



## PHILANTHROCRAT

User Group for Fundraising, Social Marketing & CSR  
Professionals



# Chicken Soup for the Fundraiser's Soul

Virtual support group for clients, associates & friends

**CATALYST**  
**MANAGEMENT**



Fundraising in  
challenging times  
– Is the Sky *really*  
Falling ?

Lawrence Jackson

[ljackson@catalystmanagement.com.au](mailto:ljackson@catalystmanagement.com.au)

**CATALYST**  
**MANAGEMENT**



---

Welcome & thanks for joining our virtual lunch

---

Today's conversation: reflecting on 4 key questions

- 
1. Responding to an unprecedented global pandemic event
- 
2. Is there anything we can compare it to?
- 
3. What does crisis mean for giving ?
- 
4. What could/should we be doing ?
-



1. Responding to an unprecedented global pandemic event



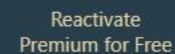
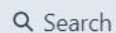


# Crisis situation

A global health pandemic prompting perhaps the deepest economic crisis in recent memory underscored by unprecedented social disruption (isolation/distancing/lockdown?)

And one really knows what is to follow ...






## Ad ...



Researcher, educator, board member and advocate - Focused on public policy, philanthropy, and the not-for-profit sector.

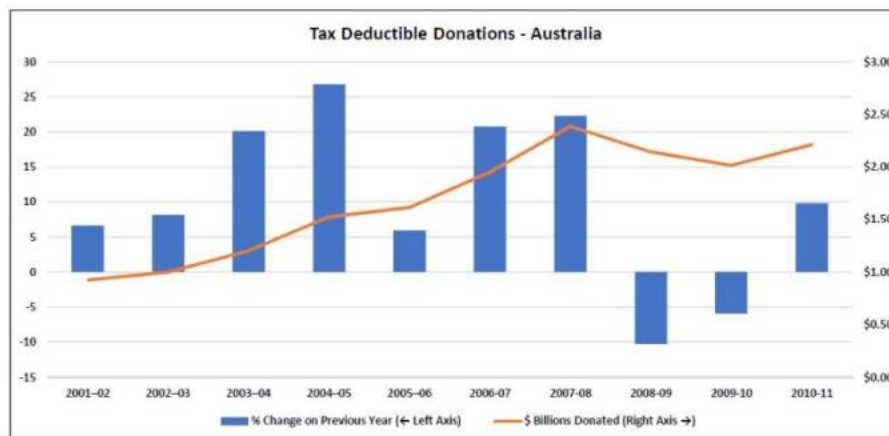
[View full profile](#)

Researcher, educator, board member and advocate - Focused on public policy, ...  
1d • 

I looked at historical donation data for Australia.

During and after the Global Financial Crisis, donations fell by 10% and 6% in 08-09 and 09-10 respectively. And we didn't even have a recession then.

If we experience a major recession now, charities will likely be hit hard by a big drop in donations.



23 · 6 Comments

## Reactions



+15

## Promoted



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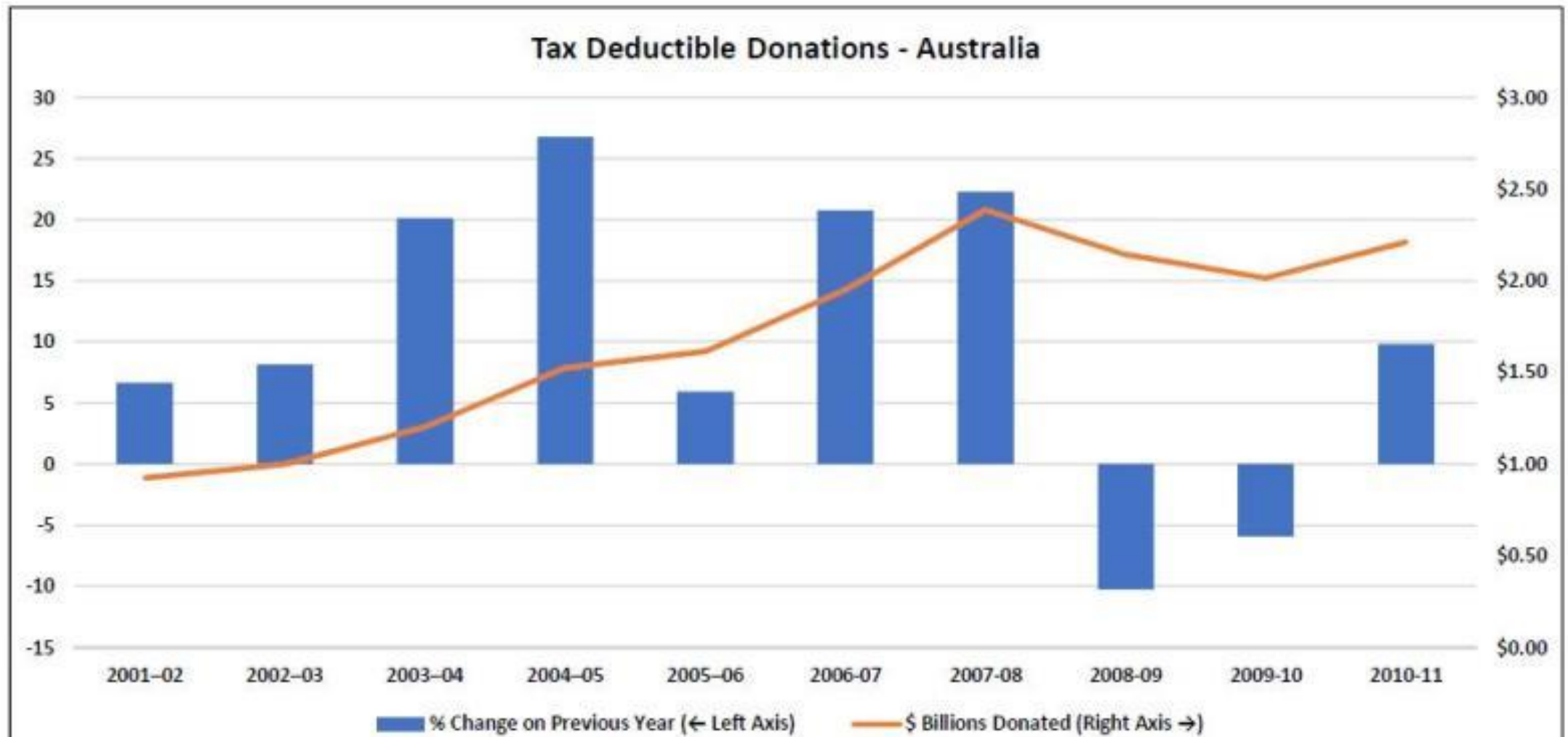
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## Messaging





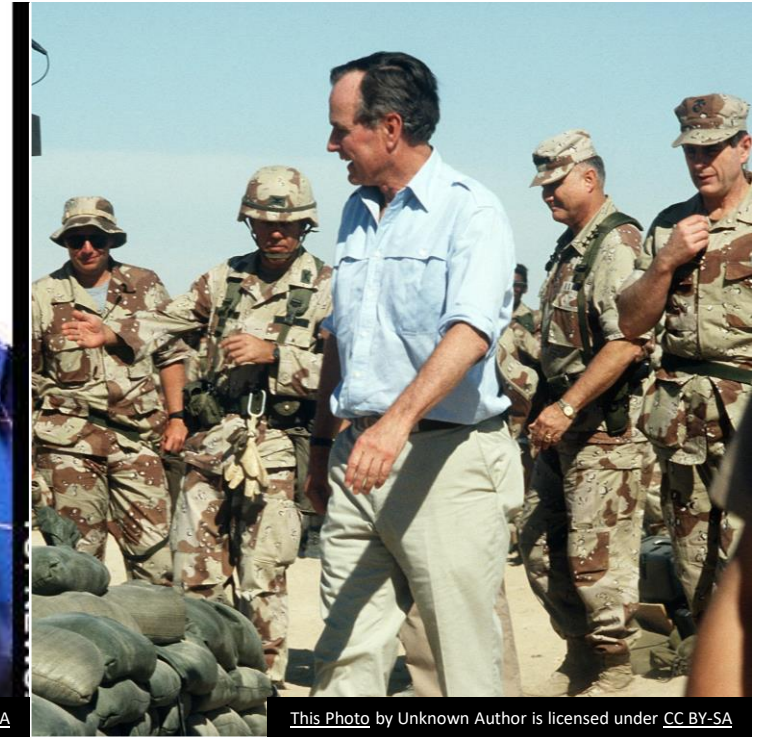
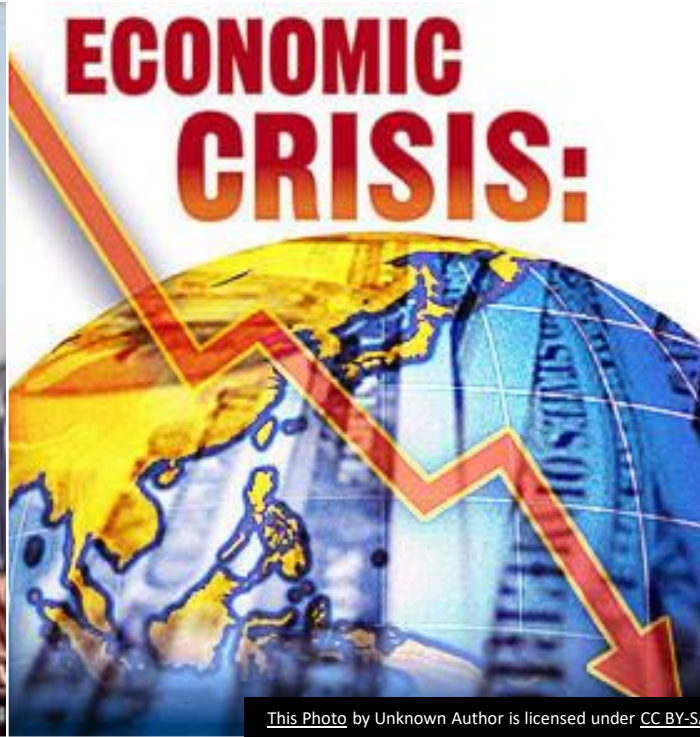




But is sure feels like “the Sky is falling!”

- this is real and the impact will be deep & wide including on charities and fundraising but
- this storm will pass.
- and will the sky really fall in ?






2. Is there anything we can compare it to?

# Fundraising in the time of the Coronavirus crisis. There is plenty to learn from history

Published on March 23, 2020



mark phillips

Owner at BLUEFROG FUNDRAISING LIMITED

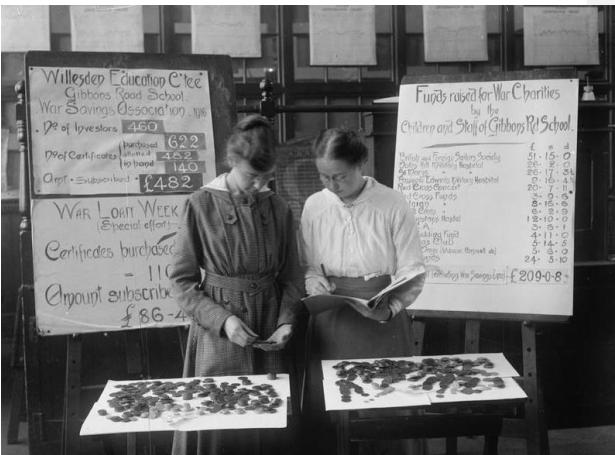
49 articles [Following](#)

Everything is different.

And that means that many carefully formulated strategies and mailing plans need to be reviewed and rebuilt to take into account the impact of the Coronavirus crisis.

It's a tough position to be in. But we are not alone. Fundraisers have lived and worked through crises and emergencies before. Throughout history, fundraisers have inspired and motivated people to come together to overcome terrible problems. Fundraisers have generated the gifts that have enabled essential work to go ahead and for the vulnerable to be protected. And we can learn from them.

[Like](#) [Comment](#) [Share](#) 38 • 8 Comments







# KING'S COLLEGE HOSPITAL,

LINCOLNS INN FIELDS, W.C.

Supported by Voluntary Contributions.

**FUNDS ARE URGENTLY NEEDED.**

You are earnestly invited to send Donations and Subscriptions, which will be gratefully received and acknowledged.

N. BROMLEY (Rev.), Warden.

PUNCH, OR THE LONDON CHARIVARI.—FEBRUARY 9, 1916.



## Who gives to the Y.M.C.A.

£1

Nov. 14th, 1915.  
I am sending you a pound note, the first I ever received, as I am a poor old woman and live on my own. The note is my own I saved it up in washing, but now I cannot even do it any more, but the other day when I stood under the sun that I used to wash for, but you can tell me what to do, and I shall be glad to hear from you. I received it as part payment for work done for several years ago, and when I looked at it I thought God and man I should give it to some good cause, and I think I cannot do better than help you to get shelter for the soldiers—old blind men.

£500

From a well-known Business House.  
Birmingham.

October 27th, 1915.  
We have much pleasure in handing you our cheque for £500, as a contribution in support of the work you are doing for the men in His Majesty's Services.

£1,000

(Messrs. Bryant & May's Contribution.)  
On behalf of the chairman of Messrs. Bryant & May, and the directors, Mr. Pater will be the first but highly privileged in being able to participate in the noble work. They intend to make a contribution of £1,000 towards the fund. The first was for its great value both at home and abroad. Then also it was given in recognition of the fact that during the whole period of the war they had been able to carry on their business, giving steady employment to 1,500 workers, of whom the majority were women.

(Extract from Daily Telegraph, Jan. 18.)

In every walk of life there are shining examples of generosity upon the part of those who are supporting work of the Y.M.C.A. for our troops. Here it is a father who has a son at the front; there a mother who says "I wish my gift could be a hundred times as big." A who has a pal in training sends a cheque representing week's salary; he thinks it "the least he can do." A working man sends half his wages "for the boys." The gifts of the poor vie with the generous donations of the rich. Those who can afford to give our buildings give them. Those in the middle rank of who can afford, say, £20, give that sum and no less. Those in humble stations buy stamps at the Post Office order to do their share. What a splendid example by that fine old lady in letter 1 who handed on the which she herself so badly needed.

## Great Voluntary Effort NEEDED TO RAISE THE Second Half-Million Pounds

Owing to the splendid efforts of the public half-a-million pounds has already been collected. All this money, and more, has been spent on the troops, and the need for the second half-million is urgent. If you would make what the Y.M.C.A. are doing, ask any

soldier you meet. Read the letters we send you will understand why more so have made such sacrifices to make appeal to everyone to follow the glorious example of those who are now saving this great work for our soldiers.

**Don't leave it to others—  
others may leave it to you.**

Donations should be addressed to Captain R. L. Barclay, Y.M.C.A. National Head Office, 12, Russell Square, London, W.C.

£450 to £600

will secure one of the new Y.M.C.A. Halls for the Home Camp. £600 will erect an Economic Hall.

£450

will erect one of the new Y.M.C.A. buildings for lodging the long time in France. The extra cost of equipment is £100.

£75

will provide and equip a complete first-aid post, including a dispensary, kitchen, etc.

**Smaller Gifts.**  
All Contributions will be gratefully received and recorded in connection with the work of the donors.

**WILL YOU POST THIS TO-DAY**

To Capt. R. L. Barclay,  
Y.M.C.A. National Headquarters,  
12, Russell Square, London, W.C.

I have pleasure in enclosing £..... towards the work of the Y.M.C.A. for the Troops.

Name.....

Address.....

Postage.....



## IF YOU were rescued from the sea—

Unceasingly for the past 112 years life-boatmen have been saving an average of over a life each day. No call of distress goes unheeded. Give to these brave men to whatever extent you can afford, just as if it were your own life they had saved at sea. Give generously in pounds, shillings or pence.

## ROYAL NATIONAL LIFE-BOAT INSTITUTION LIFE-BOAT HOUSE

42, Grosvenor Gardens, London, S.W.1

THE EARL OF HARROWBY, Hon. Treasurer.  
LT.-COL. C. R. SATTERTHWAITE, O.B.E.,  
Secretary.





### 3. What Do “Crises” Mean for Giving?

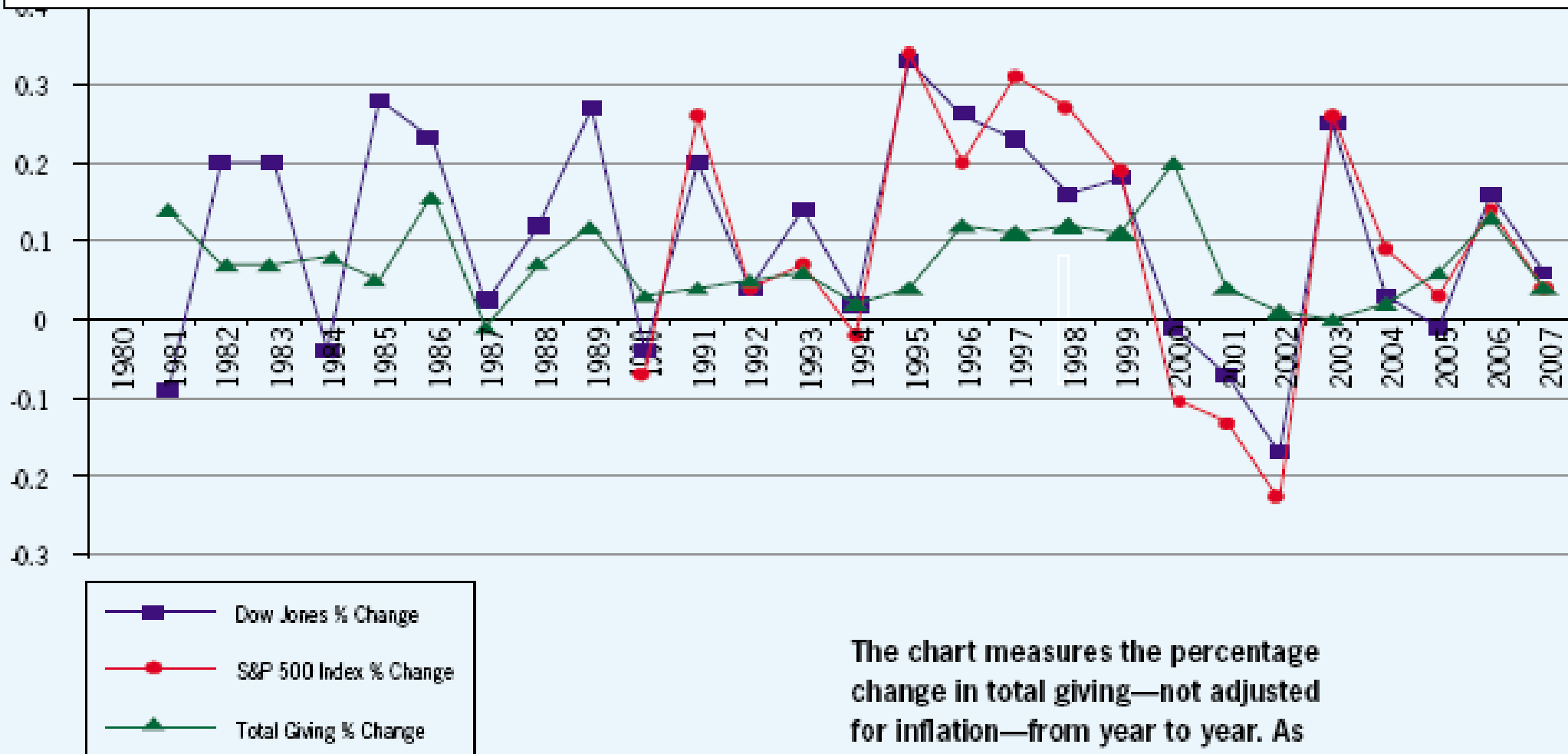


## Resilient philanthropy

- The data clearly shows how philanthropy has weathered various crises during the past few decades.

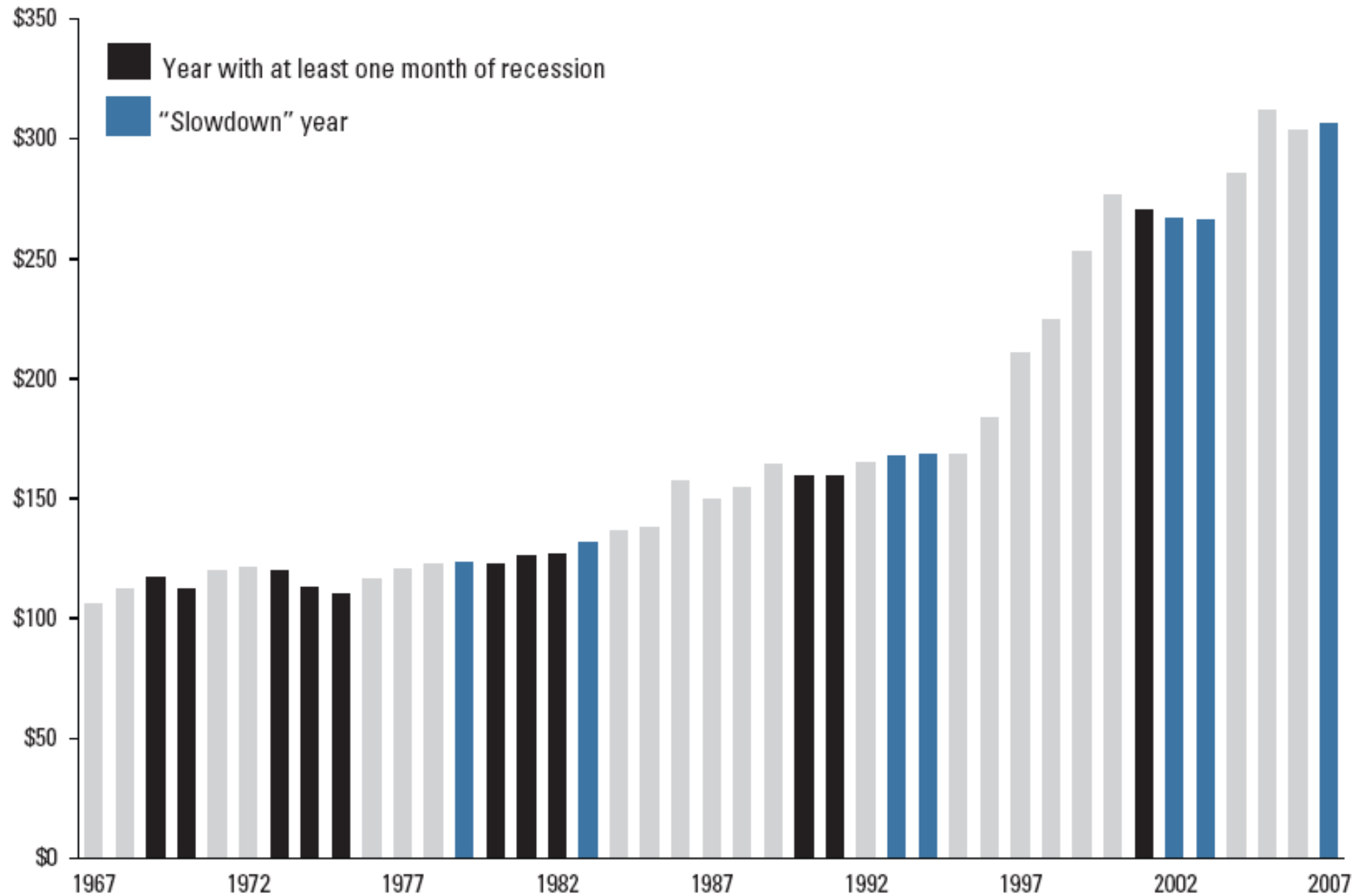


Percentage Change in Dow Jones Average, S&P 500 Index, and Total Giving from Year to Year, 1980-2007



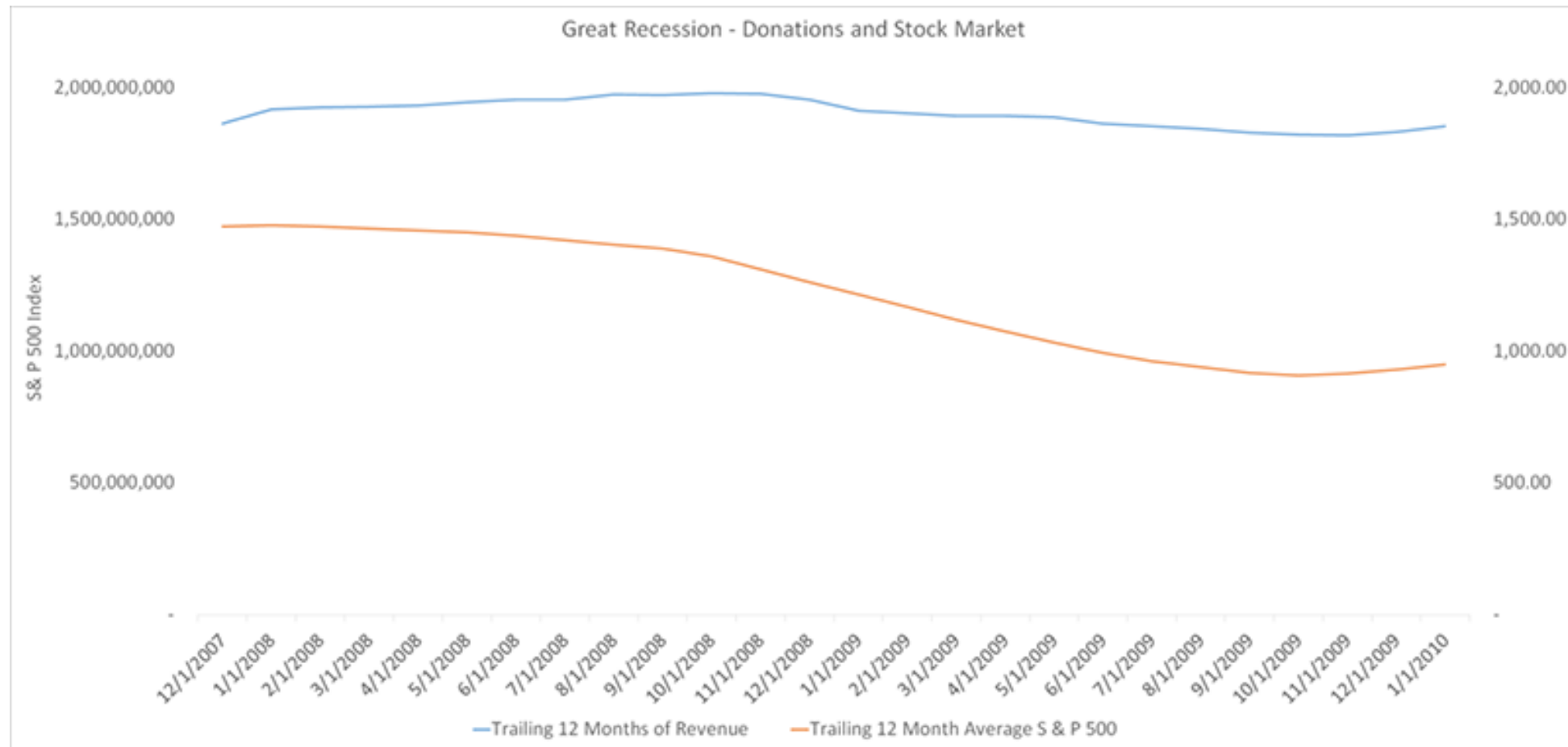
The chart measures the percentage change in total giving—not adjusted for inflation—from year to year. As long as the trend stays above 0, giving shows an increase (the only exception is 1987, when there was a 1 percent decrease from the previous year).

Inflation-Adjusted Total Giving, 1967 – 2007: Showing recession years and years with decreases (\$ in billions)



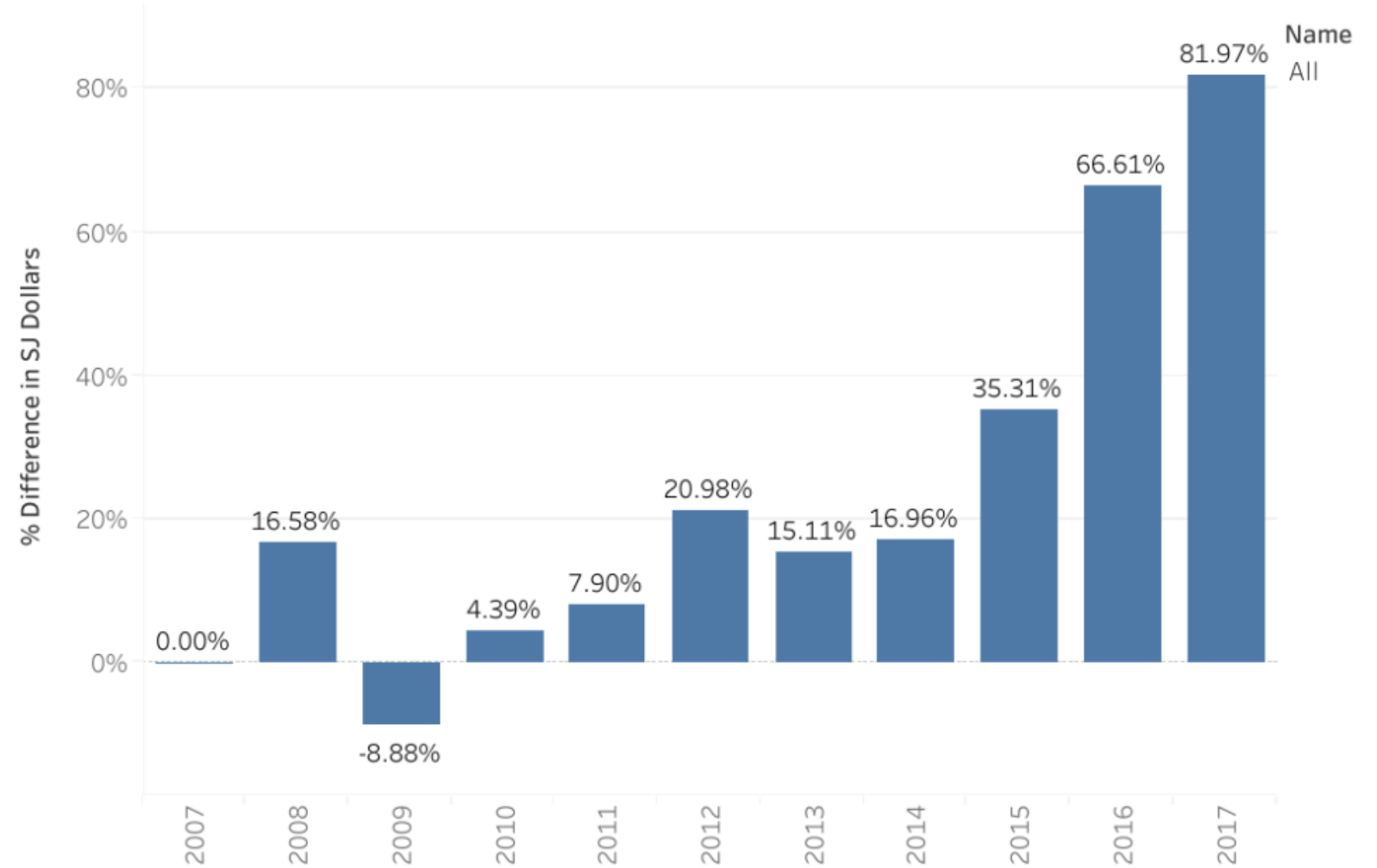
Source: Giving during recessions and economic slowdowns, Giving USA Spotlight, Issue3, 2008

And here's what happened during the GFC...





## Total Domestic Grants Percent Change on 2007 (USA)





So what about  
Australia ?





the centre  
FOR CORPORATE PUBLIC AFFAIRS

## Impact of the economic downturn on not-for-profit organisation management

FINAL REPORT

June 2009

Report to Department of Families, Housing, Community Services and Indigenous Affairs

### Relationships with major donors, corporate partners and government

NFP organisations report that they are spending more time managing relationships with their partners. NFP practitioners we spoke to during consultations say they are having 'open and honest' conversations with their partners about the impact of the downturn on each others' businesses.

NFP organisations with long-term partnerships or sophisticated relationships with business, major donors and trusts and foundations, report that most of these agreements and contracts are being renewed. However, NFP organisations are concerned about whether these will be renewed over the next few years.

NFP organisations agree that the priorities of companies, major donors and philanthropic trusts and foundations are changing. Many of their partners are evaluating relationships and revisiting long-term understandings and agreements.

There appear to be more issues to manage within partnerships or major relationships. NFP organisations say that their partners are placing more demands on them, particularly on requirements for measuring outcomes, and more information on the benefits of the relationships.

Not-for-profit organisations describe some changes in the nature of corporate support, from less untied cash to more support in community activities, marketing related sponsorship and corporate volunteers. NFP organisations understand that many companies cannot be seen to support events such as a charity ball, when they may be making tough business decisions such as redundancies in their own organisations.

CfCPA report link here: <https://www.dss.gov.au/our-responsibilities/communities-and-vulnerable-people/publications-articles/impact-of-the-economic-downturn-on-not-for-profit-organisation-management?HTML>

4. What could/should  
you be doing ?

(and how are others  
responding)





## How are others responding?

- Philanthropic community
- Charities and Not-for Profits



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The early response from the Australian philanthropic sector has been swift, bold and very encouraging ...



## News

### The Paul Ramsay Foundation allocates first phase funding of \$9 million to support the fight against COVID-19

by Michael Buckland | Mar 22, 2020 | News, Statement

22 March 2020 The Paul Ramsay Foundation allocates first phase funding of \$9 million to support the fight against COVID-19 The Paul Ramsay Foundation today announced \$9 million in its first tranche of grants to support COVID-19-related scientific research and to...



### Bushfire recovery in the face of COVID-19

by Michael Buckland | Mar 17, 2020 | News, Statement

In early January 2020, PRF announced a \$30 million commitment to support the bushfire recovery. An initial \$3 million was provided for immediate relief while the remaining \$27 million was earmarked for longer-term work with fire-affected communities. More...

**Career Advice - Career Advice for Professionals...Australia wide (1 on 1 unlimited support)** Ad ...



Rachael Rofe

Head of Australian Philanthropic  
Services Foundation

[View full profile](#)

Rachael Rofo • 2nd

Head of Australian Philanthropic Services Foundation  
5d • Edited • 

Today we made a significant gift for the acquisition of 20 ventilators in the ICU of a major hospital - a gift made possible through the generosity of a giving fund in the [Australian Philanthropic Services](#) Foundation. Today also, I was gifted the last 2L of milk on the shelf at Woolies from someone who thought my toddler might need it more - a gift made possible through the generosity of spirit of a complete stranger. Demonstrate generosity - big and small - however you can.

   470 · 23 Comments

## Reactions



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Most Relevant ▼



Add a comment...



Priyanka Willis • 2nd

Trusts & Foundations Manager at Cabrini Foundation

5d ...

Yay **Richard Prentice**

👍 · 3 Likes | 💬 · 1 Reply

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Oscar Wylee is introducing a partnership model to buy into a store.

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PHILANTHROPY

Welcome to Gandel Philanthropy

Home About Us Grant Information How To Apply News FAQs Contact Us

Gandel Philanthropy > COVID-19 Update from Gandel Philanthropy (23rd March Update)

### COVID-19 Update from Gandel Philanthropy (23rd March Update)

Gandel Philanthropy would like to inform all our partners, stakeholders and contacts about the measures we are taking in response to the challenges posed by the COVID-19 virus.

This situation is quite unprecedented and there is no playbook. Nevertheless, Gandel Philanthropy and the Gandel family remain committed to working with all our not-for-profit partners, other charitable organisations and all levels of government to overcome the challenges ahead of us and support the Australian community.

Our operations will continue

Gandel Philanthropy team is continuing to operate, and we will continue keeping in touch and stay connected via email and on the phone.

In addition, the following procedures have been implemented, effective from 24 March 2020 until further notice:

- our offices are CLOSED;
- we continue to work from home;
- all meetings will be held remotely;
- we will not be conducting site visits nor participating in other gatherings;
- all work-related travel is cancelled;
- we will be using video conferencing if and when required, otherwise all communication will be via phone, facetime and email;



PHILANTHROPY

### About Us

Gandel Philanthropy is the vehicle for charitable giving by the extended Gandel family. [Click here](#) to find out more about the Vision and Mission of Gandel Philanthropy, its granting philosophy and the Areas of Interest that the organisation supports.



# Response from charities & NFP/NGO's



Call to Action

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## Coronavirus Appeal

The National Emergencies Trust (NET) is launching a fundraising appeal to help those most affected by the recent coronavirus outbreak.

Make A Donation

6 days ago

**We stand ready**  
**Stand with us**

With the continued commitment of the Victorian Government and the past generosity of our community, The Alfred is ready to detect, protect and respond. As always we stand ready to provide critical care to Victorians in times of a crisis. Stand with us.



Support  
our work



Stop the  
spread



Help your  
community

**Support our work**

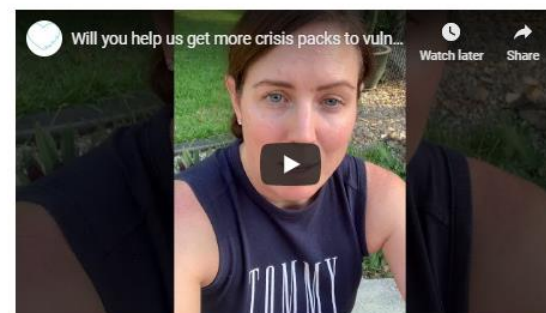


## BABY GIVE BACK CRISIS APPEAL

**Our Target - \$60,000**



**Amount Raised: \$40,476**



There's a lot of fear about what lies ahead, but this is the fear that the families we support experience daily. Mum's are struggling to decide if they buy clean nappies for their baby or stock up on food while it's available. What would you do?

Amount\*

\$

First Name\*

First Name

Last Name\*

Last Name

Email\*



## Like you, our highest priority is the wellbeing of all Australian children.

The COVID-19 pandemic is causing a greater need for our services in the community than we have ever seen before. I want to reassure you as one of our valued supporters that Barnardos will continue to provide our essential services to support vulnerable children and families throughout the COVID-19 pandemic. But, we can't do it without you.

Social isolation will mean more families will be under financial and emotional stress which could push them to breaking point. **And in these circumstances, sadly it is the children who suffer most.**

Families in crisis are already turning to us for help. We have been inundated with requests for help from struggling families unable to access hygiene products and groceries. We are providing food parcels on unprecedented levels for families who are isolated in their homes and unable to afford the basics.

**Please send your urgent donation today**

### What we are doing:

- **Implementing additional health and safety procedures**, according to Government directives, to keep our services running while minimising the risk to our clients and staff.
- **Regularly checking in on our children and families at risk** and continuing to support our foster carers to look after the children in their care.
- **Assisting all our families with clear guidance, information and practical support**, especially in terms of online learning and how to speak to traumatised children about COVID-19 without increasing their anxiety.

**However, the COVID-19 pandemic is having a significant impact on our service delivery and placing considerable strain on our resources.**



**Barnardos**  
**Australia**

# Australian children need you now more than ever



Rectangular Snip

1 2 3

One Off

Monthly

\$50

\$100

\$250

Other



Basic everyday  
essentials

Your donation today will keep a child safe and provide them with the care and support they so desperately need.

[Donate Now](#)

# AUSTRALIAN FRIENDS OF SHAARE ZEDEK



Australian Friends of  
**SHAARE ZEDEK** Inc.

Rectangular Ship

**COVID-19  
EMERGENCY  
APPEAL**

Dear Shaare Zedek Family and Friends,

**We received this urgent request from Shaare Zedek in Jerusalem.  
Shaare Zedek Medical Centre Jerusalem is once again on the front line!**

Our hospital is currently treating many coronavirus patients with the situation rapidly escalating.

Our isolation facility urgently needs additional equipment.

**We need to buy:**

**\*Ultrasounds \$72,000 each**

**\* Respirators \$120,000 each: We received 3 from the Israeli Government this week, and need 7 more!**

**\*ICU Beds \$300,000 each**

coronavirus-response

This is equipment that must be bought NOW!





Australian Friends of  
**SHAARE ZEDEK** Inc.

# COVID-19 EMERGENCY APPEAL

## Coronavirus Response

1  
shares



**\$29,772** raised

30%

GOAL \$100,000

34 donations

since Mar 2020

**donate now**

Fundraising for  
Australian Friends of Shaare Zedek Inc.



Shaare Zedek Medical Centre has a profound responsibility to the urgent needs of the citizens of Jerusalem. Please donate generously and help us save lives.



# SUPPORTACT

The heart & hand of Australian music

## SUPPORTACT

The heart & hand of Australian music

### COVID-19 EMERGENCY APPEAL



SUPPORTING MUSIC WORKERS IMPACTED BY THE CORONA VIRUS PANDEMIC

Support Act calls on music lovers to help Australia's music industry through this crisis period by giving now and giving generously.

Thousands of artists, roadies and other music industry professionals have lost their entire livelihood due to the cancellation of concerts, festivals, tours and shows. So far, losses across the sector amount to well over \$100 million and are rising daily. As the music industry's charity

\$177,501



raised of \$5,000,000 target

Select or enter donation amount

\$100

\$250

\$500

\$  
AUD

250

**DONATE NOW**

Donations

matched amount displayed



GIVING

MAKING A DIFFERENCE

ADVICE & SUPPORT

CONNECTING

ABOUT



DONATE

MAKING A DIFFERENCE

# CURRENT GRANTING OPPORTUNITIES

## COVID-19 NATIONAL FUNDING PLATFORM



Australian Communities Foundation and Philanthropy Australia have partnered to provide a national funding platform to coordinate the philanthropic response to the COVID-19 pandemic.

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GIVING

MAKING A DIFFERENCE

ADVICE & SUPPORT

CONNECTING

ABOUT



DONATE

## FEATURED OPPORTUNITIES: COVID-19



COMMUNITY SERVICES & SUPPORT

COVID-19

BLUE DRAGON CHILDREN'S  
FOUNDATION

**EMERGENCY CARE  
FOR CHILDREN  
IMPACTED BY COVID-  
19**

\$27300



COMMUNITY SERVICES & SUPPORT

COVID-19

REFUGEE ADVICE & CASEWORK  
SERVICE

**EMERGENCY  
INTERPRETING  
SERVICES FOR  
PEOPLE SEEKING  
ASYLUM**

\$34515



COVID-19

STREETSMART MATCHED FUNDING

LAUNCH HOUSING

**COVID-19 RESPONSE:  
LAUNCH HOUSING –  
CONNECTING**

\$5000





The challenging  
road ahead ...



From “The Agitator”  
blog: Wed 25/3/20

“Can Your Organisation  
Raise Money Now?”

“The blanket, “keep asking” mantra is wasteful at best and probably much worse in signaling you don’t have a clue or give a damn about the donor. Trying to stretch the limits of a mission to make it Covid-19 related is the equivalent of a 3-bank shot in billiards and is likely to result in undermining your credibility.”

[Read the full article on The Agitator »](#)





# CRISIS RESPONSE



Response by cause type  
(some wise advice from  
The Agitator)

Cause type	Response
If you are on the front lines of Covid-19 (e.g. basic need charity)	<b>fundraising in this environment is imperative.</b>
If you are related cause /tangentially connected to Covid-19 (e.g. community charity/foundation)	<b>then fundraising in this environment is advised.</b>
For front line and related causes,	<b><i>the first mover advantage likely matters (substitution effect = zero sum game)</i></b>
If you are not directly or tangentially tied to Covid-19 and especially if you are a Health charity	<b>quite likely giving by your donors is going to be deferred. (e.g. Diabetes, Cancer, Heart organizations as opposed hospitals, food banks, homeless shelters.)</b>  <b>And deferred giving could be negatively impacted by income volatility etc.</b>



mark phillips · 1st 

Owner at BLUEFROG FUNDRAISING

London, United Kingdom · 500+ [conne](#)

## Sage advice from Mark Phillips Blue Frog Fundraising

- Charities are part of the glue that is keeping communities together. Many people feel helpless in the face of what lies ahead.
- Giving empowers donors and allows them to feel part of the solution.
- That is the key element of value that you should be building into your fundraising plans now.
- And from me: giving is surely a more inspiring way of staying in control than hoarding toilet paper !

● coronavirus  
Search term

● Covid 19  
Search term

Rectangular Snip

Add a search term

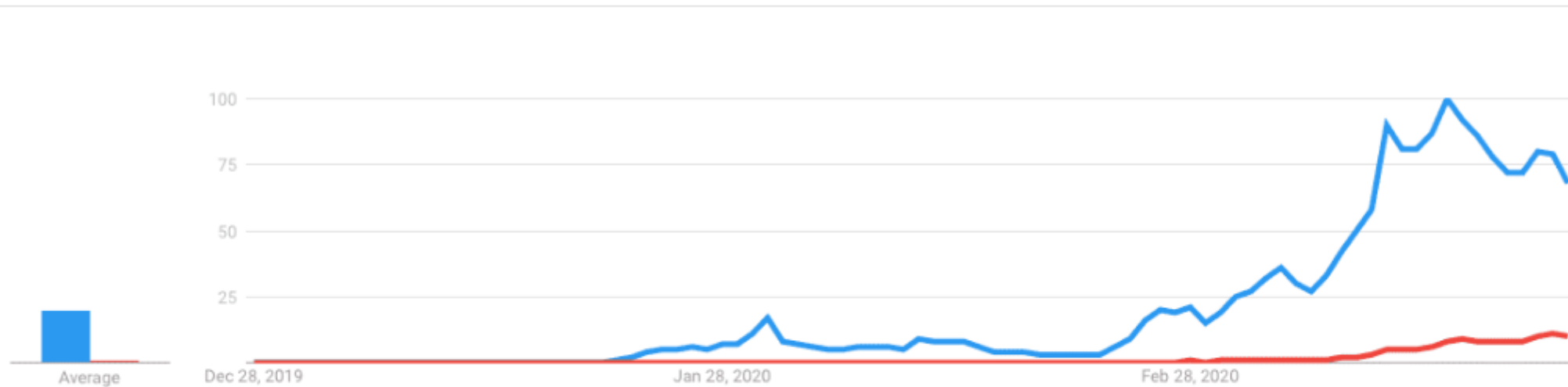
United Kingdom ▼

Past 90 days ▼

All categories ▼

Web Search ▼

Interest over time ?

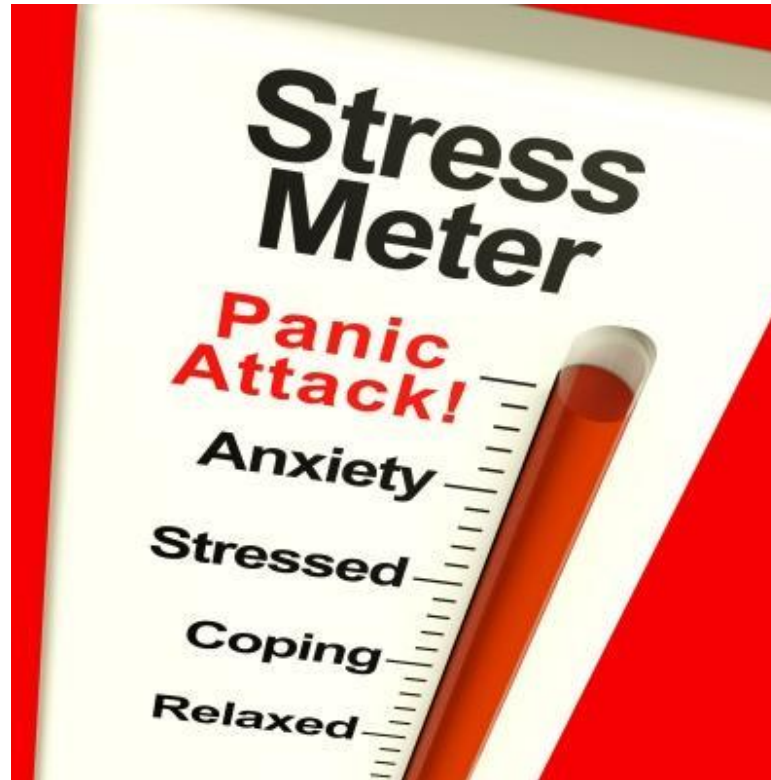


Should we launch an emergency appeal ?





But what about jobs, finances, the stock market etc?



And what about Gifts in Wills ? (and why is no one talking about Planned Giving ?)



**FreeWillscouk**

@freewillscouk



A staggering £436,368 in legacies was left to 133 different charities by people writing Wills via our website last week. Many thanks to all those who did so.

♡ 2 20:20 - 23 Mar 2020



See FreeWillscouk's other Tweets



# The last word goes to Michael J Rosen...



“I want to say that the surest way to fail at fundraising is to stop fundraising. How an organisation tries to raise money will change, and the results may look different than in the past, but try they must”.

Leading US Fundraising  
Consultant & Author



**mark phillips** • 1st  
Owner at BLUEFROG FUNDRAISING LIMITED  
6d • 

...

Hot off the press. Yesterday I recorded a Coronavirus special of the Why Do People Give? podcast with Giles Pegram - we share thoughts on what fundraisers should do now, ideas on tackling immediate problems that we are all facing and share early findings from research about how donor attitudes to giving are evolving during the crisis. Hope it might be of use. Stay safe. [#fundraising](#)



Why do people give? The Coronavirus special with Giles Pegram  
[queerideas.co.uk](http://queerideas.co.uk)

<https://www.linkedin.com/feed/update/urn:li:activity:6646461948286287872/>





"A fundraiser stood at the heavenly gate.

His face was scarred and old  
He stood before the man of fate  
For admission to the fold.

"What have do you done to gain  
admission here" Saint Peter said  
"I've been a fundraiser, sir" he replied

The pearly gates swung open wide,  
Saint Peter rang the bell.

"Come in and choose your harp", he  
sighed. For you've had your fair share  
of hell"!

~ Jerold Panas "Asking"

**Q&A?**

**Thank You for joining  
our virtual lunch**

Lawrence Jackson

[ljackson@catalystmanagement.com.au](mailto:ljackson@catalystmanagement.com.au)

**CATALYST  
MANAGEMENT**