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
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?
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?