



Webinar Series

Private-Sector Resource Development during the COVID-19 Emergency

Friday, APRIL 3, 2020





BEFORE WE BEGIN



You are muted upon entry into the webinar



Click the Q&A icon to submit your questions anytime.



Like submitted questions to ensure they get asked



Chat

Use chat for comments or to elaborate on surveys



We will send you the recording

MEET OUR PRESENTERS



Emily Gantz McKay

President
EGM Consulting, LLC



Ivy Fairchild

Chief Development Officer
Hispanic Federation



Nereida Andino

Senior Vice
President
Community Affairs
Bank of America



Brent Wilkes

SVP for Institutional
Development
Hispanic Federation

Webinar Agenda


Private-Sector Resource Development

Topic	Presenter
1. Welcome/Introduction	Brent Wilkes, SVP Institutional Development
2. Overview: Crisis Fundraising	Emily Gantz McKay, President, EGM Consulting, LLC
3. Working with Current Donors	Ivy Fairchild, Chief Development Officer
4. Adjusting Ongoing Fundraising	Ivy Fairchild
5. How Philanthropy is Responding	Ivy Fairchild, Nereida Andino, Senior Vice President, Community Affairs, Bank of America, and Brent Wilkes
6. How HF is Helping	Ivy Fairchild
7. Sum Up and Questions	Discussion


Current Funding and Fundraising Status

Poll #1 – with responses

1. Who does the fundraising at your organization? *Check one.*

- a) Executive Director/CEO – **50%**
- b) Development staff – **37%**
- c) Consultant(s) – **3%**
- d) Other staff (Use chatroom  to specify) – **10%**
Chat

2. What kinds of private-sector fundraising do you do? *Check all that apply.*

- a) Corporations – **66%**
- b) Foundations – **76%**
- c) Individuals – **69%**
- d) Other (Use chatroom  to specify) – **7%**
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Overview: Crisis Fundraising

Issues to consider

1. Fundraising focus areas:

- Special funds for COVID-related activities
- Funds to retain staff and support core operations
- Special campaigns -- e.g., capital campaign
- Obtaining of in-kind goods or services

2. Key Issues – Priorities

- Whether to continue, defer, or repurpose non-crisis solicitations
- What to do about fundraising events: cancel, postpone, go virtual


3. Key Issues – Donor Relations

- How best to work with current donors
- When/how to approach new donors
- How to cultivate and maintain donor relationships remotely
- Showing donors your organization is sustainable
- Keeping donors informed and engaged
- Engaging board members in fundraising

Current Funding and Fundraising Status

Poll #2 – with responses

Which of the following applies to your organization? *Check all that apply.*

- a) We have lost expected grant funding due to the crisis – **35%**
- b) Our earned income from third parties or client fees is down – **44%**
- c) We have had to postpone or cancel an event – **71%**
- d) We have applied for special COVID-19 related funding – **56%**
- e) We have received special COVID-19 related funding – **10%**
- f) We are rethinking our ongoing resource development approach during the crisis – **65%**
- g) Other (Use chat room  to specify) – **8%**

Chat

Working with Current Donors

“Stay very close to your key funders” - Bridgespan

- 1. Identify and focus on your key donors** – corporations, foundations, individuals
- 2. Connect with donors** – write, call, video chat
- 3. Express concern for your donors**
 - Consider a donor kindness kit (video/thank you)
- 4. Remind them of your mission and impact**
- 5. Ask for what will help most** – don’t make assumptions about what they will or won’t do
- 6. Communicate throughout the crisis**
 - Document your reach and impact, but also tell a story
 - Use social media

Adjusting Your Ongoing Fundraising Plan

Sources: Alliance of Fundraising Professionals, Chronicle of Philanthropy

1. Adjust, but do not stop ongoing fundraising

- Focus on special COVID-19 related funding needs
- Consider whether to defer major new solicitations (experts disagree)
- If a solicitation is in process, ask the donor how to proceed
- Explain why your ongoing work needs support now
- Expect some decisions on capital campaigns or new initiatives to be delayed

2. Increase communication with current & potential donors

- Continue personal communications – and consider video meetings via free or low-cost tools like Zoom, or Hangouts Meet
- Make your communications plan part of your fundraising plan
- Use videos, infographics, and images online

Questions?



Q&A



Philanthropic Response: Call to Action from 500+ Foundations

Find out whether your funders have taken the pledge!

- Loosen or eliminate restrictions on current grants
- Make new grants as unrestricted as possible for maximum nonprofit flexibility
- Reduce what is asked of nonprofits – postpone reporting, site visits, and other demands on time
- Contribute to community-based emergency response fund
- Communicate proactively and regularly with nonprofits about decision-making and response
- Commit to listening to nonprofit partners and communities that are least heard
- Support grantees advocating for public policy changes
- Learn from these emergency practices for future change

<https://www.cof.org/news/call-action-philanthropys-commitment-during-covid-19>

How Philanthropy is Responding

Helping nonprofits during the COVID-19 Emergency

1. Special foundation & corporate COVID-19 Response Funds:

- To support COVID-19 related activities
- To help with ongoing operations

2. Funding from and through:

- Community foundations
- United Ways
- Intermediaries

3. Help for current grantees:

- Additional funding
- Increased flexibility in use of funds
- Collaborative funding to limit the number of “asks” required
- Simplified applications and reporting

4. Focus on vulnerable populations and the nonprofits that serve them

MEET NEREIDA ANDINO



Senior Vice President
Community Affairs

BANK OF AMERICA 



Approaching corporations and foundations during the COVID-19 crisis

- **Corporations and foundations are committing millions of dollars** to address the COVID-19 crisis
 - Like nonprofits, we are trying to strategize during unprecedented times
- **Most will “stay in their own lane,”** continuing to fund familiar issues & organizations
 - Need to get funds out quickly
 - Focus will be on addressing immediate needs like hunger alleviation, medical needs, and educational access
 - Some may have additional funds later, to address after-effects of the pandemic

Suggestions for approaching corporations and foundations

- **Prepare a sharp, concise 1-2-page summary** of the community situation and:
 - What you are doing now and its impact and importance
 - What you need immediately
 - What will be the long-term impact and needs
- **List your current corporate and foundation funders, and draft emails to your Project Officers**
 - Don't wait for them to contact you – reach out
 - Make it human – show your concern for them and their families and organization
 - Let them know you are available at any time to discuss this
 - Give them ideas
 - Use the opportunity to build and strengthen the partnership

Philanthropic Initiatives during the COVID-19 crisis

- **\$100 million to support local communities in need**
- **\$250 million in capital to community development financial institutions (CDFIs)** by funding loans through the Paycheck Protection Program and up to \$10 million in grants to help fund CDFI operations
- **\$66 million to support consumer and small business clients**
 - Includes deferred payments on small business loans, credit card payments, auto loans, and mortgages
 - No negative credit bureau reporting for up-to-date clients
 - Paused foreclosure sales, evictions, and repossessions

COVID-19 Response Funds

Funders by geographic area

Global:

- Bank of America
- Citi Foundation
- Google.org
- JP Morgan Chase and Co.

National:

- Hispanic Federation
- Lowe's (National and NC)

Connecticut:

- Hartford Foundation
- Fairfield County's Community Foundation

Florida:

- Florida Blue
- United Way of Northeast Florida

New York:

- Robin Hood
- New York Community Trust
- Brooklyn Community Foundation
- New York-Presbyterian Hospital

North Carolina:

- Foundation for the Carolinas and United Way of Central Carolinas
- Winston-Salem Foundation

In-kind Support from Companies for Nonprofits

Leverage in-kind support to increase the impact of your funding



Google is providing [G Suite free to Nonprofits](#). This productivity suite includes Gmail, Docs, Calendar, Drive, and Hangouts Meet



Google is also providing [free access to the enterprise version of Hangouts Meet to all G Suite and G Suite for Education users](#).



AT&T is [waiving data overage fees](#) to all customers so they can use unlimited data at home



T-Mobile is providing [unlimited data on all mobile plans](#) for the next 60 days and an additional 20GB hotspot



Xfinity [WiFi hotspots are free](#) to anyone who needs them including non-subscribers.



Verizon is providing an additional [15GB of high-speed](#) data for wireless customers automatically.



TechSoup offers [free and low-cost software and services](#) for non-profits from top technology companies including Microsoft, Zoom, Cisco & Intuit




Walmart has committed [cash and in-kind support](#) to organizations on the frontlines in the fight against the novel coronavirus.

Fundraising Challenges during the COVID-19 Crisis

Poll #3 – with responses

What is your greatest fundraising challenge during the COVID-19 crisis?

- a) Getting additional help from current institutional funders – **8%**
- b) Replacing lost revenue from cancelled or delayed fundraising events – **15%**
- c) Approaching new funders during the crisis – **27%**
- d) Deciding what fundraising should be continued and what should be delayed – **19%**
- e) Finding time to fundraise – **14%**
- f) Communications to support fundraising – **18%**
- g) Other (use chat room  to specify) – **3%**

Chat

How the Hispanic Federation is Helping

Special funding opportunities and other resources

- **Hispanic Federation Nonprofit Emergency Assistance Fund**
 - Established by HF and the Miranda Family
 - Eligibility limited to HF members agencies and select nonprofit partners within HF's geographic "footprint"
- **Northern Manhattan Emergency Recovery Fund**
 - Funding from New York-Presbyterian Hospital, conducted in partnership with Congressman Adriano Espaillat
 - Managed by the Hispanic Federation
- **Resources on Fundraising**
 - Posted on the HF webpage, under Resources for Nonprofits during COVID-19 Emergency
- **Resources Handout for this Webinar**
 - Annotated resources including funds with contact links

Sum-Up

Key points from the webinar

1. Nonprofits must ramp up fundraising, while changing some strategies & tactics

- Focus on both ongoing fundraising and special COVID-19-related efforts
- Be prepared to adjust your fundraising plan and innovate
- Maintain close “remote” communications – especially with key donors
- Ask for what you need – don’t make assumptions about what is/is not possible

2. Philanthropy is responding, though opportunities vary by location

- Increased flexibility & support pledged in new “Call to Action”
- Many special COVID-19 Response Funds established
- Extra help for current grantees and nonprofits serving most vulnerable populations
- Corporate initiatives: Bank of America
- In-kind support from companies
- Funding and other assistance from the Hispanic Federation

Questions?





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