Disaster Volunteer Management

September 24, 2020
9:30 to 11:00am

A Community Preparedness Webinar
for the UASI South Bay Hub region
Welcome

• Welcome and Introductions
  – Housekeeping
  – Zoom basics and etiquette
  – Live transcription service

• Why We Are Here
  – Fifth session in a series of workshops for South Bay
  – Funded by Bay Area UASI
Session Objectives

• Explore the challenges, benefits and opportunities that exist with disaster volunteering

• Look at lessons learned from current and past disasters

• Hear from a panel of speakers with years of experience engaging volunteers
Agenda Overview

1. Welcome and Introductions
2. Why We Are Here
3. Disaster Volunteer Management
4. What Do We Know From Different Programs
5. Pivoting Volunteers from Response to Recovery
6. Q&A
7. Next Steps and Closing Remarks
REFLECTION SHARING
Disaster Volunteer Management
The power and potential of Spontaneous Volunteers in a Disaster activation

Sharing our Gratitude ...

Karen Delaney, Executive Director
Like any powerful force, Spontaneous Volunteers can be a driving force for tremendous work, or an overwhelming and chaotic force.
Givens about volunteers and disaster

- The need to respond to certain types of images is primal and cannot be stopped, but can be managed.
- In catastrophic events, there is a real shortage of labor initially.
- Social Media & Technology is a game changer and makes it easier for people to self deploy quickly.
- Despite increasing efforts, the number of people who will register/pretrain to volunteer is small relative to the number of people who will step up during an event.
- The number of people who will register/pretrain seldom meets the full needs in a moderate to large event.
What does it take to manage the power of Spontaneous Volunteers for good?

1. Consistent, simple, frequent communication
   - Use combination of web/phone based registration system so people can get information
   - Daily, brief communication that helps people understand why they are, or aren’t being assigned
   - Communication must be in line with what people are seeing in the general media

2. Isolation and rapid deployment to high need/low skill labor jobs
   - We have pre-existing lists for floods, fires, earthquakes
     - Shelter Assistants;
     - Sort/Receive Donations;
     - Greeters/Registration/Covid Screening everywhere
     - Feed/Foster Animals
Our Talking Points

- Go where you are needed most
- Be safe and insured while volunteering
- Your time can help match FEMA dollars to rebuild our community

Phone Script:
- Thanks for calling the Volunteer Center and we appreciate your willingness to help. At this time we are mobilizing volunteers to help in the emergency evacuation shelters.

- Volunteer roles for the new shelters include: assisting staff with the day-to-day operations, food distribution, and overseeing the check-in desk. Volunteer shifts are 4-hours (longer shift if you choose) Volunteers will be working alongside employees from the County of Santa Cruz and will have appropriate personal protective equipment and training to maintain safety.

- If you are not able to volunteer at an evacuation shelter but you are interested in supporting in another way we are asking folks to sign up on our volunteer Fire Relief Registry. We are in close contact with the Red Cross, Santa Cruz County, and other emergency response agencies and our team will follow up with additional instructions as their need for volunteers evolves. I can either take your information over the phone or I can refer you to the registration form on our website.

- To complete the registration form visit our website at [www.scvolunteercenter.org](http://www.scvolunteercenter.org) and click the "volunteer" button then follow the instructions to sign up. Filling out the form will allow you to list your skills and interests.
What does it take to manage the power of Spontaneous Volunteers for good?

3. A way to sort for specialized, high need skills
   - Simple registration process includes prompts for special skills needed by OES;
     - Translation
     - Licensed Behavioral Health Professionals
     - Clerical Skills
     - Case Management skills

4. Clear, written instructions and smart use of on the ground leaders
   - Instructions emailed on registration;
   - Leaders drawn from
     - County/City DSW workers given brief training
     - CERT leaders
     - AmeriCorps/NCC
     - Just in time trained return volunteers
Recent Activation Results – 3,000 in 18 days

- For the first 8 days, 100% of shelters staffed entirely by Spontaneous Volunteers supervised by Just In Time trained DSW;
- 100% of donation sites staffed by Spontaneous volunteers;
- CERT operated AID Center set up/greeter/navigation for first 8 days, Spontaneous Volunteers for remaining 3 weeks through the end of the month.
- Skilled Labor - 20% of Shelter Behavioral Health volunteers; EOC reception after the first 4 days; data entry for EOC; 15% of AID Center Case Managers.
- $200,000 in local match for FEMA
Who should focus on Spontaneous Volunteers?

• Volunteer Centers, if there is one.

• Other Local Options – United Way; RSVP; UASI; Faith Coalition; Community Based Volunteer Agency

• State through California For All/Listos

• Qualifications – Understands volunteers; robust communication capacity; good relations with OES; simple systems for engagement
CZU Activation Workflow

• 7:30 am. EOC Liaison at work; 8 am briefing
• 9:30 Call Center Training/Daily Brief
• 10:00 – 3 Call/Matching Center Open
• Website updated, social media messages of day goes out
• 11:00-12:30 Daily Fire Managers Zoom
• 4:00 – Daily Reports Done and in Folder; Daily brief 20 minutes
• 4:30-5 – Daily Status Update – to volunteers, on website, to EOC Liaison
• Standby – 4-8 EOC Shift
What Can We Learn From Other Programs
Mollie Tobias
Program Manager, City of San Jose

SILICON VALLEY STRONG
Partnerships are Precious!

Mollie Tobias
Program Manager
City of San Jose: Emergency Operations Center
Volunteer Management: Parks, Recreation & Neighborhood Services
Challenges

The Unknown

• What is the situation?
• Who is leading/working?
• Priorities?
• Where is greatest need?
• What and where are resources available?
Partnerships Provide:

- Information and expertise
- Resources that are needed by the community
- Stability and comfort
- Culturally appropriate assistance
- A focused and scalable mission
Opportunities

• Offer what you can!
• Internally, have volunteers ready to help: vetted and available
• Offer what you can, again!
• Think broadly and strategically
• Offer what you can, again!
Thank You For All You Do!

Mollie Tobias
Program Manager
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Operation Feed California

ESF-17 Role
During this crisis, California Volunteers has led the Food and Supplies Workgroup and Volunteer Work Group under ESF 17 (Volunteers and Donations Management). California Volunteers is the lead agency for sourcing volunteer/service staffing needs for disaster response missions that are requested by counties when they cannot meet local needs and serves as the last line of defense for staffing critical civic infrastructure like food banks.

To get involved: CaliforniansForAll website links users to opportunities
#CaliforniansForAll Updates

#CaliforniansForAll signups
- 46,470+ volunteers
- 52,000+ connections made

Summer of Service
- 1,845 young people ages 13-25 signed up to participate
- 20 volunteer logs submitted so far
- 1,300 volunteer hours reported

Participants who complete 10, 50, or 100 hours will be recognized with a certificate signed by First Partner Jennifer Seibel Newsom and Chief Service Officer Josh Fryday.
VISTA Project

- 52 placements: 47 VISTA Members and 5 VISTA Leaders
- 2 cohorts: August 17 and August 31 start dates across 26 sites
| California Food Bank Association |
| California Volunteers |
| Center for Volunteer and Non-Profit Leadership |
| Central California Food Bank |
| Community Action of Napa Valley |
| Community Action Partnership of Kern |
| Community Action Partnership of Orange County |
| Community Action Partnership of San Bernardino County |

| Host Sites |
| Los Angeles Regional Food Bank |
| Merced County Food Bank |
| ONE OC Volunteer Center |
| Salvation Army Modesto Citadel |
| San Francisco Marin Food Bank |
| San Luis Obispo Second Harvest Food Bank of Santa Cruz |
| Volunteer Center of Santa Cruz County |
| Yolo Food Bank |

| Emergency Food Bank Stockton/San Joaquin |
| Food Bank of Nevada County |
| Food Bank of Santa Barbara |
| Food In Need of Distribution Food Share Inc. Ventura County |
| Hands On Bay Area |
| Imperial Valley Food Bank |
| Interfaith Council of Amador County |
| LA Works |
Contact

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Tory Woods
Senior Manager, Social Impact Programs

GIVE TO GET
ABOUT US

For the last 25 years, we have been expanding social impact from an act of charity to an act of strategic advantage for business. We have leveraged purpose to reinvigorate youth brands in the US, UK and Australia, reconnect legacy brands to consumers in Latin America, provide social license to operate in South Africa, connect national/global workforces and refine the identity of a 100-year-old company.

We are the only vertically integrated social impact company that can create a social impact strategy, execute against it globally and ultimately assess and value the impacts made.

Our teams, tools and services are designed to deliver the material change and long-lasting shared value brands want, the measurable results they need and the new triple bottom line we all demand: making people better, brands better and the world better.
AT-HOME GROUP VOLUNTEERING

Mailers assembled and safely packaged at our warehouse

Items arrive in home (average 4-5 days)

Volunteers create items and pack box/envelope for shipping (1-2 hours)

Items arrive at nonprofit (4-5 days)

Group volunteering video conference (15 minutes + live chat)

Group interaction and promotion via social media
SPOTLIGHT: GROUP ENGAGEMENTS

AT-HOME GROUP VOLUNTEERING

Group Videoconference

- Kicks off the Event
- Creates a Group Atmosphere
- Reinforces Company-Wide Social Impact Goals
- Allows for Real-Time Project Support
- Connects to the Nonprofit and Recipients

Social Media Sharing

- Builds on Shared Experience
- Broadcasts the Goodness
- Connects with Nonprofits

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PROJECT SAMPLES

Supporting nurses, doctors & medical professionals

Project Description & Impact:
Help support frontline healthcare workers who inspire us as they go to work every day, at great personal risk, to keep others safe. Together we can show these workers that they are not forgotten, and we appreciate all their hard work and sacrifice. Volunteers will assemble care packages, bracelets of support and cards of encouragement.

Supporting those impacted by fires

Project Description & Impact:
Wildfire season is here. As a result disaster response organizations and their volunteers are working tirelessly to support the impacted communities. Volunteers can provide essential support through assembling pandemic relief kits and comfort kits for those at risk.

Supporting youth in crisis

Project Description & Impact:
These projects are designed to support children in need. Homeless shelters, child protective services, and organizations that help families and children cope with issues like trauma, loss, and other crisis are often in need of items that can given to youth to offer comfort and meet their needs during difficult time. Projects may include boredom buster kits, blankets, teddy bears and more.
Impact in the Bay Area

• Over 150 nonprofit partners
• Over 40 clients and partnerships
• Recent programs:
  – PG&E and the American Red Cross
  – Intuit and Santa Clara Valley Medical Center Foundation
  – KLA Foundation and LifeMoves
THANK YOU!
Pivoting Volunteers
From Response to Recovery
Pivot from Response to Recovery

• Managing Pandemic and Recovery – how does this impact our normal systems?

• With pandemic, multiple western wildfires and crazy active storm season, what will this mean for investment during recovery? Will our region be on our own in this effort, more than any prior disaster?
Questions?

Scan this QR code with your phone camera to provide your participant feedback to us…
COMMUNITY PREPAREDNESS TRAINING SERIES FOR SOUTH BAY HUB COUNTIES – 2020

This FREE series of interactive workshops for the UASI South Bay Hub (Santa Clara, Santa Cruz, Monterey and San Benito counties) will give nonprofit and community-based organizations (CBOs) the tools needed to be more prepared as an organization to meet the challenges of future disasters as well as on-going emergencies such as the current COVID-19 pandemic.

REVISED Course dates and session topics in the series are as follows:
- July 23rd @ 9:30am – Agency Emergency Planning
- July 23rd @ 1:00pm – Personal Preparedness for Staff & Volunteers
- August 13th @ 1:00pm – CBO and Government Coordination in Times of Emergency (Santa Clara County focus)
- September 10th @ 1:00pm – Continuity of Operations Planning (COOP) for Your Organization
- September 24th @ 9:30am – Disaster Volunteer Management
- October 2nd @ 9:30am – Nonprofit Disaster Planning Technical Assistance Open Forum - NEW
- October 8th @ 1:00pm – Donations Management
- October 22nd @ 9:30am – CBO and Government Coordination in Times of Emergency (Santa Cruz, Monterey, San Benito counties focus). Rescheduled from August due to complex fires
- October 22nd @ 1pm – Understanding the Incident Command System (ICS) for Nonprofits Rescheduled from August due to fires
- November 5th @ 9:30am – Agency Emergency Planning
- November 5th @ 1:00pm – Personal Preparedness for Staff & Volunteers
- November 6th @ 9:30am – Nonprofit Disaster Planning Technical Assistance Open Forum – NEW
- December 4th @ 9:30am – Nonprofit Disaster Planning Technical Assistance Open Forum – NEW

The workshop series is led and facilitated by Collaborating Agencies Disaster Relief Effort (CADRE), the Santa Clara County VOAD Voluntary Organizations Active in Disasters affiliate. The workshops are sponsored by the Urban Area Security Initiative (UASI). To register, please visit www.bat ep.org

Dates and Location
The series will be held from mid-July through December 2020 as noted. Participants may register for individual sessions by topic or for the entire series.
All sessions will be held by Zoom video conference.

Tuition and Registration
There is no cost to participate in these training sessions. The series has been funded by the Bay Area Urban Areas Security Initiative (BA/ASI).
Registration is a two-step process:
1) Register for each of the sessions at the Bay Area Training and Exercise Program (BATEP) Portal at: www.bat ep.org
2) Once you have completed the registration, you will be sent an email from CADRE inviting you to register for your unique access code to each of the scheduled ZOOM sessions.

For More Information
Please contact Anna Swardeniski, CADRE Consultant at admin@cadresv.org or 408-577-2175. Or see our website for more info at www.cadresv.org

Please note: This series will benefit community volunteers, staff, and board members of nonprofit service providers and community-based organizations who want to better prepare for and plan to meet the needs of clients, consumers, volunteers, and staff for emergencies or disasters, including the ongoing COVID-19 pandemic.

Prerequisites
NONE
Closing Remarks

Let us know what other workshop topics you would like to see covered in the future…

Scan this QR code with your phone camera to provide your participant feedback to us…
THANK YOU!

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