

Disaster Philanthropy Playbook Funding Concept Note

The Disaster Philanthropy Playbook is a comprehensive resource of promising practices and innovative approaches to guide the philanthropic community in planning for and responding to disasters.

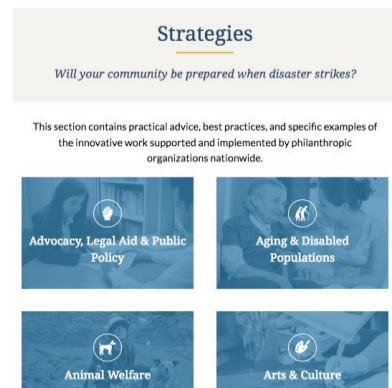
Available at disasterplaybook.org, this innovative resource was launched in January 2016 as a joint project of the Center for Disaster Philanthropy and Council of New Jersey Grantmakers, in association with the United Philanthropy Forum.

The Playbook is centered on 15 strategies, including community and economic recovery, education, health and behavioral health, aging and disabled populations, arts and culture, environment and others.

Input from more than 50 public and private organizations who have responded to disasters in their communities was collected during the process of creating the original Playbook. Feedback and resources from those who have dealt with disasters first-hand is an essential part of the continued success of the Playbook. New additions to the playbook and updates to existing material continue to follow the model of consultation to build new resources.

The Playbook is designed to be personal and customized. The online platform allows users the ability to create an individualized account, to which they can save pieces of the Playbook most applicable to their work, creating their own mini playbook. This individualized Playbook can then be shared with others via email or social media.

The Playbook continues to expand its resources:



- A [series of videos](#), in which philanthropic leaders discuss how they led their communities and grantees through disaster recovery and the lessons they learned. These videos are designed to be short teaching tools that can be used by organizations both with their staff and during community outreach.
- The addition of six toolkits with step-by-step help on vetting nongovernmental organizations, creating a disaster fund, creating a communications and social media plan and more.
- The creation of a new strategy: Communities in Crisis. This strategy was developed at the request of a number of funders who had to deal with difficult situations such as the Flint Water Crisis and the Pulse nightclub shooting in Orlando.
- The addition of a new section: [Strengthening Local Humanitarian Leadership Philanthropic Toolkit](#) to focus on the localization agenda.



The Playbook is used extensively by funders and community foundations as they respond to disasters in their local community, across the nation or even across the world.

The Center for Disaster Philanthropy will continue to expand the Playbook in order to ensure that it continues to be a go-to resource for innovative strategies. Examples of our plans to grow the Playbook include:

- The continued development of step-by-step help on specific topics through toolkit production;
- An expanded focus on vulnerable populations and equity;
- The addition of new strategies, resources, impact stories and collaborations; and
- The creation of a video on the long view of disaster recovery that addresses the needs and development of long-term recovery groups and other factors that develop when the relief phase is over.

The Center for Disaster Philanthropy is seeking support for the continued research and production of the Playbook. Total projected costs for additions to the Playbook are \$75,000.

Funding will enable CDP to add a new, even more practical layer to the Playbook, fuel new and innovative strategies on a national stage and draw attention to practical ways to address the most common and sometimes overlooked issues exacerbated in the aftermath of disasters and tragedies.

For more information please contact,
Tanya Gulliver- Garcia | Assistant Director of Major Initiatives

Tanya.Gulliver-Garcia@disasterphilanthropy.org

(504) 638-2863

Or

Laura Starr | Director of Development

Laura.starr@disasterphilanthropy.org

(301) 219-7248

About the Center for Disaster Philanthropy (CDP)

The Center for Disaster Philanthropy's mission is to transform disaster giving by providing timely and thoughtful strategies to increase donors' impact during domestic and international disasters.. In the face of intensifying natural disasters and worsening humanitarian crises, CDP also works to raise awareness of the urgent need to support the full lifecycle of disasters, from mitigation and preparedness to long-term recovery and resilience, particularly among vulnerable populations. For more information, visit: <http://disasterphilanthropy.org>, call (202) 646 - 2018 or tweet us [@funds4disaster](https://twitter.com/funds4disaster).