



COVID-19 Philanthropy Resources

William Blair is monitoring the impact of COVID-19 on the nonprofit sector and the philanthropic activities around the globe and in our local communities to support relief efforts. Our firm is dedicated to assisting our nonprofit clients with both their social and financial returns. We are also proud to partner with our philanthropically inclined clients to help them channel their support.

For Nonprofits

Community resources are more critical now than ever. If you are a nonprofit or serve on the board of one, you may consider:

Philanthropy and Rapid Response Funds

Communities across the country are establishing rapid response funds to connect donors with charities in their local communities. Connect with your local community foundation to determine if your organization is eligible for funding. The Council on Foundations has compiled a [list of funds across the country](#). In addition, you can refer to the corporate community response to COVID-19 through lists and initiatives such as the U.S. Chamber of Commerce Foundation [corporate aid tracker](#).

Financial Stability

Monitor your cash flow and examine your reserves. Now is the time to connect with your finance committee or a financial planner to revisit your investing and spending policies and monitor your cash flow as precisely as possible. You may find these [financial tools](#) helpful. William Blair can help you model and assess scenarios for short-term and immediate cash flows, fundraising strategies, and creative

solutions to filling cash flow gaps, while also managing your reserves, endowments, and long-term financial strategies.

Board Engagement

Your board members represent multiple sectors and areas of expertise. Use them for their leadership, time, and knowledge in areas of human resources, communications, crisis planning, technology, contingency planning, and networking through these times. For more resources on how to engage and what to expect from your board during a crisis, visit [BoardSource](#). Also, stay apprised of changes and updates on the [legal](#) and [foundation](#) industries, relative to legislation, collaboration, and resources being made available to aid the nonprofit sector. Lastly, your board is a sounding board but also a stewardship board. Ask your board members to take this time to call donors to thank them for support, and cultivate future opportunities to help with your programs and fundraising initiatives.

Timely Innovation

Whether you are canceling or rescheduling events or employing new technology, embracing innovation and change will help your organization adapt and rebound. Consider requesting in-kind donations, building

Amazon wish lists, hosting virtual fundraising events, and investigating new tools and technology. Visit [TechSoup](#) or find your [regional philanthropy-serving organization](#) for more information, tools, and resources. Lenovo has initiated a [survey](#) to assess which types of technology it can provide nonprofits. To engage companies, consider offering [virtual volunteering](#) to involve their employees.

Research Relief and Small-Business Loans

Relief is being offered in the form of grants and loans from the national and state governments. Research national and local relief packages and small-business loans that are available to help nonprofit organizations. State programs include the [Illinois Emergency Small Business Grants and Loans Assistance](#) and the [Illinois COVID-19 Response Fund](#), for example. Reference additional resources for small businesses impacted by the coronavirus via the nonprofit [Accion](#).

Communicate the Tax Advantages Allowed under the Coronavirus Aid, Relief, and Economic Security (CARES) Stimulus Package to Donors and Prospects

The CARES stimulus package has provided additional opportunities for taxpayers making charitable contributions. The percentage limitation for charitable contributions was previously 60% of adjusted gross income (AGI) for cash contributions. This bill suspends the percentage limitation entirely. Any cash contribution to charity that does not exceed the taxpayer's AGI will be deductible. Keep in mind the existing limitations applicable for donations of appreciated securities. In addition, for tax years beginning in 2020, eligible taxpayers are entitled to an above-the-line deduction of up to \$300 for qualified cash contributions. This deduction is available for only taxpayers who do not elect to itemize their deductions.

For the Philanthropically Inclined

For our clients who are philanthropically inclined, we have identified resources to help channel your support.

Consider Immediate Relief

International charities, local foodbanks, and COVID-19 Response Funds are being established to direct immediate support to frontline relief efforts, global initiatives, and local nonprofits. Below is a list of organizations and initiatives William Blair has compiled. Please [contact us](#) if you would like an individual consultation on which organizations align with your giving interests. The [Center for Effective Philanthropy](#) has developed a tool to help funders identify specific grantees in need of immediate

support as well as general themes to help you focus your efforts now. Visit the [Center for Effective Philanthropy](#) website to initiate this tool.

Prioritize General Operating and Multiyear Grants

Recognize the critical need to act with fierce urgency. William Blair applauds the response of the philanthropic sector and supports our nonprofit partners as well as the people and communities hit hardest by the impact of COVID-19. To support charities' agility during the crisis, consider general operating and multiyear grants that allow nonprofits to serve their communities and adapt to the increase in need and the decrease in volunteer and financial resources.

Loosen or Eliminate Restrictions

Consider converting project-based grants to unrestricted support, accelerating payment schedules, providing loans to nonprofits, or offering multiyear grants. If you supported an event that has been canceled, reallocate that support to a general operating budget. Consider forgoing site visits and allowing nonprofits to provide condensed and simple reports instead of comprehensive updates.

Reduce Requests of Nonprofit Partners

Consider postponing reporting requirements, site visits, and other demands on grantees' time during this challenging period. Continue to communicate, provide thoughtful and meaningful support, and be creative in what you can offer in technical support, legal advice, and administrative services (resources that many nonprofits may not have access to). For more information on how to structure your giving during the COVID-19 pandemic, visit the Council on Foundations' [Call to Action: Philanthropy's Commitment](#).

Consider Environmental, Social, and Governance (ESG) Factors

MSCI's podcast [ESG Now](#) touches on COVID-19 from different angles, including how COVID-19 is a bellwether for investors, and highlights links between the coronavirus and ESG issues. ESG remains a lever to pull in your philanthropic portfolio and can activate all asset classes to make a positive impact on society.

Utilize Tax Efficiencies and Planned Giving

The CARES stimulus package suspends the percentage limitations on charitable contributions of cash entirely. While there are limitations applicable for donations of appreciated securities, now may be the time to consider planned giving vehicles such as charitable lead trusts

(including CLATs), charitable remainder trusts (including CRATs), bequests, or naming a charity as the beneficiary of a retirement account or insurance policy. For more information on charitable giving strategies, reference William Blair's philanthropy white papers:

- [Thinking Strategically About Charitable Giving](#)
- [Philanthropy in an Age of Disruption](#)
- [Inspiring Philanthropy Across Generations](#)

An important part of William Blair's mission is to engage in our communities. We help individuals, families, and nonprofits optimize their investments in the community and offer a comprehensive view of your financial and philanthropic investment opportunities and risks. For more information and a personal engagement with William Blair, please contact your William Blair wealth advisor or [Laura Coy](#), head of philanthropy strategy, or visit [William Blair](#) to learn more.

- [William Blair Philanthropy Strategy](#)
- [William Blair Private Wealth Management](#)

Monetary Donations

Monetary donations are crucial to providing relief to our global and local communities. **Global and national charities** responding to COVID-19 include:

- American Red Cross: [Coronavirus Outbreak Relief](#)
- America's Charities: [Coronavirus Response Fund](#)
- CDC Foundation: [Emergency Response Fund](#)
- Center for Disaster Philanthropy: [CDP COVID-19 Response Fund](#)
- Give2Asia: [Coronavirus Fund](#)
- GlobalGiving: [Coronavirus Relief Fund](#)
- International Medical Corps: [COVID Response](#)
- Partners in Health: [Coronavirus Relief Fund](#)
- Save the Children: [Coronavirus Response Fund](#)
- UNICEF: [COVID-10 Relief](#)
- World Health Organization Fund: [COVID-19 Solidarity Response Fund](#)

Local foodbanks in each of our communities are seeking support:

- [Atlanta Community Food Bank](#) (Atlanta)
- [Maryland Food Banks](#) (Baltimore)
- [The Greater Boston Food Bank](#) (Boston)
- [Second Harvest Food Bank](#) (Charlotte)
- [The Greater Chicago Food Depository](#) (Chicago)
- [Los Angeles Regional Food Bank](#) (Los Angeles)
- [Food Bank for New York City](#) (NYC)
- [SF-Marin Food Banks](#) (San Francisco)

You can also support small businesses and entrepreneurs, via the national network [Accion](#).

Local Rapid Relief Funds are being established to help communities, families, children, and small businesses in greatest need in local communities. Local examples include:

- [Giving Kitchen COVID Fund](#) (Atlanta)
- [Greater Atlanta Relief Fund](#) (Atlanta)
- [Maryland Relief Fund Programs for Small Businesses](#) (Baltimore)
- [Evolving Community Needs Fund](#) (Baltimore)
- [Boston Foundation COVID-19 Fund](#) (Boston)
- [United Way of MA Bay and Merrimack Valley](#) (Boston)
- [Carolinas Relief Fund](#) (Charlotte)
- [Charlotte Area Fund](#) (Charlotte)
- [Chicago Community COVID-19 Response Fund](#) (Chicago)
- [Illinois COVID-19 Response Fund](#) (Chicago)
- [Cradles to Crayons Emergency Response Fund](#) (Chicago)
- [L.A. Emergency COVID-19 Response Fund](#) (Los Angeles)
- [The New York Community Trust](#) (NYC)
- [San Francisco Small Business Fund](#) (San Francisco)
- [Silicon Valley COVID-19 Regional Response Fund](#) (San Francisco)

Product Donations

Product donations help nonprofits with urgent needs and specific items to deliver service. Amazon wish lists are a great channel for nonprofits to identify and deploy needs. [The American Red Cross](#) is experiencing a severe decrease in blood donations, and eligible, healthy donors can make a safe appointment to donate soon. [Learn more](#) or schedule an appointment.

Pro Bono and Virtual Volunteering

Pro bono and virtual volunteering are additional ways to help nonprofits. Based on your expertise, you could search and find opportunities to engage with [Amnesty Decoders](#), [Translators Without Borders](#), [UN Volunteers](#), [Bpeace](#), [Learning Ally](#), [All for Good](#), [Catchafire](#), and [Idealist](#).

Additional resources from key William Blair partners include:

- Fidelity Charitable: [Giving Guidance for the Coronavirus](#)
- Forefront Illinois: [COVID-19 Resources and Updates](#)
- Points of Light: [Virtual Volunteerism](#)

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