

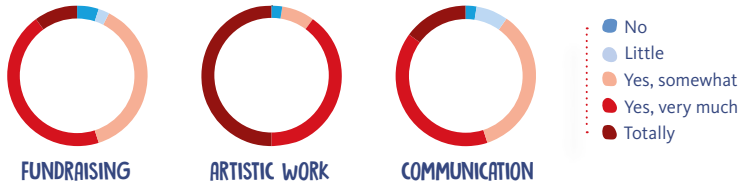
Impact of Covid-19 on Healthcare Clowning Organisations



This survey was created by efhco and RED NOSES Clowndoctors International in June 2020. The survey was completed by 40 Healthcare Clowning Organisations from 21 countries across Europe.

IMPACT

Impact on following areas



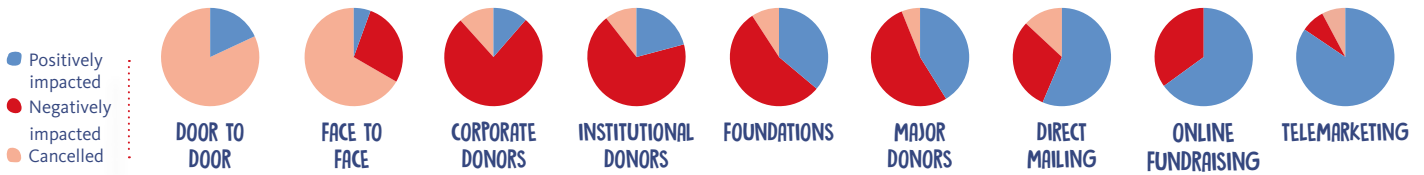
ARTISTIC

97% affected artistic activities
92% postponed/cancelled some activities

! Vulnerable people missed the emotional support of the clowns

FUNDRAISING

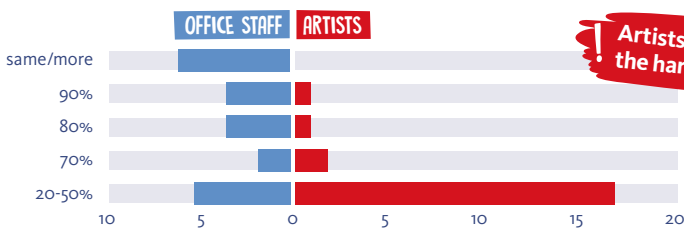
Some fundraising activities were more affected by Covid-19



HR

54% reduced working hours of staff/artists
46% reduced artists' hours by 50-80%

% of working time during Covid-19 as opposed to before (100%) on average



! Artists were hit the hardest

RESILIENCE

ARTISTIC

78% created new artistic activities or addressed new target groups



ONLINE VIDEOS & LIVE ONLINE CLOWN PERFORMANCES



IN-PERSON PERFORMANCES OUTSIDE INSTITUTIONS



HAND-WRITTEN LETTERS TO BENEFICIARIES

FUNDRAISING

Virtual fundraising was most successful

! Individual donors trust us

HR

38% continued to fully pay all their staff
95% were able to keep all their staff

NETWORKING

60% benefitted from networking with other Healthcare Clown Organisations



NEW IDEAS

MORAL SUPPORT

EXCHANGE ON CRISIS MANAGEMENT

COMMUNICATION

73% developed new communication tools

OUTLOOK

! 84% expect a lower revenue in 2021

Organisations want to explore new online possibilities



ONLINE FUNDRAISING



ONLINE COMMUNICATION



ONLINE CLOWN ACTIVITIES

RECOMMENDATIONS

To Governments:

MORE FUNDING FOR ARTISTIC ORGANISATIONS

To Policy Makers:

RETHINK THE ROLE OF HEALTHCARE CLOWNING WITHIN THE HEALTH SYSTEM

To Healthcare Clowning Organisations:

PREPARE FOR CRISIS SITUATIONS AND KEEP IT CREATIVE!

CARE FOR ARTISTS IN TIMES OF EMERGENCY

BUILD LOYALTY WITH DONORS!