

THE GLOBAL RESPONSE TO THE COVID-19 PANDEMIC

LESSONS IN
COMPASSION,
INNOVATION AND
RESILIENCE

**COVID-19 has created a
global
before and after moment
unprecedented in our
lifetime**

**We have to make it count
for the good**

**Over 85 million cases.
One hundred and ninety
countries impacted.
Nearly two million deaths¹**

THE TRUTHS REVEALED BY COVID-19

2020 was a year unlike any other, with the COVID-19 pandemic bringing unparalleled health and economic devastation and shining an uncompromising light on social inequality around the world.

During these unprecedented times, civil society's unique role and value has never been more evident. It has stepped up to plug critical gaps in the official response and proved unequivocally that it provides a lifeline and quality of life for millions.

And yet, as the pandemic's devastating social and economic impact continues to be revealed, the ability of civil society to positively impact lives has never been more compromised or under greater long-term threat.

¹ John Hopkins University, national public health agencies, 4 January 2021, www.bbc.co.uk/news/world-51235105.

Though on the frontline of the COVID-19 response and more attuned to the shifting needs of vulnerable communities than any other sector, civil society has been an afterthought in the official response around the world: sidelined as a potential strategic partner and overlooked as being in desperate need of support to survive.

This striking lack of recognition has exposed three fundamental needs that we as a global community have to meet in the future, and that will be explored in this report:

- The need to champion emergency solutions that are global in scale, nuanced by local, regional and national need and that leverage, rather than sideline, civil society organisations (CSOs)
- The need for collective advocacy of civil society and the invaluable role it plays in strengthening wider society
- The need to facilitate the giving that will support future civil society and enable us to emerge as a more united, responsive and compassionate world.

The CAF Global Alliance exists to champion and empower civil society by enabling bold, brave, better giving around the world.

Our international network of 10 independent locally-led charities is united by a belief in the transformative power of civil society and committed to building a global generosity movement to sustain and grow it across the world.

We use our international reach, deep local insights and decades of giving experience to inspire giving globally and increase its impact around the world. This enables us to respond ambitiously and creatively to global crises and to effect positive long-term change to transform lives and communities.

Join us to ensure that our post COVID-19 future is one with a vibrant civil society, powerful giving and plentiful opportunity at its core.

49 million people will be pushed into poverty by the COVID-19 pandemic (worldbank.org)



A GLOBALLY CRITICAL NEED

COVID-19 has been humbling in its disregard for geography and wealth. It has impacted six of our seven continents and the world's richest country has recorded the world's highest coronavirus death rate.

It has overturned concepts of the vulnerable south and privileged north and thrown into sharp relief the increasingly unpredictable and global nature of humanitarian crises.

Across the 10 countries comprising our own Global Alliance nearly three quarters of a million people have lost their lives. **(COVID-19 Worldwide Dashboard, WHO, January 2021).**

The economic toll has been as devastating as the physical one with the equivalent of 245 million full time jobs predicted to have been lost by the end of 2020. **(UN International Labour Organisation).**

"The current episode has already seen by far the fastest and steepest downgrades in global growth forecasts on record."
Ayhan Kose, World Bank Prospects Group Director.

The economic devastation COVID-19 has wrought has been absolute. But the global response to the economic fallout has been selective.

While the need to shield the business sector from the full brunt of the pandemic's impact has been prioritised in economic bailouts, the need to protect the livelihoods of charities and community organisations operating on the frontline of the response has been largely overlooked.

Few countries or governments have adequately recognised the fundamental strategic role highly experienced CSOs are playing, or could play, in the pandemic response; and fewer still have acknowledged their enduring contribution to society and the gaping hole their absence could create.

¹Estimating Philanthropic Capital in India FCRA Funding, Centre for Social Impact and Philanthropy, Ashoka University
² CAF America: The voice of charities facing COVID-19 worldwide, vol 2
³ (CAF charity coronavirus briefing, June 2020)
⁴ CAF America: The voice of charities facing COVID-19 worldwide, vol 2
⁵ ALNAP, May 2020
⁶ CAF America: The voice of charities facing COVID-19 worldwide, vol 5

At the same time as shielding society's most vulnerable groups from the brutal impact of the pandemic, CSOs have been bearing the full brunt of unprecedented logistical, operational, political and financial challenges:

- Nearly all have had to adapt to new ways of delivering critical support services
- Many have had to overcome acute staff and volunteer shortages
- The majority have seen their funds radically depleted and fundraising abilities severely curtailed
- A huge number have seen the funds they depend on diverted overnight to centralised, often government operated, emergency funds. In Turkey, the state has become collector and distributor of all COVID-19 aid and demanded central approval for all response efforts and in India, the government-created PM CARES fund diverted funds away from existing community organisations with some losing up to 50% of their funding ¹.

CIVIL SOCIETY: A FIGHT FOR SURVIVAL

The result? At a time when their services have never been more acutely in demand, millions of CSOs across the world have found themselves on the battle lines and fighting for survival:

Across 122 countries, 94% of non-profits say they have been negatively impacted by the pandemic with 73% seeing a significant reduction in donations ²

Charities in the UK have seen demand for their crisis services increase by 36% ³

Globally, more than 60% of charities have had to eliminate or suspend regular programme services ⁴

78% of African civil society organisations believe COVID-19 will have a devastating impact on their sustainability ⁵

One in four charities across the world anticipate their organisation having to close within 12 months. ⁶

WE HAVE A UNIQUE OPPORTUNITY TO LEVERAGE THE IMPACT OF CIVIL SOCIETY.

A BLUEPRINT FOR FUTURE SUPPORT

THE LESSONS TO BE LEARNT

The 'hit pause' approach taken by governments across the world to the work of charities and CSOs has been both deadly and telling, exposing a fundamental disregard for the pivotal role civil society plays in supporting wider society and in achieving the ambitious UN Sustainable Development Goals (SDGs).

As we reflect on the lessons of the COVID-19 pandemic, we have a unique opportunity to review our collective understanding of civil society's value, and how best to support and leverage its expertise and impact in the future.



Around the world governments and infrastructure organisations need to work together to remove barriers and become powerful enablers of global generosity and a thriving civil society by:

- Recognising civil society as an integral strategic partner, rather than as competition or just an 'on top of state' crisis response facilitator. (A global survey of CSOs discovered almost half were not working with government during the pandemic.)¹
- Supporting civil society with tailored stimulus packages. In times of crisis, governments must recognise the unique needs of the charitable sector and respond with bespoke support that helps ensure its survival. In Australia for instance, the government made its wage subsidiary

scheme eligible to all CSOs with a 15% reduction in turnover (compared to a 30-50% reduction in turnover for 'for profits')

- Incentivising giving by decreasing administrative, fiscal and tax burdens
- Simplifying the eligibility criteria for giving incentives, to encourage the creation of a wider generosity movement
- Stimulating corporate giving by making it safe, speedy and rewarding
- Facilitating cross border giving to enable the international responses needed to address the increasingly complex global challenges ahead
- Encouraging flexible giving by creating frameworks of accountability around the more agile, unrestricted giving patterns to have emerged during the COVID-19 crisis

- Unlocking the full potential of giving by embracing and facilitating giving in its widest sense - from the giving of time and goods in kind to the proliferation of micro and informal giving that social media has enabled.

To discover more about how we can collectively release the full potential of civil society's impact, see our freely available reports:

COVID-19: The effect on global civil society
<https://www.cafonline.org/about-us/global-alliance/coronavirus-effect-on-charities-globally>.

Giving Civil Society the Right Response:
www.cafonline.org/about-us/global-alliance/global-responses-to-covid-19

¹ Global survey of CSOs by WINGS



THE BENEFITS OF A GLOBAL APPROACH

WHAT BEING A GLOBAL ALLIANCE MEMBER MEANS...

'What we are seeing is a huge amount of outreach and best practice sharing. Collaborative learning has become increasingly important over the past year and it's global, which is empowering each of our partners to amplify their impact.'

**Michael Mapstone,
Director of External Affairs
and Global Engagement,
CAF**

Our international network of partners works across six continents, empowering us to develop a valuable global perspective during an international crisis.

Crucially it also enables this response to be multi-layered – at once international and also nuanced by countries' unique local needs, political environments and fiscal and societal challenges.



Each of our partners works independently but benefits from:

- CAF's respected heritage and expertise in the giving landscape
- The efficient and robust due diligence processes for which CAF is renowned
- The ability to connect local donors with impactful programmes around the world
- The profile and lobbying influence that being part of a respected international network brings
- The support and collective learning opportunities that come with being part of a network of leaders in the giving landscape.

'Being a Global Alliance partner reassures big corporates that we have the international presence, flexibility and credibility needed to realise ambitious CSR strategies.'

'They trust our validation system and the fact that we'll get funds to where they're needed most, rapidly and effectively.'

CAF India

'Being part of an international alliance brings us the credibility to start an emergency fund and raise funds with national and international companies.'

'We are also able to build on each others' experiences to increase giving impact.'

IDIS, Brazil

'Being part of the Global Alliance is significant to multinational corporate donors and offers real reassurance – particularly during a crisis when many are donating for the first time, or when grant making needs to be sped up to meet acute needs.'

CAF Southern Africa

'Being part of the Global Alliance enables us to facilitate payments from overseas donors to Russian CSOs in an environment in which that kind of funding is challenging.'

'This type of international transit of funds is becoming increasingly important as international companies centralise their corporate giving from head offices based outside Russia.'

CAF Russia

What makes us different:

With a network spanning six continents and partnerships with Transnational Giving Europe (TGE), the UN Foundation and WHO, the CAF Global Alliance helps collect and distribute millions of pounds worth of resources globally.

The difference we make:

Together, our partners have raised over \$10million USD to help vulnerable families facing food and medical shortages, frontline workers in need of protection and hundreds of small charities doing essential work while facing unprecedented financial challenges.

GLOBAL ALLIANCE IN ACTION: AN INTERNATIONAL RESPONSE NUANCED BY LOCAL NEED

AMOUNT RAISED

CAF AMERICA

CAF America received contributions from over 30,000 individual, corporate and trust donors. In the first month CAF America made 23 COVID-19 grants totalling \$3.5 million to 12 countries including the USA, and by December 2020 it had made 33,000 grants totalling US\$69.8 million/£51 million to 113 countries.

A UNIQUE NEED

COVID-19 hit the US hard and quickly became a politically contentious issue, with the country divided on the gravity of the virus.

With no coordinated response from federal government, emergency efforts were led by local and state officials, leading to a fragmented picture across the country.

Many frontline workers were left facing critical shortages of PPE and medical equipment; and without a meaningful central hardship relief package many of the wider economic, social and mental health challenges created by the pandemic went unaddressed.

A UNIQUE RESPONSE

CAF America focuses on international grantmaking and during the crisis created a unique international COVID-19 database of CSOs operating on the frontline of the pandemic response to facilitate cross-border giving.

This enabled the connection of hundreds of individual donors, foundations and corporates with CSOs across the world in need of funds to carry out their emergency work.

Grants were made to many local grassroots organisations, as well as to large humanitarian organisations such as the Red Cross in Italy and the Akshaya Patra Foundation in India, which provided free meals to homeless people and migrant labourers during the crisis.

CAF America also played an influential role in understanding the impact of COVID-19 on the finances and operations of thousands of charities across the world, and used its unique platform to advocate for their critical need.

AMOUNT RAISED

CAF RUSSIA

Fundraising efforts in Russia focused around the well established giving initiative, GivingTuesdayNow. RUB 9,155,000 / US\$119,930 / £87,800 was raised within the first month and by December 2020, RUB 100,778,000 / US\$1.3 million / £996,600 had been raised.

A UNIQUE NEED

In Russia, the challenges of the pandemic were complicated by the regional differences within the country.

While Moscow, St Petersburg and other big cities were seen as being the most populated and at risk locations, remote and rural areas that sometimes lacked the resources to fight the pandemic, were often overlooked in terms of attention and support.

In addition, the emergency response mechanisms enabled by the government were reluctant to receive overseas funding, making it challenging for donors outside the country to contribute to the Russian response.

A UNIQUE RESPONSE

Collaborative work with Global Alliance partners including CAF America, enabled CAF Russia to facilitate payments of funds advised by overseas donors. This gave Russian CSOs access to much needed wider international funding, that as a result of CAF Russia's on the ground knowledge, could reach those most in need.

Capitalising on CAF's decades of giving experience and renowned due diligence processes, Russia was also able to set up a Rapid Response Mechanism to fast-track all funding decisions.

What makes us different?

Our international network and renowned due diligence frameworks facilitate complex cross-border giving.

The difference we make:

In emergency situations we can work with our partners across the world to identify critical real time needs. We then connect the dots and get funds to where they'll have the greatest impact, regardless of how complex the local financial and political infrastructure is.



THE DIFFERENCE WE MAKE: LEARNING, INNOVATION AND COLLABORATION IN ACTION

Over the last 25 years – during times of crisis and calm – the CAF Global Alliance has collaborated across its international network to stimulate effective, impactful giving, that makes a real difference to the lives of millions across the world.

INNOVATION IN ACTION: STIMULATING A GENEROSITY MOVEMENT

During the COVID-19 crisis, IDIS – our partner in Brazil, launched its first-ever emergency response fund, building on the experience of partner countries across the network.

By supporting the fund with an extensive communications campaign and partnering with organisations including Movimento Bem Maior and BSocial, IDIS ensured a high profile for the giving platform throughout the pandemic.

The fund was such a success as a stimulus to giving, that a similar online giving platform has been created to raise funds to help combat violence against women and girls in Brazil.

EXPERIENCE IN ACTION: SPEED EMPOWERED BY RIGOROUS DUE DILIGENCE FRAMEWORKS

With an internationally renowned due diligence process underpinning funding decisions and providing reassurance to donors, CAF Russia was able to get a third (32.7%) of funds out to frontline support projects within 72 hours.

COLLABORATION IN ACTION: WORKING TOGETHER TO PROTECT DONORS

For decades Brazil's giving landscape was severely hampered by the lack of an adequate endowment law to protect donors and CSOs. Building on the experience of CAF in the US and UK, IDIS, our partner in Brazil, was able to create a movement of over 60 organisations to successfully advocate for a change in endowment law.

The new law enforces transparency of how funds are used, and protects funds from potential liabilities, creating a positive legal environment for giving.

<https://www.cafonline.org/about-us/global-alliance/case-studies/endowment-law-in-brazil/>

LEARNING IN ACTION: WORKING TOGETHER TO EMPOWER CIVIL SOCIETY TO THRIVE

Across our alliance we are always striving for new, more powerful ways to enable giving and increase its impact. We constantly share our learnings with charities of all sizes across the world. Why not check out our popular *Giving Thought* podcast or educational webinars today?

<https://www.cafonline.org/about-us/blog-home/giving-thought/podcasts-from-giving-thought>

<https://www.cafamerica.org/webinars/>

GLOBAL ALLIANCE IN ACTION: AN INTERNATIONAL RESPONSE NUANCED BY LOCAL NEED

AMOUNT RAISED

IDIS, BRAZIL

The Emergency Health Fund Coronavirus Brazil, launched by our partner IDIS, in partnership with Movimento Bem Maior and BSocial raised over US\$8 million / £5.8 million from over 10,000 donors by December 2020.

A UNIQUE NEED

Brazil was one of the countries most significantly impacted by COVID-19 from the start of the pandemic. Although its national public health system is widely considered to be a leading model in terms of universal access, it was insufficiently equipped to cope with the demands placed on it.

The pandemic also highlighted the country's deep social inequalities, with significantly higher contamination and death rates among Brazil's poorer population, who were also the most adversely impacted by unemployment.

To compound these challenges, a lack of government support to stimulate donations, coupled with donation taxes varying from 2-8% between states, made raising the funds to meet emergency needs challenging.

A UNIQUE RESPONSE

IDIS, our Global Alliance partner in Brazil, was the first to officially support the national public health system through the creation of The Emergency Health Fund Coronavirus Brazil, in partnership with Movimento Bem Maior and BSocial. The high profile fund drew donations from corporates including TikTok and SulAmerica, as well as thousands of individuals.

The establishment of a weekly technical committee to assess and approve emergency grant applications from hospitals, enabled IDIS to get funds to the frontline at speed. It also partnered with local hospitals working at the coalface of the crisis to distribute tests, PPE and medical equipment bought using emergency fund donations.

High profile drugstore network Raia Drogasil also turned to IDIS to leverage its due diligence and operational expertise to oversee the direct donation of over US\$ 5 million to non-profit hospitals across the country in the most impactful way.

AMOUNT RAISED

CAF

CAF launched its own emergency fund to support UK charities adversely impacted by the crisis and associated lockdowns. The fund was launched with £5m of its funds repurposed in line with donor wishes, and a further £1.5 million was raised within six months.

A UNIQUE NEED

In the UK, a government backed furlough scheme protected many individuals from the full impact of lockdown, but charities – and particularly smaller organisations with lean reserves – were left dangerously exposed.

At the start of lockdown, over a third (37%) of UK charities told us they would only be able to operate in their current form for six months or less without help, while over half (54%) told us they would only survive as they were for a year.

A UNIQUE RESPONSE

Charities needed emergency access to unrestricted funding to survive so CAF launched the CAF Coronavirus Emergency Fund in March as a rapid response programme.

To date, over 1,250 grants totalling over £6.5m have been awarded to a wide range of organisations, from those providing frontline emergency services, to those whose fundraising capabilities were hampered. CAF also launched a range of webinars and resilience resources to help charities survive, adapt and thrive during the pandemic and beyond.

In addition to supporting charities impacted by the pandemic, CAF also assisted the impressive collaborative giving efforts made by the UK's corporate sector.

It supported the healthcare sector's creation of the 'Patient Organisation Recovery Fund' to provide emergency unrestricted grants to patient organisations across the UK and aided the Association of British Insurers with the set up and running of the 'COVID-19 Support Fund' which drew donations of over £100 million from 36 companies.

What makes us different?

As a charity we understand the pressures millions of charities, social enterprises and community organisations around the world face.

The difference we make:

Because of our decades of giving experience, renowned research and relationships with thousands of CSOs around the world, donors trust us to advise them on where their giving can have the greatest impact. In a crisis this enables us to inspire creative, broader giving.

During the COVID-19 pandemic the creation of dedicated charity resilience funds helped support hundreds of charities so they could continue their vital work.

GLOBAL ALLIANCE IN ACTION: AN INTERNATIONAL RESPONSE NUANCED BY LOCAL NEED

AMOUNT RAISED

CAF SOUTHERN AFRICA
R 5 million / US \$318,000/
£236,000 plus 4000
litres of hand sanitiser
was contributed
by Oppenheimer
Generations Foundation.

CAF Southern Africa
partnered with
the Oppenheimer
Generations Foundation
Emergency Food Aid grant
programme, working
with 20 registered not-
for-profit organisations,
to distribute supplies
to hard to reach
communities at speed.

A UNIQUE NEED

With only 16% of the South
African population having access
to medical insurance, the majority
relied on the significantly under-
resourced public health sector
during the pandemic.

In addition, with one in eight
households being located in
informal, cramped settlements
without access to running
water, the basic hygiene and
quarantine measures needed to
effectively contain the spread of
COVID-19 couldn't be practiced
by a significant proportion of the
population.

A UNIQUE RESPONSE

CAF Southern Africa knew that
emergency aid needed to reach
affected communities quickly
to contain the spread of the
virus. Through an extensive
communications campaign it
was able to raise awareness of
its emergency fund amongst
potential recipients and
partners. This facilitated the
effective distribution of 100% of
emergency funds and provisions
within four weeks.

Partnering with established
networks enabled CAF Southern
Africa to reach the families
and communities that needed
help most. Working with local
education organisation Gumption
Science Advancement, helped
CAF Southern Africa distribute
food hampers to those struggling
to provide for their families. And
working with the Eye of the Tiger
Academy enabled CAF Southern
Africa to provide academy families
with PPE to ensure protection
in environments in which social
distancing was impossible.

In addition CAF Southern Africa
used its expertise and networks
to empower local corporates to
make a positive difference quickly.
It managed the emergency
contributions made by Sasol's
employees and helped distribute
these funds at speed to 10 not-
for-profit organisations selected
by Sasol's employees.

AMOUNT RAISED

GOOD2GIVE

In Australia and New
Zealand, 90% of
COVID-19 donations
came from corporate
grant programmes rather
than individuals. By the
end of 2020 programmes
from Australia Post, Accor
Hotels and Facebook,
amongst others, had
contributed AUD \$7.2
million / £4.1 million to
emergency projects.

A UNIQUE NEED

Whilst Australia has a strong
culture of giving, the onset of
the COVID-19 pandemic came
immediately on the back of the
country's catastrophic January
2020 bushfires and saw some
donor fatigue set in.

Compounding this, border
closures and lockdowns
detrimentally impacted Australia
and New Zealand's tourism,
aviation and retail sectors, with
some corporates scaling back
their CSR strategies as a result.

A UNIQUE RESPONSE

Good2Give, our Global Alliance
partner in Australia and New
Zealand, focused its efforts on
facilitating corporate appeals and
managed grant programmes.
Australia Post's Community
Grants programme offered grants
of up to \$10,000 to community
projects supporting
mental health initiatives.

Accor's COVID-19 special purpose
fund, Accor ALL Heartist Fund,
supported their employees,
for which Good2Give verified
and distributed payments to
thousands of Accor employees
throughout the Oceanic region.

Being part of an international
alliance facilitated international,
cross border donations with the
CAF America Expedited Giving
Programme contributing
AUD\$240,000 to struggling
Australian
charities contributing to the
frontline response.

What makes us different?

As an international network with independent country partners, we have the benefit of a broad international perspective coupled with deep, practical local knowledge and networks.

The difference we make:

Our infrastructure expertise combined with our established local connections enables us to respond rapidly in emergency situations, coordinating the dissemination of critically needed food, medical and survival provisions into otherwise hard-to-reach areas, to maximise giving impact.

GLOBAL ALLIANCE IN ACTION: AN INTERNATIONAL RESPONSE NUANCED BY LOCAL NEED

AMOUNT RAISED

CAF INDIA

INR 9,09,68,782 / US\$12.3 million / £9.1 million had been contributed to CAF India's Emergency Response Fund by the first month with INR 17,35,00,000 / US\$ 23 million / £17.4 million contributed by December 2020.

A UNIQUE NEED

In India, as in Brazil, an already overstretched health infrastructure was pushed to near breaking point by the COVID-19 crisis.

The pandemic also compounded the daily struggle to access jobs, food and education, with many more millions pushed into poverty as a result of the informal employment sector being decimated by COVID-19.

Compounding these issues, many smaller CSOs – typically those most able to help hard-to-reach communities – were left facing their own crisis as a result of a drop in donations and an overnight diversion of funds to the government-run PM CARES emergency fund.

A UNIQUE RESPONSE

At a strategic level, CAF India engaged with the planning body of the government of India to advocate for impacted CSOs and the tailored support they needed to continue their frontline response work and wider societal outreach.

On a practical level, by leveraging its extensive network of CSO relationships and employing CAF's rigorous due diligence processes, CAF India was able to use funds from domestic and foreign donors to get essential supplies out to those most in need within the first weeks of the pandemic hitting.

Work with NGOs such as Yuva Unstoppable, Humanitarian Aid International (HAI) and Centre for Youth and Development Activities (CYDA) helped get PPE to frontline medical and sanitation workers. Partnerships were also struck with organisations reaching out to families of daily wage workers, who were left without an income during the lockdown.

Working in this way, by December 2020, CAF India had supported 50 local implementation partners, enabling them to reach a population of 2.6 million people in need, over 19 states.

AMOUNT RAISED

BCAUSE

BCause, our partner in Bulgaria advised corporates, helped fundraising charities and groups and utilised the Platformata.bg and DMS giving platforms to stimulate giving. Over 270,000 corporates and private donors donated over €1.5 million / US\$1.8 million / £1.3 million by December 2020.

A UNIQUE NEED

With a widespread feeling that the government response to the crisis was slow and ineffective, local hospitals across Bulgaria struggled with a lack of adequate protection and medical supplies.

A UNIQUE RESPONSE

BCause responded by utilising dedicated online giving platform, Platformata, to raise emergency funds for necessary medical equipment. Within weeks, 200,000 protective masks, 10,000 medical overalls and 10 medical ventilators had been distributed across 80 hospitals.

Many volunteers were also inspired to support the emergency campaign with offers of help which BCause helped co-ordinate.

Electric car sharing company SPARK distributed medical equipment to hospitals free of charge, while another volunteer group developed an innovative prototype for printing protective helmets using 3D printers, enabling the creation of protection for 10,000 frontline medics.

Throughout the crisis BCause also worked alongside its established network of CSO partners to distribute protective wear to community workers, elderly people in remote towns and residents and workers in domestic violence shelters.

And when a number of frontline medical workers and teachers with young families lost their lives to the virus, BCause teamed up with 'For the Good' Foundation to start a 'Fund for the Children of Heroes' – launched with donations from Isobar Commerce Bulgaria and Ubisoft – to support the children they had left behind.

What makes us different?

Our Global Alliance partners are independent but also work collaboratively - sharing contacts, experience and learning, to amplify the impact of giving at local and international levels.

The difference we make:

Knowledge sharing across the alliance enables nimble innovation underpinned by the credibility the established CAF brand brings. BCause was able to build on Australia's recent experience of creating a rapid response online donation platform to ensure their emergency digital platform inspired confidence in donors, partners and beneficiaries.



A NEW ERA FOR CORPORATE GIVING

While COVID-19 brought devastation to many commercial sectors, corporates across the world stepped up to meet the critical need they could see around them.

72% of corporates surveyed had increased their contributions to charities, with a quarter giving between 10-25% more.

During the pandemic corporates not only gave more but demonstrated their willingness to be adaptable in response to acute and shifting needs.

All stats included on page 22 and 23 are from the CAF America series: *The voice of charities facing COVID-19 worldwide.*

Three quarters (77%) provided immediate relief funding, while two thirds (65%) moved from restricted to unrestricted giving and offered to change grant purposes in order to redirect funds to where they could achieve immediate or significant impact.

The pandemic has also shifted perspectives, with one in six corporates broadening the geographic focus of their giving to meet international needs.

With remote working becoming the norm for many corporates during 2020, there was also a significant 33% increase in companies seeking to engage their employees in determining CSR strategy – signaling a new recognition of the impact CSR can have in building solidarity and motivation at a time when teams are geographically fragmented.

Employees also demonstrated an increased desire for direct giving involvement with CAF Give As You Earn donations up 11% year-on-year in the UK.

To find out how to set up and promote an effective Give As You Earn scheme, go to: www.cafonline.org/giving-as-a-company/engaging-employees/caf-give-as-you-earn/toolkit/downloads

'It's been scary to see the hardship, but it's been incredibly rewarding to see the thank you emails coming through and know we've been able to support our most hard hit team members across the Pacific region.'

Marc Bennie, General Manager, Indigenous Programs and Community Investment at Accor (working with Good2Give, CAF Global Alliance partner in Australia).

We decided to focus our initiative to fight the pandemic through IDIS, because of their professionalism. Their expert, robust and agile response, leaves us with peace of mind and with the certainty that the resources will reach where they are needed most.'

Antonio Carlos Pipponzi, President of the Board of Raia Drogasil (working with IDIS, CAF Global Alliance partner in Brazil).

'For our business, in times of crisis, it is crucial that we quickly step up and support the communities in which we live and work. During this unprecedented time, Marsh has financially supported a number of charities who are assisting the most vulnerable, and committed a donation to the CAF Coronavirus Emergency Fund for charities to access.'

CAF offers a seamless process, so that donations reach charities at the time when they are needed most.'

Helen Lam, Head of Social Impact, Marsh UK&I (working with CAF in the UK).

'Working together with our partners BCause Foundation, Citi in Bulgaria stepped up for our communities. We are particularly proud of the high level of employee engagement. Through BCause Foundation's payroll giving programme our employees rose to the occasion and made donations in aid of critically needed PPE and ventilators. We also provided much needed support to vulnerable families directly hit by the social and economic impact of the pandemic.'

Galiana Tomova, Citibank, Bulgaria (working with BCause, CAF Global Alliance partner in Bulgaria).

BIGGEST CHALLENGES TO CORPORATE GIVING

While the pandemic proved to be a significant stimulus to corporate generosity, many challenges – both old and new – presented themselves to organisations wanting to give:

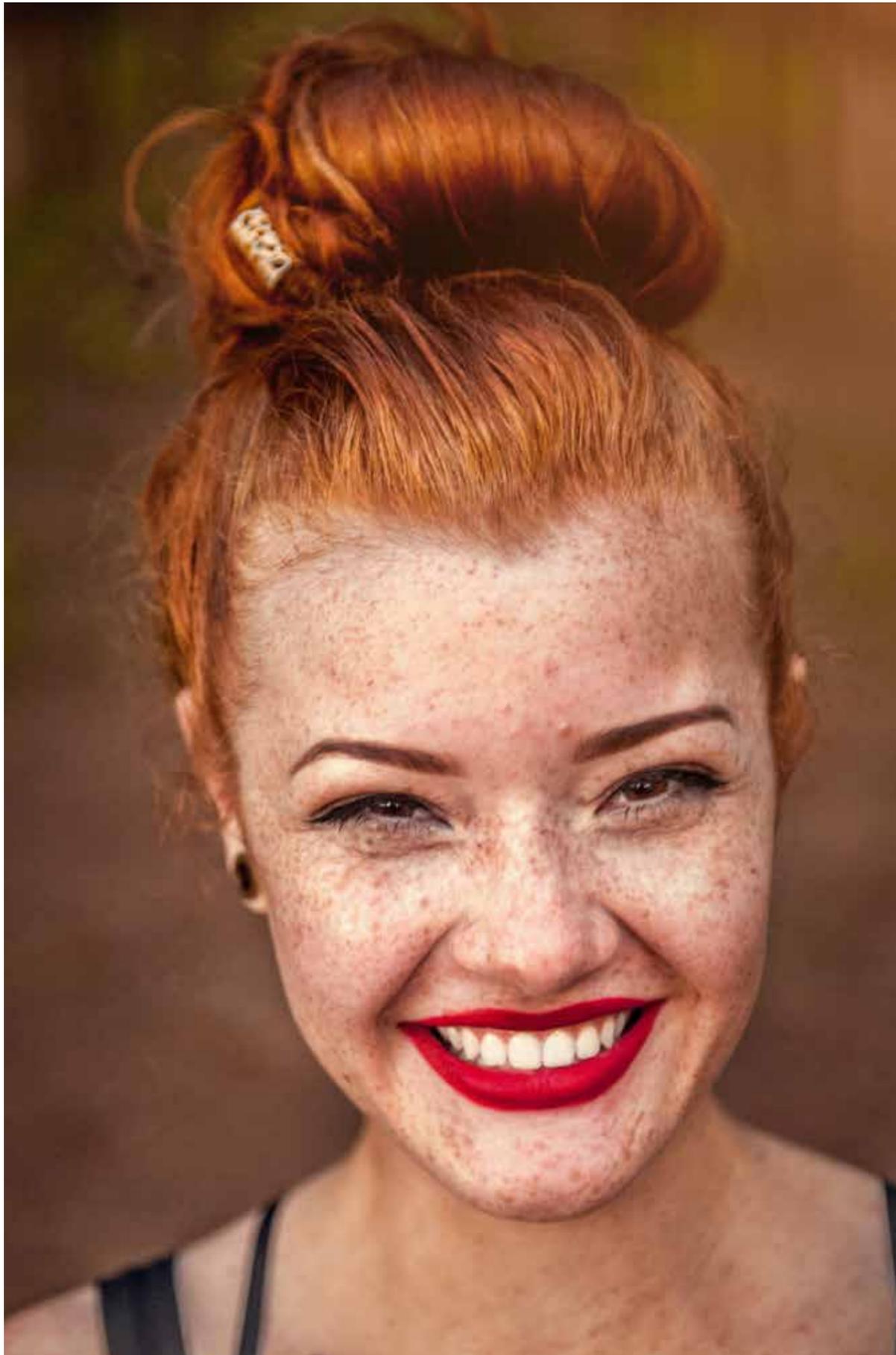
- During the COVID-19 crisis over a third (37%) of grantees were unable to undertake their usual services because of suspended programmes or operations
- A quarter (24%) of corporates found it challenging to conduct adequate due diligence in a timely manner during the crisis
- 20% found it difficult to identify new grantee partners.

Corporate giving: The difference we make

During the COVID-19 crisis we worked with hundreds of corporates across the Global Alliance to make the process of giving simple and rewarding for them and positive and impactful for their beneficiaries.

We do this by:

- Using our broad international perspective, combined with on-the-ground local expertise to identify the most critical real time needs, where their contribution can have the greatest impact
- Guiding them through the due diligence process and helping them overcome any financial, economic and political barriers
- Using our expertise to help them ensure that they give in the most financially effective way
- Helping them use their CSR strategies to give positive momentum to their wider strategic aims, promote teamwork and instil a strong giving culture.



**A HUGE THANK YOU
TO OUR HUNDREDS
OF CORPORATE PARTNERS
ACROSS THE GLOBAL ALLIANCE**



RESILIENCE AND INNOVATION IN ADVERSITY

During the unprecedented COVID-19 crisis economic uncertainty and challenging conditions forced many charities to diversify their income streams and programme delivery.

We have seen the worst of times but we have also seen the best of times, with collaboration and creativity fuelling innovation at a speed driven by the external environment.

AGILITY IN ACTION

Our research with CSOs across the world highlighted a nimble and creative response to the crisis that will ultimately help ensure the survival of civil society:

- One in five CSOs have developed new collaborations
- Two in five have found innovative new ways to deliver a critical service
- A quarter have found new ways to reach beneficiaries.

We work with over 88,000 charities around the world helping them to raise, manage and optimise the funds they need to do their amazing work.

SURVIVE. ADAPT. THRIVE

We know all about how critical resilience, innovation and flexibility are to survival – particularly when times are tough. That’s why we share our insights and expertise freely. Why not explore some of our dedicated resilience resources to turbo charge your mission, giving and impact over the challenging months ahead...

1. How to collaborate with other organisations and charities

During challenging times creative collaborations can boost your funds and the benefits you deliver immeasurably. Discover where to start and the key factors you need to take into consideration with Michael Mapstone, Director of External Affairs & Global Engagement at CAF

www.cafonline.org/charities/resilience/adapt/how-to-collaborate
(5 min watch)

2. Top tips for writing a good grant application

Writing funding or grant applications that make a winning case is more critical than ever before. Find out how to stand out from the crowd with Monica Brown, Head of Charity Advisory at CAF

www.cafonline.org/charities/resilience/survive/how-to-write-a-great-grant-application
(5 min watch)

3. Help make donating simple for your donors

Our CAF Donate platform is used by 6,500 charities worldwide and makes it easy for people to give wherever they are. Discover how straightforward and rewarding it can be to make the step into the world of digital donations

www.cafonline.org/charities/caf-donate

4. Nailing your mission statement

In a time of recession, donors need to understand more than ever what makes your work so vital. Find out how to bring your purpose to life with Beth Clarke, Programme Manager at CAF

www.cafonline.org/charities/resilience/thrive/how-to-write-mission-statement
(5 min watch)

5. How to prove your impact

Being able to demonstrate your impact has never been more important. Find out how you can capture the imagination of potential donors with compelling case studies, with Ben May, Charities Marketing Manager at CAF.

www.cafonline.org/charities/resilience/adapt/how-to-prove-your-impact
(10 min read)

Looking to contribute to the world's growing
generosity movement?
Wanting to effect positive change?

Start your journey with
us today...
cafglobal@cafonline.org
+44 (0) 3000 123 000

To find out more about the Global Alliance's response to the COVID-19 pandemic go to: www.cafonline.org/covid-19-support/covid-19-giving-globally

CAF
Charities Aid Foundation

CAF
America

CAF
Canada

CAF
India

КАФ
Благотворительный фонд
развития филантропии

CAF
Southern
Africa

because

good2give

IDIS
DEVELOPING STRATEGIC
PHILANTHROPY

TÜSEV
Türkiye Üçüncü Sektör Vakfı
Third Sector Foundation of Turkey