



Center for Disaster Philanthropy

Most Effective Way for Businesses to Support Hurricane Harvey and Irma Recovery

Unleashing the power of long-term support through employee giving & matching gifts

Agenda

1

Importance of Long Term Disaster Recovery Support

2

America's Charities Disaster Recovery Fund
presented by Center for Disaster Philanthropy

3

Leveraging Employee Giving and Matching Gifts



Speakers



James E. Starr
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America's Charities



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President and CEO
Center for Disaster
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Companies Have Embraced Civic Duty to Respond to Disasters

Hurricane Harvey (August 2017)

- Companies have pledged more than \$157 million to Hurricane Harvey relief efforts as of September 3rd

Hurricane Sandy (2012)

- Raised \$141 million within the first six months in business aid

Hurricane Katrina and Rita (2005)

- Raised more than \$1 billion in business aid within the first six months of each disaster





Importance of Embracing Long Term Disaster Recovery Support

- About **70 to 80 percent** of money donated in the wake of a disaster goes to **immediate relief** efforts.
- The long-term costs of Hurricane Harvey are likely to exceed \$30 billion when impacts on agricultural, energy, and labor sectors are accounted for, and **full recovery will take years.**





**How can you
support long-term
recovery efforts?**



Solution =



Objective:

1. Empower donors to give immediately
2. Identify where funding gaps are and where money will be most effective
3. Provide strategic support for the long-term needs of communities impacted by major disasters



Leveraging Employee Giving and Matching Gift Programs

- When companies respond to disasters, they build a tremendous amount of good will externally and internally.
- Employees view their employers as facilitators and multipliers for their own philanthropic efforts. *(Source: 2016 Cone Communications Employee Engagement Study)*
- Nearly one half (46%) of employees report that they donate through employee-giving programs. *(Source: America's Charities Snapshot 2017)*
- Employees value company supported programs, including employer match (58%). *(Source: America's Charities Snapshot 2017)*

How can I get started?



Email:

BusinessDevelopment@charities.org

Visit:

www.charities.org/contact
or www.charities.org/funds



More Resources to Help You Take Action:

- The Disaster Philanthropy Playbook, [Collaborating with FEMA, HUD, State and Local Governments guide](#), offers innovative practices and key takeaways on how to strengthen relationships with FEMA and state and local emergency management personnel.
- The [Measuring the State of Disaster Philanthropy](#) report offers a wealth of information on philanthropic activity. The most recent report found nearly 80 percent of funding went to immediate relief. Very little support goes to planning, preparation, mitigation, long-term recovery or building resilience – all activities that could lower deaths and destruction.
- [America's Charities Snapshot Report Series](#) identifies current trends, attitudes and perceptions in employee workplace giving from the perspective of employers, nonprofits, and employee donors.
- [Contact America's Charities](#) for employee giving tools, matching gifts and funds management services, strategy development, and employee engagement support.



**THANK
YOU!**
Have questions?



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