Consider the long- and short-term relief and recovery efforts when building your giving strategy.

1. **Mitigation**
   - Anticipate risks and help minimize their physical and financial damage.

2. **Preparedness**
   - Increase the speed and effectiveness of the response to a disaster.

3. **Response**
   - Motivated by the human need portrayed in news coverage and emotional appeals from victims and charities.

   - 90% of all donations flow to relief efforts in the 90 days following a disaster.
   - But, disaster relief and recovery occurs well beyond 90 days.

4. **Recovery**
   - Address long-term needs over time to help with recovery.

**Stages of Disasters and Beyond**
- **Mitigation**: Usually 90 days
- **Preparedness**: Several months or even years
- **Response**: Generally 90 days
- **Recovery**: Open a Schwab Charitable Donor-Advised Fund Account

Source: Center for Disaster Philanthropy; www.disasterphilanthropy.org
© 2017 Schwab Charitable Fund. All rights reserved. (0517-ZJFN) ELC97422-00 (05/17)