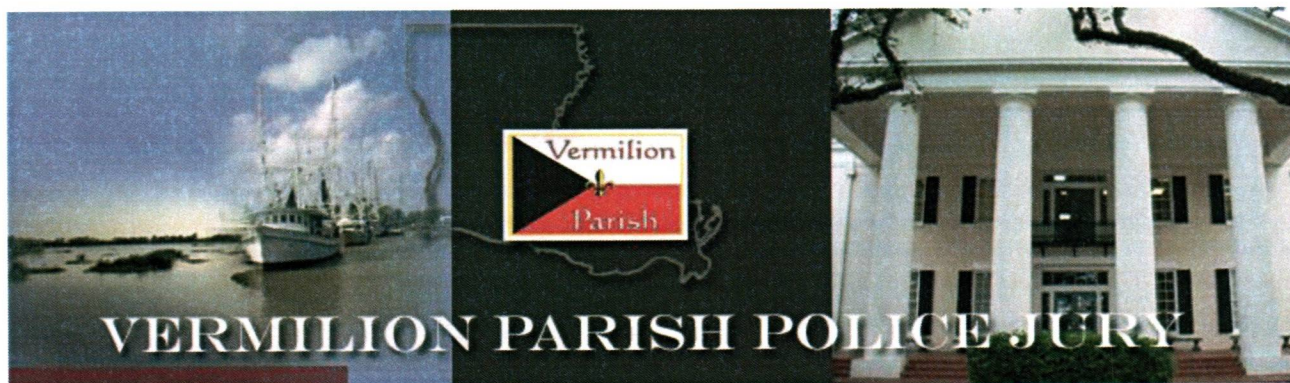


***Vermilion Parish  
Office of Homeland Security &  
Emergency Preparedness***



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**MULTI-HAZARD  
EMERGENCY OPERATIONS PLAN**

**ANNEX V  
DONATIONS MANAGEMENT**

June 2019

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# ANNEX V - DONATIONS MANAGEMENT

## I. PURPOSE

*This annex describes the process used to coordinate the collection and distribution of goods and monies donated following an emergency.*

The purpose of this annex is to outline the concept of operation, organizational arrangements and responsibilities for coordinating the efforts of volunteer groups and local government to manage donations of goods and services that may occur in the aftermath of an emergency situation.

## II. SITUATION AND ASSUMPTIONS

### A. SITUATION

#### Reference II. A. Basic Plan

1. Should a major disaster or a lesser emergency where there is a high level of media interest occur, many individuals may want to donate money, goods, and/or services to assist the victims or participate in the recovery process. The amount of donations offered could be sizable and extreme difficulties could be faced in receiving, storing, securing, sorting, transporting, accounting for, and distributing the donations to the disaster victims and supervising volunteer workers desiring to assist in the effort.
2. Vermilion Parish does not wish to operate a system to collect, process, and distribute donations to disaster victims. This system is best operated by community-based organizations (CBOs) and other voluntary agencies (LAVOAD) who have successfully handled donations in the past. Local government does, however, desire to coordinate its donation management efforts with community-based and volunteer organizations and agencies.
3. Recognized local and national charities (i.e., Community-Based Organizations [CBOs] and the Louisiana Voluntary [disaster relief] Organizations Active in Disaster agencies [LAVOAD]) have been accepting, handling, and distributing donations for many years. These CBOs and LAVOAD are skilled in the donations management process, and they should be the first recourse for collecting and managing donations after a major emergency or catastrophic disaster. Donors outside the local area should be encouraged to work through recognized community, state, or national social service organizations or voluntary human resource providers in the community in which they live. These organizations are capable of receiving donations in areas across the state or nation and then earmarking assistance for a particular disaster.
4. Donations of cash to CBOs and LAVOAD for disaster relief allow those organizations to purchase the specific items needed by disaster victims or provide vouchers to disaster victims so that they can replace clothing and essential personal property with items of their own choosing. Cash donations also reduce the tasks of transporting, sorting, and distributing donated goods. Therefore, cash is generally the preferred donation for disaster relief.

## B. ASSUMPTIONS

1. Should a major emergency or disaster occur, donations may be given and delivered to Vermilion Parish whether or not they are requested. In large quantities, such donations may overwhelm the capability of the local community to handle and distribute them.
2. In a catastrophic disaster affecting the jurisdiction, local government and local volunteer groups and agencies may be adversely affected and may not be able to cope with a sizable flow of donations.
3. Donated goods may be offered to local volunteer groups or simply delivered to local government.
4. Many individuals donate goods that are not needed by disaster victims or offer services that are not needed in the recovery process. Receiving and sorting unneeded goods or hosting volunteers who do not have needed skills, wastes valuable resources; disposing of large quantities of unneeded goods can be a lengthy and very costly process.
5. In some cases, the amount of donations received by a community may relate more to the media attention the emergency situation receives than the magnitude of the disaster or the number of victims.
6. The problem of unneeded donations can be reduced, but not eliminated, by developing and maintaining a current list of disaster needs, screening donation offers, and providing information to potential donors through the media on current needs and those items and services that are not required.
7. Most personal donations are given little expectation of return other than the personal satisfaction of giving and perhaps some acknowledgment of thanks. However, some donations may be unusable, have "strings attached", or not really be donations at all.

They may:

- a. Be given with an exception of some sort of repayment, publicity, or a tax write-off.
  - b. Be items that are out-of-date (such as expired foodstuffs or pharmaceuticals), unusable (broken furniture, dirty or torn clothing) or unsuitable (food that requires refrigeration, winter coats in August).
  - c. Be volunteer services that do not meet the announced or advertised expectations or capabilities or skilled trades that are not properly licensed or certified.
  - d. Be provided illegally as a ruse in a fraudulent process to obtain money from disaster victims.
  - e. Be offered at a "discount" to disaster victims, with any real savings being minimal or nonexistent.
  - f. **Be offered in limited quantity as a deception to simply show an "association" with government or disaster relief as a basis for future advertising or publicity.**
8. Donated goods may arrive in the local area without warning, day or night. Delivery drivers will want to know where they should deliver their load and who will unload it. They typically want their cargo off-loaded quickly so they can minimize down-time.
  9. Donations will frequently arrive unsorted and with minimal packaging and markings. Donations may be packed in boxes, crates, barrels, or garbage bags; some items may be in bins or on pallets. When such goods are received, they must typically be sorted,



repackaged and labeled, temporarily stored, and then transported to distribution points to be picked up by disaster victims.

10. Donors may want to:

- a. Know what is needed in the local area –cash, goods, and/or services.
- b. Know how they should transport their donation to the local area, or if there is someone who can transport it for them.
- c. Start a “drive for donations” to help disaster victims, but have no knowledge of what to do and how to do it.
- d. Have their donation received by a local official and/or receive a letter of appreciation or public recognition.
- e. Be fed and provided with lodging if they are providing volunteer services.

11. Disaster victims may: (fix below format to be a,b,c)

12. Desire immediate access to donations before they are sorted and ready to be disseminated at appropriate distribution points.

13. Believe that the donations have not been or are not being distributed fairly if they do not have information on the process of distributing donations.

14. May have unmet needs which can be satisfied by additional donations.

### III. CONCEPT OF OPERATIONS

Reference III. Basic Plan

#### A. GENERAL

1. The objective of this donations management plan is to detail the roles and responsibilities of the Louisiana Volunteer Organizations Active in Disaster (LAVOAD). Through LAVOAD, Vermilion Parish is better prepared to assist the citizens of this community during a time of disaster with the timely delivery of needed supplies and services. Additionally, this plan will identify procedures for the handling of solicited and unsolicited goods and services.
2. The donations management program is composed of several organizational elements and several operating units that are activated as needed at a level suitable for the anticipated workload. The organizational elements include the LAVOAD Coordinator, LAVOAD Steering Group, and the Unmet Needs Committee. The operating units include: LAVOAD Operations Station/Area, a Staging Area, a Phone Bank, one or more Distribution Points, and a Volunteer Center.

#### B. PHASES OF EMERGENCY MANAGEMENT

Donations Management, as a function, usually occurs during the recovery phase of an emergency. However, some donations management activities should occur during the preparedness and response phases of emergency management.

1. Prevention
  - a. Establish a donated goods warehouse.

- b. Prepare public awareness campaign to inform citizens the type and quantity of items needed.
2. Mitigation
    - a. Identify agencies and resources available in the community.
    - b. Review and update role of the LAVOAD.
    - c. Develop a LAVOAD training program.
    - d. Prepare and update this annex to outline local donations management plans.
    - e. Review and update this annex and appendices.
3. Preparedness
    - a. Develop standard operating guidelines (SOGs) for LAVOAD and donations management.
    - b. Appoint a LAVOAD Coordinator
      - The coordinator shall coordinate the donation management efforts of volunteer groups and local government. The coordinator shall be appointed by the Director of OHSEP.
      - LAVOAD representative for Vermilion Parish will come from the United Way 211 Call Center.
      - Establish the LAVOAD Steering Group to oversee pre-disaster donations management planning and assign responsibilities for various donations management activities.
      - Identify possible sites for the LAVOAD Operations Station/Area, Resource Staging Area (SA), Phone Bank, Distribution Points, and a Volunteer Center and how these facilities will communicate with each other.
      - Develop tentative operating procedures for the Phone Bank, Resource SA, Distribution Points, and Volunteer Center.
      - Identify and coordinate with those volunteer organizations that could provide assistance in **operating the jurisdiction's donations management program**.
      - Brief elected officials, department heads, and local volunteer groups on a periodic basis about the local LAVOAD and donations management program.
      - Brief the local media so they understand how the LAVOAD and donations program will work so they can be prepared to advise the public of specific donation needs, discourage donation of unneeded items, disseminate information on the availability of donated goods, and provide other information, as applicable.
      - Brief citizens groups on how they can contribute to disaster relief with their donations and how a donations management program typically operates. Also, discourage donations of unneeded items.
      - Include consideration of LAVOAD activation and donation management in local emergency management exercises to test donations management plans and procedures.
      - Ensure contingency procedures are established for rapidly activating a bank account to receive and disburse monetary donations.



- Ensure LAVOAD representative is verifying organizations operating relief fund efforts.

#### 4. Response

- Review the donations management program with senior government officials
- Activate the LAVOAD Donations Management Team.
- Activate the Donations Management Plan.
- Identify and prepare specific sites for donations management facilities, and begin assembling needed equipment and supplies.
- Identify and activate staff for donations management facilities.
- Provide the media (through the PIO) with information regarding donation needs and procedures, and regularly update with information.
- Coordinate with the State and/or Federal Donations Management Coordinator at the Governor's Office of Homeland Security and Emergency Preparedness (GOHSEP).

#### 5. Recovery

The LAVOAD Steering Group will:

- Determine which donations management facilities will and will not be activated.
- Set up the donations management facilities that are activated and determine how each facility will be logistically supported.
- Staff donations management facilities with volunteer or paid workers, conducting on-the-job training as needed.
- Collect, sort, store, distribute, and properly dispose of donations, if necessary.
- In coordination with the PIO, provide regular updates to the media on donations procedures, progress, and the Current Needs List (goods and services that are needed and not needed).
- Continually assess donations management operations, and determine when the donations management facilities should close down or be consolidated and when the donations management program can be terminated.
- Keep records of donations received and, where appropriate, thank donors.
- Activate the Unmet Needs Committee (UNC) to provide continuing assistance to victims in need, depending upon the donations available.
- Continue coordination with the Federal and/or State Donations Management Coordinator at GOHSEP to work with the Unmet Needs Committee.
- Maintain accounts of expenses, individual work hours, etc. Donations activities and functions are not generally reimbursable; however, if certain expenses are considered for reimbursement, accurate records will have to be submitted.

### C. LEVELS OF READINESS

- Level 4 – Normal Conditions
- Level 3 – Increased Readiness
  - Monitor the situation and inform key donations management personnel of the potential for activating all or portions of the LAVOAD system.

- c. Review LAVOAD procedures for accuracy.
  - d. Check recall rosters for accuracy and update as required.
3. Level 2 – High Readiness
- a. Continue to monitor the situation.
  - b. Alert Key donations management staff for potential operations.
  - c. Ensure source lists for volunteer workers are up-to-date.
  - d. Check potential donations operations facilities for accessibility and availability.
4. Level 1 – Maximum Readiness
- a. Continue to monitor the situation.
  - b. Activate key donations management staff to update planning.
  - c. Make tentative donations management facility selections.
  - d. Review equipment and supply status and alert providers of possible need.
  - e. Alert organizations that provide volunteer workers of possible activation.

#### IV. ORGANIZATION AND ASSIGNMENT OF RESPONSIBILITIES

Reference Paragraph IV, Basic Plan.

##### A. ORGANIZATION

1. The organization for donations management in the aftermath of a disaster shall consist of the organizations and facilities described in this annex, supplemented by government personnel and other resources where needed, available and appropriate. The organizations described in this annex will be primarily operated by volunteers.
2. Vermilion Parish OHSEP will appoint a LAVOAD Coordinator to manage and oversee the overall donations program and coordinate the efforts of volunteer groups and local government. The Coordinator may be a volunteer or government employee familiar with the role of volunteer organizations active in disaster.

##### B. TASK ASSIGNMENTS

1. OHSEP
  - a. The Director will appoint a LAVOAD Coordinator
  - b. Ensure that a donations management program that coordinates the efforts of the volunteer groups and local government is planned and ready for activation.
  - c. Designate members of the LAVOAD Steering Group, with the advice of the LAVOAD Coordinator and local volunteer groups.
  - d. Identify, in conjunction with LAVOAD Coordinator, individuals for the following key donations management positions:
    - Volunteer Coordinator
    - Resources Staging Area Manger
    - Phone Bank Supervisor
    - Donations Financial Manager



2. LAVOAD Coordinator (Vermilion Parish Clerk of Court)
  - a. The Coordinator will serve as the Chairman for the LAVOAD.
  - b. Identify the LAVOAD Steering Group members.
  - c. Coordinate the development of a Donations Program for Vermilion Parish and SOGs for the donations management function.
  - d. Schedule and coordinate regular meetings of the LAVOAD to coordinate, update, and collaborate on the donations system and operational process before, during, and after a disaster.
  - e. Determine which donations management functions should be activated before and after a disaster occurs.
  - f. Identify suitable candidates for managing the various donations management functions.
  - g. Locate volunteers and volunteer agencies to work in the donations management functions.
  - h. Coordinate with OHSEP and the Public Information Office information of needed donations.
  - i. Coordinate with OHSEP and the Public Information Office to provide information to the community of available supplies and services, etc.
  - j. Coordinate with the Greater Baton Rouge Food Bank to determine the best method for handling and distributing large-volume or high-value donations received from the public or corporate entities.
  - k. Determine when to terminate or consolidate donations management functions.
3. Volunteer Organizations Active in Disaster (LAVOAD) Steering Group
  - a. Develop and maintain as a separately published document the Donations Management Operations Guide. In the pre-emergency phase, this Guide will contain general planning information with respect to facilities, equipment, staffing, and general operating guidance. When the donations management program is activated, the Guide will be updated with specific facility and equipment information, updated rosters and detailed operating procedures; copies of the document will be provided to all key donations management program personnel.

In the pre-emergency phase, the Guide shall include:

    - Potential locations for the Volunteer Center, Resource Staging Area, Phone Bank, Distribution Points, and the LAVOAD Station/Area.
    - Equipment requirements for the facilities listed above.
    - Supply requirements for the facilities listed above.
    - Skeleton staff rosters for the facilities listed above.
    - A list of organizations that could potentially provide volunteers to staff the facilities listed above.
  - e. Assist the LAVOAD Coordinator in developing a donations program for Vermilion Parish and in preparing SOGs for the donations management function.
  - f. Meet regularly to coordinate, update, and collaborate on the donations system and operational process before, during, and after a disaster.

- g. Assist the LAVOAD Coordinator in determining which donations management functions should be activated before and after a disaster occurs.
  - h. Provide advice to the LAVOAD Coordinator on suitable candidates for managing the various donations management functions.
  - i. Assist in locating volunteers to work in the donations management functions.
  - j. Assist the LAVOAD Operations Office/Area in maintaining records on donations activities.
  - k. Provide information to donors regarding voluntary agency operations and needs through the Donations Phone Bank.
  - l. Work together to determine the best method for handling and distributing large-volume or high-value donations received from the public or corporate entities.
  - m. Help the LAVOAD Coordinator make decisions on when to terminate or consolidate donations management functions.
4. Volunteer Coordinator
- a. Select a site for a Volunteer Center and coordinate equipping and staffing for the facility.
  - b. Develop operating guidelines for the operation of the Volunteer Center.
  - c. Coordinate training of volunteers for operation of the Volunteer Center.
  - d. Supervise Volunteer Center operations.
5. Resources Staging Area Manager
- a. Select a site for a Resource Staging Area and coordinate equipment and staffing for the facility.
  - b. Develop operating guidelines for the operation of the Resource Staging Area.
  - c. Coordinate training of volunteers for operation of the Resource Staging Area.
  - d. Supervise Resource Staging Area operations.
6. Phone Bank Supervisor
- a. Select a site for a Phone Bank and coordinate equipment and staffing for the facility.
  - b. Develop operating guidelines for operation of the Phone Bank.
  - c. Coordinate training of volunteers for the operations of the Phone Bank.
  - d. Supervise Phone Bank operations.
7. Donations Financial Officer
- a. Establish a Donations account for receiving monetary donations.
  - b. Establish specific wording for the *"Pay to the Order of"* line for all checks and other securities so that appropriate information can be provided to potential donors.
  - c. Ensure written disbursing procedures are prepared in close coordination with the Unmet Needs Committee so account disbursing officials have a clear mandate on how to prepare assistance checks (i.e., when, how much, to whom, etc.).

## V. DIRECTION AND CONTROL

Reference Paragraph V, Basic Plan.



1. The LAVOAD Steering Group, chaired by the LAVOAD Coordinator, will provide general guidance for donations management operations.
2. The LAVOAD Coordinator will manage the donations management program, supervise key donations management personnel, and coordinate the efforts of volunteer groups and local government.
3. The work of volunteers and paid government employees at a donations management facility will be directed by the supervisor of that facility.
4. Volunteers working as an integral part of a recognized volunteer group (i.e., American Red Cross, Adventist Community Services, Salvation Army, etc.) will respond to direction from those organizations.
5. Each individual supervising a donations management function will select an appropriate assistant or designee to run the operation in his or her absence.
6. The LAVOAD Coordinator will work out of and communicate from the LAVOAD Operations Station/Area, which will be located in the Vermilion Parish Emergency Operations Center.
7. Each volunteer group assisting in the disaster will designate a specific individual with authority to accept task assignments and coordinate with the LAVOAD Coordinator.

## VI. CONTINUITY OF GOVERNMENT

Reference Paragraph VI., Basic Plan.

Lines of succession to each agency lead are according to the Standard Operations Procedures or Guidelines established by each agency.

## VII. ADMINISTRATION AND LOGISTICS

### A. REPORTING

1. During emergency operations, the LAVOAD Operations Station/Area shall compile and provide a daily summary of significant donations management activities to the EOC for use in staff briefings and inclusion in periodic Situation Reports. If the EOC has been deactivated, a periodic summary of activities will be provided to local officials and the heads of volunteer organizations participating in the recovery process.
2. Donations management facilities shall provide a daily report of their activities to the LAVOAD Operations Station/Area. Such reports will include the following information:
  - a. Phone Bank
    - Number of calls by type (donation offer, vendor capabilities, requests for information, etc.)
    - Significant donations offered and their disposition
  - b. Major issues or challenges
    - Resource Staging Area
    - Number and type of bulk donations received (truckloads, pallets, etc.)
    - Significant donations and disposition
    - Goods delivered to distribution points (truckload, pallets, boxes)

- Unneeded goods delivered to other agencies
  - Current hours of operation
  - Number of persons employed (volunteers and paid workers)
  - Major operational activities
  - Support activities (feeding, lodging, etc.)
  - Major issues or challenges
  - Determine warehouse that will be used to initially sort and manage contributions.
  - ALL goods not used will be given to the appropriate center for proper distribution
- c. Distribution Points
- Number of customers served
  - Hours of operation
  - Number of workers (volunteer and paid)
  - Major issues or challenges
- d. Volunteer Center
- Hours of operation
  - Number of volunteers assigned to tasks
  - Number of workers within the facility
  - General types of jobs to which workers have been dispatched
  - Support activities (feeding, etc.)
  - Major issues or challenges
3. Financial Accounting
- Cash received
  - Cash distributed
  - Major issues or challenges

## B. RECORDS

1. Activity logs – Each donations facility will maintain a log of major activities at that facility, location including activation and deactivation, arrivals and departure of staff, receipt of or return of major equipment, and the commitment of people, equipment, or materials to specific tasks.
2. The LAVOAD Steering Group shall appoint a Secretary to provide a written record of the policies formulated and activities undertaken at meetings of the Group. Those records shall be maintained by the LAVOAD Coordinator.
3. The Unmet Needs Committee shall appoint a Secretary to maintain a written record of its actions. When the recovery process is completed, those records shall be turned over to the LAVOAD Coordinator for retention.
4. Documentation of costs – Expenses incurred in operating the donations management system are generally not recoverable. However, in the event State and/or Federal reimbursement is considered, accurate records would need to be provided. Therefore,



all government departments and agencies should maintain records of personnel and equipment used and supplies consumed during donations management operations.

#### C. RESOURCES

Government resources that may be needed to operate the donations management system are listed in Annex L, Resource Management.

#### D. POST INCIDENT REVIEW

The LAVOAD Coordinator shall organize and conduct a review of the emergency operations in the aftermath of major emergency or disaster operations. The purpose of this review is to identify needed improvements in this plan, its procedures, its facilities, and its equipment.

#### E. TRAINING

1. The LAVOAD Coordinator should attend training in donations management. Such training is offered by GOHSEP, the Federal Emergency Management Agency, and a number of volunteer groups.
2. Donations management facility supervisors are responsible for providing on-the-job training for individuals who will be working in the facility.

#### F. EXERCISES

Local drills, tabletop exercises, functional exercises, and full-scale exercises should periodically include a donation management scenario based on the anticipated hazards which could be faced by this jurisdiction.

### VIII. PLAN DEVELOPMENT AND MAINTENANCE

1. The Vermilion Parish OHSEP Director and the LAVOAD Coordinator are responsible for developing and maintaining this annex.
2. Individuals, departments, agencies, and volunteer organizations assigned responsibilities in this annex and its appendices are responsible for developing and maintaining appropriate standard operating procedures or guidelines (SOP or SOG) to carry out those responsibilities.

### IX. AUTHORITIES AND REFERENCES

1. The Vermilion Parish Emergency Operations Plan.
2. FEMA, Donations Management Guidance Manual.
3. FEMA, Donations Management Workshop (Student Manual).
4. FEMA, Donations Management Workshop (Toolbox).

### X. DEFINITIONS OF ACRONYMS AND TERMS

#### A. ACRONYMS

1. ACS Adventist Community Services
2. ARC American Red Cross
3. CBO Community-Based (Volunteer) Organization (see VOLAG)
4. EOC Emergency Operations Center
5. LAVOAD Louisiana Area Volunteer Organizations Active in Disasters
6. PIO Public Information Office/Officer
7. PSA Public Service Announcement
8. RSA Resources Staging Area
9. TSA The Salvation Army
10. UNC UnMet Needs Committee
11. VOLAG Voluntary Agency (charitable organization that meets the provisions of IRS Code 501(c)(3))

## B. DEFINITIONS

1. Donations refer to the following:
  - a. Cash: Currency, checks, money orders, securities, etc.
  - b. Goods: Food, water, clothing, equipment, toys, furniture, pharmaceuticals, bedding, cleaning supplies, etc.
2. Volunteers and Services
  - a. Individuals who are not members of any particular volunteer group (often referred to as “spontaneous”, “emergent”, or “non-affiliated” volunteers).
  - b. Individuals who are members of recognized disaster relief organizations who have undergone formal training by those organizations (i.e., “affiliated” volunteers).
  - c. People with specialized training and expertise (e.g., doctors, nurses, medics, search and rescue, fire fighters, heavy equipment operators, etc.) who may either be non-affiliated or members of a disaster relief organization.
  - d. Teams that provide specialized equipment or capabilities (e.g., urban search and rescue, dog teams, swift water rescue teams, home repair teams, etc.).

## XI. APPENDICES TO ANNEX

1. Donations Management Operations Guide
2. Donations Needs List
3. Record of Donation Letter
4. Public Information Release



# DONATIONS MANAGEMENT OPERATIONS GUIDE

## Donations Management Operations Guide

### Rosters:

- LAVOAD Steering Group
- Key Donation Management Personnel
- Unmet Needs Committee

### Resource List:

- LCAVOAD Operations Station/Areas
- Participating Agencies
- Resource Staging Areas
- Distribution Points
- Phone Bank
- Volunteer Center

### Sample Forms:

- Donation Needs List
- Sample Record of Donation Offer
- Sample Public Information Release

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# ANNEX V – APPENDIX 2

## SAMPLE DONATION NEED FORM

CURRENT DONATION NEEDS LIST

VERMILION PARISH/VERMILION

EVENT: \_\_\_\_\_

As of Date/Time: \_\_\_\_\_

**1. Needed**

**a. Goods**

**b. Services**

**2. Unneeded:**



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ANNEX V – APPENDIX 3

SAMPLE RECORD OF DONATION LETTER

RECORD OF DONATION LETTER

Vermilion Parish

Call received by: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

**Donor Name and Information:** Salutation: \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Title: \_\_\_\_\_ Organization: \_\_\_\_\_

Phone 1: \_\_\_\_\_ Phone 2: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Parish: \_\_\_\_\_

\_\_\_\_ Donated (free) \_\_\_\_ Goods or \_\_\_\_ Services

\_\_\_\_ Commercial (vendor) \_\_\_\_ Goods or \_\_\_\_ Services

**Type of Resource:** (e.g., people, food, equipment): \_\_\_\_\_

Category (e.g., clothing, water, bedding): \_\_\_\_\_

Sub-category (e.g., shoes, blankets, chairs): \_\_\_\_\_

Description/Notes: \_\_\_\_\_

Total Quantity:            Units (#): \_\_\_\_\_ Measure (e.g., box, each): \_\_\_\_\_

Packaging \_\_\_\_\_ Amount (#): \_\_\_\_\_ Size (e.g., can, dozen, gallon): \_\_\_\_\_

Palletized: Yes No            Transportation Required: Yes No

Refrigeration required: Yes No            Restrictions: Yes No

Resource Location: \_\_\_\_\_

Estimated Value: \_\_\_\_\_ Available until: \_\_\_\_\_

Follow-up required: Yes No            Action taken: \_\_\_\_\_



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# ANNEX Q – APPENDIX 4

## SAMPLE MEDIA RELEASE

### PUBLIC INFORMATION RELEASE

VERMILION PARISH/

CITY LETTERHEAD

(DATE)

### FOR IMMEDIATE RELEASE

### FOR MORE INFORMATION, CONTACT:

### VERMILION PARISH PUBLIC INFORMATION OFFICER

We are receiving citizen and community inquiries regarding the (name of disaster). The calls primarily involve citizens who want to offer assistance or make donations to the (Name of disaster) victims. It is important that such good intentions do not create the potential for a disaster within a disaster. Therefore people who wish to offer assistance should do so in as effective a manner as possible.

Individuals or organizations that want to provide assistance to victims of the (name of disaster) should first work through their local disaster relief organizations. These may include the American Red Cross, The Salvation Army, the Louisiana Baptist Men Feeding Organization, the Adventist Community Services, the Food Bank, etc. People can find these organizations listed in the Telephone Book Yellow Pages under "Social Service Organizations".

Cash is the best contribution since items can be purchased within the affected areas to meet the specific needs of victims. To contribute cash, contributions should be sent to (the precise organization name address, and account number where cash contributions go).

If people prefer to donate goods or services, they should still work through their local disaster relief organizations. These organizations know the immediate needs of people in the affected areas, how to meet those needs best, and how to ensure assistance is appropriate, adequate, and delivered to the right places. The disaster relief organizations can tell potential donors what is needed and what is not needed and how to package and transport those goods that are needed to the disaster area.

We encourage people not to send unsolicited donations to the disaster area. Unsolicited donations may not reach the proper people or even would meet their current needs. If donors plan to travel to the disaster area, they may find that lodging and other services are unavailable and they may add to problems in the disaster area rather than helping.

**Attention News Editors and Directors:** *Please assist us in publicizing this information relating to donations for the (name of disaster). We would like to encourage donations of goods and services that are needed, while discouraging donations that cannot be used and that may add to the problems that already exist. You can also help us by discouraging sightseers from driving into the disaster area.*