

WISE GIVING™

GUIDE

BBB WISE GIVING ALLIANCE : SPRING/SUMMER 2020

A TIME OF NEED





A Publication of the
BBB Wise Giving Alliance

The *Wise Giving Guide* is published three times a year to help donors make more informed giving decisions. This guide includes a compilation of the latest evaluation conclusions completed by the BBB Wise Giving Alliance.

If you would like to see a particular topic discussed in this guide, please email suggestions to

guide@give.org

or write to us at the address below.

SPRING / SUMMER ISSUE 2020

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president's MESSAGE

“**W**e have never faced anything like this” is the general reaction when discussing the impact of the coronavirus outbreak on society.

Although the 1918 flu pandemic is often referenced as a comparative, few centenarians alive today were old enough to have experienced those earlier dark times.

All of us have been somehow affected by COVID-19, whether it is a family member or friend who has become ill, unemployment due to business interruptions, or sequestering at home to avoid exposure. And, the impact on our health care system is evident every time we listen to the latest news and statistics about the virus.

The cover story of this *Guide* is aptly named *A Time of Need*. Coronavirus has produced challenges in most communities but particularly among the elderly and those living in metropolitan areas. The charitable sector is needed now more than ever at this crucial time.

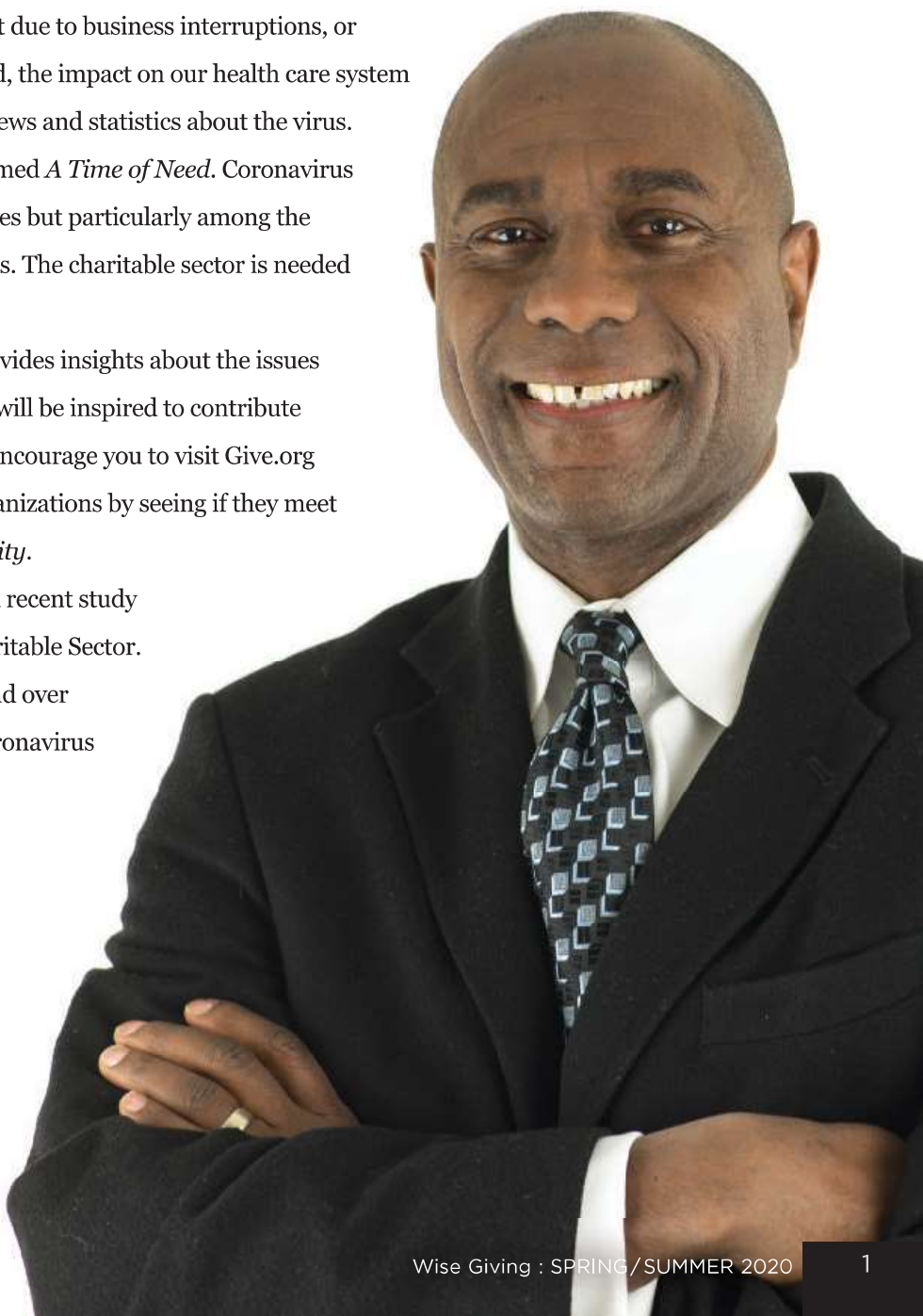
We hope you find our feature article provides insights about the issues that charities face in this crisis and that you will be inspired to contribute to the causes you care about. Of course, we encourage you to visit [Give.org](https://www.give.org) to help you verify the trustworthiness of organizations by seeing if they meet the *BBB Standards for Charity Accountability*.

This issue also highlights the results of a recent study we completed about COVID-19 and the Charitable Sector. We surveyed over 1,000 adult individuals and over 100 BBB Accredited Charities about how coronavirus has impacted their contributions.

We hope you and your family are safe and healthy.



H. Art Taylor, *President & CEO*



A TIME OF NEED

By Edward Loftin

These are anxious times. As the world tries to cope with the dangerous

coronavirus, with well over 1.5 million cases globally, all of us are worried about the health, safety and livelihood of our families and friends, the ability of our healthcare system to hold up under increasing strain, unstable economic conditions, and a host of other concerns.

As “shelter in place” orders become increasingly common, the United States has now overtaken China with the uncomfortable distinction of having more COVID-19 cases than any other nation. BBB Wise Giving Alliance shares your concerns as we continue to work with charities of all shapes, sizes and missions, many of which are on the frontlines of fighting the pandemic through research and provision of supplies and support. In this edition of the *Wise Giving Guide*, we highlight some of the critical work being done by charities at this crucial juncture. We also touch on some things you can do to help under these unique circumstances. We call on you to continue to support trusted charities that are offering aid and service to so many of us, around the globe and in our backyard.

Charity responses to COVID-19

For most of us, the coronavirus outbreak is unparalleled. Beyond the virus itself, there are layoffs, school and business closures, and orders to stay home. The prospect of completing simple tasks such as grocery trips feels daunting and telework is the new norm for those of us lucky enough to have that option. Those in the retail, service, and many other industries aren't so fortunate as millions of Americans file for unemployment.

Nurses and doctors are putting themselves at risk every day to care for the sick. First responders, delivery service and transportation professionals, and other essential workers are providing needed services to keep our world moving. The nonprofit community is no different. BBB WGA evaluates charities fighting COVID-19 both internationally and domestically. Large international medical organizations

COVID-19 and the Charitable Sector

The COVID-19 (coronavirus) outbreak affects all sectors of society, including charities:

80%

- Close to 80% of BBB's Give.org Accredited Charities anticipate 2020 revenue will be lower than expected.

89%

- Most charities are concerned about maintaining a financially stable organization in 2020.*

3

- The top 3 reasons cited are:
 - Donors will be less able to give
 - The organization will be less able to host fundraising events
 - Donors will redirect support to individuals in need

(())

- Thinking about the potential effects of the virus, our charities are very concerned about:
 - The impact on the charitable sector as a whole
 - Fulfilling their programmatic activities as planned
 - Reaching the people and animals they serve

Based on a survey of 118 BBB Accredited Charities (i.e., charities that met all BBB Charity Standards), as reported in the *Give.org Special Report: COVID-19 and the Charitable Sector*. See the full study at [Give.org/donortrust](https://www.give.org/donortrust).

and small food pantries alike are rising to the challenge and doing their best to adapt to new ways of working safely and expeditiously. Here's a look at some of the work being done on the ground.

Americares reports that it has delivered 15 shipments of protective gear and other supplies to clinics which serve low-income and uninsured patients in Washington, California, New York, Texas, and Connecticut, where it is also employing telehealth services for its patients as well as referring suspected COVID-19 patients for testing. The charity reports that many of the organizations receiving its aid serve vulnerable homeless populations. Americares also trains healthcare professionals in infection prevention and control, disaster preparedness, and mental health, while sharing educational resources around the world. If needed, Americares is prepared to mobilize medical personnel to provide "surge support" for overburdened health facilities.

The American Red Cross supports community-based health and hygiene promotion, helps people get access to basic services, and deploys data and communications experts, globally, all while facing significant hurdles to its core work. Gail McGovern, President and CEO of American Red Cross, explains: "As blood drives are canceling at an alarming rate due to the coronavirus, the American Red Cross is grateful to partners and the community as we work together to urge healthy individuals to give blood or platelets to help patients in need." The Red Cross reports that it supplies about 40% of the U.S. blood supply.

DirectRelief, in conjunction with businesses, the public health community, and other nonprofits, is working around the world to provide protective equipment and medical supplies to healthcare workers. The organization is providing protective masks, exam gloves, and isolation gowns to health care organizations in areas with confirmed COVID-19 cases in the U.S. Direct Relief has also delivered close to 800,000 N95 surgical masks, as well as face shields, coveralls, and more than 400,000 gloves via FedEx to China. International Medical Corps (IMC) is offering its more than 7,000 staffers with tools to help with screening, infection prevention and control, and healthcare worker protection activities. The organization is also supporting supply and equipment procurement and provision efforts and ramping up screening and triage capabilities. IMC recently set up medical shelters at Martin Luther King, Jr. Community Hospital in South Los Angeles. It also launched its COVID-19 Learning Series on March 30, addressing issues ranging from the pandemic's impact on the U.S. healthcare system to isolation and quarantine.

Beyond medical needs

Charities are providing support in many other areas of need during the pandemic. Organizations such as Meals on Wheels America and its network are having to, "pivot their operations to meet the critical demands of this unprecedented crisis."

The charity created the Meals on Wheels COVID-19 Response Fund to help solicit, receive and distribute funds on behalf of its nationwide network, "so that local programs can focus on the work of supporting seniors in their communities."

CHARITY REPRESENTATIVES WANT DONORS TO KNOW:



We are committed to meeting our mission and have already developed new ways to do it; but without ongoing support, it will be difficult to pull it off."

The COVID-19 Response Fund will support replenishment and expansion of supplies of shelf-stable and frozen foods; help offset increased personnel and transportation costs due to closure of meal distribution sites and decreases in volunteer support; and subsidize telephone and technology programs that enable check-ins into the welfare of isolated seniors.

No Kid Hungry, a project of Share Our Strength, reports that American children in need have already missed more than 130 million school meals, a figure that is sure to get much larger as new school closings crop up or are extended. No Kid Hungry is offering emergency grants to school districts and nonprofits helping feed school children across the country during the pandemic. Grant funds have been used to purchase a mobile food truck to deliver warm, free meals for kids in the Natomas Unified School District in California, while also providing emergency funds to support Manna Food Center in Montgomery County, Maryland.

Feeding America, with a network of over 200 food banks nationwide, has initiated a COVID-19 Response Fund to help secure resources for vulnerable populations. CEO Claire Babineaux-Fontenot explains that the fund will enable food banks to, “respond efficiently and effectively in their communities so that food is not added to the list of worries for families during this pandemic.” A South Carolina member of the Feeding America network, Harvest Hope Food Bank, is now offering drive-through services to limit person-to-person contact. Some food banks are shifting their Backpack programs, which typically provide weekend meals to needy children, to offering meals during school closures.

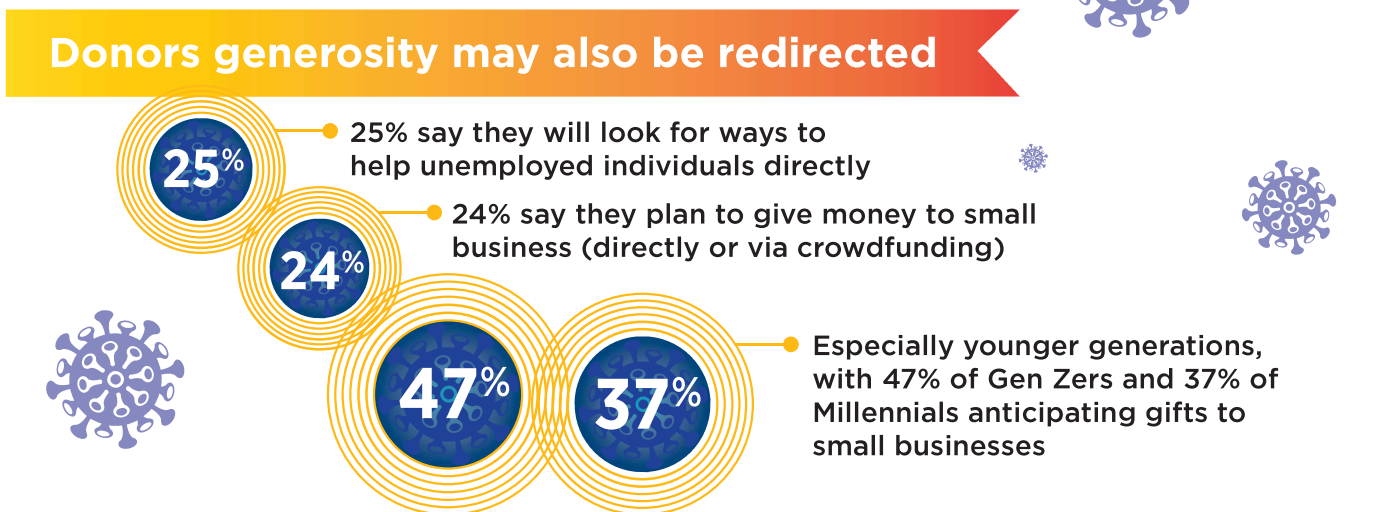
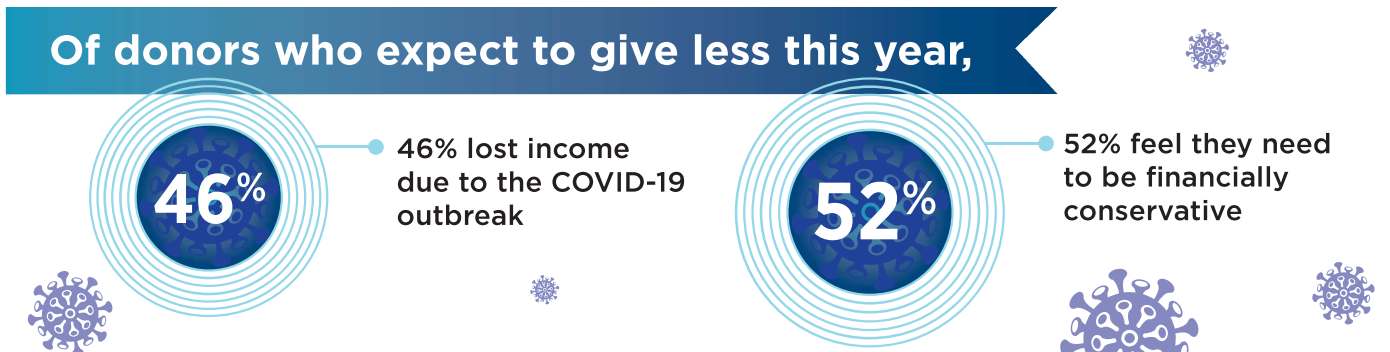
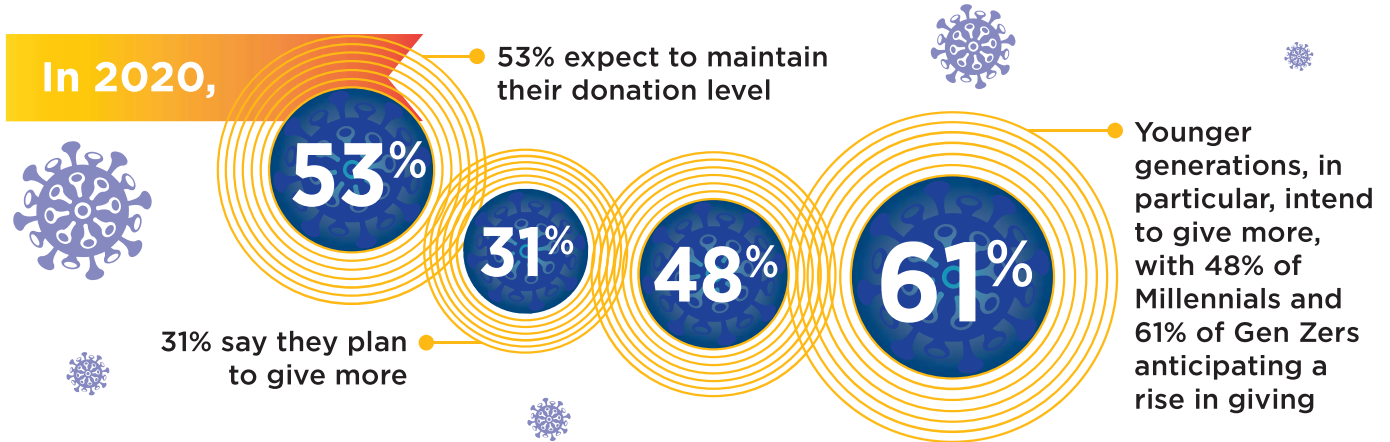
BBB WGA spoke with Treasure Coast Food Bank (TCFB), part of the Feeding America network serving Indian River, Martin, St. Lucie, and Okeechobee Counties in Florida. Judy Cruz, President and CEO of TCFB, explained that, “Whether it’s children home from school who can’t access free and reduced meals or families struggling to put food on the table due to loss of income right now, we are providing meals and food packs to those in need to help them get through this unprecedented situation.” Krista Garofalo, Chief Strategy and Advocacy Officer for TCFB, indicated that before the pandemic the organization largely relied on in-kind donations, but declining food inventories have forced the charity to purchase more goods. An added complexity is that with many people suddenly out of work, demand for TCFB’s services are increasing as volunteerism declines. To help stem the tide, Garofalo explained that furloughed county workers considered “nonessential” have been able to continue to receive a paycheck if they help at the food bank.

Cruz elaborated that her organization is, “practicing social distancing with volunteers and staff, pre-packing boxes for drive-thru mobile distributions to minimize contact, and delivering food packs to people’s homes if they are in need and can’t leave their houses for health reasons.” Cruz describes these new procedures as “the new normal” for TCFB. Over a ten-day period in late March, the charity distributed 450,000 pounds of food, including 21,000 prepared meals for out-of-school children and emergency responders.



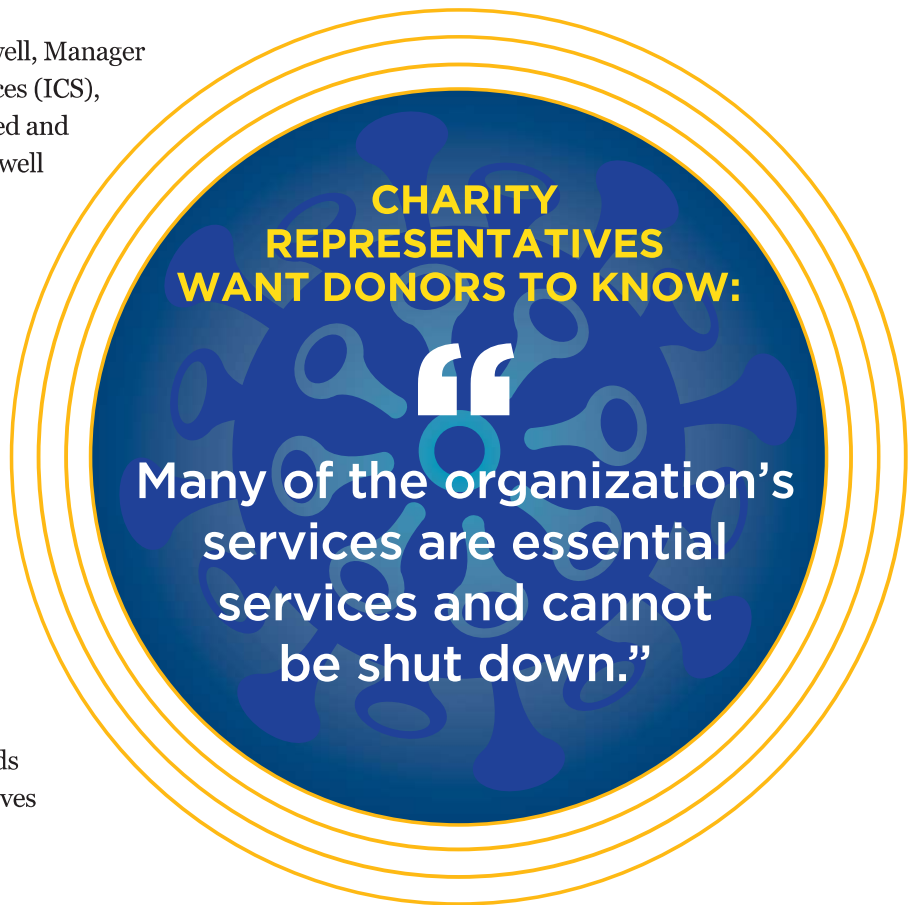
COVID-19 and the Charitable Sector

The COVID-19 (coronavirus) outbreak is placing tremendous pressure on charities, but the empathy and generosity of donors could rise to the challenge!



Based on a survey of more than 1,000 adults across the United States, as reported in the *Give.org Special Report: COVID-19 and the Charitable Sector*. See the full study at [Give.org/donortrust](https://www.give.org/donortrust).

BBB WGA also spoke with Amanda Howell, Manager of Communications with Infant Crisis Services (ICS), an Oklahoma charity whose mission is to feed and diaper babies and toddlers during crisis. Howell says ICS has put over 3,000 volunteers on hold during the pandemic and is relying solely on its staff of only 27. The ICS boutique and playroom have been closed to limit the number of people in their building and the organization has shifted to serving clients at their drive-thru. Instead of directly handing items person-to-person, staff members take orders while clients remain in their cars. Orders are placed on a table and clients can then load items in their cars by themselves to avoid person-to-person contact. The organization's BabyMobiles, or mobile food and diaper pantries, have been grounded to avoid the travel and crowds that typically form in the 17 counties ICS serves when making their rounds.



How you can help

- Verify trustworthiness at Give.org and look for organizations that meet the 20 *BBB Standards for Charity Accountability*.
- Look for experienced relief organizations. New organizations may have the best of intentions but lack the ability to deliver.
- Examine charity appeals closely to ensure that they clearly describe how funds will be used.
- If you are a volunteer sidelined during the pandemic, reach out to charities to find out other ways to help.

Special Report

In early April, our research team released *Give.org Special Report: COVID-19 and the Charitable Sector*. BBB WGA commissioned a survey firm to contact over 1,000 U.S. adults and separately contacted BBB Accredited Charities to examine anticipated consequences of the pandemic on the charitable sector. 80% of the 118 participating charities anticipate revenue to be lower than expected while 89% are concerned about their organization's financial stability. On a hopeful note, 30% of the individuals surveyed indicated intentions to give more this year. Art Taylor, President and CEO of BBB WGA, states that the outbreak is "a reminder of our collective interdependence, and we are encouraged to see that as the COVID-19 outbreak gains momentum, almost one-third of donors say they want to give more." See the infographics in this article and read the full report by visiting www.give.org/donortrust. ■

A DIP IN 2018 GIVING

According to *Giving USA 2019*, individual giving declined by 1.1% to \$292 billion between 2017 and 2018. While drops in charitable giving in any given year stem from multiple factors, many have pointed to the *Tax Cuts and Jobs Act of 2017* as a major contributor to the lost revenue as the legislation doubled the standard deduction, meaning individuals and families had less incentive to itemize in 2018. Many lower and middle income people simply can't afford to give enough to charity to make itemization a reasonable option. While people may continue to give, they may give less with the threshold for itemization so much higher. Strategic givers can use tools such as donor-advised funds to lump two-years' worth of charitable donations into one year, taking the standard deduction in one year and itemizing the next. While such strategies can benefit donors, charities rely heavily on yearly giving and may have a hard time budgeting under such uncertainty.

With such rapid change due to the onset of the coronavirus, it's hard to gauge the effects on charitable giving just yet. The passage of the *Coronavirus Aid, Relief, and Economic Security (CARES) Act* will allow nonitemizers to deduct up to \$300 in 2020. The legislation also lifts caps on annual giving for itemizers and raises limits on corporate charitable giving. With so many needs and so much chaos, it's hard to speculate too much about the effects the stimulus will have on the charitable community. It's probably not a stretch, however, to imagine that organizations providing aid to fight the virus are likely to be a top priority for donors for some time.

H. R. 748

One Hundred Sixteenth Congress of the United States of America

AT THE SECOND SESSION

Began and held at the City of Washington on Friday,
the third day of January, two thousand and twenty

An Act

To amend the Internal Revenue Code of 1986 to repeal the excise tax on high cost employer-sponsored health coverage.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE.

This Act may be cited as the "Coronavirus Aid, Relief, and Economic Security Act" or the "CARES Act".

SEC. 2. TABLE OF CONTENTS.

The table of contents for this Act is as follows:

Sec. 1. Short title.
Sec. 2. Table of contents.
Sec. 3. References.

DIVISION A—KEEPING WORKERS PAID AND EMPLOYED, HEALTH CARE SYSTEM ENHANCEMENTS, AND ECONOMIC STABILIZATION

TITLE I—KEEPING AMERICAN WORKERS PAID AND EMPLOYED ACT

Sec. 1101. Definitions.
Sec. 1102. Paycheck protection program.
Sec. 1103. Entrepreneurial development.
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Sec. 1105. Waiver of matching funds requirement under the women's business center program.
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Sec. 1107. Direct appropriations.
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Sec. 1110. Emergency EIDL grants.
Sec. 1111. Resources and services in languages other than English.
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Sec. 1113. Bankruptcy.
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Subtitle A—Unemployment Insurance Provisions

Sec. 2101. Short title.
Sec. 2102. Pandemic Unemployment Assistance.
Sec. 2103. Emergency unemployment relief for governmental entities and nonprofit organizations.
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Sec. 2105. Temporary full Federal funding of the first week of compensable regular unemployment for States with no waiting week.
Sec. 2106. Emergency State staffing flexibility.
Sec. 2107. Pandemic emergency unemployment compensation.
Sec. 2108. Temporary financing of short-time compensation payments in States with programs in law.
Sec. 2109. Temporary financing of short-time compensation agreements.