2009:** In three months, agency revenue decreases 25.2%
- **1 in 2 United Way of the Greater Triangle’s Partner Agencies report that they have now cut or eliminated at least one program or service.** Between June 1 and September 1, 2009, nearly 50% of the Triangle’s health and human service agencies were forced to cut or eliminate at least one program or service as a result of revenue loss. This is compared to only 37% reporting that they had to make the same cuts during the year ending May 31, 2009
- **Demand for United Way of the Greater Triangle’s Partner Agencies services continues to grow at a rapid pace.** On average, demand for services increased 34% just in the last three months. This quickly outpaces the nearly 30% increase in demand for the year ending May 31, 2009
- **Once reliable revenue sources are becoming increasingly harder to come by.** United Way of the Greater Triangle Partner Agencies reported cuts in all revenue areas, especially from the corporate sector



Selected Responses: *Since June 1, 2009, what has the impact of the state of the economy been on the beneficiaries you serve through your program(s)?*

- “So far the impact is on the overworked staff to meet the need. Eventually this will hurt beneficiaries.”
- “Our homeless population numbers have risen by 4% and our unemployed client numbers have risen by 6%.”
- “We have seen a large increase in calls from individuals struggling financially and seeking financial assistance. We have also seen an increase in calls from individuals considering suicide due to job loss and financial stress.”
- “Clients are not able to find employment; jobs they might normally get are being taken by folks with bachelor degrees who have been laid off from higher paying jobs. Clients are having increasing difficulty finding mental health treatment as funds for those services are being cut.
- “We are a structured day program, with the impact of the economy we have had to lay off half of the staff because we are not able to make payroll, pay the rent and/or the operation of the organization. Youth who are expelled from school and/or have dropped out of school have no place to go.”
- “Our financial programs are seeing more people impacted by housing and job loss issues. Of particular note is that more middle class families are finding themselves in trouble because of employment issues.”

Selected Responses: *Since June 1, 2009, what are some strategies your organization has employed to help keep services intact for your beneficiaries?*

- “Cutting costs, freezing salaries.”
- “One staff person has been laid off – other staff are taking on additional duties to try and keep services going.”
- “We have drawn on our reserve and cut expenses as revenue has fallen.”
- “Continuing to recruit volunteers and have ongoing volunteer training, staff volunteering more time on the lines, ongoing low/no cost fundraisers, changing grant seeking strategies.”
- “The volunteer and professional leadership understands that our organization will be remembered by the decisions we make during these tough times. Also, our organization has always been there for our young people and we need to make sure that we are there for them now. Therefore we have determined that when this crisis is over, we want to be able to say: 1. We did not lose a club member (4,198 children and youth is the benchmark) 2. We did not close a club site (or reduce the hours of operation at any of our 7 sites and 3.
- “The main strategy has been to get our story out so we will be on donor’s minds when they think about giving.”
- “Applying for stimulus dollars; increasing collaborations with other agencies; being even more frugal than usual!”
- “The only thing we have been able to do is lay off staff.”
- “We’ve had good success in grant writing so we’ve not had to cut services. We’ve focused on streamlining service delivery in our financial stability programs, offering extended hours to clients while more tightly monitoring the time of our counselors.”
- “We are trying to increase the number of volunteers in some of our programs.”