

4

STAGES OF DISASTER GIVING

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.



INVESTING IN STUDIES AND PILOT PROGRAMS CAN INCREASE AWARENESS AND HIGHLIGHT DIFFERENCES IN DISASTER RELIEF AND RECOVERY.



2

Preparedness

Increase the speed and effectiveness of the response to a disaster.



DONATIONS TOWARDS DISASTER PREPAREDNESS



SAVED IN CASUALTIES AND PROPERTY DAMAGE

3

Response

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



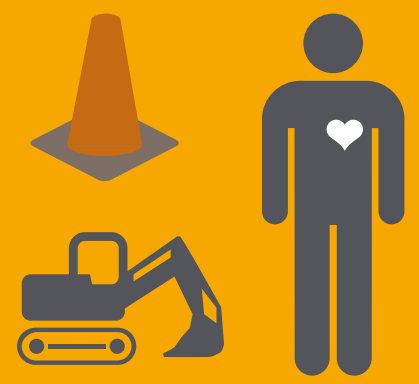
90% of all donations flow to relief efforts in the 90 days following a disaster

But, disaster relief and recovery occurs well beyond 90 days.

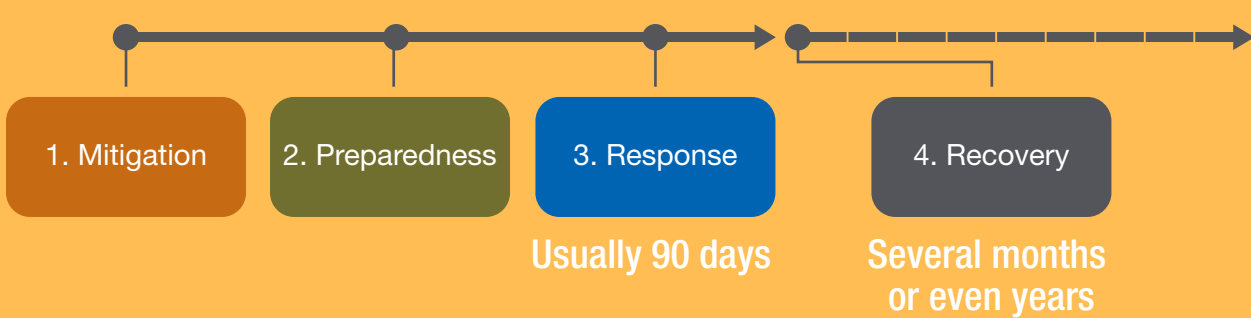
4

Recovery

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



STAGES OF DISASTERS AND BEYOND



Open a Schwab Charitable Donor-Advised Fund Account

Learn More