Disaster Relief

- Mari Ellen Loijens, Chief Business Development and Brand Officer, Silicon Valley Community Foundation
- Renee Barrios, Greater Houston Community Foundation
- Leslie Ann Jackson, North Carolina Community Foundation
Roles Community Foundations can play in Disaster Relief

1. Planning and preparation

2. Grantmaking in the Aftermath

3. Long-term Community Rebuilding and Recovery
What Community Foundations cannot do...

We are not first responders
Planning and Preparation

Your Community Foundation’s Emergency Operations plan

✓ Drafting

✓ Practice
MOUs with local Counties, State and other government entities
Pre-approved Grant Agreements with local disaster responders and emergency relief organizations
Disaster Response and Relief Cohorts
Disaster Relief Playbooks

For Handouts:
https://siliconvalleycf.box.com/s/rubr588qzydxptlndq9n9pei3dqkcisld
When Disaster Strikes

Renee Wizig-Barrios
Senior Vice President & Chief Philanthropy Officer
Greater Houston Community Foundation
Setting the Stage

GHCF History in Disaster Relief

- Bush Clinton Katrina Fund
- The Hurricane Ike Recovery Fund
- Storm Relief Fund of 2016
Activating Your Emergency Operations Plan

- Ensure safety of staff
- Leadership conference calls
- Develop and execute new organization priorities and division of labor
- Communicate updates to stakeholders and business process partners (e.g. banks)
Activating Your MOUs with Government Entities

Hurricane Harvey Relief Fund
MOUs with Government Entities

- Developed strong working relationships and protocol about governance with public entities helped minimize politics in the process.
- Created shared ownership by engaging local private foundation community
- Developed coordination with other major relief funders for monthly discussions.
MOUs with Government Entities

- GHCF worked with City and County legal teams to draft agreement and fund. The Hurricane Harvey Relief Fund was set up as a Disaster Relief Fund with Governance structure.

- Advisory Board appointed by Mayor and County Judge.

- GHCF created a grants charter to establish a formal process for grantmaking.

- Appointed a Grants Committee led by GHCF.
Activating Marketing

Transparency & Timeliness

**Greater Houston Community Foundation**
August 27, 2017

**HURRICANE HARVEY RELIEF FUND**

After receiving an overwhelming number of inquiries from citizens and companies who want to help, Sylvester Turner, Mayor of Houston, has established the Hurricane Harvey Relief Fund that will accept tax-deductible flood relief donations for victims that have been affected by the recent floods. Visit www.ghcf.org to make a donation. #HurricaneHarvey #floodrelief #Houston

**Greater Houston Community Foundation**
September 1, 2017

GHCF is committed to our community and is prepared to administer the Hurricane Harvey Relief Fund without charging any fees so that 100% of donations go to immediate and long term relief efforts. We will gain support from other philanthropic partners and donors for the crucial management and grants administration we will be performing. #HoustonStrong

**Greater Houston Community Foundation**
October 5, 2017

Looking for assistance after Hurricane Harvey? Call the United Way of Greater Houston’s 211 hotline to get connected with disaster assistance organizations! #HoustonStrong

**Greater Houston Community Foundation**
October 20, 2017

NONPROFITS: Get your applications in today by 5PM! #HoustonStrong #HurricaneHarveyReliefFund

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**CFUnited**

All-In The AdNet, CommsA and ProNet Conference
Activating Marketing

Humble & Empathetic

Greater Houston Community Foundation
September 4, 2017

We are emboldened by the generosity of so many people from near and far. Thank you! #HoustonStrong

To all of the first responders, volunteers, donors, and friends near and far, thank you for your continued support, prayers, and love. Together, we are all: HOUSTON STRONG

CFUnited
All-In The AdNet, CommA and ProNet Conference
Activating Marketing
Working with the Media

• Slow down and review internally before making a public statement
• Comments on social media
• Transparency
Activating Fundraising

• Natural start – amazing show of support!

• Social media fundraising – worked with Facebook to have our page Verified

• Logo use and preparation of a new boilerplate
Activating Your Grantmaking Plans

• Advisory Board Guidance
• Kinder Institute for Urban Research
  • Need for data to inform grantmaking (identify unmet needs and vulnerable populations)
• Approach involved multiple rounds of grants to balance funds raised and services needed
## Activating Your Grantmaking Plans

**Hurricane Harvey Relief Fund Grantmaking**

<table>
<thead>
<tr>
<th></th>
<th>Round 1</th>
<th>Round 2</th>
<th>Round 3</th>
<th>Round 4</th>
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<tbody>
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<td># of Grantees</td>
<td>28</td>
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<td>32</td>
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<td>$29.1 M</td>
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<td>Transportation</td>
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Activating Your Grantmaking Plans
Other Disaster Related Efforts

180 Fund Development Inquiries Received

153 Corporate
21 Private Foundation
6 Other Special Harvey Funds

57 New Corporate Disaster Relief Funds Opened
Activating Your Grantmaking Plans
Partnership with Silicon Valley Community Foundation

- SVCF Reviewed Applications from 30 Different Corporations
- 44 Rounds of Grantmaking Reviewed
- Vetted 1,635 Applications
- 10 Week Project
- Total Recommended: $5,436,708
Activating Your Grantmaking Plans

Continuous Improvement

• Building Trust and Accountability
• Transparency in Outcomes
• Addressing broken social sector referral system
• Evolving applications and best practice implementation throughout the process
When the Dust Settles

The Opportunities and Challenges of Long-Term Disaster Relief Grantmaking

Or the water recedes...
Disaster Relief Fund

Long-Term

Unmet (or Delayed)

Under-resourced

Un/Under-insured
How “Long” Are We Talking About?
From Relief to Recovery & Resilience

Long-Term Recovery Groups

A long-term recovery group (LTRG) is a cooperative body that is made up of representatives from faith-based, non-profit, government, business and other organizations working within a community to assist individuals and families as they recover from disaster.
From Relief to Recovery & Resilience

LTRGs **emerge and mobilize** in the aftermath of disaster to work strategically on relief, reconstruction, recovery, mitigation, and preparedness specific to the needs of their community of origin.

LTRGs **operate for years** following a disaster event, recognizing the longevity of recovery efforts from one disaster while simultaneously thinking ahead to the next one.

LTRGs **maximize resources in the community** through convening and collaboration of local leaders who can effect change.
From Relief to Recovery & Resilience

• Community Recovery & Mitigation Planning
• Scholarships
• Future Preparation
Long-Term Gets Lonely

• Be there
• Be the voice
• Be the resource
Disaster Relief IS about Community

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