

Australian Philanthropic Services (APS) seeks to empower our clients to be directly involved with the causes and organisations they support. While some of our clients wish to maintain privacy in their philanthropy, most derive great satisfaction through forming meaningful and lasting relationships with charities. Wherever possible, we encourage our clients to be ‘engaged’ givers, communicating openly with their not-for-profit partners, and listening and responding to their changing needs.

In the wake of COVID-19, many funders are concerned for the short-term wellbeing and longer-term viability of their charitable partners, and the vulnerable communities they serve.

What APS is doing

To assist our clients to continue supporting the outstanding and fundamental work undertaken by charities:

1. We have published an article on [Pandemic Philanthropy: Giving in a Time of Crisis](#) which gives some guidance to philanthropists. Specifically, we encourage funders to stick with their current charitable partners, offer untied and flexible modes of funding, and maintain regular two-way communication. In addition to funding, we suggest philanthropists consider any other support tools available to them, such as technological support or advocacy capacity.
2. Where our clients are keen to direct funding towards COVID-19 responses, we are maintaining an updated list of larger, cross-sectoral initiatives, particularly those that address medical research imperatives. If you are part of such an initiative, please [let us know](#).
3. We are continuing to provide independent, tailored giving support to individual clients. Our clients are diverse – with annual giving levels of between \$2,000 and \$2 million a year – and our giving support services vary accordingly. We are committed to ensuring our clients fulfil their minimum obligations to the charitable sector before 30 June (i.e. distributing 4-5% of the opening balance of their fund, depending on its structure, as at 1 July 2019). We are encouraging them to maintain their existing charitable partnerships and, wherever possible, to ‘lean in’ further by offering as much support as is practicable. To that end, we are having conversations with some clients about creative forms of support such as impact investments, no-interest loans and in-kind support.

What you can do as a charitable organisation

1. Reach out to your philanthropic donors and be candid about how you are faring. Let your funders and stakeholders know how the crisis has affected your funding, fundraising capacity, service delivery model and your business planning. Prioritise your most pressing needs and consider what additional support could be beneficial, in addition to funding, from your philanthropic supporters.
2. Stay in touch, regularly. The situation is fluid. No one knows exactly how long the crisis will last, or what unforeseen challenges and unexpected opportunities it might deliver. Communicate with your

philanthropic funders to ask them how often they would like to hear from you, then deliver against that in the form that makes most sense to your organisation (e.g. a brief three-line email, or a five minute Zoom catch-up).

3. Keep APS informed about your organisation's work by completing this [online form](#). The information you supply populates our internal charity database, which we use to source organisations to share with clients, at their request, based on their interest areas.