

The Disaster Philanthropy Playbook Tip Sheet

*Actions funders can take to help their communities prepare,
respond and recover from major disasters.*

Preparedness

1. Develop and Adopt a Preparedness Plan for your organization:

- An internal business continuity plan for your organization, and
- An external plan which includes how and when your organization will respond and at what level (includes funding, product donations, in-kind support and resources);

2. Support the development of Preparedness Plans for your Grantee Community

- Help your grantees to become better prepared—to protect their organizations and to respond to your community's needs in the event of a disaster

3. Establish a Collaborative Disaster Recovery Fund

- Work in cooperation with philanthropic colleagues
- Decide on parameters of the fund: giving targets; donors; criteria for disbursements;
- Consider a mechanism for the general public to contribute to this fund

4. Establish and Convene a Preparedness Task Force

- Individuals include:
 - Nonprofits (social services, healthcare, environment, education, housing, advocacy, etc.—engage a highly diverse group)
 - Local and state emergency management personnel
 - Representatives from your Governor's Office and Cabinet Departments
 - Members of your local/regional media
- Responsibilities include:
 - Development of a coordinated response
 - Development of a coordinated communications plan
 - Building and strengthening alliances between organizations and agencies that do not have a history of working together

5. Establish a Pre-Disaster Memorandum of Understanding with Grantees

- This MOU outlines the actions your grantees will take in the event of a disaster and the amount and disbursement schedule of special funding your grantee can expect to receive from your organization.

Immediate Response

1. Support an immediate independent assessment of the damage and critical needs

- Early reports can inform early response priorities and long-term strategies

2. Advocate for maximum federal support

- Lead and support advocacy efforts on a federal, state and local level to ensure your region receives from Congress the maximum and appropriate amount of federal recovery dollars
- Advocate for a fair, equitable and transparent process for distribution of those funds

3. Participate in the immediate and long-term planning conversations

- This helps inform flexible, patient and timely grantmaking

4. Activate communication channels—hold weekly conference calls and create a listserv

- Engage with and hear from your colleagues, emergency response personnel, government officials and nonprofits working “on the ground”
- News and needs change quickly; ongoing communication is essential

5. Support the deployment of case managers and pro-bono legal assistance

- Every individual, organization, and small business that has been affected will need advice on filing FEMA and insurance claims, along with other applications for recovery and rebuilding support.

Long-Term Recovery

1. Support the dedicated disaster recovery funds for years following the disaster

- Advocate for local, national and international giving to support these long-term recovery funds

2. Identify and support a philanthropic liaison to work cooperatively with your state’s recovery leaders

3. Support high-level coordinated leadership for region-wide project prioritization and resource allocation

4. Avoid duplication of efforts and act in a timely fashion (which doesn’t always mean immediately)

- Provide flexible grants with open lines of communication with your grantees; this helps to ensure the greatest needs are being met

5. Keep the media spotlight on the long-term recovery efforts and needs

- Ongoing news and human interest stories about your community’s recovery is critical for maintaining attention and support

Remember

The Center for Disaster Philanthropy is here to assist you. Reach out to CDP’s staff before or after a disaster has struck your region. They are ready to provide thought-leadership, advice on establishing disaster funds, and connections to colleagues around the nation who can support and inform your efforts.

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