

Meaningful Disaster Relief: Providing Support from Response to Recovery



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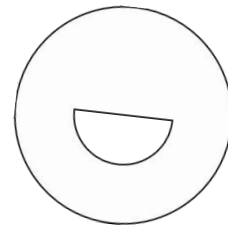
MAR 2025




AGENDA

- Overview
- Volunteering
- Donations
- Creating an overall strategy
- Long term disaster response and support



INTROS FOR MICHAEL AND CHLOE






HE
HIM

Michael Budwig

 VP of Giving & Nonprofit Innovation
 Grand Rapids, MI

 **FAVORITE NONPROFIT**
World Central Kitchen



SHE
HER

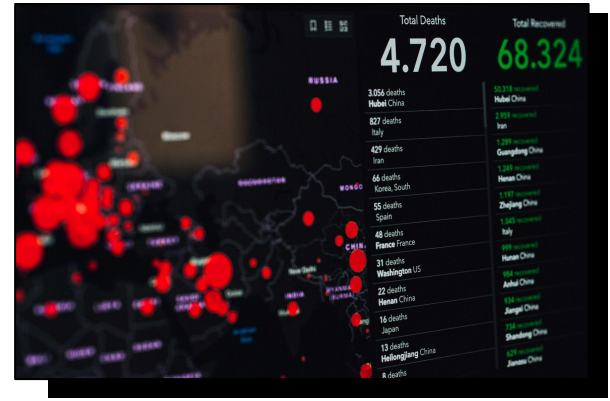
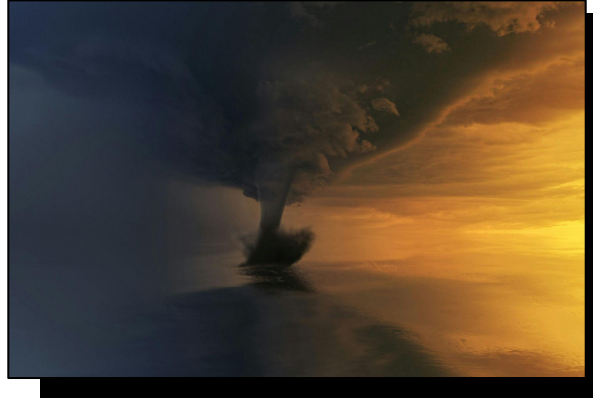
Chloe Smith

 Nonprofit Success Manager
 NYC

 **FAVORITE NONPROFIT**
Human Rights Campaign



DISASTERS ARE ON THE RISE AND ARE CONTINUING TO HAPPEN



CORPORATIONS WANT TO AND CAN RESPOND IN MULTIPLE DIFFERENT WAYS

Today we'll talk about effective strategies for effective and timely responses



Preparation of a strategy lays the framework for an effective disaster response.

- What are the different ways that you can respond?
- When do you respond?
- Both short term and long term actions are very important

LET'S START WITH DIFFERENT TYPES OF RESPONSES



Volunteering

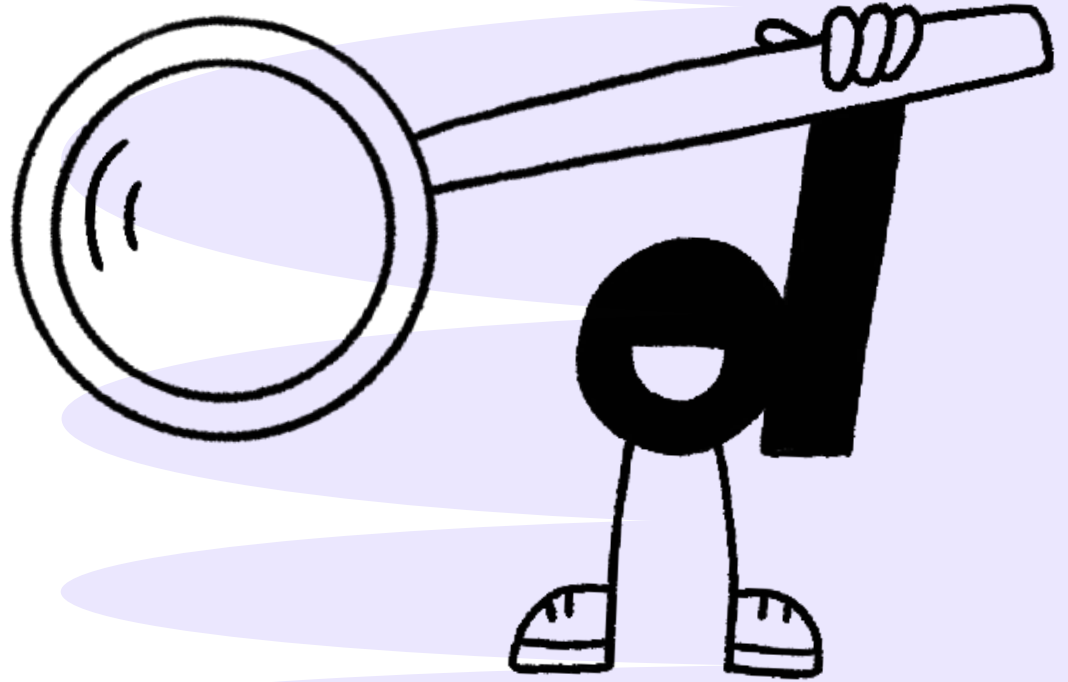


Giving

- Donations in kind
- Employee donations
- Corporate donations
- Consumer donations

While all of these can be effective, what's important is to have a strategy.

**LET'S TAKE
A LOOK
AT EACH
ONE**





VOLUNTEERING

Volunteering

While many people want to volunteer, during a disaster is usually not the best time.

Those affected need very specific things – hygiene kits, cash / gift cards, places to stay

Nonprofits are often overwhelmed and need volunteers with specific types of training

Volunteering

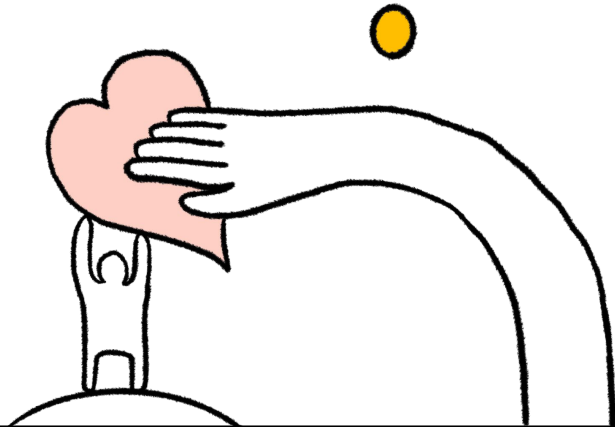
How can volunteering help during disaster relief?

The best time to volunteer is before disasters, in the “blue sky” period

- Help prepare hygiene kits, blankets, other readiness types of items that nonprofits want ahead of time
- Become a trained volunteer for a relief organization

Leverage Deed’s disaster relief resources

- Deed works closely with our nonprofit partners to recommend volunteering opportunities or small actions that can be taken during the initial stages of a disaster.



DONATIONS IN KIND

Donations in kind

This has been particularly discussed in light of the recent fires in LA.

In talking with many nonprofits, many donations in kind 'end up in the landfill'

- Logistics of getting items to disasters
- Items may or may not be needed or useful
- Responders are trained on particular types of equipment and NGOs can only maintain those types of equipment

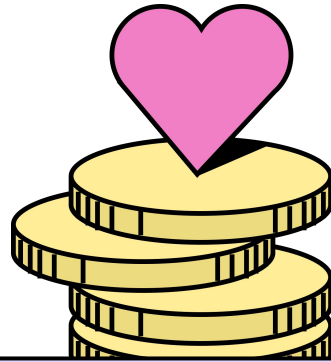
How can donations in kind help during disaster relief?

The best time to collect and send physical donations is before disasters, in the “blue sky” period

- Individuals and groups of employees can help support a nonprofit’s strategy by donating physical goods ahead of disaster.

Leverage Deed’s disaster relief resources

- Deed works closely with NGOs to ensure that any recommendations for in-kind donations are only when and as needed.



DONATIONS

Donations

Employee campaigns

- Matching donations are the best way to encourage employees to help and show a company's commitment
- If you don't have a matching program, consider starting one or working with your platform to have one ready in cases of disaster
- Budget for disaster (the funds can always be used for giving season if unspent)



Strategic keys to successful employee campaigns

- Be sure your technology is able to action your campaign quickly
- Have a trusted advisor to help
 - Best type of campaign
 - Recommend nonprofits to support

Corporate donations

Corporate donations

- Have a budget for corporate donations
- What are the guardrails for making corporate donations
- Who makes decisions about corporate donations

Consumer donations

Consumer donations

- Do you have a way of reaching out to your customers?
- Do you want to match those donations
- Who makes decisions about consumer donations
- Do you have the technology and approval structure to quickly respond

WHEN TO RESPOND

Some disasters are universal or global in nature, such as Hurricanes Helene and Milton, or the LA fires. For others there is more nuance – wars, etc.

Things to consider:

- Do you have employees in the disaster areas?
- Does the disaster impact your business or is your business especially positioned to help?
- Do your company values align with a particular disaster or response?

An overall disaster response strategy

Putting together what type of response with when to respond provides you with a strategy

Best to put a rubric in place as a guideline

This will help make quicker decisions and also identify key stakeholders

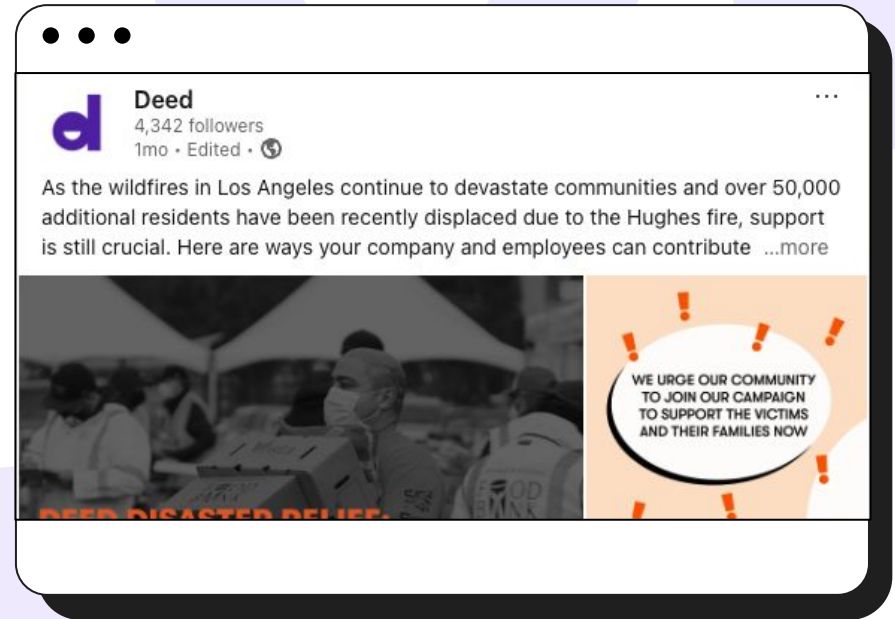
Define disaster levels (L1, L2, etc)

Who makes final approvals and decisions for each (CEO, regional head, etc).

Often responses and related communications get caught in legal review, so arrange for who can do that ahead of time, as well as try to standardize language

DISASTERS CYCLE IN AND OUT OF THE NEWS VERY QUICKLY

- Even now, Asheville and LA seem like older news. But the need for response is still huge in all of these places and recovery will take years.
- It's critical to commit to the long-term, especially if you have employees in the affected areas.



**DEED CAN WORK
WITH YOU
TO IDENTIFY WAYS
OF PROVIDING
THIS LONG-TERM
SUPPORT**

