THE GLOBAL RESPONSE TO THE COVID-19 PANDEMIC

LESSONS IN COMPASSION, INNOVATION AND RESILIENCE
COVID-19 has created a global before and after moment unprecedented in our lifetime. We have to make it count for the good.

2020 was a year unlike any other, with the COVID-19 pandemic bringing unparalleled health and economic devastation and shining an uncompromising light on social inequality around the world. During these unprecedented times, civil society’s unique role and value has never been more evident. It has stepped up to plug critical gaps in the official response and proved unequivocally that it provides a lifeline and quality of life for millions. And yet, as the pandemic’s devastating social and economic impact continues to be revealed, the ability of civil society to positively impact lives has never been more compromised or under greater long-term threat.

Though on the frontline of the COVID-19 response and more attuned to the shifting needs of vulnerable communities than any other sector, civil society has been an afterthought in the official response around the world: sidelined as a potential strategic partner and overlooked as being in desperate need of support to survive.

This striking lack of recognition has exposed three fundamental needs that we as a global community have to meet in the future, and that will be explored in this report:

• The need to champion emergency solutions that are global in scale, nuanced by local, regional and national need and that leverage, rather than sideline, civil society organisations (CSOs)
• The need for collective advocacy of civil society and the invaluable role it plays in strengthening wider society
• The need to facilitate the giving that will support future civil society and enable us to emerge as a more united, responsive and compassionate world.

The CAF Global Alliance exists to champion and empower civil society by enabling bold, brave, better giving around the world.

Our international network of 10 independent locally-led charities is united by a belief in the transformative power of civil society and committed to building a global generosity movement to sustain and grow it across the world.

We use our international reach, deep local insights and decades of giving experience to inspire giving globally and increase its impact around the world. This enables us to respond ambitiously and creatively to global crises and to effect positive long-term change to transform lives and communities.

Join us to ensure that our post COVID-19 future is one with a vibrant civil society, powerful giving and plentiful opportunity at its core.

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COVID-19 has been humbling in its disregard for geography and wealth. It has impacted six of our seven continents and the world’s richest country has recorded the world’s highest coronavirus death rate.

It has overturned concepts of the vulnerable south and privileged north and thrown into sharp relief the increasingly unpredictable and global nature of humanitarian crises.

Across the 10 countries comprising our own Global Alliance nearly three quarters of a million people have lost their lives. (COVID-19 Worldwide Dashboard, WHO, January 2021).

The economic toll has been as devastating as the physical one with the equivalent of 245 million full time jobs predicted to have been lost by the end of 2020. (UN International Labour Organisation).

“The current episode has already seen by far the fastest and steepest downgrades in global growth forecasts on record.” Ayhan Kose, World Bank Prospects Group Director.

The economic devastation COVID-19 has wrought has been absolute. But the global response to the economic fallout has been selective.

While the need to shield the business sector from the full brunt of the pandemic’s impact has been prioritised in economic bailouts, the need to protect the livelihoods of charities and community organisations operating on the frontlines of the response has been largely overlooked.

Few countries or governments have adequately recognised the fundamental strategic role highly experienced CSOs are playing, or could play, in the pandemic response; and fewer still have acknowledged their enduring contribution to society and the gaping hole their absence could create.

The result? At a time when their services have never been more acutely in demand, millions of CSOs across the world have found themselves on the battle lines and fighting for survival:

Across 122 countries, 94% of non-profits say they have been negatively impacted by the pandemic with 73% seeing a significant reduction in donations 2

Charities in the UK have seen demand for their crisis services increase by 36% 3

Globally, more than 60% of charities have had to eliminate or suspend regular programme services 4

78% of African civil society organisations believe COVID-19 will have a devastating impact on their sustainability 5

One in four charities across the world anticipate their organisation having to close within 12 months. 6

49 million people will be pushed into poverty by the COVID-19 pandemic (worldbank.org)

CIVIL SOCIETY: A FIGHT FOR SURVIVAL

1 Estimating Philanthrophic Capital in India FCRA Funding, Centre for Social Impact and Philanthropy, Ashoka University
2 CAF America: The voice of charities facing COVID-19 worldwide, vol 2
3 CAF America: The voice of charities facing COVID-19 worldwide, vol 2
4 ALNAP, May 2020
5 CAF America: The voice of charities facing COVID-19 worldwide, vol 5
WE HAVE A UNIQUE OPPORTUNITY TO LEVERAGE THE IMPACT OF CIVIL SOCIETY.

THE LESSONS TO BE LEARNT

The ‘hit pause’ approach taken by governments across the world to the work of charities and CSOs has been both deadly and telling, exposing a fundamental disregard for the pivotal role civil society plays in supporting wider society and in achieving the ambitious UN Sustainable Development Goals (SDGs).

As we reflect on the lessons of the COVID-19 pandemic, we have a unique opportunity to review our collective understanding of civil society’s value, and how best to support and leverage its expertise and impact in the future.

Around the world governments and infrastructure organisations need to work together to remove barriers and become powerful enablers of global generosity and a thriving civil society by:

- Recognising civil society as an integral strategic partner, rather than as competition or just an ‘on top of state’ crisis response facilitator. (A global survey of CSOs discovered almost half were not working with government during the pandemic.)
- Supporting civil society with tailored stimulus packages. In times of crisis, governments must recognise the unique needs of the charitable sector and respond with bespoke support that helps ensure its survival. In Australia for instance, the government made its wage subsidy scheme eligible to all CSOs with a 15% reduction in turnover (compared to a 30-50% reduction in turnover for ‘for profits’)
- Incentivising giving by decreasing administrative, fiscal and tax burdens
- Simplifying the eligibility criteria for giving incentives, to encourage the creation of a wider generosity movement
- Stimulating corporate giving by making it safe, speedy and rewarding
- Facilitating cross border giving to enable the international responses needed to address the increasingly complex global challenges ahead
- Encouraging flexible giving by creating frameworks of accountability around the more agile, unrestricted giving patterns to have emerged during the COVID-19 crisis
- Unlocking the full potential of giving by embracing and facilitating giving in its widest sense - from the giving of time and goods in kind to the proliferation of micro and informal giving that social media has enabled.

To discover more about how we can collectively release the full potential of civil society’s impact, see our freely available reports:

COVID-19: The effect on global civil society

Giving Civil Society the Right Response:
A CHAMPION OF CIVIL SOCIETY

Our mission as the CAF Global Alliance is to empower an independent civil society and enable the giving that can sustain it to thrive and make a positive difference.

Our partners work together to build a generosity movement, locally and globally – motivating society to give more effectively to transform lives around the world.

We do that by:

**ADVOCATING FOR CIVIL SOCIETY ORGANISATIONS ON A GLOBAL STAGE**

Over the course of the pandemic we have undertaken global and deep local research across the Global Alliance * to understand the challenges experienced by charities and community organisations during the pandemic.

By shining a light on their predicament and bringing it to the attention of governments, global media and donors we have been able to publicise the critical need for positive fiscal measures, tax relief and donor flexibility to ensure the sector’s survival.

**PROVIDING PRACTICAL GUIDANCE TO THE PHILANTHROPIC SECTOR**

We have used our regulatory compliance expertise to guide the philanthropic sector away from restricted funding to provide more useful general support funding during this time of immediate need.

We have also shared tools with donors to enable them to change past grant arrangements to allow charities to modify programmes and shift funds to where they’re most needed.

**RESPONDING TO REAL TIME NEEDS**

Regular pulse checking across the sector via research and close links with numerous front line organisations, enables us to connect donors around the world with the CSOs having the greatest impact, in the hardest hit communities.

During the pandemic CAF America has led the development of an extensive global database of not-for-profits responding to the crisis, to facilitate rapid giving in response to real time needs.

As a result, on the day that Italy passed China in COVID-19 deaths, CAF America was able to make a $200,000 emergency grant, advised from PepsiCo, to the Italian Red Cross in support of emergency services, testing and medicine.

**USING OUR KNOWLEDGE TO HIGHLIGHT RIPPLE IMPACTS**

In the early stages of the pandemic governments and the philanthropic sector directed resources towards health and emergency services. However, over the medium to longer term this focus has come at the expense of addressing wider societal impacts of the pandemic.

Using our local knowledge and relationships we have been able to highlight ripple needs including food insecurity, increased domestic violence and mental health issues - often before they come to public consciousness.

By doing so we can encourage more strategic and creative giving that supports a wider range of issues. In the UK for instance, we have awarded over 1,250 emergency grants totalling over £6.5m to organisations from foodbanks to bereavement and community outreach services, enabling them to continue their critical work.

**PROVIDING THE INFRASTRUCTURE TO MAKE GIVING GO FURTHER**

Our giving expertise, developed with decades of experience, enables us to make giving easier and increase its impact, which in turn encourages future giving.

Each year, we amplify the impact of over £700 million / US$961 million of donor funds, to support charities, community organisations and social enterprises in over 100 countries.

During the COVID-19 pandemic BCause, our Global Alliance partner in Bulgaria, facilitated national giving via the easy to use digital platform Platformata, that corporates including Experian and A1 encouraged their employees to donate through.

While in the UK, CAF has amplified giving impact by being the UK partner of choice to enable tax effective donations to support the World Health Organisation.

**FACILITATING CROSS-BORDER GIVING**

Governments around the world have closed their borders as the pandemic has taken hold, but the global nature of the crisis has made it crucial to facilitate the cross-border flow of giving to reach the hardest hit communities.

CAF America’s expedited giving impact by being the UK partner of choice to enable tax effective donations to support the World Health Organisation.

Check out our Global Alliance COVID-19 impact reports from around the world:


Research from Russia: [http://cafrusa.us/pagenoNGOs_staying_alive](http://cafrusa.us/pagenoNGOs_staying_alive)


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2 In total, CAF America granted more than $60.8 million USD in global COVID-19 relief by December 2020.
THE BENEFITS OF A GLOBAL APPROACH

Our international network of partners works across six continents, empowering us to develop a valuable global perspective during an international crisis. Crucially it also enables this response to be multi-layered – at once international and also nuanced by countries’ unique local needs, political environments and fiscal and societal challenges.

Each of our partners works independently but benefits from:
- CAF’s respected heritage and expertise in the giving landscape
- The efficient and robust due diligence processes for which CAF is renowned
- The ability to connect local donors with impactful programmes around the world
- The profile and lobbying influence that being part of a respected international network brings
- The support and collective learning opportunities that come with being part of a network of leaders in the giving landscape.

‘Being a Global Alliance partner reassures big corporates that we have the international presence, flexibility and credibility needed to realise ambitious CSR strategies.

They trust our validation system and the fact that we’ll get funds to where they’re needed most, rapidly and effectively.’

CAF India

‘Being part of an international alliance brings us the credibility to start an emergency fund and raise funds with national and international companies.

We are also able to build on each others’ experiences to increase giving impact.’

IDIS, Brazil

‘Being part of the Global Alliance is significant to multinational corporate donors and offers real reassurance – particularly during a crisis when many are donating for the first time, or when grant making needs to be sped up to meet acute needs.’

CAF Southern Africa

‘Being part of the Global Alliance enables us to facilitate payments from overseas donors to Russian CSOs in an environment in which that kind of funding is challenging.

This type of international transit of funds is becoming increasingly important as international companies centralise their corporate giving from head offices based outside Russia.’

CAF Russia

‘What we are seeing is a huge amount of outreach and best practice sharing. Collaborative learning has become increasingly important over the past year and it’s global, which is empowering each of our partners to amplify their impact.’

Michael Mapstone, Director of External Affairs and Global Engagement, CAF

WHAT MAKES US DIFFERENT:
With a network spanning six continents and partnerships with Transnational Giving Europe (TGE), the UN Foundation and WHO, the CAF Global Alliance helps collect and distribute millions of pounds worth of resources globally.

THE DIFFERENCE WE MAKE:
Together, our partners have raised over $36 million USD to help vulnerable families facing food and medical shortages, frontline workers in need of protection and hundreds of small charities doing essential work while facing unprecedented financial challenges.
AMOUNT RAISED

CAF AMERICA

CAF America received contributions from over 30,000 individual, corporate and trust donors. In the first month CAF America made 23 COVID-19 grants totalling $3.5 million to 12 countries including the USA, and by December 2020 it had made 33,000 grants totalling US$69.8 million/£51 million to 113 countries.

A UNIQUE NEED

COVID-19 hit the US hard and quickly became a politically contentious issue, with the country divided on the gravity of the virus.

With no coordinated response from federal government, emergency efforts were led by local and state officials, leading to a fragmented picture across the country.

Many frontline workers were left facing critical shortages of PPE and medical equipment; and without a meaningful central hardship relief package many of the wider economic, social and mental health challenges created by the pandemic went unaddressed.

A UNIQUE RESPONSE

CAF America focuses on international grantmaking and during the crisis created a unique international COVID-19 database of CSOs operating on the frontline of the pandemic response to facilitate cross-border giving.

This enabled the connection of hundreds of individual donors, foundations and corporates with CSOs across the world in need of funds to carry out their emergency work.

Grants were made to many local grassroots organisations, as well as to large humanitarian organisations such as the Red Cross in Italy and the Akshaya Patra Foundation in India, which provided free meals to homeless people and migrant labourers during the crisis.

CAF America also played an influential role in understanding the impact of COVID-19 on the finances and operations of thousands of charities across the world, and used its unique platform to advocate for their critical need.

AMOUNT RAISED

CAF RUSSIA

Fundraising efforts in Russia focused around the well established giving initiative, GivingTuesdayNow. RUB 9,155,000 / US$119,930 / £87,800 was raised within the first month and by December 2020, RUB 100,778,000 / US$1.3 million / £996,600 had been raised.

A UNIQUE NEED

In Russia, the challenges of the pandemic were complicated by the regional differences within the country.

While Moscow, St Petersburg and other big cities were seen as being the most populated and at risk locations, remote and rural areas that sometimes lacked the resources to fight the pandemic, were often overlooked in terms of attention and support.

In addition, the emergency response mechanisms enabled by the government were reluctant to receive overseas funding, making it challenging for donors outside the country to contribute to the Russian response.

A UNIQUE RESPONSE

Collaborative work with Global Alliance partners including CAF America, enabled CAF Russia to facilitate payments of funds advised by overseas donors. This gave Russian CSOs access to much needed wider international funding, that as a result of CAF Russia’s on the ground knowledge, could reach those most in need.

Capitalising on CAF’s decades of giving experience and renowned due diligence processes, Russia was also able to set up a Rapid Response Mechanism to fast-track all funding decisions.

What makes us different?

Our international network and renowned due diligence frameworks facilitate complex cross-border giving.

The difference we make:

In emergency situations we can work with our partners across the world to identify critical real time needs. We then connect the dots and get funds to where they’ll have the greatest impact, regardless of how complex the local financial and political infrastructure is.
THE DIFFERENCE WE MAKE: LEARNING, INNOVATION AND COLLABORATION IN ACTION

INNOVATION IN ACTION: STIMULATING A GENEROSITY MOVEMENT

During the COVID-19 crisis, IDIS – our partner in Brazil, launched its first-ever emergency response fund, building on the experience of partner countries across the network.

By supporting the fund with an extensive communications campaign and partnering with organisations including Movimento Bem Maior and BSocial, IDIS ensured a high profile for the giving platform throughout the pandemic.

The fund was such a success as a stimulus to giving, that a similar online giving platform has been created to raise funds to help combat violence against women and girls in Brazil.

EXPERIENCE IN ACTION: SPEED EMPOWERED BY RIGOROUS DUE DILIGENCE FRAMEWORKS

With an internationally renowned due diligence process underpinning funding decisions and providing reassurance to donors, CAF Russia was able to get a third (32.7%) of funds out to frontline support projects within 72 hours.

COLLABORATION IN ACTION: WORKING TOGETHER TO PROTECT DONORS

For decades Brazil’s giving landscape was severely hampered by the lack of an adequate endowment law to protect donors and CSOs. Building on the experience of CAF in the US and UK, IDIS, our partner in Brazil, was able to create a movement of over 60 organisations to successfully advocate for a change in endowment law.

The new law enforces transparency of how funds are used, and protects funds from potential liabilities, creating a positive legal environment for giving.


Over the last 25 years – during times of crisis and calm – the CAF Global Alliance has collaborated across its international network to stimulate effective, impactful giving, that makes a real difference to the lives of millions across the world.

LEARNING IN ACTION: WORKING TOGETHER TO EMPOWER CIVIL SOCIETY TO THRIVE

Across our alliance we are always striving for new, more powerful ways to enable giving and increase its impact. We constantly share our learnings with charities of all sizes across the world. Why not check out our popular Giving Thought podcast or educational webinars today?

https://www.cafonline.org/about-us/blog-home/giving-thought/podcasts-from-giving-thought

https://www.cafamerica.org/webinars/
AMOUNT RAISED

IDIS, BRAZIL
The Emergency Health Fund Coronavirus Brazil, launched by our partner IDIS, in partnership with Movimento Bem Maior and BSocial raised over US$8 million / £5.8 million from over 10,000 donors by December 2020.

A UNIQUE NEED

IDIS, our Global Alliance partner in Brazil, was the first to officially support the national public health system through the creation of The Emergency Health Fund Coronavirus Brazil, in partnership with Movimento Bem Maior and BSocial. The high profile fund drew donations from corporates including TikTok and SulAmerica, as well as thousands of individuals.

The establishment of a weekly technical committee to assess and approve emergency grant applications from hospitals, enabled IDIS to get funds to the frontline at speed. It also partnered with local hospitals working at the coalface of the crisis to distribute tests, PPE and medical equipment bought using emergency fund donations.

High profile drugstore network Raia Drogasil also turned to IDIS to leverage its due diligence and operational expertise to oversee the direct donation of over US$5 million to non-profit hospitals across the country in the most impactful way.

A UNIQUE RESPONSE

IDIS, BRAZIL
The Emergency Health Fund Coronavirus Brazil, launched by our partner IDIS, in partnership with Movimento Bem Maior and BSocial raised over
US$8 million / £5.8 million from over 10,000 donors by December 2020.

A UNIQUE NEED

Brazil was one of the countries most significantly impacted by COVID-19 from the start of the pandemic. Although its national public health system is widely considered to be a leading model in terms of universal access, it was insufficiently equipped to cope with the demands placed on it.

The pandemic also highlighted the country’s deep social inequalities, with significantly higher contamination and death rates among Brazil’s poorer population, who were also the most adversely impacted by unemployment.

To compound these challenges, a lack of government support to stimulate donations, coupled with donation taxes varying from 2-8% between states, made raising the funds to meet emergency needs challenging.

AMOUNT RAISED

CAF
CAF launched its own emergency fund to support UK charities adversely impacted by the crisis and associated lockdowns. The fund was launched with £5m of its funds repurposed in line with donor wishes, and a further £1.5 million was raised within six months.

A UNIQUE RESPONSE

Charges needed emergency access to unrestricted funding to survive so CAF launched the CAF Coronavirus Emergency Fund in March as a rapid response programme.

To date, over 1,250 grants totalling over £6.5m have been awarded to a wide range of organisations, from those providing frontline emergency services, to those whose fundraising capabilities were hampered. CAF also launched a range of webinars and resilience resources to help charities survive, adapt and thrive during the pandemic and beyond.

What makes us different?

As a charity we understand the pressures millions of charities, social enterprises and community organisations around the world face.

The difference we make:
Because of our decades of giving experience, renowned research and relationships with thousands of CSOs around the world, donors trust us to advise them on where their giving can have the greatest impact. In a crisis this enables us to inspire creative, broader giving.

During the COVID-19 pandemic the creation of dedicated charity resilience funds helped support hundreds of charities so they could continue their vital work.

A UNIQUE RESPONSE

In the UK, a government backed furlough scheme protected many individuals from the full impact of lockdown, but charities – and particularly smaller organisations with lean reserves – were left dangerously exposed.

At the start of lockdown, over a third (37%) of UK charities told us they would only be able to operate in their current form for six months or less without help, while over half (54%) told us they would only survive as they were for a year.

GLOBAL ALLIANCE IN ACTION: AN INTERNATIONAL RESPONSE NUANCED BY LOCAL NEED
AMOUNT RAISED
CAF SOUTHERN AFRICA
R 5 million / US $318,000/ £236,000 plus 4000 litres of hand sanitiser was contributed by Oppenheimer Generations Foundation.

CAF Southern Africa partnered with the Oppenheimer Generations Foundation Emergency Food Aid grant programme, working with 20 registered not-for-profit organisations, to distribute supplies to hard to reach communities at speed.

A UNIQUE RESPONSE
What makes us different?
As an international network with independent country partners, we have the benefit of a broad international perspective coupled with deep, practical local knowledge and networks.

The difference we make:
Our infrastructure expertise combined with our established local connections enables us to respond rapidly in emergency situations, coordinating the dissemination of critically needed food, medical and survival provisions into otherwise hard-to-reach areas, to maximise giving impact.

A UNIQUE NEED
With only 16% of the South African population having access to medical insurance, the majority relied on the significantly under-resourced public health sector during the pandemic.

In addition, with one in eight households being located in informal, cramped settlements without access to running water, the basic hygiene and quarantine measures needed to effectively contain the spread of COVID-19 couldn’t be practiced by a significant proportion of the population.

A UNIQUE RESPONSE
CAF Southern Africa knew that emergency aid needed to reach affected communities quickly to contain the spread of the virus. Through an extensive communications campaign it was able to raise awareness of its emergency fund amongst potential recipients and partners. This facilitated the effective distribution of 100% of emergency funds and provisions within four weeks.

Partnering with established networks enabled CAF Southern Africa to reach the families and communities that needed help most. Working with local education organisation Gumption Science Advancement, enabled CAF Southern Africa to distribute food hampers to those struggling to provide for their families. And working with the Eye of the Tiger Academy enabled CAF Southern Africa to provide academy families with PPE to ensure protection in environments in which social distancing was impossible.

In addition CAF Southern Africa used its expertise and networks to empower local corporates to make a positive difference quickly. It managed the emergency contributions made by Sasol’s employees and helped distribute these funds at speed to 10 not-for-profit organisations selected by Sasol’s employees.

AMOUNT RAISED
GOOD2GIVE
In Australia and New Zealand, 90% of COVID-19 donations came from corporate grant programmes rather than individuals. By the end of 2020 programmes from Australia Post, Accor Hotels and Facebook, amongst others, had contributed AUD $7.2 million / £4.1 million to emergency projects.

A UNIQUE NEED
Whilst Australia has a strong culture of giving, the onset of the COVID-19 pandemic came immediately on the back of the country’s catastrophic January 2020 bushfires and saw some donor fatigue set in.

Compounding this, border closures and lockdowns detrimental to Australia and New Zealand’s tourism, aviation and retail sectors, with some corporates scaling back their CSR strategies as a result.

A UNIQUE RESPONSE
Good2Give, our Global Alliance partner in Australia and New Zealand, focused its efforts on facilitating corporate appeals and managed grant programmes. Australia Post’s Community Grants programme offered grants of up to $10,000 to community projects supporting mental health initiatives.

Accor’s COVID-19 special purpose fund, Accor ALL Heartist Fund, supported their employees, for which Good2Give verified and distributed payments to thousands of Accor employees throughout the Oceanic region.

Being part of an international alliance facilitated international, cross border donations with the CAF America Expedited Giving Programme contributing AUD$240,000 to struggling Australian charities contributing to the frontline response.
BCause, our partner in Bulgaria advised corporates, helped fundraising charities and groups and utilised the Platformata.bg and DMS giving platforms to stimulate giving. Over 270,000 corporates and private donors donated over €1.5 million / US$1.8 million / £1.3 million by December 2020.

BCause responded by utilising dedicated online giving platform, Platformata, to raise emergency funds for necessary medical equipment. Within weeks, 200,000 protective masks, 10,000 medical overalls and 10 medical ventilators had been distributed across 80 hospitals.

Many volunteers were also inspired to support the emergency campaign with offers of help which BCause helped co-ordinate.

Electric car sharing company SPARK distributed medical equipment to hospitals free of charge, while another volunteer group developed an innovative prototype for printing protective helmets using 3D printers, enabling the creation of protection for 10,000 frontline medics.

Throughout the crisis BCause also worked alongside its established network of CSO partners to distribute protective wear to community workers, elderly people in remote towns and residents and workers in domestic violence shelters.

And when a number of frontline medical workers and teachers with young families lost their lives to the virus, BCause teamed up with ‘For the Good’ Foundation to start a ‘Fund for the Children of Heroes’ – launched with donations from Isobar Commerce Bulgaria and Ubisoft – to support the children they had left behind.

What makes us different?
Our Global Alliance partners are independent but also work collaboratively – sharing contacts, experience and learning, to amplify the impact of giving at local and international levels.

The difference we make:
Knowledge sharing across the alliance enables nimble innovation underpinned by the credibility the established CAF brand brings. BCause was able to build on Australia’s recent experience of creating a rapid response online donation platform to ensure their emergency digital platform inspired confidence in donors, partners and beneficiaries.
While COVID-19 brought devastation to many commercial sectors, corporates across the world stepped up to meet the critical need they could see around them.

72% of corporates surveyed had increased their contributions to charities, with a quarter giving between 10–25% more.

During the pandemic corporates not only gave more but demonstrated their willingness to be adaptable in response to acute and shifting needs.

All stats included on page 22 and 23 are from the CAF America series: The voice of charities facing COVID-19 worldwide.

A NEW ERA FOR CORPORATE GIVING

Three quarters (77%) provided immediate relief funding, while two thirds (65%) moved from restricted to unrestricted giving and offered to change grant purposes in order to redirect funds to where they could achieve immediate or significant impact.

The pandemic has also shifted perspectives, with one in six corporates broadening the geographic focus of their giving to meet international needs.

With remote working becoming the norm for many corporates during 2020, there was also a significant 33% increase in companies seeking to engage their employees in determining CSR strategy – signaling a new recognition of the impact CSR can have in building solidarity and motivation at a time when teams are geographically fragmented.

Employees also demonstrated an increased desire for direct giving involvement with CAF Give As You Earn donations up 11% year-on-year in the UK.

BIGGEST CHALLENGES TO CORPORATE GIVING

While the pandemic proved to be a significant stimulus to corporate generosity, many challenges – both old and new – presented themselves to organisations wanting to give:

• During the COVID-19 crisis over a third (37%) of grantees were unable to undertake their usual services because of suspended programmes or operations.

• A quarter (24%) of corporates found it challenging to conduct adequate due diligence in a timely manner during the crisis.

• 20% found it difficult to identify new grantee partners.

For our business, in times of crisis, it is crucial that we quickly step up and support the communities in which we live and work. During this unprecedented time, Marsh has financially supported a number of charities who are assisting the most vulnerable, and committed a donation to the CAF Coronavirus Emergency Fund for charities to access.

CAF offers a seamless process, so that donations reach charities at the time when they are needed most.

Helen Lam, Head of Social Impact, Marsh UK&I (working with CAF in the UK).

‘Working together with our partners BCause Foundation, Citi in Bulgaria stepped up for our communities. We are particularly proud of the high level of employee engagement. Through BCause Foundation’s payroll giving programme our employees rose to the occasion and made donations in aid of critically needed PPE and ventilators. We also provided much needed support to vulnerable families directly hit by the social and economic impact of the pandemic.’

Galiana Tomova, Citibank, Bulgaria (working with BCause, CAF Global Alliance partner in Bulgaria).

Corporate giving: The difference we make

During the COVID-19 crisis we worked with hundreds of corporates across the Global Alliance to make the process of giving simple and rewarding for them and positive and impactful for their beneficiaries.

We do this by:

• Using our broad international perspective, combined with on-the-ground local expertise to identify the most critical real time needs, where their contribution can have the greatest impact.

• Guiding them through the due diligence process and helping them overcome any financial, economic and political barriers.

• Using our expertise to help them ensure that they give in the most financially effective way.

• Helping them use their CSR strategies to give positive momentum to their wider strategic aims, promote teamwork and instil a strong giving culture.
A HUGE THANK YOU TO OUR HUNDREDS OF CORPORATE PARTNERS ACROSS THE GLOBAL ALLIANCE
RESILIENCE AND INNOVATION IN ADVERSITY

During the unprecedented COVID-19 crisis economic uncertainty and challenging conditions forced many charities to diversify their income streams and programme delivery.

We have seen the worst of times but we have also seen the best of times, with collaboration and creativity fuelling innovation at a speed driven by the external environment.

AGILITY IN ACTION
Our research with CSOs across the world highlighted a nimble and creative response to the crisis that will ultimately help ensure the survival of civil society:

• One in five CSOs have developed new collaborations
• Two in five have found innovative new ways to deliver a critical service
• A quarter have found new ways to reach beneficiaries.

We work with over 88,000 charities around the world helping them to raise, manage and optimise the funds they need to do their amazing work.

SURVIVE. ADAPT. THRIVE

We know all about how critical resilience, innovation and flexibility are to survival – particularly when times are tough. That’s why we share our insights and expertise freely. Why not explore some of our dedicated resilience resources to turbo charge your mission, giving and impact over the challenging months ahead...

1. How to collaborate with other organisations and charities
During challenging times creative collaborations can boost your funds and the benefits you deliver immeasurably. Discover where to start and the key factors you need to take into consideration with Michael Mapstone, Director of External Affairs & Global Engagement at CAF
www.cafonline.org/charities/resilience/adapt/how-to-collaborate
(5 min watch)

2. Top tips for writing a good grant application
Writing funding or grant applications that make a winning case is more critical than ever before. Find out how to stand out from the crowd with Monica Brown, Head of Charity Advisory at CAF
www.cafonline.org/charities/resilience/survive/how-to-write-a-great-grant-application
(5 min watch)

3. Help make donating simple for your donors
Our CAF Donate platform is used by 6,500 charities worldwide and makes it easy for people to give wherever they are. Discover how straightforward and rewarding it can be to make the step into the world of digital donations
www.cafonline.org/charities/caf-donate

4. Nailing your mission statement
In a time of recession, donors need to understand more than ever what makes your work so vital. Find out how to bring your purpose to life with Beth Clarke, Programme Manager at CAF
www.cafonline.org/charities/resilience/thrive/how-to-write-mission-statement
(5 min watch)

5. How to prove your impact
Being able to demonstrate your impact has never been more important. Find out how you can capture the imagination of potential donors with compelling case studies, with Ben May, Charities Marketing Manager at CAF
www.cafonline.org/charities/resilience/adapt/how-to-prove-your-impact
(10 min read)
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