

Don Hampton Conference

# Disaster Fundraising

*June 9, 2021*

*2:30 - 3:30 pm CST*



Presenter: Carlene Anders

Disaster Leadership Team, Exec. Director

Mayor City of Pateros

Okanogan Co. Long Term Recovery Group, Exec. Director

<http://thedlt.org>

# A Few Words About the DLT ~Disaster Leadership Team~

- STARTED IN 2016
- NATIONAL NON-PROFIT \* VOLUNTEER
- HELP MENTOR LONG TERM RECOVERY LEADERS IN THEIR OWN DISASTER FOR A MINIMUM OF 1 YR
- UNIQUE ROLE

Seasoned disaster recovery leaders offering one-on-one mentorship and support to help disaster communities establish, and operate long-term recovery organizations.

# WHAT WE WILL COVER TODAY

- ➔ Key Concepts of Good Disaster Recovery
  - ➔ Key Types of Fundraising
    - ➔ Who Can Help?
      - ➔ Case Statements
        - ➔ Timing
          - ➔ Media
            - ➔ Make a Video
              - ➔ Questions

# KEY CONCEPTS OF GOOD DISASTER FUNDRAISING

- **KNOW YOUR STORY** intimately, know your need . . . **SAME TALKING POINTS** for everyone
- Create an Fundraising Committee that has **CAPACITY** and **CONTACTS**, networked
- Give yourself **TIME** to do the steps you need to do to be **SUCCESSFUL**

# KEY CONCEPTS OF GOOD DISASTER FUNDRAISING

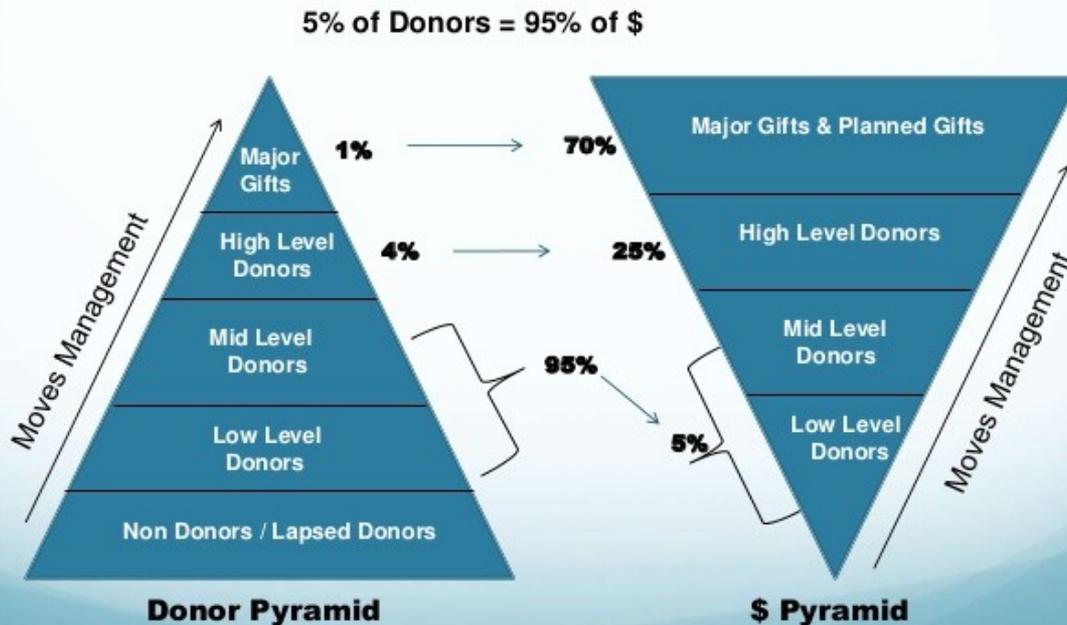
- **ESTIMATE NEEDS ACCURATELY** , you do not want to fall short or over inflate your ask
- **PLAN STRATEGICALLY** with a completion action plan and timeline of execution

# KEY TYPES OF FUNDRAISING

- CAPITAL CAMPAIGN
  - MATCHING CAMPAIGN
    - CROWD FUNDING
      - EVENTS

# Capital Campaigns

## Donor and \$ Pyramids



©Harris Connect: IDC Fundraising Division

- 3-12 Months Planning
- Have a good Committee
- Write the plan down in its

# Matching Campaigns

- **DOLLAR FOR DOLLAR TO A CERTAIN AMOUNT**
- **SHARING OUR STORY**
  - **July 1 - July 17, 2015**

- **SECURE YOUR LARGE DONOR FIRST**
- **HAVE A CLEAR TIMELINE**
- **FIND 75% of the MATCH BEFORE YOU BEGIN**

## **What is a matching campaign?**

A matching campaign is one where a donor (which can be an individual, group, or foundation) has pledged to give a significant financial contribution to the charity to “match” all donations from other supporters within a certain timeframe, up to their pledged amount. We'll refer to the donor who is matching the gifts as the grantor moving forward.

Credit: Charity Navigator

# Crowd Funding

## What Is Crowdfunding? The Clear and Simple Answer

Crowdfunding harnesses the power of social networks and the internet to give people the means to raise funds, help others overcome hardship, and meet aspirational goals. The core principle behind the crowdfunding definition is that you can help a friend or help an entire community. You can do everything from pay for your own surgery to fulfill a student's dream of attending college—and so much more.

If you've ever found yourself wondering, "What is crowdfunding?" "What does crowdfunding mean?" or, "What are the benefits of crowdfunding?" then keep reading. We'll answer your questions about crowdfunding and give you top tips on how to bring in donations.

Credit: GoFundMe Website

- SOCIALLY DRIVEN
- HELPS EVERYONE FEEL INVOLVED
- ONLY 20 - 25% of TOTAL CAMPAIGN

# Crowd Funding

- MAINTAIN CONTROL
- BUILD EXCITEMENT
- HAVE A SYSTEM TO REPORT OUT



**Donation-based crowdfunding:** This type of crowdfunding is one of the most common when looking up “what is a crowdfunding campaign.” In donation-based crowdfunding, people search for and support a cause by donating to it without receiving anything in return. The person running the fundraiser isn’t obligated to pay back donors or give them anything else in return for their contributions. GoFundMe is one of the major crowdfunding sites that uses donation-based crowdfunding.

**Equity-based crowdfunding:** In equity-based fundraising, the fundraiser organizer accepts money from people looking to invest, typically to help launch a business. In return, investors will receive a small piece of equity in the business or company.

**Rewards-based:** Through rewards-based crowdfunding on platforms like Indiegogo and Kickstarter, the organizer of the fundraiser provides a reward or products to donors, usually a service or physical item, in exchange for a contribution.

# RISING FROM THE ASHES

A benefit concert for the  
Carlton Complex Long Term Recovery starring the  
Mosaic Arts Chorus and Orchestra



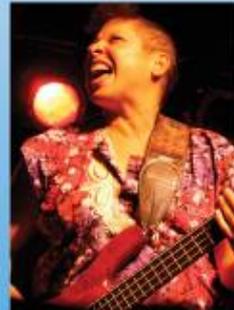
*Brittany  
Jean*

**Saturday, May 16, 4:00 p.m.**  
Memorial Park, Pateros, FREE

*Laura  
Love*



plus special guests



## EVENTS

- Organize well!!  
Find someone to be in charge\*NOT YOU
- Advertise well!!
- This "free" event raised \$10,000
- **ASK and YEE SHALL RECEIVE:**  
Each singer brought a donated small appliance

# Who Can Help?

## “Wildfire” by Brittany Jean

*“I hope to help those hurt in this fire the best way I know how...with my song.” ~Brittany, Song Writer/Singer from Brewster, WA*

### The Sound of Fire Recovery

As the Carlton Complex Wildfire of 2014 was bearing down on residents throughout Okanogan County, Brittany Jean sat in her bedroom, in Brewster WA, and wrote the lyrics of her song *Wildfire*. These lyrics speak the truth and the emotion for so many.

### Proceeds from her events and new CD to benefit fire survivors.

Brittany has generously agreed to donate a portion of her proceeds to the Capital Campaign for r e b u i l d s .



**SUN MOUNTAIN LODGE**  
*a resort for all seasons*

**BRITTANY JEAN LIVE!**  
in  
**PASAYTEN HALL**  
@ Sun Mountain Lodge  
Wednesday, August 12<sup>th</sup> | 6 p.m. | \$20 Cover

Country-folk singer and songwriter Brittany Jean performs classic covers and original music, including “Wildfire,” a song she wrote in response to her experiences during the Carlton Complex Wildfire! A video will accompany the performance of “Wildfire” for an experience you’ll not soon forget. *Proceeds going to the Carlton Complex Recovery Effort.*

Contact the Lodge for information:

**800-572-0493 or 509-996-2211**  
or [CLICK HERE](#)

*Thank you Brittany and Family for your wonderful support and help through this year!!*

# Who Can Help?

**Check out this inspirational fundraiser for disaster relief**



## Hurricane Harvey Relief

Country music star Chris Young has deep ties to Texas, so when the state was devastated by Hurricane Harvey, he knew he had to help. He started a fundraiser on GoFundMe, pledging \$100,000 of his own money to go toward the Red Cross's rescue and recovery efforts. He spoke directly to his fans across the country, and he rallied support for a total of more than \$380,000 in donations. Most importantly, he focused on the people whose lives were directly affected and used his national platform for the greater good.

From



Website

# CASE STATEMENTS

- CRITICAL TO RAISING MONEY
- SHOULD TELL YOUR STORY
- TAKES TIME & THOUGHT
- BE INCLUSIVE
- MAKE IT PROFESSIONAL



The largest wildfire  
in Washington history deserves a history-making response

Help us **REBUILD**  
the Carlton Complex Disaster Area



# CASE STATEMENTS

- DO YOUR HOMEWORK
- BE ACCURATE with DATA
- INSTILL CONFIDENCE
- BE COMPELLING

## Help rebuild lives

In July 2014, the largest wildfire in Washington's history roared through Okanogan County in the north central part of the state, consuming hundreds of homes, barns, and outbuildings in a place where agriculture is the backbone of the economy, supported by agritourism and recreation. It also destroyed forests, habitat, thousands of miles of fences, and hundreds of head of livestock. This is a region that produces apples, cherries, timber, beef, wines, and other foods that all of Washington enjoys.

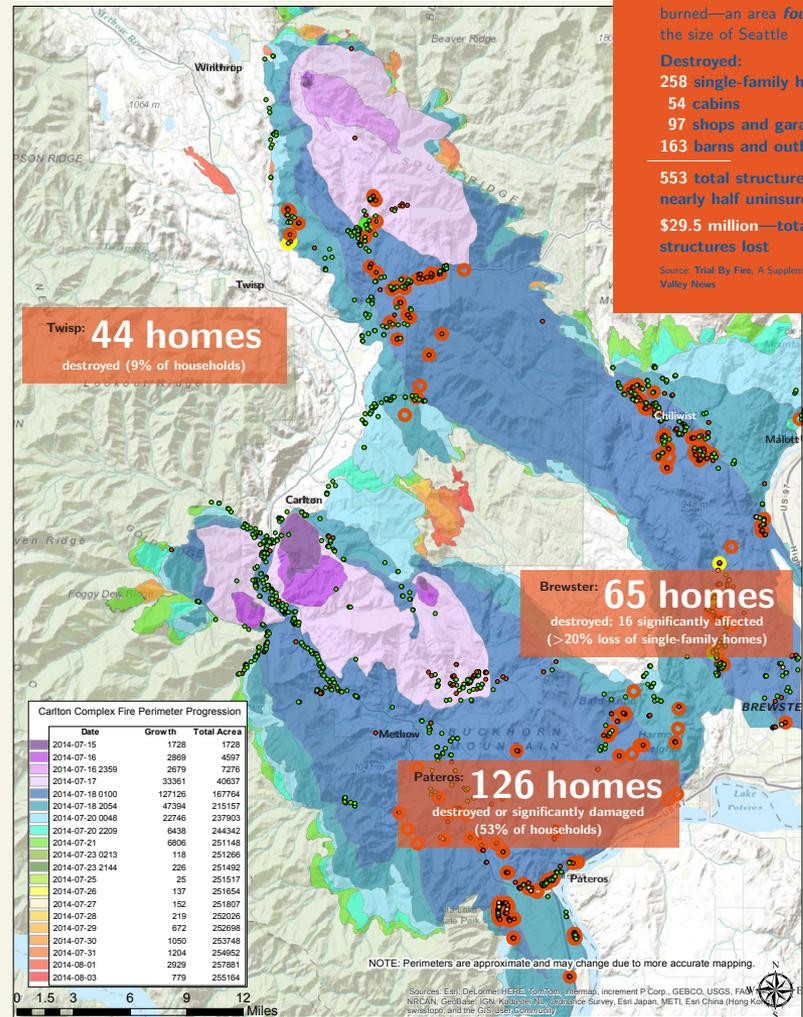
Of the 312 homes that burned, almost half were uninsured—a common occurrence in remote rural locations, where insurance is often unavailable—because individuals live outside the fire district boundaries—or beyond the reach of people making their living from the land. In addition to losing their homes, many survivors also lost tools, farm equipment, fences, pastures, vehicles, and personal possessions. In a matter of hours, lifetimes of work were reduced to rubble. Following the fire, a heavy rain created massive mudslides that demolished still more homes and cut off access to small businesses along the highway, inflicting significant losses. The mudslides also destroyed roads, irrigation systems, electric infrastructure, and other property.

In all, over 400 square miles—more than 256,000 acres—burned for weeks. The fire destroyed more than physical assets, it crippled many people who were once self-reliant and able to produce goods and services for the larger community. Now they are hamstrung—unable to farm, ranch, or operate their businesses by virtue of homelessness. In the Methow Valley's already tight housing market, rents increased approximately 20%. In Okanogan County, including Pateros, where rental vacancy was less than 1% before the fire, today it is virtually zero. The fire also destroyed the city's only multi-family housing unit. It's difficult to run a ranch, or a farm, or a business when you and your employees don't have a place to live. Rebuilding these fire- and flood-affected communities will require rebuilding individual homes.

*We have a plan for doing just that.*



FEMA-DR-4188-WA  
Carlton Complex Fire Perimeter Progression



## Fire Area at a Glance

More than 400 square miles burned—an area **four times** the size of Seattle

**Destroyed:**  
258 single-family homes  
54 cabins  
97 shops and garages  
163 barns and outbuildings

553 total structures lost; nearly half uninsured.

\$29.5 million—total value of structures lost

Sources: Trial By Fire, A Supplement to the Methow Valley News

## Damage Assessments

- | NGA Points  | PDA Points  |
|-------------|-------------|
| ● Affected  | ● Affected  |
| ● Minor     | ● Minor     |
| ● Major     | ● Major     |
| ● Destroyed | ● Destroyed |

# CASE STATEMENTS

*"Even now, eight months later, the kids in our preschool 'play fire.' They pack their bags and 'go to the motel' because their house burned down. Both of our employees and my mother-in-law lost their homes. The wounds run deep. We are all affected."*

—Gene Dowers, Pateros



"The fire had passed us on the other side of the road that morning. I thought we were safe, but in the afternoon I got a call from my son. 'Get in the car and get the hell out...NOW!' The fire was coming back down the valley at an estimated 50 miles an hour. I had time to grab a change of clothes and a few photographs. I lost everything else." —94-year-old widow, Twisp



## Who is the Carlton Complex Long Term Recovery Group?

The CCLTRG is a grassroots organization formed under the fiscal sponsorship of the Community Foundation of North Central Washington to raise the approximately \$4.3 million needed to replace 40 homes for our region's most vulnerable residents. The CCLTRG also coordinates ongoing Disaster Case Management; fills a variety of unmet needs—from replacing dentures to work tools; and continues to lobby for legislative funding and disaster-informed policy changes. ***Our vision is to see that everyone displaced by the fires and floods is returned to safe and secure housing and that our***

***communities are better prepared to withstand future emergencies.***

The CCLTRG is made up of three representatives from each of the geographic areas most damaged by the fire: Methow Valley, Pateros-Brewster, and Okanogan/Malott. Its members are Jon Wyss (chair), Amy Stork (secretary), Jord Wilson, Kris Erlandson, Hank Cramer, Adrienne Moore, Scott Clark, Ron Whiteside, and Carlene Anders (executive director).

The following organizations contribute members, funds, and local community knowledge and resources to the CCLTRG:

**Methow Valley Long Term Recovery Organization**  
**Pateros-Brewster Long Term Recovery Organization**

- EXPLAIN WHO YOU ARE
- EXPLAIN WHAT YOU DO
- BE VISUAL - KEY PHOTOS

# CASE STATEMENTS

- USE QUOTES OF KEY PEOPLE
- SHOW COLLABORATION
- WHO ARE YOUR PARTNERS?
- USE PHILANTHROPIC DONORS TO EDIT

“The overall impact to Pateros is nearly indescribable due to the sheer devastation that occurred as a result of the firestorm.

Even large urban areas would have a difficult time without federal assistance recovering after the loss of more than one-third of its housing stock.”

—Gov. Jay Inslee



Okanogan County Community Action Council (OCCAC)  
Carlton Complex Assistance Network (CCAN)  
Room One  
Episcopal Diocese

#### Partnered for success

The CCLTRG is fortunate to enjoy fiscal sponsorship, institutional credibility, and administrative support from the Community Foundation of North Central Washington (CFNCW). Founded in 1986 to serve Okanogan, Douglas, and Chelan counties, the CFNCW is committed to our reconstruction effort; its executive director chairs our Unmet Needs Committee. The CFNCW has generously agreed to forgo its usual two percent administrative fee

for our campaign. Thus, 100 percent of donations go directly to fire recovery.

Demonstrating that what affects part of Washington affects us all, The Seattle Foundation is our partner in connecting us with philanthropic resources and opportunities in King County and beyond.

Washington Voluntary Organizations Active in Disaster (WAVOAD) is playing an invaluable role in coordinating its member organizations in providing the voluntary construction crews essential to our rebuild effort. In addition, a number of VOAD participants have already contributed more than \$400,000 to the cost of reconstruction.

# CASE STATEMENTS

## Our plan to rebuild

We currently plan to rebuild 40 homes for some of our region's most vulnerable residents: the elderly, families with children, individuals with medical concerns, and people who are unable to qualify for low-interest financing to rebuild on their own. In a rural region like ours, many hard-working people remain low- and even very low-income.

In the spring and summer of 2015 we are slated to rebuild 11 homes. The volunteer crews are lined out; building sites have been cleared; septic systems and foundations are going in. **We are currently just \$90,000 short for rebuilding these 11 homes.** In the fall of 2015, assuming the remaining funds are raised, we will rebuild another 15 homes, and in 2016 the final 14 homes.

### Why are we rebuilding individual homes?

Homes are basic. Without a place to live families can't get back on their feet. Our communities lose farmers, ranchers, carpenters, teachers, parents, coaches, business-owners.

Homeowners pay taxes. When people don't have a place to live, the tax base shrinks, leaving fewer people to bear the cost of maintaining the same—or reduced—level of public services.

We care about our neighbors. That's how we build strong communities—by looking out for one another.

Washington—and the nation—depend upon the timber, fruit, beef, and other products grown and raised here.

We're only as strong as our weakest members. By lifting them up, we raise our collective well-being.

### The campaign to rebuild

Our goal is to raise the \$4.3 million necessary to rebuild 40 homes (at \$90,000 apiece); employ a team of Disaster Case Managers through December 2016; and fund the barebones operations and staff necessary to manage the reconstruction. **Volunteer crews have already committed to providing most of the labor—meaning that we can rebuild for essentially the cost of materials. Moreover, as we launch our campaign, we have already received contributions or commitments totaling \$1.3 million.**

Although we are giving ourselves two full years to raise the funds, we recognize that we need to secure at least pledges for the full \$4 million by July 2015—the one-year anniversary of the start of the fire.



- **WHAT IS YOUR PLAN?**
- **WHY ARE YOU DOING IT?**
- **MAKE IT CLEAR WHAT YOU NEED**

# CASE STATEMENTS

*"I was turned down for insurance because my only source of heat was a wood stove. Anything a person can own, gather, collect or acquire during a lifetime is gone: personal items, photos, papers, memory-joggers, and gifts or artwork that can never come back. Recovery is going to take time. And money. And thought."*—Sixty-five-year-old survivor, Chiliwist



**"I had a one-room, off-grid cabin that was uninsured. I had a generator for power, a cistern for water, and an outhouse. When the fire came, I escaped with my cat and a few other things I could grab. Everything else is gone."** —80-something veteran, Malott

Need	Total	Secured	Unmet
Rebuild 40 homes @ \$90,000 each, turnkey, including septic, power, foundations, appliances	\$ 3,600,000	\$ 965,162	\$2,668,000
Continue Disaster Case Management funding through 2016	\$ 158,450	\$ 110,000	\$ 48,450
Staffing and operations for rebuild effort through 2016	\$ 464,100	\$ 220,000	\$ 244,100
CFNCW (2% admin fee for fiscal sponsorship)	\$ 60,000		\$ 60,000
<b>Total</b>	<b>\$4,282,550</b>	<b>\$1,295,162</b>	<b>\$2,987,388</b>

# CASE STATEMENTS

- RELATIONSHIPS CREATE TRUST
- TRUST HELPS FUNDERS WANT TO BE A PART
- DON'T JUST SHOW YOUR DISASTER PHOTOS, SHOW WHAT YOU WANT TO DO



**O**ur funding plan entails grassroots donations, community support, and corporate and government grants; however, *the success of this effort will depend upon a select few individuals of significant capacity willing to lead by example.*

**We are seeking leadership gifts to take us to at least \$2 million:** one-half of our goal. These individuals—and their gifts—will not only lay the foundation for the entire fundraising effort, but will also inspire others to join them in making a difference. We'll challenge the community to match their generosity.

**We are seeking individuals and groups willing to give or pledge \$100,000 each,** or essentially "sponsor a home." We

have already received several of these pledges from faith-based organizations, who, after pledging to raise the funds to rebuild one home, are challenging other congregations to do the same. We are also asking industry groups, recreational associations, and others to adopt this approach.

#### **Grants, events, and other ways to help**

A Seattle-area HVAC contractor is donating the parts and labor to equip two homes with HVAC systems. A paint supplier is donating the paint for 40 homes and the labor to paint one. A local rancher has organized a country music benefit concert, while the Mosaic Arts Choir and Orchestra have offered to perform another. All over Washington—and beyond—people are coming together to restore what was lost.

# CASE STATEMENTS

- KEEP IT “PEOPLE” CENTRIC
- USE PHOTOS OF PEOPLE
- MAKE SURE YOU HAVE SIGNED RELEASES



*“I lost my home and all my possessions in the fire. The mudslide washed out access to my property, so I’ve been living in a borrowed RV in a friend’s yard. Although I work fulltime, I’m still considered low-income by HUD. Through the CCLTRG and volunteer labor, I’m hoping to rebuild my home as soon as funding for materials is secured.” —Sixty-five-year-old widower, Brewster*



# CASE STATEMENTS

- FREQUENTLY ASKED QUESTIONS
- HOW TO MAKE YOUR GIFT
- MAKE IT EASY TO GIVE

## Frequently asked questions:

### What about FEMA? Isn't this why they exist?

FEMA did approve millions of dollars in public assistance funding to replace public infrastructure that was destroyed—roads, water systems, utilities, and more. FEMA denied individual assistance funding, however, as is frequently the case regarding western wildfires.

### What about State funding?

We are working hard to secure State funds to rebuild public infrastructure lost to the fire. The State does not fund individual property loss. That's where community comes in.

### What about other fires?

The homes we are rebuilding will be fire-wise structures and include fire-resistant landscaping. The goal is to make the rebuild area better prepared for future disasters, including future wildfires.

### We need you.

You are the philanthropic leader who can restore a region that the largest wildfire in Washington history did its best to destroy.

*Together, we will fight fire with fundraising.*

## How to make your gift

**B**ecause this is a short-term campaign to meet an urgent need, our goal is to raise the \$4.3 million total immediately. Donors who need to spread their gift over two tax years are invited to speak with us about a two-year giving option.

**Your gift is fully tax-deductible to the extent allowed by law.**

Complete the enclosed giving form and return it with your check made payable to:

Community Foundation of North  
Central Washington  
9 S. Wenatchee Ave.  
Wenatchee, WA 98801

Please write: CCLTRG on the memo line.

**We can also accept gifts of stock.**



*"If there is a silver lining in this disaster, it is the way the county has been working together to rise from the ashes. The first responders did everything possible to help save their local communities, but the fire was so massive, their resources were overwhelmed. We were disappointed when FEMA denied individual assistance, but as the resilient communities we are, we will, through the CCLTRG, complete recovery efforts with the financial assistance of our donors."—Jon Wyss, Chairman, CCLTRG, and Government Affairs, Gebbers Farms*

# CASE STATEMENTS

The Carlton Complex wildfire ravaged  
one of the most beautiful, productive  
most-visited, **and best-loved**  
regions in Washington

Together, we will help the burn area rise from the ashes.



- **BRAND . . . Same Colors, Same Feel Throughout Campaigns**
- **6 PAGE BOOKLET FRONT AND BACK**
- **EDIT WELL**
- **USE KEY PHILANTHROPIC DONORS TO EDIT**
- **PRINT MORE COPIES THAN YOU THINK YOU NEED**

# TIMING - Understand the Journey

## Stages of Disaster (Timelines) & When to Fundraise at Maximum Outcome



**ONE YEAR REFLECTION: Be creative, respectful,  
inclusive and strategic in your fundraising efforts**



# MEDIA

- ▶ Keep it in the NEWS
- ▶ Every 2 weeks, have a new and different angled story for your media partners
- ▶ Nurture relationships with reporters and their CAMERA folks.



# MEDIA

*First wall of  
the Rebuild  
going up*



- ▶ Respond quickly when they contact you
- ▶ Invite them to special events
- ▶ Prepare before their arrival
- ▶ Don't embellish . . . expectation management

**MAKE A VIDEO:** This simple video helped us acquire over 3 million dollars of in-kind support, partnership funding and cash donations



# FINAL TIPS



- BE STRATEGIC, KNOW YOUR STORY
- KNOW IT WILL BE CHALLENGING
- SHARE & UPDATE
- REPORT TO YOUR DONORS
- THANK YOUR DONORS
- BE GENUINE



**DON'T TRY TO JUST RAISE MONEY!!**

**TELL THEM YOUR STORY,**

**GIVE THEM AN EASY PATHWAY,**

**AND AN OPPORTUNITY TO CONTRIBUTE**

**QUESTIONS? COMMENTS?**

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