



LOS ANGELES COUNTY OPERATIONAL AREA

DONATIONS MANAGEMENT ANNEX

APPROVED: MARCH 25, 2010

LETTER OF PROMULGATION

TO: OFFICIALS, EMPLOYEES, AND RESIDENTS OF LOS ANGELES COUNTY

The County of Los Angeles developed this Donations Management Annex to ensure the most effective allocation of resources for the maximum benefit and protection of the public in time of emergency.

While no plan can guarantee prevention of death and destruction, well-developed plans, carried out by knowledgeable and well-trained personnel, can minimize losses. The Donations Management Annex establishes the County's emergency policy for collecting and directing monetary and in-kind donations after a major disaster. This Annex provides for the coordination of planning efforts among the various emergency departments, agencies, special districts, and jurisdictions that comprise the Los Angeles County Operational Area. The Donations Management Annex conforms to the requirements of the National Incident Management System (NIMS) and the California Standardized Emergency Management System (SEMS).

The Donations Management Annex is an extension of the Operational Area Emergency Response Plan (OAERP). The objective of the OAERP is to incorporate and coordinate all County facilities and personnel, along with the jurisdictional resources of the cities and special districts within the County, into an efficient organization capable of responding to any emergency using SEMS, mutual aid and other appropriate response procedures.

The Donations Management Annex will be reviewed and exercised periodically and revised as necessary to meet changing conditions.

The Los Angeles County Board of Supervisors gives its full support to the Donations Management Annex and urges all officials, employees, and residents, individually and collectively, to share in our commitment to the effective preparedness and response for disasters.

This letter promulgates the Donations Management Annex which becomes effective upon approval by the Los Angeles County Board of Supervisors.

Signed _____
Gloria Molina, Chair
Los Angeles County Board of Supervisors

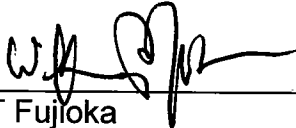
Date: _____

APPROVAL BY THE COUNTY OF LOS ANGELES EMERGENCY MANAGEMENT COUNCIL

The County of Los Angeles Emergency Management Council, created by Section 2.68.160 of the Emergency Ordinance, and comprised of key County departments, is responsible for overseeing the preparedness activities of County departments. This includes preparation of plans, emergency and disaster-related training of County employees, and related emergency preparedness activities.

The EMC has reviewed and approved the Operational Area Emergency Response Plan Donations Management Annex. Revisions to the Donations Management Annex will be submitted to the EMC for approval.

Signed



William T Fujioka
Chief Executive Officer
Chair, Emergency Management Council

Date: 3-25-10

EXECUTIVE SUMMARY

This document details the Los Angeles County Operational Area (OA) Donations Management Annex (Annex) and the procedures necessary to deal with impacts on our communities. **The Los Angeles County Emergency Response Plan – Donations Management Annex is not meant to stand alone, but is intended to be used in support of, and in conjunction with State, County and city plans, and their responding agencies’ standard operation procedures.** The policies, procedures, and concepts identified in this annex follow the guidelines established by the following:

- United States Department of Homeland Security’s National Incident Management System (NIMS)
- National Response Framework (NRF) – Volunteer and Donations Management Support Annex
- California Standardized Emergency Management System (SEMS)

The County of Los Angeles serves a very large, densely populated region at high risk for many types of disasters. Planning for disasters such as earthquakes, floods, and fires is essential to creating emergency response and recovery systems that can respond effectively and help residents recover and rebuild their lives following a disaster. Media coverage following an event often elicits an outpouring of volunteers and both monetary and material goods—i.e. “in-kind”—donations. Individuals, businesses, services clubs, organizations, and large corporations have historically demonstrated that different sectors of society will donate money and much needed assistance for victims of a disaster.

Lessons learned from previous disasters consistently underscore that response and recovery efforts are more effective when (1) organizational roles are defined prior to the disaster and (2) that pre-established relationships build for a more efficient response and faster recovery. To this end, the County of Los Angeles has developed an Annex that addresses planning for both in-kind and monetary donations. Additionally, the County has developed relationships with key partners for the coordination of donated goods and money which are outlined in this plan.

The California Community Foundation (CCF) is recognized as an established leadership organization with the technical expertise, ability and credibility in the community to potentially manage the collection and dispersment of monetary donations in times of disaster. The following concept of operations outlines the agreed upon roles. The CCF serves as the lead agency for the coordination of monetary donations working collaboratively with the County Office of Emergency Management (OEM) and the Los Angeles area Voluntary Organizations Active in Disaster (VOAD) - which is named Emergency Network Los Angeles (ENLA) - a network of community-based organizations active in disaster response, relief and recovery.

For the coordination of donated goods, the OA has established a two-pronged strategy:

- (1) direct donors and recipients to AidMatrix to utilize a web-based portal to register online donations, and;
- (2) when the AidMatrix solution is not viable, coordinate intake and distribution through a local Donations Coordination Team (DCT) established primarily comprised of non-government organizations affiliated with Emergency Network Los Angeles (ENLA).

By pre-planning, the OA increases the opportunity to provide consistent messages to public regarding donations and creates a system that allows more dollars to be directed into the local community. These dollars can help fund hundreds of organizations serving at-risk and vulnerable populations, strengthening the resiliency and ability of OA communities to recover after a major disaster. The following concept of operations outlines how the OA can work with response and relief organizations through ENLA and the California Community Foundation to direct dollars to where they are most needed to help recovery in Los Angeles County.

When this Annex is deactivated, efforts should be made to address all outstanding issues, and direct future donations inquiries to CCF. Lessons learned about donations management should be captured by debriefing key staff and preparing an after-action report. Lessons learned should also be incorporated into future updates of this Annex.

FOREWORD

OVERVIEW

The Los Angeles County OA Donations Management Annex consists of six sections. Each section has a specific purpose, as stated below.

Section 1 – Introduction

This Section contains the formal language outlining the purpose, scope, and goals for donations management in the Los Angeles County OA.

Section 2 - Operations

This Section outlines the operational priorities, concept of operations, and the sequence of activities for donations management within the OA.

Section 3 – Organizational Structure

This Section identifies the organizational structure for coordinating donations management.

Section 4 – Roles and Responsibilities

This Section defines the various roles and responsibilities of County departments and agencies in carrying out this annex.

Section 5 – Training and Exercises

This Section outlines the elements and considerations for integrating donations management into training and exercises for emergency response personnel, County employees and key stakeholders.

Section 6 – Maintenance

This Section outlines the policy and responsibilities for ongoing management and maintenance of this annex.

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SECTION 1: INTRODUCTION

PURPOSE

The purpose of the OA Donations Management Annex is to provide a coordinated system to efficiently direct the donation of money and goods in times of disaster working with key partners in the OA. The preferred method of donations is money and the purpose of this plan outlines how to direct monetary donations to outside funding entities and establishes criteria for doing so. This prevents government agencies from becoming a repository and granter of donated funds. Additionally, the Annex outlines a strategy to direct donors who still want to give goods to AidMatrix, a web-based database that can coordinate donations between donors and recipients. If donors still want to donate goods in person, this Annex outlines a framework for handling donated goods working closely with ENLA.

SCOPE

This plan is designed for use by all the jurisdictions within the Los Angeles County Operational Area. It outlines coordination at the county level for the management of monetary and in-kind donations during the response, relief and recovery phases of a disaster. The plan will be activated by upon request by local jurisdictions.

The plan is consistent with the National Response Framework (NRF) Volunteer and Donations Management Support Annex (Appendix A.)

GOALS

The goals of this Annex are:

- To augment, as a annex, the Operational Area Emergency Response Plan (OAERP).
- To ensure that local government and Non-governmental Organizations (NGOs) engaged in disaster works remain the primary recipients, managers and distributors of donated funds, goods and services.
- To enhance resources available to each jurisdiction and the community-at-large for disaster response and recovery by providing an organized system to receive both monetary and in-kind donations

- To outline the roles and responsibilities of key partners for the coordination of monetary and in-kind donations
- To ensure that implementation of the Annex is compatible with the principles and practices described in the State Emergency Operations Plan and the National Response Framework
- To provide the capability for the OA to effectively collect and manage bulk and corporate donations, in-kind donations and monetary donations; and get resources to organizations providing services to people adversely affected by the disaster.

ASSUMPTIONS

This annex is based on the following assumptions:

- People inside and outside the devastated area will want to donate money and goods to local response, relief and recovery efforts
- The need for monetary donations will exist well into the long-term recovery phase as unmet needs are identified after other resources are exhausted
- Media coverage will affect the outpouring of aid to a devastated community and can be used to provide messaging to the public
- After a large-scale emergency, individuals and relief organizations from outside the disaster area will begin to collect materials and supplies to assist the impacted areas
- The preferred method for donating goods is via AidMatrix, an online web-based portal
- Donations management should coordinate closely with the private sector and business community
- There is a well-know phenomenon of unsolicited and often unusable donations which pour into a community and overwhelm recovery effort; in other words, “stuff” will show up
- Warehousing, inventorying, tracking and dispersing donations may be needed
- FEMA, National Voluntary Organizations in Disaster (NVOAD) and state efforts will support local programs and policy

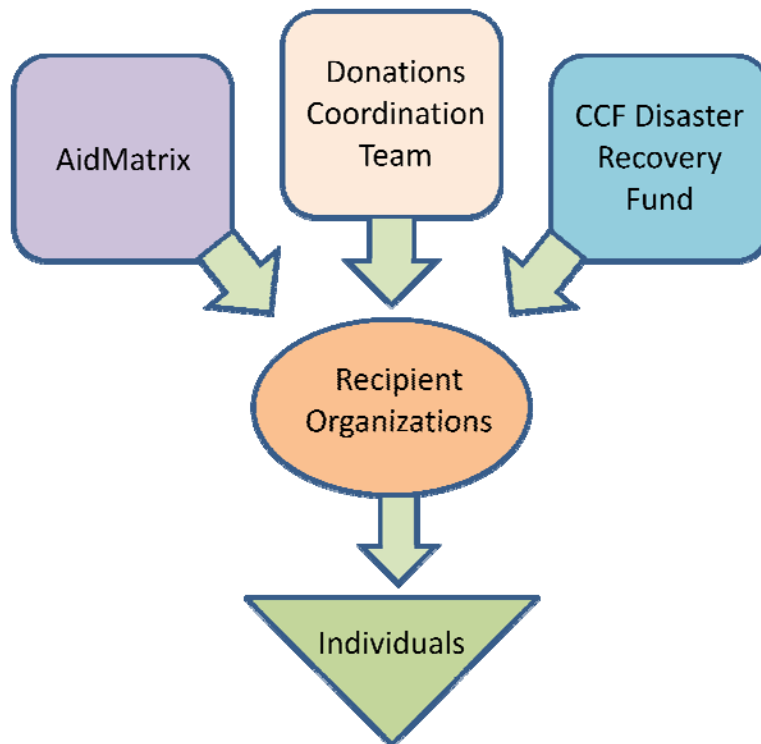
RESPONSIBILITIES

The responsibilities for developing, implementing, maintaining, and supporting this are as follows:

- The Chief Executive Office, Office of Emergency Management (OEM) is responsible for developing and maintaining this annex.
- Assigned County departments and agencies will carry out their responsibilities as described in this Annex and in accordance with the organization matrix detailed in the OAERP.
- Local jurisdictions in the OA are responsible for developing donation management plans for their jurisdictions that are compatible with this Annex and their local emergency response plan.

MISSION

This plan establishes an organizational structure and process for the OA to manage monetary and in-kind donations for community-wide disaster response, relief and recovery efforts. When managed appropriately, monetary and in-kind donations can provide critical resources for the community following a major disaster. By establishing a coordinated plan prior to a disaster, OA will more quickly harness and allocate resources where they are most needed.



Donations Management Model for the Los Angeles Operational Area

AUTHORITIES

State of California Emergency Plan – Draft April 2009, California Emergency Management Agency

National Response Framework – Volunteer and Donations Management Support Annex
Department of Homeland Security, 2008

Local

In accordance with the State's SEMS and the County's Emergency Ordinance, this annex is applicable to all County departments, cities, and special districts.

Chapter 2.68 of the Los Angeles County Code establishes the Office of Emergency Management (OEM) with responsibility for organizing and directing the preparedness efforts of the Emergency Management Organization of Los Angeles County.

RELATIONSHIP TO OTHER PLANS

The OAERP Donations Management Annex is not meant to stand alone, but is intended to be used in support of and in conjunction with State, OA/County, city, and special districts' emergency response plans, and their responding agencies' standard operation procedures.

This Annex is consistent with and augments the AOERP, the County Emergency Operations Center (CEOC) SOP, the County's Emergency Public Information (EPI) Plan, the Department of Public Social Services Care & Shelter Plan, and others.

- The OAERP outlines broad emergency response concepts with appendices that detail emergency response considerations for the various hazards faced by the OA.
- The CEOC SOP is an operational document that outlines the roles, tasks, policies and procedures of County departments and agencies that staff the County's Emergency Operations Center.
- The EPI Plan outlines methods and resources intended to ensure appropriate and consistent messaging to the public when responding to disasters.
- The DPSS Care & Shelter Plan is an operational document that outlines the roles, tasks, policies and procedures that govern the County's response to disasters with respect to providing adequate care and shelter for residents in a disaster.

SECTION 2: OPERATIONS

OPERATIONAL PRIORITIES

Consideration to the following issues assists in emergency response operations prioritization:

- Protecting life, the environment, and property.
- Meeting the immediate needs of the population, including rescue, medical treatment, and shelter.
- Temporary restoration of facilities essential to the health, safety, and welfare of the population.
- Mitigating hazards which develop as a result of the emergency.

Resource Allocation Priorities for Donations Management

The following are common priorities in emergency management for making resource allocation decisions in a disaster. They are included as a guidance tool for the Donations Management Unit to assist in making decisions regarding the utilization of donated goods and funds.

- **Saving Lives:** The preservation of life is the top priority of emergency managers and first responders, and takes precedence over any and all other considerations in a disaster
- **Addressing Human Needs:** Beyond the simple preservation of life, all possible efforts must be made to provide for basic human needs, including food, water, shelter, and security, emotional & spiritual comfort during and after an emergency or disaster.
- **Caring for Special Needs Populations:** People with physical or mental challenges, or who lack assets that would enable them to remove themselves from harm's way, are more vulnerable to harm both during and after an emergency event. Protecting these special needs populations is a high priority for Los Angeles County jurisdictions.
- **Protecting Property:** All possible efforts must be made to protect public and private property from damage during and after an emergency or disaster.
- **Restoring Basic Services:** Power, sanitation, and basic services must be restored as quickly as possible to enable residents and business community to resume their normal patterns of life.

- **Protecting the Environment:** All possible efforts will be made to protect California’s environment from damage during and after an emergency or disaster.
- **Encouraging Community and Economic Recovery:** Emergency managers; local, county, and state government agencies; and the private sector and non-governmental organizations (NGOs) will work with each community affected by an emergency or disaster to facilitate a speedy recovery. Every effort must be made to ensure that recovery operations are conducted fairly, equitably, and inclusively.

DEFINITIONS

Monetary Donations

Monetary donations are financial contributions from donors designated for disaster response, relief and recovery. This is the preferred method of contribution by most local and national organizations providing disaster relief and recovery and services.

In-Kind Donations

In-kind donations are the contributions of goods, both new and used, in a disaster. Most organizations only want new in-kind donations that are requested (e.g. baby formula or water) and can be provided in large quantities because of limited abilities to sort, organize & disperse items.

CONCEPT OF OPERATIONS -- MONETARY DONATIONS

The County has designated the California Community Foundation (CCF) as the lead agency for establishing a post –disaster fund. As a leader and convener, the Foundation will work with other cooperating agencies such as United Way and other grant-making organizations when the fund is established to ensure that grants reach as broad a range of agencies as possible providing relief services in the community.

CCF will convene a meeting once a year to coordinate with key partners and provide the opportunity for collaboration. The meeting should include at least one representative from CCF, United Way, ENLA and OEM and any other partners to enhance coordination of fund distribution post –disaster.

Immediate Response and Relief

Current CCF policies, protocols and agreements are to direct immediate funding to organizations that provide direct response and relief efforts - such as the American Red Cross and The Salvation Army. OEM and CCF will direct potential donors to the ENLA website for a list of organizations activated for disaster response and relief. Coordination in the CEOC will be the Donations Management Unit in the Logistics Section.

Intermediate to Long-Term Recovery

CCF will create a separate disaster fund for each disaster focused on supporting intermediate and long-term recovery efforts. Intermediate to long-term recovery is typically when government resources are exhausted and multiple unmet needs surface. The fund will be utilized to provide grants to local agencies that provide a variety of services to clients to assist with the recovery process.

CCF will inform ENLA when a disaster fund is established; ENLA in turn will inform established Long Term Recovery (LTR) Committees of the fund, and will inform CCF on recovery needs identified by the LTR Committees. ENLA will also provide LTR Committee contact information to CCF, so that CCF may contact the Committees directly. Funding may be used to assist local areas with emerging and unmet needs.

Target Funds to Organizations Serving Vulnerable Populations

CCF will place particular focus on non-profit organizations serving low-income, underserved and vulnerable populations in affected areas. CCF can direct funds to smaller local organizations who are the trusted providers for many of these at-risk

populations, thus helping to strengthen the safety net supporting these populations. Many CBOs can effectively communicate with specific populations who may distrust government entities (e.g. immigrant communities) despite needing critical life saving services.

CONCEPT OF OPERATIONS -- IN-KIND DONATIONS

The goal of the OA regarding in-kind donations is to first encourage donors to make financial contributions rather than donating goods as the most expedient and effective way to help. This is consistent with guidelines provided by the Federal Emergency Management Agency (FEMA) and National VOAD. A critical strategy to accomplish this is to develop an early coordinated public information campaign to limit the influx of “in-kind” goods and encourage financial donations. (For standardized messaging, see FEMA/NVOAD Brochure, Appendix E.) If individuals and business still have goods they want to donate, the next strategy is to encourage them to utilize AidMatrix, an online portal where they can register those goods and be matched with a recipient organization. AidMatrix has proven effective in limiting the physical influx of goods into a disaster affected area.

If a donor still wants to donate new or used goods, then this plan establishes a framework for coordinating with ENLA and NVOAD to set up a warehouse and distributions sites with NGOs who have the technical expertise in the intake and distribution of donated goods.

SEQUENCE OF OPERATIONAL ACTIVITIES -- MONETARY DONATIONS

Processing of Funds

The fund established by CCF will be for private donations from individuals, businesses, services clubs, organizations, and large corporations. The fund **will not** be responsible for handling any government funds. The following basic processing criteria provides minimal agreed upon requirements:

- A separate fund will be established and maintained as a separate account at all times.
- The goal would be to move money as quickly as possible to critical organizations providing services to those affected by the disaster (some may be pre-identified and pre-qualified by CCF.) The agreement is for funds to be expended by CCF within one year of receipt unless additional agreement is made between the County and CCF.

- Up to 10% of donations are allowed for administrative purposes for direct relief agencies and the CCF.
- Contributions by individual donors will be tracked to ensure that they are provided with the required receipts for their tax-deductible donation.

Fiscal Reporting Criteria

Because no government funds—which often come with specific reporting requirements—are involved, the County will accept CCF’s normal tracking and reporting criteria for the management of funds.

CCFs grant tracking process from recipient organizations is as follows:

1. amount and time period of funding,
2. measurable objectives for use of funds, and
3. reporting requirements
 - a. Grantees are expected to report on progress on achieving objectives.
 - b. Reporting timeline is dependent on \$ amount, timeframe of grant and type of objectives (e.g., for equipment purchases vs. assisting residents).
 - i. Generally, for a grant under \$100,000 CCF expects an annual report for grants of one or two year duration.
 - ii. For grants over \$100,000, CCF expects 6 month progress reports.
 - iii. Grantees are expected to submit an accounting of expended \$ amounts, against the agreed-upon budget; and
 - iv. A final report may be required, depending on grant period.

Reports are reviewed and approved by the program officer, and a summary statement is entered into CCF’s data system.

Monthly updates will be provided from CCF to OEM by month-end of the current month for previous month’s activities, while disaster funds are actively being solicited. Updates will include:

- a. Total amount in fund;
- b. New contributions received for month;
- c. Once disaster fund solicitations end or contributions slow down markedly, monthly reporting ends.

CCF will notify OEM when the RFP has been released. When the Board of Directors has approved grant recommendations, CCF will provide OEM with a list of grant recipients, including name, amount and brief purpose statement.

Establish Needs Qualifications & Criteria

CCF will determine the eligibility and criteria for funding agencies after a disaster. For example, during the November 2008 Sylmar Wildfires, eligible grant applicants were required to:

- Be a non-profit organization with tax-exempt status under Section 501(c) (3) of the Internal Revenue code and not classified as private foundation.
- Primarily serve residents affected by the November 2008 Sylmar Wildfire.
- Not discriminate in the hiring of staff or the provision of services on the basis of race, religion, gender, sexual orientation, age national origin or disability.
- Have completed and submitted CCF's 2008 Southern California Wildfire Recovery Needs Assessment Survey and Application (See Appendix)
- Use funding to cover activities and costs that cannot be reimbursed by public agencies.
- Plan on completing all funded activities by no later than 12 months from the date of the award.

SEQUENCE OF OPERATIONAL ACTIVITIES -- IN-KIND DONATIONS

Used Goods - Donations Coordination Team (DCT)

The primary purpose of the DCT is to provide a system to manage the goodwill intent of the public to donate (primarily) used household goods and clothing to help those affected by a disaster. This system is designed to keep these items from collecting at fire stations and city halls thereby hindering response efforts by local jurisdictions. Additionally, the DCT will direct donations to specialized lead organizations, such a LA Regional Food Bank, for food donations or other central collection points for specific types of donations.

The role of the DCT is to coordinate with organizations such as Salvation Army and Goodwill to receive and process used donations. These organizations do this on a daily basis and already have the expertise and knowledge for this function. Some smaller quantities of new goods may also come in thru this system, but the larger bulk offers

from private sector and corporate donors should be directed to AidMatrix. The DCT agencies will provide collection stations to be coordinated by Community Based Organizations from within the OA who have the technical expertise in collection, sorting and distribution of donated used items. All DCT activities will be coordinated through ENLA.

New Donated Goods

Businesses, corporations and organizations will often make donations of new and bulk goods into an affected area in times of disaster. These bulk donations can provide critical and needed resources, such as hundreds of cases of water, baby formula, etc. When a bulk donation offer is received, it is important that the CEOC Logistics Section is aware of the resources and can utilize them in the resource allocation process in the CEOC. In turn, the CEOC will constantly be assessing resource needs and priorities.

The most efficient way to manage bulk donations is through AidMatrix, a web-based donations portal and database. Because so many bulk donations come from the private sector, it is important this branch work closely with the private sector representation in the CEOC.

AidMatrix offers a tremendous opportunity to limit the influx of actual physical donations into an impacted area. As a new system and way of managing donated goods, it is important to utilize a donations portal within the context and framework of the *Resource Allocation Priorities* at the beginning of this document to help make sure resources are getting to where they are most needed and it is not administered on a first come, first serve basis.

AidMatrix

AidMatrix is a national online system that is sponsored by FEMA and utilized by many state and local government entities. AidMatrix will profile the needs of local government and NGOs so that donors can direct assistance to where it is needed and give donors some choice as to where to direct their donations. Conversely, donors may also post an undesignated donation on the portal. Typically, a recipient organization is responsible for the retrieval of a donated good. However, transportation capabilities can also be a donation, often from the private sector.

The portal includes a database function with the capacity to track all donor calls, donation transactions and inventory on a 24/7 basis. This allows for real time reporting capabilities and provides a central clearinghouse on donations management activities.

The AidMatrix Network is a disaster-relief supply chain that allows members to view donations and post specific needs, as well as access warehouse and logistics tools. AidMatrix partners include Accenture, UPS, FEMA, NATO, International Federation of Red Cross and Red Crescent Societies, National Voluntary Agencies Active in Disaster (NVOAD) and numerous governmental partners. It is partnered with over 35,000 different nonprofits, businesses and government agencies worldwide.

Over 40% of the United States has already signed on to AidMatrix. The system was successfully utilized for the 2007 Southern California wildfires. See Appendix G for a description of AidMatrix use in the 2007 California Wildfires.

Countywide Warehouse

While the preferred method of bringing donations into the OA is via AidMatrix, it is probable that people will still show up with “stuff.” If the need for a countywide warehouse (staging area) becomes apparent, a site will be established to process large bulk corporate donations. A request for a warehouse to manage donated goods should be made to ENLA and NVOAD. In turn, NVOAD will typically designate a lead agency for this function. A facility will need to be identified by the CEOC or by an ENLA organization. Private Sector businesses may be able to provide a warehouse for this function and once activation of a warehouse is determined, a facility resource request should be submitted.

If NVOAD is unable to take on the role of lead agency, CEOC Logistics Branch will identify and assign employees as Disaster Services Workers (DSWs) to manage and operate the warehouse for the entire operation or until a NVOAD agency can provide more support.

Once the warehouse (or staging area, if a warehouse is not available) is established, a warehouse liaison will be sent to the Donations Management Unit in the CEOC. A warehouse should be located in proximity to major transportation routes but not too close to severely affected areas. If a countywide warehouse is established, all activities should be coordinated with the DCT.

Private Sector

The integration of the private sector into emergency management response and recovery systems is a critical resource and an important component of donations management.

The private sector and business community:

- Bring critical wanted and needed resources to response and recovery
- Often have the best knowledge of supply and demand in a local area
- Typically has resources for most expedient method of transportation
- Recognize government and NGOs don't have enough resources locally (especially post-Katrina)
- Work with the state legislature to shape laws that to increase the ability for the private sector assist with disaster response, relief and recovery.
 - o For example, Assembly Bill 2796 gives private and nonprofit donors immunity from liability for donating goods, if, among other things, the donor is included on a statewide registry, the goods are provided at no cost to government entities or victims of emergencies, the goods are "safely collected, maintained, and managed," the goods "comply with all applicable federal and state safety laws and licensing requirements," and the goods "have not been altered, misbranded, or stored under conditions contrary to the standards set forth under federal or state laws or by the product manufacturer." ¹

The Homeland Security Advisory Council, Region One (HSAC) is a voluntary, non-partisan coalition of more than 80 senior executives from business, government and academia dedicated to improving regional homeland security and emergency response capabilities in the greater Los Angeles/Orange County metropolitan areas through public-private partnerships. HSAC will help provide coordination of private sector resources in the CEOC.

HSAC is building a database of anticipated resources needs in a disaster. This makes it easier for the private sector to plan ahead and for local government to obtain resources to where they are most needed as quickly as possible. The Donations Management Unit Coordinator should coordinate closely with the private sector representative in the CEOC.

¹ Assembly Bill No. 276, Chapter 363, Approved September 27, 2008

SECTION 3: ORGANIZATIONAL STRUCTURE

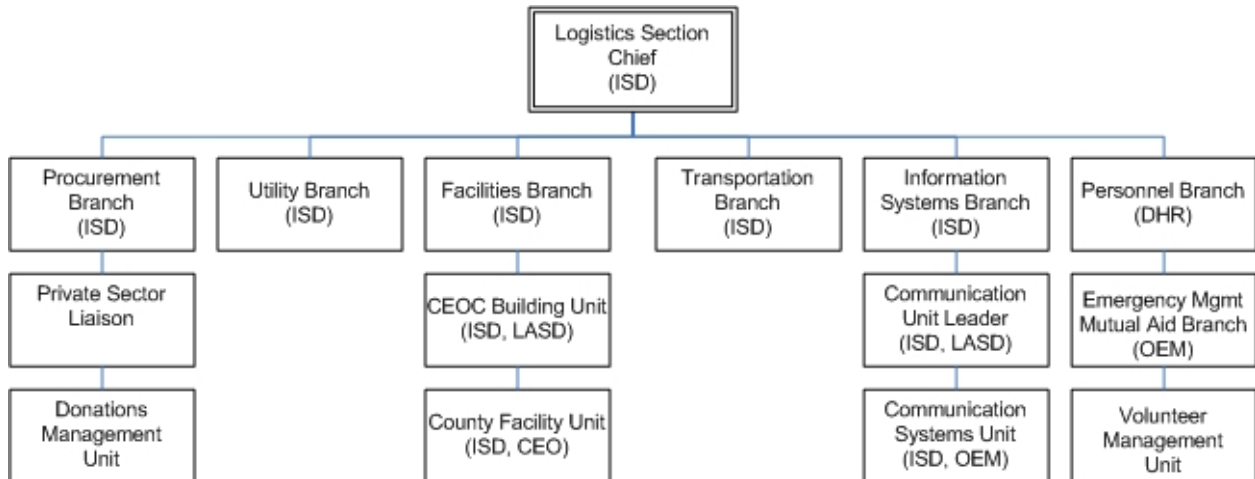
This Annex reflects the organizational structure of the SEMS and the NIMS as outlined in the OAERP. The CEOC may activate based upon a threat or actual event.

The Logistics Section Chief in the CEOC will activate the Annex. Reasons for activating the Annex may include, but are not limited to, the following:

- When the nature of the disaster and/or media coverage prompts inquiries about where money can be donated
- When the nature of the disaster and/or media coverage prompts inquiries about where goods can be donated
- When resources from the public are needed for response, relief and recovery efforts
- A local or state emergency proclamation
- A federal declaration of major disaster or emergency

DONATIONS MANAGEMENT UNIT

The Donations Management Unit may be activated as necessary in any emergency by the Logistics Section Chief. The Donations Management Unit Coordinator will serve as the point of contact in the CEOC for the coordination of donated goods and money for the OA. This position is assigned and staffed in the CEOC by a County of Los Angeles employee.



Logistics Section in the Los Angeles County Emergency Operations Center

The Role of the Donations Management Unit Coordinator is as follows:

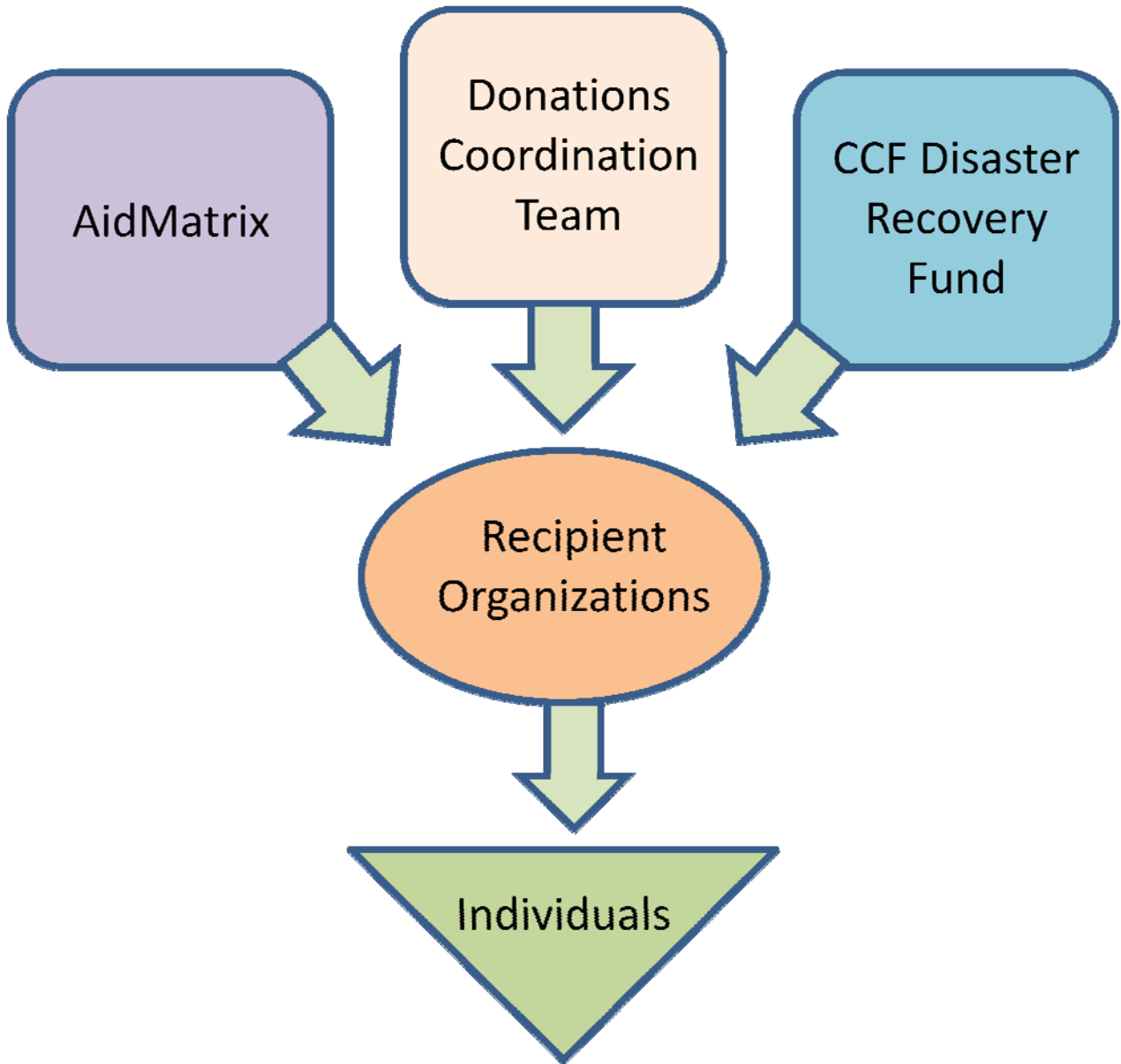
- Coordinate resources within the OA.
- Work with the CEOC PIO to make sure accurate and consistent information is going out to the public regarding the donation of goods and money (See sample press release, Appendix D).
- Coordinate information going to the public about monetary donations for Los Angeles County with the State - CaliforniaVolunteers for monetary donations and California Emergency Management Agency (CalEMA) for in-kind donations.
- Respond to requests from within the CEOC and other agencies.
- Upon activation, notify key partners.

For Monetary Donations

- In the immediate response phase, direct donors to ENLA's website at www.enla.org to give directly to response and relief organizations listed on that site (See Appendix B for list of organizations).
- Contact the CCF as the OA partner for monetary donations. In turn, the CCF will notify United Way and other grant making organizations that a fund will be established.
- Gather from the CCF accurate data on website and phone numbers for directing donors.

For In-Kind Donations

- Activate the AidMatrix Technology Portal to directing donors to register donations and NGOs to register needs in the disaster.
- Activate the DCT through ENLA. If ENLA has a liaison in the CEOC, that person will be the point of contact.
- Coordinate with private sector liaisons.
- If needed, make arrangements to establish a countywide warehouse for large bulk donations. Work with ENLA to establish a lead agency to manage warehouse operations.



Donations Management Model for the Los Angeles Operational Area

SECTION 4: ROLES AND RESPONSIBILITIES

COUNTY OF LOS ANGELES

As designated by California’s Standardized Emergency Management System (SEMS), the County of Los Angeles serves as the Operational Area (OA) for the entire geographical area of Los Angeles, including its 88 cities, special districts and unincorporated areas. The role of the OA is to coordinate resources for disaster response in the County. The role of the OA for donations management is as follows:

- Prepare and maintain this plan and all associated procedures
- Determine need to activate Annex at time of disaster
- Coordinate activation, implementation and demobilization of Annex
- Coordinate and communicate with OA partners for the purposes of providing consistent messaging to the public about how and where to donate
- Work with Long-Term Recovery Committees to direct resources towards emerging and unmet needs

PUBLIC INFORMATION

One of the first and most critical strategies for managing both monetary and in-kind donations is to develop an early coordinated public information campaign to limit the influx of “in-kind” goods and encourage financial donations. (For standardized messaging, see FEMA/NVOAD Brochure, Appendix E.) Upon activation, the CEOC will work closely with the Joint Information Center (JIC) to provide consistent messaging to the public about where they can donate. A template press release is included as an appendix to this plan which can be modified and utilized in any disaster. (Appendix D)

Additionally, 211 LA County will also be a critical source of information for the public. The County will utilize the 211 system, in addition to other resources identified in the OA Emergency Public Information Plan, to disseminate information regarding how and where to donate following a major disaster.

Once activated, critical messaging to the public for donations management includes:

- Encourage monetary donations to the Relief Fund established by the CCF
- Promote utilization of a web-based donations portal for donating in-kind goods
- Indicate types of donations needed, ONLY if they are needed

- ❑ If a warehouse is established and at some point it is determined by Logistics that information about the warehouse should go to the public, provide location and drop-off procedures

JOINT INFORMATION CENTER (JIC)

The JIC is a temporary organization established during emergency events that provides response agencies with a means to pool communication resources and ensure that consistent and accurate information is released as quickly as possible to the public and news media. The agencies involved work cooperatively to accomplish these goals and the establishment of a JIC ensures that viewpoints from all response agencies are taken into account.

The JIC is organized into central functions with an assigned lead for each functional area. The Lead Public Information Office (PIO) and the JIC Manager are part of the Command Unit and oversee the functional units of the JIC. The JIC will work in very close coordination with the Command Unit of the CEOC. The JIC is a critical resource for disseminating consistent information to the public regarding donations management. The operational components of a JIC in the OA are addressed in the Emergency Public Information (EPI) Plan.

CALIFORNIA COMMUNITY FOUNDATION (CCF)

The CCF, like other community foundations, is a grant making organization that possesses a unique knowledge of the local community and its needs. CCF processes hundreds of charitable gifts per month and works extensively with thousands of non-profit organizations in Los Angeles County on an annual basis. CCF is a respected entity with the capacity and ability to process donations ensuring financial security, transparency and accountability.

For these reasons, CCF has been identified by leaders in emergency management and non-profit sector as a natural lead agency for the management of monetary donations into the Los Angeles area following a major disaster. One of the primary goals of engaging a community foundation or similar agency in this role is that it enhances the ability to direct donations to a wider range of organizations involved in recovery, particularly smaller local organizations that are not supported by large national organizations although they provide critical services. These smaller organizations often play a key role in providing services to may at-risk and vulnerable populations.

EMERGENCY NETWORK LOS ANGELES (ENLA)

ENLA is the local VOAD for Los Angeles County and is an affiliate of the National Voluntary Organizations Active in Disaster (NVOAD) and the Southern California VOAD. (See Appendix C for more information on roles of national VOAD organizations.) ENLA is a network of non-profit, community-based organizations (CBOs), and faith-based organizations (FBOs) throughout the OA. Collectively, these organizations provide assistance to individuals, families and need populations following emergencies and disasters. ENLA's mission is to enhance the capacity of non-profit, community, and faith-based organizations, government agencies and the private sector for preparedness, response and recovery to disasters in Los Angeles County by facilitating cooperation, communication, coordination and collaboration. ENLA is a California non-profit charitable corporation under IRS section 501(c) ³. The organization is governed by a Board of Directors comprised of representatives from CBOs, FBOs, national disaster agencies including the American Red Cross and Salvation Army, and non-voting government representatives. For a list of ENLA member agencies, please see Appendix B.

COUNTY EMERGENCY OPERATIONS CENTER (CEOC)

Each Section of the CEOC (when activated) may impact a donations management effort operating in the OA. The Roles and responsibilities of each section on the CEOC as they may impact donations management are summarized below.

MANAGEMENT SECTION

The CEOC will facilitate coordination among all responding agencies and disciplines. Areas of special concern for CEOC Management include:

- Information sharing and dissemination to the public and partner agencies.
- Coordination of response activities in the OA.
- Dissemination of public information in the response phase of an emergency.

County Sheriff's Department

- By County ordinance, the Sheriff is the Director of Emergency Operations during declared emergencies. The Sheriff's Department also manages CEOC operations as the CEOC Manager.
- Responsible for management of CEOC operations.
- The responsibility for a coordinated public information function during disasters is assigned to the Sheriff.
 - Appendix E provides sample standardized public information messages that may be used during an event.

Chief Executive Officer (CEO)

The County CEO is responsible for issuing recovery policy and guidelines to County departments directing restoration of County government services.

OPERATIONS SECTION

Areas of special concern for the Operations Section include:

- Managing emergency operations
- Coordinating with California Emergency Management Agency (CalEMA) Southern Region for mutual aid and resource requests
- Coordination with utility companies
- Coordination with County Public Health on health impacts
- Coordination with Department of Public Social Services (DPSS) on refuge areas and sheltering needs
- Coordination with Animal Control on care issues, including care, shelter, and possible public health concerns

County Sheriff's Department

The Sheriff's Department serves as the lead for security, access control and traffic/crowd control.

County Fire Department (Fire)

Fire's mission is to protect lives, property, and the environment by providing prompt, skillful, cost-effective fire protection and life safety services.

Department of Public Works (DPW)

DPW leads and coordinates advance planning to pre-designate potential major evacuation routes for unincorporated areas.

Internal Services Department (ISD)

ISD serves as lead representative for utilities concerns.

Department of Health Services (DHS)

DHS provides and coordinates medical and public health services during disaster response.

Department of Public Health (DPH)

Public health services may include preventive health services such as control of communicable diseases; coordinating inspection of health hazards in damaged buildings; inspection of vital foodstuffs, water, drugs and other consumables; mosquito and other vector control; and detection and identification of possible sources of contamination dangerous to the general physical condition of the community.

Department of Mental Health (DMH)

DMH is the government agency assigned to provide for the psychological and emotional well-being of the community as well as individual victims of a disaster.

Department of Public Social Services (DPSS)

DPSS is designated as lead for the Care and Shelter Branch in the CEOC. DPSS is the government agency assigned to provide for the emergency care and shelter needs of disaster victims during disasters. DPSS performs their care and shelter mission in partnership with the American Red Cross and with support from the County's VOAD, ENLA. The Care and Shelter Branch will work closely with the Donations Management Unit in the Logistics section to ensure that the emergency shelters receive the goods required to support operations.

Parks and Recreation

Parks and Recreation will assist with care and shelter issues in coordination with DPSS.

American Red Cross

Congress mandated the American Red Cross (ARC) to provide care, shelter and Disaster Victim Inquiry assistance for victims of natural disasters. DPSS works in cooperation with the ARC to provide these services following a natural disaster.

PLANNING AND INTELLIGENCE SECTION

Planning/Intelligence may include units that address emergency management and concerns specific to planned donations management activities.

LOGISTICS SECTION

Areas of special concern for the Logistics Section include:

- Activating and directing the Donations Management Unit, Private Sector Liaison and other Units and Branches intended to support this Annex and donations management activities.
- Procurement and mutual aid assistance for issues that cannot be resolved through normal means

Internal Services Department (ISD)

ISD is designated as lead for the Logistics Section in the CEOC in the CEOC. ISD will expedite requests for disaster-related purchases of supplies, services, equipment, and facilities required for both the response and recovery phases. ISD will also assist impacted cities having difficulty with procurement, or specific requests. Cities have financial responsibility for goods and services the County procures at their request.

FINANCE, ADMINISTRATION AND RECOVERY (FAR) SECTION

Areas of special concern for this section include ensuring that finance and administrative actions in support of OA Emergency Response and Initial Recovery operations are begun early and performed in a manner that will facilitate meeting the requirements of State and Federal guidelines for disaster operations.

Chief Executive Officer (CEO)

- During operations, CEO performs its assigned function of local, State and Federal coordination, CEOC management support, initial recovery, and status reports to the Board of Supervisors.

SECTION 5: TRAINING AND EXERCISES

All County training and exercises will be in accordance with the County's training schedule. This schedule may include: response exercises, awareness workshops, responder training, and joint training with County departments, cities, ENLA and various other agencies as appropriate. Local jurisdictions are encouraged to participate in joint training and exercise opportunities and include donations management in comprehensive exercise programs.

SECTION 6: MAINTENANCE

This Donations Management Annex is developed under the authority of Los Angeles County Office of Emergency Management. The staff of the OEM is responsible for developing, maintaining and drafting revisions to the Annex consistent with the jurisdiction's schedule for updating the emergency response plan. The Annex may also be modified as needed after an incident, exercise or changes in procedures, law, rules or regulations pertaining to volunteer management. Staff will submit annex revisions to the Emergency Management Council in accordance with local ordinances for approval.

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APPENDICES

Appendix A - Volunteer and Donations Management Support Annex, National Response Framework

Appendix B – ENLA Member Agencies

Appendix C - NVOAD Agency Roles and Responsibilities

Appendix D - Sample Press Release

Appendix E - FEMA/NVOAD How to Donate or Volunteer Successfully

Appendix F – CCF Sylmar Fire Sample Grant Request Form

Appendix G - AidMatrix – California Wildfires

Appendix H – Local Contact Information