



Attachment 1

Donations Management Plan

Donations Management Plan



Wisconsin Emergency Response Plan
Donations Management

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Primary Agency	Wisconsin Emergency Management (WEM)
Lead Coordinating Agency – Donated Goods	Adventist Community Services (ACS)
Lead Coordinating Agency – Donated Money	Wisconsin Voluntary Organizations Active in Disaster (WI VOAD)
Wisconsin Governmental Support Agencies	Department of Agriculture, Trade & Consumer Protection (DATCP) Department of Children & Families (DCF) Department of Corrections (WI DOC) Department of Health Services (WI DHS) Department of Public Instruction (DPI) Department of Transportation (WisDOT) Department of Workforce Development (DWD) Wisconsin National Guard (WING)
Non-Governmental Support Organizations	2-1-1 Wisconsin Aidmatrix Network Foundation American Red Cross (ARC) Feeding America Eastern Wisconsin New Threads of Hope Second Harvest Foodbank of Southern Wisconsin The Salvation Army (SA) United Methodist Committee on Relief (UMCOR)
Federal ESF Coordinating Agencies	Federal Emergency Management Agency (FEMA)

I. Introduction

A. Purpose

To outline a framework and process for supporting local jurisdictions in the effective coordination and distribution of donated goods and/or monetary donations that have not been previously designated to a specific agency when major disasters overwhelm local capabilities

B. Scope

1. In general, any reference to donated goods or monetary donations in this plan refers to resources that donors (public and/or private sector) have not designated to a specific agency.
2. This attachment applies to those donations received for distribution directly to disaster survivors, and is not applicable to the delivery of goods to support the efforts of response workers.
3. This attachment does not supersede the plans, policies, or procedures of voluntary organizations, nor does it affect offers of donations assistance directed to specific voluntary agencies.
4. WI VOAD agencies engaged in disaster response and recovery may co-locate office and warehouse space with the ACS at no cost, as is practicable.



C. Policies

1. Donated goods
 - a) The transportation of goods from donors to receiving organizations is the responsibility of the donor.
 - b) If a jurisdiction requests donated goods from public and private sectors, WEM may advise donors that the jurisdiction will accept only pre-sorted, clearly labeled, palletized, and shrink-wrapped donations with a predetermined transportation method and a pre-established need.
 - c) In the event of a catastrophic disaster that prompts a large influx of unsolicited donations, WEM may establish checkpoints to control the flow of goods into the response and recovery area.
 - d) The state donations management system may redirect unsolicited, undesignated donations that are unsuitable for use by any relief organization.
 - e) In the event donated goods remain at the time of warehouse closure, warehouse managers will make every effort to honor the intent of the donors by offering them to local non-governmental organizations (NGOs).
2. Monetary donations
 - a) All donations-related messaging will advise donors to send monetary donations to existing established and properly vetted voluntary organizations.
 - b) This plan will support jurisdictions that choose to establish local disaster funds provided they:
 - (1) *Designate an established and properly vetted 501(c) (3) organization as fiscal agent for the fund, AND*
 - (2) *Convene a local VOAD, long-term recovery committee, unmet needs committee, or similarly structured formalized group to:*
 - (a) Establish guidelines and a distribution plan.
 - (b) Create a case management system through which to process distribution.
 - (c) Develop a timeline for fund distribution with a concrete plan for final distribution and closure of the fund.

II. Concept of Operations

A. General

When activated during disaster response and recovery, this attachment prompts the mobilization of a donations coordination team (DCT) to:

1. Assess the needs of local jurisdictions requiring support in managing donations from the public and the private sector.
2. Develop plans for meeting local donations management support needs.
3. Locate and dispatch resources to support local donations management.
4. Determine whether there will be a need for federal donations management support.



B. Mobilization

1. When one or more of the following triggers occur, the state emergency operations center (SEOC) manager directs the WEM Voluntary Agency Liaison (VAL) to activate the Wisconsin Donations Management Plan.
 - a) SEOC staff anticipates the potential of large volumes of unsolicited donations because:
 - (1) *People have evacuated from their homes.*
 - (2) *There is significant media coverage of the incident.*
 - (3) *There are inquiries from the public seeking information on how to help.*
 - (4) *There are donation offers coming from the public and/or private sector.*
 - (a) *There is evidence of community groups collecting donations.*
 - (b) *Donations are being 'dumped' at random locations (e.g. fire stations, nonprofits, police stations, churches).*
 - (5) *Needs assessment forecasts a significant likelihood that there will be needs best met by solicited donations.*
 - b) *A local emergency management agency has requested support.*
 - c) *A member of the DCT recommends that the team convene.*
2. The VAL, in coordination with the WI ACS Director (or designee), facilitates a meeting/conference call of the DCT to determine if there is a need for activation of state donations management resources.

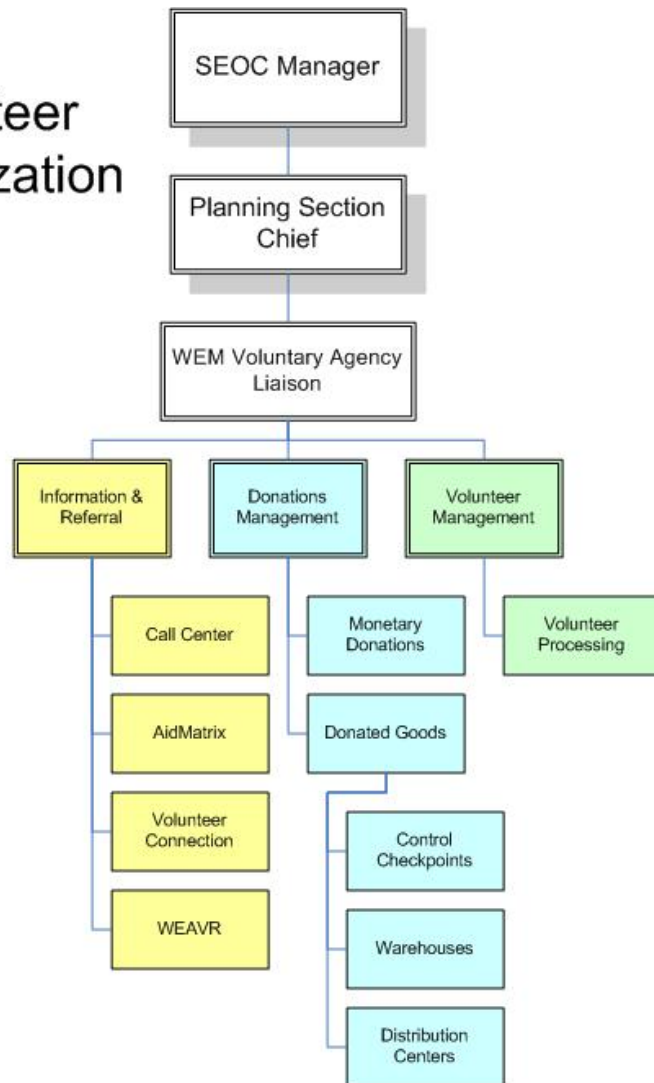
C. Organization

1. DCT composition
 - a) WEM
 - b) Adventist Community Services
 - c) 2-1-1 Wisconsin
 - d) Aidmatrix
 - e) ARC
 - f) ESF 15 representative
 - g) SA
 - h) WI DHS
 - i) WI VOAD
 - j) Local long-term recovery committee representative
 - k) Other members as needed



2. Organization chart

Donations & Volunteer Management Organization



D. Donations Management System Components

1. Donations coordination team
 - a) Assesses the needs of the local donations management operation and provides scaled levels of assistance
 - b) Coordinates closely with outreach workers in the disaster area to identify potential and actual unmet needs
 - c) Provides a list of organizations accepting donations to the Public Information Officer (PIO).
 - d) Develops a strategy for disposing of unneeded received donations
 - e) Standardizes and facilitates the delivery of all messaging related to donations management operations



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- f) Coordinates through the WEM regional directors and in conjunction with local officials to establish a location to receive and manage donated goods
 - g) Coordinates with other disaster relief organizations to identify potential and actual unmet needs to avoid duplication of benefits
 - h) Convenes in support of local donations management operations, as needed
2. Aidmatrix portal
- a) Is managed by WEM and:
 - (1) Allows registered relief organizations to post needs
 - (2) Provides donors with opportunities to match gifts to verified needs
 - (3) Provides for recipient organizations to review and then accept or decline offers
 - b) Is available as a resource at no cost to state and local non-profit organizations that are members of national, state, or local VOADs and long-term recovery committees
 - c) Is designed primarily for bulk or large quantities of donations
 - d) Is accessible nationally and internationally by corporations and individuals who want to donate goods, cash, or services to relief organizations
 - e) Provides access to the American Logistics Aid Network (ALAN) for solicitation and coordination of donated goods transportation assistance
 - f) Includes a registration and vetting process for non-profit recipient agencies that assures donors that their goods will be used by legitimate relief organizations
3. Wisconsin Disaster Information Assistance Line (WI DIAL) – a WEM-operated call center that can be activated for multiple purposes
- a) Directs callers to the ReadyWisconsin homepage, which provides specific instructions for all types of donations
 - b) When appropriate, refers prospective donors (such as corporate donors) to the Wisconsin Aidmatrix portal
 - c) Discourages offers of items that are not needed
4. Control checkpoints
- a) Physically inspect donations shipments to ensure that:
 - (1) Goods are actually needed in the relief/recovery effort
 - (2) Goods are in usable condition
 - b) Direct shipments to designated warehouses/staging areas
 - c) Redirect shipments of unneeded or unusable goods as directed by the DCT
5. Regional warehouses
- a) Receive, unload, sort, inventory, and package (as needed) donated goods
 - b) Deploy donations to designated distribution centers
6. Distribution centers
- a) Receive, sort, inventory, and package (as needed) donated goods
 - b) Distribute goods to relief agencies
 - c) May distribute goods directly to individuals and families



7. Incident management teams (IMTs)
 - a) Provide support and services to the local incident command system (ICS) structure
 - b) Initiate donations management operations in the event there is a delay in the activation/arrival of dedicated donations management organizations and personnel
8. Wisconsin Recovery Task Force (WRTF) – Human Services Committee
 - a) Initiates early and ongoing needs assessment and maintains exchange of such information with the DCT
 - b) Provides guidance and support to local long-term recovery task forces in developing equitable systems (case management) for distribution of donated goods and funds
9. WI VOAD Long-Term Recovery Committee
 - a) Provides guidance and support to counties/tribes in managed distribution of donated resources
 - b) Coordinates with the WI VOAD treasurer to monitor status of funds for which WI VOAD serves as fiscal agent

E. ESF Activities

The WERP Basic Plan defines standardized tasks that constitute the mitigation, preparedness, response, and recovery responsibilities of any agency that serves a role in emergency management.

This section defines those activities that are unique to ESF 7, and is intended to be used in conjunction with the common tasks outlined in the Basic Plan.

Phase	Action Item	Agency
Response Activities	Public Information O Provide support with immediate public messaging: - To emphasize with the public that monetary contributions are the best way to assist in disaster response and recovery - To provide a list of organizations accepting donations	WEM
	O Coordinate immediately with the DMA webmaster to create a landing page on ReadyWisconsin to provide directions to prospective donors.	WEM
	O Direct prospective donors to ReadyWisconsin, which will provide instructions and a hyperlink to the Wisconsin portal of Aidmatrix, where they can select a recipient organization or fund.	WEM
	O Provide support in making impacted residents aware of donations facilities, hours of operation, and the process for receiving goods.	WEM
	Needs Assessment O Provide support and guidance in early and ongoing assessment of housing and human services needs to drive decision-making and strategically anticipate the appropriate scale of donations management operations.	WEM WI VOAD



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Phase	Action Item	Agency
	o Based on the evident primary impacts of the disaster and in consultation with response partners, project the most probable areas of need.	WEM DCT
	o Facilitate the integration of early phase needs assessment with the long-term recovery committee.	WEM WI VOAD
	Monetary Fund Management	WI VOAD
	o If the jurisdiction elects to accept monetary donations directly, provide support and guidance in identifying an appropriate fiscal agent and system for receiving funds.	
	o Provide support and guidance in developing policies and processes to collect and consolidate, account for, distribute, and record all monetary donations.	WI VOAD DCT WEM
	Donated Goods Management	WEM
	o Assist localities in finding and deploying IMTs to manage donations warehousing and distribution operations.	
	o Ensure localities are tracking volunteer hours and donated resources for potential credit under FEMA Disaster Assistance Policy 9525.2 (attached) in the event of a presidential declaration.	WEM
	o Assist localities in acquiring facilities and logistical support for donations management operations.	WEM DCT ACS
	o Provide support in establishing administrative procedures for soliciting, storing, registering/inventorying, transporting, distributing, and accounting for donated goods.	WEM DCT ACS
	o Provide support for inspection of donated food items.	DATCP
	o Maintain contact with food banks to determine space availability for collection and storage of food items.	WI VOAD
	o Provide support for distributing unneeded or leftover donated goods.	ACS SA WI VOAD
	o In multi-jurisdictional donations management operations: • <i>Initiate state standard operating procedures (SOPs) (to be determined) as needed for:</i> - o Control checkpoints - o Regional warehouses • <i>Facilitate coordination among locally run warehouses and distribution centers.</i>	WEM DCT ACS
	Information and Referral	WEM
	o Publicize and manage the Wisconsin Aidmatrix portal.	
	o Facilitate the mobilization of an existing referral organization such as Wisconsin 2-1-1 to refer or process donations-related inquiries.	WEM DCT



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Phase	Action Item	Agency
	o Mobilize the Wisconsin Disaster Information Assistance Line (WI-DIAL), as needed.	WEM
	o Keep all information and referral organizations, including local human services organizations, provided with the most up-to-date information.	WEM DCT

III. Agency Responsibilities

A. Primary Agency – Wisconsin Emergency Management

Agency	Functions
Wisconsin Emergency Management	Donations Coordinator The WEM VAL will fulfill the volunteer and donations coordinator responsibilities. • Chair the DCT. • Represent the team in all SEOC coordination activities. - o Communicate needs identified in the SEOC to the DCT for procurement. - o Communicate policy decisions to the DCT. • Facilitate the use of Aidmatrix for solicitations and offers of donations by all affected jurisdictions. • Coordinate with ESF 15 regarding media releases about unsolicited goods and services. • Assist state and local officials in identifying needed and unneeded donations. • Serve as liaison to other affected local governments and to other state agencies in matters related to donations management. • As necessary, coordinate with the SEOC manager and the operations section to identify and mobilize state agency staff to provide supplemental support to local and voluntary organization efforts to manage and operate donations management facilities. • Coordinate with WI DIAL and 2-1-1 Wisconsin, as applicable, to provide them with the most current information for the public. • Communicate and coordinate with the FEMA donations coordinator. • Participate in all coordination meetings with FEMA VALs. • Consider requesting FEMA, Corporation for National and Community Service (CNCS), or Emergency Management Assistance Compact (EMAC) assistance if DCT demands become unmanageable with available staff.
	Public Information Officer • Develop and maintain pre-scripted press releases and public service



Agency	Functions
	announcements pertaining to donations management. • Provide an immediate ReadyWisconsin web message to direct prospective donors to the most appropriate methods of donating. • Coordinate the development and release of all information related to donations management, in conjunction with the affected local jurisdictions, the DCT, relevant state agencies, relevant voluntary organizations, and FEMA, as appropriate. • Serve as the primary state point of contact for the media on all matters pertaining to donations management.

B. Lead Coordinating Agencies

Adventist Community Services

Agency	Functions
Adventist Community Services	• Serve as lead coordinating agency and subject matter expert on donations goods management for DCT. • When requested by the SEOC and agreed upon by ACS: ◦ Execute donations management system to coordinate receipt, inventory, and distribution of in-kind donations. ◦ Facilitate direction of donated offers to response agencies and/or the affected population. • Manage and oversee a multi-agency warehouse when requested by the SEOC to facilitate distribution of food, clothing, water, and other needed items. • Assist in developing procedures for managing unsolicited, undesignated donations received through the donations management system.

Wisconsin Voluntary Organizations Active in Disaster

Agency	Functions
Wisconsin Voluntary Organizations Active in Disaster	• Provide leadership in supporting jurisdictions that directly receive donated cash. • Provide overall coordination necessary to expeditiously access the resources of WI VOAD member agencies. • Facilitate communication between the DCT and WI VOAD member agencies, including requests for assistance. • Provide help in acquiring volunteers. • Provide support to WI Long-Term Recovery Committee.



C. Wisconsin Governmental Support Agencies

Agency	Functions
Department of Agriculture, Trade & Consumer Protection	• Provide support in inspection of donated foods.
Department of Children & Families	• Provide support in disseminating information about the availability of donated goods in the disaster area.
Department of Corrections	• Provide labor as needed.
Department of Health Services	• Provide support in disseminating information about the availability of donated goods in the disaster area. • Provide disaster case management and crisis counseling.
Department of Public Instruction	• Provide support in disseminating information about the availability of donated goods in the disaster area.
Department of Transportation	• Expedite, as appropriate, the routing of incoming loads of donated goods relative to: ○ Road closures ○ Load limits ○ Fee waivers • Provide support in establishing checkpoints for incoming loads of donated goods, as necessary. • Support direction of incoming loads of donated goods to staging areas/warehouses through: ○ Direct communication with haulers ○ Reader boards
Department of Workforce Development	• Provide coordination of the National Emergency Grants program to deliver staff to the disaster area, when appropriate.
Wisconsin National Guard	• Provide assistance with transportation of donated goods. • Provide security. • In qualified circumstances, provide short-term use of armories for management of donated goods.

D. Non-Governmental Support Agencies

Attachment 1 to ESF 6, WI VOAD Resources, provides a complete list of WI VOAD member organizations and their services and resources.



Agency	Functions
2-1-1 Wisconsin	• When requested by the SEOC and agreed upon by 2-1-1 Wisconsin, establish and oversee a central phone number and call center to respond to inquiries concerning donations. • Swiftly communicate public messaging information received from WEM to all call centers to enable accurate and consistent messaging.
Aidmatrix Network Foundation	• Provide support in implementing and managing the Wisconsin Aidmatrix portal.
American Red Cross	• Provide support with the solicitation and distribution of goods.
Feeding America Eastern Wisconsin	• Provide support in solicitation, receipt, inventory, and distribution of donated food and grocery products.
New Threads of Hope	• Provide support in soliciting and delivering donations of new clothing from vendors.
Second Harvest Foodbank of Southern Wisconsin	• Provide support in solicitation, receipt, inventory, and distribution of donated food and grocery products.
The Salvation Army	• Provide direct support to ACS. • Provide staff.
United Methodist Committee on Relief	• Facilitate delivery of selected donations. • Provide training in case management.

IV. Supporting Documents

A. Appendices

1. Sample PIO & Executive Talking Points
2. Agreement between the Wisconsin Department of Military Affairs, Division of Emergency Management and Adventist Community Services for Managing Donated Goods in the Event of a Declared Disaster

B. References

1. NRF Volunteer and Donations Management Support Annex
2. FEMA Disaster Assistance Policy 9525.2, Donated Resources
3. WI VOAD Community Long-Term Recovery Guidance



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Sample PIO & Executive Talking Points

Donations

1. PLEASE – DO NOT GO TO THE SCENE OF THE DISASTER.
2. Cash donations are best. Please give directly to the voluntary disaster relief organization of your choice.
3. Generally, cash donations are tax deductible.
4. The arrival of unexpected donated goods will interfere with the response efforts.
5. It is expensive and enormously labor-intensive for voluntary organizations to sort, inventory, warehouse, and distribute donated goods.
6. PLEASE – do not create a second disaster by donating items that are not needed.
7. WAIT – many times donations are not needed until later in the recovery phase of the disaster.
8. If you want to give, go to www.ready.wi.gov to find out how to give money or to see what items are needed; or call [insert information and referral phone bank number].

Cash Donations News Release

Date:

Time:

Contact Phone:

Fax:

CASH DONATIONS FOR DISASTER SURVIVORS BEST WAY TO HELP

Sample County, WI – The recent [insert name of incident] in [insert location] has many people around Wisconsin and the nation asking... how can I help? The best thing you can do is to make a cash donation instead of sending donated goods, according to [insert name of official].

“Cash donations to voluntary disaster relief organizations allow them to buy exactly what is most needed to assist disaster survivors, said [insert name of official].

[Insert name of official] explained that the needs of the disaster survivors would change considerably from the early stages of the disaster into the weeks and months of disaster recovery. Cash donations allow disaster aid to focus on the areas of greatest need while avoiding surpluses of unneeded items.

For more information on how to support the disaster relief effort in [insert location] go to www.ready.wi.gov or call [insert information and referral phone bank number].



Cash Donations Public Service Announcement (:15)

Date:

Time:

Contact Phone:

Contact Phone:

CASH IS BEST

Due to the recent [*insert name of incident*], the [*insert name of jurisdiction/organization*] is coordinating disaster relief efforts in [*insert location*]. At this time, the most pressing need is cash donations to help participating disaster relief organizations buy supplies of the items most urgently needed. If you would like to make a cash contribution, please go to www.ready.wi.gov or call [*insert information and referral phone bank number*].

Disaster Donations Public Service Announcement (:30)

Date:

Time:

Contact Phone:

Fax:

DISASTER DONATIONS

In the wake of [*insert name of incident*] many people want to know how they can help. [*Insert name of jurisdiction/organization*] encourages people to give cash donations to one of the voluntary organizations involved in the relief operation.

The [*insert name of jurisdiction/organization*] is helping to coordinate donations of money, goods, and services with agencies that are able to receive, store, and distribute donated items.

For more information on what and where to donate, please go to www.ready.wi.gov or call [*insert information and referral phone bank number*].



Attachment 1 - Appendix 2

Adventist Community Services Agreement

Agreement between the Wisconsin Department of Military Affairs, Division of Emergency Management and
Adventist Community Services for
Managing Donated Goods in the Event of a Declared Disaster

In an effort to provide support and stability to the community based voluntary agencies distributing donated goods, the Wisconsin Department of Military Affairs, Division of Emergency Management and Adventist Community Services enter into the following agreement.

1. Adventist Community Services will provide leadership and training for community based volunteers to coordinate the flow of incoming undesignated donated goods.
2. Adventist Community Services will provide management of a multi-agency warehouse and supervise local volunteers in receiving, sorting, packing, and inventorying donated goods.
3. Adventist Community Services will make all goods available to recognized local organizations carrying on a distribution program.
4. Adventist Community Services will supply, on request, a copy of the most current inventory to state or FEMA officials.
5. Adventist Community Services will turn over the overall operation to local volunteer organizations when they are able to assume and accept this responsibility.

The Wisconsin Department of Military Affairs, Division of Emergency Management will coordinate with other state agencies, local government agencies, as well as with other private relief agencies, to support the Adventist operation where donated resources cannot meet the need. That support may include, but not be limited to:

Warehouse Space (50,000-100,000 square feet)
Utilities and Phone Service (3 voice lines, 1 fax line)
Computer and Printer (1 each)
Copier and Fax (1 each)
Tables (25 8-foot) and Chairs (20)
Boxes (2,000 20"x20"x20" each) and Tape (100 rolls 50 yards each)
Forklift (1) and Fuel
Pallets (25) and Pallet Jack (1)
Trucking (for delivery of goods to distribution centers)
Cargo Van (1), Straight Trucks (2 24-foot), and Fuel
Dumpster Service (6-9 cubic yards)

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BY _____

This agreement will become effective, as needed, based on a declaration of a disaster by the governor or by the president and may be terminated by either party with sufficient notice which will not cause hardship on the operation itself.

Signed this day Dec. 8th 2012 by:

Brian Satula
Administrator
Wisconsin Department of Military Affairs
Division of Emergency Management

Signed this day December 10, 2012 by:

Michael Edge
President
Wisconsin Conference of Seventh-day Adventists

Brian Stephan
Treasurer
Wisconsin Conference of Seventh-day Adventists



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