

Disaster Response Planning

US Natural Disasters Calendar

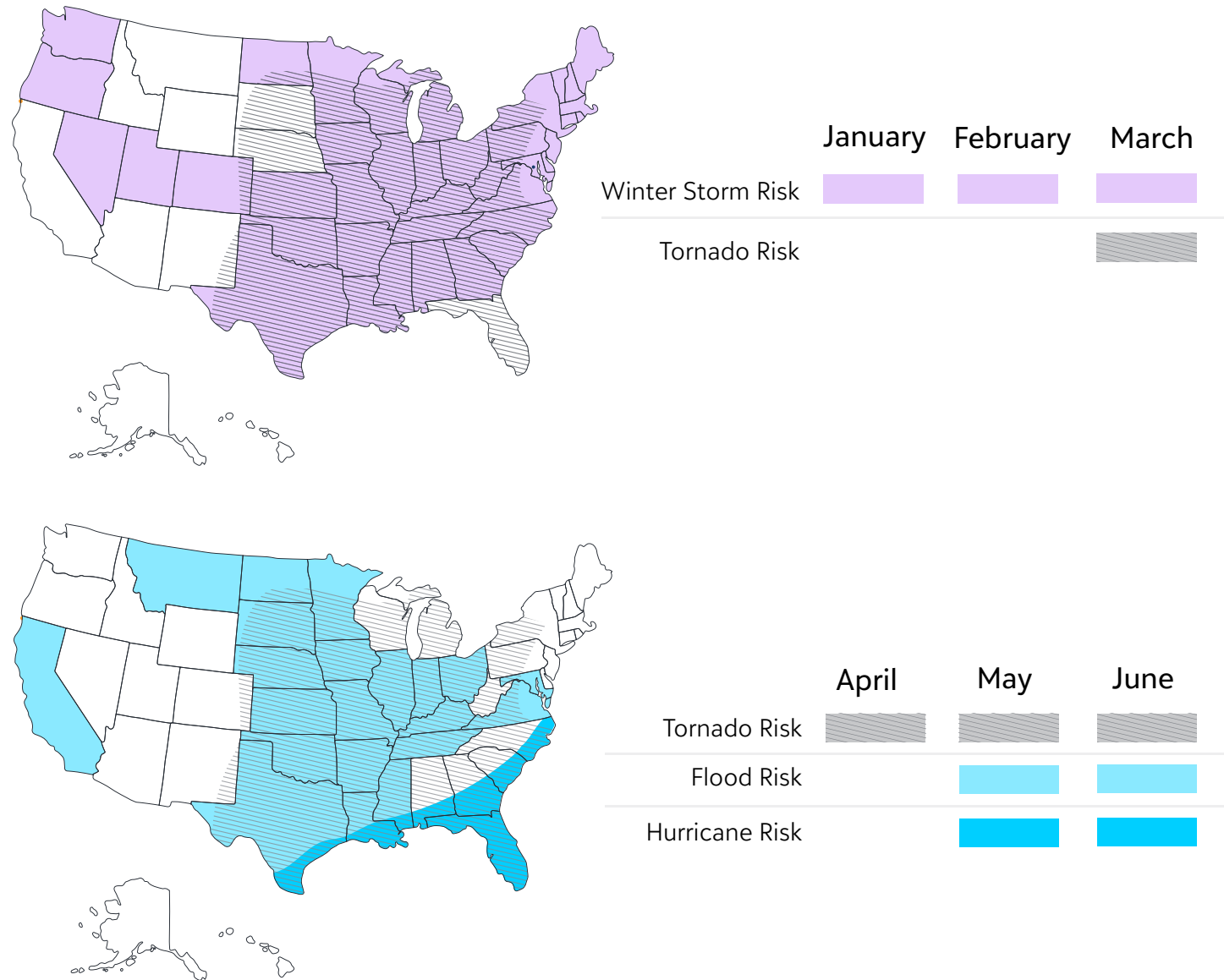
Building Resilient Communities

Response Checklist and Evaluation Criteria



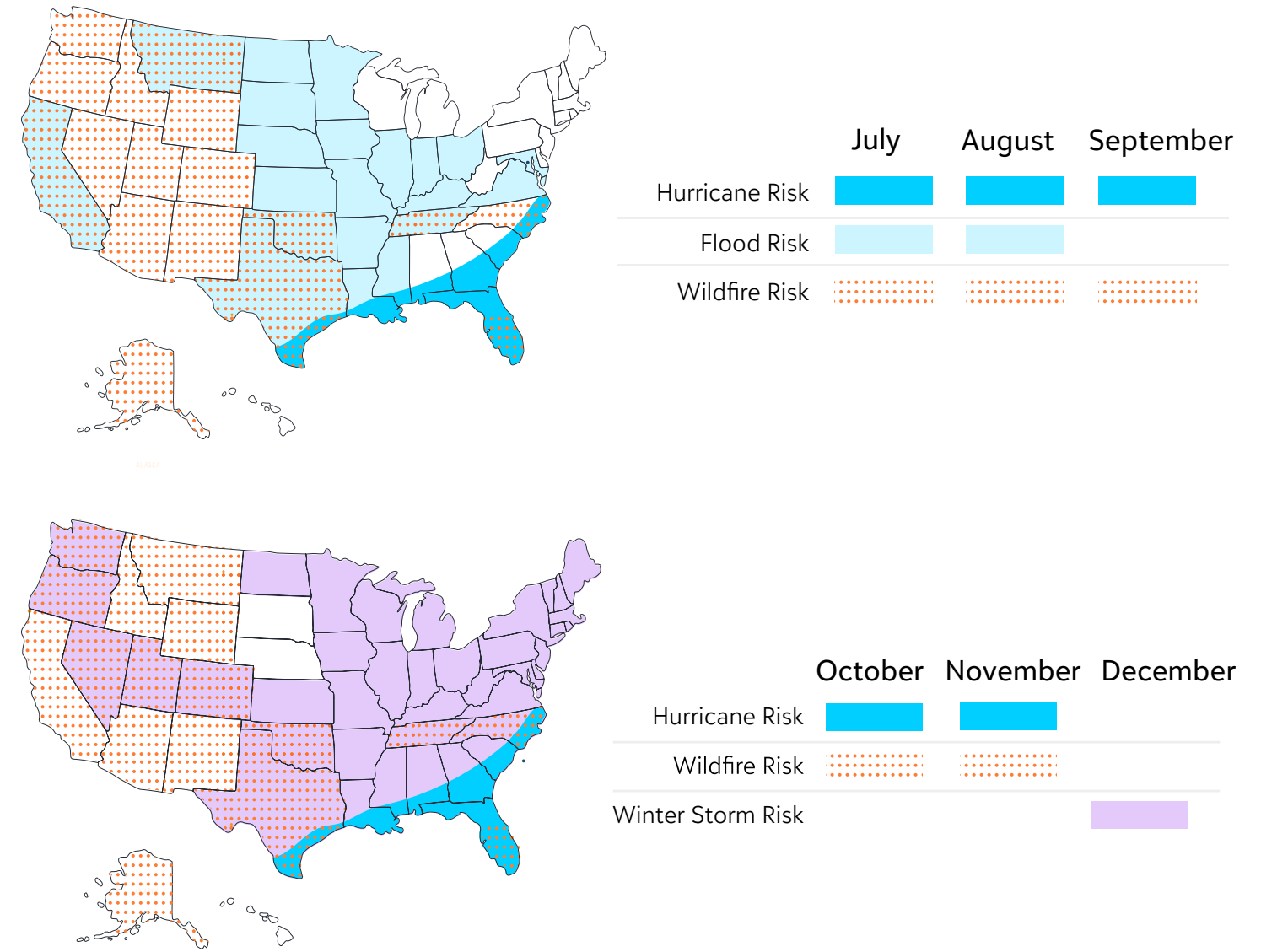
CALENDAR:

U.S. Natural Disasters by Season and Region



The calendar and map of natural disasters was compiled with data from multiple sources including The National Center for Environmental Information, FEMA, and Disaster Philanthropy to visualize the frequency of billion-dollar weather events and the time of year they typically occur. Each region in the US faces a combination of weather hazards and some regions

experience higher costs from these events. The disaster risk mapping is a summation of events that have affected each state and does not mean that each individual weather incident will result in a high loss. We encourage CSR professionals to use to abundance of tools and resources from these organizations to help prepare to respond to disaster.



Sources:

Winter Storms - <https://www.ncei.noaa.gov/access/billions/mapping>

Tornadoes - <https://disasterphilanthropy.org/blog/if-its-march-it-must-be-tornado-season/>

Flooding - <https://www.ncei.noaa.gov/access/billions/mapping>

Hurricanes - <https://www.ready.gov/hurricane-toolkit>, <https://hazards.fema.gov/nri/map>

Wildfires - <https://disasterphilanthropy.org/disasters/2022-north-american-wildfires/>, <https://www.ncei.noaa.gov/access/billions/mapping>

Building Resilient Communities

Corporate social responsibility (CSR) touches all areas of business when a disaster response plan is in motion. Companies can work towards preparing their employees, investing in nonprofit relationships and connecting to the community to build resilience against disasters. Businesses can be leaders in helping the whole community mitigate risk to bounce back faster and decrease overall costs and disruptions from disasters.

Risk Assessment

Your executives are probably familiar with a business impact analysis for determining the potential impacts resulting from a shutdown. CSR leaders can also plan ahead to take care of their employees and respond to community needs throughout disasters.

Risk assessment includes identifying the possible disasters, looking for vulnerabilities and considering the impact an incident could have on your relationships with stakeholders including your customers and the community.¹ Consider regions of the world and times of the year to determine the potential impact to your business. We've outlined some disasters that any business could look out for and mapped the vulnerabilities to potential impacts.

Disaster Identification	Vulnerability	Impact Analysis
Natural Disasters Terrorism	People	Employee Wellness, Casualties
Violent Protests, War Pandemic Disease	Buildings, Critical Infrastructure, Operations	Damage
	Brand reputation, Confidence in your business	Loss of customers, Loss of confidence in your business
	Regulatory and contractual obligations	Fines, Penalties, Lawsuits
	Environmental Risks	Contamination, Depletion

Probability and Magnitude	Assets and Risks	Impacts
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Identify Stakeholders

Stakeholders may be decision-makers, CEO, HR, CSR and others responsible for implementing your disaster strategy. It might also include employee representation. Identify other key stakeholders in your supply chain and in the community that your organization can partner with to get relief items out quickly or mobilize volunteers.

Identify Business Resources

What key resources, in-kind donations, employee skill set, or services can you utilize in your disaster response framework? Have a designated budget for the year to setup disaster relief matching funds, grant funds or product donations.

Prepare Employees

Employees are the life of every organization and companies saw first-hand how some struggled through the unexpected hardships from the pandemic. The annual stress in America survey reports that money-related stress is the highest recorded since 2015.² Your employees could be one hardship away from not being able to support their lives or families. Determine how your company can support affected employees if disaster threatens close to home. Employee Assistance funds can be a great way to provide a scalable opportunity to collect donations and allow employees to support each other. Research on employee relief found that among those surveyed **75% said the grants they received provided breathing room to figure out next steps; 73% felt less stressed; 20% felt less alone; and 18% were able to direct more attention to their work.**³ Employee relief grants can directly contribute to emotional well-being and financial well-being.³



Creating and Managing an Employee Assistance Fund

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LEVERAGE EMPLOYEE ENGAGEMENT TECHNOLOGY

Employees will want to know how they can support each other and their community. Have your technology solution in place to disseminate information, host information and coordinate efforts for giving and volunteering.

We've seen customers leverage [CSRconnect](#), our employee engagement platform in creative ways to provide a connection point for employees to help each other. TIAA presented at bbcon 2022 and described how they leverage the group function in CSRconnect to respond to current needs of their employees.

“We recently used the group function to create a space where employees could post the need for their baby formula. The entire company had access to the group. Associates could post to the discussion forum the needs for their baby formula, and then others could check the forum before they went out shopping. We had quite a few success stories from that initiative, and it really brought our associates together.”

—Anne Marie Ciprari, Director Corporate Social Responsibility, TIAA

YourCause customers can respond to disaster quickly with [Engagement Elements in CSRconnect](#) to launch donation or volunteer campaigns. We provide a list of vetted nonprofits responding to the disaster for launching a campaign.

Connecting and Collaborating

Solving problems with nonprofits can help the community recover quickly during a crisis. Your business has already identified resources to help during emergencies. Determine a strong nonprofit partner and work together to define different areas of response: immediate relief, direct care, long-term recovery. Establish a partnership to create a strategy for communication during disasters to map the needs of the community to your business resources and employee response opportunities. You can work with a nonprofit partner to get employees registered, trained in response and have background checks completed. For example, the Red Cross has disaster action teams that are local chapters response units of volunteers that are provided with training to be on call to respond at any given time.

LONG-TERM RECOVERY EFFORTS

Just because the sun is shining again doesn't mean the work is done. Power, clean water, housing and volunteers were needed for almost a year after devastating hurricane strings. The cost of disasters is increasing and with 2/3 of Americans living paycheck to paycheck there is little to no cushion to rebuild.⁵ GFDRR reports \$520 billion in costs to the global economy from natural disasters.⁶ CSR professionals can help make a difference to support their local communities and employees. Long-term strategies that align to the Sustainable Development Goals (SDGs) can help address the world's most urgent challenges to create a better future for all. The 17 goals recognize poverty, deprivations, health and well-being while tackling climate change to preserve our natural resources. Learn more about CSR alignment to the SDGs and see examples of how companies in the Global Good Network support achieving the goals.



Supporting the Sustainable Development Goals

LEARN MORE ►

Sources:

1. <https://www.ready.gov/business-leaders>
2. <https://www.ready.gov/risk-assessment>
3. <https://www.apa.org/news/press/releases/stress>
4. <https://solutions.yourcause.com/the-positive-social-and-business-impacts-of-employee-relief-grants-during-covid-19/>
5. <https://www.forbes.com/sites/chloedemrovsky/2022/07/13/the-cost-of-disasters-is-increasing-in-2022/?sh=3a8182522c3e>
6. <https://solutions.yourcause.com/post-pandemic-outlook-on-the-sustainable-development-goals-through-a-csr-lens/>

CHECKLIST:

Disaster Response Planning

Understand your Resources and Evaluation Criteria

While it is important to help as many victims of disasters as possible, there are certain budgetary and resource limitations that you'll have to work within. Understanding what your company is able to give and how you'll decide to utilize those resources will be key to your strategy.

Disaster looks different to everyone. The death of a family member, house fire, sudden illness or accident could happen at any time, to any of your employees. Even though your company cannot create a dedicated response plan for every disaster, an open choice employee giving program can allow employees to respond to disasters that are important to them and what is happening in their local community.



IDEA: Consider creating a separate year-round disaster relief matching gift program that allows employees to donate and request a match to a charity that is responding to disasters at any time. Setting up a general match program and disaster match program in CSRconnect can provide another level of insights for reporting to see what your employees care about.

The products and services your company provides or even your network of skills from the suppliers you work with and your employees' talents could all be vital resources for certain disasters. Build a framework for how you can respond to disaster and how you will allocate the resources available. Consider different scenarios for how you will respond based on the impending threat of the disaster to your stakeholders.

Evaluation Criteria

QUESTIONS TO CONSIDER

- Does the disaster threaten a location where you do business?
- Does the disaster threaten a location where employees live? What percent of employees live there?
- Does the issue or disaster threaten a cause your company is committed to serving?

Three Scenarios and Response Plans

These response plans are an outline meant to help jump-start building your strategy based on best practices and how we have seen companies approach disaster response.

PLAN 1. NO DEDICATED RESPONSE

After evaluating the disaster, your company determines there will be no dedicated response. You still have the opportunity to empower your employees to give and request a matching gift. Here are a few communication tips for addressing any disaster:

- Be transparent with employees about your approach to disaster
- Remind employees about their options for donating and requesting a disaster match or general matching gift. These reminders help communicate to your employees that you care about what matters to them.
- Point employees towards any resources available for how to start a peer-to-peer fundraiser through CSRconnect to donate funds.
 - Consider offering a match reward up to a certain amount for the fundraiser.

PLAN 2. STANDARD RESPONSE

This disaster has affected a large enough population of stakeholders to meet your evaluation criteria for a dedicated response from your company.

Educate and Launch

- Collect information about what, where, when and who this disaster affects.
- Provide the details about the disaster on a splash page for a limited time (example for 2 weeks) in CSRconnect using an Engagement Element.
- Highlight specific charities that are responding to the disaster and that are eligible for matching gifts. You can create your own list of charities using the tips in the nonprofit evaluation criteria section of this guide.

PLAN 3. DEDICATED RESPONSE + EXTENDED SUPPORT

Just like in plan 2 you will need to educate and launch. Educate leadership and employees on what has happened and why this disaster is relevant to your stakeholders (employees, customers, partners etc.)

Extended Support

- Communicate with any established nonprofit partners and understand the current needs to allocate resources and employee response opportunities.
- Review the disaster campaign toolkit in the CSRconnect product community
- Confirm vetting requirements for the list of nonprofits that YourCause provides in the toolkit.
- Create an Engagement Element to host the details and empower employees to donate or volunteer.
- If you have an employee assistance program, then highlight donations to the employee relief fund to support employees that may be affected by this disaster.
- Connect employees to the details on how to request relief.
- Consider creating a special campaign match or increasing the disaster match from a standard 1:1 to 2:1 or 3:1
- Create an email from leadership that announces the disaster response plan, including any special matching programs and link to the internal campaign page.
- Let employees know if and when you will make a public announcement of your company's support for the disaster.



- Activate a disaster committee. The committee will monitor the situation and report to leadership on the results of the campaign. Schedule a regular cadence with committee members and leadership to make a decision to continue the campaign or finish the campaign.
- Followup with nonprofit partners to discuss long-term recovery efforts. Establish plans to provide continued assistance through grant funding or volunteering.

Nonprofit Evaluation Criteria

Our customer success team provides standard design support for quickly launching a program to support disaster relief. This includes a list of organization supporting the cause curated for CSR administrators to review. This list of organizations have been checked for processing eligibility, OFAC, and negative press by Blackbaud compliance. We encourage CSR administrators to verify the organizations meet internal guidelines before highlighting them to receive donations or grants.

Here are some questions to consider when building your internal guidelines.

- What is the organization specialty, does it align to supporting the disaster?
- What support are they providing and do they have boots on the ground? – This could be identified through the nonprofit website, charity navigator, or news items. In most cases if the charity is responding to the disaster, they have publicized it.

About Blackbaud

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