Information Management During Emergency Response: The Role of Logistic Aid Organizations In Disasters

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Agenda

Goods Donation During Disasters – Background
- Challenges
- Visions
- Donation Process

I) AidMatrix
  - Connecting physical and financial donations to needs

II) ALAN (American Logistic Aid Network)
  - Connecting professional and expertise to need

III) Multi-agency Warehouse
  - Better management and organization of donations
Goods transportation during emergency response

Managing Donations
Donations Management in Disasters

Challenge:
- In times of disaster, there is **need for goods, services and volunteer time** to help alleviate suffering and put those affected on the road to recovery.
- At the same time, the outpouring from the community with **offers of products and time** often is **overwhelming and unfocused**.
- People turn to their Local, State and Federal governments for answers.

Goal:
- To establish an approach whereby goods and services donated, can be directed to those in need in the disaster area.
  - Inform the public what is need and how to donate.
  - Match these donation offers with appropriate voluntary agencies.
  - Process the unneeded offers with respect and courtesy.
  - Provide the **Private Sector visibility** into the **actual needs** of the relief efforts.
Vision of Donated Goods Management (US-FEMA)

- Leverage Standard Best Practices
  - Incorporate principles of Volunteer and Donations Management
- Make donating easy and user friendly
- Connect
  - All elements of donation management
  - All stakeholders
- Transparent to both donors and recipients
- Interface with existing technologies
- Real time visibility
- Structured roles and workflow in getting the work done.
- Bring together FEMA, state & local governments along with volunteer agency partners
Donation Process

Event

Donors

- Cash
- Goods/Services
- Volunteer Time

Donation Coordination Team (DCT) Activated

Aidmatrix Network

DCT Allocates/Matches Offers

Agency Partners

Receiving
Sorting & Processing
Inventorying
Distribution

Media/Public Interest

Goods transportation during emergency response
Receipt of Unsolicited Donated Goods

- **Public Information**
  - What is needed (cash in preferable)
  - Where to deliver donations
  - How donations should be packaged

- **Central reception and sorting center**
  - Schools in the off season
  - Warehouse space as needed
  - Churches (not always the best option)
  - Other points of distribution (POD)

- **Magnitude and severity of the disaster**
  - Dictates the amount of space needed
  - Determines the amount of personnel required

- **Unwanted goods should be respectfully refused**
The Aidmatrix Network™ for Disaster Relief

- An online community of nonprofits, governments and donors that work together on humanitarian crises.
- Secure, online sharing of products and service offers during disaster relief
  - Portal Administrator controls the vetting process of nonprofits allowed to access the offers
  - Admin controls what offers from the general public are shared to the vetted NGO
The Aidmatrix Network™ for Disaster Relief

- The solutions below are various Aidmatrix disaster components that are utilized by organizations
  - In-Kind Donations Management
  - Needs Management
  - Transportation Donations Management
  - Volunteer Management
  - Procurement Management
  - Financial Donations Management
  - Asset Registry
Solutions: Web-Based Software

• Reduce the paperwork involved in coordinating and managing donations, assets and volunteers
  – We offer simple to setup and use, web-based tools that can be up and running in hours
  – Online reports can be accessed from any office, 24x7, so up-to-date information is always available upon which to make critical business decisions

• Reduce administrative burdens, redundancies and personnel costs by leveraging our nonprofit-centric business process experience

Asset Registry
In-Kind & Needs
Transportation
Procurement
Warehouse
Online Auction
Online Ordering
Fleet Mgmt.
Solutions: Community Organizing

• Reduce the effort of going it alone by joining one of many established relief community programs
  – Save money on purchases through bulk discounts and aggregated buying power
  – Expand reach into additional, non-affiliated donors
  – Access discounted or donated transportation resources to move donations and save money that can be put to use doing more
Transportation Needs

- Aidmatrix has partnerships with transportation providers across the country

- If transportation is needed with a request, all you need to do is click on the Truck icon on the donation’s line item.

- If you need transportation for an item that is not listed on the Aidmatrix system, you go to the Needs section and enter Transportation Need.

Hint: The more complete the transportation request is, the more likely that a transportation provider will respond. Provide as much detail as possible.
Security and Protection Solutions

• The Aidmatrix Network for Disaster Relief can connect the UN, NGOs, the government and the private sector in one easy to use online website
  – Each group has different defined roles that are controlled and regulated by the administrator
  – The information sharing is fast and easily accessible, ensuring safety in even the most dangerous situations
  – Most importantly, the Aidmatrix Network makes disaster relief more efficient and successful
Mobile Alerts

- Organizations can send out alert emails, texts or phone calls to communicate up to the minute status reports
  - Notify workers instantly of dangerous working areas
  - Keep your entire organization aware of important information and changing processes
  - Share information for conference calls or meetings to discuss the current situation
Functions & Capabilities:
Expediting recovery efforts, mitigating economic and social damage by:

- **Leverage SCM knowledge and resources** that ensure donation needs are made visible to the supply chain.
- **Single point of contact** for disaster relief support.
- **Access to supply chain expertise**, products, equipment, and services.
- **Streamline the communication of needs** and support.
- **Provides visibility of needs** - an efficient process for providing needed services and goods.
ALAN Association Partners
Goods transportation during emergency response

Donations Portal

People in Need

Relief Agency Needs

State Emergency Mgmt. Office / FEMA Portals

Relief Agencies

Services

Product Needs

Transportation

Corporate Donations

Professional Supply Chain Organizations

ALAN Portal

Company Donations

Corporate Donations

Corporate Donations

Corporate Donations

Corporate Donations

Corporate Donations
ALAN Helping To Address Critical Hurricane Relief Needs

Minneapolis, Oct. 30, 2012 – In the aftermath of Hurricane Sandy, the American Logistics Aid Network (ALAN) is working with its relief agency partners to identify crucial needs and share them with concerned members of the supply chain community.

"We are in communication with state, regional, and national Voluntary Organizations Active in Disaster (VOADs) as well as emergency management agencies," said Jock Menzies, president of ALAN, a non-profit organization that engages the supply chain community in support of humanitarian relief efforts. "We are standing by to provide assistance for transportation services, staging areas, storage, expert advice, and other vital resources."

To make in-kind donations of needed supply chain and logistics goods and services, visit www.alanaid.org/relief-needs.php. To streamline relief efforts, ALAN is aggregating needs posted to the National Donations Management Network (NDMN) from the affected states, so potential donors do not have to review each state portal individually.

In conjunction with Rutgers University, ALAN is collecting information on supply chain disruptions resulting from this event to help identify potential resource shortfalls and determine where support from emergency and non-profit organizations may be needed most. Business disruptions resulting from this event may be reported at: http://kwiksurveys.com/app/rendersurvey.asp?sid=Ikro9o77q3t4voo39266&refer. All information will be treated confidentially.
ALAN during Hurricane Sandy

**Offers Received:**
- IFCO – Logistics support
- Grubb & Ellis – Warehouse space
- Koski – Warehouse space
- Palisades – Warehouse space
- Sony Corporate Real Estate – warehouse space
- Prologis – warehouse and office space
- Shaw Group – warehouse space
- Priority Worldwide – warehouse space
- Maybury Material Handling – forklifts
- Modern Group – forklifts
- TriLift Inc. – forklifts

**Offers Used:**
- BlueGrace Logistics – Transportation for Salvation Army Florida
- STAG Industrial – Office space for American Logistics Aid Network
ALAN during Hurricane Sandy

- A van and driver provided by CEVA Logistics to transport consumable medical supplies in New York City for the New York Hospital Association
- Transportation provided by UPS for cleanup kits from Louisiana and Utah to the Bronx, NY for the United Methodist Committee on Relief
- Situational awareness to the Federal Emergency Management Agency (FEMA) on fuel, transportation impacts, and needs in the most severely affected areas
- Sources for high-capacity pumps to counteract severe flooding in New York and New Jersey
- Options for a major food donation to support the VOAD community
- A $10,000 grant from Food Shippers of America to send logistics volunteers to work with relief groups in New York and New Jersey
Facilities

- Should be established early on
- Located in close proximity to disaster
  - Not with staging areas (if possible)
- ACS will provide management and staff for duration
- Unsolicited donations should be inspected and sorted first before warehoused
  - Separate receiving or drop-off location

- Warehouse operations include
  - Receiving
  - Sorting and processing
  - Inventorying
  - Distributing and shipping
What Is a Multi-Agency Warehouse?

- A facility that accepts truckloads of donated goods
- Managed by a Non-Profit Organizations under agreements with federal, state and/or local governments
- Not intended to directly serve survivors
- Distributes to all vetted organizations
- Volunteers
  - Receive and sort donations
  - Enter donation information into a computerized database
  - Prepare goods for shipment to distribution sites
Goods transportation during emergency response

Multi-Agency Warehouse

Collection Centers
- Corporations
- Companies

Distribution Centers
- Survivors
- Survivors
- Survivors
- Survivors
- Survivors
- Survivors
- Survivors

Mobile Distribution Center
Which Would You Prefer?
Thank you for your attention.
Welcome to the United States.

感谢您的关注。
欢迎来到美国