



# MARKET INSIGHT

## Nebraska Branches Philanthropic Update

Unfortunately, given the ongoing precautions surrounding the COVID-19 pandemic, we were unable to hold our annual NPAN meeting this year. We look forward to resuming our event in 2021 with more exceptional presentations like those held by Jeff Raikes and the Stanford Effective Philanthropy Lab in 2018 and Jay Wilkinson, Founder and CEO of Firespring, who shared his "Do More Good Movement" with us in 2019. To assist in the ongoing education of the advisors in our community, we have provided useful insights and updates from our partners, the Community Foundations of Omaha and Lincoln. We look forward to seeing you all next year! Until then be safe and take good care.

## A message to Nebraska Philanthropic Advisors Network

### Philanthropic and Community Engagements

In response to the COVID-19 pandemic, D.A. Davidson is doing what we can to effectively give back to our community. Philanthropy and volunteerism are a big part of what D.A. Davidson stands for. Our mission is to help others build the future they choose.

### Omaha Community Foundation

*How to become involved?*

#### Identified Areas of Need During COVID-19

- Food Support
- Healthcare
- Emergency Housing
- Emergency Financial Assistance
- Seniors

<https://omahafoundation.org/community/covid-19-response-fund/>

## General Philanthropic Giving Trends during COVID-19 Pandemic

### How will COVID-19 impact charitable giving?

- 25% of donors plan to increase their donations
- 54% of donors plan to maintain their giving levels



### Where are donors most likely to spend support in response to COVID-19?

- 58% to address the domestic response
- 11% to address the international or global response
- 20% both equally

<https://www.fidelitycharitable.org/insights/how-covid-19-is-shifting-donor-giving.html>

## Lincoln Community Foundation

### How are they getting involved?

The Lincoln Community Foundation hosted three new funds, created by donors, to support work in the community. An additional fund, opened when the pandemic began in March, was the Lincoln COVID-19 Response Fund. Lincoln Community Foundation and other local funders created an initial pool, which was then matched by contributions from the community. It is still receiving gifts and the total raised is almost \$1.25 MM. More importantly for this fund is that over \$900,000 has already been distributed to local nonprofits for their work in support of those impacted by the pandemic.

## D.A. Davidson Day

### Investing Our Time, Improving Our Communities

We have long invested in and encouraged associate involvement within our local communities. In addition to advocating for volunteerism, we believe in taking our commitment further — enhancing our employees' generosity by matching their charitable donations to eligible organizations.

2017 marked the beginning of a D.A. Davidson annual tradition — our company-wide day of giving. On D.A. Davidson Day, associates across the nation come together to serve their communities and actively live out our core value of caring. The event involved a week of collaborative service opportunities ensuring multiple locations, diverse employee interests, and organizations could be served.

As a company known for its focus on social responsibility and philanthropy, this annual event is a strong addition to our extensive list of programs and initiatives that benefit nonprofits.

During the month of September, we safely volunteered in our communities across the nation to make a positive impact for today and for the future.



## Lincoln and Omaha

**Omaha Permaculture** — Volunteers in groups of six constructed four 12-foot tables for their community gardens. The volunteers stained individual pieces of wood and screwed them into the upright legs to successfully assemble the picnic tables.



**Greeting Cards and Individual Volunteer Events** — Employees had the option of participating in virtual events as well. Some activities included trash pickup, donating blood, sewing masks for schools and doctor offices, crocheting or knitting blankets and hats for NICU patients, and using artistic or musical talents to share with others through video. Greeting cards were also made for senior citizens and first responders.



## Columbus

**Painting the Park** — Employees of the Columbus office painted bollards for a new park in the town of Duncan.

We welcome your ideas and suggestions for topics or speakers for our next NPAN event. You may submit them at the bottom of this article. We hope to hear from you as we reaffirm our commitment to philanthropy in the New Year.



Click here to submit suggestions/topics for next year's NPAN Event.