USAID
FROM THE AMERICAN PEOPLE

CENTER FOR INTERNATIONAL DISASTER INFORMATION

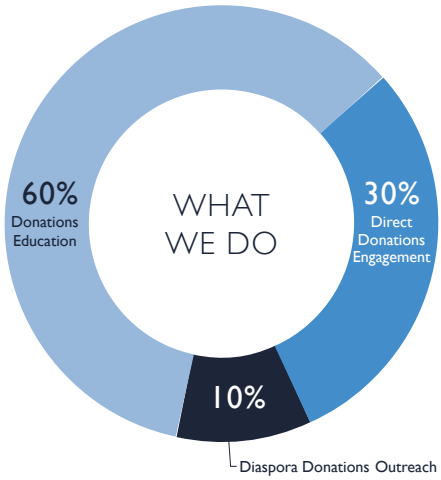
USAID DONATIONS OUTREACH

FACT SHEET 2013

USAID DONATIONS HISTORY

USAID created the Center for International Disaster Information (CIDI) in 1988 one month after Hurricane Gilbert made landfall as a Category 5 storm that affected 10 countries. An outpouring of unsolicited donations took up space needed to stage and deliver life-saving relief supplies, and USAID and other responders spent valuable time managing unneeded clothing, expired medicine, and other non-critical items. USAID established the Center to educate the public about the advantages of giving monetary donations to relief organizations and the downside of donating unsolicited material goods.

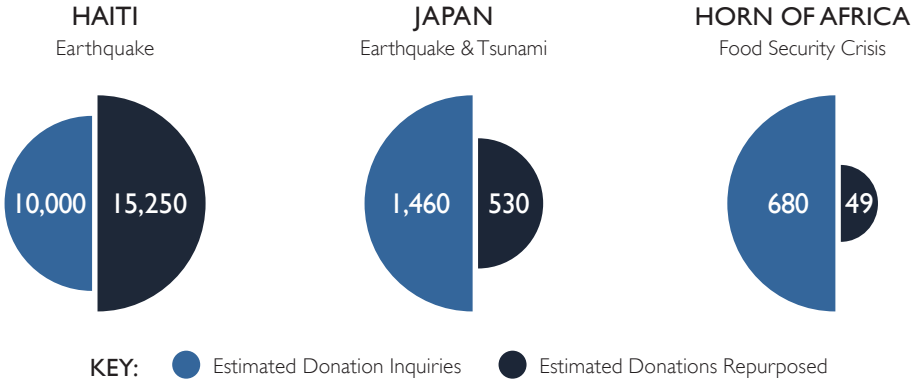
USAID CIDI's work is solely focused on donations education and on managing queries directed to the Center by USAID offices, including the Bureau for Legislative and Public Affairs (LPA). In recent years, USAID CIDI expanded donations outreach to diaspora groups, which are important stakeholders in supporting relief efforts in their home countries.



Unsolicited donations delivered to Samoa after the 2009 earthquake and tsunami took up space needed by relief organizations to sort and deliver vital emergency supplies. Financially strapped local governments bore the costs of disposing spoiled, expired or inappropriate items.

IMPACT ON DONATIONS

USAID CIDI's donations outreach is amplified during high-profile emergencies when it responds to an increased number of inquiries about public donations. The Center works closely with USAID's Office of U.S. Foreign Disaster Assistance (USAID/OFDA) and a number of non-governmental organizations (NGOs) to repurpose inappropriate donations.



During major disasters, USAID CIDI manages referrals about public donations from federal agencies, including USAID and the Departments of State and Defense. USAID/OFDA also calls on the Center to serve on its Response Management Team (RMT) and directs USAID CIDI to activate a call center and recruit volunteers to answer donations inquiries when necessary. This happened most recently during the 2010 Haiti earthquake.

USAID CIDI also maintains an online database, which collects information from website visitors and phone calls on proposed donations. Database content is shared with NGOs through an agreement between USAID CIDI and InterAction so that NGOs can identify available commodities to help people in need.

DONATIONS CAMPAIGNS

To inform Americans about the effectiveness of monetary donations to relief organizations, USAID CIDI launched or assisted in the creation of national education campaigns, some in partnership with the AdCouncil.

FWD (FAMINE, WAR, DROUGHT) CAMPAIGN:

- In July 2011, USAID CIDI was instrumental in facilitating a relationship between USAID's Bureau for Democracy, Conflict, and Humanitarian Assistance (DCHA), LPA, and the AdCouncil to launch a public awareness campaign about the Horn of Africa, which won a national media award in 2013. The campaign's Public Service Announcements (PSAs) netted:
  - 19,000 broadcasts on network TV including the NFL Pro Bowl and AFC Championship Game
  - 49 million Facebook mentions
  - 68.5 million Twitter mentions
  - 656,000 YouTube views

PSAID CONTEST:

- USAID CIDI's Annual PSAid Competition invites college students to create a 30-second "Cash is Best" PSA. Winning entries garnered:
  - 12.9 million Facebook mentions
  - 2,160 Twitter mentions
  - 2,053 YouTube views
  - Air time on top 5 out of top 10 media markets, including NFL Football (FOX & CBS), 20/20 (ABC), and Dick Clark's New Year's Rockin' Eve (ABC)

HURRICANE SANDY CAMPAIGN:

- USAID CIDI partnered with the AdCouncil to create a PSA to steer monetary contributions to NGOs involved in international and domestic relief following Hurricane Sandy. From November 2012 to January 2013:
  - The PSA was broadcast 12,000 times on dozens of TV stations nationwide and 40 cable outlets
  - 2.6 million people visited the Sandy.AdCouncil.org website designed to guide public donations to organizations providing disaster relief
  - 78 NGOs received approximately 62,000 clicks on their donations pages

SOCIAL MEDIA OUTREACH

USAID CIDI has strategically utilized Twitter and Facebook to communicate the benefits of donating responsibly to a variety of individuals and groups outside the humanitarian sphere.

USAID CIDI Diaspora Donations Outreach, PSAID, CIDI

USAID CIDI maintains these three sites, viewed by more than 700,000 people in February 2013

@CIDIOUTREACH
1,983 followers

USAID CIDI has reached more than 4.5 million people through its followers, including:

- UNICEF
- UNHCR
- American Red Cross
- PBS NewsHour
- Department of Defense
- Department of State/PRM
- Julia Gillard, *Prime Minister of Australia*

DID YOU KNOW?

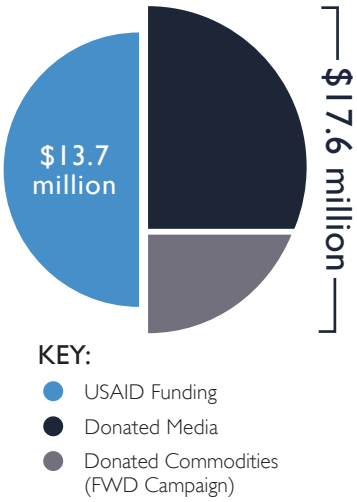
USAID CIDI coined the phrase "Cash is Best." For more than 25 years, it has been used by domestic and international relief agencies, U.N. organizations, the White House, and federal agencies to promote effective public support of disaster relief.

USAID DONATIONS NETWORK & PARTNERSHIPS

USAID CIDI plays a key role in mobilizing national and international organizations to collectively and strategically promote good donations. USAID CIDI recently partnered with the AdCouncil, InterAction, and National Voluntary Organizations Active In Disaster—among other groups—to design and broadcast a national Public Service Announcement campaign in support of Hurricane Sandy relief. USAID CIDI also collaborated with the AdCouncil to launch the successful USAID FWD campaign for the Horn of Africa. The effectiveness of these partnerships demonstrates USAID CIDI's expertise on donations matters and amplifies the message of responsible giving.

InterAction · globalgiving · Good360 GOODS FOR THE GREATER GOOD · National Voluntary Organizations Active in Disaster · ups

FINANCIALS



Over the past 25 years, USAID has provided more than $13 million to support the Center. This support has allowed USAID to help change the way Americans look at monetary donations by creating several high-profile media campaigns to encourage the public to donate responsibly. As a result of USAID CIDI's work with the AdCouncil, major TV networks ran USAID-sponsored PSAs during peak viewing times—at no charge, resulting in millions of dollars of free air time (donated media) for USAID and other critical donations for USAID partners.

DIASPORA DONATIONS OUTREACH

HORN OF AFRICA:

- Somali clan elders and leaders in Minneapolis, MN, reached out to USAID CIDI to inform the diaspora community about effective donations to the Horn. USAID CIDI invited staff from USAID/DCHA and the Departments of State and Treasury to answer questions from the diaspora on the humanitarian response and regulations for the aid community.
- This meeting sparked additional outreach in October 2012, including a second interagency meeting hosted by the U.S. Embassy in London.
- USAID CIDI contributed to a "best practices document" on diaspora donations engagement for use by U.S. Government agencies.
- USAID CIDI conducted media interviews for BBC Radio London and local Somali media, as well as presented on why "Cash is Best" to four additional Somali diaspora groups in London.

SYRIA:

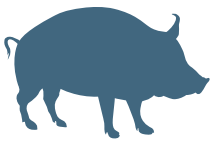
- Since October 2012, the White House and federal agencies have been referring donations-related questions to USAID CIDI.
- The Syrian Sunrise Foundation invited USAID CIDI staff to present on donations at Georgetown University in November 2012.
- In 2013, USAID CIDI was invited by Syrian diaspora to talk about effective donations with communities in Michigan and Oregon.

IMPROPER DONATIONS INCLUDE...

WEIGHT LOSS DRINKS
Rwanda, 1994

CHANDELIERS
Hurricane Mitch, 1998

PROM GOWNS
Honduras, 1998



PORK (labeled as beef)
Afghanistan, 2002

FERTILITY DRUGS
Haiti, 2010

MEDIA SNAPSHOT ON DONATIONS

ALL THINGS CONSIDERED

NPR's *All Things Considered* interviewed USAID CIDI for a January 9, 2013, story on the effect of improper donations following Hurricane Sandy.

THE HUFFINGTON POST

The Huffington Post posted a blog on December 4, 2012, about responsible donations after Hurricane Sandy.

The New York Times

The New York Times (online) featured a response from USAID CIDI to an October 3, 2012, article on clothing donations.

PBN.com PROVIDENCE BUSINESS NEWS

Providence Business News featured a story about local college students who won USAID CIDI's annual PSAid Competition on June 11, 2012.

THE CHRONICLE OF PHILANTHROPY

The Chronicle of Philanthropy on November 6, 2012, wrote about why cash donations have more impact.

NPQ NONPROFIT QUARTERLY

Nonprofit Quarterly on January 24, 2013, wrote about the misconceptions and guidelines of disaster response giving.

First Place, 2010 PSAid Contest

Make sure he gets what he *needs*

When you make material donations (such as food & clothes) to disaster relief efforts, you are taking a chance on what victims need at the cost of sorting, storing, shipping, and distributing the items.

Pledge to make your good intentions count.

Please give cash.

www.cidi.org

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