



GNWS WEBINAR SERIES: Week 7

Fundraising to Keep Shelter Services Going During a Public Health Crisis

Q&A

1. What is different to fundraising during COVID vs. other times and any consequences to be aware of?

- a. I think the situation is very similar. I am being very careful not to ask for money from companies that just laid off many employees since it makes it look like we don't care about their employees.

I also suggest you spend less time on pretty visuals right now. I think funders want NGOs to be spending their time supporting survivors right now, not creating glossy fundraising brochures. All of our COVID outreach is by email and calls — where we share the impact of COVID on survivors and the shelter who house them in very simple and heartfelt emails. And we encourage potential funders to see: <http://nnedv.org/coronavirus> to learn more about the COVID work

2. We just had a death of a woman and her child killed by husband. How do we approach this delicate issue, how can we share that our services are open without coming across as using the tragic murdered of a woman, her child and their pet?

- a. Sadly in the US, we have an average of 3 women killed every day by the abusive partners. I don't know if COVID has increased or decreased the numbers (it's too soon to have the official numbers)

If we are called by media about an individual case, we will speak about DV and how there is help for survivors and how the entire community has to come together to end abuse. We don't tend to do press releases or statements about murders, but if press comes to us, we will comment. At the local level it is easier to speak out consistently every time a survivor is killed. At the national level it is too risky that we might overlook some survivors or be seen as only being more out spoken for victims who have more societal privilege

- b. I don't think anyone would think you were using their deaths if you reached out to the media to ensure that other women out there know that they can reach out to you, even if they're not sure they want to leave. Getting the messaging out there that shelters are open and able to help is important. It would be

different if you paired this story with a donation ask, which is not what you're doing.

3. More of a comment than a question. Working in an international context, there can be the situation of new actors trying to come into provision of services, because there may be new donor money available. This can present opportunities for local services providers, but also be overwhelming. It can also mean that there is duplication and lack of clarity if these actors are not aware or utilizing existing coordination mechanisms.
 - a. An excellent point. I find that when a sudden influx of funding arrives, everyone believes they are an expert in GBV and sometimes overlook advocates and NGOs that have been doing the work for decades.
 - b. This is something we've seen in New Zealand too - once the cash is announced we suddenly find we have a whole lot of new specialist domestic violence service providers emerging.
 - c. We're seeing this in Canada as well. We had a meeting with the Minister of Women and Gender Equality today and we brought this up to her, that we need to make sure new services aren't popping up trying to replicate the work that shelters are doing.

Resources

- **WAVE (Women Against Violence Europe)**
The WAVE website has information about several webinars organized by WAVE regarding COVID-19 and the experiences of WAVE-members during this crisis.
<https://www.wave-network.org/2020/04/16/wave-covid-19-webinar-series/>
- **European Council**
On the site of the European Council, there is a section about women's rights and the COVID-19 pandemic. There is general information, country reports (information from governments), and information from civil societies.
https://www.coe.int/en/web/istanbul-convention/newsroom/-/asset_publisher/anlnZ5mw6yX/content/information-page-on-initiatives-practices-statements-and-guidelines-on-women-s-rights-and-the-covid-19-pandemic-now-available?inheritRedirect=false&redirect=https%3A%2F%2Fwww.coe.int%2Fen%2Fweb%2Fistanbul-convention%2Fnewsroom%3Fp_p_id%3D101_INSTANCE_anlnZ5mw6yX%26p_p_lifecycle%3D0%26p_p_state%3Dnormal%26p_p_mode%3Dview%26p_p_col_id%3Dcolumn-1%26p_p_col_count%3D2