COVID-19: Support for Mental Health, Bereavement and Grief

July 14, 2020
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Center for Disaster Philanthropy

Moderator
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- Use **#CDP4Recovery** to tweet along during the webinar.
- Submit questions using Q & A box at the bottom of your screen.
- Look for webinar recording and summary at [disasterphilanthropy.org](https://disasterphilanthropy.org).
Topics for Today

- Information on what professionals are seeing as individuals, families and communities weather the stresses of illness, deaths and the economic impacts of the pandemic.
- The role of cultural sensitivity in addressing the traumas of disaster.
- How funders are responding to the enormity of the losses.
- Opportunities for innovative and collaborative grantmaking.
COVID-19 Updates

- **Worldwide:**
  - More than 13 million cases, 575,000 deaths and 7.6 million recovered.

- **United States:**
  - More than 3.4 million cases, 138,000 deaths and 1.5 million recovered.

- After the U.S., the countries with the highest number of cases are Brazil, Russia, India and the U.K.

Source: New York Times
The Arc of Mental Health Following a Disaster
## Mental Health Funding

### Funding for Domestic Disaster Mental Health, 2012-2019

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Grantmakers</td>
<td>99</td>
</tr>
<tr>
<td>Number of Recipients</td>
<td>163</td>
</tr>
<tr>
<td>Total Number of Grants</td>
<td>233</td>
</tr>
<tr>
<td>Total Dollar Amount</td>
<td>$39,711,080</td>
</tr>
</tbody>
</table>
Speakers

Lisa Furst
Vice President for Policy, Advocacy and Education, Vibrant

Huong Diep
Consulting Psychologist, Headington Institute

Heather Nesle
President, New York Life Foundation
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New York Life Foundation
Our History

• 175th year in business

• Mutuality

• Core values:
  o Financial strength
  o Integrity
  o Humanity
Childhood bereavement
when a child loses a parent, sibling or significant family member by death

- 1 in 14 children will lose a parent or sibling by the age of 18*
- Kids who experience a loss are more likely to be depressed, act out, engage in negative behaviors, die by suicide if not supported!

- Aligned with our business as a life insurer – provide peace of mind through our products, and childhood bereavement is a natural extension of this commitment
- Holistic approach to support: our financial security at the time of death with emotional support

- New York Life agents and employees raise awareness
- Providing local connection and activation to further the mission and our leadership in this space

Great need

Perfect alignment

Network of Engagement
Our approach

- Identified gaps in resources and training through surveys and partnerships
- Over $50M in childhood bereavement invested since 2008:
  - Direct Service
  - Awareness/education
  - Research/evaluation
  - Free bereavement resources
  - Increase access to bereavement support
  - Raising increased awareness and education
- Creative collaborations with nonprofit organizations
- Encourage increased communication among grantees
- Foster workforce engagement
- Increase capacity within the sector
Long history of being there in the wake of a disaster...

1853: yellow fever epidemic
Late 1980s/1990s: HIV/AIDS crisis
2005: Hurricane Katrina

1964: Anchorage Alaska earthquake
2001: 9/11 terrorist attacks
2012: Hurricane Sandy

2017*: Hurricane Harvey, Hurricane Irma, Hurricane Maria, Las Vegas shooting, California Wildfires, Parkland shooting

* Building Resilience in the Face of Disaster
‘Grief in Schools’

Our Response

Grief-Sensitive Schools Initiative
It’s a program that utilizes the power of New York Life’s nationwide workforce to better equip educators and other school personnel to care for their grieving students.

In K-12; public & private schools.

With a purpose to raise awareness about the prevalence of childhood bereavement and the resources available for schools to support grieving students and school communities.
Strategic Partnership

Provide “Rapid Response” and “Community Care” gift credits to communities experiencing loss and acute bereavement situations

Over 300,000 books and resources provided to communities facing disaster

- Tree of Life Synagogue shooting
  Pittsburgh, PA
- Walmart mass shooting
  El Paso, TX
- Mass shooting
  Dayton, Ohio
- School shooting
  Santa Clarita, CA
- COVID-19
  Nationwide
Let’s get better at grief.

www.speakinggrief.org
The Golden Sweater
A STORY BY THE NEW YORK LIFE FOUNDATION

1 Download = $1 donated to our bereavement partners
Up to $175,000
Together, New York Life and Cigna, through their foundations, created The Brave of Heart Fund, dedicated to providing healthcare workers and their families with financial assistance and peace of mind.

www.braveofheartfund.com
Initial contributions of $25 million each from the New York Life Foundation and the Cigna Foundation.

Dollar-for-dollar match for the first $25 million in individual donations from the New York Life Foundation.

Technology and other in-kind support to assist.

Free emotional wellness services from Cigna Foundation to aid families.
Immediate disaster relief donations:

- $225,000 - CDC Foundation
- $236,500 - First Book
- $250,000 - New York Life Emergency Assistance Fund
- $500,000 – Emergency grants to Foundation grantee partners
- $500,000 – NYS First Responders Fund
- $1,250,000 – PPE
Resources

www.newyorklife.com

Caregiving amidst COVID-19: How do we support our children during a pandemic?

Julie B. Kaufman, Ph.D., ABPP, Associate Professor of Psychology

Tips and Resources for Working at Home with Children during COVID-19

Twelve tips for coping with the coronavirus pandemic.

Ask the Expert Series


Ask the expert: How can I still volunteer during the coronavirus pandemic?
Thank You.

www.newyorklifefoundation.org
Submit questions using the Q & A box at the bottom of your screen.

Use #CDP4Recovery to tweet insights.

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Vice President for Policy, Advocacy and Education, Vibrant

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Consulting Psychologist, Headington Institute

Heather Nesle  
President, New York Life Foundation
Key Takeaways

- Be flexible. Adjust your deadlines, applications, reporting procedures and expectations to take into account that mental and behavioral health symptoms may take a long time to appear and even longer to address.

- Be on the lookout for populations that may have high need but little attention or response infrastructure.

- Work with organizations that have the trust of and can reach out to underserved communities.

- Don’t reinvent the wheel. Re-purpose or adapt existing resources for use in the pandemic.

- Be a good and patient listener – to the stresses and strains on your grantees, your fellow funders, and your community.
Philanthropic Response

- CDP and Candid are tracking philanthropic donations to this pandemic.
- As of July 13, the total donations received stood at more than $12.4 billion.
- CDP has a COVID-19 Response Fund that has awarded nearly $10 million to date.
- For more information, visit www.disasterphilanthropy.org.

Source: USDA by Tom Witham
CDP, in partnership with New York Life Foundation, just launched a new Disaster Philanthropy Playbook strategy, along with a tool kit, tip sheet and compilation of resources.

The content is designed to support philanthropic knowledge and encourage giving in the areas of mental health, grief and bereavement in the context of disasters.

Learn more at disasterplaybook.org
The recordings and materials from all seven webinars are available on our website: disasterphilanthropy.org.
Questions?

For additional information, contact:
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