



Friends,

If you care about Grants, please read this email. As many of you know, the great preponderance of FEMA Grants are awarded to the States, who have wide latitude in spending priorities. The Private Sector then often becomes either a sub-grantee or in some other form a second or third order effect beneficiary. In addition, the great number and complexity of the grants make it difficult for anyone in the private sector to weed through thousands of pages to best determine where there is an access point. One starting point has remained constant – members of the private sector wanting to collaborate with any state are well served to know and communicate with the respective [State Administrative Agencies \(SAA\)](#). And yet, the one concern we have heard over the past year, both from states who want to collaborate more and the private sector who want to collaborate more, is that they felt that they were not armed with sufficient language within Grants Guidance to make the case for greater collaboration.

New Private Sector Language: Thanks to Jeanie Moore of our team, and months of work, that has changed. Jeanie drafted substantive new and additional language, and pushed hard through the staffing process, to help us realize considerable new collaborative language in three different grants - the [Homeland Security Grant Program \(HSGP\)](#), [Emergency Management Performance Grant \(EMPG\)](#) and the [Tribal Homeland Security Grant Program \(THSGP\)](#) each now have new language incorporated to highlight Private Sector partnerships. We were also able to publish an individual and complete [Public-Private Collaboration Supplemental Guidance](#) that was included with this roll out. This is significant as it draws more attention and more language to potential collaboration that is not buried within lengthy specific grants. And finding the language is the other challenge.

One-Stop Shopping: So, thanks to Adria Martinez of our team, in less than 24-hours since the FY 11 Grants Guidance has been published, we are providing you here (both as an attachment and a link) one consolidated document with all of the [Private Sector Guidance](#). This one PDF/Link includes the Public-Private Collaboration Supplemental as well as every Excerpt from the HSGP, EMPG, and THSG, along with links to the full source documents. Thousands of pages, reduced to seven for your convenience.

Humility: We understand that this does not solve everything. We don't control the money. Nor should we. But we have worked hard to empower you with a justification to work with the states to enhance collaboration. Now it is your turn. Take this guidance. Do the hard work. Learn your access points. Work with your SAA. We look forward to your feedback and success

stories. We look forward to more state, cities and counties having active programs with the private sector.

Philosophy: I think survivors and communities will be better served when more states have a formal public-private partnership program. I believe there is a business case for this. In recent disasters we have seen the monetary value of private sector contributions in weeks far exceed the annual salary of a dedicated state asset to collaborate with them. When public and private sector representatives bring their combined knowledge and resources to the table as part of the same team, we are better able to serve our neighbors, fellow citizens, and our nation's disaster survivors in particular. There is ample evidence that any community can benefit from public-private collaboration in emergency management. While the term “public-private partnership” is open to interpretation, key considerations for FEMA’s purposes include organizations that are:

- **Publically accessible:** The partnership includes the private sector. As appropriate to the region, this means business and industry, trade and professional organizations, academic institutions, voluntary, non-profit, and other non-governmental organizations.
- **Dedicated:** A liaison has been identified to staff and manage the public-private partnership, and implement the partnership’s strategic plan.
- **Resourced:** Funding, facilities, tools, and staffing are available to support partnership efforts.
- **Engaged:** There is active support, participation, and two-way communication by the public and private sector members, as well as their leadership.
- **Sustainable:** The partnership is supported by strategic plans, funds, and resources necessary for long-term viability. Activity takes place around the year, and throughout the emergency management cycle.

Conclusion: We are a small team here. We are not Grants experts. We are not a funding source. We are not the points of contact to staff or work your individual ideas, programs and efforts. We are simply advocates who believe in what you do and the vital contributions. We hope this hard work on our part will help you to pursue meaningful collaboration.