



SPECIAL EDITION: GLOBAL IN-KIND IMPACT REPORT

A LOOK AT IN-KIND GIVING
AS A GLOBAL COVID-19
RESPONSE TO MEET
URGENT NEEDS

JULY 2020

PROJECT IN-KIND



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Published online and in Canada simultaneously July 30, 2020.

Project In-Kind is a trademark and an initiative of The Centre for Global Good.

Ottawa, Canada

ISBN: 978-1-7773361

For more information visit: www.projectinkind.org

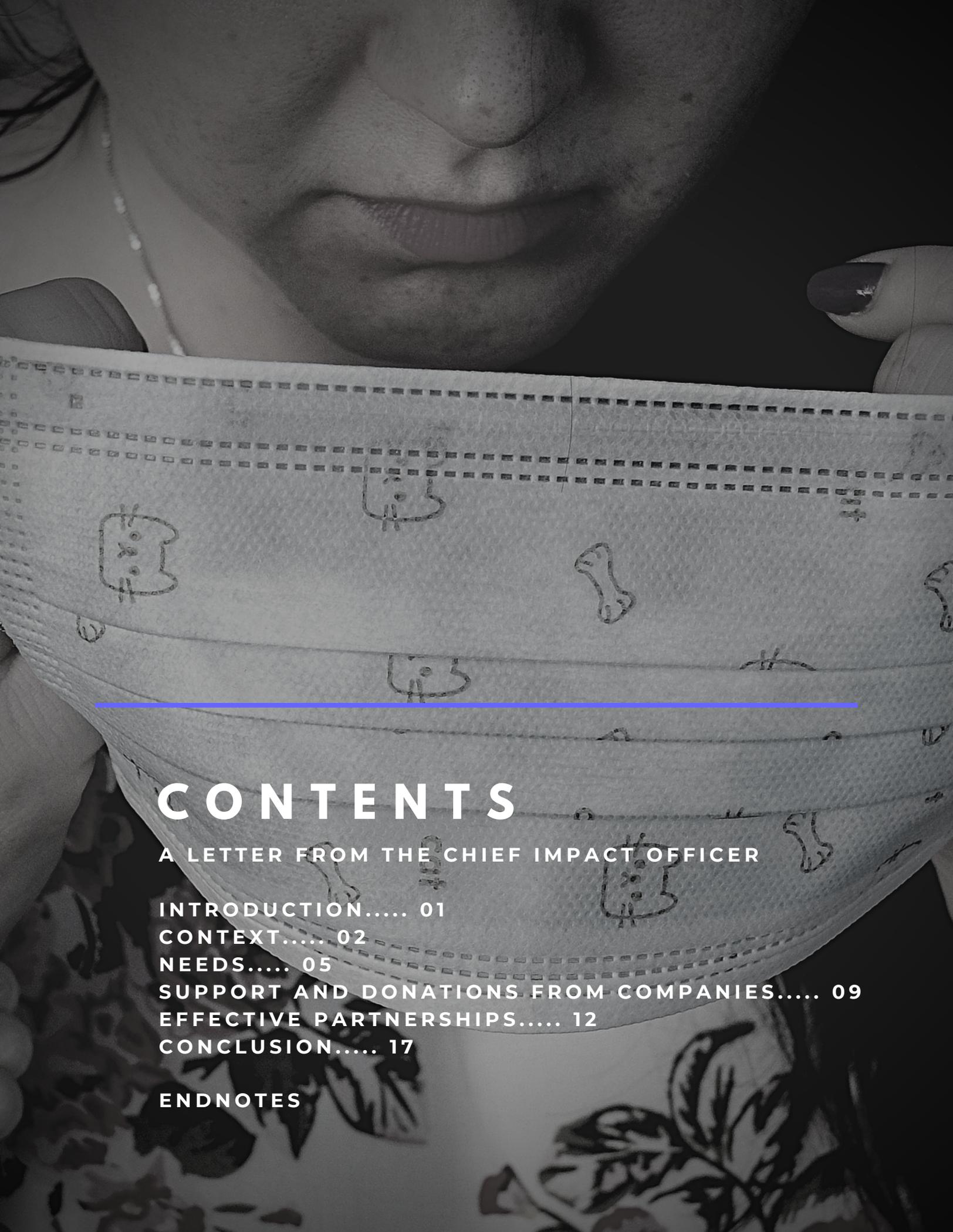
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A LETTER FROM OUR CHIEF IMPACT OFFICER

Creating impact at scale to address complex issues and events is not easy. To begin, each person involved in creating impact must believe in their own capacity to make a difference, wherever they are and with whatever resources they have. COVID-19 has shone a spotlight on the incredible resourcefulness of people and communities around the world and it has also exposed serious systemic gaps and shortfalls.



Regardless, the gaps and shortfalls do not mean that we are lacking resources. What if we have all the resources we need to solve and address our biggest challenges today? What if all we lack are systems to easily identify the full scope and value of the resources we have, and a connected and interoperable supply chain framework to put all these resources to work for our collective benefit? And, so our story about in-kind resources begins.

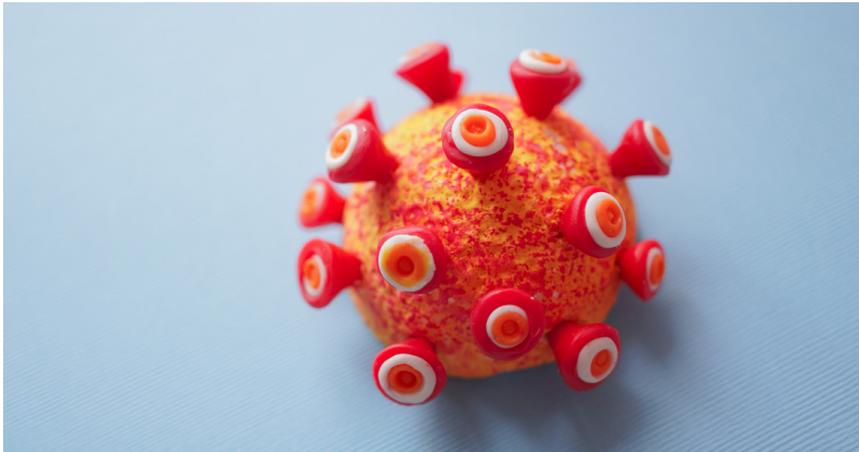
From the simple and uplifting gestures of playing music on balconies, to the billions of masks, meals, and medical support services provided in communities around the world, people have believed they could help and they have - in more ways than we have been able to count. This report aims to capture a snapshot of the sheer volume of early in-kind contributions and key data trends found during the first part of 2020.

By documenting these in-kind contributions our hope is that no one will forget how resourceful and action-driven humans can be when faced with adversity. The kindness, empathy, and support delivered by professionals, students, philanthropists, citizens, and CEOs must not be reduced to dollars and cents. The impact of the early in-kind contributions were invaluable to those receiving them and inspiring to those watching the generosity unfold. The impact of these early in-kind efforts extended across mass media and social media channels to quell fear and make kindness contagious.

As we move forward and into the future, I encourage you to join our in-kind impact movement, make your needs, resources, and ideas known, and give in-kind. With our team's deepest gratitude to every in-kind impactor who has given what they could to help, we dedicate the first-ever report on in-kind impact during COVID-19 to you. We hope that this report serves you as you plan your impact efforts and define the roles you will play in building kind, resourceful, and resilient communities around the world.

- Tanya Woods

INTRODUCTION



In January 2020, the World Health Organization reported that a region in China was experiencing the outbreak of a new virus called COVID-19. This marked the beginning of a global pandemic and a series of systemic crises. Following the initial report, countries such as Italy and New Zealand have closed their borders, millions of people have been placed under quarantine, and many businesses have closed, temporarily or permanently.

For many people, this has been a period of great despair and uncertainty. However, others have used the pandemic as an opportunity to serve those made vulnerable by the impacts of COVID-19. Some individuals and corporations have stuck with traditional philanthropy, giving money to the charities they believe need the most help. However, as this In-Kind Impact Report discusses, other donors have increased their impact efforts by giving in-kind donations of skills, services, goods, and other non-cash donations.

Traditional notions of philanthropy have been largely characterized by monetary giving. As a result, a large segment of resources available in communities today have gone under-valued and unrecognized for their philanthropic and impact potential, including human capital, natural capital, social capital, and constructed capital. This has resulted in a lack of coordinated systems, supports and solutions that recognize and leverage the interconnectedness of resources, industries, and community stakeholders. Further, this gap has impacted held back resiliency.

In short, cash is not a substitute for PPE, medical knowledge, food or any other resource urgently needed when that resource is scarce or slow to procure. When considering rapid responses to human needs during a pandemic or any other crisis, innovation and in-kind systems are required, and will be required, to achieve resiliency.

CONTEXT

This report examines the needs and offers that have emerged globally in the first half of 2020. It shows that we are witnessing a philanthropic shift marked by an increase of giving through in-kind donations. The goal of this research is to enable communities to better understand and leverage in-kind resources and contributions to meet citizen needs in crisis situations, as demonstrated in the current COVID-19 context.

As the pandemic proliferates across the globe, widespread disruptions to everyday life have occurred. Necessary public health measures like isolation orders, physical distancing, and use of personal protective equipment (PPE) have had widespread social and economic consequences. Non-essential travel between countries has been reduced or suspended, food supply chains have collapsed, businesses and public institutions have shut down or shifted to digital service delivery models, and individuals have been pushed into financial uncertainty due to unemployment and reduced work hours.

While the economic contractions experienced globally cannot yet be fully quantified, estimates have been made. The International Labour Organization reported there would likely be a 10.5% decrease in working hours in Q2 of 2020, equivalent to 305 million full-time jobs. Similarly, the World Bank reported that upwards of 40-60 million people will be pushed into severe poverty, while the United Nations (UN) World Food Programme reported that the number of people facing food insecurity globally will double. The economic and social impacts of COVID-19 are not merely the result of the pandemic. COVID-19 has been called the “great revealer” for its role in exacerbating pervasive inequalities in income, healthcare, property, education, employment, and internet access.

10.5%
decrease in
working hours in
Q2 of 2020

global food
insecurity
**will
double**

**40-60
million**
people will be
pushed into
severe poverty



CONTEXT

According to the United Nations, these inequalities manifest within and between countries and impact both community and national responses to COVID-19. For example, various income disparities have been critical in determining levels of civic resilience. These disparities have resulted in groups being unevenly able to adopt public health measures due to factors such as crowded living situations, a need to continue to work for income, and costs associated with obtaining PPE.

Early data suggests that individuals who are women, low-income, precariously employed, and racialized are disproportionately impacted by the socio-economic effects of COVID-19. There is also evidence showing that these segments of the population are experiencing the most adverse impacts even in countries like Canada that have robust healthcare systems and government support programs.

The nonprofit and charitable sectors have consistently played a role in meeting the diverse needs of vulnerable communities. Their capacity to operate and to meet community needs during the pandemic is critical, as COVID-19's effects intersect with, and intensify, existing inequalities. Frontline community service organizations such as food banks, health providers, and shelters have felt the pressures imposed by the pandemic as local and global needs increase and finances become scarce. Despite the need for essential goods and services, donations and volunteer support have dwindled since the onset of the pandemic. A survey of 544 organizations globally administered by the Charities Aid Foundation of America reported that nearly 97% of the organizations have endured negative impacts as a result of the pandemic. These impacts include reduced contributions, poorer client relations, and staffing disruptions.

In the Canadian context, similar effects have been discovered. Imagine Canada reports that isolation orders have greatly impacted the functioning of charities, with 73% reporting declines in donations, one in three reporting difficulties maintaining volunteers, and 83% reporting the cancellation of in-person programs.



CONTEXT

73%

of nonprofits
report declines in
donations

COVID-19 has introduced new obstacles for organizations providing essential support to global populations, thereby creating new critical gaps that must be addressed to minimize the detrimental effects of the pandemic.

The urgent needs of people and communities throughout the COVID-19 pandemic are articulating the point that donations of money do not make much-needed goods or services more accessible, especially when supply chains are disrupted or non-existent. The new reality requires in-kind donations to become better co-ordinated and leveraged across communities to meet needs when need is high and money is in short supply.



NEEDS

As people and communities are increasingly impacted by COVID-19, several types of needs have arisen in response to the socio-economic fallout. Along with requests for monetary donations, community organizations have made pleas for in-kind support to access essential items, services, and volunteers. To produce this report, the researchers collected a global dataset of 100 calls for in-kind support made in response to COVID-19 from nonprofits, hospitals, governments, churches, and grassroots organizations. The results suggest that organizational needs have generally increased to address increased service use, public health measures, and financial uncertainty. Although these calls for support were primarily directed at individuals, corporate support was requested as well. Moreover, the dataset indicates that needs have evolved as the third sector navigates both the immediate and long-term effects of COVID-19.

Our findings revealed that the onset of the pandemic caused an increased global need for PPE. This need reflects the adoption of widespread public health measures and the global shortage reported by [the World Health Organization](#) in March 2020. PPE represented nearly one in four calls for donations, with requests from local hospital sites, governments, and nonprofits. Hospitals like [Cone Health](#) and governments like [The City and County of San Francisco](#) solicited large volumes from corporate sources to address the growing demand from frontline workers. This contrasts community-based nonprofits like [SEARCH Homeless Services](#), [Rainbow Days](#), and [San Gabriel Pomona Parents' Place](#), whose requests were directed at individuals to support the continued operation of food banks, maintenance of public health protocols in homeless shelters, and accessibility of these items to low-income populations.

1 in 4
donation appeals
were for PPE



NEEDS

1 in 5
requests for
donations
were for food

In addition, an increase in demand for food emerged. Calls for support to meet food-related needs represented nearly half of the dataset. One in five requests were calls for food donations and one in four were calls for volunteers to purchase, sort, and/or deliver food supplies. These requests predominantly served financially insecure populations, except for remote services tailored to aid senior and disabled populations. The need for food donations may be the result of increasing financial precarity among individuals and food system crises resulting from the interruption and dissolution of supply chains and fluctuating consumer demand. In March and April 2020, organizations such as The River Food Pantry and La Casa de Amistad reported spikes in food bank use, exemplifying COVID-19's role in exacerbating food insecurity.

In addition, the increased demand for volunteers is expected to continue due to the increased risks associated with in-person volunteering and quarantine measures that necessitate remote services delivery. For instance, Blanchet House of Hospitality reported a 50% increase in meal needs during the month of March 2020 while citing serious declines in volunteers and staff as a result of health risks.



NEEDS

Despite considerable overlap with the requests for food-related support, hygiene product needs emerged in similar volumes. One in five requests represented calls for donations of hygiene products (e.g. shampoo, deodorant, menstrual products). Organizations like [Salvation Army](#), [OUT Memphis](#), and [People Assisting the Homeless](#) are among those that asked for both food and hygiene products. Similar to the food requests, these calls for support targeted the needs of vulnerable communities (e.g. low-income and homeless populations). Furthermore, the research data demonstrates that hygiene-related needs were an initial necessity like food, representing one in three requests made by organizations in April 2020.



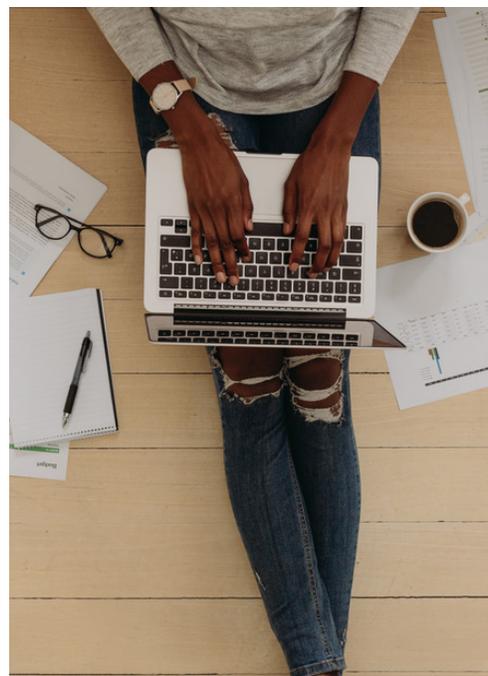
1 in 5
requests for
donations were for
technology needs

A further trend in needs was the emergence of technology donation requests in May and June. Technology represented nearly one in five requests in the dataset, disproportionately representing donation requests in May (27%) and June (100%). Organizations including [Little Lives UK](#), [Global Storm](#), and [Sage Sustainable Electronics](#) made calls for laptop and tablet donations to address disparities in accessing technology.

NEEDS

The majority of the calls for in-kind donations were focused on meeting educational needs, specifically aiming to increase the ability of low-income students to engage in remote education as schools moved their programs online. These organizations were cognizant of the fact that these devices would also allow individuals to work from home and stay connected with loved ones while isolating. Moreover, these calls for donations were more likely to seek corporate support given the cost of personal electronics and the volume of products needed to meet demand.

A final trend that emerged in the dataset related to the overall localized nature of response to pandemic needs. Global requests represented a marginal proportion of the data, with 95% of calls for donations being highly localized to specific communities or countries. Although this may be the result of algorithm bias in the data collection process, there is evidence this could be the result of other factors. As reflected in Canada, there is a clear focus on domestic response, commonly labelled as the “Canada First” approach, in which local needs must be met before addressing the global effects of the pandemic. A fixation towards domestic response is likely to have been bolstered by the closure of borders, which catalyzed a process of deglobalization as governments and service providers looked inward to meet demands with their assets and remaining supply chains. This nationalistic approach has become standard in many highly industrialized countries and likely accounts for this trend.



95%

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countries

SUPPORT AND DONATIONS FROM COMPANIES

While nonprofits are establishing their needs during the crisis, corporations are trying to address them. Through the creation of a dataset of 100 corporate donations, we investigated the private sector's response. From this dataset, we can see that corporations around the globe, big and small, are working to help the fight against the pandemic. Many of these corporations, such as [Lowe's Canada](#), are helping in the traditional sense by donating large sums of money to governments and nonprofits. These monetary donations enable the third sector to address several needs catalyzed by COVID-19, such as funding food delivery programs to address food insecurity. However, there are certain gaps in access to items like PPE that money cannot fill due to disrupted supply chains and global shortages. Corporations have recognized this gap and have responded by incorporating in-kind giving into their philanthropic practices.

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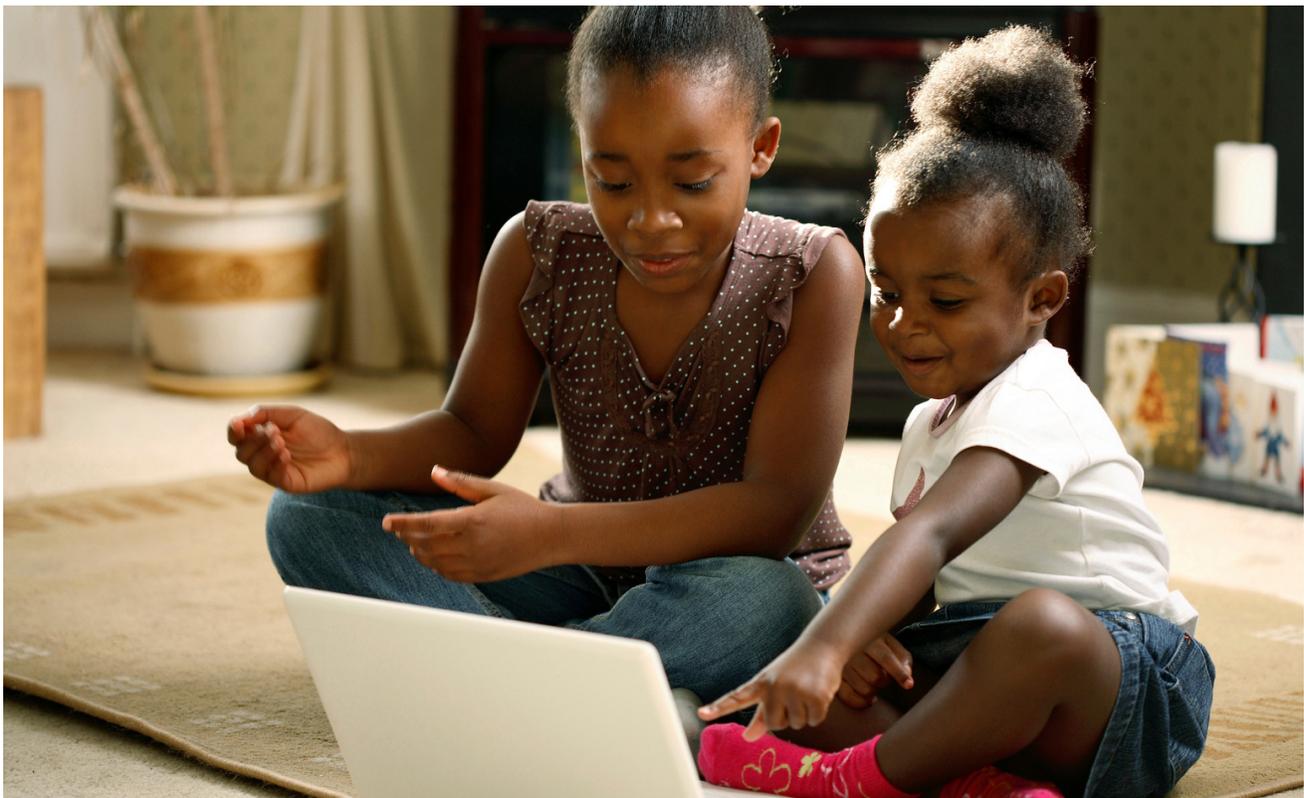
Corporations have recognized this gap [in the need for items that money cannot fill] and have responded by incorporating in-kind giving into their philanthropic practices.

”

With in-kind giving taking a variety of forms, the main trend is clear: the world needs PPE and corporations are stepping up to give it. Millions of PPE donations have already taken place in the months since the pandemic began. In fact, over a third of donations found through our research included a donation of PPE. Companies like [Toyota](#), [P&G Canada](#), and [Razer Inc.](#) have worked to produce masks, gloves, face shields, and safety glasses. Many of the corporations already had the tools necessary to adjust their factories from making their standard products to making PPE. The majority of the donations in the dataset are going to healthcare workers, with the goal of keeping them safe while working on the frontlines of the pandemic. These donations are directly helping to address the shortages in PPE that hospitals are experiencing because of the pandemic and ensuring that workers are outfitted properly for the duration of the pandemic.

SUPPORT AND DONATIONS FROM COMPANIES

A second trend that emerged relates to how corporations are responding to inequality in technology. One out of five donations compiled in our database include a donation of technology, including free access to software or a device. Technology companies in particular have focused their efforts on increasing access to education for children, specifically from low-income households. For example, companies like [TATA Consultancy Services](#) and [Zovio Inc.](#) have given students free access to online educational resources. Tech giant [Google](#) has also gotten involved in increasing equality in education by donating Wi-Fi hotspots and Chromebooks to children in California who have been sent home from school. [Zoom](#) has offered free access to their basic accounts to students so that they can communicate with their friends and teachers. Since the shutdown, the shift to online school has made it even harder for some children to access equal education than before. These donations decrease the barriers to accessing education that many students experience. Donations like those from Google and Zoom also allow children to use technology outside of school, allowing them to play games, have fun, and be kids with their friends despite the pandemic.



SUPPORT AND DONATIONS FROM COMPANIES

Technology companies have focused on an issue that has been exacerbated by the crisis: loneliness. A recent survey from Ipsos shows that over half of the Canadians surveyed are starting to feel lonely due to social distancing practices and quarantine. Seniors, who are at high risk from the effects of the virus, are reportedly feeling isolated from their families. Companies such as TELUS, T-Mobile, and Picniic Labs have alleviated this effect by donating devices and chargers to hospitals and long-term care homes so that people in isolation can stay connected to their families. While these donations cannot fully decrease the effects felt from social distancing restrictions, they certainly allow people to stay connected to their friends and family.

A final trend that has appeared amid the pandemic is that these in-kind efforts are being made by companies of all sizes. Sixty-five percent of the donations noted in the dataset were from publicly-held corporations, including [Anglo-American](#), [Unilever Canada](#) and [Unilever U.S.A.](#), and the [Kering Group](#). [Stanley](#), [Black and Decker](#), an American company that manufactures tools and household hardware products, donated a total of three million PPE products to frontline healthcare workers and first responders. Smaller businesses have responded just as much as big corporations, even if they may not have the same resources does not mean that smaller businesses. One in ten donations found in the dataset are from medium-sized businesses (11-250 employees). For example, [Dillon's Small Batch Distillers](#), a small distillery based in Niagara, Ontario, Canada, has adapted their factory to produce hand sanitizer instead of their usual products. They have already donated 50,000 bottles to healthcare and frontline workers in their community, even though it requires them to produce fewer consumer goods because the sanitizer requires more alcohol content than their usual products.

65%
of donations were
from publicly-
held corporations



EFFECTIVE PARTNERSHIPS

To understand the impact of in-kind contributions to pandemic response, we examined the trends between our datasets of needs and donations, areas to improve collaboration, and what this means for the future. The big question we asked was, are the needs of nonprofits actually being met? Based on our research, it is unclear. In some cases where urgency was well understood, such as the need for PPE for frontline healthcare workers, we concluded that needs were being met. However, organizations serving secondary (beyond PPE) needs, and marginalized communities are not as likely to have success in securing all the resources they need to service their community members.

Further, while many businesses are closing their doors or moving to virtual operations, most nonprofits are required to stay open because of the essential services that they provide to vulnerable communities. Organizations such as the [Ottawa Hospital Foundation](#) need PPE to safely allow their workers to continue working through the COVID-19 pandemic. At the onset of the shutdown, panic ensued due to a lack of PPE available for hospitals and frontline workers. However, corporations have come forward to ease this panic. There was an immediate response from companies like [AstraZeneca](#), which donated nine million face masks to healthcare workers globally. Notably, however, nearly half of the donations from corporations found included a donation of PPE, but only 22% of the calls for support from the third sector in the database made a request for PPE. This discrepancy may be due to the lack of attention paid to calls for support from nonprofits compared to donations made by corporations, a phenomenon that we discuss further below.

1/2

of donations from corporations included a donation of PPE



22%

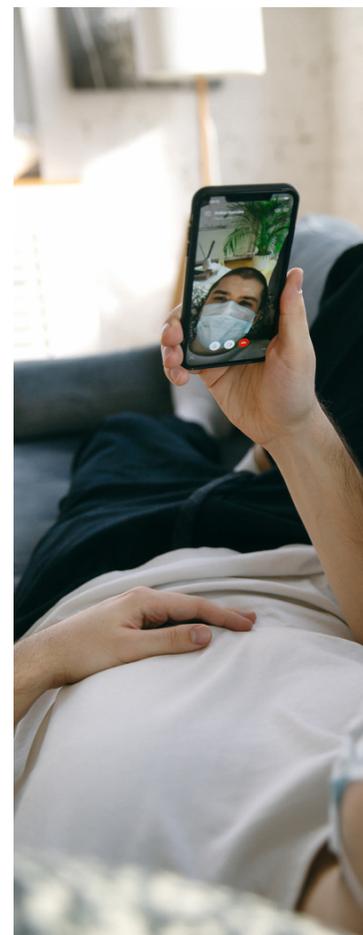
of calls for support from the third sector made a request for PPE



EFFECTIVE PARTNERSHIPS

Another commonality found between our datasets was the number of technology donations taking place. One out of five calls for donations were for technology, mirroring the support given by corporations. Calls for support by nonprofit organizations focused on addressing educational disparities created by online learning in wake of COVID-19 measures. Data from the [Pew Research Centre](#) shows that despite great advances in technology, 29% of Americans with an annual salary below \$30,000 USD do not own a smartphone and 46% do not have a computer.

Additionally, technology donations focused on enabling friends and family to speak virtually despite physical distancing restrictions. For example, [Little Lives UK](#) put a call out for unused laptops and tablets for low-income families whose children need them to complete their schoolwork at home. Corporations like [TELUS](#) and [Google](#) cited similar reasons for their donations, noting the importance of staying connected in the face of an uncertain future of the pandemic. These collaborations between nonprofits and corporations help to minimize this digital divide.



The examples above demonstrate the value of in-kind partnerships that align the resources of corporate donors with the essential work of nonprofits. The collaborations exemplify the flexibility and capacity that corporate actors have to produce essential goods when there is a need. This raises a variety of questions about future partnerships, not least whether there should be an expectation of companies to supply in-kind donations, and if so, whether governments have a role to assist and support these public benefit contributions. There is much work to be done to leverage in-kind contributions to create impact beyond the COVID-19 crisis context so that we may better address the everyday needs our community organizations meet. The partnerships discussed should be praised for their focus on meeting needs beyond PPE. The work of corporations within our dataset demonstrates an understanding that the pandemic has exacerbated other forms of inequality, including access to technology. Recognizing the interrelatedness of inequalities is a valuable perspective for future partnerships that can be operationalized to address these inequalities as they exist today and as they persist beyond COVID-19.

EFFECTIVE PARTNERSHIPS

A notable key area where the needs of nonprofits are not being met by corporations is food insecurity. Although one in five of the calls for support in our dataset included a need for food, only eight percent of the donations made by corporations answered these calls. This finding is surprising given the economic impact that the pandemic has had on both nonprofits and individuals and their ability to access food. From a Canadian perspective, approximately one in seven Canadians have reported experiencing food insecurity during the course of the pandemic. Notably, it is families with children who are confronting this issue the most. It is unclear why corporations are not responding to this need at the same rate to which they have responded to other inequalities. Rather than donating the food itself, corporations are responding to this particular issue through monetary donations so that the organizations can gather the specific resources they need themselves. This seems to be the case at least for corporations like Shaw Communications, which has pledged \$1 million CAD to Community Food Centres Canada. However, where food supply chains are disrupted, cash may not meet the actual need and this requires immediate attention and review.

Beyond gaps in partnerships, there are several opportunities for improving in-kind giving between corporate and nonprofit actors. The data collection process presented a general trend to neglect reporting outcomes on both the needs and offers ends of the partnerships. In other words, an organization will publicize its donation needs and a corporation will publicize its intention to give a quantified amount of goods or services, but neither is reporting or discussing the substantive impact of giving or receiving. This weakens the value proposition of these partnerships in public opinion and raises questions surrounding accountability and action. Furthermore, the lack of transparent follow-through on reporting risks fuelling skepticism about corporate motives for contributing to crisis response efforts.



1 in 5
appeals asked for
food donations
while only
8%
of donations from
corporations
included a
donation of food

EFFECTIVE PARTNERSHIPS



The lack of media coverage provided to community organizations seeking donations, volunteers, and services by these organizations stood out as a trend impacting the effectiveness and reach of these organizations. Except for larger, more established entities such as [Salvation Army](#) and [Canadian Blood Services](#), needs were reported most often on organization websites. This results in less visibility for the needs of smaller organizations—who made up the majority of the needs dataset—meaning they should be reasonably understood to have received less overall support for their community members. The gap in "discoverability" and visibility of needs can be filled by a neutral and open technology platform such as [Project In-Kind](#) that creates a decentralized hub for the goods, volunteer, and service donation requests of organizations of all sizes. Deploying an open and coordinated platform would serve to heighten awareness of how individual and corporate actors can support organizations while enabling them to also better understand the scale and types of needs in their communities. This benefits the receiving organizations and the prospective donors as Project In-Kind's easy-to-navigate database makes local and global needs of all volumes more accessible, and contributions more transparent.

[Project In-Kind](#) also offers an opportunity to address the geographic bias found in the datasets. Nearly all of the needs and donations data collected was found in mass media reporting mostly from Western countries such as the United States, Canada, and the United Kingdom. This is likely representative of a search algorithm bias, however, it is worth noting that the media also plays a role in this. Articles from Western and developing country media outlets largely focus on the efforts of their own learning corporations. Given the global nature of COVID-19 and in-kind giving, this represents an area for improvement. A platform like [Project In-Kind](#) provides the opportunity to connect donors to global calls for support that are more difficult to locate. This may benefit relief efforts led by multinational corporations with the capacity to achieve impact across countries while also advancing the visibility of small, local organizations overlooked by global aid programs.

EFFECTIVE PARTNERSHIPS

As we continue to navigate through COVID-19, members of the third and private sectors are beginning to contemplate what current practices of giving will mean for the future. This crisis has shone a light on the fact that money can not meet all of the needs resulting from socio-economic challenges. For good reason, we suggest looking at in-kind giving as a resiliency and crisis management strategy immediately and for the long term. In-kind giving provides an inclusive means to address critical issues that vulnerable communities are facing every day, including during the pandemic.

Accountability and supply chain systems need to be put into place to navigate needs and demand and supply. We must think critically about these practices as they continue to proliferate during crisis response. Working with corporations to create shared value for the communities in which they operate is key to success overall for the community.

Although not discussed in depth in this report, we felt it was integral to mention individual capacities and interest in aiding crisis response efforts. COVID-19 has given rise to a mutual aid strategy in Canada, known as “caremongering”. This strategy of giving has diffused across the country via 65 Facebook groups, comprising a membership of nearly 170,000 Canadians. The intention of these networks is for individuals to meet the needs of vulnerable community members by delivering goods and services. Much like the corporate partnerships described above, these groups are filling essential needs that have not been met through government-facilitated COVID-19 response programs. This demonstrates the willingness of Canadians to support their community members and shows the value of in-kind giving even at the individual level. However, questions should be raised about the sustainability of this practice. Should citizens, like corporate partners, be expected to independently address the needs of vulnerable community members? Is there a better system that could engage the willingness of Canadians, much like corporations, to provide aid that is more publicly organized? Advanced discussion and considerations is important and must be had now in an inclusive and open format so that no voice is left out and no person or community is left behind. Governments can play an essential role in facilitation and advancement of in-kind resiliency programs by empowering communities to advance the dialogues on in-kind giving and resiliency benefits.

CONCLUSION

Despite current uncertainty, this pandemic will end. In preparation for this reality, we have put together three key take-aways for the public, private, and third sector stakeholders.

1. Ongoing public, private, and third sector collaboration is a must.

The capacity of individual and corporate assets to build community resilience needs to be recognized and valued. In-kind giving has been critical to the pandemic response, and we do not want these partnerships to disappear when the crisis subsides. The public, private, and third sectors should continue to foster collaboration that allows for adequate responses to evolving community needs through in-kind giving.

2. Government activation is key for community and global resiliency.

Second, governments need to play a greater role in facilitating multi-sectoral partnerships, as only 10% of the calls for in-kind support involved government actors. Government participation and incentivized reward for private sector support efforts would enable organized collaboration between actors within all sectors - someone that is paramount to achieving collective impact.

Moreover, governments should strive to facilitate these partnerships, as they serve as an opportunity to deliver on the United Nations Sustainable Development Goals (UN SDGs), a series of 17 goals that seek to create a more equitable world by 2030 through the development of transformational partnerships. While there was no mention of the UN SDGs in our datasets, we nevertheless looked to see if donors and community organizations related their efforts in this way, which they did not.

All of the partnerships taking place deliver on these goals, which include eliminating hunger and providing equal access to education. If governments work to facilitate these partnerships, they can be sure that efforts are recognized and counted towards the achievement of the SDGs.

17 PARTNERSHIPS
FOR THE GOALS



CONCLUSION

3. In-kind is a catalyst for cross-sector, cross-community impact.

Finally, as we prepare for the pandemic to end, we have to remember that the world cannot go back to the way it was before. We are entering a new normal.

The inequalities in food, employment, technology access, and health care that exist within our communities have been made visible by COVID-19 and can no longer be overlooked. The public-private in-kind partnerships catalyzed by COVID-19 are crucial in responding to the persistence of these inequalities in post-pandemic ecosystems.

Our system failures resulting from COVID-19 are clear. The socio-economic systems around us do not exist in silos—once disrupted, they all face depletion, failure, and unforeseen consequences. Moving forward, it is imperative that systems failures are addressed through systems-oriented agendas that prioritize the development of scalable and sustainable human-centric solutions driven by data, feedback loops, and humans.

In-kind giving enables the creation of meaningful sectoral partnerships with the capacity to address these system failures. With further investment in, and facilitation of, in-kind resource supply chains, we will be able to better handle future crises as they appear and better support the well-being and resiliency of our local communities around the world.



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