Agenda

- Welcome and Introduction
- New Funding Strategies for COVID-19
  - Sally Ray, Director, Strategies Initiatives, Center for Disaster Philanthropy
- How to Prepare for Long-term Response and Recovery
  - Keith Adams, Executive Director, NJ Voluntary Organization Active in Disaster (VOAD)
- Conclusion and Additional Questions

*Please submit questions using the Q & A feature at the bottom of your screen.*
Sally Ray
Director, Strategic Initiatives, Center for Disaster Philanthropy
Mission

• Leverage the power of philanthropy to mobilize a full range of resources that strengthen the ability of communities to withstand disasters and recover equitably when they occur.

Vision

• A world where the impact of disasters is minimized by thoughtful, equitable and responsible recovery for all.
Since its founding in 2010, CDP has raised funds, developed and mobilized resources, invested meticulously and engaged the philanthropic community in strategic approaches to build effectiveness in disaster response.
COVID-19 Context

- Global pandemic
- Changing ways of doing philanthropy
  - Faster, flexible, fewer restrictions
- Council on Foundations pledge
- In the context of U.S. Civil Unrest
- Disproportionate impact on BIPOC communities
## Results

$11.9$ billion

### Philanthropic funding for COVID-19 compared with recent disasters

<table>
<thead>
<tr>
<th>Disaster</th>
<th>Funding (in USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVID-19</td>
<td>$31,914,856,871</td>
</tr>
<tr>
<td>Hurricane Harvey</td>
<td>$342,771,699</td>
</tr>
<tr>
<td>Australian bushfires</td>
<td>$192,771,648</td>
</tr>
<tr>
<td>Hurricane Irma</td>
<td>$127,309,374</td>
</tr>
<tr>
<td>Hurricane Maria</td>
<td>$55,185,498</td>
</tr>
<tr>
<td>Hurricane Dorian</td>
<td>$47,741,809</td>
</tr>
</tbody>
</table>

Based on data in U.S. dollars, collected for roughly six months following each disaster.

---

*Center for Disaster Philanthropy*

The when, where and how of informed disaster giving
Funding by Donor Type
# Top Donors by Total Funding

## Top independent foundations by total funding

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>U.S. dollars awarded</th>
<th>No. of gifts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bill &amp; Melinda Gates Foundation</td>
<td>WA</td>
<td>$155,000,000</td>
<td>0</td>
</tr>
<tr>
<td>Open Society Foundations</td>
<td>NY</td>
<td>$138,000,000</td>
<td>0</td>
</tr>
<tr>
<td>Robert Wood Johnson Foundation</td>
<td>NJ</td>
<td>$113,000,000</td>
<td>3</td>
</tr>
<tr>
<td>Stavros Niarchos Foundation</td>
<td>Greece</td>
<td>$87,000,000</td>
<td>0</td>
</tr>
<tr>
<td>Minden Foundation Trust</td>
<td>Australia</td>
<td>$88,000,000</td>
<td>0</td>
</tr>
<tr>
<td>Michael &amp; Susan Dell Foundation</td>
<td>TX</td>
<td>$100,000,000</td>
<td>2</td>
</tr>
<tr>
<td>Lilly Endowment Inc</td>
<td>IN</td>
<td>$80,000,000</td>
<td>0</td>
</tr>
<tr>
<td>Wellcome Trust</td>
<td>UK</td>
<td>$64,000,000</td>
<td>0</td>
</tr>
<tr>
<td>MacArthur Family Foundation</td>
<td>South-Africa</td>
<td>$55,000,000</td>
<td>0</td>
</tr>
<tr>
<td>The Rockefeller Foundation</td>
<td>NY</td>
<td>$55,624,000</td>
<td>1</td>
</tr>
</tbody>
</table>

Data set includes pledges, cash donations, and in-kind contributions in Candid’s database as of July 7, 2020.

## Top corporate donors by total funding

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>U.S. dollars awarded</th>
<th>No. of gifts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google.org</td>
<td>CA</td>
<td>$81,157,700,000</td>
<td>17</td>
</tr>
<tr>
<td>ByrdDennise</td>
<td>China</td>
<td>$43,944,000</td>
<td>0</td>
</tr>
<tr>
<td>MasterCard Corporation</td>
<td>NY</td>
<td>$175,300,000</td>
<td>18</td>
</tr>
<tr>
<td>Visa Worldwide Funding</td>
<td>CA</td>
<td>$258,000,000</td>
<td>2</td>
</tr>
<tr>
<td>Cisco Systems, Inc. Corporate</td>
<td>CA</td>
<td>$230,888,000</td>
<td>4</td>
</tr>
<tr>
<td>VISA Foundation</td>
<td>CA</td>
<td>$229,888,000</td>
<td>3</td>
</tr>
<tr>
<td>Wells Fargo Foundation</td>
<td>MN</td>
<td>$182,000,000</td>
<td>3</td>
</tr>
<tr>
<td>Tencent Holdings</td>
<td>China</td>
<td>$173,888,000</td>
<td>3</td>
</tr>
<tr>
<td>NBCUniversal, Inc. Contributions</td>
<td>NY</td>
<td>$139,888,000</td>
<td>3</td>
</tr>
</tbody>
</table>

Data set includes pledges, cash donations, and in-kind contributions in Candid’s database as of July 7, 2020.

---

[Center for Disaster Philanthropy](https://www.cdp.org)

The who, where and how of informed disaster giving
Top Donor Countries by Total Funding
Top Institutional Donors by State

New York: $121,625,873, 275 gifts
California: $105,000,262, 1,133 gifts
Georgia: $94,633,238, 688 gifts
New Jersey: $78,375,337, 326 gifts
Washington: $78,944,304, 181 gifts

Data set includes pledges, cash donations, and in-kind contributions in Candid's database as of July 1, 2005. It excludes contributions made by donors to other donors included in this analysis to avoid double-counting of donations.

Center for Disaster Philanthropy
The when, where and how of informed disaster giving
## Top Specified Recipients of Institutional Funding

<table>
<thead>
<tr>
<th>Recipient Organization</th>
<th>Location</th>
<th>U.S. Dollars Awarded</th>
<th>No. of Gifts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. GSK-Ch 19 Therapeutic Innovation</td>
<td>GB</td>
<td>$327,968,964</td>
<td>1</td>
</tr>
<tr>
<td>2. Gavi, the Vaccine Alliance</td>
<td>Switzerland</td>
<td>$231,899,899</td>
<td>4</td>
</tr>
<tr>
<td>3. CARE, Inc.</td>
<td>IC</td>
<td>$71,999,999</td>
<td>3</td>
</tr>
<tr>
<td>5. Chinese Red Cross Foundation</td>
<td>China</td>
<td>$43,005,000</td>
<td>25</td>
</tr>
<tr>
<td>6. Africa Centre for Disease Control</td>
<td>Ethiopia</td>
<td>$26,500,000</td>
<td>5</td>
</tr>
<tr>
<td>7. UNICEF Association of United Nations</td>
<td>SI</td>
<td>$21,889,889</td>
<td>2</td>
</tr>
<tr>
<td>8. Hope Bridge Korea Disaster Relief Association</td>
<td>South Korea</td>
<td>$21,154,154</td>
<td>2</td>
</tr>
<tr>
<td>9. Guangdong Province Cansing</td>
<td>China</td>
<td>$21,500,000</td>
<td>2</td>
</tr>
<tr>
<td>10. DSE Foundation</td>
<td>GB</td>
<td>$21,318,318</td>
<td>12</td>
</tr>
</tbody>
</table>

*Inaccessible giving to high-risk worth individuals and security to unknown recipients.*

---

**Center for Disaster Philanthropy**

The when, where and how of informed disaster giving.
Top Recipients of Institutional Funding by U.S. State

- Washington: $99,312,885 (60 gifts)
- Georgia: $138,666,324 (789 gifts)
- California: $95,798,333 (1,146 gifts)
- North Carolina: $42,203,858 (399 gifts)
- New York: $35,494,796 (382 gifts)

Data set includes pledges, cash donations, and in-kind contributions in Candid’s database as of July 1, 2020. Excludes giving by high-net-worth individuals and awards to unknown recipients. Non-credit contributions made by donors to other donors included in the analysis to avoid double-counting of records.

Center for Disaster Philanthropy
The when, where and how of informed disaster giving
### Issue Focus

<table>
<thead>
<tr>
<th>Issue Focus of Recipient Organizations</th>
<th>U.S. Dollars Granted</th>
<th>%</th>
<th>No. of Gifts</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>847,413,483</td>
<td>33</td>
<td>1,062</td>
<td>14</td>
</tr>
<tr>
<td>Public safety</td>
<td>423,435,184</td>
<td>28</td>
<td>427</td>
<td>9</td>
</tr>
<tr>
<td>Human services</td>
<td>371,393,561</td>
<td>26</td>
<td>3,520</td>
<td>68</td>
</tr>
<tr>
<td>Philanthropy and nonprofit management</td>
<td>171,148,904</td>
<td>11</td>
<td>363</td>
<td>8</td>
</tr>
<tr>
<td>International Relations</td>
<td>139,936,988</td>
<td>9</td>
<td>84</td>
<td>1</td>
</tr>
<tr>
<td>Community and Economic Development</td>
<td>116,549,512</td>
<td>9</td>
<td>884</td>
<td>12</td>
</tr>
</tbody>
</table>

Data set includes pledges, cash donations, and in-kind contributions to CDP’s databases as of July 7, 2009. Organizations may address multiple issue areas (e.g., health and public safety) and may therefore be counted in more than one category. Excludes giving by high-net-worth individuals and awards to unknown recipients. Also excludes contributions made by donors to other donors included in this analysis to avoid double-counting of dollars.

Center for Disaster Philanthropy
The when, where and how of informed disaster giving
Recommendations
Making COVID-19 Philanthropy More Effective

• Provide unrestricted support.
• Expand on existing giving.
• Support local nonprofits and knowledge—in the U.S. and internationally—that focus on communities of color and other vulnerable populations
• Give to funds.
Grantmaking and Recovery Funds

At CDP, we are focused on disasters full time, with an emphasis on medium- to long-term recovery through grantmaking that is comprehensive, thorough, strategic and efficient.
CDP Grant Funds

• CDP grant making is always done with an equity lens
• Focus is on supporting the very most vulnerable populations who are most affected by disaster
• Focus is also *USUALLY* on mid- to long-term recovery, with an eye toward building community resilience

*The COVID-19 Pandemic has laid bare all the inequities that those of us working in disaster philanthropy have known about all along*
CDP COVID-19 Response Fund

• Fund total: $27.8 million
• So far – 119 total grantees with grants totaling $17.4 million
• Rounds 1-5 “Rapid Response”
  • Focused on containment, prevention and early recovery
  • PPE provision, food insecurity, small business recovery
  • Direct assistance to individuals in populations most disproportionately affected by the pandemic
  • Access to health care, education and information, etc.
CDP COVID-19 Response Fund

• Round 6 – focused on seven states – TX, LA, GA, FL, TN, KY & OH
  • Many grassroots organizations, BIPOC-led and BIPOC serving. Focus includes:
    • Pandemic communication and education, access to education and learning for school age children
    • Food security
    • Refugees and immigrant services
    • Volunteer coordination
    • Access to health care
    • Social services, case management
    • Small business support
    • Housing support
    • Mental health
CDP COVID-19 Response Fund

• **Round 7 – just announced!**
  • Focus on global response and recovery in hot spots around the world
  • 16 grantees – 5 domestic; 11 international
  • $2,639,273 total: $850,000 domestic; $1,789,273 international
  • Issue focus includes:
    • Supporting frontline healthcare workers
    • Food security
    • Refugees and immigrant services
    • Support for vulnerable children and their families
    • Economic security
    • Bridging the digital divide and access to education
    • Access to healthcare
    • Access to mental health services
    • Supply chain logistics and delivery of basic needs products to difficult to reach locales
CDP COVID-19 Response Fund

• What’s our process?
  • Step 1: Assessment of needs
    • Review of current data, research
    • Conversations with fellow funders, scientists, researchers
    • Conversations with existing and potential grantees
    • Conversations with community leaders in identified hot spot areas
  • Step 2: Visioning with leadership team
    • Access CDP’s internal brain trust – Executive leadership, team expertise, board leadership, advisory leaders
  • Step 3: Invitation only request for proposals
    • Have held meetings with more than 250 domestic and international organizations working on response and recovery to determine their needs and how they might fit into focus of fund
    • Proposals submitted through our online portal
    • Internal review, questions asked, additional information gathered
    • Recommendation for funding sent to board
    • Most proposals received are fully funded – very few declinations because we do our research FIRST!
Basic Tips for Disaster Giving...

• **Take the long view:** Even while focusing on immediate needs, remember that it will take some time for the full range of needs to emerge. Be patient in planning for disaster funding. Recovery will take a long time and funding will be needed throughout.

• **Recognize there are places private philanthropy can help that government agencies might not:** Private funders have opportunities to develop innovative solutions to help prevent or mitigate future disasters that the government cannot execute.

• **All funders are disaster philanthropists:** Even if your organization does not work in a particular geographic area or fund immediate response efforts, you can look for ways to tie disaster funding into your existing mission. If you focus on education, health, children or vulnerable populations, disasters present prime opportunities.

• **Ask the experts:** If you are considering supporting an organization that is positioned to work in an affected area, do some research. The Center for Disaster Philanthropy can help you with this research.
Learn more...

- CDP COVID-19 Response Fund
- Issue Insight: Pandemics and Infectious Diseases
- Center for Disaster Philanthropy
- Disaster Philanthropy Playbook
- Philanthropy and COVID-19 in the First Half of 2020
Questions?
Sally Ray
Director of Strategic Initiatives
sally.ray@disasterphilanthropy.org
Twitter: @sallyray51

@funds4disaster | #CDP4Recovery
Keith Adams
Executive Director, NJ VOAD
Goodnight moon.
Goodnight zoom.
Goodnight sense of impending doom.
Convening and Coordinating

- 70 Online Statewide Coordination Meetings
  - 100 Organizations and Agencies
  - Over 200 hours
  - Provides platform for communicating needs and resources
  - Fosters collaboration

- Information distribution and sharing – email, websites (helpnjnow.org and njvoad.org), social media.

- Over 30 COAD Coordination Meetings

- 5 Webinars ranging from creating COOP and Disaster Plans to using Asset Based Community Development principles to build community resilience.
Volunteer Management

1600+ Volunteers

Over 800 Volunteer Opportunities Offered

- Food Distribution and Feeding
- Grocery Shopping and Delivery for Seniors and the disabled
- Virtual support for non-profits.
Staff and Support of New Jersey State Emergency Operations Center (SEOC)
Covid-19 Donations Distributed

- 150,000 Surgical Masks
- Thousands of Medical Gowns
- 130,000 Cloth Face Covers
- 450,000 N95 Masks
- 910 Gallons Hand Sanitizer
- 33 Tablets
ARE WE IN RESPONSE, RECOVERY, OR WHAT?
SOCIAL AND POLITICAL UNREST

SYSTEMIC RACISM

Context
Public Health Challenges

• Control of Community Spread
  • Rt Rate
• Vaccine and Treatment Developments
• Testing and Contact Tracing
• Misinformation
Socioeconomic Challenges

• Re-Opening Tensions
  • Business/Schools/Community Organizations
  • Effecting both Economic and Mental Health

• Economic Contraction/Struggle to Full Recovery
  • Compounding losses
  • Both the Vulnerable and ‘On the Bubble’ households affected.
  • Increased level Food Insecurity, Affordable Housing, Homelessness, Addiction, Mental Illness

• TRUST
Agency/Organizational Challenges

- Resources
  - Financial and Material
  - Human
  - Operational
- Increased Demand for Services

60+ Over Typical Year
INTEGRATING DISASTER GIVING

Strategic Support of Building Community Resilience and Equity
Every Day is a Disaster for someone in New Jersey!

They’re POOR 10% Overall, 13.8% of Children

Or HOMELESS 9,303

And over 1 Million are HUNGRY. 300,000 are children.

993,000 grapple with serious mental illness daily

30 Households will experience a house fire today
Old Disaster Definition

A disaster is a sudden, calamitous event that seriously disrupts the functioning of a community or society and causes human, material, and economic or environmental losses that exceed the community’s or society’s ability to cope using its own resources.

New Disaster Definition

A disaster is a sudden, calamitous event that seriously disrupts the functioning of an individual, household, community or society and causes human, material, and economic or environmental losses that exceed the individual, household, community, or society’s ability to cope using its own resources.
Community resilience is the sustained ability of a community to use available resources (energy, communication, transportation, food, etc.) to respond to, withstand, and recover from adverse situations (e.g. economic collapse to global catastrophic risks).
Start
Start considering now what we can do before the next disaster hits

Boost
Boost efforts to educate donors

Decide
Decide now how to address the needs of vulnerable populations

Prioritize
Prioritize funding to build resilience

Gather
Gather representatives across the community to discuss, options, strategies, resources, and potential shared initiatives. Work on developing high-level relationships.

Invest in
Invest in studies and pilot programs that explore the benefits of disaster preparedness and mitigation.

Learn
Learn the landscape of disaster funding.
Want more information about connecting community organizations to Build A Resilient New Jersey?

Want help in developing a disaster resilient non-profit organization?

NJVOAD Can Help!

Contact Keith Adams, Executive Director
kadams@njvoad.org
(609) 251-7825
Questions?
Thank You!

Please take the survey e-mailed to you after this briefing, and stay tuned for our next COVID-19 Funders Briefing on Monday, September 28.

For more information on COVID-19 programming and resources, visit https://www.cnjg.org/coronavirus-response