U.S. Household Disaster Giving

Hurricane Harvey, Texas, 2017
Source: U.S. Army

CDP Center for Disaster Philanthropy

Candid.

IUPUI
LILLY FAMILY SCHOOL OF PHILANTHROPY

Moderator

Bob Ottenhoff
President and CEO
Center for Disaster Philanthropy

CDP Center for Disaster Philanthropy

How to Participate

- Use **#CDP4Recovery** to tweet along during the webinar

- Submit questions using Q & A box on the bottom of your screen.

- Look for webinar recording and summary at disasterphilanthropy.org

Speakers

Una Osili,
Associate Dean for Research and International Programs,
Indiana University Lilly Family School of Philanthropy

Supriya Kumar,
Manager of Global Projects & Partnerships,
Candid

Tanya Gulliver-Garcia,
Assistant Director of Major Initiatives,
Center for Disaster Philanthropy

Kevin Conroy,
Chief Product Officer,
GlobalGiving

2017 and 2018 Disasters

Hurricane Maria, Puerto Rico, 2017
Source: U.S. Air Force

Hurricane Irma, Florida, 2017
Source: U.S. CBP

Hurricane Florence, South Carolina, 2018
Source: Army National Guard

Camp Fire, California, 2018
Source: Brennan Banks, CDP

2017 Disasters

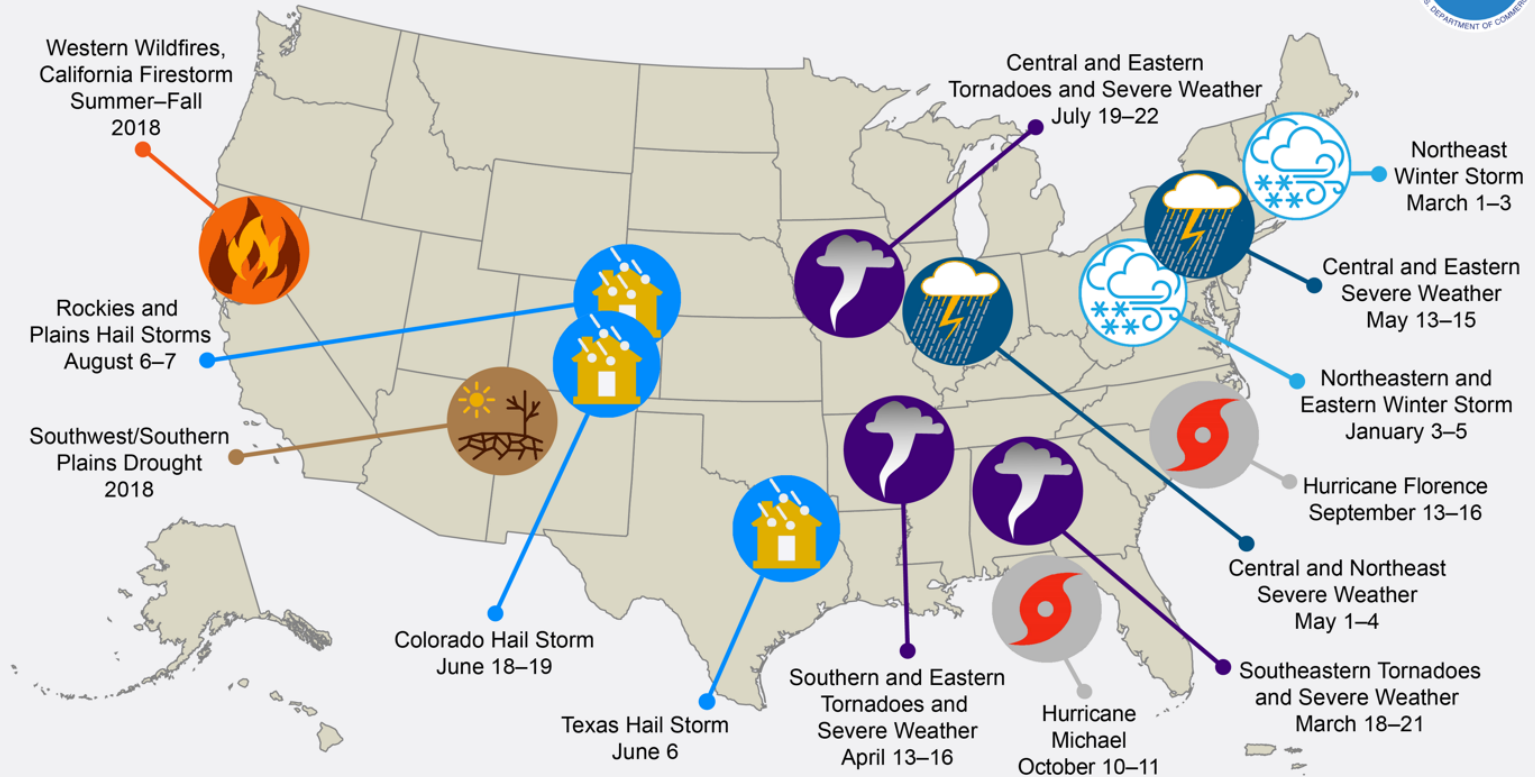## U.S. 2017 Billion-Dollar Weather and Climate Disasters

North Dakota, South Dakota, and Montana Drought
Spring–Fall 2017

Western Wildfires, California Firestorm Summer–Fall 2017

California Flooding
February 8–22

Colorado Hail Storm and Central Severe Weather
May 8–11

Minnesota Hail Storm and Upper Midwest Severe Weather
June 9–11

Midwest Tornado Outbreak
March 6–8

Central/Southeast Tornado Outbreak
February 28–March 1

Missouri and Arkansas Flooding and Central Severe Weather
April 25–May 7

Southeast Freeze
March 14–16

Southern Tornado Outbreak and Western Storms
January 20–22

Midwest Severe Weather
June 27–29

Midwest Severe Weather
June 12–16

South/Southeast Severe Weather
March 26–28

Hurricane Harvey
August 25–31

Hurricane Irma
September 6–12

Hurricane Maria
September 19–21

*This map denotes the approximate location for each of the **16 billion-dollar weather and climate disasters** that impacted the United States **during 2017**.*

2018 Disasters

U.S. 2018 Billion-Dollar Weather and Climate Disasters

Western Wildfires, California Firestorm Summer–Fall 2018

Rockies and Plains Hail Storms August 6–7

Southwest/Southern Plains Drought 2018

Colorado Hail Storm June 18–19

Texas Hail Storm June 6

Southern and Eastern Tornadoes and Severe Weather April 13–16

Hurricane Michael October 10–11

Central and Eastern Tornadoes and Severe Weather July 19–22

Northeast Winter Storm March 1–3

Central and Eastern Severe Weather May 13–15

Northeastern and Eastern Winter Storm January 3–5

Hurricane Florence September 13–16

Central and Northeast Severe Weather May 1–4

Southeastern Tornadoes and Severe Weather March 18–21

This map denotes the approximate location for each of the **14 separate billion-dollar weather and climate disasters** that impacted the United States **during 2018**.

Questions About Household Giving

- How many Americans donate to disaster aid and how much do they give?

- Does giving to disaster aid come at the expense of giving to other causes?

- What are the main drivers of disaster giving?

- To what extent do people donate online through social media and crowdfunding platforms in addition to traditional ways of donating?

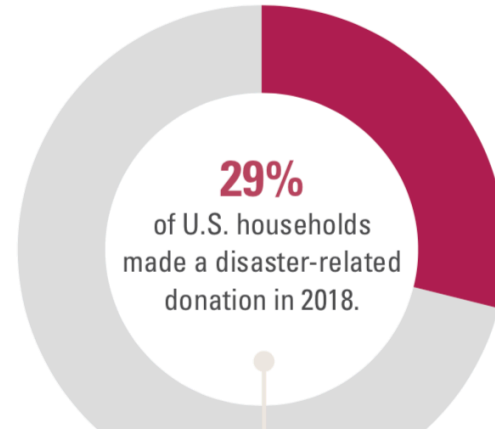# Indiana University Lilly Family School of Philanthropy

Una Osili,
Associate Dean for Research and
International Programs,
Indiana University Lilly Family School of
Philanthropy

Disaster-Related Donations

31% of U.S. households made a disaster-related donation in 2017.
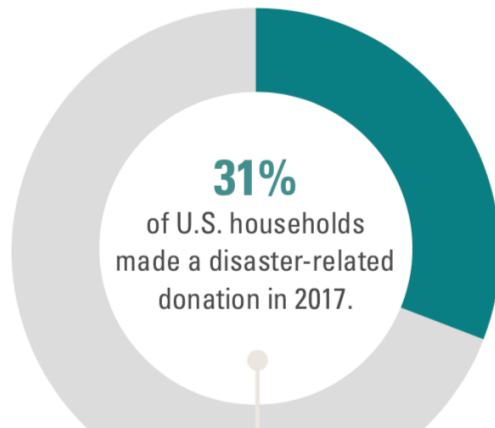
U.S. households donated $80 on average for disaster aid in 2017.

29% of U.S. households made a disaster-related donation in 2018.

U.S. households donated $83 on average for disaster aid in 2018.

% of U.S. households

22% donated in **both** 2017 and 2018.

15% donated in **either** 2017 or 2018.

63% **did not** donate in 2017 or 2018.

Disaster aid donor households gave to an average of 2.6 disasters in 2017 and 2018.
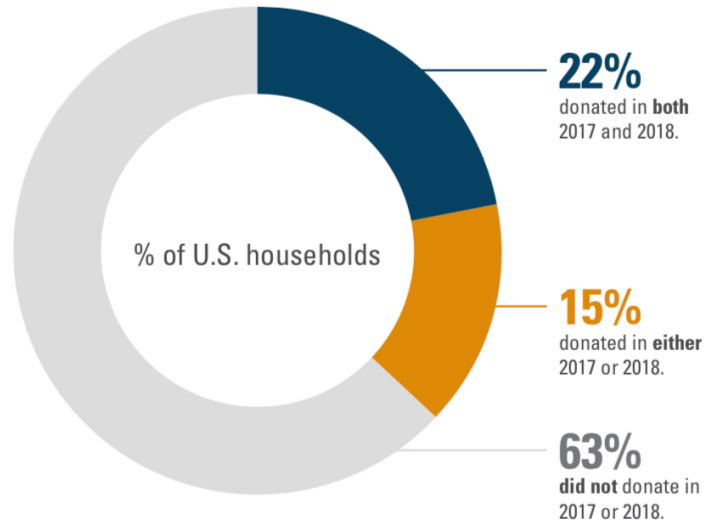
Amount Donated

AMOUNT DONATED TO DISASTER AID EFFORTS

% of disaster aid donor households in

- 2017
- 2018

	$1–$24	$25–$99	$100–$499	$500 & above
2017	6%	22%	53%	19%
2018	7%	20%	53%	20%
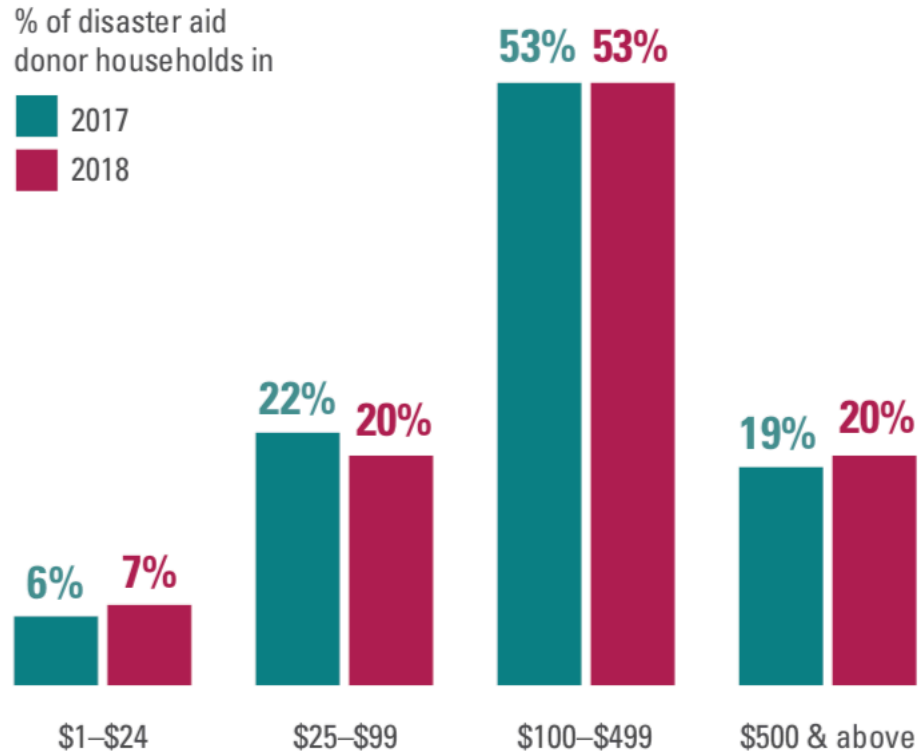
Top Disasters Supported by Households

% of U.S. Households in 2017

Hurricane Harvey	14%
Hurricane Maria	8%
Hurricane Irma	6%
California wildfires	5%
General hurricane relief	4%
Continued support for disasters that occurred prior to 2017	2%

% of U.S. Households in 2018

California wildfires	11%
Hurricane Michael	9%
Hurricane Florence	8%
Continued support for 2017 disasters	5%
Africa & Middle East food crisis	4%
Continued support for disasters that occurred prior to 2017	3%

Where They Donated

U.S. disasters

27%

22%

International disasters

4%

7%

26% donated to U.S. disasters **only**

7% donated to **both** U.S. and international disasters

2% donated to international disasters **only**

Motivations for Giving

% of Disaster Aid Donor Households

Motivation	%
Scale of the disaster and number of people affected	27%
Connection to the location of the disaster	23%
Media coverage of the disaster	20%
Recipient organization's accountability and/or reputation	18%
Friend(s) or family member(s) directly affected by the disaster	17%
Directly asked to donate to disaster aid efforts	14%
Recipient organization's effectiveness and/or efficiency in disaster aid	14%
Friend(s) or family member(s) donated to disaster aid efforts	14%
Felt that government disaster aid efforts were inadequate and/or inefficient	14%
Regularly supported disaster aid efforts/Part of household annual giving budget	13%
Number of disasters that occurred in the same year	9%
Matching gift options or incentives offered by workplace or other corporations	9%
Other	7%

Disaster Household Giving vs. Other Charitable Giving
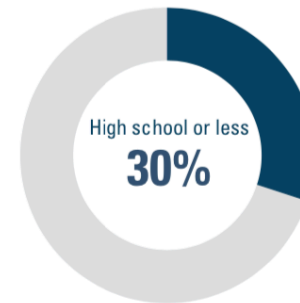

% of households that made a charitable donation in

■ 2017
■ 2018

8% / **4%** — Gave to disaster aid efforts **only**

37% / **35%** — Gave to **both** disaster-related and non-disaster-related activities

55% / **61%** — Gave to non-disaster-related activities **only**
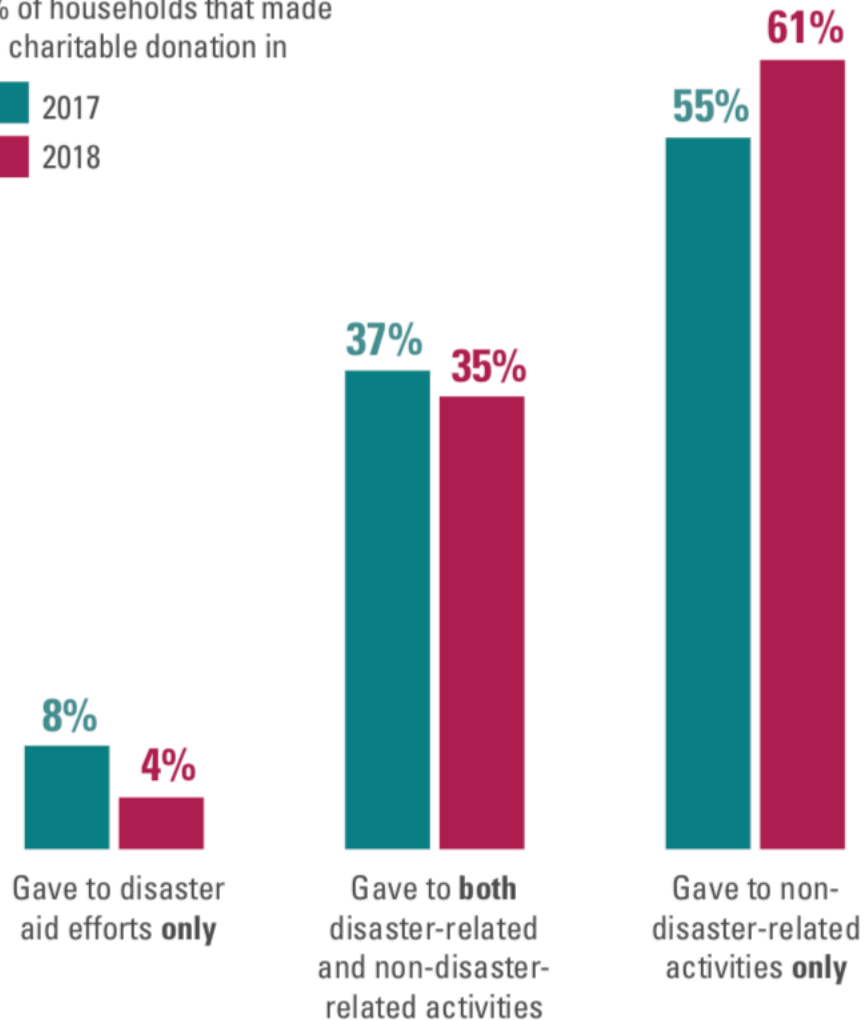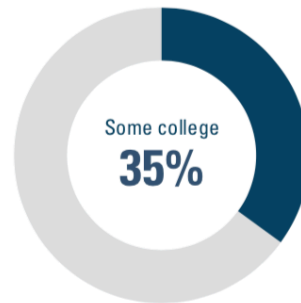
Donor Demographics

Gender

Female 40%

Male 33%
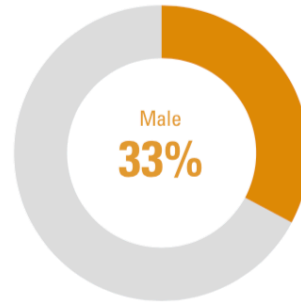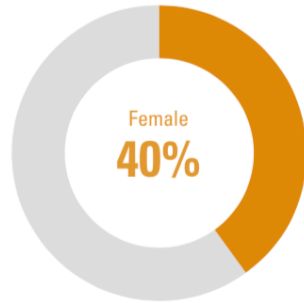
% of individuals in each subgroup that donated to disaster aid efforts in at least one year in 2017 and 2018

- % of individuals among all females or all males who donated to disaster aid
- % of individuals at each education level who donated to disaster aid
- % of individuals at each household income level who donated to disaster aid
- % of individuals in each subgroup who did not donate to disaster aid

Education

College or more 46%

Some college 35%

High school or less 30%

Household Income

Over $100,000 45%

$25,001-$100,000 37%

$25,000 or lower 22%
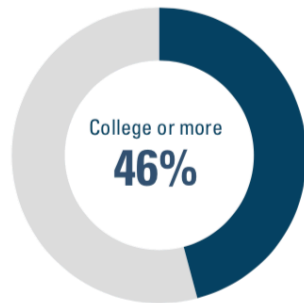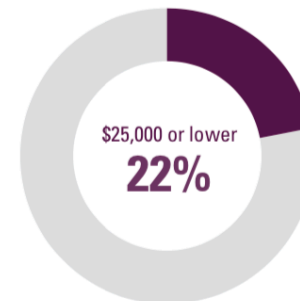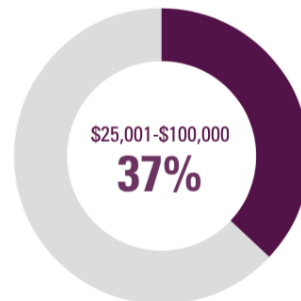
Reasons for Not Giving

% of households that did not donate to disaster aid efforts in 2017 or in 2018

Already financially committed to other charitable causes	**21%**
Not directly asked to give to disaster-related projects or organizations	**19%**
Already financially committed to other household activities	**19%**
Not able to determine the effectiveness or impact of a disaster aid-related gift	**14%**
Did not know which organization to give to	**13%**
Felt that government disaster aid efforts were adequate and/or efficient	**12%**
Did not have available money	**11%**
Timing of the disaster aid-related request was not optimal	**8%**
Negative media portrayals	**7%**
Received too many requests for disaster-related donations	**6%**
Not fully aware of the scale of the disasters and number of people affected	**6%**
Felt that charitable/religious organizations were not effective and/or efficient in disaster aid	**6%**
Disaster giving process was too complicated	**3%**

Candid

Supriya Kumar,
Manager of Global Projects &
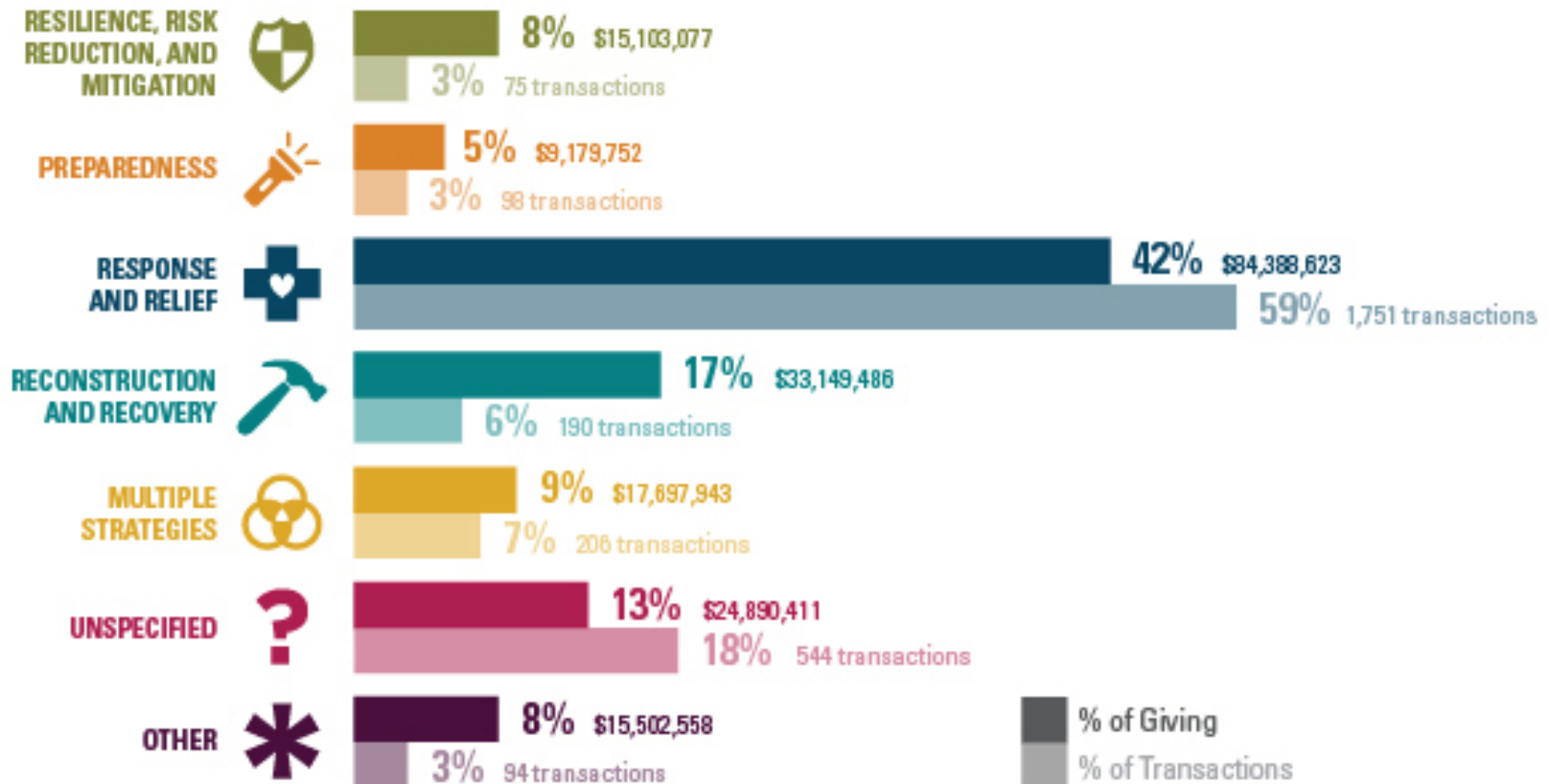Partnerships,
Candid

Other Funding Sources, 2016

PHILANTHROPIC FUNDING	
Institutional Philanthropy (U.S. foundations, public charities, non-U.S. donors)	$199.9 M
Corporate Giving	$148.1 M
Online Giving – Network for Good	$6.8 M
Online Giving – GlobalGiving	$3.8 M
Individual Giving – Fidelity DAFs	$8.2 M
Individual Giving – Vanguard DAFs	$661,900

OTHER FUNDING	
OECD: Development Assistance Committee	$19.6 B
UN OCHA: Additional Bilateral/ Multilateral Aid	$1.8 B
FEMA	$3.7 B
HUD	$352.9 M

Philanthropic Funding by Disaster Assistance Strategy, 2016

RESILIENCE, RISK REDUCTION, AND MITIGATION
8% $15,103,077
3% 75 transactions

PREPAREDNESS
5% $9,179,752
3% 98 transactions

RESPONSE AND RELIEF
42% $84,388,623
59% 1,751 transactions

RECONSTRUCTION AND RECOVERY
17% $33,149,486
6% 190 transactions

MULTIPLE STRATEGIES
9% $17,697,943
7% 206 transactions

UNSPECIFIED
13% $24,890,411
18% 544 transactions

OTHER
8% $15,502,558
3% 94 transactions

% of Giving
% of Transactions

OTHER category includes grants for research, convenings, and other work that could not be classified.

Tracking Philanthropic Giving to 2017 and 2018 Disasters

PHILANTHROPIC FUNDING	
Hurricane Michael (Oct. 2018)	$35.8 M
Hurricane Florence (Sept. 2018)	$59.2 M
Hurricane Irma (Aug. – Sept. 2017)	$53.1 M
Hurricane Harvey (Aug. – Sept. 2017)	$252.7 M

Center for Disaster Philanthropy

Tanya Gulliver-Garcia,
Assistant Director of Major Initiatives,
Center for Disaster Philanthropy

In-Kind Giving

% of In-Kind Disaster Aid Donor Households

Donated goods in addition to cash because wanted to help in a comprehensive way — **37%**

Food drives organized by our workplace or other organizations in the neighborhood after disasters — **31%**

Had excess goods that would be helpful for disaster survivors — **30%**

Believed goods would be of more assistance than a cash donation of equal value — **26%**

Wanted our goods to help survivors as they helped us in the past — **14%**

Concerned about the transparency or accountability of how cash donations are used by charitable/religious organizations — **12%**

Did not want disaster survivors to spend cash donation inappropriately — **10%**

Did not have enough cash to make a donation for disaster relief — **10%**

Other — **4%**

Center for Disaster Philanthropy

Tanya Gulliver-Garcia,
Assistant Director of Major Initiatives,
Center for Disaster Philanthropy

GlobalGiving

Kevin Conroy,
Chief Product Officer,
GlobalGiving

Crowdfunding

GlobalGiving

Kevin Conroy,
Chief Product Officer,
GlobalGiving

U.S. Household Disaster Giving

Questions and Answers

disasterphilanthropy.org/HouseholdDisasterGiving

Tanya.Gulliver-Garcia@disasterphilanthropy.org