

For Immediate Release

Media Contact – Richard Ouellette 403-831-1730 (FRENCH) or Gena Rotstein (ENGLISH) – 403-860-7572

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Philanthropy's Response to COVID-19 – Four Stages of Effective Crisis Management

Calgary, AB - ***What can you do to help during the Pandemic?***

It is human nature to want to reach out and help people when crisis strikes. Helping others makes us less scared. This week's [60'ish Seconds of Philanthropy](#) talks about some of the things that can be done that does not require direct contact with people. There are four stages to crisis management - ***Respond, Recover, Rebuild and Resiliency***. Mirroring these four stages are four types of philanthropic responses that you can undertake. The first two are short-term and the last two have a longer-term outlook.

1. **Initial Response.** For the organizations you support regularly, reach out to them. Let their leadership team know that you are there to support them. On top of the Pandemic, there is an economic crash. The charitable sector will be hit especially hard because of an increased demand of services on top of their own investment portfolio shrinkage. *If you think that some of your financial pledges may be challenged, please set up a virtual meeting with those agencies so that, together, you can plan how best to address the immediate needs of the organization and your own financial constraints.*
2. **Second Stage Recovery.** After we all get through this, the philanthropic landscape will likely have changed. This might be in the size of your foundations and charitable trusts, this might be in the increased number of asks from organizations, this might be in the decreased number of organizations that are still operating. We just don't know yet. What we do know is that philanthropists can plan NOW for what may be coming. *This is a great time to have a family meeting to strategize on what different funding scenarios to charities looks like.*
3. **Rebuilding and Systems Change.** Philanthropic capital, whether financial or human, will be a corner stone of the long-term rebuilding of our community and social systems. It is our observation, from supporting past events, that new ways of doing "business" will emerge. Whether that is changing policies that support our most vulnerable population, to how we design and build communities, to how we incentivize certain behaviours. Now, is a GREAT time to start thinking big as a philanthropist. There likely are others who think along the same lines as you. *Collective Impact might just be the way of the philanthropic future. Let other funders know what you are thinking and identify ways to work together.*
4. **Where can I give money?** There are a number of COVID19 funds that have come online in the past week. We are trying to keep up with all of them. Here are two that we have reviewed and trust - CanadaHelps COVID19 response and Global Giving COVID19 Fund. Each of these organizations has different charities that are doing the front-line work on COVID19 Pandemic.

Bonus: Building Resilient Communities Starts with Resilient People. We are all in this together, so make sure you reach out to your neighbour or friend to let them know you are thinking about them. Make a point of handwriting a letter or dropping a card off in the mailbox to someone on your street. Mental resiliency leads to overall human resiliency and that in turn builds out stronger communities. So, stay connected.



For more information:

We have also posted some more [ideas on our blog](#) as well as [few Tools and Resources](#) for your crisis philanthropy planning.

About Karma & Cents

Karma & Cents™ was founded by Gena Rotstein and Richard Ouellette. They each bring a unique perspective to the social enterprise philanthropy industry. Gena grew up in a family business and part of a larger enterprising family. She has over 20 years of philanthropy management experience with a Masters in Non-Profit Management and Jewish Communal Service from Brandeis University and as a certified Family Enterprise Advisor through the University of Alberta. She also has received certification from 2164 in Next Gen philanthropy, is a member of the Purposeful Planning Institute and part of Canada's Pro-Bono Marketplace.

Richard is a serial entrepreneur having started and successfully exited from a number of companies in the technology and environment industries. Throughout his career, Richard has been involved in starting or growing non-profits that focus on technology, science and engineering in jurisdictions in BC, Alberta, and NWT.

Both Gena and Richard are part of what Jay Hughes calls, the [Rising Generation](#) – that demographic who are part of the growing body of inheritors who are looking at their wealth from a social and financial perspective. They bring their combined life and businesses experiences of working with families, managing charities and non-profits and growing businesses into the conversation.

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