



Our perspective on industries,
companies, and individuals doing
well now and those poised to be
profitable post-COVID crisis.

Who is doing well now?

The Helen Brown Group

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Some good news in the midst of the COVID-19 crisis

Warmest greetings to you!

Just as in good economic times, our job now as fundraising professionals is to find the people, companies, and industries that are doing well economically and that have also demonstrated or have a logical interest in our nonprofit's success. We must begin (or continue) to build engagement strategies with new and existing donors to support our work because paralysis isn't an option; if we take decisive action now we will be in a stronger position in the months ahead.

The good news is that there are people, companies, and industries that *are* doing well now, are eager to help, and in this white paper we will share articles with evidence that they *are* giving.

Engaging current major donors is always the best scenario, of course, but they don't have to be. You can still creatively engage next-tier prospects further down in your fundraising portfolio and identify new people, companies, and foundations that you haven't even approached or considered yet.

To help you be successful, my team and I have created this white paper on companies, industries, and people that are thriving in this upside-down economy.

Peppered throughout are links to articles discussing each point, but we have also included a bibliography at the end highlighting articles on industries, people, philanthropy, and philanthropists that have the capacity to give now, are giving now, and will continue to do so in the next 18-24 months.

If you need further information on any of them, or if you're looking for an experienced research partner to help your nonprofit now and in the months to come, just contact us at info@helenbrowngroup.com. Our sole goal is to help you be successful.

Here's to your – and your nonprofit's – continued good health,



Helen E. Brown
President, The Helen Brown Group LLC



What companies are doing well right now?

BASIC NEEDS COMPANIES AND INDUSTRIES

- Grocery retailers: Kroger, Albertson's, Ahold Delhaize (owns Food Lion, Giant, Stop & Shop, Hannaford, and more), and regional chains
- Grocery suppliers: Sysco, C&S Wholesale Grocers Inc, US Foods Holding Corp., United Natural Foods Inc., etc.
- Shelf-stable food manufacturers: General Mills, ConAgra, Campbell Soup, JM Smucker, and others
- Amazon
- Grocery delivery services: Peapod (owned by Ahold Delhaize), Instacart, Shipt, and others
- Big-box and wholesale clubs: Target, Costco, BJ's, and others
- Discount retailers: Aldi, Dollar General, Lidl, Walmart, and others
- Household cleaning supply companies: Clorox, SC Johnson, Unilever, Procter & Gamble, Colgate-Palmolive, and others
- Manufacturers of household paper products: Scott Paper Co, Kimberly Clark, Georgia-Pacific and others.
- Be on the lookout for local companies pivoting their businesses, for example limoncello maker [Fabrizia](#) which is now making hand sanitizer.

BUSINESS COLLABORATION AND SUPPORT SERVICES

- Internet providers: Comcast, Charter, Cox, RCN, and others
- Video Conferencing Platforms: Zoom, GoToMeeting, and others
- Online education companies
- Data centers/cloud vendors
- Project management and collaboration software
- Office suppliers: Staples, etc.
- Shipping, logistics and supply chain services: FedEx, UPS, CSX, etc
- Web-based software providers: Blackbaud, Salesforce, Quickbooks, etc.
- Payment platforms: PayPal (which owns Venmo), Stripe, Shopify
- Industrial warehousing
- Businesses supporting government/security/data analytics: [Palantir](#), co-founded by Peter Thiel, is just one example

ENTERTAINMENT

- Personal fitness equipment companies (treadmills, stationary bikes, weights, etc.)
- On-demand fitness platforms: Peloton and others
- Puzzles and games-makers
- Online / computer gaming: Nintendo, Electronic Arts, Activision Blizzard, etc.
- Streaming services: Netflix, Hulu, Disney Plus, etc.
- Alcohol/beverage companies and retailers
- Cannabis/CBD/hemp-related growers and retailers

HEALTHCARE-RELATED

- Healthcare-related (medical suppliers, medical equipment manufacturers and parts suppliers, diagnostic equipment and parts, tele-medicine providers)
- Medical equipment maintenance and repair
- Manufacturers of plexiglass
- Drug/vaccine companies that are in the race to find a cure or remedial drug therapies, including Regeneron, [Moderna](#), [Sanofi](#), [Johnson & Johnson](#) among many others
- Drugstore retailers: CVS, Walgreens, Rite Aid, and others
- End of life care: Funeral homes, casket manufacturers, etc.

LEGAL SUPPORT

- Attorneys: Bankruptcy, estate, and family law (divorce) specialties

HIGH NET WORTH FAMILY-RELATED SUPPORT

- Private jet companies (NetJets, Wheels Up, Delta Private Jets, etc.)
- Family office staff
- Captains, crew, household, and other personal staff for HNWI sheltering with them on yachts, private islands, and seasonal homes.

HEDGE FUND AND OTHER INVESTORS

Don't forget the individuals that have bet on an economic downturn. Hedge fund managers expecting a downturn shorted the market, and some have made billions. Here are just a few:

[Boaz Weinstein](#)'s **Saba Capital Management** Tail Fund was up 175% in March, with an estimated gain for Saba's funds at \$500 million.

According to Reuters, other winners betting on a downturn and winning big included **Capstone Investment Advisors** (Paul Britton and Joseph Lucas), [Universa Investments LP](#) (Mark Spitznagel and Nassim Taleb); **36 South Capital Advisors** (Anthony Limbrick, Richard Hollington, and Richard "Jerry" Haworth); and **Cambria Investment Management LP** (Meb Faber).

You may also have read one of the many articles about Bill Ackman (Pershing Square Holdings) who [earlier this year bet \\$27 million](#) in shorted high-yield bonds that made him a profit of \$2.6 billion. Ackman published [this letter to investors](#) explaining in detail how (and why) he did it.

BILLIONAIRES ARE DONATING (and so are the rest of us)

The above-mentioned people and companies are not alone. While many of our prospects don't do well in a recession, it's good to remember that some people (and companies) do. Some even thrive, and they and others – [like Jack Dorsey](#), [Steve Ballmer](#), and [Bill and Melinda Gates](#) – want to help, and they do it in a variety of ways, from direct donations to impact investing.

For example, Bill Ackman's Pershing Square Holdings foundation, which is known for impact investing, is funding a company named Covaxx which is developing coronavirus antibody kits.

All levels of stakeholders want to be philanthropic now, not just billionaires.

- Earlier this month, [Dickinson College](#)'s Day of Giving placed a spotlight on their Emergency Response Fund and had a record-breaking year for donations.
- Community foundations across America in cities large and small (including [Chattanooga, TN](#) and [New Bedford, MA](#)) are seeing surges in donations.
- The [Chronicle of Philanthropy](#) reports that donations are pouring out of donor-advised funds.

How Prospect Research Can Help You Be Successful Now

- Pull lists from your database of individuals working at companies and in industries that are doing well now. If you don't have internal research support, we will prioritize prospects from these lists that have been philanthropic in the past to your nonprofit or others and provide the level of research that you need.
- If you haven't captured business information or appended SIC/NAICS codes to your database, now is a great time for us to help you begin.
- We'll help you identify your strongest pool of prospects from the sweet spot in your pool of donors – the nexus of donors who give most frequently, have given most recently, and who have made the largest gifts to your organization (RFM).
- While screenings are a budgetary addition right now, descriptive and predictive analytics projects are low-cost and high impact, with no added data costs. Our Data Insight team will help you identify new short- and long-term prospects for major gift cultivation and annual fund upgrades.
- Which of the companies and industries named in this article are in your community or state and have benefited (or could benefit) from your nonprofit's work the most? We will research their philanthropic interests to find affinity with your cause and/or alignment with your projects and priorities right now.
- Who amongst your current donors and volunteers could make an introduction for you to one of those company leaders? Now is a great time to start branching with relationship mapping to identify connectors for you. HBG can create or update research on top volunteers and board members with a concentration on wealth, philanthropy, and relationship mapping.
- If your organization is providing direct services related to COVID-19, HBG is currently compiling lists of funders which we will share with you.
- Are you taking advantage of our alert services? As part of your dedicated consulting package, we will track and provide reporting on up to 25 individuals, companies, industries, topics, or key phrases to keep you up-to-date on the information you need.
- Ask your HBG dedicated consultant for other ways we can help you take advantage of opportunities that are available now.

FOR FURTHER READING

[10 Quick Tips for Fundraising Survival During the Coronavirus Crisis](#), *Inside Philanthropy*

[Amazon's 175,000-worker hiring spree suggests strong first-quarter sales despite COVID-19, analysts say](#), by Tonya Garcia. *Marketwatch*

[Billionaires are getting even richer from the pandemic. Enough is enough](#). by Chuck Collins, *CNN Business*

[Charity is off the charts amid the coronavirus. Is that a sign of America's strength or weakness?](#) by Laurence Darmiento. *Los Angeles Times*

[Coronavirus Business Tracker: How The Private Sector Is Fighting The COVID-19 Pandemic](#), *Forbes*

[Coronavirus Pandemic Widens Divide Between Online, Traditional Businesses](#), *Wall Street Journal*

[DAFs Are Thriving During the Pandemic](#), by Mark Miller. *WealthManagement.com*

[Donors That Are Stepping Up Right Now](#), by Helen Brown. *The Intelligent Edge*

[Don't dismiss philanthropy: it's crucial during the coronavirus crisis](#). By Beth Breeze and Paul Ramsbottom, *The Guardian*

[Gaming Stocks Are Holding Up Relatively Well as Consumers Stay Home](#). *The Street*

[Grocery delivery apps see record downloads amid coronavirus outbreak](#). *TechCrunch* – Includes download numbers. Data supplied in the TechCrunch article [available here](#).

[Hedge Funds Legends Quietly Contacting Investors, Citing Historic Buying Opportunity](#). *Institutional Investor*

[Instacart Hiring 250,000 Additional Shoppers](#). By Tom Kaiser. *Food On Demand News*

[Instacart plans to hire 300,000 more workers as demand surges for grocery deliveries](#). By Sara Ashley O'Brien, *CNN Business*

[Palantir Tells Investors to Expect \\$1 Billion in 2020 Revenue](#). *Bloomberg*

[Pandemic Fundraising: What to Expect and How to Succeed in the Months Ahead](#). Whitepaper. Brooks, Jeff; Screen, Steven; Shapiro, Jim

[Plexiglass is Having a Moment](#). By Amelia Tait. *Marker*

[Some Big Investors Smell Profit in Virus-Plagued Companies](#). *New York Times*

[The Booming, Cloistered, & Rarefied World of Private Jet Pandemic Travel](#). *Institutional Investor*

[These Silicon Valley businesses are booming in the coronavirus era](#). *The Mercury News*

[This Hedge Fund Saw Risks of Coronavirus Early. Now It's Up 36%](#). *Wall Street Journal*