

NEW YORK STATE ATTORNEY GENERAL
INITIATIVE OVERVIEW
12.11.12



An Introduction...

Although normally focused on clean water projects, Waves For Water, founded by former professional surfer Jon Rose, has coordinated a comprehensive Hurricane Relief Initiative in response to Super Storm Sandy. W4W is in a unique position to serve as a bridge for the global community to support the families and businesses of the surf-based coastal towns along the East Coast hit hardest. The project is dedicated to providing immediate relief and the long term rebuilding and recovery that will be so vital in these areas.

Hurricane Sandy devastated coastal communities along the eastern seaboard when it came ashore bringing damaging winds and a severe storm surge. Millions are still reeling from the effects of this storm with many communities in New York and New Jersey still struggling. Many homes and businesses are destroyed from extensive flooding and along with them their contents, leaving residents homeless and destitute and businesses inoperable.

A 3 Phase Plan...

Waves for Water has extensive experience with disaster relief from the global projects in which we participate, many which are in some of the poorest countries or disaster stricken areas of the world, including Haiti, Japan, Indonesia, etc. Applying this knowledge we have structured a three phase plan to organize, mobilize and deploy a strategic response initiative for the victims of Sandy. The goal to address the initial survival needs on multiple levels from first responder assistance to rubble removal and ultimately the long-term rebuilding efforts that could take up to a year or longer depending upon the amount of outside support garnered.

Phase 1 / Relief (Likely 1-2 months):

Waves For Water is currently in the first response aspect of the project, organizing and supplying the essential items needed on a daily basis to the victims of Sandy until infrastructure is restored. Designated W4W warehouses have been established in New Jersey and Long Island to serve as hubs for the resources we are using that have been generously donated by corporations and individuals. Emergency supply decisions are based on intel gathered from assessments the W4W team is doing on the ground in each problem area. These needs are constantly changing but W4W's presence in these communities quickly identifies and communicates them so that they can be fulfilled with in house assets or trigger requests to our network of friends and businesses for additional support. A network of volunteers is working tirelessly to directly route our goods and services to pre-designated W4W drop points/partners and into the hands of the people that need it the most.

Phase 2 / Rubble Removal (Likely 3-6 months):

The next step for the communities hit hardest by Sandy is the monumental clean up job that they currently face. Rubble removal is a critical step in the recovery process as it provides a massive psychological effect on the individuals of these communities by creating a clean slate from which to start a new. Currently, massive piles of debris and refuse from the storm including drywall, insulation, floorboards, furniture, clothing, basically the remnants of the lives of thousands of residents whose homes flooded sit out on the curb. The importance of moving this residue as quickly and efficiently as possible is paramount. Waves For Water is working within these communities to support these efforts, stepping in where local resources are unable. Provide fleets of trucks or heavy machinery? Coordination of volunteers? We have the experience, resources and the network to execute what is needed to complete this task based upon the requests we are receiving.



Phase 3 / Rebuilding (Likely 6-12 months):

The final step and one of the most critical is the rebuilding of these communities. Waves For Water is structuring a long term plan to assist the families, communities and businesses that were destroyed by Sandy. Whether helping a local family that has served as a pillar of their town for generations or by resurrecting a badly damaged surf shop, home or stretch of the boardwalk, we are dedicated to working to identify those projects that will be the most meaningful and ignite continued growth and efforts. Together we have the ability to stand as one with these communities to rebuild, focusing our resources and efforts into ensuring that the surfing/beach lifestyle heritage is restored and remains a source of inspiration for years to come.

Coming Together...

Thanks to our efforts and visible action on the ground to date, many organizations, individuals and businesses have rallied their support behind Waves For Water for which we are grateful. Their contributions are varied, many pledging donations, either monetary and product based, others structuring fundraising events and some even creating exclusive products with the benefits going back to W4W.

Part of our strategy in the Hurricane Sandy Initiative is empowering our network to champion projects that allow them to help those in need by doing what they do best. To put this into action we gathered a group of influencers and individuals that have been on the ground since day one both in NY and NJ to collectively share information and resources and implement a coordinated response effort for maximum impact. We hold weekly round table meetings of our network in NY, Northern NJ and Southern NJ as a way to make sure that we have the most up to date intel and information so that we can respond quickly and efficiently to the changing needs and concerns of these communities.

Additionally we are aligning with those projects or organizations we feel are servicing a need that we have identified as critical to the success of the initiative. By working together, it has allowed us to leverage strategic relationships across multiple industries that are playing a vital role in our progress, notably- Art, Architecture, Automotive, Banking, Construction, Design, Food, Fashion, Healthcare, Legal, Music, Media, Nightlife, Non Profit, Sustainability, Technology, and more. Our reach continues to grow daily.

NYS Attorney General Questionnaire Responses...

What is the approximate dollar amount of donations and pledges that your organization has received to date in response to Hurricane Sandy?

As of 12.11.12 Waves for Water has received approximately \$550,000 in donations and pledges to Sandy relief and these numbers are constantly being updated as funds flow in through on and offline means. Donation totals are available for interested parties to view on the Waves for Water Hurricane Sandy Initiative project page: <http://www.wavesforwater.org/project/hurricane-sandy-relief-initiative>

Will these funds be used solely for Hurricane Sandy relief? If not, approximately what portion will be used for Hurricane Sandy Relief and what other purposes will funds be used for?

100% of the proceeds raised through the Waves for Water Sandy Relief Initiative will be used for Hurricane Sandy Relief projects W4W is supporting in NY and NJ.





Approximately how much has your organization spent to date on Hurricane Sandy Relief?

We are grateful for the huge outpouring of support our Sandy Relief Initiative garnered in the form of product and material supply donations which has enabled us to focus the majority of the funds raised on our primary, long-term goal of rebuilding these communities. To date we have spent approximately \$100,000 of the monies raised on our relief efforts, this includes procuring additional supplies needed above and beyond donated items and the funding of on the ground projects Waves for Water is supporting. Some examples: Safety supplies for demolition, including respirator masks, protective suits, etc.; Storage containers that have been strategically dropped in several key communities to serve as hub for a distributing supplies and resources on the ground; A lunch truck based out of Rockaway that is feeding close to 500 people hot meals a day; and more.

What services has your organization provided to those affected by Hurricane Sandy? What populations or geographical areas are being served by your organization in response to Hurricane Sandy? What services does it expect to provide in the future?

Waves for Water has provided a myriad of services to those affected by Hurricane Sandy according to our 3 phase plan of (1) First Response (2) Rubble/Debris Removal (3) Rebuilding as outlined. The majority of our efforts have been focused on the first two aspects to date as every community is at a different stage of the recovery process but we are beginning to moving into the rebuild phase for several and expect this number to increase in the coming weeks. To date our services have included volunteer coordination and transportation, providing initial relief supplies (Clothing, warm weather items, food, personal care items, tools, construction materials, etc.), assistance with home demolition (Removal of drywall, carpeting, furniture, etc.), rubble removal (Hauling away of debris, etc.). Waves For Water has also provided storage for collection and distribution of donated relief supplies by way of two warehouses (Bohemia, Long Island and Lakewood, NJ) – as well as two containers for essential supplies situated on site (Rockaway and LBI) in the hardest hit areas so that the relief centers we work with have immediate access to supplies as needed. Waves for Water has been on the ground in the coastal communities of NY and NJ hit hardest by Sandy. This includes in New York; The Rockaways, Long Beach, LI, Staten Island. In New Jersey; Asbury Park, Seabright, Monmouth Beach, Belmar, Manasquan, Point Pleasant, Ortley Beach, Lavallette, Holgate, Long Beach Island. Future services will include maintaining the initiatives that we have begun (For example continuing the hot meals, etc.) and will also likely be focused on rebuilding. Again all initiatives will be determined upon a case by case basis depending upon the needs with which we are presented, however they will likely include procurement of contractors and skilled laborers, building materials, tools, furniture and home products, etc.)

Has your organization provided or does it intend to provide, direct financial assistance to individuals, families or businesses for Hurricane Sandy relief? If so, what is the approximate dollar amount that your organization has provided to date and approximately how much direct financial assistance does it expect to provide in the future? How does your organization determine the need for assistance?

Waves for Water's Sandy Relief Initiative is focused on rebuilding the coastal communities and surf/beach lifestyle businesses of NY and NJ that were damaged by Sandy. It is our intent to assist as much as possible and our efforts will be directly determined by the level of support we are able to garner with 100% of the monies raised directed to Sandy victims.

Since we are on the ground daily in these communities and have established reliable networks and contacts within them, the scope and form of our relief is evaluated on a case by case basis allowing us to provide a level of sensitivity and individual attention when reviewing the projects we are presented with.





We are oftentimes made aware of project needs as a direct result of our first hand interaction, oftentimes they come directly from our network based upon information garnered through volunteer canvassing and personal damage assessments, additionally we have had several individuals reach out to us for support based upon their hearing via word of mouth about our efforts within their community.

In general we are looking to empower individuals and businesses that are respected and play a critical role within their community, providing an important service or are active in inspiring and assisting others post Sandy. This includes those that sustained storm damage and did not have insurance to cover it; instances where individuals have been denied by insurance or Fema for various reasons or cases where insurance was present, however reimbursement funds are not covering the full scope of damage. Above and beyond residential and business projects we are also looking to support community based projects that were damaged in the storm that will represent a sign of hope and progress for many once rebuilt.

We have aligned with Architecture for Humanity (<http://architectureforhumanity.org>) to leverage our combined expertise in our assessments and eventual execution of several rebuilds which will allow us to employ best practices in urban planning and design and integrate elements of sustainability wherever possible.

Has your organization provided funding to other organizations for Hurricane Sandy relief efforts? If so, which organizations have received those funds and what is the approximate dollar amount provided to them? How does your organization determine the need for funding?

To date Waves for Water has not provided funding to any other formal organizations. We are however aligning with specific community based relief centers that we believe to be doing an excellent job in supporting their neighbors. Again these relationships are evaluated on a case by case basis and the support is primarily resource based, for example providing the means to empower three Thanksgiving meal projects, two in New York and one in New Jersey that served over 1500 holiday meals.

Does your organization have a plan in place on how to use any surplus funds not spent for Hurricane Sandy relief? If so, please describe that plan.

All monetary donations made to the Waves for Water Hurricane Sandy Relief Initiative will go directly to Sandy related projects.

/s/ Jon Rose
Jon Rose
Waves For Water - Founder