CoAction GLOBAL

PRIVATE SECTOR HUMANITARIAN ALLIANCE

Private Sector Humanitarian Alliance—Questions and Answers

What is the Private Sector Humanitarian Alliance?
The Private Sector Humanitarian Alliance (PSHA) is a technology platform that makes it easier for businesses, foundations, and individuals to support communities affected by natural disasters and climate shocks. Like a mutual fund for humanitarian giving, it pools contributions and directs funding and in-kind support to trusted organizations. The PSHA helps contributors understand where help is needed, makes it easier to get resources from the global to the local level, and provides clear reporting on where contributions go and what they achieve.

What problem is the PSHA trying to solve?
Most private sector humanitarian giving happens after a disaster is already in the news. Private giving may not know which organizations to trust, what communities need, how to move goods safely, or how to measure results. The PSHA reduces these barriers by doing the research, organizing portfolios, coordinating with experienced partners, and consolidating reporting.

Who can donate through the PSHA platform?
Businesses, corporate foundations, philanthropic foundations, governments, and individuals can support the PSHA through cash investments, and for those firms interested, in-kind goods and services.

Where does the PSHA operate, and what countries are in its portfolio?
The PSHA is global in scope. Country reach includes Albania, Bangladesh, Burkina Faso, Cameroon, Chile, Colombia, Costa Rica, DRC Congo, the Dominican Republic, Ecuador, El Salvador, Ethiopia, Fiji, Guatemala, Haiti, Honduras, Lebanon, Malawi, Mali, Mozambique, Nepal, Nigeria, the Philippines, Somalia, South Sudan, Sri Lanka, Zambia, and Zimbabwe. The PSHA will continuously add countries and plans to the platform.

What kinds of crises does the PSHA address?
The initial portfolios focus on natural disasters and climate shocks, including floods, droughts, cyclones and storms. The early action portfolio supports agreed upon plans that pre-position financial and in-kind resources before a forecasted event. The response portfolio is intended to help vetted local organizations respond quickly after a natural disaster.

Can contributors choose where their funding goes?
Contributors can express preferences for countries or themes within the PSHA portfolio, but final decisions rest with CoAction Global. Current thematic areas include early action and disaster response, with additional themes expected to develop over time.

Can companies and the private sector help co-create the platform?
Yes. The PSHA welcomes companies as partners in shaping services, identifying practical barriers, improving private-sector intelligence and reporting, and designing responsible cash, in-kind, and professional-service opportunities. Co-creation does not mean that one company controls funding decisions or overrides humanitarian priorities.

Why use the PSHA instead of giving directly to a humanitarian organization?
Companies can and should continue to give directly to humanitarian organizations they know and trust. The PSHA provides one platform through which companies can support a broader portfolio of countries, needs, and trusted organizations. It reduces the work of finding and managing multiple partners, helps the private sector prepare and give before disasters occur, and connects in-kind contributions to real needs. Importantly PSHA uses AI-aggregated data from multiple sources, provides clear, consolidated reporting on where contributions went, how they were spent, and their impact.

Who are PSHA's members?
The PSHA is building a community of companies, foundations, humanitarian organizations, and technical partners. Google.org has been an early supporter, and the PSHA is initially working closely with the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) and the International Federation of Red Cross and Red Crescent Societies (IFRC) to reach local and national organizations around the world.

How does the PSHA work with OCHA and IFRC?
The PSHA initially invests through early action mechanisms and plans associated with OCHA and IFRC. When a climate event triggers a response, the PSHA is activated to replenish the pooled mechanism so that humanitarian partners remain ready for the next event. The PSHA does not replace OCHA, IFRC, national societies, UN agencies, or local responders. It helps bring additional private-sector resources into systems that already have plans and implementation capacity. PSHA aims to add national and local pooled funds to the portfolio in 2027.

How does the PSHA support local organizations?
The PSHA is designed to move more resources toward organizations closest to affected communities. In the early action portfolio, it works through established pooled mechanisms (at global, national, and local level) and plan owners. In the response portfolio, it intends to work through credible intermediaries that can select, vet, and fund local organizations, while using existing reporting wherever possible so that local partners are not burdened with unnecessary new requirements.

Does the PSHA implement projects directly?
No. CoAction Global operates the PSHA as infrastructure that aggregates existing humanitarian action. Delivery is carried out through established humanitarian partners, intermediaries, and local organizations.

Do companies receive a financial return on investment?
No. Contributions to the PSHA are charitable or impact-focused and do not generate a financial return to the contributor. The return is humanitarian impact, stronger community resilience, better information and reporting, and potential benefits to business continuity and local economic recovery. Cash gifts to CoAction Global, a U.S. 501(c)(3) nonprofit, are generally tax-deductible for U.S. taxpayers to the extent allowed by law.

Can companies donate goods or services?
Yes, when the contribution matches a documented need. For early action, the PSHA converts approved plans into lists of needed goods and services. It then connects contributors with logistics partners. We welcome discussions with partners about appropriate ways to support in-kind giving.

How does the PSHA manage risk and compliance?
The PSHA is designed to make humanitarian giving safer and easier for contributors. It works through trusted partners, reviews organizations and plans before directing resources, screens against sanctions lists, tracks how contributions are used, and ensures that funding and in-kind support meet relevant legal and compliance requirements.

What are the costs of using the PSHA?
The PSHA is currently supported by grant funding, so contributors are not charged a fee to use the platform. Over time, the PSHA plans to introduce a modest fee to cover the costs of operating the platform and make it financially sustainable. Any fees will be clearly communicated to contributors in advance.

How can a company, foundation, or individual get involved?
Contact **PSHA@CoActionGlobal.org**.