

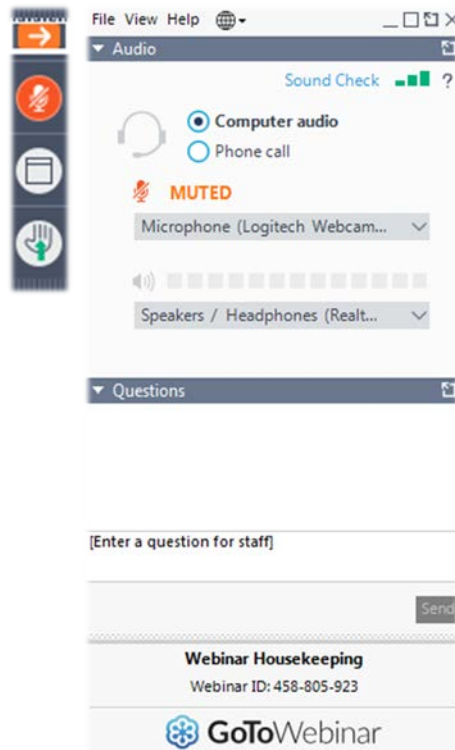
*AFP MA, CCS Fundraising, and WID  
Monday Webinar Series*

# DONOR MOTIVATIONS IN TIMES OF CRISIS

APRIL 28, 2020



# Logistics



To join audio:

- Choose “Computer audio” to use VoIP and listen through your computer
- OR
- Choose “Phone call” and dial using the information provided. International numbers available.

Throughout the webinar please type your questions here for discussion later

# Today's Presenters



**SARAH KRASIN**  
*Corporate Vice  
President,  
CCS Fundraising*

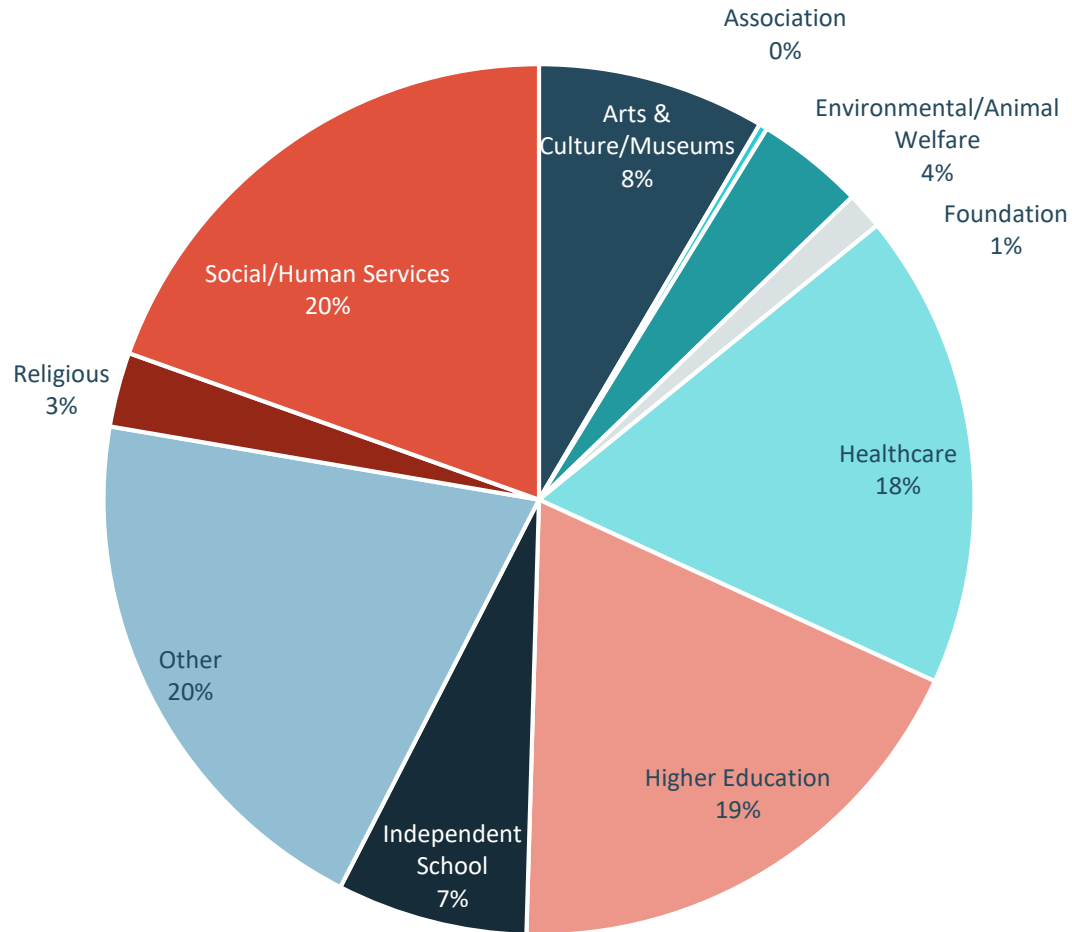


**BRIAN NEVINS**  
*Principal and Managing  
Director,  
CCS Fundraising*



**MIKE SHEEHAN**  
*Co-Founder, Treasurer,  
and Board Member,  
The One Fund Boston*

# Who is Joining Us Today by Sector



# Boston's Philanthropic Response to Covid-19 Crisis

A Fidelity Charitable study found that 3 in 4 donors surveyed between March 18 – 30 plan to give the same or more in 2020 than they did in 2019.

## Total Estimated Boston/MA COVID-19 Support

- Fair to assume \$65M to \$100M+ has been given through community relief funds, DAFs, and other individual gifts between early March to April 24, 2020.

## Majority of Support Funneled Through Major Relief Funds

- Boston Resiliency Fund: Launched March 13 and raised +\$25M to date
- The Boston Foundation COVID-19 Response Fund: Launched March 15 and raised +\$4M
- Massachusetts COVID-19 Relief Fund: Launched April 6 and raised +\$17M to date

## Sources of Publicized COVID-19 Gifts (+\$65M)

- 28% Individuals
- 40% Foundations
- 31% Corporations

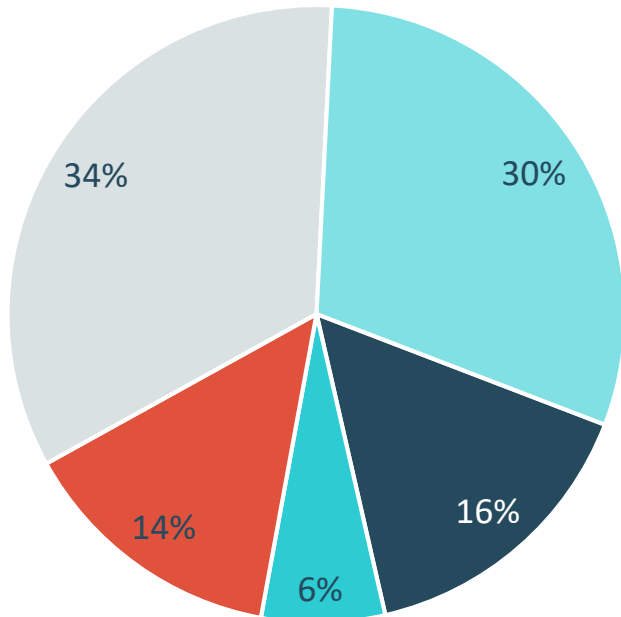
## Known Boston-based Gifts of \$1M or More

- Bain Capital
- Barr Foundation
- Biogen
- Citizens Bank
- Eastern Bank Charitable Foundation
- Greg Hill Foundation
- Gross Family Foundation
- Harvard Pilgrim Health Care Foundation
- James and Kim Taylor
- John Hancock
- Liberty Mutual
- Liberty Mutual
- MassMutual
- New Balance Foundation
- One8 Foundation
- Phil and Liz Gross
- Robert Kraft
- United Way of Mass Bay and Merrimack Valley
- Vertex Foundation

# FUNDER RESPONSES

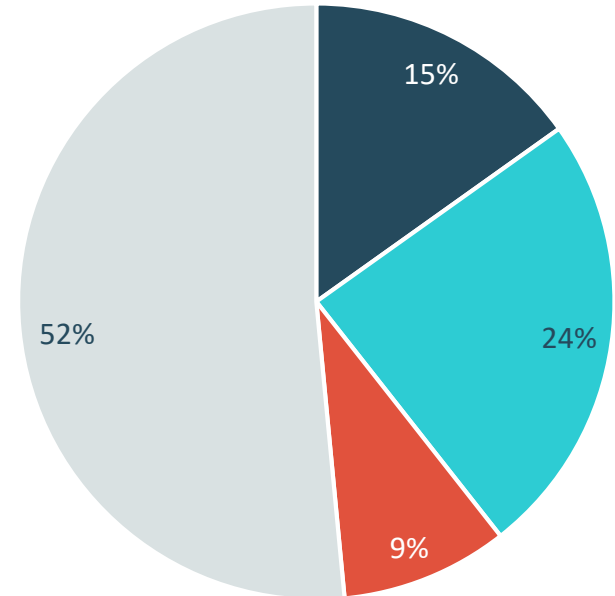
## Last Week's Poll Insights

Have you generated philanthropic funds influenced by COVID-19 in the past month?  
If so, what has been the total raised?



■ \$100k+ ■ \$1M ■ \$25k+ ■ No COVID-specific money raised ■ Yes

If you've raised COVID-specific funds, where have the majority of those funds come from?



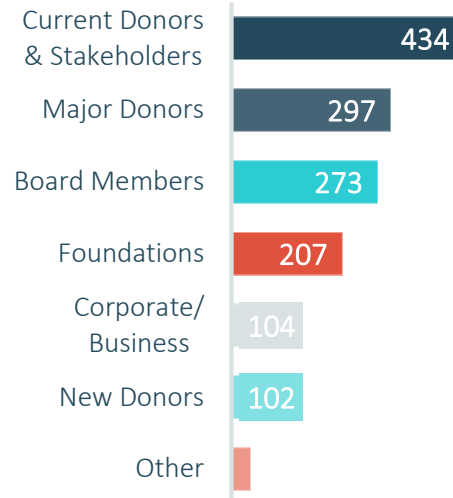
■ Foundations ■ A fairly equal mix ■ Corporations ■ Individuals

# SNAPSHOT OF NON-PROFIT STRATEGIES

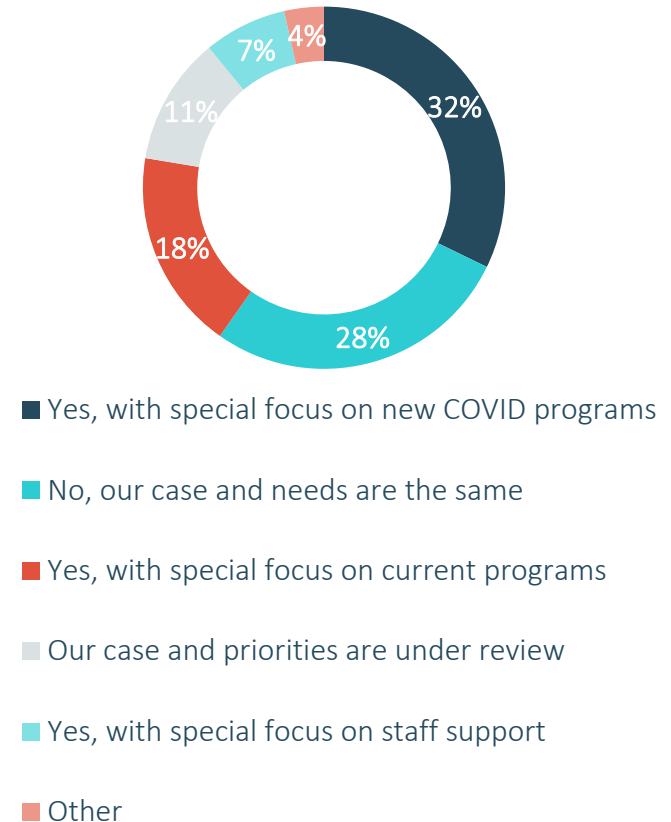


CCS distributed a **Philanthropic Climate Survey**. While this survey is still active, we are sharing a snapshot of responses to-date from more than **700 participants**.

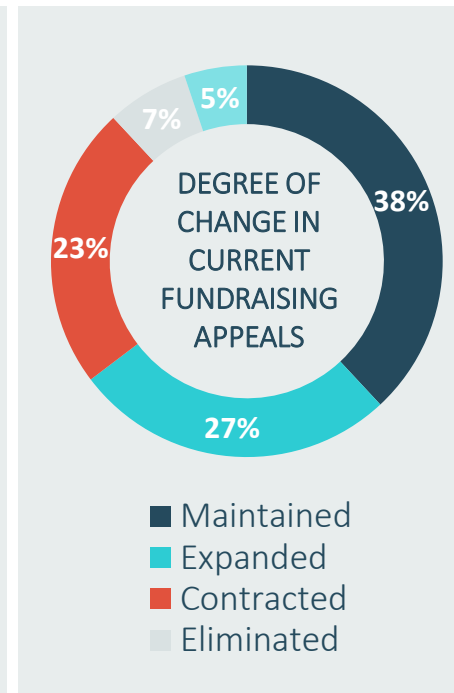
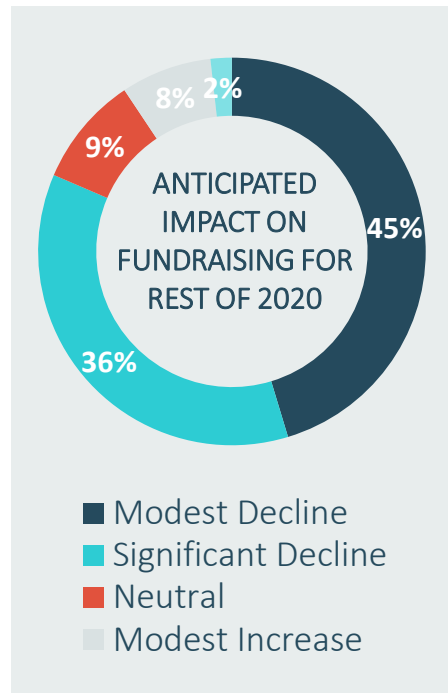
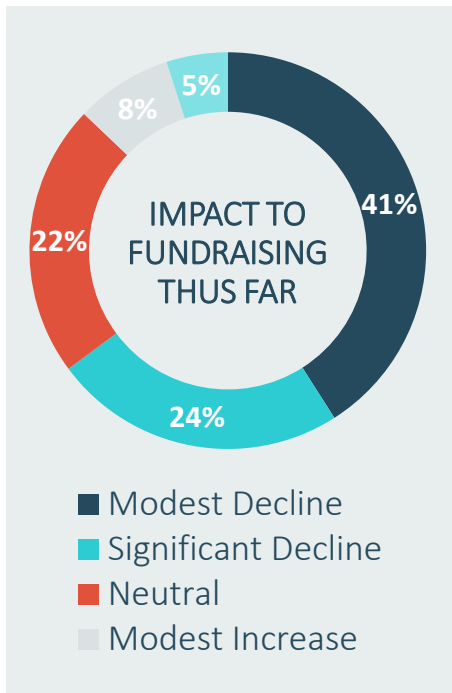
## PRIMARY SOURCES OF CURRENT SUPPORT



## CHANGES TO CASE FOR SUPPORT



# PAST AND FUTURE IMPACTS





# Common Threads in Times of Crisis



## Fundamentals Matter

There's nowhere to hide if you don't have a strong case, consistent communication, and committed leadership.



## Leadership Rules the Day

Your Board members and senior staff set the tone for donors and other stakeholders.



## Philanthropy is Resilient

People are asking themselves, "How can I help?" Give them an opportunity to act, and do so quickly.

# About The One Fund and Mike Sheehan

- Established Overnight
- Generated \$80m+ in support
- Largely focused on 270 affected families
- Final disbursement supported MGH COVID field hospital at Convention Center



## THE ONE FUND

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Massachusetts Governor Deval Patrick and Boston Mayor Tom Menino have announced the formation of The One Fund Boston, Inc. to help the people most affected by the tragic events that occurred in Boston on April 15, 2013.

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[onefundboston.org](http://onefundboston.org)

#OneBoston @OneFundBoston

# The Power of Fundamentals

In a rapidly changing environment, where are the most impactful places for us to focus our attention?

“What you do every day matters more than what you do once in a while.”

– *Gretchen Rubin*

# The Impact of Leadership

How do you activate great leadership? And beyond rapid response mode, how do you sustain your impact?

"When you face a crisis, you know who your true friends are."

*-Magic Johnson*

# Reckoning with Long-Term and Fundamental Changes

Could this crisis fundamentally change the way the nonprofit sector does business?

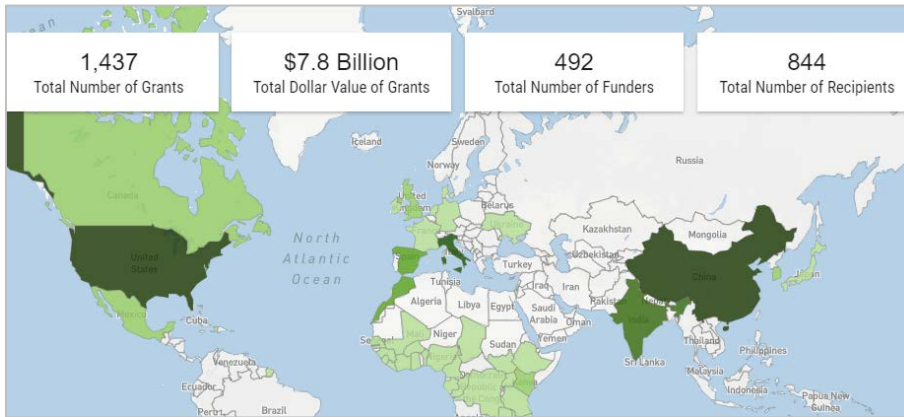
“You never let a serious crisis go to waste. And what I mean by that, is it's an opportunity to do things you think you could not do before.”

– *Rahm Emanuel*



# Comments and Discussion

# Interactive Tools: Philanthropy's Response to COVID-19



Navigable map created by Candid shows giving by geography and subject

Source: Foundation Maps by Candid.



Duke University's Fuqua School of Business launched a searchable website to locate local cash relief resources

Source: COVIDCAP

# Thank You for Joining Us

[www.ccsfundraising.com](http://www.ccsfundraising.com)

[Complete Our Survey](#)

