USAID
FROM THE AMERICAN PEOPLE

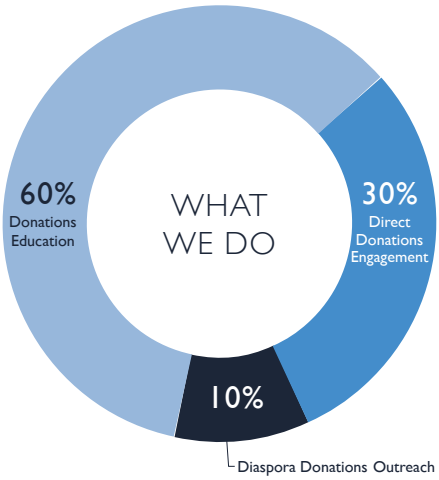
USAID DONATIONS OUTREACH

FACT SHEET 2014

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 to those countries 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 inform the public about the advantages of giving monetary donations to relief organizations and the risks of donating unsolicited material goods.

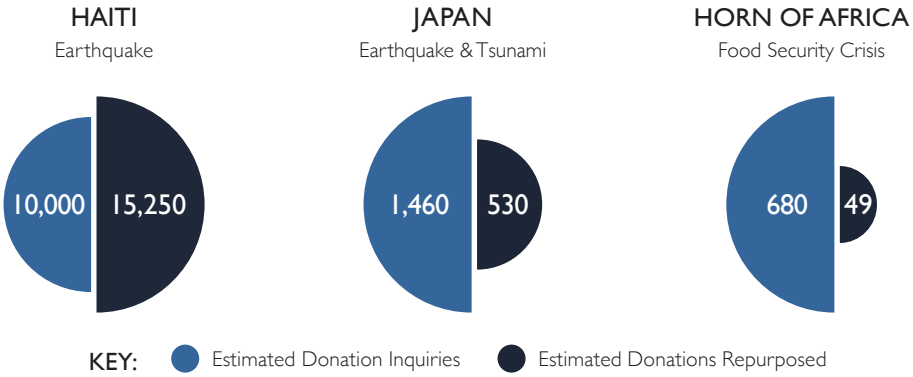
USAID CIDI's work is focused on donations education and responding to queries from the public, including those directed to the Center by USAID and other U.S. government agencies. In recent years, USAID CIDI has expanded donations outreach to diaspora groups, which are important stakeholders in supporting 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 life-saving emergency supplies. Financially strapped local governments bear the costs of disposing of 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 manage inquiries about inappropriate donations.



During major disasters, USAID CIDI responds to referrals about public donations from federal agencies, including USAID, the Departments of State and Defense, and the White House. USAID/OFDA also calls on the Center to serve on its Response Management Teams (RMTs) and directs USAID CIDI to activate a call center and recruit volunteers to answer donations inquiries when necessary. USAID CIDI served on RMTs for the 2010 Japan earthquake and tsunami response and after Typhoon Haiyan (known locally as Yolanda) hit the Philippines in 2013.

USAID CIDI also maintains an online database which collects information from website visitors and phone calls about proposed donations. Database content is shared with NGOs through an agreement between USAID CIDI and InterAction so that NGOs may peruse available commodities and engage with donors 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 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 during 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 30-second "Cash is Best" video PSAs. Winning entries have attracted:

- 72,800 Facebook mentions
- 80,634 TV broadcasts reaching an audience of more than 703 million people
- Air time in the top 10 U.S. media markets and on shows including NFL Football, 20/20, Jimmy Kimmel Live, 30 Rock, the Bachelor, Criminal Minds, Glee, How I Met Your Mother, and Modern Family.

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 15,000 times on dozens of TV stations and cable outlets nationwide
- 3.3 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.

CIDI Diaspora
PSAid
CIDI

USAID CIDI maintains these three sites, viewed by more than 1.6 million people as of January 2014

@CIDIOUTREACH

USAID CIDI has reached more than 12.8 million people through its followers, who include:

- UNICEF
- UNHCR
- Nelson Mandela Foundation
- TED
- American Red Cross
- PBS NewsHour
- U.S. Department of Defense
- U.N. Economic and Social Council President

DID YOU KNOW?

USAID CIDI coined the phrase "Cash is Best" in 1988. For more than 25 years, this tagline 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 effective 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. 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

DIASPORA DONATIONS OUTREACH

THE PHILIPPINES

- After Typhoon Haiyan (known locally as Yolanda) slammed into the Philippines in 2013, USAID and CIDI staff advised diaspora members, community leaders, and the diplomatic community on the importance of appropriate donations at an event hosted by the Embassy of the Philippines.
- USAID CIDI provided guidance on donations best practices in support of survivors of Typhoon Haiyan to the White House, the U.S. National Guard, and the Departments of State, Defense, and Homeland Security.
- USAID CIDI coordinated with the Ad Council to create a PSA to steer monetary donations to NGOs involved in Typhoon Haiyan disaster relief. The PSA reached 2.4 million people.

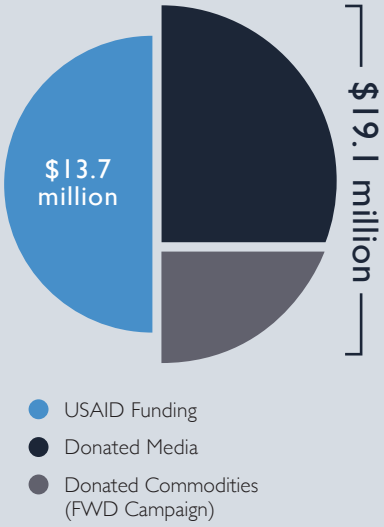
SYRIA

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

HORN OF AFRICA

- Somali clan elders and leaders in Minnesota reached out to USAID CIDI to inform the diaspora community about effective donations to the Horn after the worst drought in 60 years and the worst famine in 20 years affected millions in the region. USAID CIDI invited staff from USAID and the Departments of State and Treasury to answer questions from the diaspora on the humanitarian response and provide guidelines for monetary support.
- 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 and presented on why "Cash is Best" to four additional Somali diaspora groups in London.

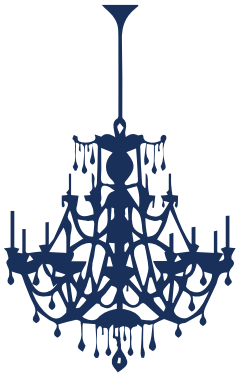
FINANCIALS



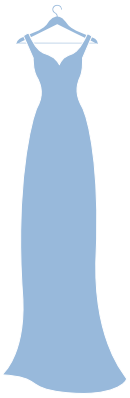
Over the past 25 years, USAID has provided more than $13 million to support the Center. This support has allowed USAID to help change the way Americans look at monetary donations by creating several high-profile media campaigns to encourage the public to donate responsibly. As a result of USAID CIDI's PSAid contest and its 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.

INAPPROPRIATE DONATIONS INCLUDE...

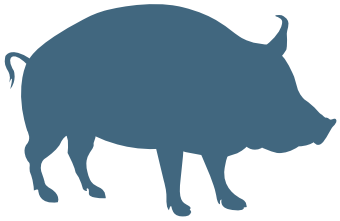
WEIGHT LOSS DRINKS
Rwanda, 1994



CHANDELIERS
Hurricane Mitch, 1998



PROM GOWNS
Honduras, 1998



PORK (labeled as beef)
Afghanistan, 2002

FERTILITY DRUGS
Haiti, 2010

DONATIONS POLL

To better understand how and why Americans donate, USAID CIDI initiated a nationwide survey in 2013. Harris Interactive conducted the USAID CIDI donations poll August 22-26 using online interviews with 2,020 adults throughout the United States. Among the findings:

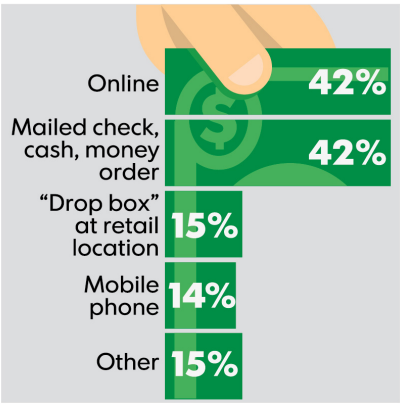
- A majority of those polled (63%) have made donations to relief organizations in the aftermath of a natural disaster in the last five years.
- 41% donated money.
- One-third (33%) who have donated nothing to a relief organization in the past five years indicated they would donate money to a relief organization if a natural disaster occurred somewhere in the world tomorrow.
- 79% of those polled understand that relief organizations prefer monetary donations unless organizations specifically ask otherwise.

The findings indicate that many Americans understand that monetary donations to reputable organizations are the most effective way to help survivors of disaster events. The results of this survey enable USAID CIDI to gauge the effectiveness of donations messaging and adapt the way in which outreach is done. Since the findings were released in December 2013, organizations such as *USA Today* have used the information to report on donations trends.

USA SNAPSHOTS©

Helping disaster victims

How donors in the past five years gave money to relief organizations:



Source USAID Center for International Disaster Information survey of 824 adults

ANNE CAREY AND ALEJANDRO GONZALEZ, USA TODAY

MEDIA SNAPSHOT ON DONATIONS

Statesman Journal
A GANNETT COMPANY

The Oregon Statesman-Journal highlighted USAID CIDI's best donations practices in an article about Moore, Oklahoma's recovery after tornadoes hit in May 2013.

NPQ
NONPROFIT QUARTERLY

Nonprofit Quarterly on January 24, 2013, interviewed USAID CIDI's Director about misconceptions of disaster response giving and guidelines for optimal help to disaster-affected people.

SCIENTIFIC AMERICAN

Scientific American magazine featured a full page USAID CIDI "Cash is Best" Public Service Announcement (PSA) in its February 2014 issue. The PSA showed a donated teddy bear that's "Great for cuddling… Not so great for disaster relief."

USA TODAY
A GANNETT COMPANY

USA Today printed a front page infographic on donations trends in its Christmas 2013 issue from research sponsored by USAID CIDI.

ALL THINGS CONSIDERED

NPR's *All Things Considered* interviewed USAID CIDI for a January 9, 2013, story on the impacts of inappropriate donations following 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.

AWARDS

USAID CIDI creative assets have been recognized for substance and artistic quality by TV Access, the Webby Awards and WorldFest Houston.

TV access
A DIVISION OF FILMCOMM

OFFICIAL HONOREE
THE WEBBY AWARDS

REMI WINNER
46TH ANNUAL WORLDFEST-HOUSTON INTERNATIONAL FILM FESTIVAL
2013