

# **POST DISASTER PHILANTHROPY: DEALING WITH WHATEVER COMES OR DOESN'T COME YOUR WAY**

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COMMUNITY  
FOUNDATION  
*of the* OZARKS

*Connecting passion to purpose.*

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“This past weekend, my son, Tae-Jin, and his good friend, Lucy, decided to raise money by selling lemonade on the streets of Manhattan to help kids in both Joplin, Mo, and the country of Japan that were impacted by the recent natural disasters. Please find enclosed a check for \$45, which represents half of the money raised from their lemonade sales. They are hoping that the money can be used to help kids in Joplin.”

--Neelesh  
New York, NY, June 2011





Initial meeting with Joplin city leaders, June 3, 2011



“I only missed one day of work. When I’m working, I can come in and leave everything at the door. It helped to not be so overwhelmed.”

*--Chris Quinonez, who lost his home in the tornado  
Leggett & Platt, October 2011*





“I really do believe the future of this country is our kids being educated to the fullest. I wanted to do something meaningful to help the school system because that will be so integral to Joplin's recovery in the years to come.”

--Sheryl Crow  
 Singer, former teacher, Missouri native  
 August 2011



“My children’s numbers are through the roof. We will do what we need to do.”

*--Alison Malinowski Sunday  
Executive Director for Lafayette House, July 2011*





*First grant awards, September 2011*

“We have all the flexibility you need and we’re going to be here for the long haul.”

*--Michelle Ducre  
Former CFO Joplin-based staff associate  
June 2011*



“That’s why we’re here today because of the spirit of this community that says there is hope; there is resiliency.”

*Ann-Marie Campbell  
Executive Vice President for Home Depot  
January 2012*





“We have a unique and blessed opportunity to share music with people and occasionally the need arises to share more than sound!”

*--Lead singer Brandon Boyd  
Incubus benefit concert  
May 2012*





“Our role is to make it a home again. We knew the day after it hit that we would be coming down here someday.”

--Tom Duffield  
Presbytery of Detroit  
disaster assistance volunteers



“I wanted to let other people go ahead of me who had kids. I had water everywhere, every time it rained. Then the mice came, and then the roaches came, and then the ants came. The whole place was just poison. With the mold and mildew, I have not been the same since. I got overwhelmed.”

*--Bobby Burton, Rebuild Joplin client, 2013*



*One of the final Joplin Recovery Fund  
grants  
May 4, 2016*

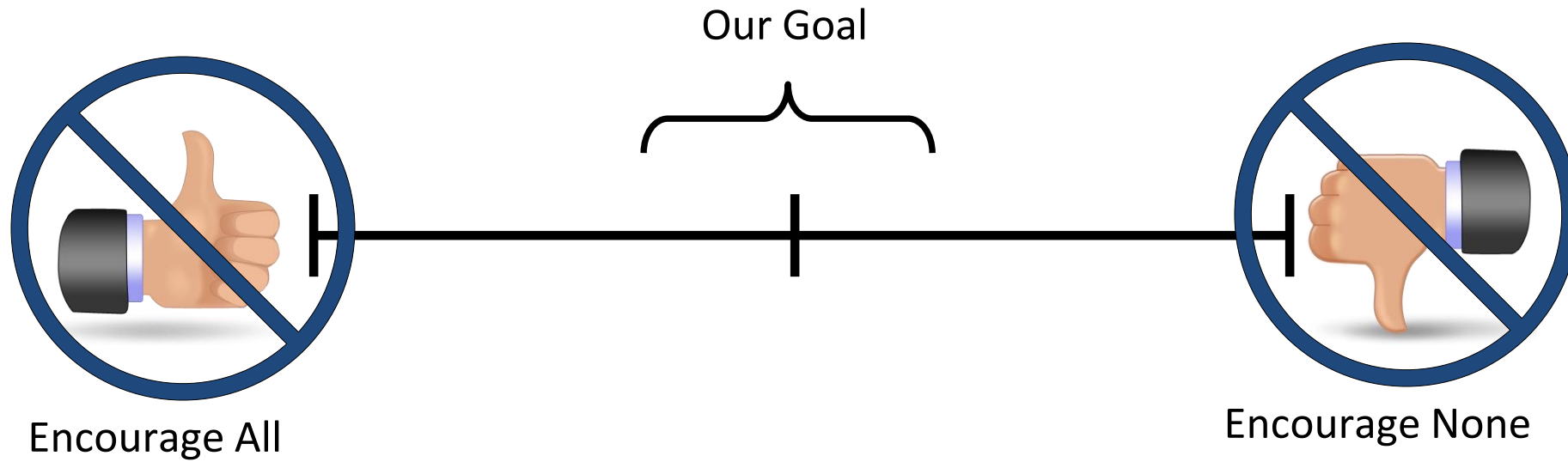
## Summary:

- CFO/JRCF opened 22 funds for tornado recovery
- More than \$12 million in gifts
- Nearly 3,000 gifts from almost every state and several other countries.
- JRCF/CFO Joplin Recovery Fund made more than 100 grants totaling \$6.1 million to nonprofits for mid- to long-term recovery.



# Encouraging Donations?

**Either Extreme Leads to Failures**

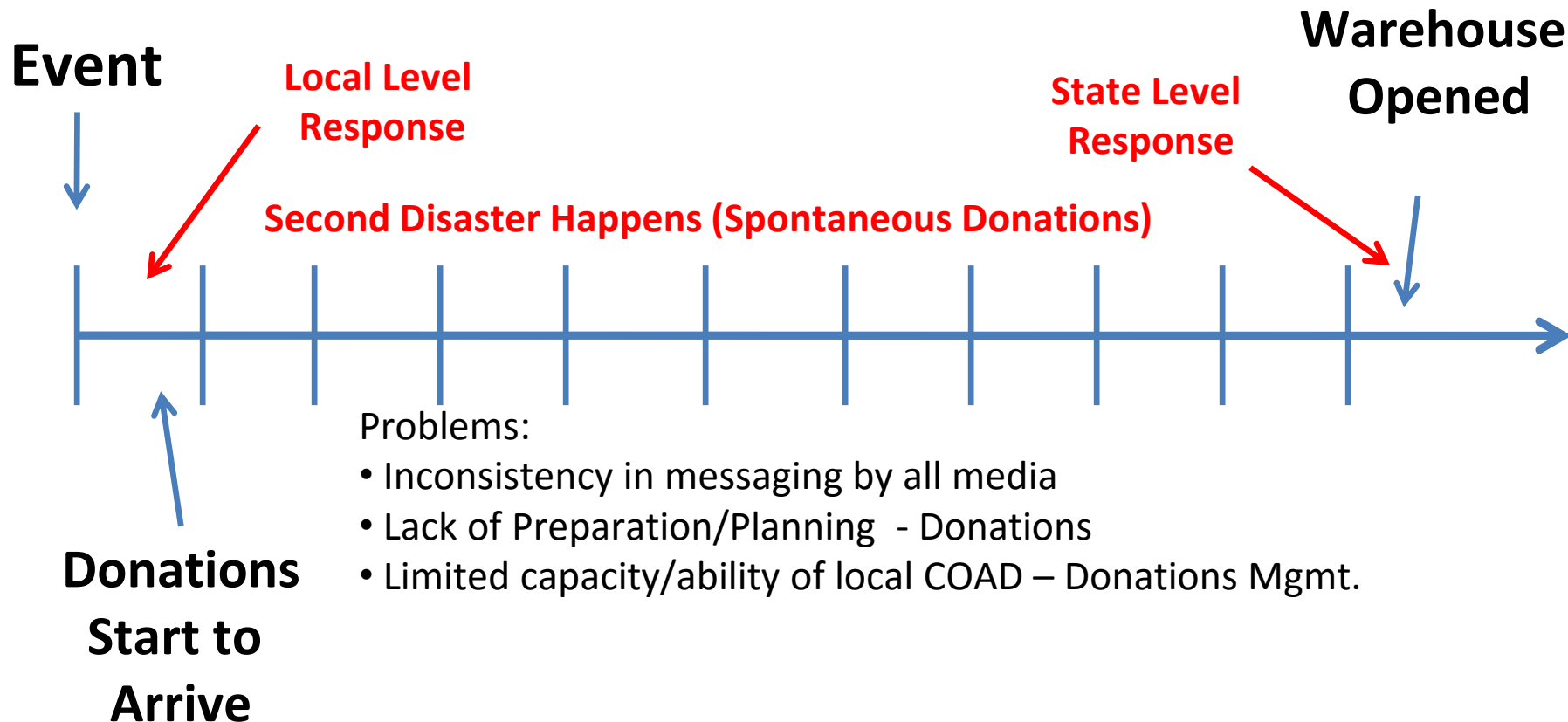


# “Send everything...”

- What was needed in the immediate aftermath of the tornado?

# A Consistent Problem Identified

## Disaster Time Line





May 23, 2011

- “The shelter just called, and folks are aggressively dropping off donations, filling up common use space.”
- “We are finding numerous web sites that have popped up requesting donations for Joplin. I’ve attached a list of what we’ve found so far. Anything we can do to put a stop on this will be greatly appreciated.”



*Photo Courtesy of IA/MO ACSDR*





Photo Courtesy of IA/MO ACSDR

- “[media] Just announced where to bring your donated materials. They said "think of what you would need if you were left with nothing. Go out and buy it and bring it here. They interviewed a woman who had brought stuff to donate. I didn't catch where they were instructing people to bring things. “





Photo Courtesy of IA/MO ACS DR

Tuesday, May 24, 2011

“ We cannot stop the flow of unsolicited goods but we can manage it somewhat by having a consistent message of “Cash is King.” We need to educate about the positive effects of leveraging cash. Any list we could create would always fall short of the mark anyway. A published list might cause us to have an even greater size warehouse with so many instances of excess of certain items while having a dearth of others.”



# College Heights Christian Church



Photo Courtesy of IA/MO ACSDR





Photo Courtesy of IA/MO ACSDR



“ I’m so sorry you’re dealing with this before you’re ready but by the time I got the call for logistics information the whole thing was in the works. As of now, XXXX is more than happy to wait until tomorrow but XXXX has 4 semis in a hotel parking lot about an hour away and anxious to drop their trailers as soon as they can.”



Photo Courtesy of IA/MO ACSDR





Photo Courtesy of IA/MO ACSDR



June 1<sup>st</sup>, 2011

“Things are breaking down seemingly quicker than we can stand them up as we are working to build a network to handle (especially) the unsolicited donations that are clogging the system. (another text book situation).

With the limited capacity of the MAW in comparison to the magnitude of the disaster, it is vital to the best chance of successfully handling all of the donations issues this event presents to have these churches plugged in to the process of Collecting – Warehousing – Distribution.”



Photo Courtesy of IA/MO ACS DR





# Make sure he gets what he *needs*

When you make material donations (such as food & clothes) to disaster relief efforts, you are taking a chance on what victims need at the cost of sorting, storing, shipping, and distributing the items.

*Pledge to make your good intentions count.*

**Please give cash.**

[www.cidi.org](http://www.cidi.org)



**USAID**  
U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT



# **\$ CASH \$ Donation Are Best \$ – Our Message!**

- **How Many Volunteer Man Hours Does It Require to Process?**
- **How Much Warehouse Space Does It Require to Sort/Store?**
- **How Much Buying Power Does “Cash” Have In The Hands of a VOAD Partner?**

**Possibly up to 7 X's (Depending on Partnerships)**

**The Issue:**

**Leverage / Efficiency**

# Here's Why "Cash is Best"



## **College Heights Christian Church**

- **Deployed from 1000 up to 1800 Volunteers Daily. (during 1<sup>st</sup> 3 Weeks)**

- **Worked 10 Hour Days**

- **Let's Do The Math:**

- **1000 Vol. x 10 Hrs/Day x 10 Days =**

- **100,000 Man Hours**

$$100,000 \text{ Man Hours} \times \$21.00 = \$2,100,000.00$$

***Because of the overwhelming inflow of used clothing.  
Large % of these used clothes were shipped out of Joplin.***



# Donation Facts

Cash is the fastest and best way to provide effective relief to international disaster victims

**Cash**

**100%**

Directly helps disaster victims

Eliminates transportation costs

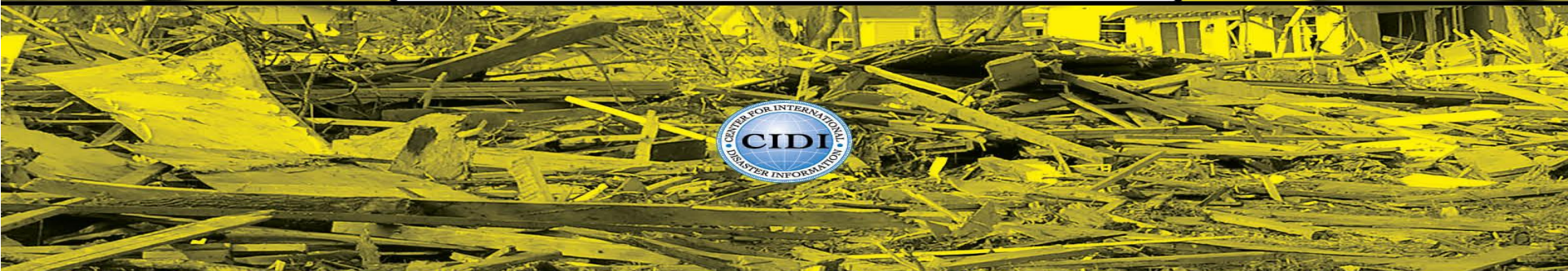
Stimulates local economies

Helps communities return to normal

Other donations, such as used clothing, canned food and bottled water, take time and money to transport, rarely meet victims' urgent needs, often interfere with professional relief efforts and frequently clash with cultural norms.

Source: Public Service Announcements for International Disasters

**[www.cidi.org](http://www.cidi.org)**





Keep “This”



Semi Trailer of “Black Plastic Bags”



“From Turning Into This”





**“Ultimately Becoming This”**



**Range Line Road just North of I-44, Joplin**

*Photo Courtesy of IA/MO ACS DR*



**Make your donation matter**  
**Donate cash to disaster relief**

**NOW**



**Donate cash to disaster relief and watch your contribution make a bigger difference than material items such as clothing and canned goods**

**Make your donation matter now. Donate cash today.**



[www.cidi.org](http://www.cidi.org)

KEEP THIS IN MIND BEFORE YOU DONATE IN-KIND



**5 Reasons  
Why Cash is Best:**

1. Cash directly helps victims
2. Cash can be used whenever, wherever
3. Cash doesn't have transportation costs
4. Cash stimulates the economy
5. Cash speaks in all languages to all nations

When it comes to international relief, in-kind donations, such as clothing and food, are not effective. These items are expensive to transport, can be culturally inappropriate, often do not meet victims' needs, and can even slow relief efforts down. **SEND CASH.**

[www.cidi.org](http://www.cidi.org)







**Educate the Public How to Have A Successful Collection Drive – Clearly marked, boxed by “like kinds” – Palletized & Shrink-wrapped for shipping to Disaster Site : Hurricane IKE**



# Key Lessons

- Elected officials need talking points, fast!
- Agree to a message map in peace time → where should cash donations be sent.
- Get the message out FAST, in a unified manner (local, state, federal and profit and non-for-profit communities)
  - Effective with pre-scripting. It can be too late to wait until the event happens
- Need for proactive social media MESSAGING → monitoring does not cut it.
- Publish needs quickly and paint the picture to the public as to why unsolicited donations are not needed → the power of visuals
  - Excellent examples at <http://www.psaid.org/>

# Thank you!

## Jono Anzalone

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# Can you develop resources after a low attention disaster?

tornadoes

wildfires

ebola

tsunamis

drought

floodings

displacements

earthquakes

landslides

hurricanes

earthquakes



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

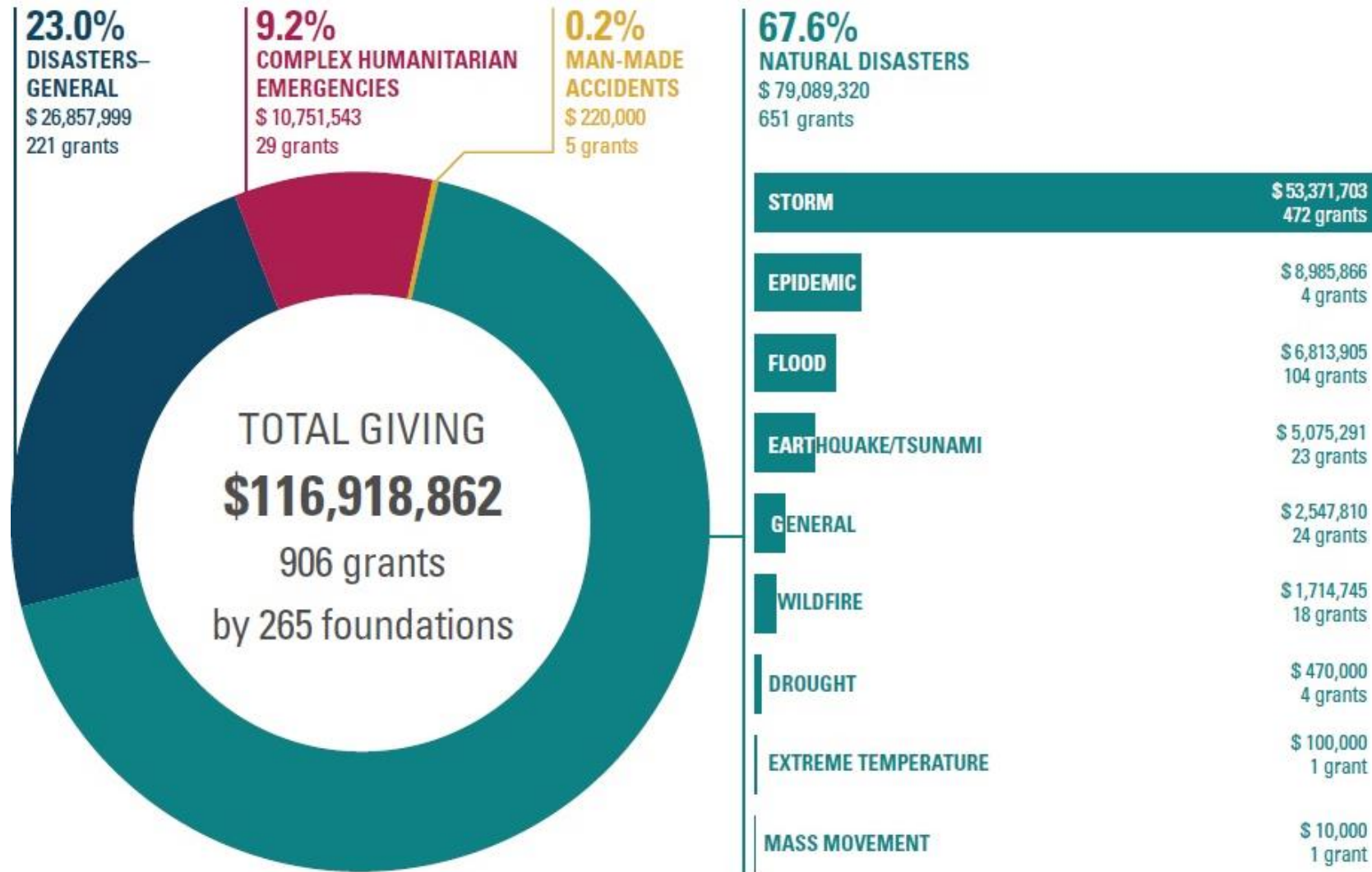
Nancy Beers  
Program Officer for CDP



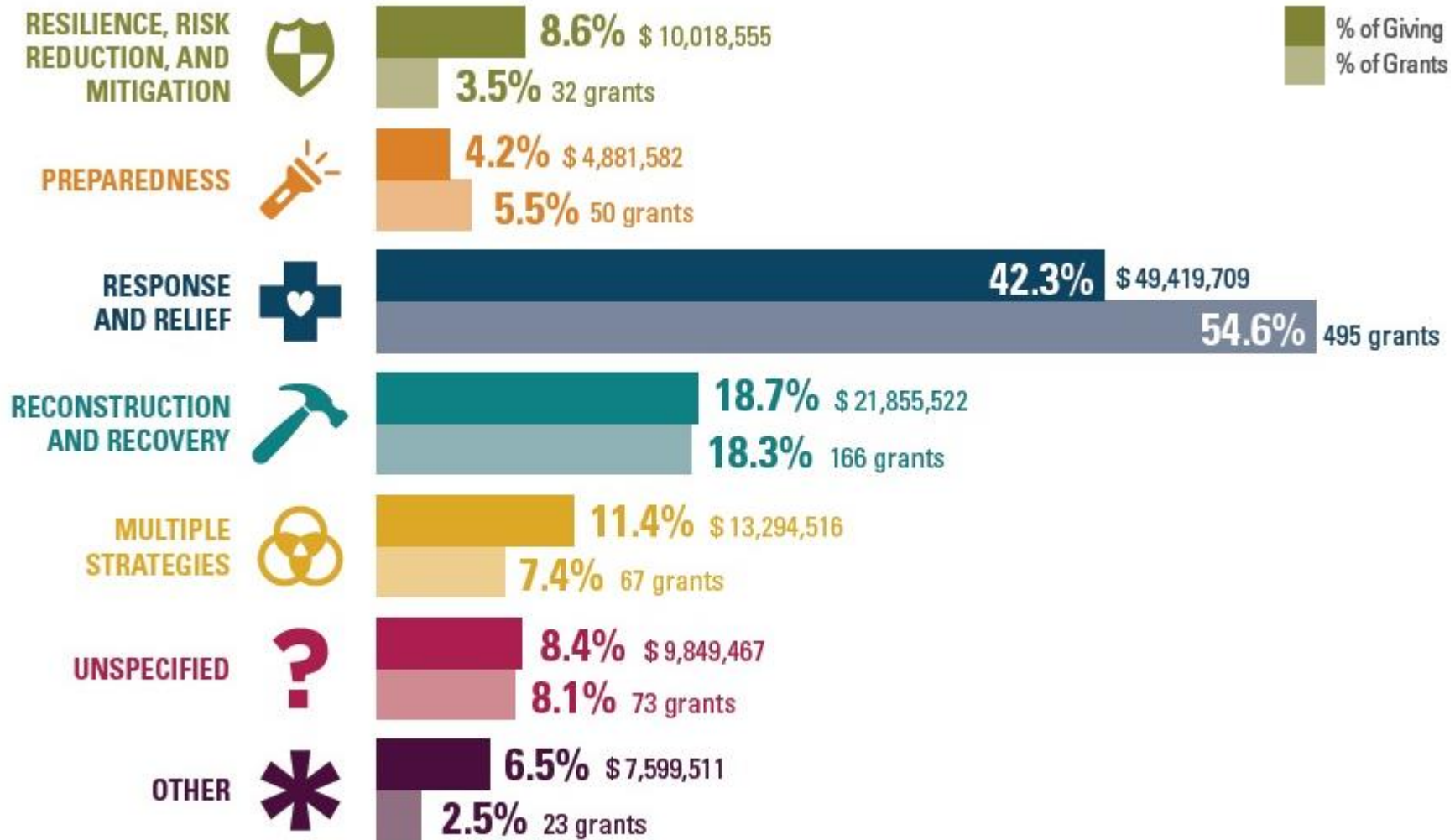
# MEASURING THE STATE OF DISASTER PHILANTHROPY | 2015



# Foundation Funding by Disaster Type



# Foundation Funding by Disaster Assistance Strategy





# MEASURING THE STATE OF DISASTER PHILANTHROPY | 2015

Dashboard:

<http://disasterphilanthropy.org/state-of-disaster-philanthropy-report>

Mapping Platform:

<http://disasterphilanthropy.org/state-of-disaster-philanthropy-map>


Foundation Maps | Found. x

Nancy

https://maps.foundationcenter.org/#/map/?subjects=DT4000&popgroups=all&years=2011&location=6252001&geoScale=ADM1&layer=geo\_area&bo


Apps disaster info


Other bookmarks

 FOUNDATION MAPS

MEASURING THE STATE OF  
DISASTER PHILANTHROPY

AboutFAQDashboardContact

 Map

 List

FOUNDATION DATA ?OTHER DATA SOURCES ?LOCATION ?DISASTER TYPEDISASTER ASSISTANCE STRATEGY

Foundation Data ▼None ▼Change location 🔍Disaster Type ▼Disaster Assistance Strategy ▼MORE ▼

YOUR SELECTIONS  
✕ Clear all

United States ✕Natural Disasters ✕Reconstruction and Recovery ✕2011 ✕

+

-

105

Total Number of  
Foundation Grants

\$9,036,966

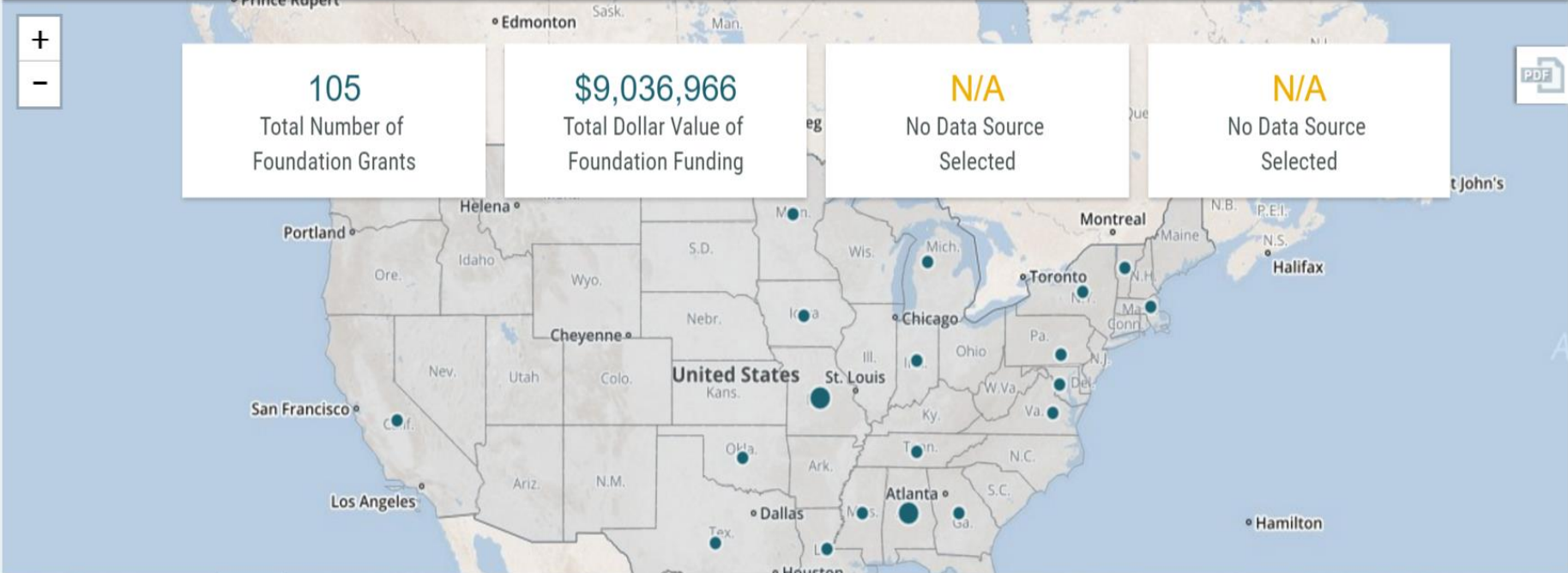
Total Dollar Value of  
Foundation Funding


N/A

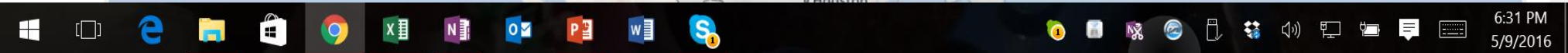
No Data Source  
Selected

N/A

No Data Source  
Selected







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5/9/2016

Map

FOUNDATION DATA ? OTHER DATA SOURCES ? LOCATION ? DISASTER TYPE DISASTER ASSISTANCE STRATEGY

Foundation Data None Change location Disaster Type Disaster Assistance Strategy MORE

YOUR SELECTIONS

Missouri Storm Reconstruction and Recovery 2011

United States

Missouri

Total Number of Foundation Grants	Total Dollar Value of Foundation Funding	No Data Source Selected	No Data Source Selected
8	\$1,985,000	N/A	N/A

See Details



CDP Fundraising in low at x CDP Fundraising in low at x G how to take a screenshot x Foundation Maps | Found x Nancy

https://maps.foundationcenter.org/#/map/?subjects=DT4060&popgroups=all&years=2011&location=4398678&geoScale=ADM1&layer=geo\_area&bo

Apps disaster info Other bookmarks

# MEASURING THE STATE OF

FOUNDATION MAPS

FOUNDATION DATA Foundation Data

YOUR SELECTIONS Clear all

Map List

st + -

136

United States

Salina

136

Great Bend

ed

Hutchinson

Wichita

FAQ Dashboard Contact

STRATEGY MORE

Lafayette Kokomo

Indiana Indianapolis

Terre Haute

Bloomington

Vincennes

Louisville

Evansville Owensboro Elizabethtown

FOUNDATIONS RECIPIENTS GRANTS OTHER DATA SOURCE

Foundation grants for activities in Missouri; in support of Storm; for Reconstruction and Recovery; starting in year(s) 2011

Foundation Name	Recipient Name	Year	* Dollar Value of Grant	Details
Lilly Endowment Inc.	Community Foundation of the Ozarks	2011	\$1,500,000	
Margaret A. Cargill Foundation	Community Foundation of the Ozarks	2011	\$200,000	
New Era Cap Company Contributions Program	United Way, Heart of Missouri	2011	\$100,000	
Charter Communications, Inc. Corporate Giving Program	American Red Cross National Headquarters	2011	\$50,000	
Greater Houston Community Foundation	First Response Team of America	2011	\$50,000	
U.S. Bancorp Foundation, Inc.	Community Foundation of the Ozarks	2011	\$50,000	
The Lozier Foundation	American Red Cross- Greater Ozarks Chapter	2011	\$25,000	

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FOUNDATION MAP

Map

FOUNDATION DATA

Foundation Data

YOUR SELECTIONS

Clear all

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136

United States

Salina

Great Bend

Hutchinson

Wichita

MEASURING THE STATE OF

Grant Details

GRANTMAKER

Lilly Endowment Inc.

Indianapolis, IN United States

to

RECIPIENT

Community Foundation of the Ozarks

Springfield, MO United States

Basic Grant Information

TOTAL AMOUNT: \$1,500,000

YEAR AWARDED: 2011

GRANT DURATION: 1 year

More Details

DISASTER TYPE: Natural Disasters; Storm

STRATEGY: Reconstruction and Recovery

GEOGRAPHIC AREA SERVED: Missouri

Grant Description

For disaster recovery from May 2011 tornado

eGrant

FAQ

Dashboard

Cont

CATEGORY

MORE

Lafayette


Kokomo

Indianapolis

Terre Haute

Bloomington

Vincennes

 **Sharing Screenshot**  
A link to your screenshot has been copied to your clipboard.

# *What Does Disaster Giving Look Like?*

In the U.S., Disaster giving is quick and largely reactive:

- 1-4 weeks following a disaster: Over a third of private giving is completed
- 1-2 months following a disaster: Two-thirds of private giving is completed
- After 6 months: Giving stops





# CDP's Midwest Early Recovery Fund

- **CDP's** Midwest Early Recovery Fund is a pilot program created to efficiently and effectively allocate money to organizations supporting the needs of vulnerable populations within communities affected by low attention disasters in the Midwest, using a unique 'clip-board' grant-making process.
- The fund is tapped within two weeks to eighteen months (early recovery) following natural disasters — tornadoes, flooding, earthquakes, landslides and wildfires – in the states of **Arkansas, Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, North Dakota, Oklahoma and South Dakota.**

# Early Recovery Fund – Definitions

- **Low Attention Disasters**: *Disasters that do not garner national attention and are often localized, rural and/or small communities. Most **often** identified by:*
  - No FEMA IA declaration
  - Limited national/ regional media coverage
  - Little or no disaster response from national or regional organizations
  - *Insufficient community resources/ infrastructure to meet needs of affected populations*
  - *Vulnerable populations disproportionately affected*



# The Fund's Five Key Recovery Challenges

- ***In low attention (high impact) disasters, during the early recovery phase, communities often lack the capacity to:***
  - Identify and develop sufficient resources to meet the needs of those affected by the disaster
  - Develop robust long-term recovery efforts without additional support from national, regional or state disaster organizations and/or other partners.
  - Coordinate information and resources from multiple agencies
  - Identify affected vulnerable populations and create appropriate resources
  - Meet the unique needs of children post disaster

# ERF's Funding Priorities

- Making grants to:
  - Community-based non-profit organizations to increase their ability to respond to those affected by the disaster.
  - Ensure the development of DCW/DCM within the first 60 days post disaster.
  - Ensure development of a community driven long-term recovery processes.
  - Assist communities in meeting the needs of disaster-affected vulnerable populations.
  - Meet the needs of children post disaster

## What has the fund been doing? :

- Since the fund began grant making in early 2015, the fund has granted over \$980,000 to community based organizations in places like Sand Springs Oklahoma, DeWitt Nebraska and on the Crow Creek Reservation in South Dakota. Recently, in response to the Missouri floods, the Fund has made three grants totaling \$182,595.71 to organizations supporting the needs of children and families, outreach and education and the development of early recovery services.





How do you develop resources for a low attention disaster?







**After forming a LTRC with your by-laws in place and a fiscal agent identified, these steps can be used to develop the funding needed for a successful recovery process:**

- **Step One:** Do a Community Needs Assessment
- **Step Two:** Develop a Long-term Recovery Budget
- **Step Three:** Develop a Resource Development Committee/Task Force
- **Step Four:** Develop a Funding Needs Case Statement
- **Step Five:** Develop a Funding Strategy
- **Step Six:** Develop a “Marketing” Strategy



# Disaster Philanthropy Playbook

<http://disasterphilanthropy.org/the-disaster-philanthropy-playbook/>

# Questions ?

**Mission:** Transform the field of disaster philanthropy to increase donor effectiveness throughout the lifecycle of disasters through our educational, fund opportunities and strategic guidance.



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

**Nancy Beers**

*Midwest Early Recovery Fund Program Officer*