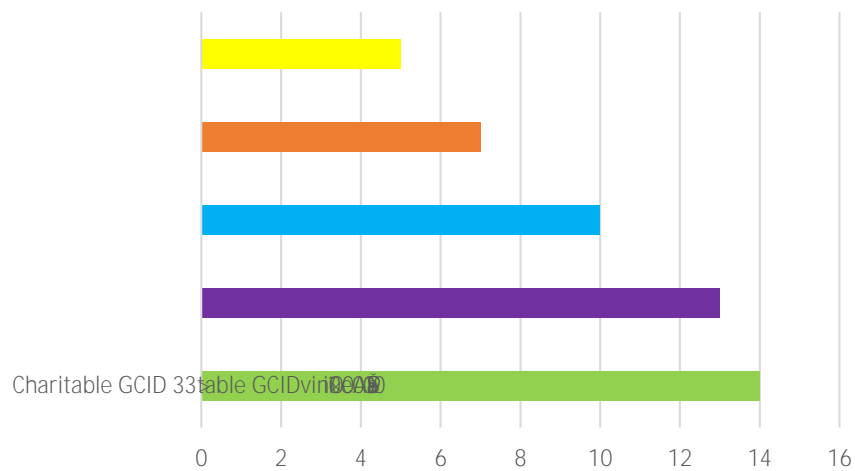
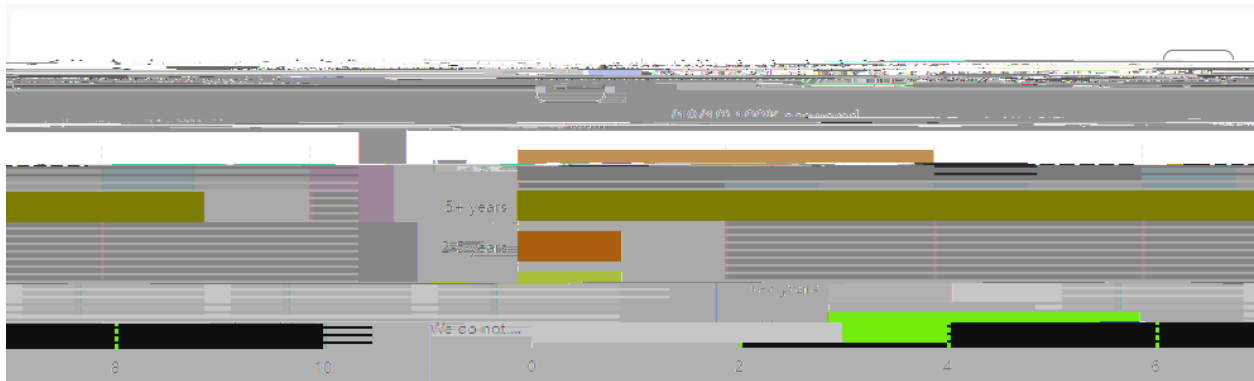


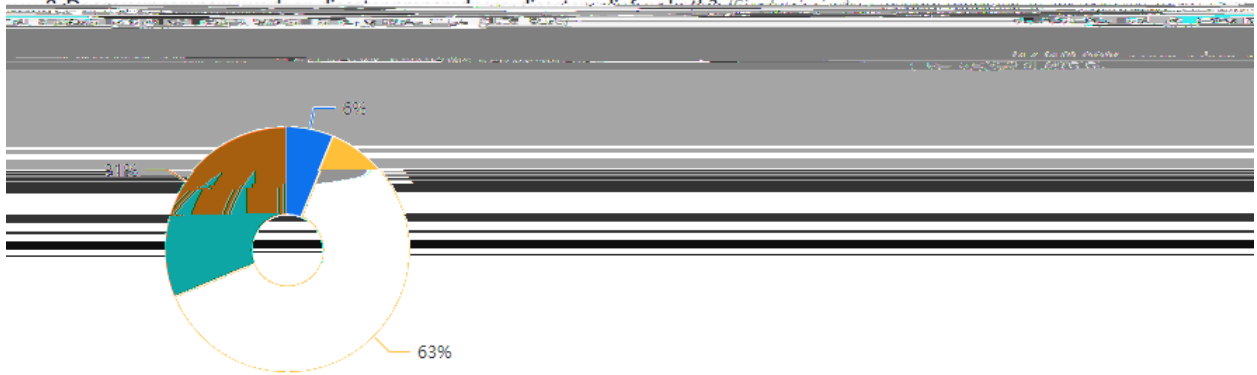
Member Meetup: Disaster Relief/Resilience Strategies

August 28, 2024

Polls:

The meeting began with a brief poll to gauge participants' experience levels with disaster relief initiatives. The results revealed a mix of seasoned professionals and those new to the field, providing a balanced foundation for a discussion where diverse insights could be shared.





■ Disaster preparedness ■ Disaster Relief ■ Both

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Background Information:

The August 2024 Member Meetup focused on corporate strategies for disaster relief, highlighting various approaches to the different stages of disaster management: mitigation, preparedness, response, and recovery.

One organization discussed its focus on the response phase of disaster relief, which was influenced by its urban environment and its role within a larger network of companies. Their disaster relief framework has evolved over the past few years, moving from a basic philanthropic approach to a more comprehensive strategy that includes both community and employee support.

Another organization presented a broader approach, addressing multiple stages of disaster relief, with a strong emphasis on ensuring continuity of care and improving health outcomes. This organization prioritizes flexibility and responsiveness, relying on a global network of trusted partners and emphasizing local capacity-building as a key component of its strategy.

Analysis:

Actionable Steps

1. **I** **L** Identify which phase(s) of disaster relief—mitigation, preparedness, response, or recovery—your organization is best equipped to address based on your resources and strategic objectives.
 - a. Create a list of criteria for when to respond, for example:
 - i. A certain number of colleagues are affected
 - ii. Is the disaster of significant magnitude or extraordinary that it warrants response?
 - iii. Are business operations hindered?
 - iv. What is the impact in local communities?
2. **L** **L** **L** Build a diverse network of trusted partners with expertise in various regions to ensure flexibility and effectiveness in your response efforts.
 - a. It's important to plan ahead with potential partners. Onboarding vendors and getting them established in payroll can be time consuming, so having a list of pre-registered vendors can be beneficial in the event of a disaster.
 - b. On company shared their list of trusted partners:
 - i. Direct Relief, Red Cross, The Salvation Army, International Medical Corps, Heart to Heart International, Outreach Aid to the Americas, Team Rubicon, ASPCA, Water Mission, World Central Kitchen.
3. **I** **L** **L** **I** Focus on building local capacity to ensure communities are better prepared to respond to disasters independently, thereby enhancing resilience and supporting long-term recovery.
 - a. Consider funding your existing partners who have access to local organizations with boots on the ground. This helps in the response and recovery phase of disaster relief.
 - b. Build a network of local responders in a certain geographic area who can respond locally or mobilize to assist others in the region.
4. **I** **G** **G** **I** **G** **I** Transparency in decision-making processes is key to managing expectations and ensuring alignment within the organization. Sharing the rationale behind disaster relief efforts with employees and stakeholders can foster stronger commitment and support.
 - a. Adding more criteria to your decision-making process can restrict your flexibility. Instead, consider communicating your disaster relief efforts through the company intranet. Be prepared to justify your relief efforts when questioned such as writing articles and posting them online.

