

ASIA PACIFIC CONFERENCE ON LOCALISATION
JAKARTA

SHARED AID FUND FOR EMERGENCY RESPONSE (SAFER)

Kevin Lee, SAFER

27 AUGUST 2019



WHY SAFER?





Localization in response

Strengthening local humanitarian leadership by providing control over resources.



Changing humanitarian economy

Philippine Resiliency building by reducing dependence on overseas donation and effectively mobilizing local resources



Insight for ethical response

Move relief agencies into a more transparent and effective relief model engaging donors in the process

SAFER's Formation



SAFER is based on

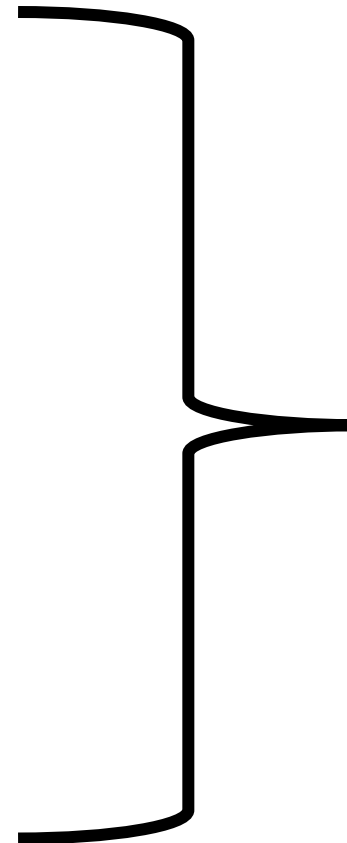


- Public and Private Donations
- Augmentation funds quickly available
- Unrestricted funds for a group of members

Philippine Partnership for Emergency Response and Resilience (PPERR)



HUMANITARIAN
RESPONSE
CONSORTIUM



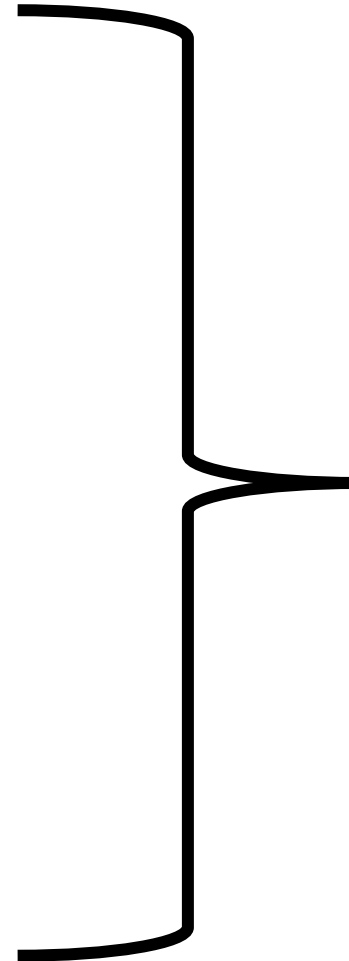
SAFER

SEED GRANT FUNDING



MEMBERSHIP

Local NGOs that have clear humanitarian mandates and skills in humanitarian and emergency response



SAFER

What SAFER Does



Effective, Efficient Mechanism



Work done
since mid 2017



Organization Set-up

- SEC registration
- Recruiting of board and staff
- System building
 - Business planning
 - Grant-making systems
 - HR and financial system development
- Seed Funding application, compliance and approval

Resource Mobilization

- Fund Raising events with Ayala and Century malls (SAFER Bazaar)
- Setup online donation system that was used for two emergencies www.gavegives.com/buildasaferph
- Partnership signed with Manila Water for In-Kind Goods.
- Signed agreement with Christian Aid for up to 10,000,000PhP for Quick Response Fund that would be deposited upon agreement when emergencies happen

Ongoing Networking

- Working with UNOCHA to understand how this can work within UN's commitments to localization
- Corporate events and networking:
 - Seaoil sponsored Ompong corporate event that highlighted needs for corporations along with Philippine Businesses for Social Progress
 - AMCHAM presentation
 - Advocacy with Philippine Disaster Relief Foundation (Corporate consortium) to provide corporations alternatives
 - Meeting with CSR representatives of corporations
- Media Linkages
 - Radio Shows
 - Rappler Partnership
 - Vince Rapisura as SAFER Goodwill Ambassador

Impact to Date



- Typhoon Ompong (October 2018), Brgy. Cabiraoan Gonzaga, Cagayan
- Typhoon Usman (February 2019), Baco, Oriental Mindoro
- Both responses small scale (80 families) with Cash Transfer for basic needs, 2,500PhP





HUMANITARIAN
RESPONSE
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SHARED AID FUND FOR EMERGENCY RESPONSE
PROTECTING PUBLIC INTEREST. PROTECTING COMMUNITIES.

TYPHOON OMPONG

(GKHUT)

RESPONSE

ince





**We are not only a
funding mechanism, we
provide transparency
and accountability for
public, private, and
corporate funds raised.**

We now have proof of concept!



- Organization Functional
- Resources Raised
- Grants issued and reported

Challenges of going to Scale



The 90/10 Challenge



- As a Foundation we have to keep our overhead to 10% of total revenue.
- Overhead is fixed therefore our target is about 20 million pesos per year
- We are a start-up so how to mitigate risk for donors

Late Entry into Crowded Market



- Competition is UNICEF, Redcross and others with high value brand recognition. Additionally TV stations have high visibility
 - Targeting International Development and Humanitarian Agencies to promote localization.
 - Growing the Humanitarian Economy targeting corporations and High Net Worth Individuals by providing value through types of impact, transparency and accountability and mitigating their risk in entering the industry.
 - Educating Donors Public and Private on ethical giving and engagement in the process.



**Systemic donor behavior
change is an equal
measure of success along
with fund raising ability**



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Melinda P. Gabuya, Program Manager

www.safer.org.ph

safphilippines@gmail.com

www.facebook.com/saferpinas

Twitter: @saferpinas

Instagram: safphilippines