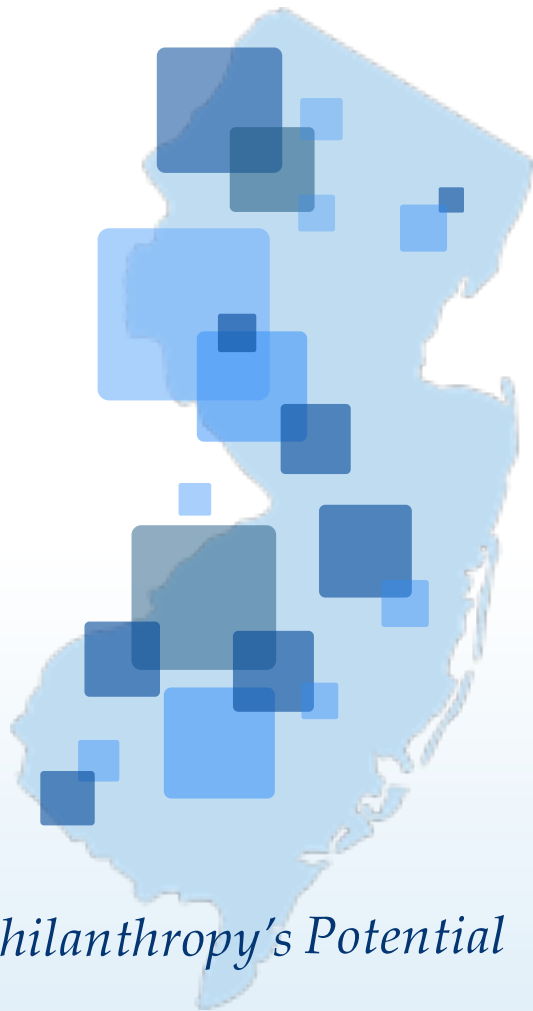


# COVID-19 Funders Briefing Series II: Funding Strategies for Pandemics

September 14, 2020



*Harnessing Philanthropy's Potential*



# 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

# Center for Disaster Philanthropy - Mission and Vision

## **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.

# Center for Disaster Philanthropy



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.



**Carl Cohen**  
Executive Director  
California Department of  
Public Health



**Mary Berry**  
Executive Assistant  
California Dept.



**Devin Martinez**  
Senior Analyst



**Robert Parker**  
Executive  
Assistant



**Jennifer Danner**  
MD



**Lisa Joseph**  
Executive Assistant



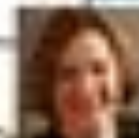
**Patricia McHenry**  
Executive  
Assistant



**Heidi Schultz**  
Program Manager



**Kristina Miller**  
Senior Manager  
Communications



**Nancy A. Whitely**  
MD



**Rebecca Wadsworth**  
Senior Analyst  
Communications



**Scott Clark**  
Program Manager  
Child & Adolescent Health



**Kelly Fox**  
MD  
Senior Analyst



**Nancy Sutter-Giblin**  
Executive Director  
Maternal & Child Health



**Rita Delaney**  
Executive Assistant  
Manager



**Kimberley Maghin Early**  
Senior Analyst



**Raymond Smith**  
Senior Analyst  
Communications



# Philanthropy and COVID-19

in the first half of 2020

A new report produced by

**Candid.** + **CDP** Center for Disaster Philanthropy  
the who, when, where and how of informed disaster giving



**Center for Disaster Philanthropy**  
The when, where and how of informed disaster giving

# COVID-19

## Context

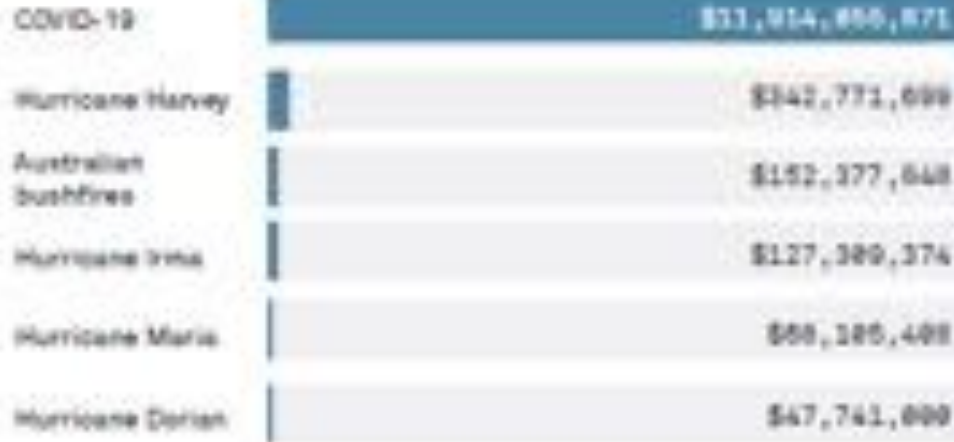


- Global pandemic
- Changing ways of doing philanthropy
  - Faster, flexible, fewer restrictions
- Council on Foundations pledge
- In the context of U.S. Civil Unrest
- Disproportionate impact on BIPOC communities

# Results

## \$11.9 billion

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

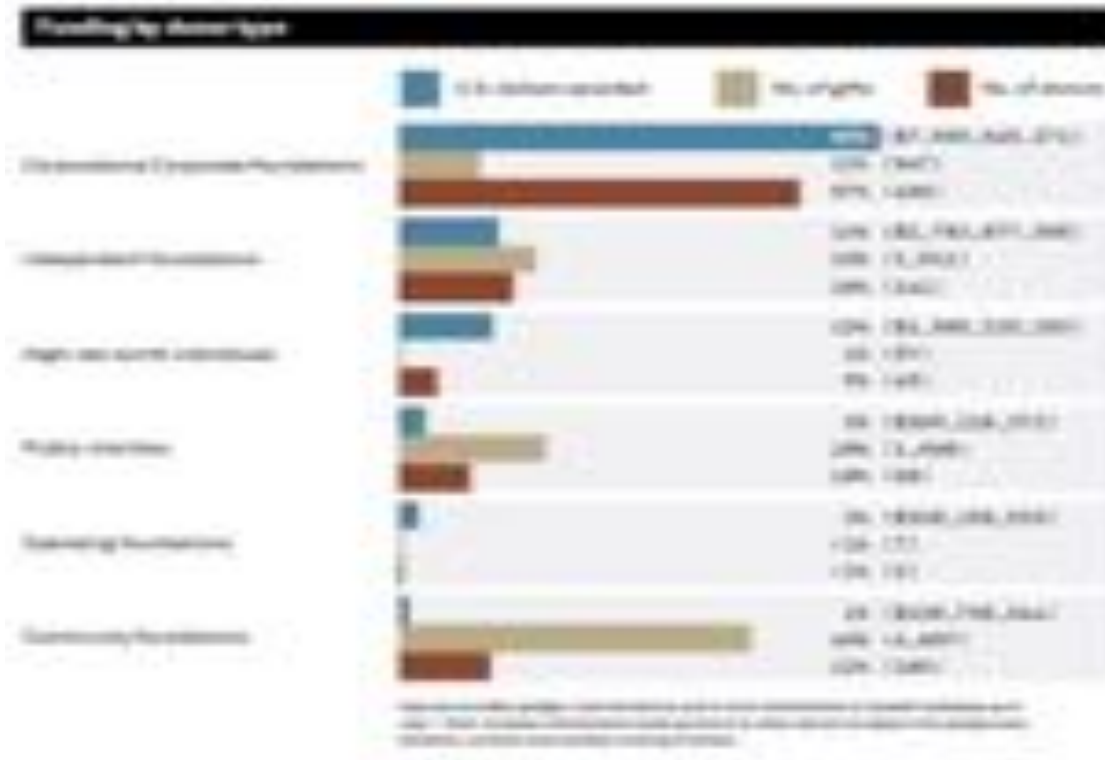


Based on data of U.S. dollars collected for roughly six months following each disaster



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The when, where and how of informed disaster giving

# Funding by Donor Type



# Top Donors by Total Funding

## Top independent foundations by total funding

Name	Location	U.S. dollars awarded	No. of grantees
1 Bill & Melinda Gates Foundation	WA	\$355,000,000	0
2 Open Society Foundations	NY	130,000,000	1
3 The Robert Wood Johnson Foundation	NJ	113,113,201	52
4 Stavros Niarchos Foundation	Greece	107,500,000	3
5 Minderoo Foundation Trust	Australia	100,537,000	1
6 Michael & Susan Dell Foundation	TX	100,000,000	2
7 Lily Endowment Inc.	IN	60,500,000	0
8 Wellcome Trust	United Kingdom	60,010,000	2
9 Mottape Family Foundation	South Africa	55,031,940	1
10 The Rockefeller Foundation	NY	55,024,059	0

Data set includes pledges, cash donations, and in-kind contributions in Candid's database as of July 1, 2020.

## Top corporate donors by total funding

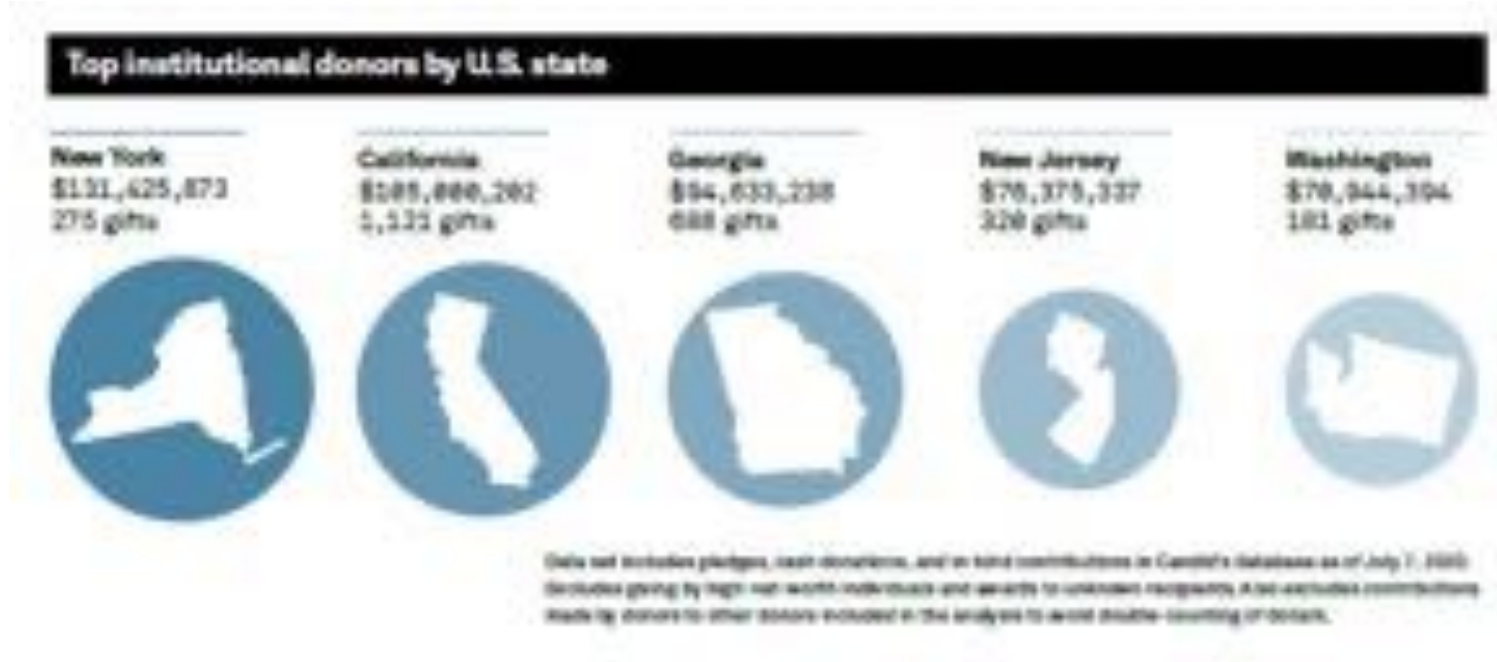
Name	Location	U.S. dollars awarded	No. of grantees
1 Google.org	CA	\$1,157,700,000	17
2 SynGene	China	430,000,000	10
3 MasterCard Incorporated Contributions Program	NV	275,300,000	3
4 New Urbanism Holding S.A.	Brazil	230,020,023	1
5 Cisco Systems, Inc. Corporate Giving Program	CA	220,000,000	4
6 Visa Foundation	CA	210,000,000	3
7 Royal Holding Al Mada	Morocco	107,017,020	1
8 Wells Fargo Foundation	MI	100,000,000	0
9 Tencent Holdings	China	173,000,000	2
10 NBCUniversal, Inc. Contributions Program	NY	110,000,000	2

Data set includes pledges, cash donations, and in-kind contributions in Candid's database as of July 1, 2020.

# Top Donor Countries by Total Funding



# Top Institutional Donors by State



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# Top Specified Recipients of Institutional Funding

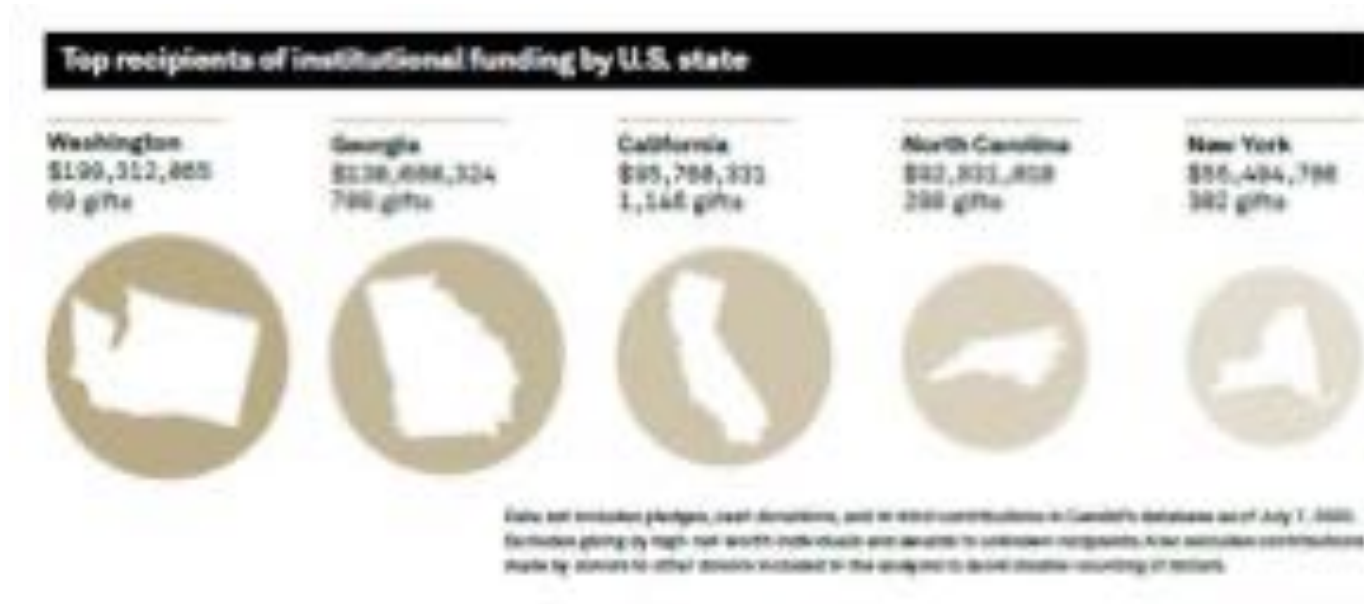
Recipient organization	Location	U.S. dollars awarded	No. of gifts
1. COVAX-19 Therapeutics Accelerator	all	\$171,000,000	1
2. Gen. Mv Yaounde Alliance	Switzerland	120,000,000	4
3. E4D Relief, LLC	all	79,000,000	3
4. World Economic Forum	Switzerland	54,374,000	1
5. Chinese Red Cross Foundation	China	43,000,000	20
6. Africa Center for Disease Control and Prevention	Africa	40,000,000	5
7. Indian Association of United States	all	30,000,000	1
8. Hope Bridge Korea Disaster Relief Association	South Korea	20,000,000	1
9. Guangdong Province Suiyong Chang Foundation-Foundation Administered Program	China	20,000,000	1
10. CDE Foundation	all	20,000,000	12

(includes giving by high net worth individuals and family or private companies)



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# Top Recipients of Institutional Funding by U.S. State



# Issue Focus

## Issue focus of recipient organizations

	U.S. dollars awarded	%	No. of gifts	%
Health	\$476,413,463	33	1,662	34
Public safety	423,826,164	29	423	8
Human services	371,293,661	26	3,529	68
Philanthropy and nonprofit management	171,548,934	12	362	8
International Relations	126,838,368	9	94	2
Community and Economic Development	116,649,512	8	884	12

Data set includes postages, cash donations, and in-kind contributions in Candor's database as of July 7, 2020. 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 grants to unknown recipients. Also excludes contributions made by donors to other donors included in the analysis to avoid double-counting of dollars.



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# 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](mailto:sally.ray@disasterphilanthropy.org)

Twitter: @sallyray51

@funds4disaster | #CDP4Recovery



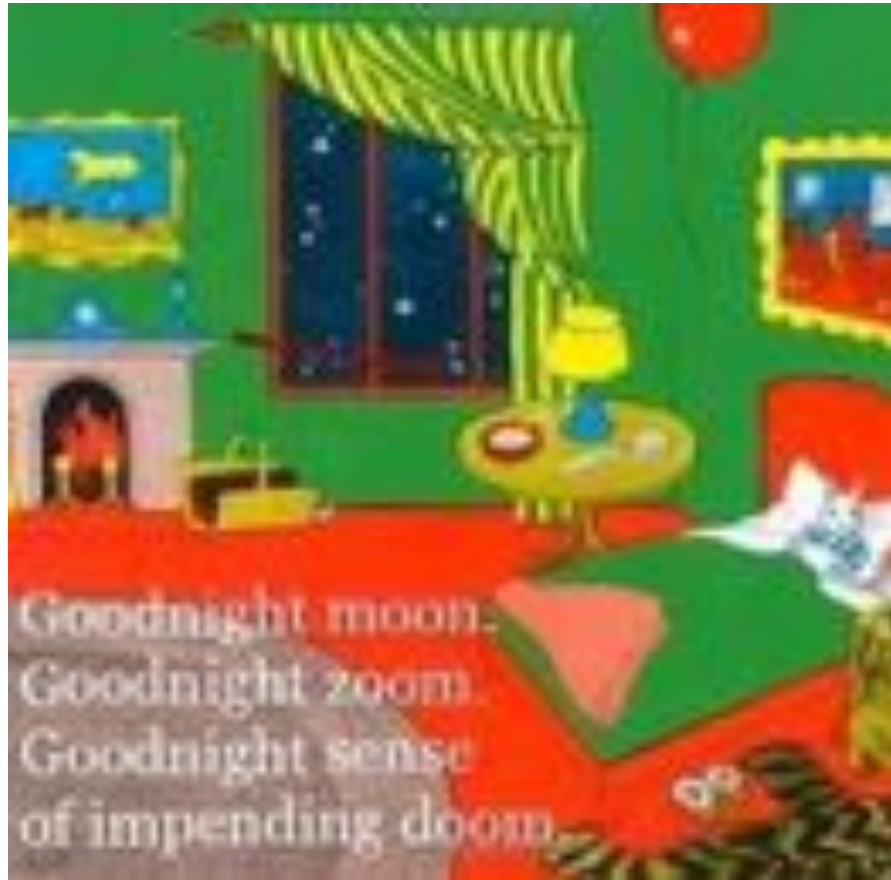
**Center for Disaster Philanthropy**

The when, where and how of informed disaster giving

# Keith Adams

Executive Director, NJ VOAD







**New Jersey  
Voluntary Organizations  
Active in Disaster**



# 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 ([helpnynow.org](http://helpnynow.org) and [njvoad.org](http://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.





New Jersey  
Voluntary Organizations  
Active in Disaster



American  
Red Cross

Partner Feeding Hub Collaboration  
Identified **1281** Locations



# 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.



**NJVOAD**

New Jersey Voluntary Organizations Active in Disaster  
Building Resilient New Jersey Communities



# Staff and Support of New Jersey State Emergency Operations Center (SEOC)



FEMA



STATE OF NEW JERSEY  
GOVERNOR PHIL MURPHY





**150,000**

**Surgical Masks**



**Covid-19 Donations  
Distributed**



**Thousands of  
Medical Gowns**



**130,000**

**Cloth Face Covers**



**33 Tablets**



**450,000**

**N95 Masks**



**910 Gallons**

**Hand Sanitizer**



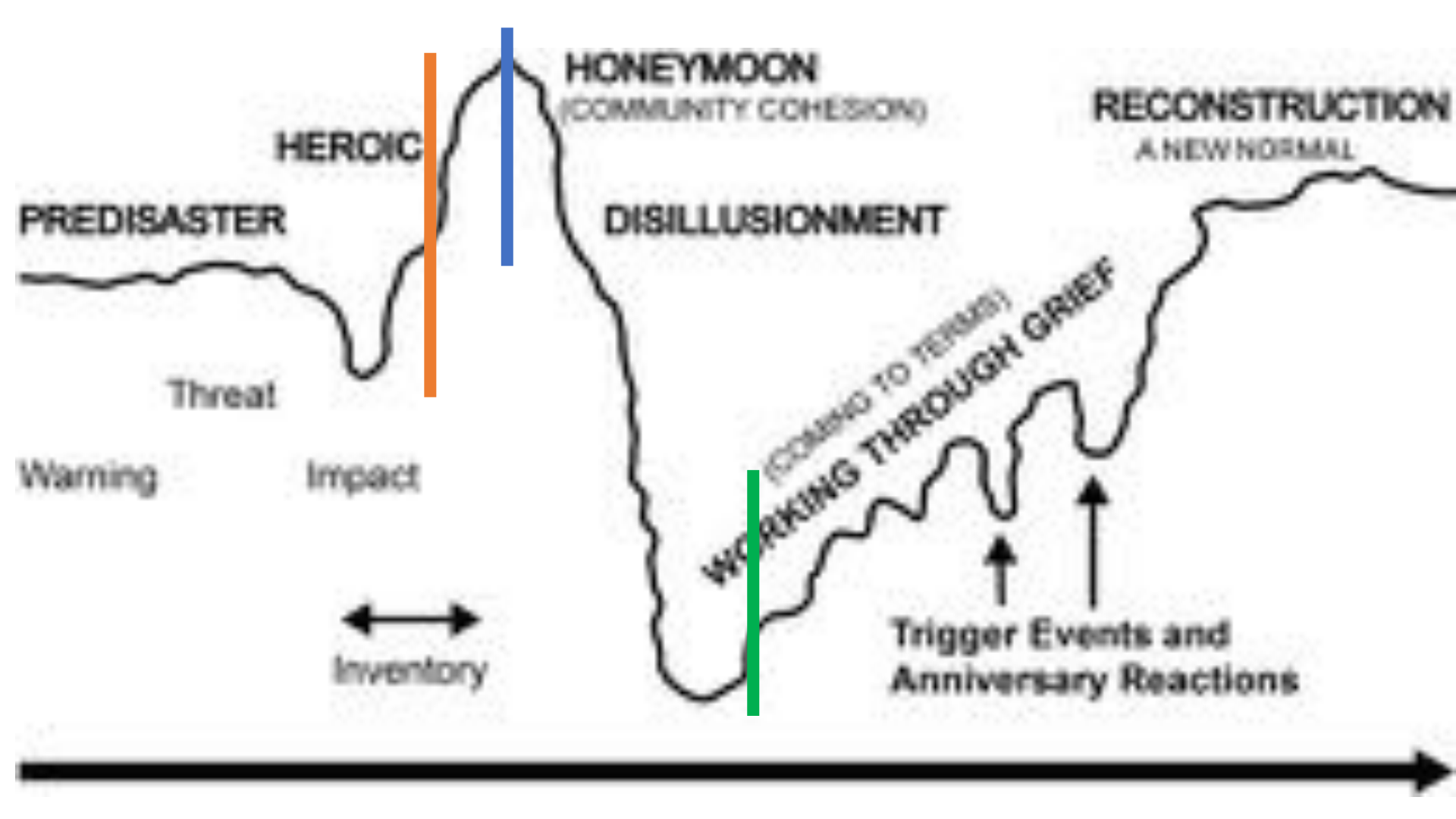
ARE WE IN RESPONSE, RECOVERY, OR WHAT?

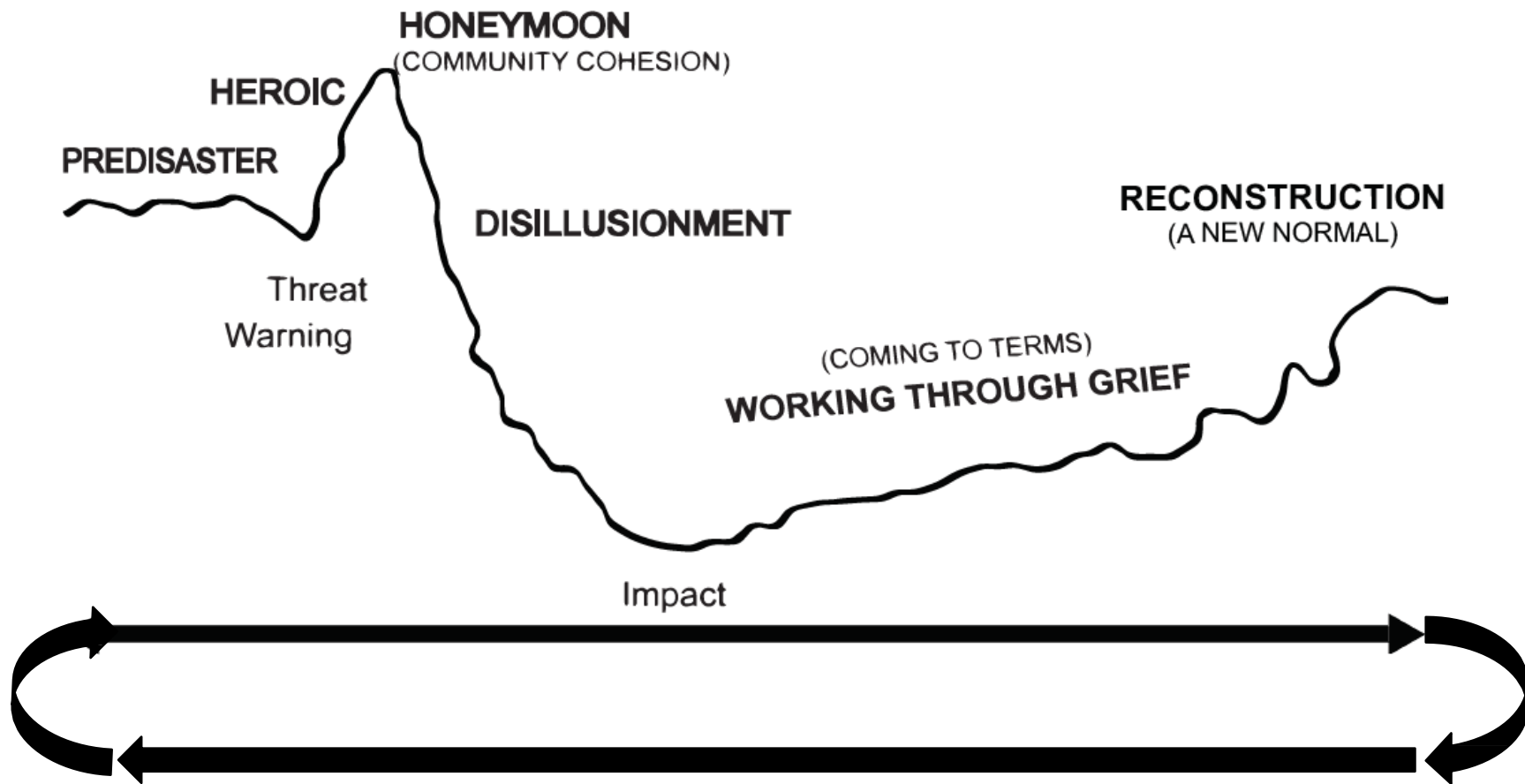


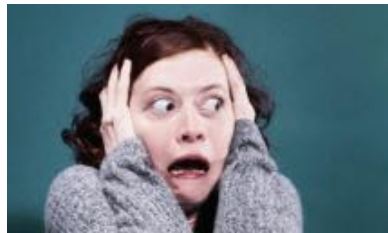
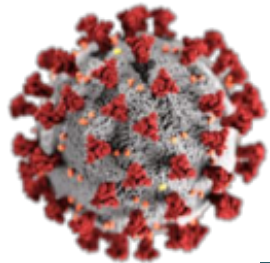
Event











Context



***EMERGING* TRENDS**

# 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**



New Jersey  
Voluntary Organizations  
Active in Disaster

## 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.

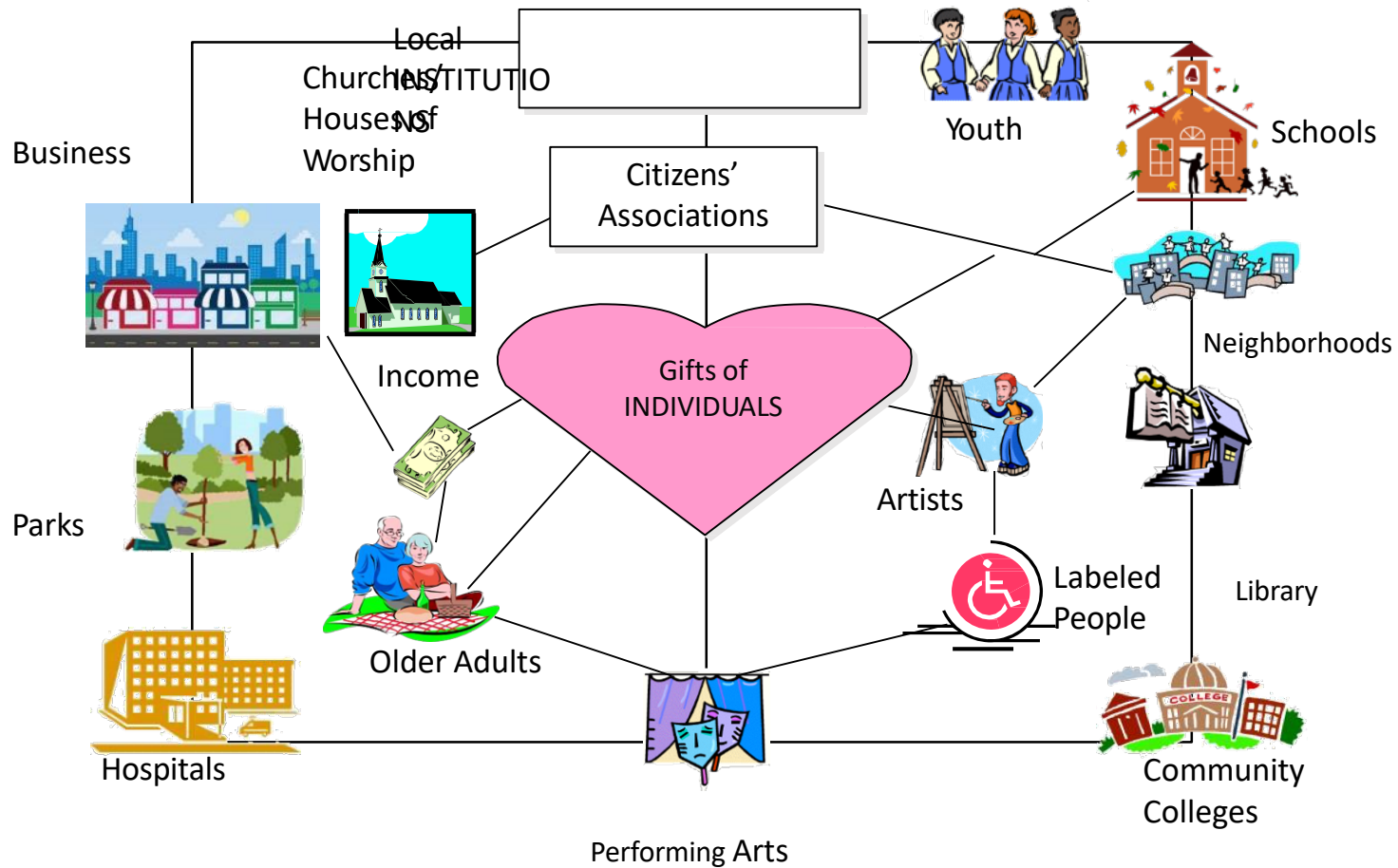


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**Community resilience** is the sustained ability of a **community** to use available resources (*energy, communication, transportation, food, etc.*) to **respond** to, **withstand**, and **recover** from adverse situations (*e.g. economic collapse to global catastrophic risks*).

# Connecting Community Assets







**New Jersey  
Voluntary Organizations  
Active in Disaster**

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](mailto: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>

