

## Summary: Post-Sandy Funder Briefing--Series I

**Funder Briefing:** #14

**Date:** March 4, 2013

**Topic:** Governor & Mrs. Christie's Hurricane Sandy NJ Relief Fund & Report on Ocean/Monmouth Tour

**Speakers:** **Cam Henderson**, Executive Director - Hurricane Sandy New Jersey Relief Fund;  
**Leigh Gibson**, Senior Program Officer - The Fund for New Jersey;  
**Doug Schoenberger**, Vice President of Corporate Responsibility and Public Affairs - Verizon New Jersey;  
**Abby O'Neill**, Board of Trustees - Union Foundation

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### **HIGHLIGHTS**

Update on the activities of Mrs. Christie's [Hurricane Sandy New Jersey Relief Fund \(HSNJRF\)](#)--*Cam Henderson*

- Raised \$32M in commitments over 26,000 donors
- First million dollars committed to Long Term Recovery Groups around the state, for which there were 6 applications from LTRGs in Atlantic, Cape May, Bergen, Middlesex, Ocean and Monmouth Counties.
- Anticipate making grants for the next 2-4 years.
- Feb 11th announcement of next \$5M allotment, which is open to organizations other than LTRGs. 120 are registered and likely that many will also apply. Announcement and disbursement will be in May 2013.
- Priority areas:
  - Housing - temporary housing, construction, relocation
  - Financial & legal counselling
  - Social service & education
  - Workforce & small business development

HSNJRF has consulted with a number of funders with experience in disaster relief for best practices including:

- [The Robin Hood Foundation](#) (NY) - talking with them about best practices/processes. Robin Hood has a \$55.7M relief fund, 40% is going to NJ for Hurricane Sandy relief.
- Jeb Bush's Florida Hurricane Relief Fund, administered by the [Volunteer Florida Foundation](#)
- [New York Community Trust](#) - 9/11 needs
- Corporate donors: HSNJRF was encouraged to reach out to IBM about getting business back up and running and McKinsey & Company to help with needs assessments.
- [FEMA](#), Cathy McCann at [NJ VOAD](#) and [American Red Cross](#)
- Hans Dekker at the [Community Foundation of New Jersey](#)
- [Robert Wood Johnson Foundation](#) - member of their staff is on the HSNJRF board and grants committee

### **Observations from CNJG's recent Coastal Communities Site Visit Tour of Sandy Impacted Communities**

*Abby O'Neill – Union Foundation*

- It was impressive to see how entrepreneurial organizations were as serving as ambassadors to the outside world. They embraced roles as storytellers, fundraisers, strategic thinkers cheerleaders, cajolers and beseechers, managers and workmen.

- Can the funding community develop a special crisis leadership fund for people who find themselves in leadership roles they never imagined - to which they can turn to for technical training and support?

*Doug Schoenberger - [Verizon New Jersey](#)*

- The distance between bay and ocean is sometimes just yards. As a supporter of the free market [in terms of development], I realized it was time to think about the social impacts: today's flood is tomorrow's high tide.
- Existing issues already, now made worse: lack of rental housing, 13% of residents with mental health issues which are now exacerbated, low-income people struggling anyway, domestic violence will rise
- Never be annoyed by the "Stay Off" dune signs - if the dunes weren't there, the houses weren't there
- Beach tag sales are up, hopefully to show support and not just rubbernecking
- Corporate side of philanthropy is driven quarter by quarter and it will be a challenge as we look at corporate giving for long-term impacts

*Leigh Gibson – [The Fund for New Jersey](#)*

- People who had their lives disrupted are faced with another perfect storm – of paperwork, policies and regulation – incredibly challenging to understand options and make decisions about what to do next.
- Funding community is hit with a tremendous and prolonged need for transitional aid to support the families in that region
- FEMA maps caused confusion over height and other regulations on rebuilding. One Mayor said there has been a tenfold increase in properties that need to be raised according to new FEMA floodplain maps.
  - Flood maps - people are now looking to challenge the maps - is there a role for funding community here in terms of public education around sustainable and resilient rebuilding?
- Left with a heavy heart about kinds of gentrification we can expect
- Lack of buyout deals available to NJ residents - trapped with lower valued properties if not enough buyouts available which can be financially devastated.
- There aren't enough philanthropic donations to help all of the families in need
- Political and regulatory decision making determines the path, the process it takes and how long the money will last. Is the NJ funding community able to consider some of the advocacy for issues of importance?

**FOLLOW UP**

- Contact info for speakers and a list of everyone who participated in the site visit will be shared.
- Flash drive info from site visit will be shared with the listserv and via the CNJG website.
- Who are the Hudson or Bergen county leaders on the ground CNJG should be in touch with for site visit?

**ADDITIONAL INFORMATION**

- Red Cross is starting long term recovery efforts for the first time
- Major thanks again to those who made the Ocean County site visit possible: Kathy Durante - [Ocean First Foundation](#), Tom Hayes - [NJ Natural Gas](#), and [PSEG](#)
- CNJG Listserv will continue after these calls end

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Beginning on the first Monday after Hurricane Sandy struck New Jersey, The Council of New Jersey Grantmakers began hosting weekly conference calls for grantmakers in-state and nationwide, facilitated by CNJG President Nina Stack, to discuss their response to Sandy and strategies facing NJ as a result of the storm. Each conference call briefing offered expert guest speakers who represented government agencies (FEMA, HUD, HHS, etc.), national philanthropic leaders, expert psychologists with experience in PTSD, planners and community redevelopment leaders, and representatives from NJ's Voluntary Organizations Active in Disaster, among others. The twenty-five audio files and written summaries are available at:

<http://cnjg.org/hurricane-sandy>