



Disaster Appeal Toolkit

Supporting your community
following a disaster

Presenters

Mary Jalonick, President, Dallas
Foundation

Andy Beeforth, Executive Director,
Cumbria Community Foundation

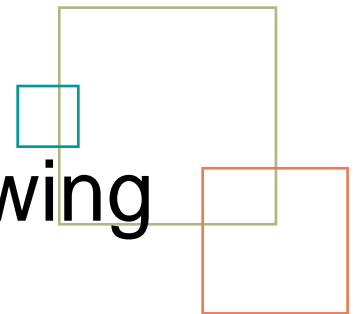
Rob Buchanan, Council on Foundations

Background & Experience

Cumbria Community Recovery Fund – FMD
£2.1m – national award for Fundraising

Cumbria Flood Recovery Fund £810,000
National Awards for Fundraising and Grant
making

Mayor's Disaster Relief Fund – following
Hurricanes Katrina and Rita - \$2.8m

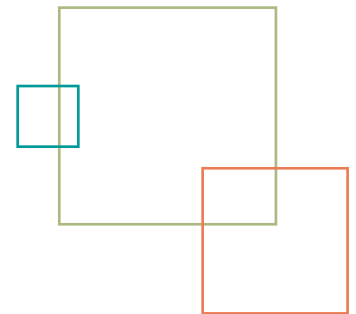


Introduction

About TCFN

The Toolkit

‘Hands on’



Why disaster response?

Because we exist to help our communities

We know our community

We're community leaders

We raise and distribute funds – it's our job!

Contents of the Toolkit

Planning for a disaster

Why launch an appeal? – covered in the intro

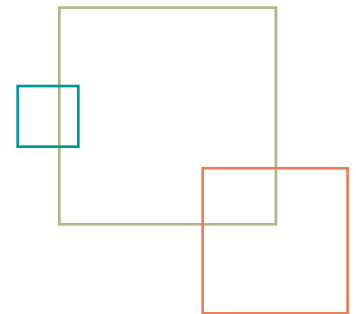
Decision making

Fundraising

Grant making

Public relations and the media

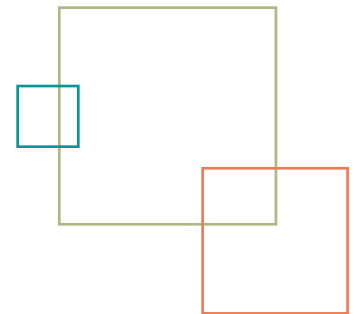
Life after the appeal



Sessions within the workshop

1. Defining the disaster
2. Decision making and resource issues
3. Fundraising strategy
4. Grant making
5. PR and the Media
6. Life after the Appeal

Close - feedback

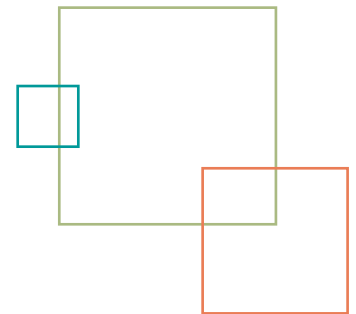


1. Define the disaster

1. Define your disaster

Describe the impact on the Community

How do you establish the impact? Evidence?

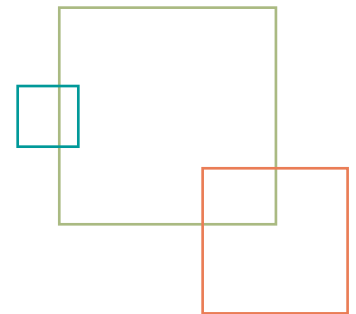


2. Decision making & Resource Issues

To have an appeal yes/no?

Who are you going to involve?

What procedures / systems will you put in place?



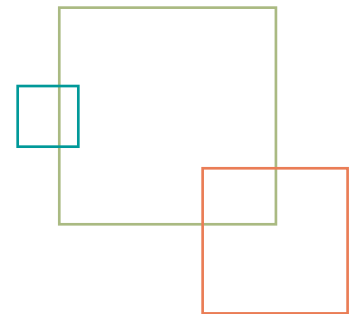
3. *Fundraising strategy*

How much do you want to raise?

From whom?

Will you contact all your donors

Appeal machinery?



4. *Grant making*

What are your priorities

Develop criteria

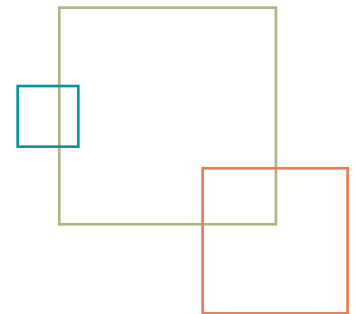
Individuals versus groups or both?

Systems for assessment and decision making?

5. *PR and the Media*

How are you communicating progress with the appeal to donors/the community

The local newspaper start receiving negative letters about the appeal. What do you do?



6. Life after the Appeal

How do you judge when to stop?

What do you do with excess funds?

How do you mark the end?

How do judge its success?

How do you maximise the benefits for the long term?

Review and reflect For next time

Final Questions

Comments

Thank you