

United Way World View



United Way's Response to Haiti Field Update: February 24, 2010

The response to the earthquake in Haiti is one of the largest the world has ever seen, and coordination of resources, personnel and aid has been challenging for many organizations.

While we've provided some immediate aid—through our networks, United Way has distributed water, juice, over-the-counter medicines, first aid products, protein bars, canned foods and cleaning supplies—we continue to communicate to our donors that United Ways' most important role is to assist with long-term recovery efforts. Our experience has taught us to be deliberate as we consider how best to invest their donations to help those affected by the disaster.



Pictured are Brian Gallagher, UWW president and CEO, actor Harrison Ford, and Dr. Barth Green, founder of Project Medishare. Ford donated his private plane to fly Dr. Green and others to Haiti with medical supplies.



United Way of Miami-Dade Volunteer, Michael Capponi (in the Live United hat), en route to Haiti with Project Medishare volunteers. Nearly 300 doctors and medical personnel, along with 25,000 lbs of medical supplies are being shipped into Haiti under this grant.

Through our partnership with **Polo Ralph Lauren**, we have made an initial grant to **Project Medishare** to transport medical volunteers and supplies, as well as food and water, to Haiti, and we are developing a plan for how the balance of the [United Way Worldwide Disaster Fund](#) will be invested.

Additional developments in the United Way Haiti response:

- **United Way of New York City** and the Brooklyn Community Foundation launched the NYC Haitian Community Hope and Healing Fund. The Fund is a long-term initiative that will help strengthen New York City community-based organizations so they can most effectively serve the anticipated increased number of people affected by the Haiti earthquake who need assistance.
- **United Way of Palm Beach County** raised \$45,000 and has distributed the first portion to Missionary Flights International (MFI). Their Board met last week to approve additional funds to MFI as well as Communities in Schools to support the needs of Haitian children coming into their community.
- **Switchboard of Miami**, which operates the 2-1-1 program, is recruiting volunteers to provide grief counseling and is offering services at Miami-Dade County welcome centers including Homestead, St. Thomas University and Miami International Airport. Potential volunteers must pass a mandatory background check. As of February 3, 17,000 people entered Florida through the Repatriation program. Among those, 195 are medical evacuees—23 remain hospitalized.

- **United Way of Thailand** presented United Way Worldwide Board Member, Arthur Bellis, with a check for \$5,000 for the United Way Worldwide Disaster Fund to go toward our recovery and rebuilding efforts in Haiti.
- In response to the crisis in Haiti, women's fashion retailer, **New York & Company**, is helping raise funds for the United Way Worldwide Disaster Fund. New York & Company will collect donations in every one of its 580 stores and online at nyandcompany.com. The company is asking every customer to add any amount to their purchase and has generously agreed to match 100% of customer donations up to \$100,000. United Way is excited to partner with this national brand to help Haiti rebuild in the weeks, months and years ahead—because, as the marketing for New York & Company explains, “The Recovery is Just Beginning.”
- **Polo Ralph Lauren** continues to make giving fashionable with the sale of their limited edition [Haiti Relief Polo Shirt](#) to benefit the United Way Worldwide Disaster Fund. 100% of the proceeds from online and in-store sales of the Polo Shirt, along with a corporate contribution, and an employee and corporate matching program will be donated to the Disaster Fund. United Way is proud to partner with Polo Ralph Lauren to raise funds for the relief efforts in Haiti. Buy your polo today to lend your support!

Financial Donations

Can be made at: www.unitedway.org/haiti

Text-to-Give: In the U.S., \$5 donations can be made by texting HAITI to 864833 (“United”). Standard text messaging rates apply.

Contact at United Way Worldwide

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