

**New York State Office of the Attorney General
Charities Bureau**

Hurricane Sandy Relief Information - March 2013 Update

PLEASE NOTE: In answering the questions below, please update the information you provided in response to our earlier questionnaire. If there has been no change in the information previously provided in response to any question, please indicate "no change." However, where financial information is requested, please provide aggregate amounts to date, rather than since the date of your earlier response.

Name of Organization: Direct Relief

1.	What is the dollar amount of donations and pledges that your organization has raised to date in response to Hurricane Sandy? If your organization has received any donated (in-kind) goods or services, please describe those in-kind donations and explain how you determined their value in sections (b) and (c).	
(a)	Category	Raised to Date
	Cash/cash equivalents	\$2,332,698
	Outstanding pledges	\$ unknown
	Value of goods and services (in-kind) donated to your organization	\$3,469,280 (does not include donation of in-kind transportation from FedEx)
(b)	<p>Description of in-kind donations:</p> <p>Pharmaceuticals (including antibiotics, vaccines, and chronic care medications), medical supplies, personal care products, and medical equipment.</p> <p>Healthcare companies who have donated urgently needed medicines, medical supplies, and/or nutritional items to Direct Relief's Hurricane Sandy relief efforts include:</p> <ul style="list-style-type: none"> • Abbott • Alcon Laboratories • Allergan • Amgen • Ansel Healthcare • AstraZeneca • Baxter • BD • Boehringer Ingelheim Cares • C.R. Bard • Cera Products • Chattem 	

	<ul style="list-style-type: none"> • Covidien • Drip Drop • GSMS • GlaxoSmithKline • Henry Schein • Honeywell • InstyMeds • Janssen • Johnson & Johnson • Kao USA • Maruho North America • Meda • Medvantx • Merck • Microflex • Mylan • Neutrogena • Omron • P&G • Prestige Brands • Sanofi US • Sanofi Pasteur • Sappo Hill Soapworks • Tea Tree Therapy • Teva <p>Longtime supporter FedEx provided in-kind transportation services to help send medical supplies to clinics that are treating people affected by the storm.</p>
(c)	<p>Explanation of how in-kind donations were valued:</p> <p>When Direct Relief receives an in-kind donation, accounting standards require a “fair market value” to be assigned to the donation.</p> <p>U.S. FDA Approved Pharmaceuticals: Branded and generic, the valuation basis is the “Wholesale Acquisition Cost” (WAC) as published in the Thomson Reuters Redbook©, an industry-recognized drug and pricing reference guide for pharmaceuticals in the United States. Direct Relief applies WAC value to each specific product’s National Drug Code, which relates to the specific manufacturer and formulation of a drug. This distinction is significant because it reflects, for example, the lower price (and fair market value) of a generic product received through donation from a higher-priced branded product.</p> <p>Medical Supplies and Equipment: The organization determines wholesale value by reviewing the pricing information on the specific item listed for sale in trade publications, through online pricing, and through its own procurement history when purchasing. Such valuations typically are substantially lower than published retail prices.</p> <p>More information on Direct Relief’s valuation of in-kind resources available at http://www.directrelief.org/about/finance/in-kind/</p>
2.	<p>Are the amounts reported above being used solely for Hurricane Sandy relief? If not, please indicate the portion of those funds that have or will be used for other purposes and</p>

	describe those purposes.												
	Yes, all donations received for Hurricane Sandy will be used solely for Hurricane Sandy relief and recovery.												
3.	How much has your organization spent or disbursed on Hurricane Sandy relief to date?												
(a)	Amount: \$_2,148,256_____												
(b)	Please detail the above amount by completing the categories below:												
	<table border="1"> <thead> <tr> <th>Category</th> <th>Amount to Date</th> </tr> </thead> <tbody> <tr> <td>Direct expenditures by your organization on supplies and/or services (please only include any expenditures paid by your organization for direct Hurricane Sandy relief and not grants or funding provided to individuals, businesses or other organizations)</td> <td>\$136,744</td> </tr> <tr> <td>Grants or funding provided to other organizations for Hurricane Sandy relief</td> <td>\$250,000</td> </tr> <tr> <td>Grants or funding provided to individuals, families or businesses for Hurricane Sandy relief (please include any items such as emergency cash grants, loans, gift/debit cards or similar assistance)</td> <td>0</td> </tr> <tr> <td>The value of any goods or services donated (in-kind) to your organization that were disbursed in response to Hurricane Sandy.</td> <td>\$1,761,512</td> </tr> <tr> <td>Other (please describe)</td> <td></td> </tr> </tbody> </table>	Category	Amount to Date	Direct expenditures by your organization on supplies and/or services (please only include any expenditures paid by your organization for direct Hurricane Sandy relief and not grants or funding provided to individuals, businesses or other organizations)	\$136,744	Grants or funding provided to other organizations for Hurricane Sandy relief	\$250,000	Grants or funding provided to individuals, families or businesses for Hurricane Sandy relief (please include any items such as emergency cash grants, loans, gift/debit cards or similar assistance)	0	The value of any goods or services donated (in-kind) to your organization that were disbursed in response to Hurricane Sandy.	\$1,761,512	Other (please describe)	
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4.	Please describe the types of assistance that your has organization provided to those affected by Hurricane Sandy. What populations or geographical areas have been (or will be) served by your organization in response to Hurricane Sandy?												
	<p>Direct Relief is supporting the existing, nonprofit community clinics and health centers that provide services to the people who are most vulnerable.</p> <p>The people who receive care at America’s nonprofit safety-net clinics and health centers—and the facilities themselves—are least able to financial absorb this type of blow and face the most difficult challenges bouncing back. These facilities and their patients need help during this critical period, and they also need to sustain and serve the same people in the same communities a year and five years from now.</p> <p>In-Kind Donations</p> <p>Direct Relief has provided:</p> <ul style="list-style-type: none"> • 59 shipments to 27 clinic sites • \$1.7 million worth of antibiotics, nutritionals, personal care products, vaccines, and chronic care medications • 1,500 personal care packs which contained much-needed basic hygiene supplies such as shampoo, soaps, combs, lotion, toothbrush, and toothpaste <p>Cash Donations</p>												

Direct Relief's programmatic assistance most often involves the donation (without any charge whatever) of prescription medications, including vaccines, and other medical material commodities that are requested by approved governmental or nonprofit healthcare providers. As the first and only nonprofit organization licensed to distribute prescription medications in all 50 U.S. states, Direct Relief is uniquely suited to provide this particular type of assistance. Programmatic expenditures include the costs of coordinating, providing, transporting, monitoring and reporting on the provision of medications and other health commodities.

However, in certain emergencies Direct Relief receives designated financial support for the particular emergency that enables the organization to provide financial assistance as well as medical material assistance to affected areas. This is the situation that arose in Hurricane Sandy. Designated financial contributions were sufficient to cover the costs of providing medical material support in the affected areas, so all additional funds are being used to provide direct financial assistance in the form of cash grants.

To date, one cash grant of \$250,000 has been awarded to the Joseph P. Addabbo Family Health Center which experienced flooding and severe damage to one their facilities including complete loss of the first floor of their building.

In addition, Direct Relief joined with the National Association of Community Health Centers (NACHC) to establish a special fund to support community health centers and their patients in areas affected by Hurricane Sandy. In the coming weeks and months, Direct Relief will infuse additional cash grants into the region to help rebuild and strengthen the safety net. \$1.5 million has been committed to the fund and 100% of donations will be used exclusively for the Hurricane Sandy recovery effort.

Coordination: Technology and Data Analysis

As noted above, Direct Relief's programs have a particular focus on the nonprofit healthcare safety net facilities and, with respect to those facilities (and their patients), an even narrower focus on the medical material items that Direct Relief is uniquely suited to provide. While this focus is limited, the analysis and coordination required to play a productive role is extensive and far-reaching.

Direct Relief helps safety net facilities get back on their feet in part through big data analysis of a range of relevant, dynamic data sources. Accurate and effective public health emergency response demands deep understanding of the context and the details of chaotic situations.

Using analytics and mapping software from technology-partners Palantir and Esri, Direct Relief was able to better understand needs on the ground and deploy appropriate resources to those areas. Beginning with preparedness activities driven by social vulnerability and health risk analysis, and extending through meteorological investigations, rapid scrutiny of shipping histories and continual monitoring of clinic status, shelters, pharmacies, and power outages within a common framework, Direct Relief connects clinics with essential medical resources by using the best insights available to assess needs, scale problems, and track the rapid pace of events.

	<p>Knowledge of what is happening in areas affected by Superstorm Sandy and how Direct Relief’s actions will impact emergency response goals and objectives is critical to making intelligent decisions on the ground. By using sophisticated technology, Direct Relief is able to build situational awareness – an important, but often elusive element of successful decision-making in emergency response contexts.</p> <p>In connection with the February meeting, Direct Relief prepared an analysis of the safety-net facilities’ pre-Sandy situation to share with the representatives and provide context for the challenge of the recovery.</p> <p>As a result of Direct Relief using technology to steer emergency relief efforts, Direct Relief and Palantir have recently announced a joint commitment through the Clinton Global Initiative (CGI) to continue to enhance collaborative activities surrounding future disasters in the United States.</p> <p>Coordination</p> <p>In order to continue to direct resources where most needed, it is critical to understand the unmet needs as the immediate relief efforts turn into longer-term recovery and resiliency efforts.</p> <p>In early February 2013, Direct Relief hosted a two-day Hurricane Sandy Health Taskforce Meeting in New York to be able to appropriately target the continuing needs of the healthcare safety net following Hurricane Sandy. The meeting brought together representatives from health centers, state primary care associations, and NACHC, as well as officials from FEMA, HHS, and HRSA. Among the topics discussed were the important role health centers play in their communities after emergencies, the benefits of mobile medical vans, the impact of lost revenue, and the difficulties in getting access to state and federal funds. Health centers throughout New York and New Jersey documented more than \$25 million in losses, and to date have not received any public dollars and limited private resources. Direct Relief and NACHC have raised \$1.5 million to support affected health centers through the Hurricane Sandy Safety Net Fund, which will be directed at those facilities that were affected.</p>
5.	<p>Has your organization provided grants or funding to other organizations for Hurricane Sandy relief efforts? If so, which organizations have received those funds, what is the dollar amount provided to them and what is the intended use of the funds? What policies and procedures does your organization follow to determine the need for such funding and to monitor the use funds?</p>
	<p>As noted above, a cash grant of \$250,000 has been awarded to the Joseph P. Addabbo Family Health Center which experienced flooding and severe damage to one their facilities including complete loss of the first floor of their building. An additional \$1.5 million is allocated for grants to nonprofit health facilities in the affected areas. These grants will be provided pursuant to a grant making process that has been established and for which a grant application has been completed and distributed.</p>

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6.	<p>Has your organization provided direct grants or funding to individuals, families or businesses for Hurricane Sandy relief? If so, please describe the types of the assistance that your organization has provided to date. What policies and procedures does your organization follow to determine the need for such funding and to monitor the use funds? For the purposes of this question please include any items such as emergency cash assistance, loans, gift/debit cards or direct payment of expenses on behalf those impacted by Hurricane Sandy.</p>												
	<p>No</p>												
7.	<p>What is your organization's plan for using any surplus funds not spent for Hurricane Sandy relief?</p>												
	<p>All donations received for Hurricane Sandy will be used to assist nonprofit healthcare providers in the affected areas.</p>												
8.	<p>Has your organization received funding from other organizations for Hurricane Sandy relief efforts? If so, please identify the organizations that provided the funds, the amount received and a description of how the funds have been or will be used.</p>												
	<p>Direct Relief has not received funding from other non-profit organizations; however, we have received funding from the foundations listed below, as well as from corporate entities.</p> <table border="1" data-bbox="305 1656 1073 1923"> <tr> <td data-bbox="305 1656 813 1703">Alice Tweed Tuohy Foundation</td> <td data-bbox="813 1656 1073 1703">25,000.00</td> </tr> <tr> <td data-bbox="305 1703 813 1749">California Community Foundation</td> <td data-bbox="813 1703 1073 1749">250.00</td> </tr> <tr> <td data-bbox="305 1749 813 1795">Community Foundation</td> <td data-bbox="813 1749 1073 1795">10,000.00</td> </tr> <tr> <td data-bbox="305 1795 813 1841">Community Foundation of Sarasota</td> <td data-bbox="813 1795 1073 1841">200.00</td> </tr> <tr> <td data-bbox="305 1841 813 1887">Fidelity Charitable Gift Fund</td> <td data-bbox="813 1841 1073 1887">76,750.00</td> </tr> <tr> <td data-bbox="305 1887 813 1923">Hwang Foundation</td> <td data-bbox="813 1887 1073 1923">2,000.00</td> </tr> </table>	Alice Tweed Tuohy Foundation	25,000.00	California Community Foundation	250.00	Community Foundation	10,000.00	Community Foundation of Sarasota	200.00	Fidelity Charitable Gift Fund	76,750.00	Hwang Foundation	2,000.00
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Jewish Community Foundation	600.00
Julia Stearns Dockweiler Charitable Foundation	10,000.00
Karen B. Yoh Foundation	30,000.00
National Philanthropic Trust	500.00
Orange County Community Foundation	6,000.00
Pirzada Family Foundation	1,000.00
Santa Barbara Foundation	15,200.00
Schwab Charitable Fund	1,700.00
Vanguard Charitable Endowment	1,500.00

All donations received for Hurricane Sandy will be used for Hurricane Sandy response efforts including shipping, procurement of requested materials, program management, and cash grants to nonprofit health centers and clinics in the affected areas.

9. Is your organization still conducting fundraising for relief efforts? If so, please describe the methods by which you are raising funds.

Direct Relief is not actively soliciting funds specifically for Hurricane Sandy-related assistance. Sandy-related activities and information are published on our website and on social media channels, all of which typically provide a mechanism to donate.

Based on the two-day February meeting in NY attended by leaders of the nonprofit healthcare safety net facilities in the affected areas, we do anticipate that the \$1.5 million in funds to be distributed by Direct Relief will fall far short of meeting very compelling financial losses and needs related to Hurricane Sandy. At that time, the NJ and NY associations had identified approximately \$25 million in Sandy-related losses that they expected to be unreimbursed through available funding streams.

Direct Relief would like to note here that we would consider conducting additional outreach – probably aimed at foundations or “institutional funders” only, not the general public – based on the grant requests that are submitted in the next few weeks. We anticipate receiving compelling requests directly related to Hurricane Sandy losses and recovery efforts that exceed the \$1.5 million we have available. If that occurs, we believe it would be appropriate to make these funding opportunities, and our assessment, known to other potential funders. In this scenario, we would also offer any interested funders the option of providing funding to Direct Relief for distribution, tracking, and reporting under the structure we have set up or, of course, providing funding directly to the organizations that have made submissions to the Direct Relief-NACHC fund.

10. Is your organization still conducting relief efforts? If so, please describe how individuals, businesses or organizations seeking assistance can contact your organization.

Yes, we are providing assistance to non-profit providers of healthcare in New York and New Jersey. Healthcare organizations seeking assistance can contact: USAprograms@directrelief.org

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Print Name and Title of Representative

Date

Jenny Hutain, Emergency Preparedness and Response Coordinator March 13, 2013

Signature of Representative

Please email this document with your responses to sandyresponse@ag.ny.gov by March 26, 2013. You may obtain an electronic copy of this document by emailing a request to that same address.