

THE SALVATION ARMY

DONATIONS GUIDANCE

Internal

HURRICANE IAN

September 27, 2022

The following guidelines cover giving and donations for Hurricane Ian. The Salvation Army units should follow these guidelines as related to financial gifts, in-kind donations, and volunteerism.

Financial Contributions are the best way to help during a disaster

Financial Contribution

A cash donation allows charitable relief agencies to use monetary contributions to purchase exactly what disaster survivors need. Monetary contributions are easy to get to the disaster area. Supplies can almost always be purchased locally at the disaster site and provide savings in multiple ways. Money used to purchase needed items locally can support local and state economies, helping local businesses and workers, which have suffered losses in the wake of Hurricane Ian.

Donations may be made:

Mail: Mail checks to The Salvation Army, P.O. BOX 1959, Atlanta, GA 30301

Please designate Disaster Relief - Hurricane Ian on all checks.

Online: helpsalvationarmy.org

Phone: 1-800-SAL-ARMY

Text-To-Donate: Text *STORM* to 51555 to make a donation to help disaster relief efforts.

Corporate matching gifts: Refer inquiries to disasterdonations@uss.salvationarmy.org or tyra.gore@uss.salvationarmy.org.

Stocks/Securities: Refer all inquiries to your Divisional Resource Development Director.

Donor care (such as confirming a financial gift was received)

Call 877-267-8409 or e-mail interchange@uss.salvationarmy.org.

Current media releases, updates, and information

www.disaster.salvationarmyusa.org

Pictures and video:

[2022 Ian \(ministrytoolkit.org\)](https://ministrytoolkit.org)

Corporate Gifts and In-Kind Contributions

The Salvation Army is accepting corporate contributions of needed in-kind products and services. **Large corporate gifts of non-perishable food, drinks, and snacks are particularly needed.**

Product offers will be screened by THQ for their usefulness to the disaster operation and, if needed, referred to the impacted division. Bulk donations of non-perishable food accepted will be shipped to our partner organization, Midwest Food Bank, for building food boxes.

Refer corporate gift offers to your Divisional Development Director or Ms. Tyra Gore, Assistant Territorial Disaster Services Coordinator and Corporate Liaison at 404.867.7497 or by e-mail at tyra.gore@uss.salvationarmy.org

Corporate/in-kind gift offers should be made online or by email. This is preferable since it allows us to capture all key information about the perspective gift.

Online: salvationarmyGIVE.org

E-mail: disasterdonations@uss.salvationarmy.org.

Specific Corporate Appeals

Walmart

If you are working near or have a relationship with a local Walmart store, Corps Officers and EDS Directors may reach out directly to the store manager and request needed items. ***Be advised, it is the manager's discretion whether they can provide any assistance.***

In-Kind Collection Drives

There are well-meaning individuals and organizations that wish to conduct 'donation drives' for products. THQ CRD EDS does not encourage local Salvation Army units at this time to consider in-kind donation drives. After a clearer assessment of needs is made, further guidance will be provided by S-THQ.

Partnership with Midwest Food Bank

The Salvation Army is continuing to work with our longtime partner Midwest Food Bank to build food boxes and hygiene kits for disaster survivors. Midwest Food Bank is accepting donations of non-perishable food, hygiene products, and baby supplies at the locations listed below. These products will be used to help make food boxes and hygiene kits that will be given to The Salvation Army for distribution.

The Salvation Army units may want to direct donors, who have collected small amounts of non-perishable food, hygiene products, and baby supplies to their nearest Midwest Food Bank location and suggest the donor give those goods there.

Midwest Locations:

- **Gilbert, AZ** 725 E. Baseline Road Gilbert, AZ 85233 Phone: (515) 210-9400
- **Manchester, CT** 440 Adams Street, Manchester, CT 06042
- **Fort Myers, FL** 5601 Division Drive, Fort Myers, FL 33905 Phone: (239) 690-1722
- **Peachtree City, GA** 220 Parkade Ct., Peachtree City, GA 30269 Phone: (770) 486-1103
- **Bloomington, IL** 2031 Warehouse Road, Normal, IL 61761 Phone: (309) 663-5350
- **Indianapolis, IN** 6450 S Belmont St., Indianapolis, IN 46217 Phone: (317) 786-8980
- **Morton, IL** 700 Erie Avenue Morton, IL 61550 Phone: (309) 291-0900
- **Normal, IL** 2031 Warehouse Road, Normal, IL 61761 Phone: (309) 663-5350
- **Peoria, IL** 9005 N Industrial Rd., Peoria, IL 61615 Phone: (309) 691-5270
- **Middletown, PA** 2700 Commerce Drive, Middletown, PA 17057 Phone: (717) 614-8110
- **Bedford, TX** 209 N. Industrial Blvd., Bedford, TX 76021 Phone: (817) 571-4600

Used Clothing and Furnishings

Shipping used clothing and used furnishings to the disaster area is not helpful, economical, or practical. **Instead, suggest to donors who wish to give these items to donate them to their local ARC Salvation Army Family or Thrift Store.** These items are critical to supporting local Salvation Army programs.

By comparison, note that corporate gifts of new clothing and/or furniture may be helpful; please refer such offers to disasterdonations@uss.salvationarmy.org or tyra.gore@uss.salvationarmy.org.

Other Types of Donations

Be wary of any donation offers that resemble ‘joint-venture.’ These offers typically involve a request for permission to use The Salvation Army shield on a company website and, in return, The Salvation Army’s donation link will be advertised, and/or The Salvation Army will receive a percentage of the company’s sales on a specific item or service. *Any ‘joint venture’ proposal must be reviewed and approved by territorial and national leadership **BEFORE** execution.* Refer all offers that resemble ‘joint ventures’ to disasterdonations@uss.salvationarmy.org.

Customized Corporate Fundraising Pages

We suggest only setting up custom corporate fundraising pages for drives that are likely to raise \$25,000 or more.

The Salvation Army may set up custom fundraising pages for major corporations and large organizations that want to challenge their employees to give to our relief efforts. These corporations and organizations may also be willing to match any gifts that employees make. This requires a custom corporate fundraising page so that the total given by a corporation’s employees can be easily tracked.

To set up a Customized Fundraising Page:

1. Divisional Classy/web resource will create the Classy campaign and donation page.

2. Divisional Classy web resource to review designation and Classy reporting with THQ, Tim McCleary /Tim.mccleary@uss.salvationarmy.org to ensure proper allocation of funds.
3. Share the custom Classy link with the corporate donor
4. All online gifts are entered into the corporate classy donation page and are automatically imported into Interchange. Reports can be immediately available through Classy.

Peer-to-Peer Fundraising

Peer-to-peer fundraising, also referred to as social fundraising, is when individuals organize personal campaigns to collect donations from their peers.

Donors have direct access to friends, family members, coworkers, and other peers that may have never heard of The Salvation Army. Those advocating and soliciting donations for The Salvation Army do more than just raise money on our behalf, their public support increases brand awareness for our mission.

Below is a link that can be provided to individuals interested in 'Peer-to-Peer fundraising for The Salvation Army Hurricane Ian response.

<https://give.helpsalvationarmy.org/campaign/hurricane-ian/c432251>

Guidance for Conducting Telethons with Broadcast Companies

The Salvation Army is grateful for broadcast partners all around the country who step up and help us serve individuals and families impacted by powerful events like hurricanes. Generally, a fundraising telethon is one of the best ways for media partners to help The Salvation Army respond to a disaster and we strongly encourage these events. Divisions set up and support telethons with local or regional broadcast affiliates whose coverage radius lies within the division's jurisdiction.

If a broadcast partner is part of a larger network of affiliates and the telethon will include other cities outside of the division's jurisdiction (i.e. an affiliate such as Sinclair, IHeartRadio, or Tegna and the proposed telethon would extend to cities such as Atlanta, New York, and Los Angeles), before accepting, please contact David Jolley (david.jolley@usn.salvationarmy.org/703.400.8637) at National Headquarters to let him know, as these could spread to affiliate stations. NHQ will ensure that information about the telethon is transmitted to the other divisions/territories where the telethon will take place.

Please follow these guidelines when setting up a broadcast telethon:

- Set up a customized fundraising page for the telethon in Classy through your divisional development department or THQ.
- Determine if you will enter gifts directly into the telethon's classy donation page or if you will collect credit card information on the form provided on page 8 and enter this

information later. All online gifts are entered into the corporate classy donation page. Gifts are automatically imported into Interchange.

- Reports can be immediately accessible through Classy.
- **Remember:** Classy requires a unique email. If you do not have an email address for each donor, the gift cannot be entered into Classy. Please make every effort to obtain an email!

If a donor is not willing to provide an email address, a unique, fake email address must be entered by the person entering the donation. A simple format to use is [FirstName.LastName@fakeemail.com](#) or something along those lines.

Additionally, if The Salvation Army staff member chooses to enter a fake email address, they **MUST be sure to uncheck** the "It's okay to contact me in the future" checkbox in the middle of the form (just under the email field).

- Email addresses are required if the donor wishes to receive a receipt. The email must be unique due to the way constituent hygiene settings are in our system.
- On the day of the fundraiser, please refer to the most recent releases and reports from NHQ, LERMA, and the national EDS website, (www.disaster.salvationarmyusa.org) for current service statistics

Communicating with Prospective Volunteers

Use of Local (Spontaneous) Volunteers Within Local Commands

The Salvation Army local unit leaders should remind prospective volunteers of the following:

- The Salvation Army commands may utilize affiliated and spontaneous volunteers in local disaster relief efforts.
- Unaffiliated spontaneous volunteers may be used as local disaster workers, but only in non-high-risk positions (i.e., warehousing, distribution, donations sorting, meal distribution).

Note that unaffiliated spontaneous volunteers must be supervised by a Salvation Army officer, a credentialed Salvation Army disaster worker, or an employee whose job frequently requires regular supervision of volunteers. Unaffiliated spontaneous volunteers **may not** operate Salvation Army vehicles (including canteens, rental cars, UTVs, and forklifts) and shall be restricted from job functions that allow access to vulnerable populations, such as sheltering or childcare, and entry to secure sites.

Workers who feel sick, should not volunteer, or deploy until healthy.

All unaffiliated local volunteers must also complete the [Unaffiliated \(Spontaneous\) Volunteer Application](#) before volunteering:

- Volunteer Application
- Waiver of Liability
- Code of Conduct

Please work with your divisional EDS director if you plan to utilize local spontaneous volunteers.

Recruiting and Deploying Affiliated Volunteers

The Salvation Army only deploys credentialed volunteers outside of the local area. These volunteer disaster workers have been trained and screened. If a volunteer has not been trained or just signed up to become a disaster volunteer recently, it is unlikely The Salvation Army will deploy them to Hurricane Ian relief sites. However, there may still be volunteer opportunities locally.

Volunteers should NEVER travel to the disaster site on their own without being deployed through their local Salvation Army unit and DHQ EDS department. Spontaneous volunteers arriving uninvited at a disaster site are not helpful and can impede the delivery of relief services. If a volunteer self-deploys, The Salvation Army makes no commitment to provide work, or any other form of support for them.

If you are a corps officer or the director of a local Salvation Army unit, you can view the online profiles of newly registered and affiliated volunteers online at www.disaster.salvationarmyusa.org.

If you do not have access to the website, contact your divisional EDS director to ensure you have a profile in the database and that you have been assigned as an administrator for your corps or The Salvation Army local unit.

DISASTER TELETHON FAQ AND RESPONSES

I don't want to give you my mailing/billing address

Unfortunately, **we cannot process a credit/debit card without a billing address**. The Salvation Army never shares or sells donor information. I can also make sure you do not receive direct mail solicitations or emails from us if you prefer. (Check appropriate boxes on the form for receiving mail updates.)

I was told never to give out the three-digit security code on the back of my card

Unfortunately, **we cannot process a credit/debit card without the three-digit code**. I will be happy to provide an address where you can mail a check if you prefer.

I do not want to give you my email address

Providing your email address allows us to provide you with an immediate confirmation and receipt of your gift. You will also have a link where you can manage your giving to The Salvation Army. We do not share email addresses, and you can opt-out of receiving further communication from us. (Check the appropriate box on the form for receiving email updates.)

I don't have an email address, or I'm just not giving you my email address

If the donor does not have an email address or prefers not to give one, use a fake email - If a caller is not willing to provide an email address, a unique, fake email address must be entered by the person entering the donation. A simple format to use is FirstName_LastName@fakeemail.com or something along those lines. We must use a unique email for each donor.

I would like to donate clothing, furniture, or food

In disasters, The Salvation Army's priority is to provide food, hydration, and emotional and spiritual care during the response. Financial donations are the best and most efficient way we can provide this support to the people in the affected communities.

You can support the work of your local Salvation Army by donating used clothing, furniture, or household goods to your nearest Salvation Army Family/Thrift Store. (Provide the address for the closest store)

My company would like to make a large donation of something awesome

Take the name, address, name of the company, and phone number on the regular form so we can have a representative of the Divisional Development Department contact them. Check the "corporate in-kind donation" box on the donation form when capturing this info.

How will my donation be used?

Whenever there is a disaster, The Salvation Army's first response is mass feeding and emotional and spiritual care for first responders and survivors.

I want to direct my donation to a certain area/city/location/purpose.

Your donation will be used for Hurricane Ian relief. We are unable to direct the funds to specific communities, but please be assured that your gift ensures that disaster services are available to help individuals and families affected by Hurricane Ian in all areas.

THE SALVATION ARMY TELETHON FORM

Please: Write neatly and obtain all information. See the FAQ/Response sheet for answers to questions donors often ask.

Thank you for calling The Salvation Army Hurricane Ian Telethon!

How much would you like to donate today?

Gift Amount \$ _____

Name:

First

Last

Address:

Street/PO Box

Apt/Unit #

City

State

Zip

I would like to receive updates by mail: **YES** **NO**

Phone: ()

Area Code

Number

Email

I would like to receive updates by email: **YES** **NO**

PAYMENT INFORMATION

Card Number _____

Exp Date MM//YY _____ **3-Digit Security Code** _____

Please read all the numbers and dates back to donor to confirm accuracy. Confirm gift amount.

Please write clearly. If you make a mistake, MARK THROUGH, and write again. Please do not write over to correct errors (we can never read it later!)

Please contact me/my company about an in-kind donation of:

A Salvation Army representative will call you regarding this possible donation!