Fundraising Toolkit

Tool Lending Libraries for Disaster Resilience

📌 Purpose

To support small nonprofit community centers in Appalachian Kentucky in establishing and sustaining tool lending libraries that:
- Strengthen local disaster preparedness
- Support response and recovery efforts
- Enable a mutual aid network for shared regional resilience

1. Develop Partnerships

In the wake of a natural disaster, it is likely that Kentucky VOAD will work with the local community to create a Long Term Recovery Group (LTRG). These groups already exist in counties impacted by the floods of 2022 and 2025. Working with them, you can quickly identify both needs and resources. LTRGs can work with KY VOAD to access a number of grants on an emergency basis with a quick turnaround. Sometimes this requires involvement of a church or association. VOAD can help make these connections. These grants can be used for purchasing tools. Funders include:

- Week of Compassion, Disciples of Christ
- United Church of Christ Global H.O.P.E.
- Presbyterian Disaster Assistance
- United Methodist Church
- Honorable Order of Kentucky Colonels Emergency Grants
- Lions Club International Disaster Relief

2. Fundraising Strategy Overview

A. Dual-Level Approach

- Individual Centers raise funds for their own local libraries.
- Collective Fundraising for shared resources, emergency deployment kits, insurance, training, and logistics.

B. Case for Support

Your pitch should emphasize

- Community resilience and empowerment
- Equitable access to tools for low-income, rural residents
- Mutual aid as a grassroots disaster response strategy
- Recent local disasters and long recovery timelines
- The environmental and economic sustainability of sharing tools

3. Fundraising Tactics

A. Grant Seeking

Prioritize local and regional funders, plus national ones focused on

- Disaster relief and preparedness
- Rural development
- Community infrastructure
- Mutual aid and grassroots organizing

Targeted Grant Funders

Funder	Focus	Relevant Programs/Notes
Center for Disaster Philanthropy	Disaster resilience	Offers grants for preparedness, particularly in underserved communities - https://disasterphilanthropy.org/cdp-funds/our-grantmaking-process/
Just Transition Fund	Economic transition in coal-impacted regions	Potential for infrastructure, resilience, and capacity building -check as grant opportunities change
Home Depot Foundation	Community repair & disaster response	Grants, donations of tools, and volunteer labor possible - https://corporate.homedepot.com/page/disaster-relief
ToolBank USA	Tool lending and disaster recovery	They operate tool lending centers and may support replication. https://toolbank.org/
SEE ADDITIONAL LISTINGS BELOW		

B. Crowdfunding & Online Giving

- Use GiveButter, MightyCause, or Classy for grassroots campaigns
- Create shared campaign branding: 'EKYRebuilds”
- Encourage peer-to-peer fundraising by local volunteers
- Host a Giving Day (e.g., around Earth Day or Disaster Preparedness Month)

C. In-Kind & Corporate Donations

- Local hardware stores (Ace, Lowe’s, Home Depot)
- Tool manufacturers (DeWalt, Milwaukee, Makita, etc.)
- Equipment rental companies (Sunbelt Rentals, United Rentals)
- Agricultural supply chains (e.g., Tractor Supply Co.)

D. Community Fundraisers

- Tool Drives (new or gently used tools)
- Community repair workshops or disaster preparedness fairs
- Buy-a-Tool sponsorships: donors "buy" specific tools for the library

4. Toolkit Resources

- Templates
  - Sample grant proposal narrative
  - Donation request letter
  - Crowdfunding content
  - Social media toolkit
  - Partnership MOU
- Planning Tools
  - Logic model
  - Budget template
  - Inventory tracking
  - Sample release forms
  - Volunteer safety outlines

4. Organizational Development Tips

- Register the mutual aid network (MOU/fiscal sponsor)
- Use Candid/GuideStar for transparency
- Research funders via Foundation Directory Online
- Use a low-cost CRM (e.g., Little Green Light)
- Develop a shared impact report

5. Capacity Building Opportunities

- Hazard Mitigation and Emergency Services Offices
- University Extension Services
- VOAD networks
- Kentucky Nonprofit Network

6. Sample Next Steps for the Coalition

- Form shared fundraising and communications committee – Month 1
- Identify pilot communities and assess tool needs – Month 1-2
- Launch crowdfunding campaigns – Month 2-3
- Apply for 3-5 targeted grants – Months 3-5
- Host tool drives and events – Ongoing
- Develop mutual aid activation protocol – Month 3

Logic Model Template for Grant Applications

Fillable Template

Goal	[Insert your response here]
Inputs / Resources	[Insert your response here]
Activities	[Insert your response here]
Outputs	[Insert your response here]
Outcomes (Short-Term)	[Insert your response here]
Outcomes (Intermediate)	[Insert your response here]
Outcomes (Long-Term / Impact)	[Insert your response here]
Assumptions	[Insert your response here]
External Factors	[Insert your response here]

Sample Logic Model: Tool Lending Library for Community Preparedness

Goal	Increase community resilience and preparedness for natural disasters.
Inputs / Resources	Donated tools, funding for storage and maintenance, volunteer staff, community center space, partnership with emergency management.
Activities	Acquire and catalog tools, set up lending system, host preparedness workshops, promote through community events.
Outputs	100 tools acquired, 4 workshops held, 200 community members engaged, 50 active borrowers.
Outcomes (Short-Term)	Increased knowledge of disaster preparedness, access to tools for preparation.
Outcomes (Intermediate)	Households more equipped to handle emergencies, stronger community networks.
Outcomes (Long-Term / Impact)	Reduced disaster impact on local households, more rapid recovery post-disaster.
Assumptions	If residents have access to tools and knowledge, they will prepare more effectively.
External Factors	Frequency of disasters, local government support, community trust.

Crowdfunding

How Crowdfunding Works

1. **Define the Goal**
    - Clearly articulate the project's purpose, target amount, timeline, and how the funds will be used.
2. **Choose a Platform**
    - Popular platforms include **GoFundMe**, **GiveButter**, **Kickstarter**, and **Indiegogo**.
    - For nonprofits, **GiveButter** and **Classy** are especially suited, offering donation tracking, peer-to-peer tools, and integrations for email/text campaigns.
3. **Create a Campaign Page**
    - Include a compelling narrative with visuals (photos, video).
    - Outline the need, community impact, and call to action.
    - Set donation tiers and offer incentives (optional but helpful).
4. **Launch and Promote**
    - Use social media, email newsletters, community bulletin boards, churches, schools, and local media to spread the word.
    - Engage early supporters and ask them to share.
5. **Maintain Momentum**
    - Post updates, thank donors, and highlight progress.
    - Share stories of how support is making a difference.
6. **Follow-Up**
    - Report back on outcomes.
    - Thank supporters and, if applicable, offer rewards or acknowledgments.

Community Tool Lending Library in a Rural Area

Goal: Establish a tool lending library for residents to prepare for and recover from natural disasters (e.g., flooding, ice storms).

Crowdfunding Strategy

- **Storytelling Focus**
    - Emphasize local needs (e.g., limited access to tools or hardware stores, economic hardship).
    - Use testimonials from community members about how shared tools would help them repair homes or build gardens.
- **Ask Structure**
    - Highlight specific funding needs: $3,000 for initial tool purchase, $1,000 for a secure storage shed, $500 for cataloging and inventory software.
- **Tangible Rewards**
    - Offer donor recognition (e.g., “Tools Sponsored by...” signs, community cookout).
    - For $50+, name engraved on a tool handle.
- **Promotion Channels**
    - Local churches, cooperative extension services, schools, radio stations, and social media.
    - Partner with local businesses to match donations or offer in-kind support.

Sample Campaign - Tool Lending Library for Rural Resilience

Campaign Title -
Tools for Tomorrow: Building Resilience One Hammer at a Time

Campaign Narrative

In our small rural community, we’re no strangers to hard times. Storms, floods, and economic hardship have left many of our neighbors with homes in disrepair and few resources to make them whole again. Something as simple as not having a power drill or a post hole digger can stall repairs and delay rebuilding.

We believe no one should have to face disaster recovery—or even basic home maintenance—without the tools they need. That's why we're starting a Community Tool Lending Library: a shared resource where neighbors can borrow tools to build, fix, and thrive together.

With your help, we can:

- Purchase essential tools: ladders, generators, chainsaws, drills, garden tools, and more.
- Create a safe, weatherproof storage shed accessible to the community.
- Launch an easy-to-use check-out system and provide basic training sessions.

Our goal is to raise $7,500 to cover startup costs and begin a new chapter of shared strength in our community.

Every donation—no matter the size—makes a difference. A gift of:
- $25 helps us buy a hand tool or organize a training session.
- $100 helps us purchase a power tool for disaster cleanup.
- $500 sponsors a full set of basic tools with safety gear.

Your support isn't just about tools—it's about dignity, self-reliance, and community. Let's build a better tomorrow, together.

Donate now. Share widely. Join the circle.

GRANTS

1. **Amcor Cares Support Program**

PROGRAM: Community Support Program

AMOUNT: Minimum of $1,001 (separate program for requests $1000 and below)

FUNDING TYPE: Private Corporation or Foundation

SYNOPSIS; Enhancing lives in our communities by providing grants for program and operating support and capital campaigns in the following areas: fighting hunger and homelessness; **disaster relief**; expanding STEM education; building life skills; improving health and wellness; promoting arts and culture; and funding scholarships.

LINKS / GUIDANCE: https://www.amcor.com/about/foundation

2. **Appalachian Regional Healthcare**

PROGRAM: Community Grant Program

FUNDING TYPE: Community Fund

SYNOPSIS: The program or project for which funding is being requested must address needs or opportunities to improve the quality of life for women and children in South Central Kentucky and meet at least one or more of the following criteria:
Education: Activities that promote or strengthen health and healthy lifestyle education.
Health: Activities that improve health outcomes.
Human Services: Activities that support public protection, employment/jobs, food and nutrition, agriculture, housing and shelter, public safety, **disaster preparedness and relief**.
Other Civic Endeavors: Other activities that will improve the health and quality of life for our communities.

LINKS / GUIDANCE: https://www.arh.org/community-grant-program

DEADLINE: Rolling

3. **ARA Foundation**

AMOUNT: $5,000

FUNDING TYPE: Private Corporation or Foundation

SYNOPSIS: Disaster relief, employee training, scholarships, industry advancement

LINKS / GUIDANCE:
https://thearafoundation.org/disaster-relief/?utm_source=chatgpt.com

Disaster Relief Grants: Applications are accepted on a rolling basis, meaning they can be submitted as disasters occur. There is no specific deadline, but timely submission is encouraged for quicker assistance.

4. **Brother's Brother Foundation**

AMOUNT: $20,000

FUNDING TYPE: Private Corporation or Foundation

SYNOPSIS: Brother's Brother Foundation helps bridge the gap between aid and sustainability by supporting localized programs and providing essential resources in the areas of Healthcare, Infrastructure, **Disaster Response**, and Education (H.I.D.E)

LINKS / GUIDANCE:
https://brothersbrother.org/programs/requesting-aid/#aid-request-form

NOTES: See website to submit a request for funds.

5. **Community Foundation of Louisville Corporate Depository Inc**,

PROGRAM

AMOUNT: $5,100

FUNDING TYPE: Community Fund

SYNOPSIS: TO MOBILIZE PEOPLE, NETWORKS, AND CAPITAL TO SPARK MEANINGFUL CHANGE IN AND BEYOND LOUISVILLE. WE CONNECT COMMUNITY RESOURCES AND RELATIONSHIPS TO RELEVANT CAUSES. THE FOUNDATION ADDRESSES A WIDE RANGE OF COMMUNITY ISSUES

WITH A KEY PRIORITY TO ADVANCE RACIAL EQUITY AND OPEN OPPORTUNITY FOR ALL.

LINKS / GUIDANCE: https://www.cflouisville.org/competitive-grant-opportunities/

NOTES: Has awarded 895 grants totaling over $50m for disaster preparedness to Kentucky in the last 5 years.

6. **Duke Energy Foundation (serving communities in northern KY)**

AMOUNT: $20,000 (Max)

FUNDING TYPE: Private Corporation or Foundation

SYNOPSIS: Supports nonprofit organizations and governmental entities, including school districts and institutes of higher education, to implement projects that will power the vitality of communities served by Duke Energy. In particular, projects must address the priority area of climate resiliency by addressing one of the following focus areas:

Environmental resiliency projects that prepare communities for and mitigate against the effects of climate change, such as:
Flood mitigation planning and execution for low-lying communities
Piloting new methods for mitigating climate change for scale
Education about renewable technologies

Natural disaster preparedness and response, such as:
Educating communities, training volunteers, and providing supplies ahead of disasters
Providing shelter and basic needs for disaster evacuees
Materials and equipment for disaster response for underserved communities

LINKS / GUIDANCE:
https://www.piedmontng.com/our-company/about-piedmont/our-community/our-foundation

7. **Elevance Health Foundation**

FUNDING TYPE: Private Corporation or Foundation

SYNOPSIS: The Elevance Health Foundation primarily funds public health initiatives, with disaster relief as a secondary focus. Its Community Resiliency & Disaster Relief Grants support nonprofits working on healthcare, mental health, and **social services in disaster-affected communities, particularly under-resourced areas. Funding prioritizes long-term recovery, resilience-building, and addressing social determinants of health like housing and food security. Projects must be scalable and sustainable to create lasting impact.**

LINKS / GUIDANCE: https://elevancehealth.foundation/for-grantseekers

NOTES: Funding priorities include disaster response and community resiliency efforts. Grants typically last between one to three years. Eligibility is limited to 501(c)(3) organizations. Funding decisions are based on measurable impact and alignment with disaster resilience priorities.

8. **HONORABLE ORDER OF KENTUCKY COLONELS INC**

PROGRAM: Good Works or Emergency Applications

AMOUNT: Up to $10,000

FUNDING TYPE: Private Corporation or Foundation

SYNOPSIS: The Honorable Order of Kentucky Colonels is an organization of talented and capable individuals appointed by the Governor of the Commonwealth because of their service. The objective is to support needy Kentucky charities and worthy organizations by raising money from Colonels to help those organizations who stand ready to help our citizens share in Kentucky's boundless future. We are focused on responsible and compassionately impacting people's lives. We rigorously follow our grant selection process. Personally engage with each charity and recognize and celebrate our donors and selected charities. We are an organization of givers. We are accountable to our membership who provide all contributions to the Honorable Order. We embrace the balancing of human needs and quality of life. NOTE: This is a reimbursement grant. Reimbursement upon completion of project and submission of receipts.

LINKS / GUIDANCE: https://www.kycolonels.org/emergency-grants/

DEADLINE: For non-emergency grants, applications open in December and are due January-February.

9. **Humana Foundation**

PROGRAM: Disaster Philanthropy

FUNDING TYPE: Private Corporation or Foundation

SYNOPSIS: The Humana Foundation allocates funding each year to provide emergency relief to communities in crisis with the goal of supporting equitable, long-term health and recovery.

LINKS / GUIDANCE https://www.humanafoundation.org/commitments

DEADLINE: Rolling

NOTES Grant sizes range from small community-based grants to multi-million dollar strategic investments. Some programs are invite-only. Programs include Connected Healthy Lives, Health Equity Innovation Fund, Disaster Philanthropy, and Research.

10. **Lawrence Foundation, The**

AMOUNT: $5,000 - $10,000

FUNDING TYPE: Private Corporation or Foundation

SYNOPSIS: Provides grants twice a year to U.S.-based nonprofit organizations addressing disaster relief, human services, and environmental issues.

LINKS / GUIDANCE: https://thelawrencefoundation.org/application-process

NOTES: Eligible applicants include U.S.-based 501(c)(3) charitable organizations, public schools, and libraries. The foundation does not fund individuals, private foundations, or international organizations without U.S. 501(c)(3) representation.

11. **Lions Clubs International Foundation (LCIF)**

AMOUNT: Varies widely but typically ranges 5k - 500k +

FUNDING TYPE: Private Corporation or Foundation

SYNOPSIS: The Lions Clubs International Foundation (LCIF) is dedicated to empowering Lions clubs worldwide to serve their communities through various

humanitarian efforts. LCIF's primary focus areas include:

Disaster Relief: Providing immediate and long-term assistance to communities affected by natural and man-made disasters.

LINKS / GUIDANCE:
https://www.lionsclubs.org/en/member-resource-center/grants-and-awards/foundation-grants/lcif-grants-toolkit/disaster-relief-grant

DEADLINE: The Lions Clubs International Foundation (LCIF) accepts applications for its Disaster Relief Grants on a rolling basis, with specific deadlines for certain grant types:

Emergency Grants: Applications are accepted continuously, allowing for timely assistance following natural disasters.
LIONSCLUBS.ORG

Disaster Preparedness Grants: Applications are accepted on a rolling basis. To ensure adequate time for review, it's recommended to submit applications at least 90 days before the project commencement.

For the most current information on application deadlines and procedures, please refer to the LCIF Disaster Relief Grant Program page.

12. Walmart Foundation

Program: Spark Good

FUNDING TYPE; Private Corporation or Foundation

SYNOPSIS:
https://www.walmart.org/how-we-give/program-guidelines/spark-good-local-grants-guidelines Walmart believes that investing in local communities strengthens our business as well as the communities we serve. Local grants are designed to support local organizations that meet the unique needs of the communities where we operate, build pride among all associates, and deepen relationships with our customers. Each year, Walmart U.S. stores, Sam’s Clubs and Distribution Centers award local cash grants ranging from $250 to $5000.

Quarterly Deadlines