USAID
FROM THE AMERICAN PEOPLE

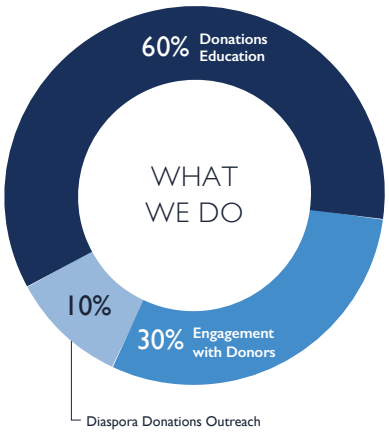
USAID DONATIONS OUTREACH

FACT SHEET 2016

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 also provides guidance to volunteers interested in responding to disasters so that they understand the resources, training, cultural sensitivity, and effort required from their end to be a useful and valuable participant in relief efforts.

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.



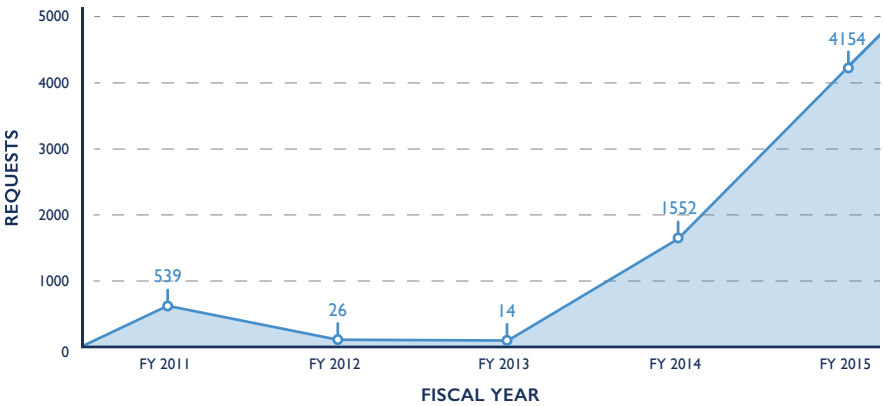
Unsolicited donations delivered to Samoa after the 2009 earthquake and tsunami took up space needed by relief organizations to sort and deliver life-saving emergency supplies. Financially strapped local governments bear the costs of disposing of spoiled, expired or inappropriate items.

IMPACT ON DONATIONS AND VOLUNTEERING

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

During major disasters, USAID CIDI responds to referrals 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 and volunteering inquiries when necessary. USAID CIDI served on RMTs for the 2010 Japan earthquake, 2013's Typhoon Haiyan, the 2014-2015 West African Ebola epidemic, the 2015 Nepal earthquake, and ongoing conflicts in Iraq and Syria.

USAID CIDI ENGAGEMENT WITH PROSPECTIVE VOLUNTEERS



In addition to informing the public on the risks of donating unsolicited goods, USAID CIDI provides guidance to volunteers interested in participating in disaster response.

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.

PSAID CONTEST

USAID CIDI's Annual PSAid Competition invites college students to create 30-second "Cash is Best" video public service announcements (PSAs). Winning entries have:

- Attracted more than one billion television and cable audience impressions according to Nielsen data
- Aired 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

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 drought, 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

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 OUTREACH

USAID CIDI maintains a Facebook and Twitter presence to reach a wide social media audience.

@CIDIOUTREACH

USAID CIDI Twitter followers 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 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

OVERVIEW

As disasters unfold, USAID CIDI uses a mix of research and targeted outreach to provide information and guidance to diaspora members, businesses, and diplomatic communities across the United States on best practices for donating to affected populations. Now in its 28th year, USAID CIDI has worked with thousands of diaspora communities in the U.S. to facilitate cash donations – instead of material goods – to countries impacted by disasters.

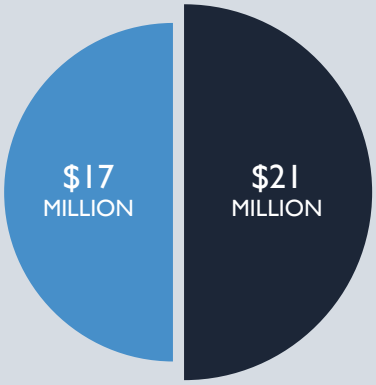
2015 SNAPSHOT

- Through events and targeted outreach, USAID CIDI engaged with more than 25,000 members of diaspora groups to provide donations guidance in light of concurrent crises in Syria, Iraq, Ukraine, and West Africa.
- During the West African Ebola response, USAID CIDI was at the forefront of U.S. government engagement with Liberian, Guinean, and Sierra Leonean diaspora, providing guidance on how best to support the humanitarian response, as well as information about U.S. response efforts.
- USAID CIDI participated in 15 events for domestic and international diaspora groups to discuss the dangers of unsolicited material donations. Events were hosted at the White House, U.S. State Department, and dozens of embassies in the Washington, D.C. region.

SPOTLIGHT: EBOLA EPIDEMIC

- To support the U.S. Ebola response, USAID CIDI compiled a list of 65 NGOs working on the ground in Ebola-effected countries, as well as a health-sector volunteer database that housed a registry of nearly 6,000 health volunteers.
- USAID CIDI staff also served on the USAID Ebola Response Management Team to educate donors on the impact of unsolicited material donations to West Africa and encourage cash donations.
- At the height of the Ebola crisis, www.cidi.org received more than 22,300 visitors in a single day to learn more about the Center's "Cash is Best" messaging.
- USAID CIDI was invited to speak at the National Ebola Summit in Washington, D.C., where staff spoke to 500 West African attendees—including representatives from 55 diaspora NGOs—about how West African diaspora in the U.S. could support international humanitarian organizations working on the ground.

FINANCIALS



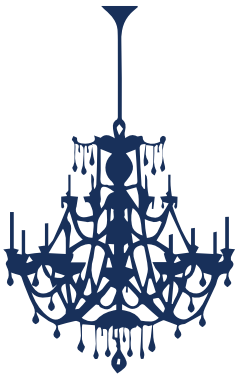
USAID Funding

Donated Media

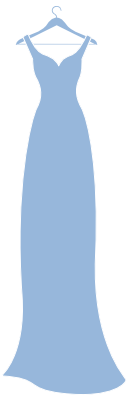
For nearly 30 years, USAID provided nearly $17 million to support the Center. This support has allowed USAID to help change the way Americans look at monetary donations by creating several high profile media campaigns to encourage the public to donate responsibly. As a result of USAID CIDI's PSAid contest 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...

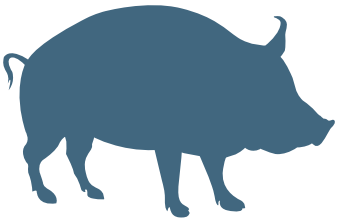
WEIGHT LOSS DRINKS
Rwanda, 1994



CHANDELIERS
Rwanda, 1994



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 using online interviews with 2,020 adults throughout the United States. Among the findings:

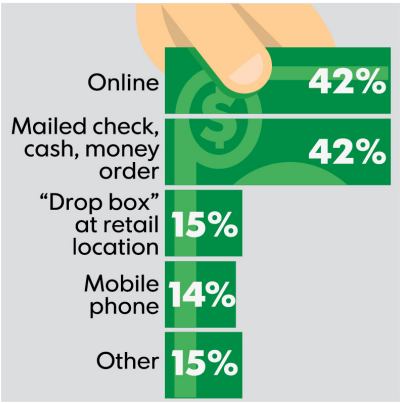
- A majority of those polled (63%) have made donations to relief organizations in the aftermath of a natural disaster in the last five years.
- 41% donated money.
- One-third (33%) who have donated nothing to a relief organization in the past five years indicated they would donate money to a relief organization 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

CTV News conducted a live interview with USAID CIDI Director Juanita Rilling on May 11, 2016, about unsolicited material donations in the wake of Canada's wildfires.

CBS Sunday Morning ran a story on April 24, 2016, that featured Juanita Rilling talking about the "second disaster" of unsolicited material donations that can follow in the wake of a high-profile crisis.

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

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 published an interview with Juanita Rilling on November 6, 2014, on the West African Ebola response and why cash is the best way to help organizations working to save lives.

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