

# Coronavirus Disaster Relief Research

Note: Yellow highlights indicate cross-sector partnerships that include leading corporations.

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# CECP ISSUE BRIEF



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## Special Note from CECP

CECP is committed to ensuring the safety and well-being of our colleagues and constituents. Due to the worldwide COVID-19 pandemic ([CDC](#) and [WHO](#)), at this time CECP will only be running virtual [events](#) and all in-person meetings have been rescheduled.

The Association of Corporate Citizenship Professionals (ACCP), Chief Executives for Corporate Purpose (CECP), Council on Foundations (COF), and Points of Light (POL) have joined forces to convene our members and advocate for the field. Our goal for the collaboration is to support the sector by sharing the best information from our four organizations while using your time most efficiently. Our crisis response is demonstrating that we are working together to support the sector so you can support each other. These peer-discussions are organized by industry and issues-based conversations. See the schedule and registration here: <https://cecp.co/home/cecp-events/>

We encourage you to [read CECP's blog on the COVID-19 situation](#) (published March 11, 2020) and [CECP's blog with company examples](#) (published March 20, 2020). **Summary:** The world's leading companies know this is *a time to focus on corporate purpose and values* and to think about the way they lead today with an eye towards the long term and getting us through this period of time. As leaders in corporate purpose and corporate social investment, here are some things to think about in your company's response: Assess, Support, Look, Inform, Engage, and Act. *Please share your story* so that we may crowdsource solutions to share with our companies. Please also let CECP know how we can support you by emailing [info@cecp.co](mailto:info@cecp.co).

Additional CECP resources can be found on <https://cecp.co/roundup-for-companies/>. For access to additional events and resources, please log into MyCECP on [www.cecp.co](http://www.cecp.co).

## Background

### What is Coronavirus Disease 2019 (COVID-19)?

Coronavirus disease 2019 (COVID-19) is a respiratory illness that can spread from person to person. The virus that causes the Coronavirus is a novel coronavirus that was first identified during an

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investigation into an outbreak in Wuhan, China (Source: <https://www.cdc.gov/coronavirus/2019-ncov/downloads/2019-ncov-factsheet.pdf>). COVID-19 began on December 31, 2019 (Source: CNN; <https://www.cnn.com/2020/02/06/health/wuhan-coronavirus-timeline-fast-facts/index.html>).

## Who Is Tracking The Virus?

**The Centers for Disease Control and Prevention (CDC)** and **World Health Organization (WHO)** are the main sources in the U.S. tracking the virus. A real map tracker conducted by John Hopkins University's Center for Systems Science and Engineering follows coronavirus cases across the world. The data sources are collected from WHO, CDC, European Centre for Disease Prevention and Control (ECDC), National Health Commission (NHC) and DXY (a social platform) in China.

World Health Organization Daily Reports: <https://www.who.int/emergencies/diseases/novel-coronavirus-2019/situation-reports>

## Maps

- <https://gisanddata.maps.arcgis.com/apps/opsdashboard/index.html#/bda7594740fd40299423467b48e9ecf6>
- <https://experience.arcgis.com/experience/685d0ace521648f8a5beeeee1b9125cd>
- <https://www.cdc.gov/coronavirus/2019-ncov/locations-confirmed-cases.html>
- <https://www.bing.com/covid>

## Advice for Companies

Analysts predict that this year, the most important metric of corporate stewardship will be how a company responded to COVID-19.

## CDC Guidance for Businesses and Employers

- CDC's interim guidance for employers, which details proactive steps you can take now, especially regarding sick employees, as well as how you can tailor your approach as the situation unfolds. Conduct pandemic plans and communicate with the employees, in terms of travel notice and risk assessment heard from CDC. Share and reinforce the common sense - washing hands, covering coughs: <https://www.cdc.gov/coronavirus/2019-ncov/community/guidance-business-response.html>
- OSHA's existing guidance on continuity planning for a pandemic is also relevant to COVID-19: [https://www.osha.gov/Publications/influenza\\_pandemic.html#maintain\\_operations](https://www.osha.gov/Publications/influenza_pandemic.html#maintain_operations)

## The Chamber of Commerce Toolkits

- Guidance for Employers: [https://www.uschamber.com/sites/default/files/guidance\\_for\\_employers\\_to\\_plan\\_and\\_respond\\_to\\_coronavirus.pdf](https://www.uschamber.com/sites/default/files/guidance_for_employers_to_plan_and_respond_to_coronavirus.pdf)
- Workplace Tips: [https://www.uschamber.com/sites/default/files/coronavirus\\_workplace\\_tips\\_for\\_employees.pdf](https://www.uschamber.com/sites/default/files/coronavirus_workplace_tips_for_employees.pdf)
- Corporate Aid Tracker: <https://www.uschamberfoundation.org/aid-event/coronavirus-covid-19>

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- The Chamber in partnership with UPS created the “Resilience in a Box” toolkit: <https://www.uschamberfoundation.org/resilience-box>

## Philanthropic Considerations

- Coronavirus and Racial & Social Equity: <http://www.thejusticecollective.org/main-blog/2020/3/11/coronavirus-and-racial-social-equity-centering-justice-during-times-of-uncertainty-and-four-things-you-can-do-right-now>
- Six Steps for Grant Makers To Take Now: <https://www.philanthropy.com/article/Coronavirus-6-Steps-for-Grant/248202>
- **#payitforward**, an initiative to ask large companies with flexible balance sheets to *immediately pay their small business vendors*, rather than waiting 30–45 days to pay their accounts payable. This will help them stay afloat for the next 30 days and pay their employees as best they can.
- **Ford Foundation** has laid out a plan of maximum flexibility *in how grantees can use their funds* in this time of extraordinary challenge. They state that “In the US and beyond, as appropriate, we should seize the opportunities presented by this crisis to advocate for the kinds of policy changes that will help the populations who will be hardest hit by the coronavirus emergency. Together, we can use our platforms to advocate for these kinds of a
  1. For grantee partners receiving project support, current project grants may be converted to general support
  2. Payment schedule of the grant may be adjusted
  3. Guarantee that grant funds will not be rescinded if a program, conference, or other grant activity is canceled or postponed due to COVID-19.
- **Big-name philanthropists shared their advice** with [the NYT’s Paul Sullivan](#). Among the tips from donors like Mike Bloomberg and Connie Ballmer: *Give to community foundations that have the expertise and resources to vet charities*; act as bridges for government funding; and be flexible with your rules — this is a crisis, after all.
- A joint statement of nearly **150 foundations and philanthropy serving organizations** on [Open Letter to Philanthropy: The Cure to Viral Racism Is Within Our Hands](#):
  1. Include language in statements that denounce hate
  2. Include efforts that address viral racism as part of rapid response fund guidelines.
  3. Insert equity into outreach efforts and funding decisions
  4. Reach out to AAPI (Asian Americans/Pacific Islanders) staff members and colleagues
  5. Speak out when you see racism and prejudice against any individual or community.
  6. Think of this moment as a “reset” button to imagine a more holistic approach to philanthropy that gains new traction toward racial and gender equity.
- A [pledge of action](#) by 600 funders for **more flexible funding to help grantee partners meet emergency needs** prompted by the COVID-19 crisis:
  1. Loosen or eliminate the restrictions on current grants.
  2. Make new grants as unrestricted as possible
  3. Reduce what we ask of our nonprofit partners, postponing reporting requirements, site visits, and other demands on their time during this challenging period.
  4. Contribute to community-based emergency response funds and other efforts
  5. Communicate proactively and regularly about our decision-making and response
  6. Commit to listening to our partners and especially to those communities least heard,

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7. Support, as appropriate, grantee partners advocating for important public policy changes to fight the pandemic and deliver an equitable and just emergency response for all.
8. Learn from these emergency practices

## Others

- **The Chamber in partnership with UPS** created the [“Resilience in a Box”](#) toolkit that is based on *best practices* and designed to educate business leaders on disaster preparedness and business resilience
- **Some advice:** Update your pandemic plans. Talk to employees. Hysteria is also contagious. Communicate what your plans could mean for employees including health and risk education, social distancing through work from home where possible, and stockpiling of supplies. Let them know you are prepared and are protecting them.  
<https://www.forbes.com/sites/chloedemrovsky/2020/01/28/what-businesses-can-do-about-the-coronavirus/#41cb73331018>
- **The Coronavirus Crisis Doesn’t Have to Lead to Layoffs:** A few measures to consider before announcing deep layoffs: Communicate Openly; Share the Pain; Consider Crowdsourcing Ideas with Employees; Review All the Options (Even the Less Conventional Ones); Have “Ice in the Belly” (keep your cool in a critical situation).  
<https://hbr.org/2020/03/the-coronavirus-crisis-doesnt-have-to-lead-to-layoffs>
- **PYXERA Global** has created the [COVID-19 Corporate Challenge](#) to virtually engage employees to create bold solutions to address the limitations in the public health system surfaced by COVID-19. Teams of employees will “compete” to provide the most innovative solutions to challenges facing health organizations on the front lines.
- **Edelman’s** recent [10-country study](#) confirms the role business must play as a source of reliable and timely information:
  1. The most credible source is employer communications
  2. The most relied-on source of information is mainstream news organizations
  3. The most trusted spokespeople are scientists and MDs, along with WHO and CDC officials
  4. Need for frequency: Employers are expected to update information regularly
  5. The employer is viewed to be better prepared than their country
  6. There is twice as much trust in a combined business/government effort than in government combatting the virus alone
  7. There are high expectations for business to act to protect employees and the local community
  8. Employers must share information as employees want to be informed beyond the effect on the company
- **JUST Capital** has identified [5 Principles to Help Guide Corporate America During the Coronavirus Crisis](#), constructed from five years of public opinion research on what constitutes just business behavior, to support corporate decision-making during these challenging times:
  1. Support Workers’ Health and Financial Security
  2. Adopt Practices to Minimize Job Loss
  3. Put Workers First, and Work with Government to Do So

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4. Support Communities, Local Suppliers, and Customer
5. Have the C-Suite Lead by Example
- [The Coronavirus Crisis Comms Triage Kit](#) crowdsources best practices, resources, and examples of effective crisis comms from foundations and nonprofits.
- [Benevity Labs COVID-19 Special Report](#) highlights the five ways companies are activating their people and communities during a global crisis.
- [How CEOs Can Support Employee Mental Health in a Crisis](#)
- Financial Times: [How Companies can Protect their Reputation during a Pandemic](#)
- **Consumer Brands Association:** [Five Supply Chain Takeaways from COVID-19](#)
  1. The economic impacts of COVID-19 are and will continue to be unprecedented, despite robust intervention from the government.
  2. Supply chain resiliency will matter as much as efficiency going forward.
  3. Governments can play a role in offering companies better visibility and predictability.
  4. Government investment is needed to map the supply chain.
  5. We can't stop thinking about supply chains after we move beyond COVID-19.
- **3BL Media:** [7 Steps to Plan for Re-Entering the Workplace](#)
  1. **The Restricted Phase** is the most stringent as we re-learn the safe use of offices with physical distancing and new standards for cleanliness. Among other guidelines, conferencing rooms will not be available, no guests will be allowed, and masks will be required. The good news: this is expected to be the shortest phase.
  2. **The Controlled Phase** brings back some office amenities and we potentially re-work seating plans to bring teams together, flexibly and safely. In time, clients may be allowed to visit the offices again. The duration of this phase is uncertain, and we are planning for it to extend at least through the end of 2020.
  3. **The Unrestricted Phase** means that things are mostly getting back to normal. To enter this phase, it seems that guidance from the global healthcare community would be a prerequisite.
    - Step 1: Establish your team
    - Step 2: Check governmental guidance
    - Step 3: Supervisor training
    - Step 4: Set up your health station
    - Step 5: Plan your space
    - Step 6: Clean your space
    - Step 7: Coordinate with landlord

## Examples of Corporate Aid, Response, and Action

### CECP Insights

CECP has been surveying companies on their actions, plans, and lessons learned amidst these changing times. These pulse surveys will be sent out every week; past surveys and responses can be found here:

- [March 12, 2020](#)



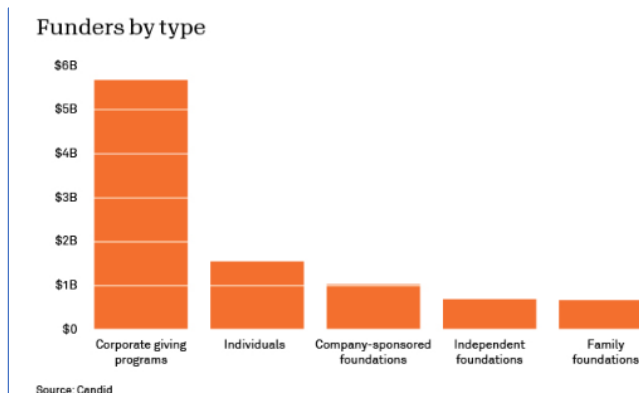
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- [April 7, 2020](#)
- [April 14, 2020](#)
- [April 21, 2020](#)
- [May 5, 2020](#)
- Webinar on Long-Term Corporate Strategic Planning Beyond COVID-19: Emerging Law, Performance Benefits and Practices (YouTube Video [link](#))
- More information here: <https://cecp.co/roundup-for-companies/>

## Corporate Response Trackers

- U.S. Chamber of Commerce Corporate Aid Tracker: <https://www.uschamberfoundation.org/aid-event/coronavirus-covid-19>
- Candid Tracker on Foundation Giving and Recipients: Summary of Foundation grants awarded to recipients to address issues related to Coronavirus (COVID-19), by funder and by recipient <https://candid.org/explore-issues/coronavirus>
  - As of May 7, 2020, donations by independent and family foundations constitute 12 percent of the total, with public charities, operating foundations, limited liability companies, and community foundations accounting for the remaining 8 percent. The bar graph below compares the contributions of funder types constituting at least 5 percent of the total dollar value of contributions:
  - [Philanthropy's response to COVID-19 now more than \\$10 billion worldwide](#)
- The Boston College Center for Corporate Citizenship: <https://ccc.bc.edu/content/ccc/blog-home/2020/03/corporate-citizenship-responses-to-COVID-19.html>
- Council on Foundations: <https://www.cof.org/news/news-updates-coronavirus-outbreak>
- National Center for Family Philanthropy: <https://www.ncfp.org/collection/covid-19-coronavirus-resources/>
- United Philanthropy Forum: <https://www.unitedphilforum.org/news/how-philanthropy-can-respond-covid-19>
- Corporate Examples: <https://www.zrgpartners.com/insights/notable-company-responses-to-the-coronavirus-pandemic/#topreads>
- Crowd-sourced goodwill examples: <https://bit.ly/covid-good>



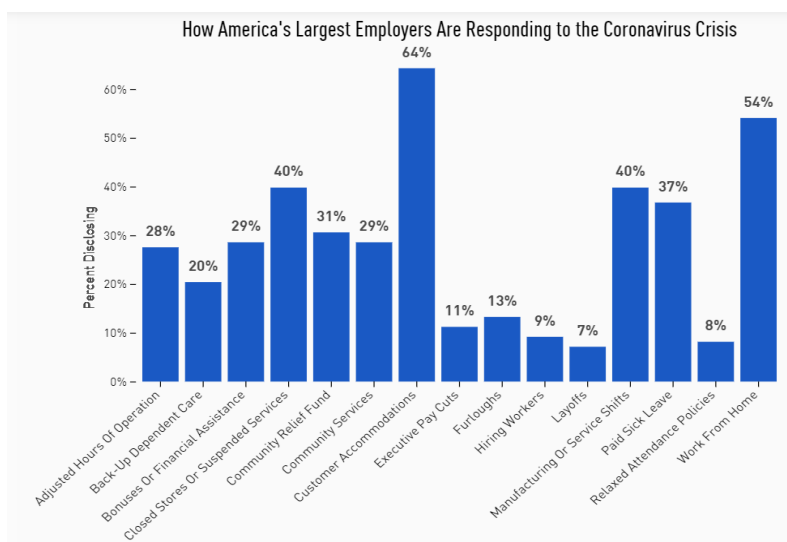
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- America's Largest Employers (also see bar graph):



[https://justcapital.com/reports/the-covid-19-corporate-response-tracker-how-americas-largest-employers-are-treating-stakeholders-amid-the-coronavirus-crisis/?mod=article\\_inline](https://justcapital.com/reports/the-covid-19-corporate-response-tracker-how-americas-largest-employers-are-treating-stakeholders-amid-the-coronavirus-crisis/?mod=article_inline)

- Forbes: [Corporate Responders: New Raking on Nation's Top Employers' Response to Pandemic](#). The system ranked each companies' policies across 22 categories, providing employers with an average rating from 1 to 5. Notably, **Verizon came out on top with a score of 3.87** due mainly to its **extensive sick leave, backup dependent care, and more than \$54 million committed to nonprofits**. Other top scoring companies include **Target, AT&T, Walmart, and T-Mobile US**
- Candid:

## CEO Actions – Purpose-Driven Leadership

- More information: <https://cecp.co/running-round-up-for-ceos/>
- **#StoptheSpread**: Business CEOs and investors have signed an open letter calling for America's private sector to take more action on combatting the spread of the Covid-19 virus. <https://medium.com/@rachel.romer.carlson/leading-boldly-on-covid-19-b23ecb2f5093>
  - On March 14, 2020: "Starting today, we are asking our 1,500 signatories to stand together and *make a significant financial commitment* to support COVID-19 support and recovery. We'll be focused primarily on funding national healthcare needs — tied to ventilators, respirators and supplies for our hospitals around the US. We're now asking our grassroots group of 1,500 CEOs and companies to follow on with financial commitments."
  - "We've launched **#payitforward**, an initiative to ask large companies with flexible balance sheets to *immediately pay their small business vendors*, rather than waiting 30–45 days to pay their accounts payable. This will help them stay afloat for the next 30 days and pay their employees as best they can. We've also added a number of other recommendations here."
- **Marriott** CEO Arne Sorenson explained in a [video to employees](#) that himself and Chairman are *not taking a salary for the remainder of 2020, executive team will take a 50% cut in pay*, marketing initiatives have been halted, along with a suite of other strategies moving forward.



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- Airline and other chief executives *temporarily forgo all or part of their pay*:
  - **United Airlines** CEO Oscar Munoz
  - **Southwest Airlines** President Gary Kelly
  - **Delta Air Lines** CEO Ed Bastian
  - **JetBlue Airways** CEO Robin Hayes and president/COO Joanna Geraghty
  - **Others**: <https://www.businessinsider.com/list-of-business-leaders-giving-up-salaries-during-the-pandemic-2020-3>
  - **Comcast** chairman and CEO Brian Roberts, CFO Mike Cavanagh, **Comcast Cable** CEO Dave Watson, **NBCUniversal** CEO Jeff Shell and **Sky** CEO Jeremy Darroch, are [donating their salaries to charities engaged in coronavirus relief until the virus crisis passes](#).
  - **LinkedIn** CEO Jeff Weiner turned down a \$14M equity package this year: <https://www.vox.com/2016/3/2/11586642/linkedin-ceo-jeff-weiner-is-passing-his-14-million-stock-grant-to>
- **CEOs promise they will not lay off employees**:
  - **Morgan Stanley's** [CEO James Gorman](#)
  - **Citigroup's** [CEO Mike Corbat](#)
  - **Bank of America** [CEO Brian Moynihan](#)
  - **Visa's** [Alfred F. Kelly Jr., chairman and CEO](#)
  - **PwC** has committed to doing all it can to [keep its people employed](#)
  - **FedEx** [chairman and CEO Frederick W. Smith](#)
  - **Salesforce** CEO Marc Benioff committed that they would [not conduct any significant layoffs over the next 90 days](#).
  - CEOs of **Goldman Sachs**, **Wells Fargo**, **Deutsche Bank** and **HSBC** (Source: [Reuters](#))
  - American Express
- Larry Fink, Chairman of **BlackRock**, addressed his [annual letter to shareholders](#): *"Companies and investors with a strong sense of purpose and a long-term approach will be better able to navigate this crisis and its aftermath."*
- Satya Nadella, CEO of **Microsoft** sent [an email to his employees](#): *"We are all in this together as a global community. For me, the best way I've found to get past this anxiety is to focus on what I can do each day to make a small difference. Each of us, wherever we are, has the opportunity to do the same — take an action driven by hope, a small step that makes things a bit better."*
- Mike Gianoni, CEO of **Blackbaud** [was cited](#): *"...higher purpose has taken on entirely new meaning and importance during this unprecedented time. We are taking measures to ensure business continuity while remaining critically focused on the success of our customers. We want to empower them to not only survive this pandemic, but to thrive."*
- **Gap Inc.** is furloughing the majority of its store teams in the U.S. and Canada. Its c-suite is also taking a pay cut.
- **Kohl's** is furloughing ~85,000 employees. Its CEO will not take a salary for the duration of the crisis.
- **Deloitte's** Board Chair Janet Foutty offered [five principles](#) that strong boards exemplify during a crisis:
  1. Take care of each other
  2. Challenge the operating model of your board
  3. Be flexible in board engagement

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4. Take the long view
  5. Ask deliberate questions
- Stacey Cunningham, President of **NYSE**: "Initiatives by individual companies are gaining well-deserved attention. However, it's far too easy to miss the magnitude and breadth of the combined corporate response."
  - Jack Dorsey [committed](#) to using \$1B of his **Square** equity ("~28% of [his] wealth") to fund relief efforts and will track it publicly through a [#startsmall initiative](#).
  - **DTE Energy** Executive Chairman & former CEO Gerry Anderson explained in a [recorded interview](#) how he steered big-company CEOs to create the [Michigan COVID-19 Business Response Center](#), a free, public playbook produced by the coalition Business Leaders for Michigan to tackle the crisis and recovery in partnership with medical and government leaders.
  - **Assurant's** CEO Alan Colberg cited in his [open letter](#): "As our purpose states, "we protect what matters most." Regardless of the market volatility, our business fundamentals remain strong - so that we will be there for our customers, employees, and communities for the long-run, while delivering value for our shareholders."
  - **Mark Cuban** told NPR "...[how you treat your employees today will have more impact](#) on your brand in future years than any amount of advertising, any amount of anything you literally could do."
  - **Johnson & Johnson** Chairman and CEO Alex Gorsky is [contributing half a million dollars of his own money](#) to the effort to speed delivery of the vaccine, which begins human trials in September.
  - **General Mills** [General Mills has kept up with coronavirus pandemic-related demand](#) for consumer packaged goods by prioritizing employee safety, said CEO Jeff Harmening during the inaugural session of CPG Speaks, the Consumer Brands Association's new leadership and education series. General Mills has also emphasized clear, consistent communication to lessen employee concerns about market uncertainty.

## Pivoting Business Supply Chains

- Production of *Hand Sanitizers*:
  - Louis Vuitton owner **LVMH** will use its perfume production lines to [start making hand sanitiser](#).
  - **The Estée Lauder Companies** announced it is [reopening a plant to produce hand sanitizers](#)
  - **Tito's Handmade Vodka** will [manufacture its own handmade sanitizer](#)
    - US Alcohol and Tobacco Tax and Trade Bureau announced on March 18 that those with permits to distill spirits can immediately [begin production of hand sanitizer or distilled spirits or ethanol for use in hand sanitizer](#).
  - **AB InBev (Anheuser-Busch)** [tweeted](#) it will begin producing and distributing [1M hand sanitizers](#)
  - **The Procter & Gamble Company** installed new lines to start production of hand sanitizer in [five manufacturing sites](#) around the world.
  - **Dow** will begin [hand sanitizer production at six sites](#) in North America, Europe and Latin America.

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- Production of *masks* by **Hanes Brands, Gap Inc., Inditex**, the parent company of Zara, **The Kering Group**: <https://www.today.com/style/hanes-zara-start-producing-masks-other-supplies-first-responders-t176595>
  - **Apple** sourced 10M masks: [https://twitter.com/tim\\_cook/status/1242894121372512256](https://twitter.com/tim_cook/status/1242894121372512256)
  - **Volkswagen AG** will use its [3D printing to produce ventilators](#) for hospitals
  - **Brooks Brothers** [announced](#) it will *convert three manufacturing sites in the U.S. to produce surgical masks and protective gear*.
  - **Ralph Lauren** [announced](#) they will produce 250k masks and 25k isolation gowns by working with their longest-standing supplier, a New York company called Ferrara Manufacturing who quickly stepped up. They committed to carry out the [deep cleaning of its facility required by the FDA, pay workers, set up the workspaces and adjust its machinery](#). (Some of Ralph Lauren's \$10 million grant for COVID-19 relief has gone to this effort.)
  - **The Hershey Company** is investing \$1M to [convert a portion of its operations](#) to produce 45,000 disposable face masks per day. They are also product for New York City health care workers via the #FoundersGive initiative.
  - **Hasbro** announced it will partner with **Cartamundi**, a card and board game manufacturer, to [produce 50,000 face shields per week](#), for a total of 250k face shields, for front line health care workers.
- Production of *respirators, ventilators and other supplies*:
  - **Ford, GE, and 3M**: <https://techcrunch.com/2020/03/24/ford-and-3m-ge-and-the-uaw-to-build-respirators-ventilators-and-faceshields-for-coronavirus-fight/>
  - **General Motors and Ventec Life Systems** will partner to [mass produce ventilators](#).
  - Richard Branson's **Virgin Orbit** is trying to *start producing a simple type of medical ventilator* at a rate of several hundred a week, with the **Bridge Ventilator Consortium**, an effort led by the University of California at Irvine and the University of Texas at Austin.
  - **Dyson** has designed and built an entirely new ventilator, called the "CoVent", ready to be distributed within the UK by early April.
- Production of *hand soap*:
  - **Colgate** is [mobilizing five of its manufacturing plants on three continents](#) to produce the new soap. It will be specially packaged with instructions on proper handwashing to amplify the WHO #SafeHands message.
- In the United Kingdom, 14 companies—including **Airbus, BAE systems, Ford, McLaren, GKN, Siemens, and Rolls Royce**—have formed a consortium called [VentilatorChallengeUK](#), to produce mechanical ventilators for the National Health Service. Beyond lending factory floor space and logistical know-how, the companies have redeployed some of their most skilled engineers to work on the ventilator effort. The group has received orders for more than 10,000 machines and is ready to start production pending regulatory approval.
- **Gap** announced their decision to "[pack and hold](#)", to pack stuff it was going to sell this spring and summer and keeping it for 2021 instead.
- Cocoa and chocolate companies are coming together to mobilize funding for immediate COVID education and protection activities in [cocoa-growing communities](#).

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- **Regeneron's** Industrial Operations and Product Supply (IOPS) team, who is allocating 100% of their team and supplies/materials, is [assisting New York State](#) by making and donating viral transport media (VTM), a critical component of COVID-19 testing kits that has been in short supply – an approximately \$1M in-kind contribution. Regeneron has also launched a double-match employee campaign with the goal of raising \$750k.
- **Panera Bread** has pivoted to [Panera Grocery](#), offering contactless pickup and delivery of grocery items.

## Extending Business Assets

- **Water, gas and electric utilities** across the U.S. have [agreed](#) to *suspending shutting off service* for failure to pay bills during the coronavirus outbreak (ex [Verizon](#), [Eversource](#), [National Grid](#), see Entergy below)
- **PayPal** is offering assistance to customers who *need help paying their PayPal Credit bill*.
- **Hyundai** relaunched its [Assurance Job Loss Protection Program](#); *will make up to six months of payments for new owners who lose their jobs*. Select new purchases are also eligible for deferred payments for 90 days.
- **Bank of America** will offer financial services and assistance to clients through its [Client Assistance Program](#), including the *option to defer payments and refunds on late fees*.
- **Seamless** announced they will *defer commission fees* for impacted independent restaurants, and have created a [Seamless Community Relief Fund](#), where charitable contributions will go to charitable organizations that support impacted drivers and restaurants.
- **CVS Health, Walgreens, Walmart and Target** are [dedicating parking lots and other temporary areas](#) outside of their drugstores across the country to test for the coronavirus.
- **BD** is [boosting manufacturing capabilities](#) for collection devices and testing equipment.
- **Quest Diagnostics** with the help of others, will bring resources to their facilities to [increase the capacity for testing](#).
- **Target** [commits to keeping stores open](#) to serve consumers stocking up on necessities and creating a safe environment for their team members.
- **Microsoft** is offering a *six-month trial* for the premium version of Microsoft Teams.
- **U-Haul** has offered *30 days of free self-storage* at U-Haul-owned and -operated facilities to [help college students](#) impacted by unforeseen schedule changes at their universities.
- **Hertz** announced that it will immediately start providing [free vehicle rentals to New York City healthcare workers](#) through April 30, 2020.
- **Hormel Foods** “quickly announced a pledge of [\\$1 million in cash and product donations to assist global, national and local hunger-relief organizations](#). Feeding America, [Convoy of Hope](#), [Conscious Alliance](#) and food and hunger-relief organizations in the company's plant communities were among those organizations receiving immediate funding and donations” among many other efforts
- **Airlines** have emphasized flexibility for travelers who are planning or rebooking upcoming travel, by including the ability to cancel plans for an extended period of time.
- **Netflix** created a [\\$100M fund to those in the creative community](#) which includes crew, cast, electricians, carpenters, drivers, hair and makeup artists and more, many of whom are paid hourly wages and work on a project-to-project basis.

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- **Whole Foods** announced it is inviting *customers 60 and older to shop one hour in its stores before it opens to the general public.*
- **Lyft** announced that it will be offering [\*delivery of critical medical supplies to individuals who need them\*](#) during this time (the elderly, meals to students who ordinarily get subsidized lunches through school, etc.) as well as *donating tens of thousands of rides*. **Uber** reported [\*similar initiatives\*](#).
- **PwC** will be providing pro bono services and money to help provide critical protective equipment and care essentials for healthcare workers on the frontlines as well as releasing [\*Digital Fitness Application\*](#) for free to *deliver digital upskilling content*.
- **Unilever** launched a *United for America initiative*, which includes a *national Day of Service* on May 21, when Unilever United States will [\*dedicate its workforce to the community and donate all the products manufactured\*](#) at its factories that day or products of equal value to those impacted by COVID-19. The company also offered €500M cash flow relief to [\*support livelihoods across its extended value chain\*](#), through early payment for their most vulnerable suppliers to help them with financial liquidity, and extended credit to selected small-scale retail customers.
- **Vale** announced it will [\*advance payments to small and medium-sized companies\*](#) in Brazil, even before the invoices are due, for services already performed and materials delivered.
- **BHP** announced it will [\*reduce payment terms for small, local and indigenous businesses\*](#) in a bid to support its communities and regional economies, and reduce payment terms to seven days, down from 30 days, for over 1,100 small businesses in Australia.
- **Vodafone** announced it will [\*pay its European suppliers in 15 days\*](#), instead of the customary 30 to 60 days.
- **Morrisons** become the first major UK supermarket to [\*agree to pay small suppliers immediately\*](#).
- **Lockheed Martin** will [\*advance more than \\$50M to small- and medium-sized business partners\*](#) in their supply chain
- **Limbach Holdings, Inc.**, an engineering, construction, maintenance and facilities provider for buildings, is [\*converting existing hotels and college dorms into temporary medical and hospital bed facilities\*](#).
- **Blackbaud** is offering [\*free universal access to its entire curriculum of recorded eLearning resources\*](#) as well as to its resource library.
- **JOANN Stores** are *donating fabric supplies at curbside to anyone sewing face masks* at home through its [\*Make to Give\*](#) effort.
- **Google** is [\*offering \\$340 million in ad credits to small and midsize businesses\*](#) with active Google ad accounts as part of an \$800 million coronavirus response package.
- **Colgate** is [\*donating \\$20M worth of health and hygiene products\*](#) to community-based organizations in the U.S. and abroad that have the infrastructure to distribute the donated products. They are also launching an employee matching gift campaign for all 34,000 Colgate employees around the world, and match \$1M in employee donations.
- The Resource Hub is a [\*first-of-its-kind collaboration\*](#) between the nation's leading mental health advocacy groups, the largest national healthcare payors, and the Department of Veterans Affairs to address mental health needs. Healthcare Payor Partners are: **Aetna, A CVS Company; Anthem, Inc.; Beacon Health Options; Centene Corporation; Cigna; Humana ; Optum; and UnitedHealthCare.**



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- The **GEICO Giveback** is providing a [15% credit](#) to auto and motorcycle policyholders who renew between April 8 and October 7, 2020
- **Allstate** said it would [return more than \\$600 million in premiums to customers](#) as many Americans drive less due to stay-at-home orders aimed at curbing the coronavirus outbreak.
- **Next Insurance**, a commercial insurer in Palo Alto, California that covers small businesses, said it would discount April commercial auto premiums by 25% because stay-at-home orders have reduced the insurer's risks.
- **Travelers** launched the [Stay-at-Home Auto Premium Credit Program](#), which will automatically give a 15% credit on April and May premiums, and suspending cancellation and nonrenewal of coverage due to nonpayment.
- **Hilton** and **American Express** will offer hotel rooms free of charge to [1 million healthcare professionals](#) working on the front lines of the coronavirus pandemic.
- **Hilton** will collaborate with **RB**, maker of Lysol and Dettol, and consult with **Mayo Clinic** to develop a new cleaning standard for hotel guests through the [Hilton CleanStay with Lysol protection](#) program.
- **Marriott**, **American Express**, and **JPMorgan Chase** committed to provide \$10M worth of hotel stays for healthcare professionals through the [Rooms for Responders](#) initiative. In collaboration with the American College of Emergency Physicians and the Emergency Nurses Association to match doctors and nurses with free accommodations.
- **Marriott** launched the [Community Caregiver Program](#) in the United States, Canada, the Caribbean and Latin America, which provides significantly discounted rates for first responders and healthcare professionals staying in hotels in close proximity to the hospitals where they're working.
- **Novartis** will [donate up to 130 million doses of generic hydroxychloroquine](#), which is currently under evaluation in clinical trials for the treatment of COVID-19. Novartis is supporting ongoing clinical trial efforts, and will evaluate needs for additional clinical trials.
- **Sanofi** and **GSK** announced they will join forces to develop an [adjuvanted vaccine](#).
- **AT&T** announced [three months of free wireless service for frontline nurses and physicians nationwide](#) on the FirstNet® network – built with AT&T in a public-private partnership with the First Responder Network Authority (FirstNet Authority). The company also launched a [text-to-give](#) program for their customers.
- **General Mills** developed a [“manufacture to donate”](#) initiative that will provide \$5M worth of food for Feeding America to distribute within its network of 200 food banks.
- **TCS** [launched free and accessible virtual learning programs](#) through their flagship education programs goIT and Ignite My Future in Schools, and has opened up free access to their proprietary virtual learning platform - TCS iON Digital Glass Room – for any educational institution globally for the entire academic year.
- **Entergy** shareholders committed \$1.3M to the [COVID-19 Emergency Relief Fund](#). Additionally the limit of shareholders' dollar for dollar match of customer donations was increased from \$500,000 to \$1M, with no limit to employee donations.
- **Comcast** is offering [free or expanded internet access and capacity](#).
- **Novo Nordisk** is allowing patients with diabetes who use their insulin but have lost health insurance coverage because of a change in job status, is allowing enrollment in their [Diabetes Patient Assistance Program \(PAP\)](#) and receive insulin free-of-charge for 90 days.



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- **MassMutual** launched [HealthBridge](#), which provides free term life insurance coverage of up to \$25,000 to frontline healthcare workers across MA and CT.
- **New York Life** and **Cigna**, through their foundations, created the [Brave of Heart Fund](#) that will provide charitable relief grants to support the families of healthcare workers who lose their lives to COVID-19. The goal is to provide more than \$100M in financial assistance.
- **Old Navy** announced they will [donate over \\$30M of clothing](#) to American families in need, and working with a number of partners to distribute the goods including nonprofit organizations Good360 and Baby2Baby as well as transportation partner Penske Logistics.
- On Saturday May 2 2020, the **Empire State Building** lit up its signature red heartbeat to mark the end of #HeroesShineBright – an eight-night campaign to honor first responder organizations with a lighting in their representative colors. Members of the World Federation of Great Towers joined together in their local time zone as a global thank you.
- **Bristol Myers Squibb Foundation** has sponsored [Team Rubicon's](#) COVID-19 Emergency Food Assistance Program which has **completed over 400 food deliveries** and has **packaged over 5 million meals**.

## Levering Data for Good

- **Pinterest** is *handling misinformation* on their platform by showing this note when you search for “coronavirus” on their platform: “Pins about this topic often violate our [Community Guidelines](#), which prohibit harmful medical misinformation. Because of this, we've limited search results to Pins from internationally-recognized health organizations. If you're looking for medical advice, please contact a healthcare provider.”
- **Facebook, Twitter, YouTube, and TikTok** all told Recode that they've been working to [promote factual content](#) and some are *deprioritizing misinformation* on their platforms.
- **Twitter** announced it [will label misleading, disputed or unverified tweets](#) about the coronavirus. It is even removing content it believes could lead to harm.
- **In a campaign orchestrated by the Ad Council**, the non-profit organization that has helped to craft some of the nation's best-known cause-related promotions, **NBCUniversal, ViacomCBS, iHeartMedia, The Atlantic and Disney/ABC Television** will create advertising that advises consumers about social distancing, steps that can be taken to protect the public, and more. As is typical of public-service efforts, *the media outlets will donate advertising inventory for the campaigns*. The efforts involve not only The White House, but the Centers for Disease Control and Prevention and U.S. Department of Health and Human Services.
- **CVS** is focused on [providing information](#) and safety to patients and customers.
- **Mucinex** is *combatting false information* through its ["Spread Facts, Not Fear" campaign](#), done in cooperation with McCann NY and McCann Health NY.
- **Harry's** is *raising awareness about, and providing resources for mental health*; [sent out an email to its customers](#), with this subject line: “Take care of yourself: We're in this together.” A banner at the top of Harry's website: “Feeling stressed? You're not alone. Text 'Feel' to 741741 for free confidential support from a trained crisis counselor...,” it reads. Which leads to Crisis Text Line, a 24/7 service for those whose stress can cause everything from anxious moments to suicidal impulses. *Harry's also lets employees take five days off per year to be trained to volunteer, so now Harry's has crisis counselors on staff -- and more being trained as they work at home during the COVID-19 work disruption.*

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- **Alphabet's Verily** launched a pilot of a [COVID-19 screening and testing website](#) in the San Francisco Bay Area. The website is a collaboration between the Bay Area-based biotechnology company and the California governor's office and other local, state and federal officials.
- **Tableau** launched a [free resource page](#) that includes *relevant data visualizations* about the spread of COVID-19 and the public health response.
- **McDonald's Brazil** is supporting the idea of social distancing by [separating its Golden Arches into two separate arches](#).
- **Additional examples** of companies using creativity, through adjusted logos, campaigns, and media: <https://www.thedrum.com/news/2020/03/24/creative-works-what-brands-are-doing-the-coronavirus-pandemic>
- **Verizon Media (parent company of Yahoo, HuffPost, AOL, TechCrunch)** created a coronavirus hub, [covid19.yahoo.com](https://covid19.yahoo.com), across the Yahoo ecosystem (News, Finance, Sports, Lifestyle & Entertainment), that includes the news in real time. They are also *donating advertising space* across Verizon Media's properties to organizations such as the World Health Organization (WHO) to help amplify their message.
- Coalitions of COVID scam-squashers are, thankfully, taking on scoundrels. One example is the [Covid-19 CTI League](#). Sponsoring companies of another coalition, the [COVID-19 Cyber Threat Coalition](#) include workplace messenger **Slack**, code-sharing site **Github**, and chip-designer **NVIDIA**, and was started by **Sophos**, a British cybersecurity firm that just last month was acquired by Thoma Bravo.
- **Collette** announced it will provide the entire enterprise of CFP BEAT COVID-19, a Rhode Island initiative, with [logistical support, including information management services and phone banking](#).
- **The KIND Foundation** and **Project N95** launched the '[Frontline Impact Project](#)', a virtual platform where frontline organizations can request PPE and other resources.
- Hashtag Campaigns:
  - The #ReebokLove program allows consumers to nominate a "hero in your community" —including delivery people, postal workers, and health care workers—to receive a free pair of shoes. Nominations are accepted until May 24<sup>th</sup>, and **Reebok** will attempt to fulfill as many nominations as possible.
  - Companies are supporting the #TheGreatAmericanTakeout, an effort to support local restaurants by encouraging takeout orders, with **Coca-Cola**, **Pepsi**, **Smithfield**, **Tyson**, and others providing donations or giveaways for social media posts.
  - #VirtualTipJar for bartenders

## Prioritizing Employees

CECP information on Employee Assistance Funds (EAFs) can be found here:

<https://cecp.co/knowl/doc?d=employee-assistance-funds-eafs>

- **Microsoft** [announced](#) it would *continue to pay hourly workers* that support its campuses even though the company had a reduced need for the presence of "individuals who work for our vendors and staff our cafes, drive our shuttles and support our on-site tech and audio-visual needs."

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- **Microsoft** is giving its workers an additional [three months of paid parental leave](#) to deal with extended school closures through its "12-Week Paid Pandemic School and Childcare Closure Leave."
- **Amazon, Expedia, Facebook, Twitter, Google** and **Salesforce** announced that [they'll follow Microsoft's lead](#) and committed that their *hourly and subcontracted workers will be paid their regular wages*.
- A **Facebook** spokesperson told The Intercept "The [\\$1,000](#) is for full-time employees who are working from home. For contract workers, we are sending them home and paying them in full even if they are unable to work—which as you can imagine is much more meaningful than a one-off payment." The company will give everyone the same "exceeds expectations" [performance review](#) for the first half of the year, which ensures that all of those employees receive their biannual bonuses.
- **Patagonia** announced they would [close all stores and operations](#) and *will continue to pay workers their regular pay in the interim*.
- **Hormel Foods** announced a [\\$4M cash bonus to its plant production team members](#), which includes \$300 for full-time team members and \$150 for part-time team members. Additionally, the company has expanded its CARE Program employee assistance program fund, and extended paid sick leave and waived waiting periods and eligibility requirements for certain benefits for its workforce.
- **Mondelēz International** announced a [\\$2 per-hour increase](#) for its Manufacturing, Distribution and Sales hourly workforce and a \$125 per-week bonus for its Sales Representatives. Impacted U.S.-based employees will receive up to two (2) additional weeks of paid leave at 100% of pay, and will be hiring an additional 1,000 workers.
- **Walmart** announced a [cash bonus of \\$300 for full-time hourly associates and \\$150 for part-time hourly associates](#); will accelerate the next scheduled quarterly bonus for store, club and supply chain associates a month early; will hire 150,000 new associates through the end of May; launched a [COVID-19 emergency leave policy](#).
- **Target** announced a [\\$2-an-hour wage increase](#); paid leave for up to 30 days for certain segments of employee considered most vulnerable to the coronavirus; provide a first-ever bonus payout; \$1 million donated to the Target Team Member Giving Fund.
- **PepsiCo** announced [a minimum of an incremental \\$100 per week for full-time employees over the next month](#); employees who are impacted by school or day care center closure with no one home to look after a child, will receive a minimum of two-thirds of their pay for up to 12 weeks if they are not able to work from home; additional benefits for all U.S. employees.
- **Whole Foods** announced all part- and full-time hourly team members will [receive double their regular hourly base rate of pay for every overtime hour](#) worked in a workweek from March 16 through May 3, 2020. Also announced increased contributions, with support from **Amazon**, for its [Team Member Emergency Fund](#).
- **Freshpet** is *buying restaurant gift cards* as part of its Meals & More program, and plans to give each of its full time employees, who are producing pet food during the pandemic, [a \\$50 gift card or certificate every two weeks](#) for one of five family-owned restaurants, geographically dispersed throughout where workers live.
- **Starbucks** announced it is [expanding catastrophe pay](#) —a benefit historically offered in response to hurricanes and flooding —so that employees are eligible for up to 14 days of catastrophe pay to self-isolate at home. Donations to the CUP program will be matched 50

cents for every dollar donated. They have also taken the added step of [making thermometers available for all stores](#). They will also offer free coffee to front line responders through May 3. And will offer [20 free therapy sessions a year for all of its employees](#), including part-time workers, as part of a broader mental-health benefit plan.

- **Volkswagen AG** announced they are [releasing employees with medical qualifications for up to 15 working days with full pay](#) if they volunteer for work in the public health service.
- **Major League Baseball** Commissioner Rob Manfred announced [that all 30 major league teams have committed \\$1M each](#) to help assist thousands of ballpark employees affected by the delay in start of the baseball season.
- **Verizon** implemented a [COVID-19 specific leave of absence policy](#) offering 100% of pay for up to 8 weeks, and then 60% beyond 8 weeks for employees who are unable to work because they are caring for loved ones or themselves. Those diagnosed with COVID-19 are eligible for up to 26 weeks paid leave.
- **Nike** is offering a [2:1 match for any employee donations](#) to support COVID-19 responses locally, nationally and internationally.
- **Tyson** plans to give [\\$500 bonus to its 116,000 frontline workers and truck drivers](#) in the United States, totaling approximately \$60 million. They are also waiving barriers to accessing healthcare and services: waiving the 5 consecutive day waiting period for short term disability benefits, waiving the co-pay, co-insurance and deductible for doctor visits for COVID-19 testing as well as eliminating pre-approval or preauthorization steps, waiving co-pays for the use of telemedicine, relaxing refill limits for 30-day prescriptions of maintenance medication.
- **General Mills** is providing a *daily bonus to production-essential plant employees* who are working on-site; will *receive two weeks of paid leave* under conditions including voluntary or mandated quarantine, school closure for a child, medical risk, and suspended work as a result of COVID-19; increased the employee match cap from \$1k to \$1.5k; [offering healthy office employees the opportunity to provide temporary help in manufacturing facilities](#); launched a paid community service program so employees [continue getting paid while volunteering at a non-profit](#).
- **Wells Fargo** contributed \$10M towards its [WE Care Fund](#), a charitable grant program that provides financial assistance to team members, administered by E4E Relief.
- **Goldman Sachs** has offered its employees worldwide [an extra 10 days of leave](#) to help them care for children or elderly relatives affected by the coronavirus.
- **Hilton**, who has had to furlough employees, launched a [website](#) to connect its people to job opportunities elsewhere that are currently open. In some cases, Hilton employees can be fast-tracked since they can skip a redundant background check or paperwork.
- **The Home Depot** announced they are [expanding benefits for their associates](#) such as additional 80 hours of paid sick or personal time for all full-time hourly associates, and 40 hours for part-time hourly associates.
- **Flower Foods Inc.** paid \$5.6M in "[appreciation bonuses](#)" to its employees: \$500 for full-time workers and \$250 for part-time.
- **Conagra Brands** said that it would [give additional bonuses totaling \\$7 million](#) to workers at 50 distribution and production facilities in the U.S., Canada and Mexico. Up to this point, the company has spent \$13 million on bonuses for frontline workers.

## Philanthropic Cash Giving Examples (alphabetical order)

Rather than setting up their own funds, most companies are donating into COVID-19 Relief funds being set up by mayors, community foundations, United Way, the UN Solidarity Fund for global, etc. Many hospitals have relief funds set up for the frontline workers in their hospitals.

- **Adobe, Cisco, Western Digital, Zoom** and several other companies donated a total of more than \$7M [to provide relief for low-income Silicon Valley residents impacted by the crisis](#).
- **AT&T** committed \$5.5M in the form of [nourishing meals for first responders, medical personnel](#) and others in need, by supporting four organizations.
- **Cisco** [announced](#) they will allocate \$8M in cash and \$210M in product through its Country Digital Acceleration (CDA) program which provides funding for heads of state, government agencies, and businesses to rapidly deploy COVID-19-related technology solutions. They also launched a 72-hour employee giving campaign – “Let’s Give Together” with \$4M towards matching gifts.
- **Allstate** will [contribute \\$5M](#) to support domestic violence victims, youth in need and emergency response
- **Amalgamated Foundation** Launches the [Frontline Workers Fund](#).
- **Bank of America** announced that it will *provide up to \$250M in capital to community development financial institutions (CDFIs) by funding loans* through the newly established Paycheck Protection Program. In addition, Bank of America will provide up to [\\$10 million in philanthropic grants to help fund the operations of CDFIs](#).
- **BD** announced a [\\$1.1M commitment](#) deployed through six non-profit partners, to support healthcare workers in the United States, Europe, Latin America and China in their collaborative battle against COVID-19.
- **Cargill** is committing [\\$35M in funding](#) across its four focus areas.
- **CenterPoint Energy's** COVID-19 Relief Fund of \$1.5M, which will cover an 8-state utility footprint, [includes \\$500K in matching gifts](#) for employees’ contributions.
- **Equitable** announced a [\\$1M commitment](#).
- **Google** announced \$800 million in credits and investments, including \$250 million in aid grants to the W.H.O. and other government agencies, and a \$200 million investment fund to assist nonprofits and lenders with efforts to help small businesses. It’s also working with a supplier to produce two million to three million face masks for the C.D.C. Foundation.
- **JPMorgan Chase** announced a [\\$50M commitment](#) – an initial \$15M will support communities and people hit hardest by this public health crisis, and a \$35M will be deployed over time. The firm is also matching employee donations to five selected organizations dollar-for-dollar.
- **KPMG** pledged over [\\$2M](#), which includes the KPMG Disaster Relief Fund (DRF) COVID-19 campaign.
- **Kraft Heinz** committed to donating \$12M globally, of which \$6.6M is donations of food
- **Mars, Inc.** committed a cash and in-kind donation of \$20M to support the [people, pets and communities](#) most affected.
- **Moody's** announced it will [fund a \\$1M program](#) of charitable donations and other support.



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- **Nestle** donated [CHF 10M to Red Cross](#), and announced they will match 1:1 any donations to the Red Cross and Red Crescent National Societies or Federation made by employees.
- **Novartis** and the Novartis US Foundation established [\\$5M U.S. Response Fund](#).
- **ON Semiconductor** is [matching all employee donations](#) that are made to eligible organizations within the \$25-\$500 USD range.
- **PepsiCo and The PepsiCo Foundation** [committed \\$45M](#) to lever the company's distribution expertise and invest heavily in partnerships to increase access to nutrition. They also pledged \$7M to help communities of color devastated by the crisis, partnering with the National Urban League and UnidosUS to help fund their relief efforts.
- **PwC Foundation** announced its [\\$2.85M funding](#), in addition to grants to several other organizations.
- **Sam's Club** announced a \$1M donation to the Local Initiatives Support Corporation (LISC) to support their efforts to [help small businesses](#), including support for the LISC Rapid Relief and Resiliency Fund.
- **Samsung** will donate [\\$4.3M to local partners in the states with its largest workforces](#) – California, New Jersey, and Texas (North & Central Texas), as well as expedite delivery of technology and supplies to local schools to support remote learning.
- **Tapestry's Coach Foundation** committed [\\$2M](#) towards its partnership with **Goldman Sachs 10,000 Small Businesses**, Goldman Sachs Foundation, Pursuit and New York City to support the NYC Department of Small Business Services (SBS) Small Business Continuity Fund for businesses affected by COVID-19.
- **Target** [committed \\$10M](#) to the following: Target Team Member Giving Fund (employee assistance fund); Local communities; National organizations (Feeding America and others); Global Response (UNICEF and others)
- **Unilever** will [contribute €100M](#) to help the fight against the pandemic through donations of soap, sanitiser, bleach and food. Half of this will go the COVID Action Platform of the World Economic Forum (see section on "Global and/or Topical Efforts, Action & Response Funds").
- **Visa** announced a commitment of [two programs totaling \\$210M](#): \$10M is designated for immediate emergency relief for COVID-19 in five geographic regions in which Visa operates, and \$200M is part of a five-year commitment to support small and micro businesses around the world, with a focus on fostering women's economic advancement.

## Regional Information

### U.S. Regional Efforts, Action & Response Funds

- **Interactive Map of Local COVID-19 Response and Recovery Funds** (Source, National Center for Family Philanthropy) <https://www.zeemaps.com/view?group=3743828&x=-97.533507&y=40.836037&z=14>
- **Seattle: Microsoft, Amazon and Starbucks** in coordination with King County and the City of Seattle will also launch a [regional COVID-19 Response Fund \(CRF\)](#) to address the emerging community needs of COVID-19. Microsoft is making an initial \$1 million anchor donation to help launch this effort.
- **Bay Area, California:** The Silicon Valley Community Foundation's [COVID-19 Coronavirus Regional Response Fund](#) will support lead organizations representing each of the nine Bay



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Area counties and their immediate efforts in addressing COVID-19 related challenges in their respective counties. Contributors can choose to support any of the nine Bay Area counties (Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma) in their efforts to address issues associated with COVID-19 coronavirus, or national response efforts managed by the Centers for Disease Control and Prevention (CDC) Foundation.

- **Boston:** The [COVID-19 Response Fund](#) has been established by a coalition of business, government and philanthropic partners to rapidly deploy flexible resources to organizations in Greater Boston that are working with communities that are disproportionately affected by the coronavirus outbreak. Hosted by the Boston Foundation, The COVID-19 Response Fund will award one-time operating grants on a rolling basis to non-profits whose operations in support of elders and other vulnerable populations have been stressed by the outbreak.
  - Additional Boston and Massachusetts resources:  
<https://www.bostonchamber.com/public-policy/issues-impact/coronavirus-resources>
- **New York City:** As the nonprofit partner to the New York City Department of Health, FPHNYC (The Fund for Public Health in New York City) has created the [Epidemics Fund](#) during this period that will direct funds towards critical emerging needs identified by the Health Department to fight the COVID-19 outbreak.
- For the third time in its history, **Robin Hood** has re-activated a special [Relief Fund](#) to address the Coronavirus and related effects in NYC. Its board covers all overhead so 100% of every dollar donated goes out the door.
- **By State:**
  - California: <https://www.philanthropyca.org/covid-19-response>
  - Connecticut: <https://www.ctphilanthropy.org/resources/funder-resources-and-responses-coronavirus#ccp-member-covid-responses>
  - Massachusetts: PPE Procurement and Donation Program:  
<https://www.mass.gov/covid-19-ppe-procurement-and-donation-program>

## Global and/or Topical Efforts, Action & Response Funds

- **United Way:** Corporate partners who want to give **internationally** can do so through [International Donor Advised Giving service](#)
- **United Way** COVID-19 Community Response and Recovery Fund (U.S.-only):  
<https://www.unitedway.org/recovery/covid19>
- **King Baudouin Foundation** United States COVID-19 Fund for **Italy**  
<https://kbfus.networkforgood.com/causes/16540-covid-19-response-fund-for-italy>
- **CDC Emergency Response Fund to the Novel Coronavirus (COVID-19):** Funds raised by the **CDC Foundation** through our Emergency Response Fund will be used to meet emerging needs identified by CDC. These include additional support for state and local health departments, support for global response, logistics, communications, data management, personal protective equipment, critical response supplies and more.
- **The United Nations Foundation** and the **Swiss Philanthropy Foundation** have created the [COVID-19 Solidarity Response Fund](#) to support **WHO** and partners in a massive effort to help countries prevent, detect, and manage the novel coronavirus – particularly those where the needs are the greatest.

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- **The Bill & Melinda Gates Foundation, Mastercard, and British research charity giant Wellcome** are banding together to create a [COVID-19 Therapeutics Accelerator](#), which will spur faster development of, and greater access to, treatments for COVID-19.
- As the International Organization for Public-Private Cooperation, the **World Economic Forum**, acting as partner to the **World Health Organization**, is mobilizing all stakeholders to protect lives and livelihoods. The new [COVID Action Platform](#) will focus on three priorities: 1- Galvanize the global business community for collective action; 2- Protect people's livelihoods and facilitate business continuity; 3- Mobilize cooperation and business support for the COVID-19 response.
- **The Center for Disaster Philanthropy (CDP)** has launched the [CDP COVID-19 Response Fund](#) to support preparedness, containment, response and recovery activities for those affected and for the responders.
- **The National Domestic Workers Alliance** created the [Coronavirus Care Fund](#) that will provide emergency assistance for home care workers, nannies and house cleaners, and enable them to stay home and healthy.
- **Bloomberg Philanthropies** launched a \$40 million [Coronavirus Global Response Initiative](#) will support immediate action and prevent or slow the spread of the coronavirus in vulnerable low- and middle-income countries and partner with global health organizations.
- **MusiCares** the Recording Academy's non-profit organization, established a COVID-19 Relief Fund to support "music people" in need. **Amazon Music, Spotify, Tidal, and YouTube Music** all made donations to the fund.
- In a [brief](#) to the global creative community, **the United Nations** is asking designers to help with coronavirus-related PSAs. The brief covers six key points, ranging from personal hygiene to donations, and calls on designers to reach as many diverse audiences as possible.
- The **Restaurant Employee Relief Fund** ("Fund") was created to [help restaurant industry employees](#) experiencing extraordinary hardship.
- **Percent Pledge** creates customized giving programs for companies; they are offering 3 months of free impact reporting for companies who want to help their employees make- and measure- a positive impact. Their [COVID-19 Relief Portfolio](#) features six top-rated charities on the front lines.

## China

- Two Chinese-government designated donation recipients are **Hubei Charity Federation** and **Hubei Red Cross Foundation (HRCF)**
- **Direct Relief** is working through Hubei Charity Federation to convey the supplies to Wuhan Union Hospital and to Xiaogan Central Hospital in the city of Xiaogan.  
<https://www.directrelief.org/2020/01/direct-relief-rushes-facial-masks-to-china-to-fight-coronavirus-spread/>
- **Give2Asia** is partnering with Chinese Red Cross Foundation (CRCF) and Hubei Red Cross Foundation (HRCF) to support frontline health workers and hospitals responding to the coronavirus. <https://give2asia.org/>

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- **China Foundation for Poverty Alleviation (CFPA)** provides immediate and mid-to-long-term healthcare and small business support, including the distribution of medical supplies in impacted communities across China: <http://en.cfpa.org.cn/>
- **Project HOPE** is deploying defibrillators and patient monitors in Wuhan <https://www.projecthope.org/coronavirus-outbreak-what-you-need-to-know/01/2020/>
- **Shanghai Fosun Foundation:** [http://www.fosunfoundation.com/en/index.php/venue/fosun\\_foundation\\_center](http://www.fosunfoundation.com/en/index.php/venue/fosun_foundation_center)
- **Alibaba** donated approximately \$144 million USD and **Tencent** approximately \$43.25 million USD <https://www.forbes.com/sites/giacomotognini/2020/01/29/coronavirus-bill-gates-apple-and-jack-ma-donate-millions-to-fight-outbreak/#3247701d189f>
- **Boeing** announced a donation on Jan.29<sup>th</sup> of 250,000 medical masks to help address supply shortages in China. The medical-grade respiratory masks will be given to health officials in Wuhan City, Hubei Province, and Zhoushan, Zhejiang Province. Prior to its recent donation, Boeing has provided 25,000 medical masks for employees working in the region. <https://komonews.com/news/local/boeing-donating-250000-medical-masks-to-battle-coronavirus-in-china>
- **Erdos** is repurposing its own garment-manufacturing factories to produce masks and protective garments that it will provide to medical workers at no cost
- **Microsoft, Dell**, others: <https://www.ft.com/content/dd5c2dd8-4188-11ea-bdb5-169ba7be433d>
- **Estée Lauder Cos. Inc. and Shiseido**, approximately \$290,000 USD.
- **LVMH** has offered ¥16 million CNY (approximately \$2.3 million USD) to the Chinese Red Cross for extra medical supplies. <https://hypebeast.com/2020/1/kering-lvmh-china-coronavirus-medical-aid-donations>
- **Kering** has pledged ¥7.5 million CNY (approximately \$1 million USD) to Hubei's Red Cross.
- **L'Oréal**, approximately \$720,000 USD
- **Swarovski**, approximately \$430,000 USD
- **Kraft Heinz** partnered with Babytree, one of the largest parenting websites in China, to donate more than 4,000 boxes of Heinz infant food to families in need through the **Shanghai Fosun Foundation**. The company's products were delivered to 25 hospitals in five Chinese provinces most severely affected by the outbreak.

## France

- [Fondation de France](#) has decided to mobilize its network of sheltered foundations, to increase its capacity for action and carry out immediate actions, such as the purchase of medical equipment. It is also modifying its action programs to respond to the needs of those affected by this crisis as a priority, in particular caregivers who are on the front line to fight the epidemic, and the most vulnerable.
- [Médécins sans Frontières](#)

## Germany

- [Deutsches Rotes Kreuz](#) (German Red Cross) is one of the big players on the national level. The German Red Cross has been working nationwide for weeks to support the authorities in

the fight against the coronavirus. They have set up a Corona Emergency Fund ([press release, in German](#)).

- An example for medical support on a regional scale is the Goethe-Corona-Fund by Goethe-University & University Hospital Frankfurt (Main) ([link to fundraising platform, German](#)). The objective is to raise at least €5 million to fund research, training of staff and patient care at the University Hospital.
- Support for vulnerable groups is mainly provided by regional / local organizations. [Karuna e.V.](#) supports homeless youth in Berlin (Disclaimer: Michael, the CEO of CECP's GX Germany partner sits on their Board). They are currently trying to organize permanent housing facilities for homeless youth in Berlin to protect them and decrease the infection risk. Another major player in Berlin regarding homelessness is [Berliner Statdmission](#). They have also set up an emergency fund ([link to fundraising platform, German](#)). On child safety, [Deutsches Kinderhilfswerk](#) (German Children's Fund) is one of the most important organizations. Their Child Emergency Fund ([press release, German](#)) provides quick aid for vulnerable families, also in providing help and information on digital education tools, as many of those families do not have access to education resources.
- The donation platform [betterplace.org](#) is one of the main fundraising platforms for organizations and projects in Germany.
- Association of German Foundations: Call to action - Foundation commitment in times of Corona crisis (link [German](#) and [English](#)).
- In Germany, the state provides several funds to support small business ([federal press release which gives an overview on existing funds, English](#)). Umbrella organizations are mainly involved in advocacy/lobbying to address the needs of their members to politicians.
- Still, there are smaller funds and actions targeting specific business branches. The crowdfunding platform [Startnext](#) has loosened/simplified their terms and conditions to initiate a crowdfunding campaign for the creative sector and entrepreneurs ([link, German](#)).

## Italy

- [Médécins sans Frontières](#) (Lombardy – Lodi, Bergamo, Codogno; and also in some retiring homes in the Marche region).
- Open Arms; [Mediterranea Saving Humans](#) (Bologna).
- [Intersos](#) in Rome and Apulia (southern Italy).
- [Samaritan's Purse](#) has built a hospital camp in Cremona; Hope has donated 24 lung ventilators.
- [Action Aid](#) has put up a digital platform to provide the correct information on corona-virus.
- [Assifero, Italia](#) is a portal which gathers all initiatives from all private foundations, companies and individual (donations above 100.000 euros) in response to the Coronavirus emergency and collects information on civil society organizations' needs.
- Assifero / Southern Italy Community Foundations: Open letter, available to be signed online, to the Minister for the South, backing the proposal of Fondazione CON IL SUD president Carlo Borgomeo, proposing that outright grants are directed to Third Sector organizations, and not to projects, in order to avoid their collapse ([link](#) to the petition, [link](#) to the proposal, Italian).
- [Cariplo Foundation](#) is planning to set a €2 million fund to support third sector organizations.

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- The [Garrone Family Foundation](#) helps start-ups in the Italian mountain areas.
- The government Agency [Invitalia](#) plays the permanent role, employing government grants, to support small businesses or start-ups, mainly (but not only) in southern Italy.
- The [Italian chapter](#) of Ashoka is engaged in the promotion and support of social entrepreneurship.
- **Corporate Response Examples:**
  - **Armani** <https://www.barrons.com/articles/giorgio-armani-donates-1-25-million-to-coronavirus-efforts-as-italy-locks-down-01583876409>
  - **Bulgari** <https://www.uschamberfoundation.org/aid-event/novel-coronavirus-ncov/bulgari-coronavirus-covid-19-response>
  - **Versace** <https://www.lofficielsingapore.com/fashion/versace-giorgio-armani-and-bulgari-donate-millions-of-dollars-to-fight-the-coronavirus>
  - **Dolce & Gabbana** <https://www.lofficielsingapore.com/fashion/versace-giorgio-armani-and-bulgari-donate-millions-of-dollars-to-fight-the-coronavirus>

## Spain

- [Cruz Roja](#)
- You can also post a request through CECP's partner [SERESRESPONSABLES](#) platform as many organizations access it to see what you might need.

## United Kingdom

- [National Business Response Network](#) developed by Business in the Community, CECP's GX partner in the UK
- **Wellcome Trust** has pledged up to \$50m to the Covid-19 Therapeutic Accelerator (see above section on Global and/or Topical Efforts, Action & Response Funds)
- The National Emergencies Trust launched an [appeal](#) to raise funds to help local charities to support those individuals suffering hardship as a result of the coronavirus outbreak. It will distribute money raised through a number of charitable organizations including local community foundations, to ensure it reaches those who need it most.
- To contribute to a collective effort, there are three big funder collaborations – the [National Emergencies Trust](#) and [London Funders](#) initiatives, and the [Third Sector Resilience Fund](#) in Scotland.
- Regularly updated webpage on how ACF responds ([link](#))

## Europe

- **The King Baudouin Foundation United States (KBFUS)** is launching an [Emergency Response Fund](#) for several European countries (Italy, Spain, Germany, France, the United Kingdom and Belgium).
- **DAFNE (Europe):** COVID-19 and Philanthropy - European Resource Hub ([link](#))
- **ECFI (Europe):** Community Foundations and Coronavirus ([link](#))
- In Europe, [Zara, Nivea and Dyson](#) are suspending normal operation to fabricate needed equipment.



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- o [An informal alliance](#) has been launched in the **European Parliament** on the back of calls from 12 EU environment ministers who have signed an appeal for a green recovery from the COVID-19 pandemic, which [includes](#) 37 CEOs, 28 business associations, the European trade union confederation, 7 NGOs and 6 think tanks.

## Others/Global

- o **CARE's** Emergency Surge Fund is distributing soap, water, and more, and is installing 10,000 handwashing stations to protect the most vulnerable from COVID-19 and other deadly diseases: [https://my.care.org/site/Donation2?26793.donation=form1&df\\_id=26793](https://my.care.org/site/Donation2?26793.donation=form1&df_id=26793)
- o **Direct Relief** delivers lifesaving medical resources throughout the world to communities in need: <https://www.DirectRelief.org>.
- o **Feeding America**, the nation's largest domestic hunger-relief organization, established the COVID-19 Response Fund to help food banks: <https://www.feedingamerica.org/about-us/press-room/feeding-america-establishes-covid-19-response-fund-help-food-banks-during>
- o **GlobalGiving's** Coronavirus Relief Fund; <https://www.globalgiving.org/projects/coronavirus-relief-fund/>
- o **Global Impact:** <https://charity.org/emergencies/coronavirus-outbreak>
- o **Good360** is accepting product donations of the highest needs (N95 masks, Tyvek coveralls, nitrile gloves, and hand sanitizer) and delivering products to the area efficiently, information available on <https://good360.org/donate-goods/>
- o **Meals on Wheels** established the COVID-19 Response Fund; donated funds will replenish food supplies, subsidize additional transportation and personnel costs, enable tech-based efforts to check in on isolated seniors and support timely distribution of science-based information needed to ensure safe care for all: <https://www.mealsonwheelsamerica.org/take-action/covid-19-response>
- o **Save the Children** <https://www.savethechildren.org/us/what-we-do/emergency-response/coronavirus-outbreak-facts-tips-how-to-help-protect-children>
- o **The Bill & Melinda Gates Foundation** has committed \$10 million
- o **The Robert Wood Johnson Foundation** has committed \$1 million
- o **The King Baudouin Foundation United States (KBFUS)** is launching Emergency Response Funds for [African countries](#)
- o **See also above section** on Global and/or Topical Efforts, Action & Response Funds

## Impact on Business

It will take some time before the full scope of business impacts will be clear, identifiable, and captured in numbers.

A new [PwC pulse survey](#) shows how finance leaders plan to react to COVID-19 — and what impacts they expect to see. Fifty leaders from a cross section of industries weighed in from the US and Mexico during the week of March 9. The survey will continue so we can track changing sentiments and priorities. About half (54%) of respondents say the outbreak has the potential for “significant” impact to their business operations, while 34% say the impact has been limited to specific regions, but they are monitoring developments closely.



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There is a plethora of economic analyses about the outbreak from consulting firms like [McKinsey](#), [Boston Consulting Group](#) and [Bain](#).

For example, [McKinsey](#) is tracking the health & crisis response including an analysis of which sectors are likely to be most impacted and (pages 13-14) and supply chain actions to consider (page 16).

## A Guide To Commonly Used Coronavirus Terms

Paid leave vs. furloughs vs. layoffs

- **Paid leave:** An employee gets time off but continues to receive pay and benefits (i.e. – Starbucks’ “catastrophe pay”)
- **Furlough:** When an employer temporarily suspends an employee without pay but often continues to provide benefits (i.e. – Marriott, Macy’s, Hyatt Hotels).
- **Layoff:** When an employer indefinitely dismisses an employee.

Shelter in place vs. lockdown vs. quarantine

Exact rules vary by location (check The New York Times’s running list [here](#)), but generally:

- **Shelter in place** (AKA “stay at home”): Residents are asked to remain in their homes (except for essential travel). All but 6 states had imposed some type of stay-at-home advisory as of March 30, but they typically lack enforcement mechanisms.
- **Lockdown:** Residents are required to stay in their homes (except for essential travel). Nonessential businesses are often required to close. These orders are sometimes enforced by fines and military personnel.
  - France and Italy are both requiring citizens to get certificates to leave their homes (even for essential travel).
  - No US states had imposed a full lockdown (as of March 30), but several counties in the Bay Area imposed fines for noncompliance.
- **Quarantine:** Residents who have been exposed to or infected by the virus are required to limit their movement.
  - Florida and Kansas are requiring travelers from hot spots (like New York and California) to self-isolate for 14 days.
  - Hawaii and Rhode Island are requiring all travelers to self-isolate for 14 days.