

## The Face of Charities During COVID-19 Worldwide | Volume 5

Host: Ted Hart | President & CEO, CAF America

Guest: Jessie Krafft | Senior Vice President of External Affairs

**Announcer: [00:00:00]** Today we'll be hearing from CAF America President and CEO, Ted Hart, and Senior Vice President of External Affairs, Jessie Krafft. First, a little bit about CAF America. CAF America or the Charities Aid Foundation of America is the leader in cross-border giving. Since 1992, CAF America has been known for its commitment to regulatory compliance, risk management, and reputation **[00:00:30]** protection.

A little bit about our speaker, Ted Hart. An internationally recognized speaker, Ted has over 30 years of experience in advising global philanthropy and is an expert in regulatory frameworks governing both domestic and global philanthropy and risk management.

A little bit about Jessie. Jessie has been with CAF America for almost 10 years, and is responsible for developing and executing services, assisting donors with strategic grantmaking, philanthropy planning, and investing charitable assets. **[00:01:00]** I will now pass things over to Ted to begin today's presentation.

**Ted Hart:** Thank you very much. It has now been nearly nine months since the world recorded the first instance of COVID-19 virus in Wuhan, China. It has now been six months since the World Health Organization declared this new virus a global pandemic. It's now been three months since CAF America released Volume 3, our last Voice of Charities Facing COVID-19 Worldwide **[00:01:30]** Report.

Most recently, we released Volume 4, The Voice of Corporate Philanthropy in Response to COVID-19 Worldwide. A report that highlighted how nimble corporate America has been. How they have significantly increased both domestic and international giving. The report highlighted the flexibility corporations have brought to their giving during this pandemic. Our report showed how American corporations have stepped up and they have made a **[00:02:00]** difference.

Today is the last day of summer here in the Northern Hemisphere and nearly everyone has pandemic fatigue. We all want this to be over, to be in the rearview mirror, but it is not over. Over 31 million people worldwide are confirmed to be infected. 967,000 men, women, and children are dead, and rising at a rate of 4,000 to 6,000 per day. **[00:02:30]** One week from today, the world will likely have lost 1 million people to this virus. Sadly, just before 12 noon Eastern today, the United States mourned the loss of our 200,000th person from COVID-19.

Israel has entered into a second nationwide lockdown. European cities including Athens, Madrid, Nice, Dublin have just set **[00:03:00]** new tighter coronavirus related restrictions.

UK Prime Minister Boris Johnson has said it is now inevitable that the UK and all across Europe will see a second wave of COVID infections. The President of Guatemala, this past week, announced he has tested positive for COVID-19.

In Canada, the largest province of Ontario is experiencing a spike in new COVID-19 cases. Restrictions on travel at the US-Canada border **[00:03:30]** and US-Mexico border will remain in place at least until October 21st. Here in the United States, there are 32 million people still unemployed. For many, their benefits have run out and their financial positions are becoming more precarious by the day. Businesses are closing at an alarming rate. The CEO of the restaurant booking service, OpenTable, has warned that one in four eateries won't reopen following the pandemic.

According to yelp.com, **[00:04:00]** 60% of businesses that closed during the pandemic will likely stay shut permanently. Racial and social justice fault lines have been laid bare. During this global pandemic, and according to the National Bureau of Economic Research, it is Black-owned businesses that have been more devastated by the pandemic than any other demographic group. The number of Black small business owners has plummeted from 1.1 million in February to just 640,000 **[00:04:30]** in April across the country. A 41% drop.

COVID-19 continues to challenge humanity, and in every town and every country around the world, there are volunteers and nonprofit organizations struggling to help meet the needs of their communities. Today, CAF America delivers the fifth installment of our COVID-19 Worldwide Reports. It was important that we check **[00:05:00]** back in with charities worldwide. Charities in our first three surveys showed were struggling as the first wave of COVID-19 swept around the world. In many cases, they feared for their own survival if they did not find relief to the triple threat of decreased funding, increased demand on services, and increased costs due to PPE and other related costs due to COVID.

What we have learned and what we will share with you today is that the **[00:05:30]** impact of this global pandemic on charities worldwide is relentless. 25% of charities responding believe that there's a real possibility that they will have to cease operations in less than 12 months if they cannot dramatically change their current circumstances and nearly 3% have already closed their doors.

Today, we will share with you more than just the voice of charities, we will show you the face of charities during COVID-19 worldwide. **[00:06:00]** This is an emotional story of communities in crisis and hard-hit nonprofits struggling to meet the needs of people who never thought they would be out of work, let alone be without food. Hardworking employees and volunteers struggling to keep the doors open to provide vital services, but when the donations dry up and PPE expenses take the final reserve funds, sometimes shutting down for good becomes the **[00:06:30]** final word.

It's been six months since CAF America made its first COVID-19 grant and absolutely nothing is the same. No one works the same, socializes the same, plays the same. Yet,

through the fog, through the haze, through the late nights and long hours, stress and concern, strategies are emerging. [00:07:00]

Charities around the world are showing resilience. They are showing determination. They are showing creativity. Donors are stepping forward as never before. They're showing dedication to mission. These are the stories you will hear today. These are the lessons we will help you learn today. These are the strategies of Volume 5, The Face of Charities During COVID-19 Worldwide that we will share with you, as together, we find a way to succeed during and past [00:07:30] this global pandemic.

Joining me today is Jessie Krafft. We had a tremendous interest on the part of charities around the world to participate in this survey. To tell their stories. To share their strategies. More than 75% participating had participated in prior surveys with an all-time high of 156 countries around the world represented in this survey. [00:08:00] Jessie, it's been incredible the level of participation in the survey, but you've got even more to share with us.

**Jessie Krafft:** Yes, absolutely. We've been really pleased to see the number of repeat respondents because I think it really adds a lot of richness to the data that we have to share today and it helps us tell the trajectory of some of the stories of these organizations that have been participating all along.

**Ted:** If we go to the [00:08:30] next slide, share with us the regional diversity.

**Jessie:** I mean, we're really impressed to see that we've maintained-- You can see that we've maintained a lot of regional diversity throughout the four reports and that's continued in this. As you can see, the colors in these bars show the different surveys that we've had and now we're on the fourth survey.

I think that's part of what's made these reports so impressive to us and [00:09:00] helpful to all of our donors and everyone that's tapping into these resources because it really shows a global picture of what nonprofits are dealing with around the world.

**Ted:** A lot of diversity in the kinds of charities that are participating.

**Jessie:** Yes, I think it's also been great to see such a wide representation and diversity in the scope of work of our survey participants. Some of the most important and eye-opening information to [00:09:30] come out of these reports has been descriptions on how each of these different sectors have suffered. Our survey respondents have underscored some much larger societal issues as a result of the global pandemic. Things such as food and security, mental health issues, domestic violence, inadequate digital infrastructure for students, and lost livelihoods are all recurring themes, and they're happening throughout these different [00:10:00] scopes of work for the respondents that are participating in these surveys.

**Ted:** Jessie, in the introduction, I shared that there's something very different about this Volume 5, and it's a Face of Charities. We were very careful as we put this report together to make sure that there were a lot of diversity of voices when we put these faces together. This is a very emotional report that we're going to be sharing today. Tell us a little bit about **[00:10:30]** what we're going to be sharing over the next hour.

**Jessie:** Well, through these surveys, we've been able to pull out little threads of stories to help give us a broader picture and to help illustrate some of the statistics we were seeing. This volume really allowed us to dig deeper into several of these case studies, so that we could better understand their stories of survival or failure in hopes of sharing important lessons each have learned.

We were able to have some really interesting **[00:11:00]** conversations with each of these organizations. Each of them, regardless of whether they've been successful or not, were very open and engaged and wanted to share the lessons that they've learned because they understand that these lessons are important to everyone and to, hopefully, the survival of other charities. It was a different approach, and we're really excited to share it with you.

**Ted:** Again, this is spanning **[00:11:30]** the entire pandemic, going back to the beginning, our first report back in March. Quite honestly, when we wrote that first report, we didn't know there'd be a series of reports. I don't think anyone thought that this pandemic would be going on this long, but what's shocking about this page here is that there's a red alert going on on this page here, Jessie. A high concern on the part of charities.

This page **[00:12:00]** is about the survivors. Back in March, 96.5% of charities reported that they had been negatively impacted, and then each of the reports...report Volume 2 that had subsided just a little bit, but a little bit of positive report there. We got to Volume 3, we saw the trend line was a positive one, going down, but did not drop below 90%. Jessie, **[00:12:30]** now we're in August, it's picked up.

**Jessie:** Yes, as you mentioned before, there's a lot of fatigue around the COVID-19 news stories and about the lockdowns and these effects, but this is still very real and affecting so many in different ways. Like you said, the reality of this crisis is that it is relentless, and we're really seeing that here.

Six months later, we are still, every single day, making changes to grant agreements to accommodate charities that are unable to complete **[00:13:00]** their important work as they'd intended or they need extra time due to operational difficulties or things like that. We're still dealing with this on a daily basis in terms of how the flexibilities we're offering to these grantees that are having trouble.

**Ted:** Before we move on, I don't want to move on too quickly, because it's not just about the charities, it's about those who need the charities. According to the Food Research and Action Center, **[00:13:30]** Jessie, 29 million adults here in the United States, and 1 in 10

children in America had inadequate amounts of food before the pandemic. This year, due to COVID-19, the estimate is that 54 million Americans will be food insecure.

You have a rather shocking story to share with us from The European Food Bank Federation. This is our first story that we wanted to share that we [00:14:00] delved into the strategy. What's going on with one of these funded charities?

**Jessie:** Absolutely. I'll begin to share one of our first case studies. There are a lot of strategies of survival and what we've cataloged here is strategies from a really diverse set of backgrounds, but I want to draw your attention first to this quote that's in the middle of this page, because it's really quite impactful and speaks [00:14:30] to the new type of poverty and hunger that Ted was just describing. There's a new kind of poverty that is not visible.

This is an emotional moment for us to realize how many more people are in need, and how much these charities are striving to do to support those in need. The quote refers to the fact that the population served has changed, and this is absolutely the case for the European Food Banks Federation.

Their story [00:15:00] shows incredible resilience and ability to remain nimble and responsive to need during a crisis. They've seen the number of people that they serve double since the crisis began. Amidst all of that, they were forced to absolutely change their operational model to collect food from many different places instead of a few. In the beginning, when restaurants were closed, schools were closed, and the need for food banks was increasing, there was a [00:15:30] lot of food that was going to waste, and they did a lot of work to make sure that they were able to collect from all of those new sources that they didn't have previously so that they could fill the demand that they were seeing.

They also previously had many elderly volunteers, and they had to recruit university students instead to come and replace them, given that the elderly volunteers were much more vulnerable to COVID-19. We're seeing an incredible story come out of the work that they're doing amidst [00:16:00] this just truly terrible quote that we see here from their experience.

**Ted:** Jessie, there's few things more emotional than when your volunteers, your donors become those that you're providing service to and when those who are in poverty are those that were at one time your supporters. In this case, we have The European Food Bank Federation, they [00:16:30] had to reinvent themselves from volunteers to sources of food, but also sources of funding, so this is a complete renewal.

Before we move on, because we're not going to have an opportunity to do this for every one of our charity spotlights, just taking a look at the page here, share what other information is provided. This information is provided for each of the charity spotlights, but we're not going to have an opportunity to share, what is an SDG? What else is shown

**[00:17:00]** on this page? Because we won't have a chance to review that for every one of them.

**Jessie:** Absolutely. This is all available in the report and longer stories of each of these organizations are available, but here it shows the location of the organization, the number of employees, which we know for the European Food Banks Federation is supplemented by their great volunteer base. It shows the primary Sustainable Development Goal that they fund, and then briefly summarize some of their challenges and the **[00:17:30]** responses that they have. How they have adapted and the incredible things that they've done to keep their mission moving, and to keep their communities fed.

**Ted:** Thank you. We're going to be taking a look at the impact on operations and services, and Jessie's wide spectrum of impact on services and operations from the ability to provide regular services to providing new services, and programs **[00:18:00]** that responded directly to COVID-19 and related services. You've got two great stories that are going to speak to this wide spectrum of an impact on services and operations.

**Jessie:** Yes, the 97% here is a bit of a false sense of security, in a way, because it's saying that they were able to maintain those operations, which is wonderful, but not in the same way. Their operations don't look the same as they did **[00:18:30]** prior to the crisis, and only 36% of those 97% are actually continuing their regular programs.

Many of those operating have made big changes. We see here that many respondents are providing limited services or they're providing new services to respond to COVID-19 related needs. Again, these changes and their operations show the flexibility of the charitable sector **[00:19:00]** and the responsiveness of the charitable sector. In the next few slides, we'll share stories of organizations that have changed their operations and how that experience has been for them.

**Ted:** These are strategies that we want to share, because we're cataloging what's working, what's not working, and specifically, about charities that are working hard to remain resilient.

**Jessie:** **[00:19:30]** The next case relates to the big brothers and sisters of Essex, Hudson, and Union counties. Just as a reminder for context, this is an organization in the US, based in Newark, New Jersey, which is very near the epicenter of the start of the pandemic in the US. Well, not quite the start, but the hardest-hit area in the beginning. While their programs have continued, they have scaled back their expenses, because they can no longer have **[00:20:00]** in-person interactions between the bigs and littles, which is the terminology they use for their mentoring program.

In these austerity measures that they've taken, they've saved 13% of their normal costs, which they've then taken to dedicate towards existing relationships and towards meeting the new needs of these communities. They continued their operations in a very different

virtual environment and then shifted so that the children **[00:20:30]** they serve, who are already vulnerable, could still have access to some of their services.

They've also benefited from several grants and loans. At the moment, they feel financially sustainable. This is a success story of how they've been able to shift and keep themselves sustainable over this period while still providing their services.

**[00:21:00]** This is a really interesting story coming from a Red Cross entity in a region in Sri Lanka that has had very low COVID-19 rates. The country of Sri Lanka has only had 3,000 cases total, and I think about 11 or 12 deaths. Actually, they lost a lot of donors that are typically focused on hotspot COVID-19 areas.

For donors that tend to fund Red Crosses, of course, their attention was diverted toward **[00:21:30]** Red Cross entities that had the most need related to COVID-19. Instead, they've actually been working really hard on preventive activities. They suspended all programming not related to COVID activities.

They worked on a lot of awareness-raising, hygiene and sanitation, PPE distribution and production, and delivering relief directly to people's homes using WhatsApp, actually, as a medium of communication. **[00:22:00]** As is demonstrated in the quote here, they learned how to produce their own PPE to reduce their costs. We saw that as a really innovative way to proceed and keep their programs moving. They're also working with their volunteers as couriers for the elderly and individuals with compromised health to bring them food and medications and other things that they need during the lockdown.

**Ted: [00:22:30]** We want to talk about this topic of resilience or financial security or insecurity. Jessie, during this pandemic, charities are fighting against the clock to sustain themselves. Thankfully, as we're looking at this, the survey is showing that half of charities do feel secure. They do feel that they are able to maintain themselves beyond that 12-month window. **[00:23:00]** 25% feel that unless something dramatically changes for the better, they will be forced to close down within the next 12 months.

Then, Jessie, equally shocking is that 25% of charities simply just don't know what the future looks like. It is that uncertain. We are certainly seeing that in some of the charities that we're working with and some of the charities that we are hearing from. Share with us, **[00:23:30]** you've got a couple of stories regarding charities that have had to make very tough decisions about their own future.

**Jessie:** Yes, I think the unknown is creating such a challenge. It's, of course, terrible to know or believe that you're definitely going to be closed down within 12 months. It's also an incredible amount of stress on an organization and their staff members to have so much uncertainty. **[00:24:00]** I think that's the challenging thread of the story that we're seeing with these organizations.

**Ted:** Of course, Jessie, it's that triple threat, the lowering of funding, the increased expenses, the increased demand for services that makes things so unpredictable.

**Jessie:** I think to know that you're probably working harder than you ever have before to fundraise, and to provide the services your community needs, and to be doing everything you feel like is in **[00:24:30]** your power to keep your services moving and your programs funded, and to not know if that's going to last, that's an incredibly stressful and heartbreaking situation to be in.

**Ted:** Jessie, I'm just going to jump in here because I know you've got a story you're going to share with us, one from Australia and one from the United States. We do have a question that just came in, "Is there a risk associated with granting to an organization that may not be open within the next year? How **[00:25:00]** can I mitigate that risk?" Actually, one of the stories that you're going to share had that very example happen. Please, address that question as you're sharing the next two examples.

**Jessie:** Definitely, yes. We have one more slide, actually, I believe, before I go into the case studies.

**Ted:** Oh, that's right. I'm very sorry about that. We did want to talk about, again, the impact on operations and services. The number one impact was the inability **[00:25:30]** to take your services and to be able to provide those online.

Of course, for a lot of charities that were able to make that transition and be able to provide services online, that was part of the mitigation of the problem for a lot of charities. If you simply were not able to make that transition, either in the fact that your mission and the services that you provide don't make that transition, or you didn't have the capacity, the skillset, or the **[00:26:00]** tools to be able to do that, you would be left behind.

Certainly, as you just mentioned, with the food bank, losing your volunteer base really can set charities back. Speak to these issues because many of these issues, certainly, running out of funds and lack of technology speaks to some of the two examples that you've got coming up.

**Jessie:** Definitely. Yes, I think this is best **[00:26:30]** illustrated by these two case studies. This first one, this is the Stewart House Organization based in Australia. They provide after-school programs and assistance to at-risk youth. This is an example of an organization that was forced to completely halt their normal programs because they couldn't do them virtually. They actually continued their work in **[00:27:00]** other ways that I think are really creative and are making them a stronger organization for when they are able to reopen.

Because they haven't been able to address the needs of their target population, they've been focused on training their staff and assembling of preparedness plan and doing some internal capacity building in anticipation of coming back to work. They're taking the time to



do all of the things that most non-profit organizations wish that they could do, had they the time. **[00:27:30]** They're really taking this opportunity to focus on internally building their staff and strengthening their organization. They hope to open and restart their programs very soon

**Ted:** The next example, not quite so lucky.

**Jessie:** Yes, this is a really sad story of an organization that has actually closed. We had some great conversations with them to understand all of the **[00:28:00]** factors that led to their closure. This is a small organization in Central Oregon called the Central Oregon Youth Development Organization. They provide programs to students. Basically, they serve about 100 students a year and have two full-time staff, so this is a very small organization. They're a very competent organization that really struggled to find the tools necessary to navigate the unexpected loss of funding at a time **[00:28:30]** when they were already experiencing some challenges.

The social distancing guidelines would have required them, as an example, to hire more people because they had reduced the number of students that were allowed to gather per teacher. Before, they were working with 1 teacher and 40 students at one time, but that was decreased to 1 teacher per 10 students based on the social distancing requirement. They would have had an increased cost **[00:29:00]** to serve the same number of students.

This case speaks to the question that was asked earlier, which I'll repeat again just for everyone to know. The question was: as a funder, is there any risk associated with granting to an organization that may not be open with the next year? How can I mitigate those risks?

In this case, we had actually made a grant to this organization of \$17,000 not too long before they decided to close. **[00:29:30]** They returned it in full once they decided to dissolve. They've returned that full \$17,000 to us. That, of course, was the responsible thing to do, and I'm sure very difficult for the organization. The grant itself was to purchase technology, and they wouldn't have been able to use it. Once they realized that that was the decision that they had made, they decided to return the funds.

To answer the question, there are definitely ways to mitigate these risks. **[00:30:00]** In our grant agreements, we have clauses which are actually required by expenditure responsibility rules when you're granting internationally, that if the organization is to dissolve, they must return any unused funds. In this case, this organization had not used the funds, fortunately, and they were able to return them. I think in looking at what you include in your grant agreements is an important **[00:30:30]** step to take and to perhaps have that conversation.

If you know that the organization is in a difficult situation financially but you still want to support them in hopes that your branch will build momentum and bring other donors and

hope that they survive, I think it's an important conversation to have with them about that eventuality if you think that might be a challenge for them in the future.

**Ted:** Of course, Jessie, doing your due diligence and [00:31:00] working with an organization like CAF America that does its due diligence. Eyes wide open and it doesn't mean that you don't make the grant because sometimes making a grant to an organization to help them become stronger but to understand the risks that you're working with and to understand that those funds might be returned, if, in fact, the strategy doesn't work. We're going to move on here, Jessie, and talk about the funding issue which [00:31:30] did not work in this case for this particular charity. For other charities, it's really quite stressful. Charities must fundraise to survive. Everyone must pay their bills, but Jessie, in the survey, we found that 9.98% or a roughly 10% of charities received no funding from June to August. Truly on borrowed time, if you are in that 10% of charities [00:32:00] that received no funding for that three-month period of time.

While funding is coming in from corporations, foundations, individuals, institutions, the need is great. Some charities are having to close, Jessie, and other charities are working very hard to transition their fundraising strategy. You have a story, a strategy of a charity [00:32:30] that is looking to transition their fundraising strategy.

**Jessie:** Yes, we're still processing a lot of COVID-19 relief grants from our corporate donors on a regular basis. It's great to see that some respondents here are seeing, just based on prior surveys, an increase in the corporate funding sources, as well as all of the others listed here. That was certainly positive to see [00:33:00] based on what we were seeing in the last surveys.

Overall, a positive story here, although 10% is still not a small number of organizations that are really struggling. In the next slide, the case study is on the Agastya International Foundation, and this is a story of, yes, having to change their fundraising strategies, but they really had to pivot their programs [00:33:30] away from their typical experiential learning curriculum.

Normally, they provide hands-on STEM education programs to their students where they're doing a lot of experimental learning and hands-on learning, but they quickly developed a lot of remote learning opportunities where they developed their hands-on projects using common household items that most of the students would have had access to.

However, the challenge here is still that many students only have, if they have any [00:34:00] virtual remote access, they might have access to one of their parent's smartphones. In some of those cases, they're speaking to their instructors twice a day on that phone. The instructors are giving them an assignment in the morning and then checking in on the afternoon on how the assignment went. They're being really creative in terms of some of their ability to continue their remote programs.

They've also shifted some of their programming to provide emergency relief [00:34:30] to families in need. They're a case of an organization that has reduced salaries and cut other costs in order to meet this increased emergency demand.

We've been working with Agastya on behalf of some of our corporate donors in the tech sector for several years now. It's been great to see that the donations to them have continued, so we are still making grants to them, but certainly, one of the cases that brings a lot of emotion to hear that [00:35:00] this staff that's working so hard and has had their salaries reduced in the meantime.

**Ted:** It's a difficult time and lots of creative strategies. We're going to move on to the next slide where we're documenting that nearly 83% of charities are looking to adapt their fundraising strategy. They're trying new ways to attract fundraising, some very creatively. Jessie, you've got a story that you're going to share [00:35:30] with us about a strategy, and to try to boost our spirits, this one involves animals.

**Jessie:** It's really cool to see that 83% of organizations have adapted their strategies and it's interesting that all of this is linked back to innovation and we've seen so many charities become so flexible and innovative. The stories following really show a great example of that.

In the next slide, [00:36:00] this is a case of the Cheetah Preservation Foundation. In the beginning, they reported that they didn't expect to last one month. Most of their income is from tickets purchased to go and enter the reserve and to visit with the animals, so when the lockdown happened, they, of course, weren't able to sell those tickets and they lost the majority of their funding almost immediately, but that has really changed.[00:36:30] Their outlook has changed because of their creative fundraising strategies.

They've put out a lot of YouTube videos with the staff dancing with the animals and some clever videos have come out and they've conducted fundraising programs to continue to feed the animals during this time. Through their variety of appeals that really pull at the heartstrings, they've been really effective in raising the funds they need to keep the [00:37:00] organization open and keep the animals fed.

Actually, one of the ways that ultimately they were able to reopen was that there is a restaurant on the wildlife reserve. When food establishments were able to reopen, they were able to reopen their reserve as well, so that's been helpful. Now they have a much more positive outlook. It's been great to see the creative strategies that they've brought to the table.

**Ted:** Paying attention to all opportunities that can come your way. [00:37:30] Jessie, all opportunities need to be on the table, and a powerful strategy is the power of partnerships and working together. Two-thirds of charities that responded to our survey plan to join

forces to do more together. Jessie, you've got a great story that highlights this powerful strategy of working together and building partnerships.

**Jessie: [00:38:00]** Building partnerships has been a really important mechanism for survival and continued operations for many organizations. It's one that we've been advocating for and speaking to our charity partners about when it's relevant because I think it's an important strategy. It's great to see here that two-thirds are actively exploring these opportunities.

In the next slide, this case study with **[00:38:30]** ABANTU for Development is an organization in Ghana. It's a great example of how building partnerships can increase impact and drive your mission forward in different ways. They partnered with, for example, the Ministry of Gender, a government entity, on a hot meals program. In turn, they also received funding from this ministry.

They also have partnered with different advocacy groups to increase the awareness of growing domestic **[00:39:00]** abuse cases in the country and then also partnerships with gender coalitions to reach more communities and to have a greater awareness of women's needs as they arose. We're seeing this landscape shift dramatically over time. They really saw these partnerships and these new communications and connections between these partnerships as a way to have a better sense of the needs of the women that they serve in their communities.

**[00:39:30]** Then, additionally, not only were they able to build-up their communication mechanisms and reach more people, but they were also able to access funding that they wouldn't have had otherwise because they were demonstrating this partnership approach.

Then they were able to sustain and strengthen their approach and their impact over time because they took that approach, so they engaged in public social and individual partnerships, which were really helpful **[00:40:00]** to them during this crisis.

**Ted:** Building out those partnerships opens up new opportunities that they had not even seen before. Jessie, skills are clearly an important part of any nonprofit's ability to think about the future, but also, to make it through the present. I want to give all of our listeners a preview of **[00:40:30]** where do we go next with this series of COVID reports.

The skills needed to succeed during and past this pandemic and through this time of uncertainty are very clearly coming out here in Volume 5. We asked, what skillsets were most useful to your organization during the months impacted by the coronavirus pandemic? You can see here that charities have identified communications, **[00:41:00]** fundraising, and donor relationship management, financial management, technology, and executive management, and working with our board of directors. These skillsets are areas that we want to explore further. As a preview to Volume 6, CAF America will be partnering with The Resource Alliance and a number of other organizations to do a truly global

skillsets review on what are the needs of charities [00:41:30] around the world and what are those skills that are going to propel charities for success during and past this period of the coronavirus and to tell that story and to outline what those skillsets will be, and then to build out the training for charities around the world in those skillsets.

That's our vision for where we can go [00:42:00] from here to help charities to succeed and to help donors give to charities that are interested in improving their skillsets and to becoming more successful nonprofit organizations. Jessie, you've got a story of such an organization that sought to improve their communications with their stakeholders.

**Jessie:** Yes, all of these skillsets listed here are interconnected and necessary, but one [00:42:30] that came out as the most immediate need and important need is this communication to make your mission and challenges heard.

In the next slide, we show an example of a great communicator. This organization, they're feeding Hong Kong, they supply food to many charities and food banks around Hong Kong. I was so happy to see that this came up because I've worked with this organization for a long time [00:43:00] and know them to generally be good communicators, so it's wonderful to see them advocating for this skill and sharing how much being responsive and being a good communicator has helped them navigate these challenges.

For them, communications are needed at many different levels, so they manage a food supply chain, they manage their volunteers, they are reaching out to donors, so there's a lot of different stakeholders that they are communicating with on a [00:43:30] regular basis. They have roughly 140 local food banks and charities that they distribute to.

One of the biggest programs prior to the pandemic was picking up unused food from airlines, but of course, that slowed and stopped completely at some point, and they had to shift that strategy. They really needed to be clear and concise in their communications and they needed to reach out to charities to understand their status. [00:44:00] They really developed some internal systems and with their staff to make sure that they were addressing these needs and reaching out to all of their stakeholders on a regular basis.

**Ted:** That's terrific. We have a question that came in, I referenced the skills training that we will be first surveying to identify and delve into what we learned in this single question. In Volume 5, we want to learn more from [00:44:30] charities around the world about the skillsets that they need and how they can succeed in those, and then building out the skills, training, inter-partnership with The Resource Alliance. The question is, will any nonprofit have access to skills training referenced in our partnership? The answer is, yes, CAF America will be providing access to that skills training. Stay tuned, we will be providing more information on that as we build out that training [00:45:00] and make that available.

Jessie, again, these skills are extremely important, and it's very clear that one of the things that is important during this period of the coronavirus and these fault lines of all sorts

across the globe is the improvement of the skillsets of nonprofits that are going to survive. **[00:45:30]** It's very clear that not every charity will survive, but those that do, need to improve their skillsets across the board.

**Jessie:** That's right.

**Ted:** Yes, we're going to move on to the next slide and this speaks specifically to coronavirus response. What's interesting in this Volume 5, Jessie, is the number of charities that stepped up their service and their frontline relief services, essential services, **[00:46:00]** to coronavirus. This looks like this is going to be just in time for a second wave. Jessie, we're still in a global pandemic and charities are at the heart of that service.

**Jessie:** Yes, it's great to see that so many organizations are still providing those direct release services because as you said, it seems like-- For example, we've made a lot of direct relief grants into Europe in the very beginning. In fact, **[00:46:30]** our very first COVID-19 grant was in Italy at the time when they surpassed as having the most cases in the world.

Since then, we've not been providing direct relief after a period of time because their cases have decreased, but I suspect that we'll need to rely on those same partners once again, at some point. Hopefully, not too soon, hopefully, not as much as we did previously.

**[00:47:00]** It's good to see that these organizations are still participating in those activities if the need arises again.

**Ted:** That's right. You have an example of a charity that is providing that response.

**Jessie:** Yes, on the next slide is the story of LifeNet International based in Kenya, and communications have also been a really strong suit for them and have really improved their service delivery during this time. **[00:47:30]** They work with about 400 different community health centers in Kenya. While the pandemic has not been terrible in this area in Kenya, but in the beginning in these regions, frontline workers and their communities were receiving most of their information about COVID-19 from social media sources. There was just a lot of misinformation. These health workers just weren't getting what they needed in order to respond **[00:48:00]** to the needs in their communities.

LifeNet really took that opportunity and started doing a lot of remote training and awareness and creation of resources that they made widely available via WhatsApp and other platforms to help these clinics get direct information from the World Health Organization and to teach them what was being learned about COVID-19 around the world as we learned it.

This was really important **[00:48:30]** for those communities and for those frontline health workers to be able to respond more accurately and directly. Through these programs, LifeNet was able to train 1,500 health workers remotely, so that's really great. Hopefully,

will continue during this time so that they can train more throughout Kenya and other regions in need.

**Ted:** Thankfully, they are among a number of charities that are stepping up their service [00:49:00] on the frontlines of coronavirus service. We're going to move on, Jessie, and you're just going to share with everybody, where they can find resources at CAF America.

**Jessie:** First of all, everyone, as Ted noted, stay tuned for Volume 6. I think this is going to be really important and instrumental, hopefully, to many organizations as they understand and develop the skills that they need to survive some of the challenges we've been talking about today. Really [00:49:30] excited for what's to come with Volume 6.

Just some resources, CAF America is still, as we mentioned earlier, being as flexible as we can with grantees, working with them to extend their eligibility if needed. We have a page on our website that has a list of eligible organizations that are responding to COVID listed by country and that's been a really important resource for our donors through this crisis. All of these webinars and podcasts, [00:50:00] this is our fifth volume and we've done accompanying webinars and podcasts with different stakeholders. Some of these have been with our corporate partners and others. All of that content is available on our website, the webinars and podcast recordings, as well as the reports. There's an accompanying report to each of these volumes, as well, that you can download there for free

**Ted:** Jessie, as well as full transcripts of all the [00:50:30] podcasts as well and the webinars.

**Jessie:** Sometimes it's more digestible if you can read through it. We make those transcripts available to everyone as well.

**Ted:** We have a couple of minutes and we do have some questions. I'm going to ask the first question here is, can you share any other common success factors that have allowed organizations to sustain operations? Specifically, some of the charities that you're working [00:51:00] with, Jessie, what are some of the common threads?

**Jessie:** Yes, definitely. I think some of the organizations we're working with, in the beginning, were frantic about the fact that they might lose funding from different corporate donors. One thing that's been really important is for them to upkeep their communications with their normal donors and to ask for timelines on if they're going to continue their normal programs. Again, I think that line of communication [00:51:30] being an important skill really comes in.

I know we've talked about partnerships, but I think that's an area that deserves more consideration and more thinking by each of these organizations to help them look into what organizations are around them that are doing similar work that they might partner with to strengthen some of their operations. Maybe this other organization [00:52:00] is

doing something better that they could learn from. I think a lot of the challenges we're all experiencing are similar. Even if they're not ending those conversations in a partnership, they're going to learn from those conversations and from the experiences of others.

**Ted:** Jessie, a consultant that we both know very well, the wonderful Ira Kaufman is with us listening today and she has both a question and a comment. I just want to share the very thoughtful comments. She says, "Great work, CAF America Team. You're **[00:52:30]** always ahead and on the mark. Thank you for your contribution to stabilizing the situation across the sector, wherever you can."

She does have a question, "Can you speak about new opportunities for blended finance as governments step up their response and need to partner with charitable sector?" Of course, we do see government and charitable sector coming together. Jessie, we've been in the forefront of working United Nations SDGs and **[00:53:00]** charitable sector coming together.

**Jessie:** Absolutely. Well, first of all, yes, we've been very involved in the UN General Assembly side events that have been happening this week. We had some very interesting presentations with this group this morning, actually, and have been participating in those conversations, which have been really useful.

I think the question is a challenging one to talk about globally because government participation has been very different **[00:53:30]** across countries. We see some countries where the governments are providing a lot of relief and support, and then some countries where the government is completely ignoring the non-profit sector. Even maybe where they are providing loans to businesses, they're not providing loans or assistance to that non-profit sector themselves. It's something that we're also hearing very different experiences among our grantee partners based on **[00:54:00]** where they're located and--  
[crosstalk]

**Ted:** Lots of variability around the world. Some, partnerships; and some, not so partnerships. Jessie, just watching the time here. The survey reveals that this is a time of great need for the charitable sector. Are we seeing foreign governments scale back regulations that govern the charitable sector ability to receive funds from the US or are we seeing some opposite activity?

**Jessie:** Yes and no. **[00:54:30]** We did see one promising thing happened in Pakistan where they enabled organizations to have automatic approvals to receive foreign funding through a period of time, which actually ends, I think this week. It was March through September. That was really positive. We don't know if they will extend it, but it seems like they might not. That was positive in the beginning as it's normally a long process for non-profits in Pakistan **[00:55:00]** to have that foreign funding approval.



In the very midst of all of this, there's some unfortunate news coming out of India where a bill has been proposed, which would make foreign funding restrictions in India much more difficult to comply with. It would require six-month approval frameworks for each organization. They have to get approved every six months.

We're working with our office in India, in Delhi, CAF India [00:55:30] to understand the probability of whether this bill will be passed. It's a really terrible and sad story during this time when India and their charitable and civil society sectors are in so much need that the government is contemplating measures that would really restrict their access to foreign funding. More to come on that. We're monitoring it. Nothing has happened yet, but it is an unfortunate bill that's been proposed.

**Ted:** Jessie, probably, just time for this one last question, [00:56:00] six months into the pandemic, and given the data, we are seeing organizations around the world, are donors having to choose between disaster relief and operating costs, or are donors trying to cover all of the above? What are we seeing from donors? They can choose or cover it all.

**Jessie:** Yes, I think some are trying to cover it all. Some have expanded their budgets and they're doing more [00:56:30] and funding more than they have in the past, which is great. I think we'll be really interested to see how those corporate foundation budgets land after the end of this calendar year to see because many of them are doing their budgeting now.

Of course, that question varies across the different corporate sectors. Some corporations are fairing okay during these times and some, such as the hospitality sector, are [00:57:00] having to decrease all of their charitable funding.

**Ted:** Right, and as we saw in Volume 4, and we direct people to our Volume 4 report, majority of corporations do see their funding staying stable or increasing. That's positive news going forward. Thank you for everyone for joining us today. We'll wrap it up. Thank you.

**Jessie:** Thanks, everyone.

**Operator:** I'm [00:57:30] just jumping in with a reminder that we have recorded today's session and everyone will be receiving that tomorrow. You can see the report shared today at [cafamerica.org/covid-19report](https://cafamerica.org/covid-19report). If you'd like to see all past webinars, please go to [cafamerica.org/webinars](https://cafamerica.org/webinars). Thank you all for joining us today. Have a great rest of your afternoon.