

## The Aidmatrix Network<sup>®</sup> - Case Study



### Highlights

- California Governor's Office of Emergency Services Pioneers New Technology
- 10x increase in the acceptance rate of unsolicited donated goods during the California Wildfires relief efforts versus previously measured disasters
- Businesses, government and community all benefit from increased efficiency

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[info@aidmatrix.org](mailto:info@aidmatrix.org)

### California Wildfire Relief Efforts "Linked-Up" Through The Aidmatrix Network<sup>®</sup>

#### *Creating a Humanitarian Relief Exchange Is Good for Business & the Community*

Nearly 1 million people evacuated in a five-day period. The California Wildfires of 2007 will go down in history as the poster child for humanitarian aid "done right." From The California Governor's Office of Emergency Services (OES), to the corporate donors, to the nonprofits, to the volunteers: each ring of the humanitarian aid chain cooperated in executing the State's well-planned disaster program. Behind-the-scenes, The Aidmatrix Foundation assisted by linking these groups together through their online donations management tool known as the Aidmatrix Network<sup>®</sup>.



### Revolutionizing Humanitarian Aid

The Aidmatrix Network is creating a revolutionary online exchange of humanitarian goods and services. This national online donations management system was launched in June 2007 with the support of FEMA, Accenture and UPS. Donors make in-kind donations online. Nonprofits post their specific needs online. Transportation companies arrange to donate transportation of needed goods. Government agencies communicate with all of these groups in a more streamlined process. It's all done online and it's automating the world of humanitarian relief.

The results: there was a tenfold (10x) increase in the acceptance rate of unsolicited donated goods during the California Wildfires relief efforts versus previously measured disasters. Primarily, this was a result of the Aidmatrix Network providing automation and information sharing which empowered both the donors and the nonprofits to maximize their efficiency. Plus, with some of Aidmatrix' partners like UPS helping with the transportation, and Adventist Community Services (ACS) helping with the relief warehouses, more parties were communicating and getting things done.

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Greg Smith,  
Individual Assistance  
Donations Manager,  
California Office of  
Emergency Services

### Disaster Planning Done Right

The State of California was one of the pioneers in the use of the new donations management technology to aid in the recovery efforts. California OES used this system to help handle all of the incoming unsolicited donations and to coordinate delivery of those goods to local nonprofits. The California Governor's Office of Emergency Services featured the portal on their emergency operations website. Donations were received from across the country. The Network approach also facilitated other member states to assist California with the processing of these donations. This included other states sending their personnel who were experts in the Aidmatrix system, for example from the State of Alabama, to assist and provide additional capacity for the California OES team.

Businesses across the State of California easily donated goods that were wanted by nonprofits. As many businesses know, often times the “second disaster” occurs when goods are offered but never make it to the people in need. Aidmatrix' mission is to get “The Right Aid to The Right People at The Right Time<sup>™</sup>” and the Aidmatrix Network delivers on this goal.



*Disaster News Network* covered the California Wildfire response in their article “Superhighway for Disaster Relief” by Nancy Hogland. Their interview with Greg Smith, individual assistance donations manager at the California Office of Emergency Services, reported his high praise for the program. “These are indeed exciting times in the field of disaster-related donations management, and the Aidmatrix solution is the cornerstone of it,” Smith said.”

As part of the disaster plan, California raised an emergency disaster relief warehouse. They engaged the Adventist Community Services (ACS) organization to manage the multi-agency warehouse. ACS has tremendous experience in raising and managing disaster relief warehouses across the country. ACS also relies upon Aidmatrix' Inventory Warehouse Management technology to track all of the incoming and outgoing donations that move through the warehouse. Their experience with Aidmatrix and their use of the Inventory Warehouse piece allowed them to maximize efficiency by linking into the work being done by the Office of Emergency Services and the Aidmatrix Network.

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*Joe Watts,  
National Director,  
Adventist Community  
Services*

### New Possibilities

“This application makes it possible to control the inventory as it comes into the warehouse and then track it as items are taken to the distribution areas. With pass codes, appropriate persons at the state and FEMA are able to look at the warehouse inventory in real time,” stated Joe Watts, National Disaster Director, Adventist Community Services. “This application has tremendous potential [to] ... be better able to place vital supplies where they are needed and where they are in short supply.”



In addition, members of California’s Voluntary Organizations Active in Disaster (VOAD) had direct access to the Aidmatrix Network system. This access allowed them to specify their needs from cots to pallets of water, etc. It also allowed them to see what goods were being offered by potential donors and to accept those donations – either in full or in partial orders.

“Gaining visibility into what is actually needed by the nonprofits is a huge milestone,” commented Gov. Scott McCallum, CEO and president of Aidmatrix. “It takes the guesswork out from the State’s and donor’s perspectives and allows for better planning and execution across the supply chain.”

Though FEMA’s adoption of the Aidmatrix Network is new, it is rapidly gaining strength as more and more corporate partners, states, and nonprofits are using the tool regularly, even during non-disaster times. The core technology has been in place for several years and helps Aidmatrix move more than \$1.5 billion dollars of aid annually. Those who are interested in learning more about joining the Network are encouraged to contact Aidmatrix directly via their website at [www.Aidmatrix.org](http://www.Aidmatrix.org).



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Gov. Scott McCallum  
CEO & President  
Aidmatrix Foundation, Inc.

### Valuable Lessons

We all witnessed the calm, orderly scenes of the evacuees broadcast from the California disaster shelters. With proper planning, leadership and sponsorship at the state level, and the right partners and technology behind the scenes – disaster relief supply chains can be managed like supply chains are in the for-profit world. Just-in-time delivery models no longer need apply exclusively to the mega-businesses. “The Aidmatrix Network is a powerful framework to enable public and private partnership for the future of humanitarian aid,” commented Stephen Jordan, Vice President and Director of the US Chamber of Commerce.

The end result of California’s extensive disaster planning: Evacuees of the California Wildfires received the aid they needed in an organized and timely manner. The major roles, of course, were still held by the people that mobilized to make it all happen. But technology was introduced to play a critical new role. The future of disaster relief will be stronger as a result of all those involved in the California Wildfire Relief efforts and their visionary embrace the new donations management technology.

*This case study was first published by the U.S. Chamber of Commerce in “The Corporate Citizen”*  
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### About The Aidmatrix Foundation

Aidmatrix delivers powerful solution tools to connect those who have, with those in need. Deploying supply-chain technology, Aidmatrix leverages public- and private-sector resources with charitable organizations in relief services -- creating opportunity and orchestrating the Right Aid to the Right People at the Right Time<sup>™</sup>. Aidmatrix mobilizes more than \$1.5 billion in aid annually, working with more than 35,000 nonprofits, companies and government agencies worldwide. The international 501(c)(3) organization activates product, human and financial resources impacting the lives of more than 65 million people.

Aidmatrix is proud to partner with FEMA on this ground-breaking advancement in disaster relief. You too can be a part of it. Join The Aidmatrix Network today. Contact one of our trained representatives for more information by emailing [info@aidmatrix.org](mailto:info@aidmatrix.org)

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