DOING THE MOST GOOD
The question is not if, but **when and where** will disaster strike next?
In a state of disaster, victims can lose their

Homes
Belongings
Food
Communication
Transportation
Jobs
The Salvation Army is one of the only organizations in the world prepared to effectively respond to natural disasters.
Operating one of the LARGEST FEDERALLY RECOGNIZED emergency disaster services agencies in the nation
Providing short-term and long-term assistance to 1 to 2 million DISASTER SURVIVORS & first responders each year in the United States.
With a sustaining presence at the scene of EVERY MAJOR DISASTER IN THE WORLD

HAITI 2010
The only organization on the ground
BEFORE, DURING AND AFTER DISASTER STRIKES
Maintaining a fleet of nearly 600 EMERGENCY RESPONSE VEHICLES throughout the country
SERVING THOUSANDS OF MEALS AND DRINKS PER DAY
when operating at full capacity
100% OF DISASTER DONATIONS TO GO RELIEF EFFORTS
Not to overhead or other expenses
Preparedness
Immediate Response
Long-Term Recovery
Preparedness activities include:

Maintaining internal infrastructure

Disaster training

Preparing Together: A volunteer-driven initiative designed to assist senior citizens and people with disabilities in developing a personalized safety plan in case of disasters
When initiating a disaster relief operation, The Salvation Army’s first aim is to meet the basic needs of both survivors and first responders. The Salvation Army’s primary goals are to offer:

- Material comfort
- Physical comfort
- Spiritual and emotional comfort
Immediate Response

Immediate response activities include:

- Food and hydration services
- Emergency shelter
- Clean-up
- Emergency communications
- Emotional and spiritual care
Long-term Recovery

The Salvation Army coordinates with local, state and federal entities to implement long-term disaster recovery plans that can last months or in many cases years including:

- Restoration and rebuilding
- Emotional & Spiritual Care
- Disaster case management & assistance
- In-kind donations management
Efficient Use of Funds and Effective Service

$0.82 of every $1 donated goes directly to the provision of services.

Compared to 75 cents - the national benchmark for non-profit efficiency.

100% of disaster donations go to relief efforts.

“The Salvation Army is by far the most effective organization in the United States. No one else even comes close to it with respect to clarity of mission, ability to innovate, measurable results, dedication, and putting money to maximum use.”

– Dr. Peter Drucker, management expert
HOW YOU CAN HELP

JOIN US THROUGH A STRATEGIC PARTNERSHIP DESIGNED TO ACTIVATE AS SOON AS DISASTER STRIKES
HOW YOU CAN HELP

Donate Money

Donate Resources
Donate Money

- Annual donation to the EDS fund
- Donate portion of sales from day or week
- Match/incentivize staff or customer donations
- Drive traffic to “donate” link via social media and online audiences
DONATE RESOURCES

[Placeholder slide for tailored concepts based on partner’s business objectives]

Examples:

Retail: Donate in-kind goods or hold a clothing/food drive in-store

Shipping/Delivery: Incorporate logistics services to deliver recovery items to survivors

Food Services: Donate meals to disaster victims
## Co-branding

### Benefits
- #1 most familiar nonprofit among Americans
- 2nd largest charity in the US
- Ranked in the top three on The Chronicle of Philanthropy’s list of America’s favorite charities every year the list has been in existence

### Opportunities
- Brand integration on Emergency Disaster Services marketing collateral
- Presence on website
- Inclusion in Salvation Army blogs and social media channels
- Public relations content
DOING THE MOST GOOD