



Donor Perspectives & Readiness For Disaster Preparedness Funding

*Opportunities & Challenges for Philanthropy
in Building Community Resilience*

White Paper | Summer 2017

Table of Contents

Introduction

Page 4

Asia's Communities & Natural Disasters

Page 5

- *A Focus on Disaster Preparedness Page 6*
- *Why Community-Based Organizations Page 7*

Engaging with CBOs in South & Southeast Asia

Page 8

- *Understanding Disaster Risks Page 8*
- *Convening CBO Leaders to Create a Network of Preparedness Practitioners Page 9*
- *Supporting CBO Preparedness Projects Page 11*

Summary of Projects Funded by the Give2Asia Disaster Preparedness Fund

Page 12

Engaging International Philanthropy

Page 18

- *Increasing Post-Disaster Preparedness Funding Page 19*
- *Donor Education Page 21*
- *Selling Disaster Preparedness Page 22*

Summary & Recommendations

Page 28

Introduction

Since January 2014, Give2Asia has partnered with community-based organizations (CBOs) in South and Southeast Asia to understand best practices and learnings for locally-led disaster preparedness and community resilience. This work has helped Give2Asia to identify specific CBO partners as part of an extensive effort to make Disaster Preparedness a larger part of the portfolio of international philanthropists and corporate foundations.

This Paper's Intended Audience

This document attempts to describe the work and identify key finding from Give2Asia's Disaster Preparedness efforts between 2014 and mid-2017. It also provides information on locally led development and challenges in bringing international partners to support the disaster preparedness work generally, and with CBOs in particular.

While Give2Asia primarily works with CBOs for program implementation, it also plays a role in donor education and helps to increase the impact of dono activity by guiding funds to projects run at the local level by beneficiary communities. Therefore, the audience for this paper is primarily private philanthropic donors: individual philanthropists, corporations and

corporate foundations, and private foundations. A secondary audience for this paper is CBO leadership who regularly have conversations with supporters and donors, as well as the development community in general, which may find here information relevant to their program planning.

Our Objectives

1. To review the position and types of work being completed by CBOs in South and Southeast Asia based during Give2Asia's three-year program focused on Disaster Preparedness.
2. To describe the "supply side" gap in private philanthropic support to CBOs, which are often carrying out critical Disaster Preparedness activities with limited resources.



CBO leaders share their perspectives at a Give2Asia & IIRR convening in the Philippines

Asia's Communities & Natural Disasters

Asia has proven to be the most disaster-prone region in the world due to devastating weather extremes, which appear to have become more frequent due to climate change. This situation is worsened by Asia's proximity to the "Ring of Fire", an area where tectonic plates meet to create greater risks for earthquakes, tsunamis and volcanic eruptions.

According to the '2010 World Disaster Report'¹, in the first decade of this century Asia encountered 40% of the world's disasters, by which more than 2 million people were affected, 900,000 casualties incurred, along with a massive economic loss of US\$386 billion. In more recent years, those risks have only been underlined by massive natural disasters in Japan, the Philippines and Nepal.

Asia is also a hub for thriving global economies. In a recent report, the Asian Development Bank² (ADB) reported that the Asia Pacific region is driving 60% of the economic growth across the globe. With China now the largest economy in the world and with

more than 50% of the world's population living in Asia, the sustainability and resilience of communities in the region have the potential to have a global impact.

When disasters strike in developing countries like Nepal or developed countries like Japan, the core functioning of the economy is paralyzed. While there can be both short-term and long-term negative economic impacts³, these impacts can be prevented by simple, strategic and context-specific Disaster Preparedness activities. In this context, it is crucial to understand the present challenges faced by the Community Based Organizations in Asia and find ways of bringing the donor community on board to invest in preparedness, rather than simply focusing on recovery, in order to reduce hazards that lead to disasters and that better prepare communities. This document attempts to describe and identify key finding from our work between 2014 and mid-2017. It also provides information on Give2Asia's perspective on locally led development and challenges in bringing international partners to support the disaster preparedness work generally, and with CBOs in particular.

¹

<http://www.ifrc.org/Global/Publications/disasters/WDR/WDR2010-full.pdf>

² <https://www.adb.org/news/expanding-economies-asia-deliver-60-global-growth-adb>

³

http://www.preventionweb.net/files/1848_VL102115.pdf

A Focus on Disaster Preparedness

Several related and sometimes ill-defined terms are used when discussing Disaster Preparedness. For this paper, we will refer to the definitions provided by the United Nations Office of Disaster Risk Reduction for consistency:

Disaster Risk Reduction: Disaster Risk Reduction (DRR) aims to reduce the damage caused by natural hazards like earthquakes, floods, droughts, and cyclones, through an ethic of prevention. DRR strategies and policies define goals and objectives across different timescales and with concrete targets, indicators and time frames. In line with the Sendai Framework for Disaster Risk Reduction 2015-2030, these should be aimed at preventing the creation of disaster risk, the reduction of existing risk and the strengthening of economic, social, health and environmental resilience.

Disaster Preparedness: The knowledge and capacities developed by governments, response and recovery organizations, communities and individuals to effectively anticipate, respond to and recover from the impacts of likely, imminent or current disasters. Preparedness is based on a sound analysis of disaster risks and good linkages with early warning systems, and includes such activities as contingency planning, the stockpiling

of equipment and supplies, the development of arrangements for coordination, evacuation and public information, and associated training and field exercises. These must be supported by formal institutional, legal and budgetary capacities. The related term “readiness” describes the ability to quickly and appropriately respond when required.

Disaster Resilience: The ability of a system, community or society exposed to hazards to resist, absorb, accommodate, adapt to, transform and recover from the effects of a hazard in a timely and efficient manner, including through the preservation and restoration of its essential basic structures and functions through risk management.

To paraphrase and provide more contrast between these terms:

- DRR strategies and policies are put in place by communities and governments to reduce the risks that disasters pose to community sustainability;
- Disaster Preparedness is the knowledge and capacity of various community stakeholders to effectively anticipate, respond, and recover; and
- Disaster Resilience is a relative measure for how effectively a community can address the impact of a disaster.

For the purposes of this paper, and for Give2Asia in general, the focus is primarily on Disaster Preparedness. Give2Asia understands its own role, and often the role of private philanthropy in general, to be focused on Disaster Preparedness by building the knowledge and capacity of community stakeholders such as CBOs.

Community-based Organizations (CBOs)

CBOs are nonprofit entities working at the local level of a community, in partnership with other community members, to provide services that address particular needs and contexts.

Give2Asia carries out a large amount of its program work in partnership with

CBOs. Give2Asia's tagline is "Local knowledge counts", and CBOs are often the best partners for private philanthropy to tap local knowledge and effective practices for sustainable impact. Disasters are ultimately local events with a range of local impacts. The international focus on disaster is relatively new, with a marked shift in private philanthropic focus in this area occurring in the aftermath of the December 26, 2004 tsunami in Southeast Asia. However, natural disasters are not a new for many communities in Asia, and CBOs are often the groups with the greatest length of experience thinking about and gathering best practices for their specific geographic area.

Engaging with CBOs in South & Southeast Asia

The primary work behind this paper takes place between January 2014 and May 2017. During this time, Give2Asia engaged with 145 CBOs across six countries in South Asia and Southeast Asia. These countries included Bangladesh, India, Indonesia, Myanmar, Philippines and Vietnam.

Give2Asia led three activities with CBOs during this time:

1. Understanding disaster risk in South and Southeast Asia and identifying donor opportunities to engage with the most at-risk communities to mitigate the impact of future disasters.
2. Convening CBO leaders to create a network of preparedness practitioners for information sharing and capacity building.
3. Supporting CBO preparedness projects to carry out new innovative projects that meet the specific needs of communities.

1. Understanding Disaster Risk

Research and community identification work was completed in 2014, and the research was published in a 2015 paper entitled "Disaster Vulnerability & Donor

Opportunity." The paper can be downloaded [here](#).

The research was completed by Give2Asia and its in-country field presence in the six target countries.

- In Bangladesh and Vietnam, research was completed by The Asia Foundation and staff within its offices located in Dhaka and Hanoi. The Asia Foundation serves as Give2Asia's local presence in those two countries as well as seven other Asian countries.
- In India, Indonesia, and the Philippines, research was completed by Give2Asia's own in-country staff.
- In Myanmar, the research was completed by Community Partners International, an implementing organization focused on providing rural health care to communities along the Myanmar and Thai border.

The research surveyed trend data for natural disasters in each country and identified specific areas within each of the six countries where disasters are most likely. This formed the basis of CBO outreach in anticipation of later activities.

This disaster research was based on what has happened in the past. During the period of this project, the 2015 Nepal Earthquake struck. Nepal was

not identified as an area of focus for this work, but it is the area where the most destructive disaster took place in Asia during this three-year project. As a result, Give2Asia is now taking the opportunity to also work in Nepal as well as Timor-Leste as part of a new two-year program in locally-led disaster preparedness that began in 2017.

2. Convening CBO Leaders to Create a Network of Preparedness Practitioners

Throughout the three-year project, Give2Asia convened a total of 145 CBOs across the six countries. As noted in the previous section, these CBOs were identified partly based on 2014 landscape research. They were also identified by Give2Asia's field advisors in each country as leading organizations carrying out local disaster preparedness programs. In addition, Give2Asia publicly announced information on this program so that CBOs outside of Give2Asia's existing network could put themselves forward for participation.

These convenings were facilitated by Give2Asia's close partner, the International Institute of Rural Reconstruction (IIRR), an organization with over 80 years of experience in rural development work. The organization is headquartered in the Philippines, although it works in both Africa and Asia and has a U.S. office in

New York City. IIRR has expertise in community-based capacity building and poverty alleviation techniques. More background information on IIRR can be found at the end of this paper.

The convenings were organized into three separate phases:

1. Initial CBO leadership

gatherings: The primary focus for these sessions was to learn from CBOs about their approaches and challenges, and to form a stronger understanding of any practitioner network that may already exist between local organizations doing Preparedness work. We discovered in large part that these organizations were isolated from each other. Three sessions were held in 2014 pairing countries together. CBOs from Bangladesh and India convened together in India. CBOs from Indonesia and the Philippines convened together in the Philippines. CBOs from Myanmar and Vietnam convened together in Myanmar.

2. CBO Capacity Building

Workshops: This second round of sessions convened the same groups of CBO leaders in the same locations. This time the focus was on capacity building.

IIRR built the sessions around its own methodology for Community-managed DRR while incorporating many of the needs identified in the initial gatherings.

3. Disaster Preparedness

Conference: In March 2017, Give2Asia and IIRR co-hosted a conference in the Philippines to broaden the discussion and share more about the work that had been done during the three-year project. A portion of the week-long event was held at the IIRR campus in Cavite. This portion focused exclusively on CBO and nonprofit leadership training. The event included organizations from across the Asia Pacific region. Most notably, organizations from China and Nepal attended in addition to those from the originally six countries in the program. The second half of the week was held at the Asian Institute of Management in Manila. This portion of the event also included donors and INGOs.

The types of organizations that chose to participate from each of the six countries varied, and focused on a range of issues in their core programming. The organizations ranged from groups engaged specifically

in DRR and climate change issues, and others working on poverty alleviation and social services that included DRR and disaster preparedness as a component of their overall community work. Groups focused on women's empowerment or inclusion of other groups also focused heavily on inclusion in overall DRR planning.

In Spring 2017, Give2Asia and IIRR published a second paper entitled "Building Community Resilience: Mapping the Journey of Local Community Based NGOs in developing Sustainable Preparedness Programs", identifying principles behind measurement of community resiliency. The paper can be downloaded [here](#).

Several factors play a role in measuring resilience. These factors help to explain the wide variety and types of organizations that chose to engage with Give2Asia's CBO convenings:

1. **Individual survivability:** The capacity of individuals to stay alive during a disaster.
2. **Access to services:** Basic access in the community to education, health care and shelter.
3. **Sustainable livelihoods:** Economic opportunities for the community to continue to thrive despite a hazard event.
4. **Healthy environmental ecosystem:** The natural

environment's ability to support human survival.

5. **Infrastructure:** The ability of physical facilities to function post-disaster.
6. **Institutional Support Mechanisms:** Systems and structures that support the community, such as government, CBOs or faith-based institutions.
7. **Enabling Government Policies:** Policies and laws that support the other six factors above.

3. Supporting CBO Preparedness Projects

Following the initial gatherings in the six target countries, Give2Asia posted a

Request for Proposals from attendees and more broadly to consider funding opportunities at the local level. Over the course of the RFP period, Give2Asia received approximately 50 proposals from CBOs and chose to fund seven of those projects. Give2Asia with input from IIRR made decisions based on:

- 1) The innovativeness of the project.
- 2) Its ability to define and address a clear community need.
- 3) Its potential for replication and expansion beyond the initial phase.



Summary of Projects Funded by Give2Asia's Disaster Preparedness Fund

1. Sundarbans Adjacent Fishers Enabling Resilience

Country: Bangladesh

CBO: An Organization for Socio-Economic Development (AOSED)

Description: 300 fishermen and their families in the Sundarbans area of Bangladesh to better prepare for increasing unpredictable weather patterns by equipping their boats with tracker radios to receive weather information.

Project Achievements:

The Project beneficiaries are 30 fishing groups consisting of 300 fishermen from 44 seagoing traditional fishing boats and their 191 families making a total 897 people. The following are the key activities and achievements for this project:

1. Enhanced knowledge and capacity on disaster preparedness, community based evacuation planning, adverse impact of climate change, proper use of safety and security materials, occupational risks and safety management systems through capacity building training programs for the fishing groups.
2. Used Information Communication Technology as a strategy and enhanced the use of mobile phones and radios by the sea-going community for early warning messages.
3. Developed 'Vessel Tracking System (VTS)' and installed it in the sea-going traditional fishing boats.
4. Set up a local Center Monitoring Hub for live communication and exchanging signals.
5. Successfully developed and installed Vessel Tracking System (VTS) in the seagoing traditional boats that are working effectively.
6. Developed active communication with Vessel Tracking System Operating Center (VTSOC) and Meteorological department, VTSOC got weather information in advance and processed the information for easy understanding and provided among fishing groups.
7. Fishing groups were responding to the live communication appropriately and they were spontaneously sharing the information within other fisher groups in the sea.
8. Fishing groups used safety materials and followed the disaster preparedness guidelines.

9. The Fishing groups were able to return thrice to safe shelter from the deep sea during sea depressions.
10. Developed community based Disaster Preparedness and Evacuation planning.

2. Community Based Flood Risk Management in Assam

Country: India
CBO: ARANYAK

Description: In two districts in Assam, encouraging the community to utilize early warning systems and community based flood prevention planning

Project Achievements: This project has enabled ARANYAK to set up Early Warning Systems for the twenty villages located in the catchment area of River *Singora* and thirty villages located in the *Jiadhal* River catchment area. Since March 2015 there have been nearly 60 major flood records generated by the Early Warning Systems.

1. The target population of around 20,000 between both sites have benefitted from life and livelihood saving warning messages relayed, particularly assets like livestock which are frequently lost to seasonal flooding.
2. There has been an added benefit of enhanced community wellness as well. Several beneficiaries have commented that because they are now sharing information with communities upstream and downstream on their own, there is increased collaboration amongst them. This is a benefit in itself but also directly benefits the long-term viability of the intervention.

3. Enhancing Community Resilience through Disaster Risk Reduction in Bali

Country: Indonesia
CBO: Yayasan IDEP Selaras Alam

Description: Disaster Risk Reduction activities in two villages of *Klungkung* district in Bali.

Project Achievements: Two villages in District *Klungkund* increased their capacity and knowledge in disaster management with:

- A. Disaster preparedness trainings
- B. Risk mapping of the villages
- C. Evacuation plan including warning signs and sounds (traditional *KulKuls* used) for warning signals became operational
- D. Contingency plan and standard operational procedures of specific hazards were drafted along with the community

In addition:

1. Community Disaster Management Group (CDMG) was created and will continue to operate in the two villages
2. 200 families (around 800 peoples) were involved in earthquake and Tsunami Response Simulation/Drill
3. District Disaster Crisis Center including capacity building related to disaster management and risk reduction has been operational due to the enhanced community participation
4. More than 300 students from three public elementary schools were enrolled in disaster risk reduction initiatives that commenced with this project.

4. Increasing Resilience of Communities at Village Level by Inclusive Community Based Disaster Risk Management Approach

Country: Myanmar

CBO: Lanthit Foundation

Description: Disaster Risk Reduction by promoting the role of children, women, elderly and the disabled as agents of change in the Chaung Zone Township, Mon State in Myanmar.

Project Achievements: By empowering the roles and responsibilities of community members in preparedness, mitigation and response, the following are the key achievements of the project:

1. Formation of village level task forces to help develop and maintain disaster risk management frameworks. These also have conducted trainings on first aid and search & rescue and simulation exercises.
2. Conducted participatory vulnerability assessments in all target communities, with particular focus on children, women, PWDs and the elderly.

3. Four-day training of trainers related to disaster risk reduction and climate change adaptation.
4. More than 300 students from three public elementary schools were enrolled in disaster risk reduction initiatives that commenced with this project.

5. Building Climate Change Resilience through Mangrove Protection

Country: Philippines

CBO: Lanao Aquatic and Marine Fisheries Centre for Community Development

Description: Supporting two barangays in Lanao Del Norte to improve overall resilience

Project Achievements: The project pursued overall community resiliency through environmental stewardship and DRR planning activities. The following are the key achievements of the project:

1. Held a seminar with 75 community members to share the learnings of the Community Managed Disaster Risk Reduction training hosted by IIRR.
2. Conducted a Participatory Disaster Risk Assessment and Analysis in the two target barangays.
3. Conducted mangrove management training in all of the project sites. Establishment of mangrove nurseries and plans for re-forestation.
4. Conducted family and community-based disaster preparedness seminars to train residents on how to take concrete personal actions to be prepared.
5. Held seminars on solid waste management to train residents on minimizing waste generation, maximizing materials reuse and systems for managing.
6. Conducted forums on climate change and disaster risk reduction, engaging community members and government officials.

6. Enhancing Climate Change Resilience and Food Sustainability in Communities

Country: Philippines

CBO: Shontoug Foundation

Description: Increasing climate resilience for the benefit of 100 households in 10 indigenous communities in Northern Philippines.

Project Achievements: Through the project Shontoug Foundation was able to conduct workshops, field visits and farmers' sharing of experience on the following areas:

1. On Disaster-Preparedness
2. Sustainable agriculture
3. Environment Protection/ Conservation

Shontoug Foundation Case Study

Farmers in the three projects sites were able to enhance their awareness on the value of promoting biodiversity conservation and adoption of climate resilient crops and farming system. They were able to compare the effects of chemical-intensive farming technologies compared to traditional, indigenous farming system. As a result, they discovered that indigenous farming practices are proven climate-resilient and could contribute to food security. Damages during monsoon rains and drought are relatively lower. They are also more resistant to pests. These, consequently, improve food productivity, thus, ensuring sustainability.

Various workshops and continuing community sharing of experiences have affirmed and strengthened relevant and efficient traditional agricultural and natural resource management systems that have sustained the indigenous communities for years. Among these practices are the maintenance of terraces that have served as erosion control of steep slopes. Sloping Agriculture Land Technology (SALT) has equipped young farmers with knowledge and tools to improve areas in the ancestral domain that could be productive as the population continues to grow. This is a poverty alleviation measure as food supply could be sustained in spite of increasing population.

The Workshop on Social Enterprise in the three project sites enlightened the participants about the potential social enterprises in agriculture when some alternative models for community-based economic enterprises were presented. They realized that social values such as cooperation and partnership are as important as financial capital for social enterprises to succeed. The principle of doing business while caring for the people, planet and profit resonates with the local indigenous culture of collective concern for the people and resources of the community.

7. Capacity Building of Vulnerable Communities

Country: Vietnam

CBO: Association for Empowerment of People with Disabilities (AEPD)

Project Description: Reducing vulnerability, loss of life and economic loss from climate change in flood- and storm-prone areas of Quang Binh province

Project Achievements: The above project sought to improve livelihoods & sustainable development through community-based DRR targeting persons with disabilities. Key achievements of this project are:

1. Three “training of trainers” courses to build a core team to deliver further trainings on Community Based Disaster Risk Management (CBDRM) throughout the target area.
2. Training program on CBDRM and disaster preparedness planning for Persons with Disabilities (PWD) and their families, focusing on the household and village level. 269 people participated, about half of whom are PWD.
3. Vulnerability and Capacity Assessment (VCA). Three VCAs conducted to assess local vulnerabilities and identify appropriate interventions, factoring in the anticipated impacts of climate change in the coming years.
4. Trainings on first aid and emergency response. 76 community members participated over three separate training sessions.
5. Emergency response mock-drill conducted in three communes. There were about 377 people involved in these activities including local project trainers, local government officials, community organizations, village leaders and vulnerable groups such as persons with disabilities, children and the elderly.

Engaging International Philanthropy

In addition to convening and increasing capacity for CBOs, over the past three years Give2Asia has made a concerted effort to increase private philanthropy in its portfolio that is engaged in disaster preparedness programs.

Between 2004 and 2014, Give2Asia's disaster program work primarily focused on long-term disaster recovery, and Give2Asia responded to over 30 natural disasters during that time in partnership with private philanthropy. For example:

- Between 2004 and 2007, Give2Asia raised US\$9.6 million for the Andaman Sea tsunami and funded projects in India, Indonesia, Sri Lanka, and Thailand.
- In 2008, Give2Asia became the second largest U.S. donor to support recovery following the Wenchuan Earthquake in mainland China, raising over US\$17 million.
- In 2011, Give2Asia raised US\$9.2 million for recovery following the earthquake in tsunami affecting Tohoku, Japan.

Most of this funding went to support CBOs but primarily for community-led recovery work. Give2Asia estimates that in total for the US\$35.8 million raised for the three disasters just listed, approximately US\$1 million went toward preparedness in the affected communities.

In planning for the recent three-year disaster preparedness program, Give2Asia identified three issues it sought to address that could improve the work by CBOs prior to a disaster to help mitigate a future disaster's impact:

A. Demand and Supply Disconnect:

From its work in disaster recovery, Give2Asia identified a large disconnect between sudden, intense flows of funding that result from a global reaction to large disaster events and the ongoing, underlying development needs of communities and the local organizations that know and serve disaster-prone communities.

B. Uneven Distribution of Attention:

Some of the most disaster-prone regions receive little or no attention from the international donor community, leaving the most vulnerable "off the radar" communities to fend for themselves.

C. Disaster Donor Fatigue: Better access to information and images from disaster zones has increased the funding available for the most

massive events (e.g. the earthquakes in Nepal and China and the earthquake/tsunamis in the Andaman Sea and Japan).

However, Give2Asia identified a growing "fatigue" among donors asked to respond repeatedly to extreme events that are devastating to their victims, but which happen regularly in the Asia-Pacific region.

To address these issues within its own donor community, Give2Asia spent the past three years attempting to increase disaster preparedness funding and visibility for disaster preparedness project needs within its network of CBO partners. These attempts met with mixed results and can be broken into three categories:

1. Increasing post-disaster preparedness funding in Give2Asia's portfolio of grants as part of long-term recovery efforts.
2. Donor education in the form of one-on-one discussions, webinars and papers, and conferences.
3. Soliciting and selling CBO projects to the international donor community.

1. Increasing Post-Disaster Preparedness Funding

Give2Asia funding long-term recovery projects in six countries during the

three-year period covered in this paper. The six primary disasters in these countries included:

- 2011 Japan Tsunami & Earthquake
- 2013 Philippines Typhoon Yolanda/Haian
- 2013 China Earthquake
- 2015 Nepal Earthquake
- 2015 Malaysia Typhoon
- 2015 India Flooding

Give2Asia's funding comes from two sources primarily for long-term recovery and preparedness:

- Corporations, corporate foundations, and corporate employee gifts
- Individual donors and private family foundations

As part of an organization-wide effort to identify more disaster preparedness funding opportunities, Give2Asia was successful in presenting more options for disaster preparedness projects following the above six disasters. Compared to the US\$1 million in disaster preparedness funding between 2004 and 2013, between 2013 and 2016, Give2Asia made US\$2.7 million in disaster preparedness grants.

The following three charts show how this funding broke down by activity, country and donor type.

Chart 1: Give2Asia Post-Disaster Preparedness Funding 2014-2016

Chart 1a: By Country

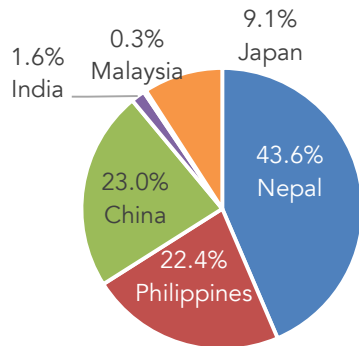


Chart 1b: By Activity

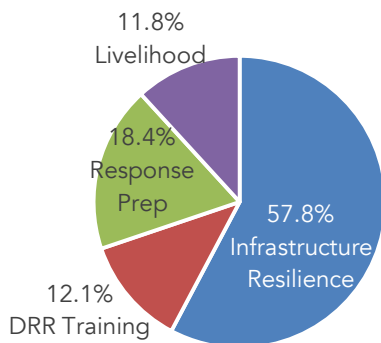
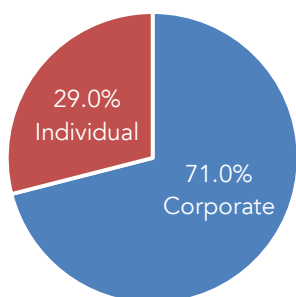


Chart 1c: By Donor Type



Decisions for post-disaster program funding at Give2Asia move in two streams:

- Donor-identified Projects:** These are projects that donors bring to Give2Asia. In the case of corporations, these projects may be identified by the corporate foundation staff, employees based near the disaster location, or existing grantee partners of the corporation that identify new needs to the company after an event. In the case of individual and private foundations, these may be projects for CBOs known to the individual or private foundation already, or they may be projects identified post-disaster due to an interest that a donor has in a specific affected community.
- Give2Asia-identified Projects:** These are projects that Give2Asia identifies as part of a disaster response effort. In some cases, these projects are presented to donors as possible projects for them to support with advised grantmaking. In other cases, Give2Asia has raised general funds primarily from individuals and has the discretion to choose projects to fund without any further input from its donor group.

Give2Asia-identified projects made up a large majority of the funds raised for the 2011 Japan earthquake and tsunami, the 2013 Philippines typhoon, and the 2015 Nepal earthquake.

No two disasters are the same or have the same long-term recovery needs. In addition to Give2Asia's focus on bringing more disaster preparedness projects forward, the circumstances of at least two of these disasters enabled Give2Asia to highlight the need for disaster preparedness within affected communities, perhaps in ways that previous disasters had not.

- The Nepal earthquake was that much more devastating because of the death toll and destruction caused by clearly inadequate construction of many of the structures that collapsed. As a result, disaster recovery efforts needed to incorporate resiliency into the design of new houses, schools and other structures.
- Similarly, following Typhoon Yolanda in 2013, rural communities in eastern Samar were hard hit because of limited livelihood resiliency. Communities that focused primarily on one source of livelihood were less prepared to recovery than those that had capacity to shift to other forms of income generation.

In addition, during this time, at least one Give2Asia corporate client had identified an internal challenge that led to increase Preparedness funding. This particular corporate client had committed to disaster relief and recovery as a primary theme for its

corporate foundation funding. However, given the unpredictable nature of disasters and internal decision-making processes within the company, the corporation decided to work with Give2Asia following the 2013 China earthquake to pre-position funds for immediate relief. While ultimately these funds were intended to improve capacity for relief work, they are tracked here as Response Preparation activities.

2. Donor Education

The work described in this white paper engaged with donors in similar ways that CBOs were engaged during the past three years.

In addition to the three philanthropy-focused white papers developed during the past three years, Give2Asia has concentrated its donor-education efforts through direct communication. This has ranged from webinars and in-person events, to one-on-one in-person meetings.

Webinars:

- The first entitled "Disaster Preparedness from a Community Perspective" emphasized the importance of preparedness by presenting local partners and DRR practitioners, including IIRR as well as the IDEP Foundation, an

Indonesian partner with programs to develop community resilience.

- The second entitled “The Business Case for Disaster Risk Reduction” focused on how strategic investments in the sector of Disaster Preparedness can enhance small business sustainability and economic growth in at-risk communities.

Forums and Conferences

- In March 2015, Give2Asia and IIRR co-hosted a session in Sendai, Japan as a side event to the United Nations Third World Conference on Disaster Risk Reduction. The event focused on the role of CBOs in successful DRR planning and disaster preparedness.
- Give2Asia held a public forum on *Community-led Disaster Preparedness and Recovery* as part of the events around *Ignite & Inspire*, Give2Asia awards gala in September 2015. The forum was moderated by Timothy Burroughs, Chief Resilience Officer for the City of Berkeley (a role created for that city in partnership with the Rockefeller Foundation’s 100 Resilient Cities program).
- In March 2017, Give2Asia and IIRR hosted a week-long international forum titled

“Disaster Preparedness and the Power of Local Leadership” in the Philippines. The donor portion of the forum brought together more than 100 leaders from CBOs, government, INGOs, business, and private philanthropy.

One-on-One Donor Discussions

One-on-one conversations are critical to ultimately building the trusted needed before major project funding. The next section explores the dynamics of working with Give2Asia’s two primary donor types: Corporations and individuals.

3. *Selling Disaster Preparedness*

In 2014, Give2Asia began compiling and presenting projects to sell online and offline to donors. The projects were primarily the result of the RFP process described in the earlier section in this paper entitled “Supporting CBO Preparedness Projects”. The range of projects submitted may help to highlight the varying needs CBOs face in their specific communities.

However, of the 48 curated projects placed in the catalog during this three-year period under the banner of “Disaster Preparedness”, only a limited number of 8 received funding.

To take a closer look at the challenges and successes related to selling projects, Give2Asia has identified motivations and challenges with its two main donor types, individuals and corporations.

Individual Donors

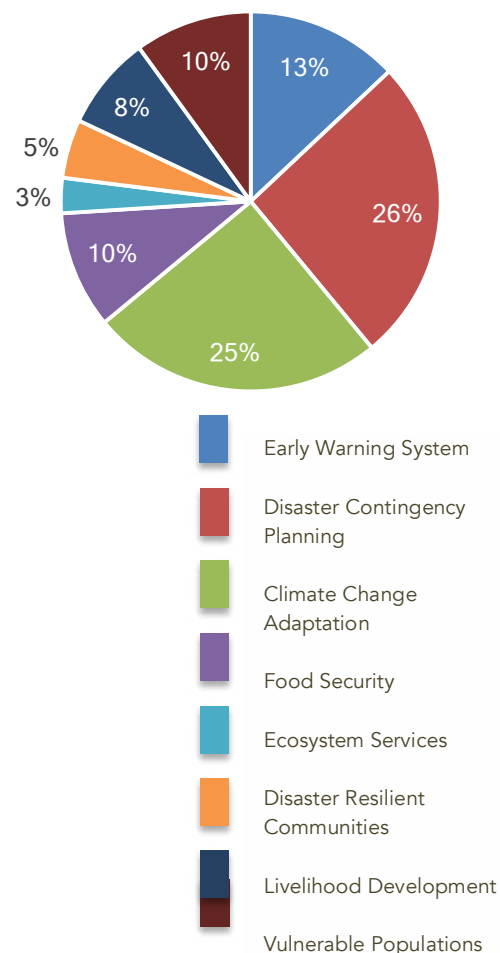
Individual donors fall into two general categories:

- Theme-focused: Individual donors who have a specific interest in livelihood, women and girls, health care, or some other theme. These donors are more focused on their theme than on a specific geographic location.
- Location-focused: Individual donors who have a familial or other personal connection with a community in Asia, and are interested in supporting specific needs in that community. Often these needs are identified by the donor. Often the CBO is identified by the donor as well.

Give2Asia has seen donors who start out location-focused and then “get the bug” after some initial success with their philanthropy. They then decide they have the capacity to do more along a theme and transition into a theme-focused donor. One Give2Asia donor, for example, began his philanthropy after a trip to Indonesia.

After visiting a school in East Bali, he decided to fund a local nonprofit that was improving educational opportunities for girls. However, now 12 years later, that donor is supporting girls education programs throughout Southeast Asia, has started his own foundation, and is engaged not just with funding but also with capacity-building activities in target schools.

Chart 2: Disaster Catalog by Issue



Donor Engagement Case Study

For the purposes of measuring success in selling CBO preparedness projects, Give2Asia is looking both at whether specific projects were funded over the past three years, and also whether donor relationships were built with the CBOs that resulted in other funding. In addition to the specific numbers shared earlier in this section, some anecdotal information is helpful in explaining the donor-engagement process:

Bangladesh Environment & Development Society (BEDS) was an early standout in the cohort of Bangladesh-based organizations engaged with Give2Asia's preparedness efforts starting in 2014. BEDS did submit a project for the Disaster Preparedness Catalog. In addition, one donor who we will call "Donor A", seemed well suited to fund some of the work of BEDS and perhaps the specific project identified. However, funding an entire project is a careful decision for any donor. These are a donor's own personal funds and often a personal connection is required to motivate a grant.

Donor A had an ongoing, trusted relationship with Give2Asia. A first step was made in person during a donor check in to introduce the idea that Give2Asia had a set of disaster preparedness projects of possible interest to the donor. The donor was then sent one-pagers of two projects in Bangladesh and asked to give feedback. The donor expressed interest in BEDS and wanted to learn more.

Because Donor A is an active donor who travels to Asia quite often, Give2Asia identified a window of time when the donor might be able to visit Bangladesh. This was the donor's first time visiting the country, and Give2Asia arranged for staff from The Asia Foundation to meet Donor A upon arrival and escort the donor to project sites, including that of BEDS.

Returning from the trip, Donor A decided to fund the BEDS project. In addition, the donor has now formed a personal connection with the management team at BEDS. This is no longer about the relationship between Give2Asia and Donor A. It has become a direct relationship between the donor and BEDS, which Give2Asia is pleased to have made possible and continues to facilitate.

This example of engagement demonstrates the relationship-building that sometimes needs to take place and the role of a catalog as a starting point for a donor engagement vs. the "one stop shop" experience that online donors giving smaller gifts may seek.

Corporate Donors

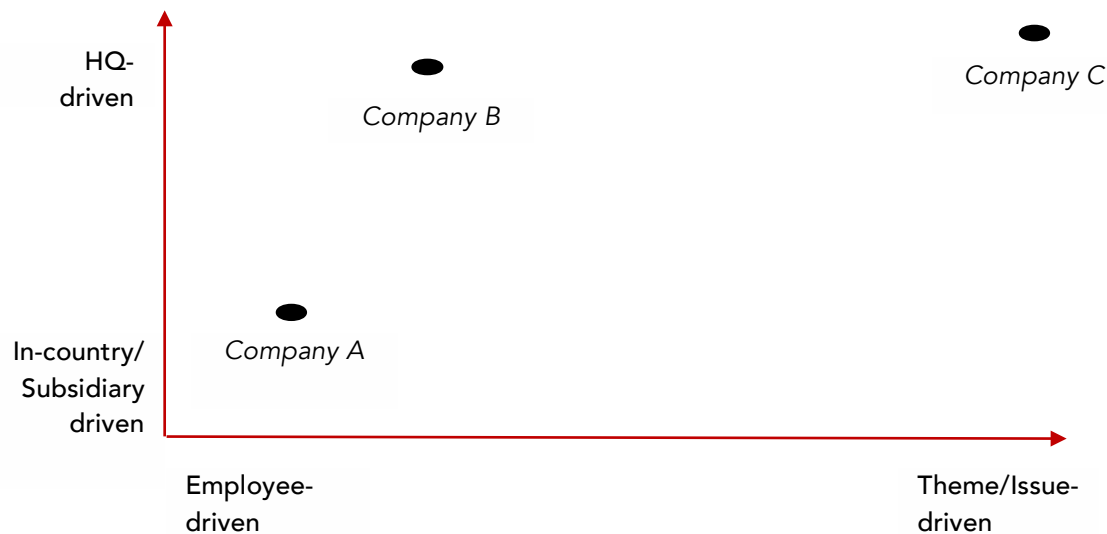
Compared to the typical individual donor, corporate donors are much more complex. No one corporate donor is the same as another, or as some say, "If you've seen one corporate foundation, you've seen one corporate foundation." For the purposes of this paper, the term Corporate Donor captures several possible groups and interests within a company. These can include:

- Corporate foundations
- Headquarter-based community engagement teams, which may or may not be connected to a corporate foundation

- In-country, subsidiary-based community engagement teams, which may or may not have full-time jobs outside of their community engagement roles
- CSR teams, which may or may not be connected to any of the earlier listed groups
- Corporate employees in general

The following chart may be helpful in tracking the different interests and influencers of a corporation, or in some cases of the individual groups listed above within a single corporation with separate buckets for philanthropic funding.

Chart 3: No Two Corporate Donors are the Same



In Chart 3, Corporate Donors exist in all of the different possible positions within the above chart. In the above examples:

- Company A is primarily focused on employee engagement, where local employees at a subsidiary decide on the specific causes and organizations they support.
- Company B has an agenda set by the Headquarters, but the primary focus is on employee engagement, perhaps with a focus on providing an employee matching gifts program.
- Company C is theme-driven at a global level. They may have an employee engagement program, but it is aligned with theme set at headquarters.

Successfully selling projects to corporations requires an alignment with the right decision maker's interests and the themes of interest to the company. Based on Give2Asia's experience, selling specific projects to corporations may require access to decision makers in a specific country, or may require that the company is first interested in Disaster Response as a theme. As demonstrated in the previous section on post-disaster preparedness funding, alignment can be found. However, during these conversations with corporations, some

common comments have arisen in one-on-one conversations:

- "How do you measure the results of preparedness funding?"
Disaster Preparedness projects may not show impact in the short-term. Some corporate donors in particular have expressed concern because they need measurable results after a hazard event that shows the preparedness funding had an impact.
- "Show me the business case."
This comment in particular comes from disaster response funders, who are looking for a case to make internally for preparedness funding. In general, this means the company is seeking hard numbers indicating that preparedness funding, perhaps in a community where a company has a facility, is in the company's best interests over other possible investments.
- "We would rather fund a big-brand international organization than a CBO."
Give2Asia primarily works with donors seeking local partnerships. However, that can be specific to a theme. For example, a corporation may do

work in K-12 education and have a stated desire to partner with CBOs in target communities. However, as soon as the discussion moves away from education to disaster, the interests change. In some cases, because disaster response is a big area of interest to employees, partnering with a big-brand international group like the Red Cross requires no further explanation to employees. This might not be the case should the company decide to focus on a more local partnership.

planning have the ability to encapsulate, more generally, many sustainable community development efforts. In some cases, donors may very well fund a disaster preparedness project because that specific project or organization is of interest. However, they may not believe that the theme of “Disaster Preparedness” is one that they wish to champion because it can include such a wide range of activities.

- “We don’t fund disaster preparedness. We only fund disaster response as part of our employee engagement program.”

Some companies that fund disaster response effort do not do so for any thematic reason. They do so because after a disaster, their employees expect and want to see that company is “doing something”. In these cases, they argue that preparedness does not meet their need.

- “What is disaster preparedness?”

The underlying issue behind this question is that preparedness and DRR

Summary & Recommendations

Disaster Preparedness is critical to the success of local communities across Asia. However, international partners that support these communities do not tend to focus on Disaster Preparedness as separate thematic area. Those focused on disaster tend to be more focused on relief and recovery.

Disasters put at risk the sustainability of critical projects and services, such as those focused on health, education, livelihood, environment, and other areas.

Based on its Disaster Preparedness work between January 2014 and May 2017, Give2Asia has the following recommendation for decision makers and influencers in the international donor community.

1. “Make the Business Case” for Preparedness in Target Communities

The financial benefit of disaster preparedness has been measured. One significant study, “Unlocking

‘Triple Dividend’ of Resilience”⁴ published by the Overseas Development Institute and World Bank, points out that investing in DRR can reap a ‘triple dividend’ by (1) avoiding losses when disasters strike; (2) unlocking development potential by stimulating innovation and bolstering economic activity in a context of reduced disaster-related background risk for investment; and (3) promoting sustainable, local development even if a disaster does not happen for many years.

For corporations seeking a business case for disaster preparedness, preparation as well as DRR planning at the local level appears to offer a clear win. For example, one corporate partner of Give2Asia responded to massive flooding in Thailand in 2012 because their manufacturing facility was located in a flood-affected community. This flooding not only impacted the physical facility, but also affected the lives of employees and their families. This impact made the business vulnerable even if its facility was able to quickly recover.

Here, the opportunity for DRR planning and Disaster Preparedness is for the corporation to take a more

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https://www.gfdrr.org/sites/default/files/publication/The_Triple_Dividend_of_Resilience.pdf

proactive role in building sustainability for an entire community – and one in which it also has a stake. Rather than taking an issue-specific look at the community, such as education, the corporation could decide to take a long-term view of the community's overall sustainability. For communities at risk of natural hazards, DRR planning and preparedness would be important components.

2. Increase the Focus on Resilience as a Part of Overall Program Sustainability in Different Themes

As noted in the first recommendation, taking a long-term view of a community's sustainability necessitates inclusion of DRR planning and preparedness. For donors focused on a specific community, program sustainability is an important measure of overall success. In many cases, donors focus on other acute needs or themes of interest in the community. Philanthropy professionals can do more to focus on the preparedness of beneficiaries to these programs for donors concerned with the overall community.

3. Work with Disaster Response Donors to Think Longer Term & More Local

Disaster philanthropy results in large windfalls of funding from private donors, often for large international

responders. While continuing to focus on disaster response does not address the uneven distribution of funds to CBOs engaged in Preparedness, it is reasonable to expect that donors that give based on an emotional impulse will stay focused on relief and recovery and not shift to DRR planning and preparedness.

However, these donors if engaged for a longer period of time are more likely to engage local programs focused on overall community sustainability and preparedness for the affected communities.

About Give2Asia

Give2Asia is a U.S.-based international nonprofit organization that connects corporations, foundations, and individuals with charitable projects and social enterprises across Asia.

Since 2001, Give2Asia has built a network of over 2,000 grant recipients in 25 locations from Afghanistan to New Zealand, as well as 15,000 donors. Our work focuses on key issues affecting Asia, such as health, disaster preparedness and response, education, and poverty alleviation.

We believe local knowledge counts. Give2Asia has a team of local staff, in-country advisors, and partners in every location where we work. We ensure projects are effective, that results are transparent, and grant recipients are accountable.



About IIRR

The International Institute of Rural Reconstruction (IIRR) is a community development and hands-on training organization with more than 50 years of experience. IIRR has implemented people-centered, sustainable development programs in Africa, Latin America and Asia; today, maintains a strong presence in East Africa and Southeast Asia. Strategically located in the Global South, IIRR runs its programs from the field. While it is registered as a 501(c)(3) non-profit organization in the U.S. and has its headquarters in the Philippines, all senior decision-makers are located in the field. It is important that IIRR staff hail from the region where they work, allowing its programs to be locally-relevant, tailored, and community-driven.

