

United Way's Response to the Disaster in Haiti

System Update 1.16.10

Since the devastating earthquake in Haiti on January 12, our United Way system has rallied to support those in need. Because there is not a United Way in Haiti, United Way Worldwide is working through its members and other partners in Haiti to respond. The Caribbean Council is assessing needs and opportunities to begin the long-term recovery, as well as to ensure that donations are invested in the most effective nonprofit agencies providing services in Haiti. The Caribbean Council is a regional group that comprises United Ways in Jamaica, Puerto Rico, the US Virgin Islands (St. Croix, St. Thomas / St. John), and Trinidad and Tobago.

Some examples of work already under way:

- **Fondos Unidos de Puerto Rico** is receiving cash donations from corporations for urgent needs and is coordinating corporate in-kind contributions that will be channeled to Haiti via the Dominican Republic, partnering with companies to coordinate necessary paperwork and to transport goods safely from Puerto Rico through the Dominican Republic and then to Haiti. They are also working with faith-based organizations in Puerto Rico that have capacity to store large quantities of donated goods and will help distribute to the 187 churches in Haiti.
- **United Way Jamaica** set up a relief fund and made a \$50,000 lead gift.
- **United Way Brasil** is working with local corporations interested in giving and is helping to connect in-kind donors such as Procter & Gamble with Fondos Unidos de Puerto Rico.
- **United Way of Trinidad and Tobago** is collecting goods that will be channeled through Fondos Unidos de Puerto Rico.
- **United Way of St. Thomas / St. John** is organizing a concert for long-term recovery.

UNITED WAY WORLDWIDE RESPONSE

- The United Way Worldwide Disaster Fund has been activated. People in the USA can donate online at <https://unitedway.org/haiti>. Many local United Ways have linked to the Fund from their web sites.
- An appeal via email blast to the 35,000-member United Way LIVE UNITED community was sent Friday afternoon.
- The Public Policy team has been in touch with the White House and with the Senate and House Foreign Relations committees to reinforce awareness of United Way's role in long-term recovery.
- The Global Corporate Leadership team is working with our national and global corporate leaders.
- We have increased online visibility by purchasing search words through Google and other search engines, and are continuing to explore additional ways to raise United Way's online profile.
- We have partnered with mGive to create a text-to-give option, Text HAITI to UNITED. As of Friday afternoon, more than 600 people had used this method to contribute at least \$5 each.
- A wire transfer protocol has been set up for people outside the USA who wish to donate. Details are available by calling the toll-free United Way Worldwide disaster response number, 1-866-404-5826.

While most USA United Ways are linking to the United Way Worldwide Disaster Fund, several United Ways with significant Haitian populations have established their own funds, including Miami, Fort Lauderdale and West Palm Beach.

LOCAL UNITED WAY RESPONSE IN THE USA

Two examples of United Way-sponsored activities under way across the USA:

- United Way of Miami-Dade
 - Raised and disbursed \$500,000 in critically needed emergency supplies to people in Haiti through Operation Helping Hands, a partnership with The Miami Herald/el Nuevo Herald, Univision and Univision Radio that was created in 1998 in the aftermath of devastating hurricanes Mitch and Georges. The organizations receiving the first round of grants are World Vision, University of Miami's Project Medishare, Food for the Poor and the Pan American Development Foundation.

- United Way of Tampa Bay
 - Sent an e-blast to 26,000 United Way of Tampa Bay stakeholders providing talking points on how to provide in-kind support or financial donations and how to volunteer.
 - Operated an information and donation phone bank at Tampa's Channel 8 (NBC) during a 5-6 PM newscast. Eighteen phone operators wore LIVE UNITED shirts and answered phone calls to provide 'how to' information and accept donations. The text-to-give number was provided.
 - Updated 'how to' information was forwarded on Facebook, Twitter, and the United Way of Tampa Bay blog. Utilizing the technology 'HootSuite ', they will continue to schedule messaging in the upcoming days.
 - Contacted Workplace Campaign Coordinators with a request for support.

MEDIA REPORT

The United Way Worldwide Disaster Fund is listed on the following web sites (and where indicated has been included in a print story):

USA Today: Web and print
Washington Post – Web and print
CNN
FOX
ABC
NBC
Huffington Post – Web (text-to-give only)
Comcast.net
InterAction
National VOAD (Volunteer Organizations Active in Disaster)

More than 100 regional media markets have mentioned the Fund, including Boston, St. Louis, Oakland, Lexington (KY), Detroit, Brownsville (TX), Denver and Philadelphia.

TALKING POINTS

General talking points about United Way's role in response to the Haiti disaster are available on United Way Online at <http://online.unitedway.org/site/vopenfile.cfm?fid=3054104&indirect=1>. They are being updated regularly.

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