

November Monthly FEMA Update Webinar: Opportunities to Engage and Prepare Your Communities

November 7, 2012

3:00 pm – 4:00 pm EDT

Good afternoon. Welcome to FEMA's Individual and Community Preparedness Division and Ready.gov monthly preparedness update for the month of November. Today's topic will be engaging families in community service and preparedness. A few technical considerations before we begin. This webinar is free and open to the public. The webinar is being both recorded and transcribed. You should see scrolling captions in the bottom left-hand corner of your screen. Please make sure that your computer speakers are turned up to allow you to sufficiently hear the proceedings. We will have our presenters go through their slides which you should see in front of you. After all the presentations are complete, we'll begin a brief question and answer session where you'll be able to type in your questions based upon the webinar topic today and we will do our best to answer them for you. With that, I'd like to turn the call over to Ms. Aretha Carter from the Ready Campaign to kick us off. Aretha?

Good afternoon and thanks Steven. Welcome everyone to today's webinar in the aftermath of Hurricane Sandy Americans throughout the country are asking how they can help. While, we support ongoing Sandy recovery efforts and recognize the amazing efforts of emergency management, volunteer and citizens, we remain committed to providing helpful tools and resources to make our community safer, stronger and better prepared to manage any disaster or emergency. As thousands of FEMA employees, whole community partners, and FEMA, Federal families, staff members continue working extended hours along the east coast in supporting those impacted by Sandy, find a moment to volunteer in other areas may prove to be difficult. However, our friends and families can help others in need as well as make a difference within their communities. FEMA is working with Corporation for National and Community Service, Points of Light, National Volunteer Organizations Active in Disasters and other partners to help connect volunteers to organizations ready and able to support them. We also want to let you know that it's also a good opportunity to remind others in your community that local organizations and faith based groups have disaster programs that need volunteers and provide a wide range of services following a disaster and encourage them to volunteer with recognized organizations involved in disaster recovery, response and recovery prior to the next disaster event. Volunteering with a nonprofit organization and completing training before the next event will make it easier for individuals to find meaningful volunteer opportunities following future disasters. Today we are very fortunate to have three guest speakers with us to share about their own service initiatives and efforts to engage the public and volunteer opportunities and service projects. The first speaker today we have is Kelly Bentz, Director of Disaster Services, Points of Light, Hands On Network. We also have John Mason joining us, Director of Serve Alabama and we also have Tyler McKee, National Program Manager with the National VOAD. Later on we will come back to give you updates about Sandy recovery and release efforts. Then we'll open it up towards the end of this call to Q&A. Next slide, please.

Aretha, this is Kelly, did you want me to go ahead and start?

We're Good & Ready right now.

All right. Just to apologize to those of you, I may be more brief than usual I should say. I am in the middle of response right now. We have about 12 of our affiliates activated, managing the volunteer response in conjunction and coordination with Corporation of National and Community Service, so I am driving a car while the nor'easter is coming in. So thank you for the opportunity to speak to this. Obviously, this current situation is highlighting and bringing forward why preparedness is so important, particularly individual and family preparedness. As we travel across these communities it is evident so many families' homes were lost and definitely they wish they were more prepared. Just want to speak briefly to an initiative that we launched in the last year. Good & Ready started as an online activation opportunity through our Get Hands On campaign in 2011 and it was strictly an online portal that helps promote engagement opportunities through our partners. We really look at the American Red Cross, Ready.gov and Federal Alliance for Safe Homes as our content experts and looking at Points of Light and Hands On Network as the engagement experts. If you want to change to the next slide.

As I mentioned, this last year started as an online initiative. This year during National Preparedness Month we relaunched the initiative to really focus on how we could take it both online and off the ground. We received such great response in the way we were not only engaging people but incentivizing people to take action that we wanted to ensure that the on the ground activation was actually occurring. So during National Preparedness Month we engaged about 12 communities across the country in preparedness activities, which included -- including our partners at Red Cross, Federal Alliance for Safe Homes, Ready.Gov and other departments within FEMA. We supported this initiative through social media, public relations and outreach, and digital ad buys on Social Vibe and we incentivized much of the action groups through sweepstakes and prizes which seem to be obviously one of the elements of the research that shows, how can we get more people engaged in preparedness. Those are a couple of the different elements. As I mentioned, Points of Light is really leading the collaboration based on the different engagement arms that we have. I will get to the end of the presentation. Hands On Network, where we have 250 activation centers are; Generation On, which is the youth service entity, the Corporate Institute, which is engaging companies and their employees; and the AmeriCorps Alums which is the alumni organization for AmeriCorps.

So we can go to the next slide. So why Good & Ready, and what's so unique about it. As we know natural disasters are lasting longer, costing more, sustaining more impacts and individuals are seemingly not prepared. I, myself have been through many including the recent Isaac and obviously now I am out here for Sandy. What we focus on is the engagement element and engagement side of all of this. But how can people prepare not just them on their selves but they get their neighbors and communities more prepared. This isn't necessarily a new idea in bringing new people together but focused on where we have local affiliates how they engage with our partners. In addition to that where we have Kids Care Clubs, how we engage them with our partners, content, resources and training. So this is really a collaborative initiative of all the partners that we're trying to promote through all of our volunteer and activation channels. Slide.

This is sort of the elements that we decided to as a group focus on so we brought all of our partners together to sort of talk about some agreed upon outcomes we would like to see. These are fairly high level. For those on the call that are from FEMA, around the country and, this probably sounds really pie in the sky. At the end of the day we want to inspire and equip people to engage more people in preparing themselves and their families and communities, increasing the number of people prepared to be able and be ready to respond and recover and increase the general engagement in readiness actions. So working with our partners and many other people that are in the research space in trying to figure out how we actually move the needle on that from a volunteer engagement space. Why we're on this call this month is really due to one of the initiatives that we have in our overall Points of Light Enterprise, which is Family Volunteer Day. That's one of the National Days of Service which is owned by Points of Light, you could say but we focus on how we engage more youth and families in service. Where we take the angle on part of this, as we talked about more youth and families in preparedness, we'll have nine Good & Ready sites across the country during Family Volunteer Day where eight of those will be activated by our Kids Care Club and one will be with one major Corporations and Hands On Atlanta and one of the discovery clubs and at one of the schools in Atlanta. That's also a model we created in September. In addition, a way that anyone on this call can promote or others, it's just the general public is the family and neighborhood exercise. I know a lot of you on this call probably know about the Disaster Resistance Community Group that do virtual simulation what we are trying to encourage is to get people to be the volunteer leader in their family, community, or neighborhood to bring people together in their family room, community center, staff lunch, et cetera, to kind of walk through the simulation and get an understanding of what they need to be considering as they are preparing for future disasters. That is a great opportunity you are welcome to promote. In addition, you'll probably see additional opportunities on the Points of Light website, so definitely look at that. As I mentioned this entire initiative is extremely collaborative in nature in the sense, we're bringing together nonprofit, for profit and public entities under the same umbrella to activate. Not that this has never happened before. We're trying to really streamline this again like I mentioned with our content experts and then all of our engagement channels,

If you could go to the last slide. For those of you on call that are not as familiar with Points of Light, about five years ago Points of Light Foundation merged with Hands On Network. What happened when they combined was that we now have about 250 volunteer centers, what most people remember them as. We're calling this now activation centers. In addition to that we have also have Generation On, which is our Global Youth Service Movement based in New York, so there are numerous tool kits available. Some of those are on the Good & Ready site related to preparedness. In addition the AmeriCorps Alumni network as you can see on the slide there is about 700,000 alumni so really trying to capitalize on that and the ability to get those folks engaged as many of them have responded during their term or have been trained during their term. So there's definitely a level of interest there. All for Good is one of our technology platforms that sort of under pins the overall opportunities that are posted on the Good & Ready site. One of the unique pieces of the Good & Ready site is we have a widget on the very front page. And I apologize for not having that screen shot in this webinar. If you go to goodandready.org. The very front page has a widget that shows just preparedness opportunities, so All For Good in general is a technology platform that has it has volunteer opportunities in every community across the country and this is a filter specific to preparedness training and

projects. So would love for you guys to go on the site and see if this is something that works for you. It will search by your active IP address in addition to that you can do a search if you just click the top magnifying glass. If you go to the online platform, what I just want to emphasize that is merely sort of a holding station of resources, ways to ignite people and inspire people to engage and share their stories. But really, we're focused on the on the ground engagement and local communities. So giving sub grants for communities to come together like to host preparedness events and activities like what happened during National Preparedness Month and what will happen for Family Volunteer Day. So that's the general gist. I know that I went through that very quickly. But if you have any questions, I will try to stay on the call for a few more minutes. Malika Barry is also on the call and will be able to answer any questions from the organization perspective. Thank you.

Thank you so much, Kelly. We appreciate you sharing about your organization. We'll go right into Serve Alabama and we have our guest speaker, John Mason, Director of Serve Alabama.

Hi, Aretha, thank you again for the opportunity. I'm here with Brooke Mills who is our Disaster Response and Recovery Director, Marguerite Long, who is our ReadyAlabama coordinator here at Serve Alabama. I thought I would start off with our 10 minutes or so, talk about what Serve Alabama is, what our office is. We, in the State of Alabama are the Governor's Office of Faith Based and Volunteer Service. You may be familiar with your state's service commission. That's a part of the Corporation for National and Community Service (CNCS). We manage the state AmeriCorps programs. So we really have multiple roles here in our office being a part of the governor's office and we manage state AmeriCorps programs and again the CNCS partnership. We also, as a part of what we do and the unofficial office of volunteerism for the State of Alabama, we work with the ReadyAlabama campaign, too. Next slide and we will show you more about what we do here.

Again we serve as we said within the governor's office by appointment; we are the governor's office of faith based volunteer service administering those nine AmeriCorps programs across the state. In the disaster response and preparedness role what we do here we're the lead agency for volunteer and donations management for the State of Alabama. And other state service commissions, roughly about a dozen serve in this role across the country. We have a disaster in Alabama. We all report and are activated by the Emergency Operation Center and Alabama EMA. Our office goes and responds were there they're on the floor at the EOC as the volunteer donations management lead for our state, partnering with our state VOAD. Essentially we're the State's partner working hand in hand with the VOAD agency to kind of take care of that role. We also a couple things we do in Alabama, which is unique for this time of our year. We have a FEMA disaster case management grant running through our office. Where we provide disaster case management for tornado survivors from the April 2011 storms that hit Alabama and we also manage our State's Governor's Emergency Relief funds which is there for natural disasters, and of course still administering funds from the April 2011, 62 tornadoes we had on that single day. Next slide, please.

We also within our state part of our disaster response and ReadyAlabama section we manage the Citizens Corps program in Alabama. Funding right now is dwindling. But even without funding, Councils have they have found a way to keep the program going across the state and keeping the

volunteers active. Both Brooke and Marguerite are active in that role for us here in the State. I would say CERT is the most active initiative that we have here in Alabama with several CERT classes taking place across the State and TTT Training classes as well will hopefully be available next year. Next slide.

But I wanted to talk mostly about ReadyAlabama and how that ties into family, community preparedness. Within our state, one thing we found is, obviously, multiple sources are trying to do preparedness and several folks, whether their governmental or nongovernmental really work hard to encourage preparedness, whether it's the Red Cross, whether it's our State EMA or other groups. You've heard about Good & Ready as well all trying to work on the same thing. We really didn't have anything that reached across the state from a state perspective here in Alabama, so that's where the ReadyAlabama campaign comes in. It's been a part of our office for at least seven or eight years. Primarily it's been focused on specific projects such as ReadyAlabama Day and Be Ready camp which I'll explain shortly but we have a new focus that includes more of an emphasis on a statewide outreach where we move outside and beyond just specific projects in supporting those and conducting those for the state. Now we're really jumping into the social media website preparedness type arenas and partnerships really to help us spread the word, really at low cost but still get the message out there in more of a mass media way. Next slide, please.

So our ReadyAlabama.gov launch, happened back in August of 2012 here for Alabama, the new website. We had again ReadyAlabama campaign that's been here for years with very established programs, ReadyAlabama Day and Camp. This new initiative really focused on that outreach beyond the specific events. So we incorporated having a new executive order for our office that addressed our disaster response role. This new website really... It focused on more of -- you see Good & Ready actually promoted on our website, just noticed that, from the Points of Light where our focus with our web presence is to really create more of an evolving website, more of a fluid home page; that's disaster specific. It's specific to responding to events that are happening in our area. A perfect example of this, we actually launched ReadyAlabama.gov, relaunch in August as Isaac approached. We launched on a Thursday with Isaac slated to hit Alabama on that Sunday here at the end of this past August. We received quite a bit of media publicity from with that the Governor kicking this campaign off and with Wendy Spencer the head of CNCS there to help kick it off too. We were able to really capitalize on that event to build our social media base for ReadyAlabama and to really get this site out there. But again we wanted something beyond a static site, we wanted something when you go to the home page you'll find something relevant to what's going on now. If you go there now you'll find out how to serve in response to Superstorm Sandy, things of that nature. The other thing we wanted to do was create a platform for our Ready.gov that would allow us to update this through mobile phones, through tablets, PC's really from anywhere. When we're on the floor at the EOC, we want to be able to update there without having a static site hosted somewhere else for that. Another quick note on our site, we were able to launch this site, we were currently hosting it for free; we launched this site for \$9 within the office, we built this in house for less than \$10 for the cost of the template to build it. Again it's something that's very fluid for us that we can update at any time. Next slide please.

Again we reach out to social media, back to Isaac in that response and the timing for the readyalabama.gov launch we were able to utilize social media to build our Twitter base and our Facebook base for the Ready campaign, but one note about that, one thing we found was from

our April 2011 tornadoes. We had 250 or more fatalities in Alabama from tornados back in 2011. What we found was as we sat here as the State Service Commission, the lead agency for volunteer donations management with systems set up and in place, Aidmatrix, monitoring our volunteer donations management needs for the State, we found that a majority of things really ran past what we were doing through that platform and moved more quickly and obviously maybe with a little more -- a little less organization through social media. It was just a huge part of what went on in that disaster response. So in advance of Isaac and now in response to and apart of any other future thing that we deal with in the State, ReadyAlabama and Serve Alabama are both now geared to and ready to jump into the conversation. We felt like that was the best thing we could do is actually jump into that conversation about preparedness ahead of storm and jump into the response phase we do with Serve Alabama during the storm and after the storm when it comes to donations management helping to coordinate volunteers things like that; we jump into the social media platform at that point. Next slide.

And we talked about doing this at low cost. We launched the ReadyAlabama.gov website for, as we said, less than \$10. We've also been able to do a lot of these initiatives in the past and these new initiatives, too, through partnerships. Our key partner is the Alabama Department of Homeland Security for Funding which funds this role for Alabama. We also partner with the Alabama Emergency Management Agency, EMA and new partnerships that we have through this social media and web platform and more of an emphasis of getting out, is the Alabama National Weather Services Office. They actually were thrilled that we wanted to take this initiative up and spread the word about preparedness cross the State. So we have a key ally in the Birmingham National Weather Service Office there in Calera just outside of Birmingham. We, again, are part of their readiness initiative and preparedness initiatives too. State media outlets have basically been a source for us too, we have been able to reach out to them. They are already gonna give you the tips on what to do before a winter storm, before hurricane, before a tropical system, before severe weather. We decided that they might as well brand that with ReadyAlabama.gov as they're doing that, so we're working to partnership there.

The next slide will talk about another partnership that we have that is better to be lucky than good when this comes to our preparation for Isaac heading our way. We have a partnership within the State with Lamar Advertising Digital Billboards. That was launched with the ReadyAlabama.gov launch as well and this is how this works. Basically Lamar advertising, we spend a little bit of money and get a statewide presence with these guys, where we are able to message through social media directly to digital billboards across the state. So as you see in this example through ReadyAlabama.gov we were able to message about mandatory evacuation zones, sheltering, calling 211, things like that to get our preparedness before the storm. We messaged about preparing for disaster kits, things of that nature, taking care of pets, seniors, things of that nature beforehand. We were able to direct message again from our phone and control live what's on the digital billboard across the state. It was geographically centered to where it only displayed in the areas that were under the watch or the warnings for the tropical weather. That's something we're going to use in the future as well.

In the next slide this will highlight, kind of talk a little bit more about the family and community aspect of our ReadyAlabama piece. One big piece is ready Alabama Day in September. This year it was at Jacksonville State University, one of our four-year colleges in Alabama and we've done

this -- this was our ninth year for this. We bring in emergency EMA officials, Homeland Security officials, local EMA's, first responders from the faith based community they all come together and invite the school kids out from the different areas to be with the ReadyAlabama day. Another thing we have done with this we've partnered with the local universities. This is the second's year in a row that we've done this. It's kind of our new philosophy to have this on the college campus where we can tie into the college preparedness for those kids but also, it provides a great facility and a good place to hold the event. Of course, the first responders are there and able to come out and enjoy as well.

The next slide will talk about our other huge initiative here that involves family and community and that's our Be Ready Camp. This year it started in 2006, this year was our seventh year. So I'll explain a little bit about this and kind of wrap things up but our Be Ready camp, I call it the gold standard and we have others call it the gold standard for preparedness camps across the country as far as youth preparedness goes. It's really kind of a result of why, they basically say why they make steel in Pittsburgh and Birmingham, Alabama because all the ingredients are there for a great experience. That's exactly why Be Ready Camp is extremely successful in Alabama. It's located in Huntsville at the U.S. Space and Rocket Center. If you're familiar with space camp, Be Ready Camp utilizes the same facility, same barracks, same counselors, things of that nature that basically run the Space and Rocket Center's famous camp and open their doors for a preparedness camp for incoming sixth graders across the state of Alabama in that September month. The Tennessee Valley first responders, the EMA directors in the northern part of our state really come together and make this part of their training exercise. They volunteer time. They volunteer their resources to this, and really invest in a weeklong camp for the kids of the state of Alabama. On average we have about 90 kids that do camp each month. This year we're able to do 180 kids to go through camp. Of course the partnership is also there with the governor's office.

You can go ahead and flip through the next few slides if you don't mind. I'll show you shots from camp. As you see the first responders are there. The kids are there. This is a weeklong camp for these kids. They start off in the classroom learning the preparedness. They have exercises that they do throughout the week. It all culminates in a mock disaster. Again, you see there the kids in the water responding, jumping out of the helicopter to respond. They do a lot of leadership drills and skills as they move on through. They form some relationships and partnerships that they will use throughout their life. Again, we have 180 kids this year that made there through the camp. In the past seven years we had at least 800 Alabama kids move through this Be Ready camp. We really feel that's provided a foundation for the next generation of first responders, emergency management leaders, and leaders at their own workplaces as well as in their schools and in their communities as far as preparedness goes. So that's just been a huge part of what we do with our readiness campaign in our office. It's kind of two-fold. We have the in-depth camp for this group of sixth graders that come in each year and we also have the outside preparedness campaign that gets to really an audience across the state through social media, through our partnership with the media outlets too.

One more quick slide. We have another piece that we just instigated last year that we just put into place, that's a readiness kiosk at the fourth largest tourist attraction in the state of Alabama. It's the big children's museum in Birmingham. We have a preparedness kiosk there from

ReadyAlabama that's really interactive and the kids go through there to learn how to develop a kit and different safety and different types of weather situation.

I know it's long. It's an overview of what we do in our state. Again going back to it, funding for camp is a combination of resources, some of this private, some of them money from our office. The McWane Center kiosk is in a similar type situation too. All of our outreach efforts are not on a dime but on a penny. It so far has been pretty effective.

One last piece here to, I wanted to talk about, as the office has all these outreach initiatives, so how do we -- at least as far as volunteers go, how do we tie it in and message to volunteers as we respond to disasters within our Serve and ReadyAlabama offices? Basically what we do here and again has been seen in everything from Hurricane Ivan to Hurricane Katrina to the BP oil spill from a few years ago, we were actually activated for that too and of course our tornado outbreak from 2011. We partner here with statewide 211 to basically register volunteers through that 211 system and message through volunteers there. We kind of use that as our funnel we want to send everyone to basically be a part of at least being not an unaffiliated volunteer. That's real the whole scope of what we do, try to get unaffiliated volunteers to become affiliated volunteers. We also work with the volunteer reception centers in disaster areas helping to set those up. We set up 20 different areas in 43 counties back with our tornadoes, too. We messaged to the governor's office of course through the social media piece too and, again, that key is just encouraging volunteer registration as well. The other big key for us is just communicating with that local EMA office and presence. You know, all disasters are local, as everybody says. That's really where the rubber meets the road. We want to make sure we're not flying on the state level missing out what's needed or what's really going on the ground at the local EMA level. That's where Brook comes in and Marguerite working to make sure we have everything connected and in place there. The one takeaway we would take from all of this whether it's the media campaign or the response after storms, is just we've really seen the benefits of building the relationships over the years before the storm to where our response seems to be coming - better and better as the years go on. Unfortunately we have had to deal with things but the relationships have been there and it's been cultivated where that's really helping out. That's my final piece. Thank you.

Excellent, John. Thank you so much, very, very interesting. Good stuff there. Next, we'll move into Tyler McKee who is the national program manager with the National VOAD.

Thank you for having us on the call today.

I can't hear anything. Hello?

Still here. Sounds like Tyler may have dropped off the call. He may have lost his signal. We can wait for a few minutes before -- see if he comes back on. In the meantime, why don't we go ahead Aretha and skip forward to the FEMA preparedness update to give an overview of the Hurricane Sandy release and recovery efforts and if Tyler comes back on we can go right back a few slides and he can continue his presentation.

Please send him an email that we lost him.

Okay. I will just move ahead to your slide so we can get started.

Okay.

We have a few updates about what's occurring with Hurricane Sandy, the recovery and relief. Next slide, please. So when we look at the impact of Hurricane Sandy, we see that there's been 12 states that have been impacted. Over 8 million people have lost power and the transportation systems in New York City, Boston, Philadelphia and Washington, D.C. halted. There were more than 12,000 commercial flights grounded and, unfortunately, loss of more than 100 lives, billions of dollars in small businesses and personal property. Next slide.

So, again, in terms of recovery and relief, we see that over 277,000 individuals have been affected in the 12 states as well as registered for financial assistance and we have more than \$250 million has been provided to the survivors as well as more than 5100 FEMA employees and 438 FEMA Corps team members deployed to those areas to provide relief and assistance. We also have Citizens Corp counselors and CERTS working around the clock to help their communities and we continue to support its state and local partners and were prepositioning supplies and commodities to respond to the nor'easter currently impacting the areas recovering from Hurricane Sandy. Next slide.

Here is a list of resources available. There are a list websites that are out there. We encourage all of our participants to take a look at these sites as well as share this information. We get calls as well as emails daily continuous calls; how can I get involved. How can I help out? What resources are available to me as a citizen. Here we have the disaster assistance number on the screen as well as the website, if you need it file a flood insurance claims. There's a link there to do that and the disaster recovery centers and also if you want to get involved in volunteering and/or donating. We have those links available, too. Next slide.

Again more resources within FEMA, we have our official blog that's being updated daily so you can understand the depth and breadth of what's occurring. We update that every day. You can also subscribe to get free updates from FEMA or have it sent to your phone via the app. And also check us out on Facebook and partners Citizens Corps tweets you can see their feed handle right there as well as the ready campaign. I think I just heard Tyler jump back on. Is Tyler with us?

I am. Sorry about that.

All right. Tyler, I'm going to back up to your title slide again. We're there. So you can go ahead and start over.

Great. Thanks, Stephen. My apologies, I am not sure what happened but I am back with you now. I'm Tyler McKee. I'm with National Voluntary Organizations Active in Disaster. To talk a little bit of what we are, we are the national organization; our membership is comprised of most of the major nonprofits doing disaster work.

We were founded in 1969 following Hurricane Camille hitting the Gulf Coast and we've kind of grown as a movement over the last 40 plus years. Through the 70s and 80s as we grew our

membership we had seven founding members. Now we have 53. We'll talk about who those members are in just a moment. In the 1980s, we saw the growth of our movement in states and local areas. We had the growth now of a state VOAD in each state 55 state and territories VOADS. Those are made up of locally-based nonprofit organizations, local affiliates of our national members that sort of thing and throughout the 1990s we continued our growth and became a truly national movement.

Next slide, please. What we do is focus all of these major nonprofits around our four core principals, our four C's, cooperation, communication, coordination and collaboration. We recognize that these are the building blocks of trusting mutually capable relationships. So what we do is help facilitate all of these major organizations working together, not duplicating services, working efficiently working smart, being -- helping them be good stewards of their donor dollars. We do a lot of liaison work with FEMA and other Federal partners. For a lot of the organizations that are smaller that don't necessarily have staff to do that. We have large members many have heard of the Red Cross, Feeding America, but also at our national membership, we are -- we have somewhat smaller members that don't have a huge number of professional staff. So we help work for them as well.

Next slide please. So as I said, we're made up of 53 national organizations. They're all faith based, community based and non government organizations. We have members who represent every major faith group from every flavor of Protestant, Catholic, Buddhist, and Seventh Day Adventist, Islamic, Scientologist, Jewish, you name it. That's one of the neat things we're able to do as an organization is bring all these different faith based and community based organizations together and we all work for the same goal. As I said, we each have -- each of our members are national in scope and purpose and commit to responding nationally. So even though many of the organizations are based in the southeast, they're all actively responding to Sandy in New York and New Jersey right now. Again, we have 55 state and territory VOAD members and they represent local and regional VOADS and COADS hundreds, hundreds of additional local member organizations throughout the country. The next slide, please.

So to share with some of you how the whole nonprofit world responds to a disaster and reacts and responds after say an event like Sandy, we have our national organizations like I spoke of and we help to facilitate those from National VOAD headquarters outside here in Washington, DC. We work in partnership with FEMA and other national organizations and government agencies to help respond appropriately, efficiently and rapidly to a disaster. So we always coordinate that through the state level. So, for instance, now with Sandy we're coordinating directly with New York and New Jersey VOADS with New York City even down to Long Island or northern New Jersey regional area VOADS. Those community organizations understand their needs better than we do as a national organization. So that's one of the great things about the VOAD movement is we're able to leverage the knowledge on the ground and immediately funnel that to our large mechanism for responding to this disaster. Next slide, please.

So currently our members are all responding in every phase of response that you can imagine, whether it's immediate home repair such as tarping roofs, shoring up doors, things like that, to sustained or quickly repair housing envelopes, whether we are talking about mass feeding and sheltering, mucking out homes, providing warehousing services. All of those are actively being

done by our member organizations now in the New York and New Jersey area. And they're preparing to take an active role in the long term recovery such as full home rebuilds, with organizations like Disaster Response and Habitat for Humanity International and many of our other organizations that do that type of work. In fact, you can visit our website NVOAD.org/members to view the ongoing work of specific members and see what our individual members do. Also one of the ways you can view what's going on opportunities for involvement whether its volunteering your time in or donating as an individual or company, seeing what's needed, learning about how cash is best that goes a long way with this community because we can bring other resources to bear. All of those you can learn by visiting NVOAD.org/Sandy. That's where we're trying to drive all of our public traffic to that site. That kind of pulls together all of the links, all of the resources that you can use to get involved with Sandy's relief efforts. That finishes up my part of the slides today. So Stephen and Aretha, I'll turn it back over to you all.

Talk so much. Thank you all again. Thank you, Kelly Bentz our Points of Light Partner, John Mason, director of Serve Alabama, thank you Tyler with the national VOAD. Now we'll go into our Q&A section and I'll let Stephen explain how that's gonna work.

Thank you very much Aretha. To our participants, we are now in our Q&A section you should see in front of you a blank chat box. You will be able to now type in any questions you might have regarding today's presentation and we will do our best to get to all questions and direct them to our presenters for an answer. In the meantime, while we're waiting for questions to pop up, if John Mason is still on the line, I'd just like to ask him if he could go into more detail on how these great programs that Serve Alabama is implementing, how they're funded throughout the state. I know you mentioned you operate off some state money; you do some private donations, things like that. How can other states kind of follow that lead and use your program as a model in terms of funding the programs?

Well, actually, as far as funding goes, as far as the staff here at our office to maintain these programs, that's our partnership with the Alabama Department of Homeland Security, so it's a funding partnership with that group within our state that kind of gives us the staff and the foundation to go out and do that. In addition to Brooke and Marguerite within our office, I'm also partially part of that role to, where I use every opportunity to go out and spread awareness. So the main thing, the funding for things like the ReadyAlabama Day, would come from that pool as well as some of the money for ReadyAlabama, the Be Ready camp as well. As far as the funding for the other pieces, it's one of those things where really our capital or our funding would just be our human capital and the ability for ourselves to make this push, so we really, forming partnerships was really the main way we were able to do this. For example the billboard partnership, for a small amount of money we were able to tap into that partnership with the digital provider here in our state that has boards statewide and the digital boards. So we're able to, again they have a value added interest in being a part of it to for a very small amount of money that we were actually able to place some buys and as a public service type thing they provide the messaging for information directly related to a storm. So that's basically where we go there. As far as money, the money really goes to people, goes to the people to run it within our office. Outwardly we're able to do these things because of that.

Great. Thank you very much, John. Our next question will come from Nancy Satterfield asking about how she can obtain slides from the presentation knowing that we are also recording. That's a great presentation. Yes. We are recording and I will be happy to send out a link to a landing page with the recording url and a copy of the pdf slide presentations for you all. That can be over the next few days. If you would like them immediately after, feel free to email citizen corps@DHS.gov and we'll be able to get it to you a little bit sooner than that.

We have another question here from Jen Walker. What website would you suggest for helping communities build community disaster preparation for families with animals? I work for an animal shelter and the better we can educate our community to care for their own the smoother such incidents will be for our community as a whole. Tyler is that something that National VOAD works with community preparedness for animals.

Yes, I would probably direct you to one of our members, The Humane Society of the United States. It's one of our longstanding members. They do a lot of work with animal advocacy in the community helping prepare for disaster and also do a lot of great work during a disaster, for instance, one of the things they were quickly to mobilize in Sandy as they were setting up shelters to house people, especially in the New York area, they were almost immediately setting up animal shelters, literally many times right next door so people didn't have to go through the trauma of leaving pets at home or staying at home in a dangerous area instead of leaving their pets. That's one of the great services they provide. They do a lot as far as preparedness and community advocacy and education as well. So Humane Society of the United States would be a great resource for you.

Often times we present things around certain awareness events or weeks or months, things like that. Part of the focus of why we held this webinar today is because we have family, National Family Volunteer Day coming up in mid-November. John, Tyler or Malika, do any of you want to go into more depth onto how you can engage youth? John you gave great examples with the ReadyAlabama youth camps, John, Malika do you want to expand on anything that you are doing with youth to engage family members?

This is Malika from Points of Life. I this reengage youth this month particularly with Family Volunteer Day and I know Kelly was on earlier and hopped off please forgive me if I repeat something she said earlier. But this November 17th is Family Volunteer Day and they will be engaging our Kids Care Club in service around the country doing disaster preparedness projects, which will help them lead their families and make sure they're prepared. We do that year around in our Generation On in the Points of Light network. We make it a routine factor for us.

Great, thank you very much Malika.

Hey, this is John. One thing that we've done, really and we'll continue to do is just to encourage things through our social media, which is kind of a simple approach, but it's really worked out. We've been able to reach out to the relationships of the past through our camps, our previous campers, through Facebook and through Twitter to encourage them to be a part of that as well.

We have a question about the November 17th Family Volunteer Day. Malika, can you speak to that and give us the website and tell us a little bit more about how Points of Light, the Hands On Network will be coordinating that. We have a question from Rebecca.

That's just what she spoke to I'm sorry. I missed the beginning.

I couldn't hear the response. I apologize for repeating.

Do I need to repeat it because it was unclear?

Can you repeat a little bit louder. I couldn't hear it on my end.

Family Volunteer Day is actually November 17th. What we do have for Family Volunteer Day, We'll have about eight of our Kids Care Club involved in doing preparedness projects for Family Volunteer Day around the nation. This is a small effort for Family Volunteer Day but what's important is throughout the year our partner at Points of Lights, Generation On, part of our Enterprise network is really engaged in finding ways for youth to be leaders in service in their community and disaster preparedness projects and efforts. It is our chance -- one of the things we're doing is make sure disaster preparedness is part of the conversation as we do our National Day of Service throughout our calendar year of celebration. So I am not sure -- actually, this is my first time joining you on a call. What I would like to do is send some information specifically about Family Volunteer Day and youth volunteer and family engagement and the preparedness project that I could share with you. Also, on our Good & Ready website, we have, if you have a chance to visit our GoodandReady.org, what we'll be able to do, if there are ways to get trained to lead a project, start a kit, inspire others and there is a spot for youth to really be engaged in that to lead that effort for their families. On the top of our page there -- if you want me to send a link to our Good & Ready website as well as some overall information about Family Volunteer Day, I'm more than happy to do that so that can be wrapped in the materials after the call.

Great. Thank you. We also have another question. They wanted to know what sites are available for volunteering. I'm going to read a few of them off real quickly. Their first site is citizensorps.gov again that's citizenscorp.gov from our partners today we had the national NVOAD.org. We also have Serve.gov. Also let's not forget about the American Red Cross. That's RedCross.org. And then on the FEMA page it's FEMA.gov/volunteer-donate-responsibility. We have a listing of our partner organizations where you can volunteer.

Great. Thank you very much for that -- Aretha. I'm trying to put up the websites so people can visit them as they choose. I'm putting up the Red Cross website right now.

Great. Thank you.

And we have a great compilation of resources for folks.

Also, I'm going to -- someone asked a question earlier about pets. CJ Anderson has shared with us that she runs the Arizona State Animal MRC. If Jen wants to contact me, you can reach Cynthia at Cynthia-Anderson@Cox.net.

I just posted that for folks to view as well.

Great.

It looks like we are just about at our time limit. I am going to switch it over. We do have a brief poll if folks would like to participate in that just to let us know if you, how you like the webinar and give us some feedback. Again, if you have any questions, please feel free to email us at citizencorps.DHS.gov. Thank you very much to all of our presenters, Points of Light, Serve Alabama and National VOAD. We know this is a busy time with the relief and recovery efforts from Hurricane Sandy and certainly we're keeping our friends up and down the east coast, that northeast mid-Atlantic especially our thoughts as the nor'easter is currently affecting them today and tomorrow. So thank you again, with that I'll turn it back over to Aretha and our presenters for any closing words.

Great. I just want to say thank you everyone for your attendance and participation. We hope this was helpful for you. As a reminder, this call has been recorded and will be posted on the Citizen Corps website. We'll also send out an email to all giving that specific url address so you can listen to and replay this call. Thank you so much.