

**aidmatrix**<sup>®</sup>  
Right Aid. Right People. Right Time.<sup>™</sup>



## 2009 Annual Report





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# The Right Aid to The Right People at The Right Time™.

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# LETTER FROM SCOTT MCCALLUM

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Aidmatrix entered 2009 with two main goals: enabling our partners to efficiently manage their Disaster/Hunger/Medical Relief and Humanitarian Aid and simultaneously ensuring the long-term financial sustainability of our work.

Amidst the disasters in the Pacific Rim – most notably in the Philippines and American Samoa, Aidmatrix worked at the request of government and leading relief agencies in their mission of caring for those impacted by disaster. Continuing with Disaster Relief, we embraced an opportunity in India via a strategic partnership with CSO Partners, a nongovernment organization connected to the Indian government, helping them expand their effectiveness in private sector engagement to address India's disaster and humanitarian relief needs. The disaster relief efforts also expanded to serve our NATO member instances. Our hunger relief systems continue to expand in reach and efficacy. More than 25,000 hunger agencies now directly access Aidmatrix systems to receive the food and related items needed to care for over 30 million Americans in need.

Of course on the financial side, 2009 was a difficult year for the global economy. Charities in the USA and around the globe faced unprecedented challenges. As for Aidmatrix, while the size of the major funding programs we received was down, we actually retained all of our current social investors and received new grant investments as well. In addition, with tough economic conditions, charities and governments must do more with less, and thus many more have turned to Aidmatrix to help them do just that. The corresponding co-pays have increased significantly for Aidmatrix. This enabled us to both a) experience a significant increase in total service revenue received and b) maintain cost stability with our current Aidmatrix user base. We finished 2009 in a very strong cash and contract situation, which should help position us well for flexibility and to weather the current economic storm.

2009 was another year for new steps for The Aidmatrix Foundation. As I write this letter summarizing 2009, the tragic events in Haiti are still unfolding. We deployed staff as first responders on the ground while the aftershocks were still playing out, helping our partners such as CARE with logistics efforts well beyond technology. It is an honor to be asked to provide support in the most critical days after a tragedy. I am proud to lead a team of committed individuals that are willing to go into the harshest environments at significant personal risk to make a difference at a time of greatest need.

None of the successes would be possible without our supporters and the relief organizations both with which we are proud to partner. We are fortunate that investors such as Accenture, UPS, Motorola, The Meadows and King Foundations, as well as new funders such as AT&T, and the thousands of individual supporters see how a single investment in our efforts makes a difference in the efficacy of tens of thousands of relief efforts. We are equally honored with the privilege of applying our unique skills to serve at the pleasure of 40,000 organizations – enabling them to maximize impact for those in need around the globe.

Respectfully submitted,

Governor Scott McCallum  
CEO and President, Aidmatrix Foundation, Inc.

## MISSION STATEMENT

*To help relief agencies accelerate and increase the delivery of assistance to people who are suffering as a result of poverty or disaster by mobilizing The Right Aid to the Right People at the Right Time.*

# MARKET DEVELOPMENT & PROGRAM DELIVERY

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Our programs are growing from a strong U.S.A.-partnership focus to becoming the leading solution provider to international non-governmental organizations (NGOs) and governments. To this end, The Aidmatrix Foundation, Inc. is raising brand awareness in our target audiences and creating key partnerships in an effort to connect donations with those in need.

Aidmatrix's international work is increasing with the help of contributions and agreements with our new key partners. In 2009, Aidmatrix received a sizable contribution from AT&T<sup>1</sup> to help expand humanitarian relief in Central and Eastern Europe. A build-out of the use and adoption of the Aidmatrix technology will provide countries in Central and Eastern Europe, beginning with programs in Romania and Slovakia, with access to an organizational infrastructure to get donated products and supplies into the hands of those who are in greatest need, particularly following natural disasters.

The adapted system will also serve as an ongoing structure to be used broadly for daily food and medical relief, a model that has been deployed successfully in the United States. The 2009 agreement between The Aidmatrix Foundation and the International Federation of Red Cross (IFRC) to make IFRC's warehousing system available to Red Cross and Red Crescent Societies worldwide is also helping increase Aidmatrix' global efforts. The goal of the agreement is to increase standardization of systems and enhance collaboration amongst 186 national societies worldwide. "IFRC knows very well the value of collaboration," notes Hugh Peterken, Head of the Information Systems Department for IFRC in Geneva. "We work closely with national societies all over the world to provide assistance to vulnerable people in disasters and health crises. With this project we can enhance our communication by creating linkages at the technical level to support the human relationships."

The Aidmatrix Foundation also received a large grant from The UPS Foundation, in 2009. The grant will be used to assist in the international expansion of the Aidmatrix transportation aid relief program. The UPS Foundation is also matching this grant with donated transportation. "The UPS Foundation has seen the tangible impact of the Aidmatrix Network on relief efforts in the U.S. - so we are proud to support this effort to transform relief operations around the globe," said Ken Sternad, president of The UPS Foundation. The technology and processes built in the Aidmatrix program provide a framework for international NGOs to manage the transportation of commodities worldwide. As more international organizations make use of these solutions, Aidmatrix continues to actualize the vision of helping to connect constituents and humanitarian aid. This program also enables companies like UPS to utilize a system to manage and report all of their domestic and international in-kind donations.

## Hunger Relief Overview

Through partnerships with Feeding America, Global Foodbanking Network, United Nations World Food Programme, and other global food banks and hunger relief programs, Aidmatrix is helping connect more food with the hungry through our hunger relief solutions. The result is that less food goes to waste and more food makes it to organizations that serve the hungry. Each month our food bank partners around the globe move more than 50 million pounds (26.7 million kilos) of food into the hands of more than 35,000 local hunger and relief agencies using Aidmatrix solutions.

**96 billion pounds (43.5 billion kilos) of food goes to waste each year in the U.S. alone while 36.2 million+ Americans struggle with hunger.**

## Hunger Relief 2009 Highlights

### Feeding America

Together in partnership with Feeding America, Aidmatrix has developed several online hunger-relief solutions: DonorExpress™, AgencyExpress™, the Choice™ System, and the Virtual Aid Drive™. These technologies are tools that help Feeding America enhance the way they fight hunger in America. Combined, DonorExpress™ and Choice™ process more than 550 million pounds of food per year. The AgencyExpress™ program enabled Feeding America to deliver more than 220 million pounds of food to families all over the U.S. in 2008. In today's economic climate, the number of hungry people and families is on the rise so it is critical that Feeding America has tools that increase their efficiency. Aidmatrix and Feeding America look forward to working together to continue to provide excellent tools to serve hungry Americans. In 2009, Aidmatrix continued that investment and delivered several enhancements and new versions to these products.

"Aidmatrix is a long-term partner who has delivered creative and high-quality results and continues to invest back into the partnership to help us in our fight against hunger," stated Maria Hough, Vice President of Logistics for Feeding America. Tim Donovan, from the St. Louis Area Foodbank stated, "We have added AgencyExpress™ to our network, and our entire operation has been simplified. Our 400+ member agencies now have access to a larger supply of food, helping them provide more aid to people in need."

### Global Foodbanking Network

Aidmatrix and the Global Foodbanking Network (GFN) expanded our partnership and to help them in their global fight to reduce hunger. As an initial contributor to GFN's launch, we are proud to see GFN's impact expanding around the globe. Our partnership with GFN provides a platform for Aidmatrix to provide thought leadership as well as process and technology solutions to hunger relief efforts around the globe.

- South Africa

Aidmatrix joined GFN's Accenture Development Partners to support local leaders passionate about the hungry to launch the Food Bank for South Africa. Aidmatrix provided strategic, business process and technology services to the efforts, pre-launch. Aidmatrix provides ongoing Social Media and financial donations management technology support as well as financial managed services to the effort.

- India

Aidmatrix worked alongside GFN in laying the groundwork for a national foodbanking network in India. Representatives from government, industry and the charitable sector came together in late 2009 to launch the initiative.

## Medical Relief Overview

At Aidmatrix we believe that “Healthier citizens build healthier communities” so Aidmatrix works with our partners in the medical-relief supply chain to efficiently moves medical donations to ailing communities around the world by forming critical partnerships. Members in this chain of humanitarian aid include pharmaceutical organizations, medical supply manufacturers, resellers to hospitals, free clinics and relief agencies. Together this community works to provide donated and/or discounted relief to agencies that serve the poor and uninsured around the world.

**More than 2 million tons of medical products are destroyed each year in the U.S alone while more than 200 million people, including 80 million children, suffer from inadequate medical care.**

## Medical Relief 2009 Highlights

### Aidmatrix Partners with the King Foundation for Medical Relief in North Texas

In 2009, Aidmatrix partnered with the Carl B. & Florence E. King Foundation to increase the impact of medical relief program in North Texas. Aidmatrix also partners with the National Association of Free Clinics (NAFC) to provide FreeClinicLink™, an award-winning, online solution that enables Free Clinics to order discounted and donated supplies and increases their capacity to serve the uninsured in more than 200 clinics nationwide. Through the King Foundation, this program will be more fully developed in North Texas. The partnership with the King Foundation will enable more uninsured families to receive increased medical care in North Texas as more clinics are given access to the tool. The program will build capacity for Free Clinics in the Dallas / Fort Worth area and enhance the healthcare options for the uninsured in North Texas. These Free Clinics provide benefits to the aging population, children and youth as well as indigent individuals in their communities. The program goals include increasing the number of clinics, so that potentially 2,500 new families in North Texas will receive needed medical attention, and moving more than \$5 million dollars of medical supplies to North Texas Free Clinics.

### Aidmatrix and Project HOPE Partner to Improve International Medical Relief Efforts

Aidmatrix also partnered with Project HOPE, an international health education and humanitarian assistance organization, to use the Aidmatrix In-Kind Donations Management Module to connect Project HOPE’s international partners in more than 35 countries worldwide. “The partnership with Aidmatrix will strengthen Project HOPE’s processes and operations and help us achieve our mission of creating and delivering sustainable advances in health care to developing nations around the world,” said John P. Howe III, M.D., President and CEO of Project HOPE. With relief partners on five continents, Project HOPE will rely on Aidmatrix to help remove barriers and improve efficiencies for better communications between all parties.

### Aidmatrix Partners with MedSurplus Network to Expand Medical-Relief Opportunities

The MedSurplus Network is currently a collaboration of five U.S. humanitarian medical relief organizations with the goal of improving the quality of donations for medical supplies, medical equipment and medicines. The new network seeks to work in closer collaboration with donors and other relief NGOs to improve the coordination and the sharing of knowledge and experiences. *“With the MedSurplus Network, we want to build a community that enables all of our organizations to provide better aid to more people. Aidmatrix provides us with an online network that improves the way we communicate and collaborate with each other. In turn, we are able to more efficiently reach our joint mission of improving healthcare for medically underserved people around the world,”* stated A.B. Short, Board Director of the MedSurplus Network. The Aidmatrix In-Kind Donations Management Module will enable the members of the network to share product and needs. Together the founding members of the network move more than \$45 million of aid and ship approximately 600 containers of relief supplies on an annual basis to more than 100 countries worldwide.

## Disaster Relief Overview

### National Donations Management Network (NDMN) with FEMA

The National Donations Management Network, powered by the Aidmatrix Network®, is a U.S. national relief coordination system funded by FEMA, the UPS Foundation, Accenture, and other partners of Aidmatrix to better manage unsolicited donations and volunteers. It connects governments, donors and Voluntary Organizations Active in Disaster (VOAD), at the National, State and local levels. Through web-based tools, paperwork is reduced for processing donations and allows for easy information sharing. One of the benefits of the NDMN is that it enables donors, corporate and individual, to see the real-time needs and offer a donation without actually sending it to the disaster community. This simple step empowers States, and their nonprofit partners, to review an offer before it is moved, saving transportation, staffing and potential warehousing costs.

The NDMN also facilitates collaboration and communication between states, enabling offers of aid to be easily shared. Private sector and government partners leverage the framework. For example, the American Logistics Aid Network (ALAN), Business Executives for National Security (BENS), NORTHCOM, and RxResponse have portals on the National Donations Management Network that enable them to amass the needs and share them with their constituents. The NDMN enables them to efficiently share needs and provide aid to the communities in need. The National Donations Management Network (NDMN) covers more than 81% of the United States' population. The program, powered by the Aidmatrix Network®, serves State governments and State Voluntary Organizations Active in Disasters (VOADs) and includes a winning combination of technology, partnership and community. The net result is more people getting helped more quickly. And that is how Aidmatrix approaches our humanitarian relief around the world: bringing the Right Aid to the Right People at the Right Time™.

The primary responsibility for managing donations during disaster response remains with the States. If States choose to use the NDMN, they sign an agreement and the core program is provided at no cost. Though States are not required to use the NDMN, FEMA encourages them to do so because it links the various parties involved in disaster assistance. States also have agreements to support each other during a crisis. Though much of FEMA's work is with the States, the agency is committed to promoting voluntary organizations as the first place the private sector turns to respond to an emergency. FEMA encourages individuals who want to donate time to affiliate with a voluntary organization and participate that way.

## A Partner Success Story

*Adventist Community Services (ACS) has been providing emergency relief in response to disasters for over 100 years and in 1970 was one of the founding members of the National Voluntary Organizations Active in Disaster (NVOAD). One of the major roles they fulfill in disaster management is managing a warehouse on behalf of an affected state(s) to help nonprofits who are serving those affected by the disaster. As times have changed, ACS has seen the need to reduce paperwork and increase communication and visibility between the donor community and relief agencies. Charlene Sargent is a Regional Coordinator for ACS. She leverages the Aidmatrix Network® and works to educate the donor community on how to donate more effectively. We are helping to connect people-with-goods to an organization that directly helps people-in-need. The [Aidmatrix] NDMN is the tool we use to do this", she stated. Since this undertaking, ACS has seen fewer miscellaneous bags of donations. As Ms. Sargent explains, posting needs on the Aidmatrix portals has helped to connect people to ACS to better fulfill our needs, instead of donating useless items. ACS was an early adopter of the Aidmatrix technology and has used it in numerous disasters since 2005 to facilitate relief for wildfires, floods and hurricanes. Their experience helped further refine the Aidmatrix technologies available today. During the 2008 hurricane season, for example, ACS centers in Texas, Louisiana, Mississippi, and Alabama posted their needs for items like construction materials, diapers, food, cleaning supplies, and more. In response to these needs, ACS received calls from eager donors across the country - Florida, New York, Virginia, San Francisco, and New Mexico - who saw the needs and wanted to help. In another example, ACS posted a need for cleaning solution on their Aidmatrix Network web portal for the Hurricane Ike recovery efforts. A business donated 62 pallets of cleaning solution against that need. ACS was then able to receive donated transportation services from UPS to move the offer from Arkansas to Texas. All of this was possible because the need was visible on the portal using the Needs Management, In-Kind Donations Management, Online Warehouse, and Transportation Donations Management modules.*

## **Disaster Relief 2009 Highlights**

### **8 States / Territories Join the National Donations Management Network Program (NDMN) in 2009**

The States of Alaska, Illinois, Kansas, Kentucky, Maine, Nevada, North Dakota, and West Virginia all joined the National Donations Management Network (NDMN) program in 2009. American Samoa joined following the tsunami in September 2009. Casey Cook, from Alaska Emergency Management states, "Joining the NDMN is a step towards a more organized and efficient method for managing donations and volunteers during a disaster. Alaska is so vast that the need to quickly connect and transport resources and volunteers with people in need is extremely important during times of disaster. We are excited to have the NDMN as a resource for our emergency response plans and in our disaster preparedness training." Jimmy Gianato, Director of the West Virginia Division of Homeland Security & Emergency Management, states: "We believe Aidmatrix will help us respond more effectively to the needs of West Virginians during future disasters, and will enable our citizens to more effectively assist those who suffer from the effects of future disasters in other states. Although we do not look forward to the next disaster in West Virginia, we do look forward to using this resource when the next disaster does occur so the recovery of our people can occur more rapidly and completely than in the past."

### **Aidmatrix Partners with Children International to Enhance Relief to Impoverished Children Worldwide**

Aidmatrix partnered with Children International, a nonprofit humanitarian organization dedicated to bettering the lives of impoverished children, their families and communities. This partnership helps streamline the donations that Children International distributes to their supported agencies worldwide. Children International President and CEO James Cook states, "At Children International, we always look for ways to make our programs run as efficiently and effectively as possible. The key to a successful product donations program is moving items to where they are most needed as quickly as possible - and get them in the hands of a poor child. It's about getting the right pair of shoes or the right book to the right child at the right time. Aidmatrix is helping us do that, and we are very excited about the partnership." During their last fiscal year, Children International distributed donated products with an estimated value of \$45 million+ through their agencies. They estimate that these donations benefited the lives of more than half-a-million children and their families.

### **Aidmatrix Partners with the Pan American Development Foundation (PADF) to Enhance Disaster Relief in Latin America and the Caribbean**

Aidmatrix extended its global work in 2009 by partnering with the Pan American Development Foundation (PADF) which is an independent, non-profit organization that creates public-private partnerships to assist the least advantaged people in Latin America and the Caribbean. The PADF joined the Aidmatrix Network® to use the supply chain technology to manage the donations for humanitarian relief throughout their area. PADF focuses on creating sustainability in developing countries, strengthening local communities and enhancing disaster preparedness and response in those countries. The partnership will help to promote disaster mitigation and risk reduction. Christine Herridge of PADF states, "Aidmatrix technology enables thousands of organizations, companies and agencies to collaborate with needs specified by local, national and regional authorities. The synergies will enable an exponentially greater capacity to leverage available cash, in-kind resources, volunteers and more to attend to urgent needs throughout the hemisphere." Through this partnership, PADF will impact millions of lives in Latin America and the Caribbean.

### **Cyclone Aila Relief Efforts Helped by Aidmatrix India Launch of Corporate Disaster Resource Network (CDRN)**

The CDRN inaugural roundtable was held at the National Disaster Management Authority, NDMA, in New Delhi on April 28, 2009. The objective was to share information about the best mechanisms to match needs with supplies, so that when a disaster strikes, India would be ready. Cyclone Aila followed directly in May leaving a trail of destruction on the Eastern Coasts of India and into Bangladesh impacting more than 2.3 million people according to the Associated Press. Both central and state governments provided relief, and since the cyclone hit, the CDRN team is in continuous contact with relief agencies in Bengal.

## ***Transportation Relief Overview***

One of the integral problems in humanitarian relief is that of transportation. Donations can be quickly matched with pending needs, but how do organizations get them from the donor to where they are needed most? In 2009, Aidmatrix deployed a tool for the transportation challenge in the form of a Transportation Network which was sponsored by UPS and the UPS Foundation as well as other supporters.

## ***Transportation Relief 2009 Highlights***

### **Texas Food Bank Network (TFBN) Partners with Aidmatrix to Lower Transportation Costs for Food Banks & Increase Meal Distribution**

In early 2009, Aidmatrix formalized a partnership with the Texas Food Bank Network (TFBN), which enables the food banks to leverage resources and aggregate purchasing power to reduce transportation costs. The program was designed to provide a single entry point for food banks to enter transportation needs that can be met by various providers and donors, as a part of the Aidmatrix Network® for humanitarian relief. By leveraging the buying power of the TFBN, the total savings for Texas food banks from using the system so far has allowed for 65,000 extra meals to be served across the State, with the average savings per load being \$449.55. "The Texas Food Bank Network (TFBN) member food banks have seen substantial savings in their transportation budgets when utilizing the Aidmatrix/TFBN transportation load board. Transporting food to fill warehouses is a major cost to our operations and in the past year these costs have risen considerably. The partnership between TFBN and Aidmatrix that developed this cost saving tool has been a great value to the Network," stated Barbara Anderson, State Director for the Texas Food Bank Network. The program, which went live in the third quarter of 2008, celebrated its one year anniversary in the fall of 2009 with a proven reduction of 10% in transportation costs. It continues to grow as more food banks are posting needs for transportation, and more transportation providers are responding. The UPS Foundation provided original sponsorship of the Aidmatrix Network®, which enabled development of the Transportation Donations Management module used by the TFBN. The Texas Transportation Program has produced a competitive marketplace between transportation providers. A total of 671 discounted transportation offers were offered by the transportation providers. This competitive marketplace generated more than \$25,000 in savings.

### **Aidmatrix Partners with the UPS Foundation**

Aidmatrix has found from many discussions with our relief partners that getting the donation to that last mile is often the largest challenge relief organizations face. We partnered with UPS to help address issue of transporting donated products and supplies. In 2009, Aidmatrix received a \$250,000 grant from The UPS Foundation, the charitable arm of UPS. The grant was used to assist in the international expansion of the Aidmatrix transportation aid relief program. The UPS Foundation also matched this grant with \$250,000 in donated transportation. The technology and processes built in the Aidmatrix program provide a framework for international NGOs to manage the transportation of commodities worldwide. These improvements also will enable companies like UPS to utilize a single system to manage and report domestic and international in-kind donations.

# TECHNOLOGY/SOLUTION DELIVERY

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The Aidmatrix Foundation successfully released the Spring '09 version of the Aidmatrix Network® for Humanitarian Relief. This suite of award-winning supply-chain management, volunteer management and fundraising applications expands its core set of solutions with new modules for comprehensively managing a relief organization's changing needs for volunteers and its overall transportation assets. In addition, several new features include enhancements to the volunteer registration process and in-kind donations management donor-registration process. The total of this new functionality adds substantial strength and efficiency to the end-to-end processing of humanitarian relief for NGOs around the world. The results of its Summer '09 release of the Aidmatrix Network for Humanitarian Relief was very successful. Two major additions to the Supply Chain Management Suite include the Asset Registry Module and the Location Control Configuration for the Online Warehouse Module. The Asset Registry module assists members of the disaster relief community in preparing for disasters by pre-registering assets that can be made available during disasters. The new Location Control Configuration option available for the Online Warehouse module provides updated functionality for those NGOs who manage perishable goods or who participate in long-term recovery or development efforts.

## *New Modules*

### **New Asset Registry Module**

The new Asset Registry module is designed to enable government offices of emergency services to pre-register private-sector assets that will be needed for emergency response. Non-governmental Organizations (NGOs) and local businesses can coordinate with the local government emergency services to pledge assets such as generators, trucks, heavy equipment, etc., for use during a disaster. This way the emergency offices have a record of who to call to get the equipment needed when a disaster strikes. The system coordinates the details of the offer, contact information, costs and workflows to obtain the equipment. Both the NGOs/businesses and the government offices can update the registry information online 24x7 and check assets in and out as they are committed during relief efforts. This simple-to-use tool can greatly expedite the flow of disaster services to those in need by providing instant communication tools between members of the relief community.

### **Location Control Configuration for the Online Warehouse Module**

The Location Control Configuration for the Online Warehouse introduces new levels of sophistication required for NGOs who manage perishable goods or who participate in long-term recovery or development efforts. The primary functions focus on the tracking of goods throughout their lifetime in the system including batch/lot controls through unique identifiers, expiration dates, thresholds and warnings - all which enable the warehouse operator to take every action possible to ship the item prior to expiry and maximize the consumption of the goods while minimizing spoilage. In addition this configuration includes supporting multiple currency values and provides enterprise wide reporting. The Location Control Configuration is currently being used in the humanitarian relief efforts in Sri Lanka to help assist the more than 300,000 internally displaced peoples (IDPs).

### **Volunteer Management: Needs Management Module**

This online application collects, organizes, and displays needs for volunteers and for specific skills. Communication is improved for potential volunteers by enabling them to see exactly those areas in which you are seeking assistance. Then those volunteers are encouraged to donate their time in areas that match their skills. Easy administrative features help with cross-portal need tracking bulk uploads, direct matching, email alerts and reporting. The application comes pre-integrated with all Aidmatrix Volunteer Management modules.

### Volunteer Management: Digital Hub Module

This internet-compatible, web-services framework can be integrated into your existing volunteer management systems to optimize workflow and effort. By connecting your other volunteer solutions, you can now get a clear picture of your total volunteer management activities through aggregate reporting.

### SCM: Fleet Management Module

This online application can be leveraged to help manage automotive assets used in your humanitarian relief efforts. By tracking service records, fleet assignments and maintenance costs one can do comparative analysis to better identify cost-savings opportunities and ensure capital is used in the most efficient way. Track transportation fleet attributes such as: odometer readings, mileage, registration, identification, inventory reports, and more.

## Enhanced Modules

### Volunteer Management: Registration Module

**Volunteer Self-Match Feature:** enables volunteers to match themselves to a posted need / volunteer opportunity. NGOs can post their needs and modify them in real-time. This option means getting volunteers to work more quickly. **Volunteer History-Tracking Feature:** can now track volunteer history through this easy-to-use feature. The volunteer's assignments and evaluations can be monitored over time and enables the creation of a robust volunteer database for ongoing and future work.

### SCM: In-Kind Donations Management Module

**Donor Self-Registration Feature:** Enables the quick registration of donors in a self-service fashion based on an organization's membership requirements. If the donor meets a certain criteria, they are then immediately able to begin donating, which saves valuable time from organizations, especially during disasters.

### Fundraising: Virtual Aid Drive

This online fundraising tool is now enhanced with the latest infrastructure upgrades that greatly improve overall application performance and uptime.



## THE AIDMATRIX NETWORK® - 2009 Release Enhancements and Upgrades

### Online Warehouse

- New Conversion Report enables tracking which products were converted for kitting and manufacturing; this report also enables recall processing
- Update to better support international addresses

### In-Kind Donations Management

- Entering donations history to enable private donors and/or portal administrator to maintain a complete history of all organization or portal activity (done after the fact)
- Bulk upload of donations for private donors and administrators
- Private donors now have visibility to all donations from their company

- Administrators can edit donations
- Field preferences for Administrators and private donors on new donations
- Private donors can edit comments on donation
- Enhanced custom reports with charts and graphs

#### ***Needs Management***

- Relabeling and reorganization of transportation needs fields for consistency throughout workflow
- Additional detail fields for transportation needs
- Enhanced custom reports with charts and graphs

#### ***Transportation Donations Management***

- Entering donations history to enable private donors and/or portal administrator to maintain a complete history of all organization or portal activity (Completed after the fact)
- Bulk upload of donations for private donor and administrator
- Relabeling and reorganization of transportation fields for consistency throughout workflow
- Private donors now have visibility to all donations from their company
- Additional detail fields for transportation donations
- Administrators can edit donations
- Field preferences for administrators and private donors on new donations
- Private donors can edit comments on donations
- Enhanced custom reports with charts and graphs

### ***Technology/Solution Delivery Highlights***

#### **Aidmatrix Wins International Supply Chain Distinction Award**

Aidmatrix was named one of four finalists in 2 categories of the European Supply Chain Distinction Awards for 2009, in the categories of Best Value Chain Provider and the Supply Chain Innovation Award. The award winners were determined by judges from AMR Research, C&C Group, Hewlett Packard, Honeywell, Mead Johnson, Pfizer, Procter & Gamble, and Supply Chain Europe Magazine. The winners were announced on June 9, 2009. ***Aidmatrix was awarded the Supply Chain Distinction Award 2009 for the Best Value Chain/Supply Chain Solutions Provider.*** The award was presented in Duesseldorf, Germany during the European Supply Chain and Logistics Summit. The judges were looking for “examples of situations where solution providers have demonstrated excellence and innovation in addressing a significant supply chain challenge wherein the results can be quantified and proved to be sustainable in terms of cost savings, revenue, customer satisfaction, etc.”

# OPERATIONS

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## *Operations 2009 Highlights*

### **Aidmatrix Foundation Remained Fiscally Strong in 2009 While Expanding Globally**

2009 was an economically challenging year in the US and globally. However Aidmatrix ended the year in a very strong position, exceeding its 2009 cash projection by 7%. Sound financial business management enabled Aidmatrix to manage expenses 5% below the 2009 budgeted amount. Aidmatrix is known for having highly efficient operations. In 2009, Aidmatrix received **the Supply Chain Distinction Award**, in the category Best Supply Chain Solutions Provider, from the World Trade Group at the European Supply Chain and Logistics Summit. The **Better Business Bureau** also awarded Aidmatrix the Charity Accountability Seal recognizing the foundation as an accredited charity for meeting all 20 rigorous standards for charity accountability.

In 2009, Aidmatrix made investments to expand its international operations and client base in India and Europe. Aidmatrix also expanded its global client base by partnering with the Pan American Development Foundation and Children International to deploy the Aidmatrix Network™ and to utilize Aidmatrix's supply chain technology in Latin America , the Caribbean, Chile, Colombia, the Dominican Republic, Ecuador, Guatemala, Honduras, India, Mexico, the Philippines, and Zambia.

### **Aidmatrix Executives Receive Recognition for Excellence**

Governor Scott McCallum, President and CEO, received **the Ernst & Young Entrepreneur Of The Year® 2009 Award** in the Innovative category in Southwest Area- North region. The award recognizes outstanding entrepreneurs who demonstrate extraordinary success in the areas of innovation, financial performance and personal commitment to their businesses and communities.

The Dallas Business Journal recognized Keith Thode, Aidmatrix Foundation's Chief Operating Officer/Chief Financial Officer, as one of the **top 30 Chief Financial Officers in the Dallas-area** for his leadership role at Aidmatrix and with other organizations in the Dallas area and around the globe.

Governor Scott McCallum and Keith Thode served as co-authors on the book, ***Managing Technology To Meet Your Mission***. They wrote the chapter “Budgeting For and Funding Technology”. The book is a resource to help nonprofit professionals make smart, strategic decisions about technology.

# FINANCIAL DEVELOPMENT

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## *2009 Highlights of Corporate Contributions*

Aidmatrix utilizes many leading-edge technology principles that for-profit businesses use to move products to consumers at the lowest prices and applies those principles for the effective and efficient distribution of relief aid. Our contributors provide vital funding, tools and know-how to help us create the programs and applications that transform humanitarian aid for our partners in relief. We are indebted to them for their generous contributions, both financial and in-kind donations, as well as their technical expertise.

### **AT&T<sup>1</sup> and UPS Help Aidmatrix Expand Aid to Central and Eastern Europe and Around the Globe**

AT&T<sup>1</sup> donated \$50,000 to the Aidmatrix Foundation to use the Aidmatrix technology in Romania and Slovakia. The technology will be used to improve systems and processes for disaster response and to get donated products and supplies to those in need, particularly following natural disasters and for the distribution of food and medical relief.

UPS provided a \$250,000 grant and \$250,000 in-kind donations to assist Aidmatrix to transform relief operations around the globe. The efficient transportation of relief supplies is critical to our relief partners. UPS' financial support and expertise enables Aidmatrix' technology to simplify and efficiently transport relief commodities worldwide. UPS' commitment to improving the logistics of relief supplies goes above and beyond monetary and in-kind donations: many of their logistics experts who have travelled to the most challenging relief environments to determine the best way to solve humanitarian challenges. We applaud and thank them for their dedication to help those in need.

# 2009 FINANCIAL SUMMARY

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*2009 Financial Summary*

**The Aidmatrix Foundation  
Pro-Forma Statement of Income & Expenses\*  
For the year ended December 31, 2009**

<b><u>Revenues and Support</u></b>	
Unrestricted Net Assets	
Contributions and Grants	\$ 693,052
Program Service Fees	\$ 1,801,348
Other	\$ 210,640
Net Assets Released from Restrictions	\$ 2,468,707
<b>Total Revenues and Support</b>	<b>\$ 5,173,747</b>

\* These figures constitute pro-forma reporting of the organization’s financial activities. Material adjustments may occur upon publishing of the final audited financial statements.

**2009 Expenses**

<u>Expenses</u>	<b>Program Services</b>	<b>Supporting Services</b>	<b>Fundraising</b>	<b>Total Expenses</b>
Salary and Related Benefits	\$ 1,681,123	\$ 237,648	\$ 74,823	\$ 1,993,594
Contract Labor	\$ 197,002	\$ 17,089	\$ -	\$ 214,091
Technology and Software	\$ 60,163	\$ 8,142	\$ -	\$ 68,305
Food and Medical Supplies	\$ 1,237,244		\$ -	\$ 1,237,244
Rent	\$ 115,297	\$ 16,299	\$ 5,132	\$ 136,728
Travel	\$ 111,567	\$ 15,771	\$ 4,966	\$ 132,304
Professional Fees	\$ 350,300	\$ 29,293	\$ 27,454	\$ 407,047
Transportation and Delivery	\$ 250,000	\$ -	\$ -	\$ 250,000
Marketing	\$ 16,269	\$ 2,300	\$ 724	\$ 19,293
Office Supplies and Systems	\$ 33,105	\$ 4,680	\$ 1,473	\$ 39,258
Subscription and Dues	\$ 6,467	\$ 914	\$ 288	\$ 7,669
Grantmaking	\$ 4,519	\$ -	\$ -	\$ 4,519
Depreciation and Amortization	\$ 6,905,154	\$ 976,129	\$ 307,331	\$ 8,188,614
Interest	\$ -	\$ 1,001	\$ -	\$ 1,001
Fundraising event	\$ -	\$ -	\$ 29,624	\$ 29,624
Other	\$ 372	\$ 18,161	\$ -	\$ 18,533
<b>Total Expenses</b>	<b>\$ 10,968,582</b>	<b>\$ 1,327,427</b>	<b>\$ 451,815</b>	<b>\$ 12,747,824</b>

Continued on Next Page

**Statement of Changes in Net Assets  
For the year ended December 31, 2009\***

	Unrestricted	Temporarily Restricted	Total
Net Assets, December 31, 2008	\$ 16,183,234	\$ 550,134	\$ 16,733,368
Decrease in Net Assets	\$ (7,574,077)	\$ (440,134)	\$ (8,014,211)
Net Assets, December 31, 2009	\$ 8,609,157	\$ 110,000	\$ 8,719,157

\* These figures constitute pro-forma reporting of the organization's financial activities. Material adjustments may occur upon publishing of the final audited financial statements.

# 2010 FORECASTED BUDGET

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**2010 Budget**  
**Projected Expense Targets by Major Function**

Personnel & Related	\$ 2,315,000
Int'l Office Subsidies	\$ 200,000
Contractors/Prof. Services*	\$ 205,000
Technology	\$ 1,580,000
Mktg., Office & Misc.	\$ 95,000
Program Travel & Expenses	\$ 35,000
Business Development	\$ 135,000
<b>Total Expenses</b>	<b>\$ 4,565,000</b>

# 2009 BOARD OF DIRECTORS



## David Rich · Board Chair·

Managing Director  
Communications & High Tech  
Accenture North America

*In leading his \$2 billion operating unit, Mr. Rich is responsible for approximately 10,000 personnel, as well as establishing vision and growth initiatives and managing*

*Accenture's investments/marketing approach and service offerings. As a luminary on global business issues, Rich's perspective has been quoted in the Wall Street Journal, Financial Times, and National Public Radio.*

## Sarinder Chhabra

Former Senior Vice President  
i2 Technologies, Inc.

*Since joining i2 in 1997, Mr. Chhabra built a world class Global Customer Support and Services organization. He was responsible for managing i2's maintenance revenues while ensuring customer satisfaction, building eSupport tools and processes, and initiating revenue generating programs like MOST.*



## Gwen Moore

Co-Founder/Past President  
The PLAN Fund

*Gwen has worked with various non-profits throughout her 25 years in Dallas. The last ten years have been devoted to the PLAN Fund providing micro-loans and business*

*development services for low to moderate income entrepreneurs in Dallas. Gwen was honored by the National Underground Railroad Freedom Center in 2007 with the Freedom Hero Award and by the 44<sup>th</sup> Annual SMU Women's Symposium in 2009 with the Profiles in Leadership Award.*



## William Haney · Vice Chair·

CEO  
Derse

*Derse is a leader in face to face marketing specializing in exhibits, events and environments. Clientele include many of the Fortune 500 companies marketing their*

*products and services globally. Haney has been with Derse for 30 years at all levels within the company, including the areas of Administration, Operations, Sales, and Marketing. He is also a member of The Executive Committee and has served on various Boards of Directors.*



## Governor Scott McCallum

President & CEO  
The Aidmatrix Foundation

*Scott McCallum, former Governor of Wisconsin, has more than 30 years of executive experience leading organizations in the private, non profit, and government sectors. McCallum has taught Public Policy at the University of Wisconsin-Milwaukee. He has been an Executive in Residence instructor for Northwestern University, has taught marketing at Sun Yat-Sen University and Hunan University in China.*

## Sam Smart

Retired Senior Partner  
Accenture

*Sam Smart retired from Accenture in 2002 with over 25 years of experience consulting to major Consumer Products, Energy and Electronics companies. His consulting experience focused on programs that delivered business results by applying a combination of program management, business process design, organization change, and practical applications of technology.*



## Dr. Clarke Caywood, Ph. D.

Professor, Medill School of Journalism  
Northwestern University

*Dr. Caywood helped create the internationally known Integrated Marketing Communications Graduate Program at Northwestern University and is*

*the publisher of the Journal of Integrated Marketing Communications. He was named by PRWeek as one of the most influential 100 PR people of the 20th century and one of the top 10 outstanding educators in 2000.*



## Michael McGrath

Founder  
DecideBetter!

*Michael E. McGrath is the creator of DecideBetter! and the author of the upcoming book DecideBetter! for a Better Life. He is an experienced consultant, executive, entrepreneur,*

*author and father who has studied and applied decision-making for more than 25 years. His PACE decision sciences tool is in use by more than 1,000 companies.*



## Terry S. Thomas

VP/GM C&G, Dollar Channel  
PepsiCo

*Terry is the VP/GM for PepsiCo's Dollar and Convenience & Gas channels with global responsibilities for 7-Eleven. He is responsible for generating over \$2.5 billion in revenues as well as delivering profit and share results*

*across the entire PepsiCo portfolio.*

# GOVERNOR'S ADVISORY BOARD

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**Trent Humphries - Chair/Corporate Liaison**  
*President & CEO*  
Strategic Introductions

**Bruce Ballengee**  
*Chief Executive Officer*  
Pariveda Solutions

**Paul Beduhn**  
*President & CEO*  
Vision Chain

**Bryan Chan**  
*President & Founder*  
SupraNet Communications, Inc.

**Andre Engberts**  
*Technology Director*  
Razorfish

**George French**  
*President & CEO*  
Space Exploreres, Inc.

**Rebecca L. Heidepriem**  
*Partner*  
Fritz Partners, LLC

**Dwayne J. Hermes**  
*Partner*  
Hermes Sargent Bates, L.L.P.

**Tricia Holderman**  
*Chief Executive Officer*  
Elite Facility Systems

**Gerald Kern**  
*Ambassador of Fun*

**Wally Klass**  
*Executive Business Development  
& Sales Professional*

**Mark McNally**  
*Former Chief Executive Officer*  
Bachmann Construction

**Mary Elizabeth McNeely**  
*President*  
McNeely Technology Solutions, Inc.

**John "Jock" T. Menzies, III**  
*Chairman*  
The Terminal Corporation

**Andy Nunemaker**  
*President & CEO*  
EMSystems

**Kevin O'Marah**  
*Chief Strategy Officer*  
AMR Research

**Donald "Donnie" M. Slye**  
*Senior Vice President - Investments*  
Stifel, Nicolaus & Co. Inc.

**Tom Still**  
*President*  
Wisconsin Technology Council

**Susan Weddington**

# AIDMATRIX INFORMATION

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## Global Offices

### **USA & Canada**

Mailing Address for US Postal Service:  
PO Box 631086  
Irving, TX 75063-1086 USA

Physical Location:  
5221 N. O'Connor Blvd, Suite 175  
Irving, TX 75039

### **Europe/Middle East/Africa (EMEA)**

Munich, Germany  
+49.8161.935654

### **Latin America**

Dallas, TX USA  
1-866-881-8882

### **Asia/Pacific**

New Delhi, India  
+91.11.65422890  
Serving the Indian Subcontinent

## Website

[www.aidmatrix.org](http://www.aidmatrix.org)

- CONSULTING
- TECHNOLOGY
- PROCESS
- EDUCATION
- SUPPORT

The Aidmatrix Foundation, Inc. builds and operates powerful technology hubs that support diverse stakeholder groups in their efforts to work together to solve the world's most challenging humanitarian crises. Our solutions enhance participation, amplify contributions, and accelerate results for humanitarian relief. More than 35,000 leading corporate, nonprofit and government partners leverage our solutions to mobilize more than \$1.5 billion in aid annually, worldwide. The donated goods, money and services impact the lives of more than 65 million people.

Aidmatrix is a 501 (c) 3 nonprofit headquartered in Dallas, Texas, USA, with offices in Germany and India.

**WE'VE PARTNERED WITH COMMUNITIES  
OF ALL TYPES AND SIZES.**

**WE CAN HELP.**

Contact us at [info@aidmatrix.org](mailto:info@aidmatrix.org) for more information.