

Special Webcast

COVID-19 Year Three: Intentional International Corporate Giving

April 26, 2022



Today's Speakers



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**Jeff Hoffman
(Moderator)**

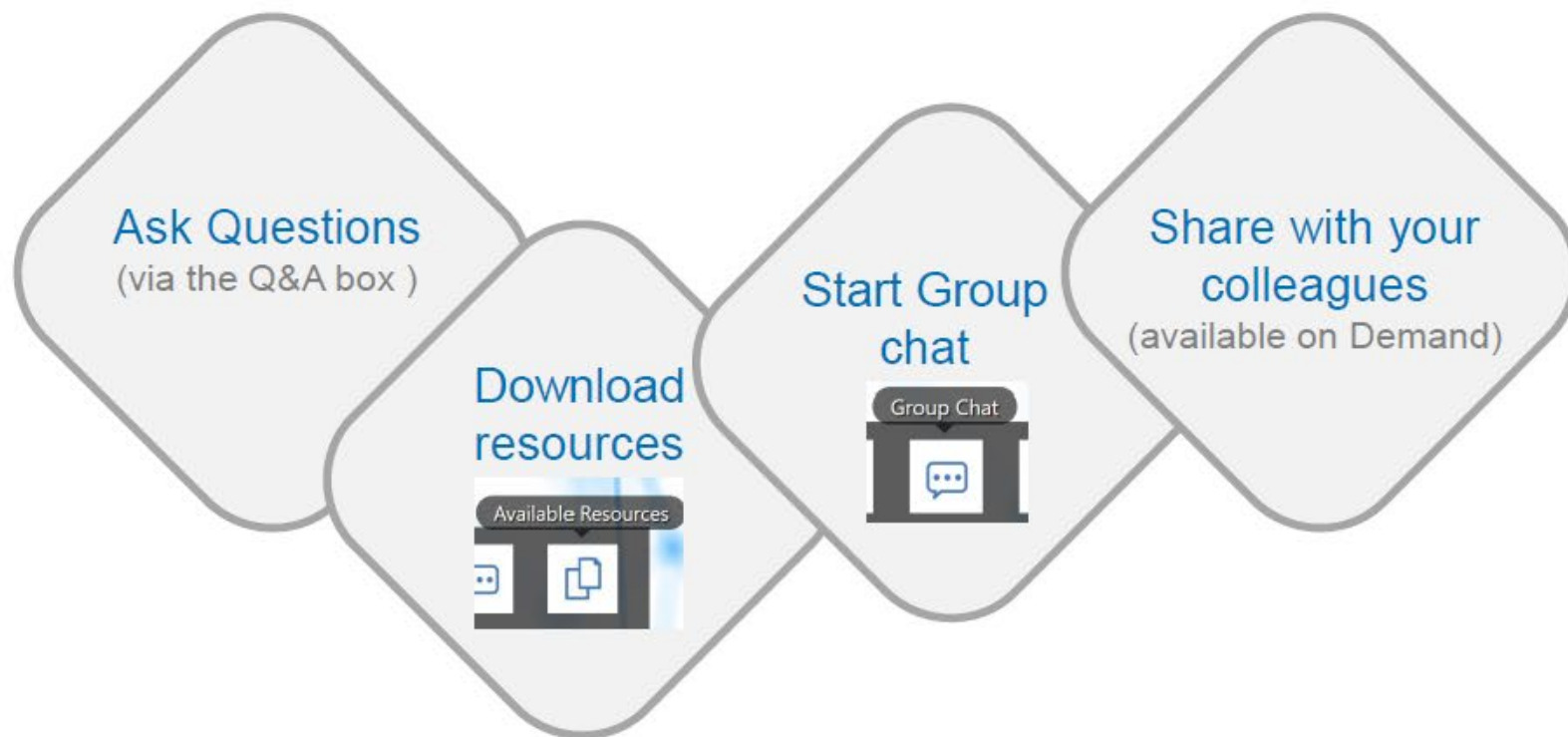
Institute Leader,
Corporate Citizenship
& Philanthropy, ESG
Center
*The Conference
Board*

Some of the critical questions and issues we will be answering today

- Gain an understanding of the status of the pandemic overall, vaccine rollouts, corporate involvement, and the severe challenges that have impacted charities worldwide.
- Hear from those on the ground about how the support enables them to address COVID-19 as it continues to manifest locally and learn what additional resources they need to tackle the ongoing health and associated crises.
- Better understand how relieving service providers of the burden of fundraising can help them be more effective in meeting their mission — especially with greatly diminished fundraising ability in severely impacted countries.
- Take the lessons from the effects of COVID-19 on the charity sector and understand how to apply these lessons to future disaster and crisis grantmaking.



Making the most of the webcast



Tell us about your experience to help us improve our future program



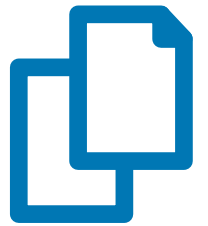
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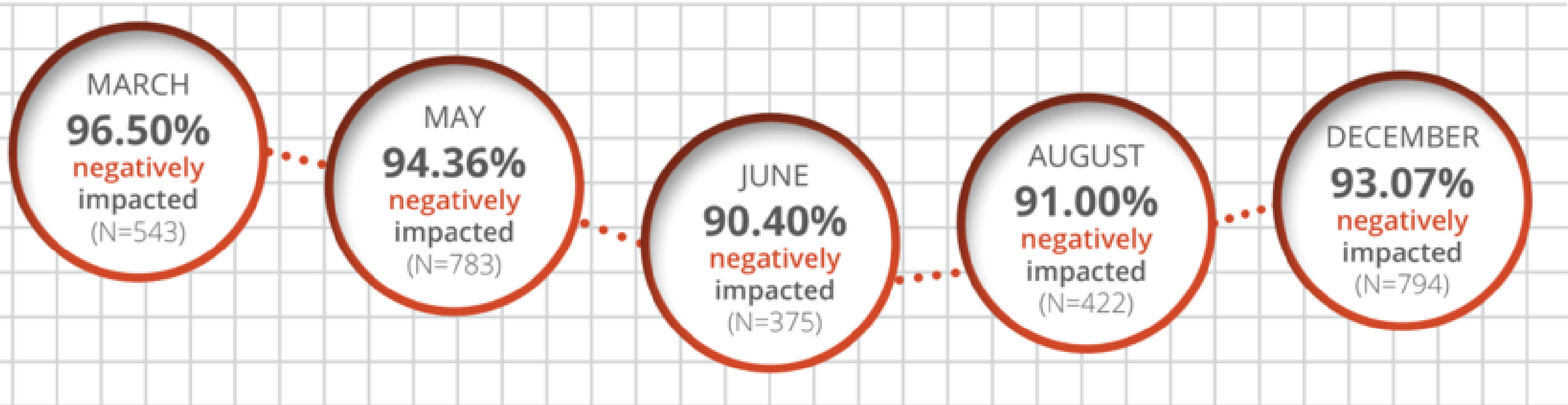
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JOURNEY THROUGH A PANDEMIC

Following a **modest improvement** during the summer months, an **increasing number of organizations continue to confront challenges** associated with the coronavirus global pandemic.

In this latest survey comprising mainly organizations that continue to operate, approximately **93%** of respondents reported being **negatively impacted**.



JOURNEY THROUGH A PANDEMIC | 2021 BARRIERS

If YES, in which of the following areas do you expect to experience challenges in 2021? (N=761)



LESSONS FOR DONORS: RESILIENCE PHILANTHROPY

Respondent **organizations are largely confident in their ability to remain financially sustainable amid the uncertainty created by the pandemic.**

69.95%

Are equipped to remain financially sustainable
(N=792)

A closer look at the survey data reveals that **organizations with 20 or fewer employees are less likely to maintain financial sustainability.**

Which of the following statements are applicable to your organization? (N=570)



We have financial reserves

54.56%

We have a risk mitigation strategy in place

53.51%

We have robust fiscal management in place to support our future growth and sustainability

41.93%

FUTURE-PROOFING NONPROFITS



TECHNOLOGY

- Digital Fundraising Strategy
- Digital Stakeholder Engagement
- Digital Strategy

COMMUNICATION

- Communications for Fundraising
- Compelling Storytelling
- Non-Digital Communications

FINANCE

- Sustaining Financial Reserves
- Strategic Planning
- Contingency Planning

FUNDRAISING

- Digital Fundraising
- Diversified Funding Sources
- Prioritizing Fundraising Strategies

DIVERSITY, EQUITY, AND INCLUSION

- Accessible & Inclusive Engagement
- Advancing DEI Now & Beyond the Pandemic
- Diverse Representation

LEADERSHIP

- Change Management
- Strategic Planning
- Team Resilience



COVID

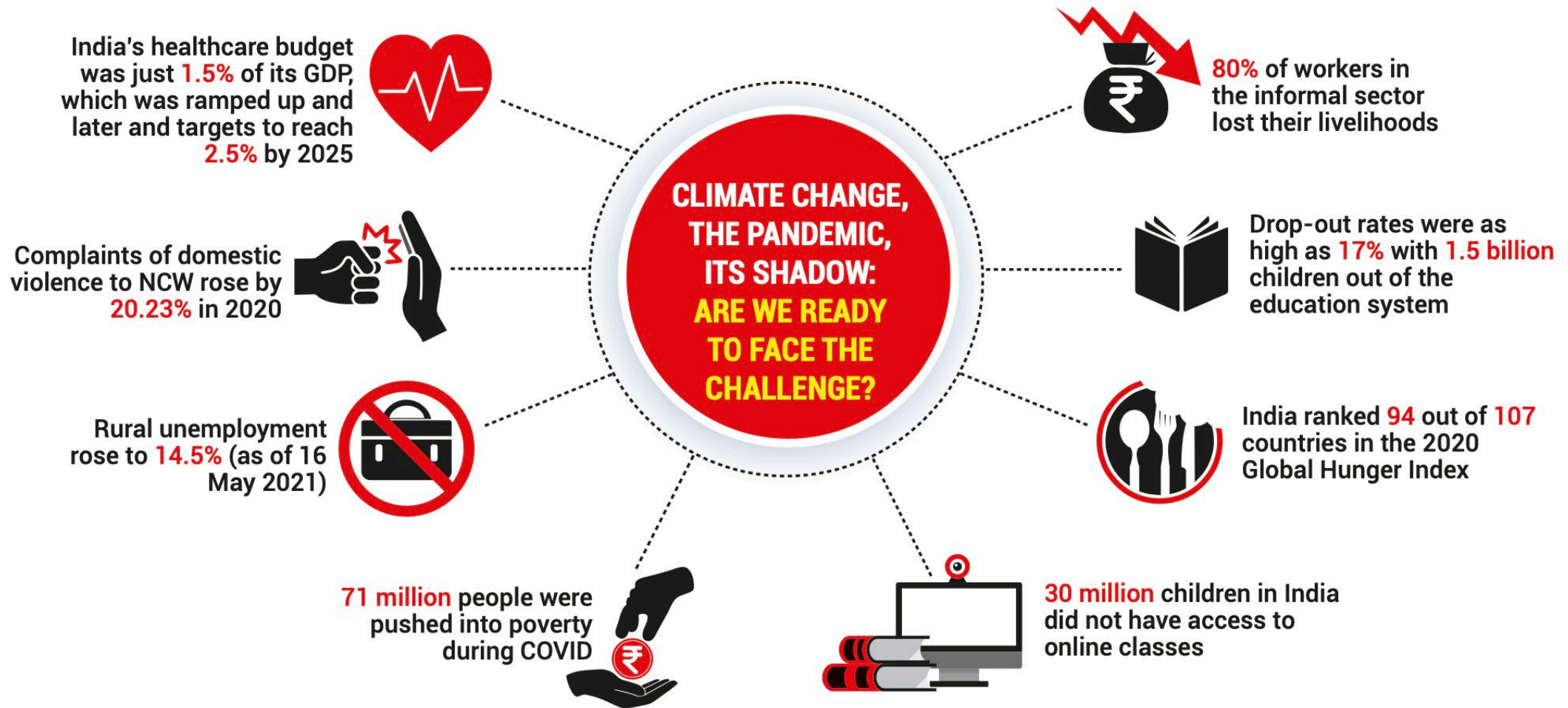
From Relief and Rehabilitation to Building Resilience

Dr. Nivedita Narain

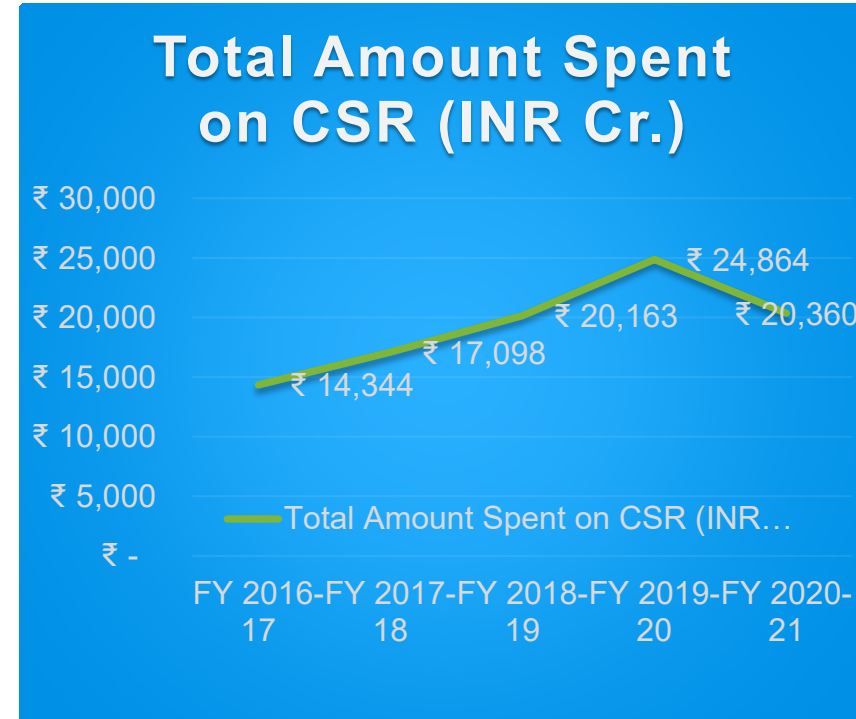
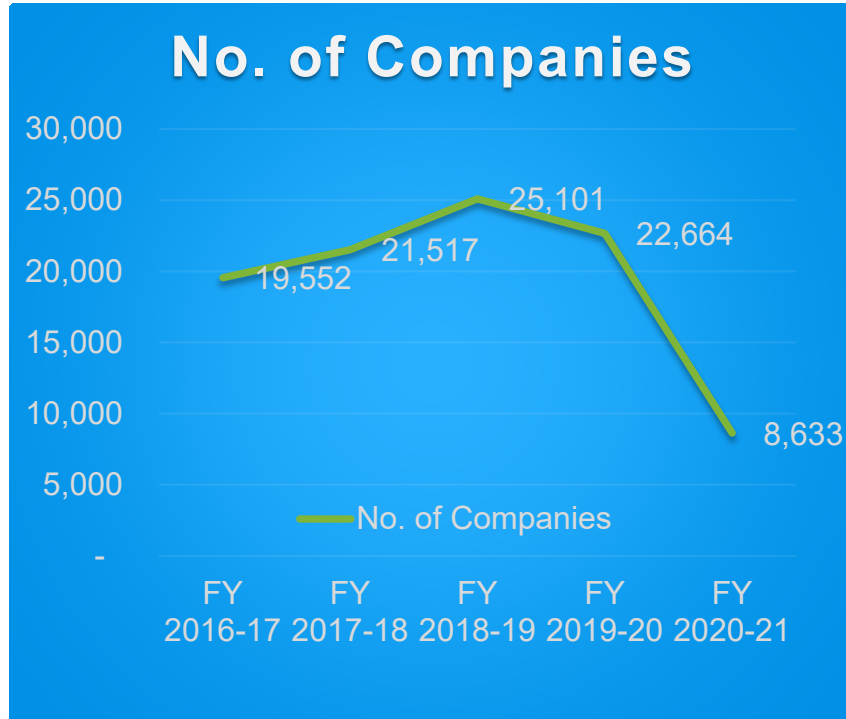
CAF India



THE COUNTRY CHANGED IN THE PAST TWO YEARS



CORPORATE GIVING IN INDIA: TRENDS



Over the last few years, CSR spends have seen an increasing trend every subsequent year. There is a decreasing trend since FY 2020-21 (coincidentally?) post-COVID



COVID RESPONSE: RELIEF



India was amongst the worst affected country with millions of people dead

61% of the Indian population is fully vaccinated as on 13th April'22

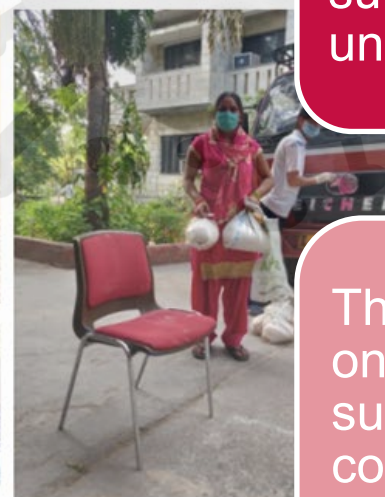
Supported development sector actors and civil society organizations



OUR COVID RESPONSE



The First Wave looked at providing relief through supplying essential goods to underprivileged communities



The Second Wave we focused on facilitating vaccinations and supplying medical consumables to government hospitals and PHCs



OUR COVID RESPONSE

OUR RESPONSE TO THE FIRST WAVE (2020 - 2021)



17.9 CR
Total Funds Raised



30
Number of Donors



300K
People reached



19 Indian States
2 UT Covered



70
Districts Covered



50
Partner NGOs Engaged

OUR RESPONSE TO THE SECOND WAVE OF COVID-19



26CR
Total Funds Raised



13
Donors



500K
Medical Consumables covered



25
Indian States



64
Districts



8
NGO Partners



50K+
people reached through other interventions



REHABILITATION



46,745 Vaccinations Facilitated

Rolled out a massive vaccination programme for the marginalized to access vaccinations

- Registrations among people from underprivileged communities
- Dispelled myths about vaccination
- Addressed vaccine hesitancy
- **More than 1 million** people reached out to

Health Infrastructure Strengthened

Equipped frontline worker and rural hospitals with the medical consumables essential for their work and safety

- **34,000+** frontline workers equipped with PPE kits and other protective gears
- **500,000 sets of medical consumables** to public health centres and government hospitals



BUILDING RESILIENCE

Jobs Matter



Jharkhand has the highest migration in the country.



Mass exodus led to large scale unemployment

9.66 lakh workers returned to Jharkhand



Number of registered unemployed people in Jharkhand has increased by almost six times



Jharkhand has the highest joblessness among the five neighbouring states, and stands fourth in the country in unemployment rate

THE SOLUTION

We are forming coalitions to solve issues of migrant populations. We have set up the **Labour Employment Exchange Programme (LEEP CELL)** with Govt of Jharkhand

- Link unemployment allowance to skill development schemes
- Digitizing unemployment exchange
- Strengthening support infrastructure

Other CAF India Initiatives:

- For building back COVID affected communities better, we are also providing skill based livelihood for men and women.
- We are mainstreaming of children of migrant workers into formal education and helping them overcome Digital Divide

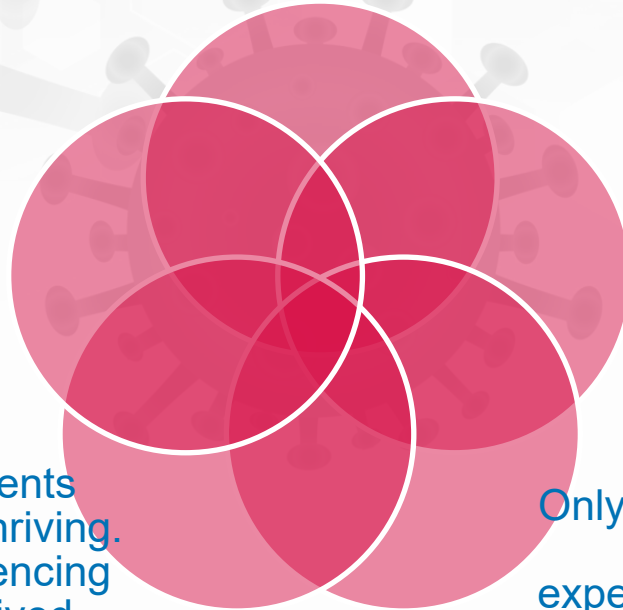


HOW COVID AFFECTED CHARITIES

92% of Indian charities faced negative impacts of COVID19. 77% reported reduced contributions; 47% reported that costs were up

53% of the charities stepped-up their fundraising to meet the increasing demand for their services.

11% of the respondents shared that they are thriving. Most reported experiencing difficult (37%), survived (50%) or closed temporarily (2%).



20% were forced to suspend their operations completely, while more than 70% had to suspend some services.

Only 1.5% said funds had increased. 57% experienced a decline of > 20%. The remaining 41% saw a decline of 1-20%.



Coping Strategy

- Reduced operational costs (71%),
- Used social media (30%) and individual emails (37%)
- Added new services (26%)
- Narrowed existing programmes (26%)
- Delayed paying bills (9%).
- 18% reduced staff salaries
- 7.6% had laid off staff

Sources: CAF India Covid survey December 2020 (78 NPOs); Lessons in Disaster Philanthropy by CAF America (143 NPOs)



WE ARE CAF INDIA AND WE MAKE GIVING COUNT



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Additional Resources

Corporate Citizenship Report

[Navigating and Shaping the New Normal\(s\)](#)

August 2020

ESG News & Views PODCAST SERIES:

[Corporate Citizenship in the Global South During COVID-19](#)

Summer 2020

Corporate Citizenship Watch

[The Role of Corporate Citizenship in Supporting the Vaccine Distribution](#)

February 2021

Corporate Citizenship Watch

[The Covid-19 Crisis in India and the Global South: How the Business Community Can Help](#)

May 2021

CAF America COVID-19 Reports



Geopolitics Content Hub

Updated daily with the latest insights for your company to navigate the Russia-Ukraine Crisis

Visit <https://www.conference-board.org/topics/geopolitics>



Additional Resources

Corporate Citizenship During a Geopolitical Crisis

[\(Part 1\): War is Different |](#)

[\(Part 2\): How the Natural Disaster Playbook Can Help |](#)

[\(Part 3\): Refugees](#)

[\(Part 4\): How Companies Can Help the Displaced and Trapped Inside Ukraine](#)

How is corporate citizenship different during a geopolitical crisis, as compared to natural disaster relief during peacetime? Part 1 of this essay explains that in addition to the increased difficulty in providing relief in a war zone, the need to focus on cash over in-kind donations, and the imperative of working through established international agencies, the focus of philanthropy is different. In Part 2 of this series, we address the similarities and suggest five ways that the corporate approach to natural disasters and to addressing social issues honed during the pandemic can be helpful. In Part 3, we discuss how businesses, and their employees are stepping up to address the Ukrainian refugee crisis. In Part 4, we offer five concrete steps that companies can take to help vulnerable Ukrainians—specifically, those inside the country.

[Sustainability During a Crisis](#)

A CEO's first thought when a geopolitical crisis hits is not likely to be, "What does this mean for our sustainability efforts?" But it's important to ask that question, not least because customers, employees, and investors may also be asking that question. In addition, CEOs should consider how the company's sustainability program can inform the firm's response to a geopolitical crisis.

