

Mission Ready

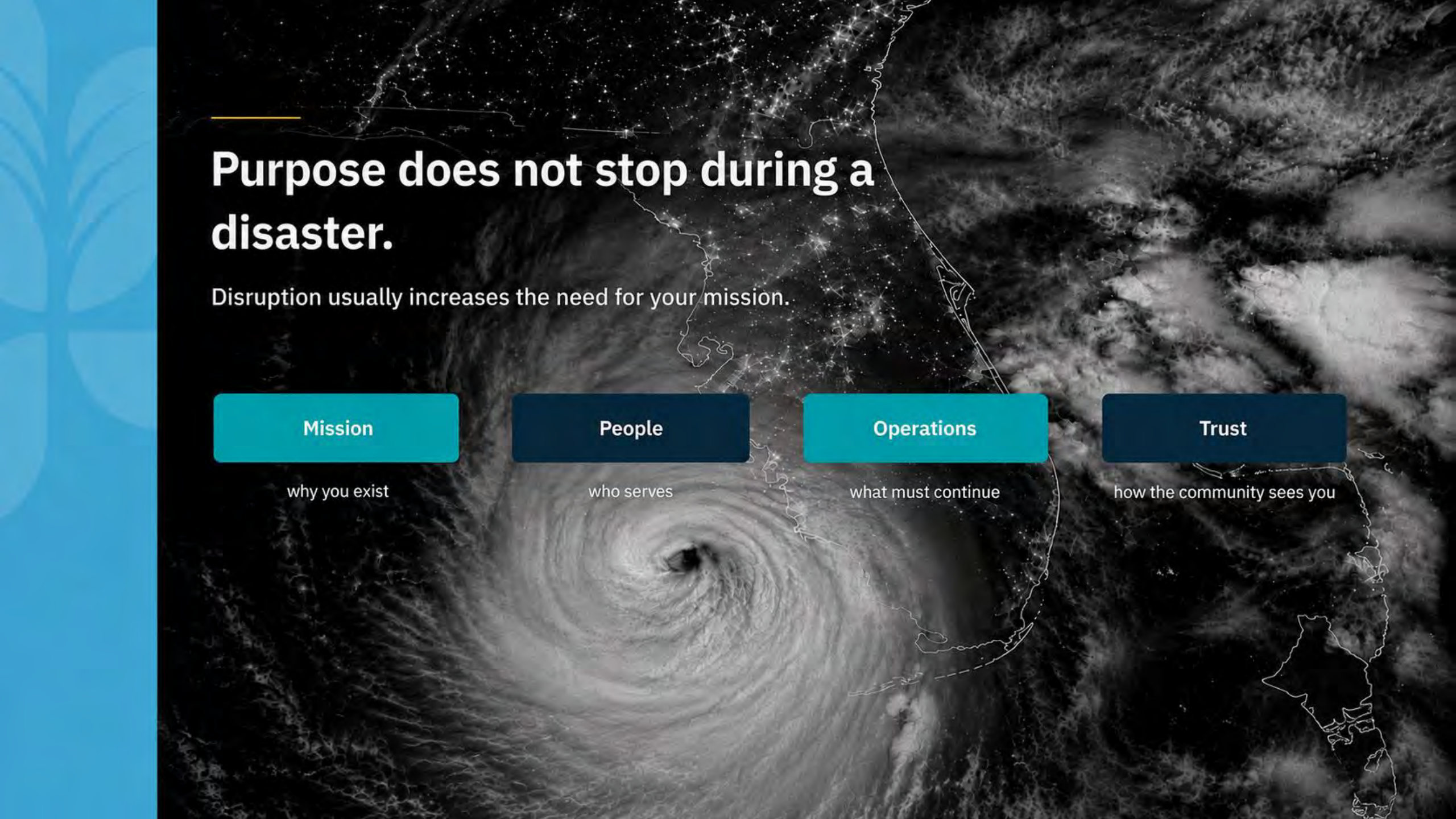
Preparing for the unexpected

Building a Resilient Nonprofit Before Crisis Strikes

Cape Coral Hospital

If your nonprofit could not open tomorrow...
who would still be counting on you?

This is the question resilience planning answers.



Purpose does not stop during a disaster.

Disruption usually increases the need for your mission.

Mission

why you exist

People

who serves

Operations

what must continue

Trust

how the community sees you

Every crisis looks different.

But the fundamentals of response are the same.



Hurricane



Cyber



Staffing



Funding



Fire



Power

Plan for impact, not just the incident.

The READY framework

A simple way to remember nonprofit resilience.

R

Risk Assessment

E

Emergency
Communications

A

Alternate Operations

D

Decision Makers

Y

Your Community Partners

Who carries the mission when people are unavailable?

People planning is crisis planning.

- ✓ Cross-train critical roles
- ✓ Name backup decision makers
- ✓ Keep emergency contacts current
- ✓ Plan for reduced staffing



Your building is not your mission.

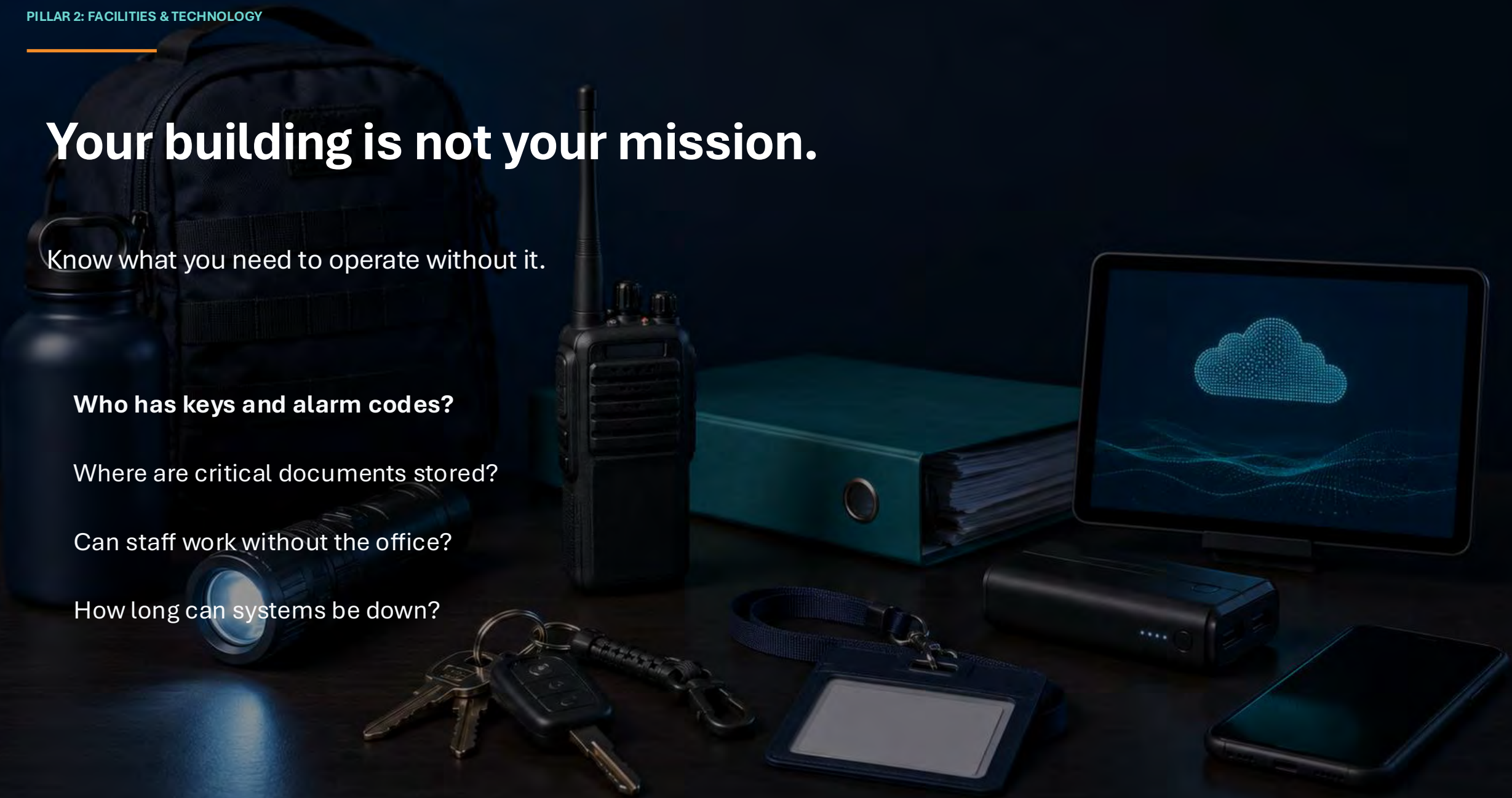
Know what you need to operate without it.

Who has keys and alarm codes?

Where are critical documents stored?

Can staff work without the office?

How long can systems be down?



What must happen in the first 72 hours?

Sort your work before the crisis sorts it for you.

Must Continue

Client safety

Critical services

Payroll / finance

Can Wait

Routine meetings

Nonurgent projects

Internal reports

Can Stop

Low-priority events

Nonessential travel

Deferred admin

People forgive bad news.
They do not forgive no news.

One spokesperson

Employee notification method

Pre-written message templates

Back-up contact list

Exchange business cards before the disaster.

Public safety relationships are built before they are needed.



Do not prepare for one emergency.

Prepare for disruption.

Not just hurricanes

Loss of power, access, supplies, staffing

Not just security events

Loss of calm, trust, and communication

Not just plans

Training, exercises, relationships, repetition

Five things you can do tomorrow

Free or nearly free preparedness actions.

- 1 Build a crisis team
- 2 Update emergency contacts
- 3 Back up critical documents
- 4 Run one tabletop exercise
- 5 Meet your local emergency manager

Purpose inspires people. Preparation protects purpose.

Thank You

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