

Water for the world
Efforts to provide
safe drinking water

On the front lines
Mobile efforts for
immediate relief

Avoid a data disaster
The key to business
continuity

**MEDIA
PLANET**

August 2012

DISASTER RELIEF



THE POWER OF PREPAREDNESS

Actress and advocate **Jamie Lee Curtis** tells us how
we can do more than just cross our fingers

PHOTO: THE AMERICAN RED CROSS



Center for Disaster Philanthropy

The when, where, and how of informed disaster giving

DisasterPhilanthropy.org



WHEN

Understand the disaster life cycle and know when to give. Discover disaster management approaches, best practices in the field, and successful grant allocations.



WHERE

Research current and recent disasters, with a donor-centric focus on immediate needs, long-term recovery, grantmaking efforts and up-to-date statistics.



HOW

Learn more about how the Center for Disaster Philanthropy partners with donors through practical guidance, the Disaster Recovery Fund, and the fostering of community.

CHALLENGES



PHOTO: GIGUNDA GROUP

Mother Nature can't be stopped, but public preparedness can make the difference between life and death.

Doing nothing is not an option

It's challenging to get Americans engaged in preparedness. I think it's a testament to the optimistic human spirit in our country: we just don't think anything bad will happen to us. But optimism doesn't stop a tornado, hurricane, wildfire, or flood.

Save lives

We all must make a renewed commitment to preparing individuals, families, businesses, and communities — because preparedness can save lives and livelihoods.

I was inspired by a young mother named Lisa Rebstock who saved herself and her two daughters when a tornado hit her home outside of Dallas. Lisa had three minutes to react, but she knew what to do. She scooped up her little girls, got in the bathtub, covered their heads with pots and pans to protect against

falling debris and hung on for dear life. Interviewed later, Lisa said, "Thank God I had a plan."

Not everyone is that prepared. Many people don't think they're at risk, and if they do believe they're at risk, they aren't sure anything can be done about it. And others say preparing is too hard, too expensive, or something they will get to "someday."

Yet every day, we see people whose lives were turned upside down by disaster. We respond to 70,000 disasters a year — from bigger events such as hurricanes and tornadoes to

smaller local disasters and single family home fires.

"Preparing for disasters is everyone's job, and we need to help people take basic steps now to protect themselves and their families before disaster strikes."

Act instead of react

As I've talked with people who have lived through a disaster, I've wondered whether we as a nation had done everything we could BEFORE the disaster hit to help them suffer less.

We can't control Mother Nature, but we can control our own actions. Preparing for disas-

ters is everyone's job, and we need to help people take basic steps now to protect themselves and their families before disaster strikes.

More broadly, our nation needs a new public preparedness campaign that is evidence-based and simple and compelling enough that people will be motivated to act. There are examples that show this can be done: Smokey Bear taught us to put out campfires, and we all wear seat belts today. We can get people to take action that saves lives.

This is a matter of life and death in many cases, and doing nothing is not an option.

GAIL J. MCGOVERN
PRESIDENT AND CEO,
AMERICAN RED CROSS
editorial@mediaplanet.com



WE RECOMMEND



Nancy A. Aossey
Nancy Aossey discusses the key role women and girls play in disaster relief

PAGE 8

MEDIA PLANET

DISASTER RELIEF
FIRST EDITION, AUGUST 2012

Publisher: Hailey Pierson
hailey.pierson@mediaplanet.com
Business Developer: Janel Gallucci
janel.gallucci@mediaplanet.com
Designer: Laura Shaw
laura.shaw@mediaplanet.com
Managing Director: Luciana Colapinto
luciana.colapinto@mediaplanet.com
Editorial Manager: Sara Quigley
sara.quigley@mediaplanet.com

Contributors: Nancy Aossey, Faye Brookman, Margaret Coady, Jamie Lee Curtis, Paul Darley, Ryan FitzSimons, Mary Ann Georgantopoulos, Christoph Gorder, Gail J. McGovern, Gerald McSwiggan, Nelly Nitram, Holly Solberg

Distributed within:
USA Today, August 2012
This section was created by Mediaplanet and did not involve USA Today or its Editorial Departments.



FOLLOW US ON FACEBOOK & TWITTER!
[facebook.com/MediaplanetUSA](https://www.facebook.com/MediaplanetUSA)
twitter.com/MediaplanetUSA

Mediaplanet's business is to create new customers for our advertisers by providing readers with high-quality editorial content that motivates them to act.



HELPING MEET THE NEEDS OF COMMUNITIES AFFECTED BY DISASTER

BEING PART OF A COMMUNITY IS IMPORTANT. WE PROVIDE SAFE DRINKING WATER IN TIMES OF NEED THROUGH ACTIVE SERVICE WITH THE AMERICAN RED CROSS.



NEWS



TORRENTIAL FLOODING RIGHT: A public utility bus struggles to pass through the floodwaters going to its destination. TOP LEFT: A rescue worker escorts a boy to safety. BOTTOM LEFT: A girl crosses the street and submerges herself into the waving floodwaters in Manila, Philippines. PHOTOS: WORLD VISION



TIPS FOR WATER DISASTER PREPAREDNESS



Christoph Gorder
Senior Vice
President,
Global Program
Operations,
AmeriCares

What can the public do to prepare for a disaster?

It may be several days before help arrives, so having basic supplies on hand is important. Be prepared with a family emergency kit consisting of first aid supplies, cleaning equipment, batteries, water and non-perishable foods—enough to last 3 to 5 days. Self-sufficiency can help you weather the storm until help arrives.

In the event of a major water disaster like a hurricane, what can I expect?

Local resources will be in short supply and services will be disrupted. Hospitals and clinics, if still in operation, may be at capacity. You may not have access to water, food, and medication. Schools and workplaces may be closed. Roads may be impassable and electricity may be out. Emergency responders may not be able to get to you for several days. Thus, advance preparation by every household is key.

editorial@mediaplanet.com

FLOODING IN THE PHILIPPINES

As torrential rains continued to batter Manila's neighborhoods, emergency response teams headed into metro Manila to conduct a rapid assessment of the damage. The government estimates that more than 1.5 million people have been affected so far by the storm that swept through earlier this month, inundating Manila and the surrounding provinces in Luzon, the largest island in the Philippines.

"We are facing massive challenges as we face the task of helping those who have lost everything," said Jay Mijares, an emergency communicator with

"We are facing massive challenges as we face the task of helping those who have lost everything."

World Vision in the Philippines. "I visited the flood zone area today in Manila and saw thousands of people, hungry and shivering, who are stranded in evacuation centers as they struggle to come to terms

with what's happened to them."

Red alert

The Philippine capital was on "red alert" beginning August 7th, after 12 days of heavy rains triggered by the arrival of Typhoon Haiku in eastern China caused major dams and rivers in and around the Philippine capital to overflow. About 400,000 people had been forced into evacuation centers in Manila and nearby provinces, and the death toll from the flooding exceeds 60 people.

The situation is ongoing, and with floodwaters high, many people are stuck in their homes.

"The situation is very difficult. On Monday, we went to work. Monday night, it took me two hours to get home. I told all staff to stay home, to be with their house, and take care of the children," says Catherine Vasseur, Program Director of Handicap International in the Philippines.

Continued challenges

Intermittent rains continued to pose a challenge and raised concerns as floodwaters remained unstable. Because flood water takes a while to recede, recovery will be a long process and will require support.

NELLY NITRAM

editorial@mediaplanet.com



We repair lives.

DONATE TODAY.

www.handicap-international.us

HANDICAP INTERNATIONAL

NEWS

Question: What can individuals do to prepare for a natural disaster?

Answer: Awareness and knowledge through proper research is the best way to start. Then, get to know your neighbors.

Making preparedness a public priority

The United States has seen its share of devastating disasters, from hurricanes and tornadoes to wildfires. Yet, few Americans are prepared to react in an emergency.

Ad Council research found that 60 percent of Americans say preparation for a disaster is important to them while only 17 percent claim to be very prepared for an emergency situation.

Awareness is key

"The biggest reason to be prepared

is because you never know when you're going to experience an emergency," said Chief Nyle Zikmund of the Spring Lake Park, Blair, Mounds View Fire Department in Minnesota.

Zikmund said that awareness and understanding is the best way to prepare. Knowing the type of natural disaster to which one's geographic location is prone is vital.

Be neighborly

"With climate change, the number of people that are at risk for fire and flood events has dramatically increased," he said. To help in the

preparation of an emergency Zikmund recommends families stock a three-day supply of food and water.

Knowing your neighbors and community members is another great way to be ready when disaster hits, states Shannon Ryder, Fire Corps program coordinator and State Advocate for Minnesota. "To me, preparing a community is all about getting comfortable working together."

Reducing risks

Ryder says preparedness is a group effort; experts should teach the public preemptive measures such

as how to properly install a smoke detector and use a fire extinguisher.

For Dr. Philip Alcabes, director of the Public Health Program at Adelphi University, preventative measures should be a public priority too. For example, advocating for structurally strong buildings that can stay standing during an earthquake is very important. "Preventative measures are important so that when something happens in nature, people are less likely to get hurt in the first place," he said.

MARY ANN GEORGANTOPOULOS

editorial@mediaplanet.com

TIP
2

KNOW THE
FORMS OF
DISASTER
RISK IN YOUR
LOCAL AREA

→ PREVENTING A DATA DISASTER

As co-owner and co-founder of a property management and sales firm, Skip Singleton wasn't comfortable using on-site backup, like hard drives. He worried about losing files if he or other agents forgot to back them up. For over a decade, he made paper copies of every document, and filled his entire basement with files.

Data loss is ranked as the **number one challenge** to maintaining a business in the event of a disaster.

The problem with paper

The challenges of a paper-based approach are numerous: there was always the danger that the room would flood, suffer any kind of weather damage, and finding files took time away from serving clients.

Singleton thought that "making the transition from a huge paper-based system to an online backup system seemed daunting." Then he heard about online data backup at a seminar and the service appealed to him for its easy installation and affordability.

Streamlined operations

After scanning more recent files into an electronic format and having agents send their contracts into the office as PDF files, the firm is now mostly paperless. Singleton notes that it's a huge relief to have such a "technology-forward" type of system.

"This system makes us feel that we're a very progressive brokerage now," he says. "It gives us such peace of mind knowing that our data is safe and sound."

NELLY NITRAM

editorial@mediaplanet.com

FIRE CORPS

Citizens Helping Fire & EMS

Make a difference in your community.

Fire Corps volunteers help their local fire/EMS departments with non-emergency tasks such as fire prevention and disaster preparedness efforts, fundraising, administration, and much more!



Find a program near you at www.firecorps.org.



Learn more at www.firecorps.org

AmeriCares

A passion to help. The ability to deliver.

americares.org



Good & Ready can help you prepare for a disaster. Visit www.goodnready.pointsoflight.org to learn more.



Using aviation and technology to deliver hope and help to isolated people.
www.maf.org



Supporting Those Who Serve

The Voice of the Volunteer Fire, EMS, and Rescue Services
www.nvfc.org

DISASTER. RELIEF.



Don't let data loss ruin your business. Get Carbonite online backup.

It automatically and continually backs up all your computers to secure, offsite servers. So no matter what happens, the files your business depends on are safe. Plus, you can access your documents, contacts, invoices and more anytime, anywhere – even from your smartphone.

AUTOMATIC • SECURE • UNLIMITED COMPUTERS • \$229/YEAR

START YOUR FREE TRIAL TODAY AT CARBONITE.COM.

NO CREDIT CARD REQUIRED.

Use offer code USA for two free months with purchase.

CARBONITE
FOR BUSINESS

©2012 Carbonite, Inc. Carbonite and the green dot logo are trademarks of Carbonite, Inc.

INSPIRATION



DIRECT RELIEF

LEFT: EF 4 tornado destroys communities in Henryville, IN. March 2012. ABOVE: Power Relief provider, Ron Ramsey, helps a resident in Tuscaloosa, Alabama find vital local resources. PHOTOS: GIGUNDA GROUP, INC



Ryan FitzSimons
Founder and CEO,
Gigunda Group, Inc.

When I was a kid, my coach Mr. Boyle, a real people person, said, “There’s no better present than to be present.” That’s always stuck with me and it’s been our North Star as we create platforms that enable brands and companies to foster indelible relationships with those that mean the most to them.

Timeless communication

Despite all the advances in communication, being present—face-to-face—is the most powerful way to connect just like it was 10,000 years ago. The beauty today is that within minutes of engaging with someone face-to-face, that moment is digitally amplified around the world.

The privilege of presence

The power of being present in times of need leaves an unforgettable mark not only on the people we serve, but on relief providers and all those that love the brand. It’s a privilege to serve. We see this in the platforms we’ve had the privilege to develop and maintain for our clients. The experience is indelible; you never forget it.

The power of presence

■ **Question:** How can the immediate needs of communities be best met in the wake of a disaster?

■ **Answer:** A good start is by connecting with individuals face-to-face.

Natural disasters are not a matter of ‘if they happen’ but of ‘when they happen.’ It’s thanks to relief efforts of various organizations that victims can rebuild their lives.

“When nature lashes out and families find themselves in need of basic services, those services must be readily available,” said Trevor Riggen, vice president of Disaster Operation at American Red Cross.

Meeting immediate needs

“People often don’t realize how difficult it can be to accomplish the simplest of life’s tasks in the wake of a natural disaster,” said Peggy Conlon, president and CEO of the Ad Council.

This is why response programs from the government, non-profits and private sector are extremely critical to aid in many people’s abilities to recover, she said.

Organizations like FEMA and the American Red Cross provide on-



“People often don’t realize how difficult it can be to accomplish the simplest of life’s tasks in the wake of a natural disaster.”

Peggy Conlon
President and CEO, the Ad Council

the-ground assistance immediately following a disaster to help those in need.

For the American Red Cross the immediate priority is to provide emergency shelters, mobile feeding efforts and distribute relief items.

Passionate volunteers

Riggen said that certain types of events, like September 11 or Hurricane Katrina, motivate the American public to volunteer in large numbers. Riggen does say, however, that it may sometimes be

difficult to place the volunteers on some assignments without prior training. In this case, he urges people to join in on fundraising efforts to help with organization in preparing for future events.

Power for the people

Mobile units, like Duracell’s Power Relief Trailer, are helping communities affected by disaster.

This mobile resource provides power to individuals and families so they can recharge, reconnect and recover. Initiatives like this one are vital in allowing victims to reconnect with family members.

After Hurricane Irene hit upstate New York in the summer of 2011, Duracell was able to meet the needs of the community.

“With the help of Duracell I was able to charge my phone, I was able to charge my laptop and I was able to get in contact with my family,” a disaster victim said. “Coming to someone’s rescue like that, in a time of need, is major.”



A Joplin family’s home is leveled by an EF 5 tornado in Joplin, MI. May 2011.

MARY ANN GEORGANTOPOULOS
editorial@mediaplanet.com

editorial@mediaplanet.com



**ADDRESSING
THE AFTERMATH**

TOP: EF 5 tornado devastates Joplin, MI. May 2011. PHOTO: BRIAN NEVINS, GIGUNDA GROUP, INC.
BOTTOM: Duracell's Power Relief Trailer meets disaster victims face to face to serve the immediate needs of local communities. PHOTO: GIGUNDA GROUP, INC.



INSPIRATION

TIP

3

EDUCATE AND
EMPOWER
COMMUNITIES
TO INVEST IN
MICROINSU-
RANCE

QUESTION & ANSWER



Nancy A. Aossey
President
and CEO,
International
Medical Corps

What role do women play in rebuilding communities after disaster strikes?

! In the developing world, women are most often the ones who ensure their children are fed, have clean water and health care. Women are key to building stable, self-reliant communities. Yet nearly 80 percent of those affected by natural disaster, conflict and disease are women and children. We address their needs—from postnatal care to immunizations to income generation—and also train women as health workers and leaders to carry on this lifesaving work.

What is your most profound disaster relief experience?

! There have been many: responding inside Rwanda during the genocide, Bosnia during the ethnic cleansing, Indonesia after the tsunami. More recently in Haiti, within 22 hours of the earthquake, International Medical Corps arrived on the ground and treated patients with crush injuries. Just as important, in those intense first days of delivering medical relief, we were simultaneously training Haitian health workers. This multiplies our impact many times over, saves more lives, and helps communities better prepare for future disasters.

editorial@mediaplanet.com



RAISING AWARENESS LEFT: Members of self help groups in Agaranallur attend a session raising awareness of the benefits of microinsurance. RIGHT: A Therukumangudi Village affected by floods due to cyclone Nisha. PHOTOS: SANDRA BULLING/CARE



Empowering women and girls for a safer tomorrow



Holly Solberg
Director of Emergency and Humanitarian
Assistance, CARE USA

“Women and girls aren’t just disproportionately vulnerable — they’re disproportionately well positioned to prevent future loss of life and damage.”

Disasters don’t discriminate. But that doesn’t mean men and women are affected in the same way when droughts leave homes without food, earthquakes turn them to rubble or floodwaters wash them away.

Those of us on the front lines of humanitarian response know that, in many instances, women and girls are far more vulnerable.

Consider what happened in December 2004 off the coast of northern Sumatra, Indonesia, when an infamous earthquake measuring 9.0 on the Richter scale produced a tsunami, killing at least 175,000 people and displacing 1.7 million more.

COMMUNITY SUPPORTERS
When the tsunami hit the beach of Keelapattinacherry, it was mostly women and children that were killed. They were selling fish and vegetable on the beach. Today, life is back to normal in the village. However, the women don’t sell their crops on the beach anymore. Rather at the more secure entrance of the village.

PHOTO: SANDRA BULLING/CARE



Researchers found that, near the epicenter, two thirds of those who died were female. Most of the men were out at sea fishing or working the fields. The women tended to be at home with their children that Sunday morning and had to save more than themselves.

Tailored response

The humanitarian group CARE, focuses on gender in emergencies. This doesn’t mean we only give attention to women and girls. It means we recognize that their needs can be quite distinct from those of men and boys. Women, for instance, often become the primary caretakers for other survivors long after a disaster has passed, holding a wider range of roles than during normal times. Men are more likely to migrate to earn money to support the family, leaving women as the sole caregivers within their homes and communities.

Tailoring a response with these different gender roles in mind helps build a community’s resilience for the next disaster. In many cases we’ve found that women and girls aren’t just disproportionately vulnerable—they’re disproportionately well positioned to prevent future damage and loss of life. They can step into greater leadership roles than traditionally thought

possible or accepted. We have seen women actively engage in activities that build resilience, not only for their own families but for entire emergency-prone communities. They establish grain banks, lead the purchase of insurance policies and adopt other safety nets that have saved the day when disaster hits.

Take what happened after that same tsunami along the southern coast of India. We helped organize women into self-help groups who spread the word about the benefits of micro-insurance through plays, music and movies. In the end more than 200,000 poor families bought the insurance. Many women had to push for the purchase over the initial objections of their husbands. And they were quickly vindicated when Cyclone Nisha swept over the region in late 2008. Families who had insurance were able to quickly rebuild in its wake.

New opportunity

Floods, droughts and cyclones bring tragedy. But they are also an opportunity to reshape gender roles. As communities pick up the pieces, they also lift the status of women and girls and fortify themselves for the next time the water rises, the earth trembles or the skies yeild no rain.

HOLLY SOLBERG

editorial@mediaplanet.com

INSPIRATION

Question: Are there solutions to provide safe drinking water after disaster strikes?

Answer: Yes, quick action and remedies can save lives. So can risk reduction programs and increased emergency preparedness.

Pure water: A most privileged, powerful resource

An essential resource

Steve Nutzmann couldn't have known that, less than a week after he trained people in Haiti to use a portable water purifier, the same machine and others, flown by his employer Darley, would provide needed pure water to those impacted by the 7.0 earthquake.

The privilege of fresh water

Americans often take fresh water for granted, but safe drinking water is scarce in many counties and in dire need when a catastrophe strikes. Recent tragedies in Haiti, the

Horn of Africa, Indonesia and even domestically in New Orleans illustrate how crucial it is to provide water for not only hydration, but to halt the spread of disease.

FILTER FRESH
Children in the rural village of Lavenneau, Haiti, draw clean water from one of four public fountains.
PHOTO: WORLD CONCERN



Focusing on the future

Gregory Anderson, program officer of international programs at the Conrad N. Hilton Foundation, said there are several steps to responding to the need for safe drinking water. "While it's important to supply drinking water for immediate relief, it is also vital to rebuild the water delivery infrastructure for the long term," Anderson said. Beyond saving human lives, water is crucial for livestock that supports the economy of many nations, particularly in the Horn of Africa, added Nick Archer,

senior director disaster response and security for World Concern, a humanitarian organization.

Proactive preparedness

Many disaster relief organizations are taking a proactive role, hoping countries can mitigate the damage after a crisis by preparing ahead of time by building more wells and better irrigation systems. "It is important to donate in good times, not just disasters," stresses Nutzmann

FAYE BROOKMAN

editorial@mediaplanet.com

Darley Can Help You Be Ready for Any Disaster



Darley, a trusted supplier to first responders for over 100 years, is THE SOURCE for Homeland Security and Disaster Response equipment. We'll help you and your family be prepared for disaster and emergency situations.

- Full line of disaster preparedness and emergency supplies
- Recommended equipment lists to prepare for any disaster
- Hundreds of industry leading products from trusted suppliers
- RSS news feed of nationwide disaster and emergency information
- Live chat with our homeland experts
- Complete line of emergency water purification systems



Visit homelandsecurityequipment.com to learn about our R.E.D.I. program

homelandsecurityequipment.com

Please also visit these additional Darley websites:
darley.com • edarley.com • darleydefense.com • purifiresystems.com



PANEL OF EXPERTS

		Question 1: What's the most common mistake made in disaster preparation?	Question 2: What is the role that businesses can play in supporting their communities after a disaster strikes?
	Gerald McSwiggan Senior Manager, Disaster Assistance and Recovery Program, U.S. Chamber Business Civic Leadership Center	The biggest mistake is assuming that disasters will not happen to you or your business. You can take simple steps right now to be prepared for the worst, including updating and sharing your company's emergency contact list, practicing your disaster plan, backing-up your data to an off-site location (for example, a portable external hard drive), and keeping an emergency kit of basic supplies (i.e. batteries, flashlights and bottled water). These simple steps will make a world of difference.	Businesses support communities in three major ways. The first way is reopening quickly after disasters. Community economies run because of businesses; the more quickly local companies reopen the better. The second way is philanthropically, through cash gifts, in-kind donations, and volunteer support. Third, companies leverage core competencies. For example, shipping companies help nonprofits with logistics while technology companies help re-establish IT services. What expertise does your company have that will make an impact?
	Regine A. Webster Vice President, Center for Disaster Philanthropy	Not learning from past experiences. An ounce of prevention really is worth a pound of cure; experts have calculated that \$1 spent on preparedness and prevention can save at least \$7 later in relief. Yet disaster preparedness efforts are underfunded and often ignored. Foundations, corporations, and individuals who understand the value of investing in preparedness can easily tie these efforts into their overall giving strategies. As we become willing to learn from past mistakes as well as successes, we all benefit.	Businesses positively impact communities in three ways: giving financial resources to organizations active in disaster response; bringing expertise to bear through volunteer opportunities; and providing stability through continued operations. Most importantly, businesses can set a positive example by preparing for future disaster, developing strategic approaches for response, developing plans to ensure continuity of operations, and aligning with organizations that provide honest, objective insights and strategies about disasters.
	Paul C. Darley President and CEO, W.S. Darley & Co.	Too many people make the assumption "It won't happen to me." We see this time and again, even in disaster prone areas such as coastal areas with hurricanes, the Plain States with tornadoes and rural areas with wildfires. People are often confused on what to buy and where to go for disaster preparedness equipment. A number of commercial and government websites makes this very easy. Some allow the people to simply click on the type of disaster for which they are preparing and the website lists the recommended necessary equipment.	Businesses can help their communities both before and after a disaster strikes. September is National Disaster Preparedness Month, and I would encourage all businesses to register as a supporter with FEMA online. My company has been a sponsor for several years and our employees go through annual disaster preparation education and drills. After a disaster strikes, businesses need to take a leadership role in their communities by offering their resources to help everyone get back on their feet.
	Peter Lamson Senior Vice President, Small Business, Carbonite, Inc.	Too often, we hear about businesses without disaster plans, thinking it costs too much or takes too much time; but in reality, they can do a lot easily and automatically. As part of disaster planning, businesses must adequately protect their most valuable asset—the business' data. Though possibly intimidating to some, backing up your computers can be simple, and by regularly protecting your data, you're better positioned to get back up and running after disaster strikes. Imagine where you'd be without it—that's intimidating.	Many businesses offer services that can assist others in the event of a disaster—making these services known to the public as quickly as possible is very important. For those businesses that specialize in disaster recovery, having a high-caliber team ready to assist is key—even for services that are offsite, such as software. Again though, preparing in advance and offering services for the things that can be safeguarded is vital to laying the groundwork to a smoother recovery.

Conrad N. Hilton
FOUNDATION

In Practice:
What We're Learning from
Disaster Relief and Recovery



Photograph © Shawn Escoffery

Response to Hurricane Katrina

Philanthropic Grantmaking for Disasters

Highlights and full reports at www.hiltonfoundation.org/disaster-reports

INSIGHT

American Red Cross Celebrity Spokesperson **Jamie Lee Curtis** talks about the **Do More Than Cross Your Fingers Campaign** and what can be done to prepare your family for disaster.



Don't rely on luck: Are you prepared?

Power of nature

I watched the Oscars (wish I hadn't) and there was the special effects reel of a Clint Eastwood movie I missed seeing. There was the tsunami effect of a wave washing over a village or town. Personally I thought it looked a tad cheesy and not realistic. After yesterday though, I sit humbled and dumbfounded at the power of nature and the hubris of man to think we can hold it back.

I am one of the American Red

Cross supporters who talks about preparedness, often. They have a campaign, Do More Than Cross Your Fingers, that outlines what we can all do to prepare and care for our own as emergency services will either be crippled and unable to help; or heading to the most populated and vulnerable; schools, and hospitals.

What you need

They recommend that you be pre-

pared for at least 72 hours of self sufficiency. That is THREE DAYS AND NIGHTS WITHOUT AID. Think about it. What if it is raining? What if it is frigid? What if someone is hurt? They say that you need one gallon of water per person per day. Food. Pet supplies. Prescriptions and glasses, batteries, documents, diapers, baby formula and even a comfort item for young children.

There should be clothes and shoes and a flashlight and crow bar under each bed. Practice drills at home, come up with meeting places. Put backpacks with whistles attached with these supplies and keep them in cars and in easy to get to places in case you have to evacuate your home or business.

Businesses,

hold drills, provide emergency backpacks for each of your staff.

Give what you can

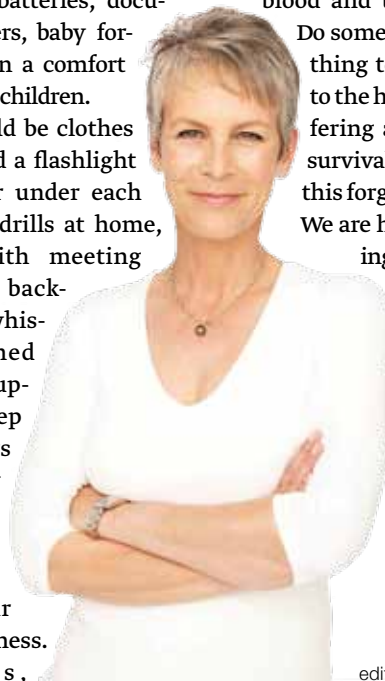
As we all sit here in shock and awe we can help. Give the first responders the help they need. Donate money, if you have it, and blood and time, if you don't.

Do something today. Something to connect yourself to the human chain of suffering and solidarity and survival that a disaster like this forges.

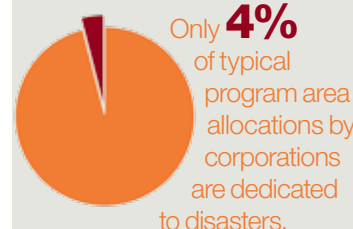
We are human, we are forcing our will on nature, living in places of natural danger and then we are shocked when nature taps us on the shoulder and says... "remember me."

JAMIE LEE CURTIS

editorial@mediaplanet.com



DID YOU KNOW?



SOURCE: COMMITTEE ENCOURAGING CORPORATE PHILANTHROPY: GIVING IN NUMBERS, 2011.

In the aftermath of a disaster, a community requires functioning infrastructure, services, goods, and jobs—as well as compassion and selfless support from individuals and organizations in a position to offer help and hope. Best practice for companies focuses on two parallel priorities: restoring business operations and providing philanthropic support in a collaborative, productive, and non-redundant way. An emphasis on developing a nuanced understanding of the community's needs is the first step and should not be rushed. Then, thoughtfully matching the company's products, grants, and technical expertise with those needs is the surest way to speed relief and recovery.

MARGARET COADY

editorial@mediaplanet.com

BE "RED CROSS READY" CHECKLIST

- ☒ I know what emergencies or disasters are most likely to occur in my community.
- ☒ I have a family disaster plan and have practiced it.
- ☒ I have an emergency preparedness kit.
- ☒ At least one member of my household is trained in first aid and CPR/AED.
- ☒ I have taken action to help my community prepare.

SOURCE: AMERICAN RED CROSS



After the cameras leave, she's still there.

When disaster strikes, emergency response efforts will provide for her immediate needs. But often the greatest need is for long-term help in the aftermath. Global Impact's Disaster Relief Fund supports some of the most effective and efficient programs for immediate relief and through the recovery stage. Since 1956, Global Impact has raised more than \$1.4 billion to assure help for the world's most vulnerable people. Join us.

www.charity.org/disaster

GLOBAL IMPACT

There are the disasters you see coming and the ones you don't.

EARTHQUAKE • FAMINE • CONFLICT • DISEASE

When disaster strikes, **International Medical Corps** is there, delivering relief and training local health care workers.



Photo by Jean-March Giboux



SAVING LIVES TODAY, HELPING COMMUNITIES
REBUILD FOR TOMORROW



www.InternationalMedicalCorps.org

Text **MED** to
80888
to give **\$10** NOW



** Data & messaging rates may apply.