

# In the Shelter

E-newsletter for the Rotary Clubs of District 5180 - August 2017

## *Disaster is coming, are you ready?*

Prepare a portable disaster kit.

A local disaster. It is not a matter of if it can happen, it's a matter of when it will happen.

As I speak to clubs about ShelterBox I sometimes ask how many Rotarians have a disaster preparedness kit at home? I rarely see more than one or two hands go up.

It does not take much effort or expense to put together a portable box of gear that can be the difference between life and death should a disaster strike.

Food, Water and Shelter. Those are the proverbial essentials for survival. A disaster can compromise the accessibility and safety of all three.

Have enough provisions to last at least 3 days per person. A good list for a portable disaster kit can be found online <https://www.ready.gov/kit>



It is recommended to have one gallon of water per person per day for drinking and hygiene. To conserve space and weight in a portable kit consider how ShelterBox responds. The importance of safe water is addressed by ShelterBox through the delivery of lightweight compact water purifying filters.

The Thirst Aid Station by Pure Hydration is a water filter found in a ShelterBox. It can filter over 250 gallons of water. Obviously, using a filter requires a water source. If tap

water is running after a disaster strikes it must be boiled or filtered as contaminants and waste can mix in with the public water supply. If there is no tap water a swimming pool, a hot water heater (if safely accessible) or even a toilet reservoir can be a source for water.

Shelter in a portable kit can be as simple as heavy-duty tarpaulins or a tent. Include 100 ft of rope, a roll of duct tape, stakes, caribeaners and a hammer in your kit to help secure emergency shelter.

Finally, routinely replace any foods or medications that carry a 'use before' or 'expiration' date to prevent potential spoilage and be sure to store the kit in an accessible cool space near an exit door in case the need to evacuate is immediate.

-Bill Tobin

## Kerri Murray – President, ShelterBox USA

*In the Shelter - exclusive interview*



*Kerri Murray, was named President of ShelterBox USA in November 2015. A veteran nonprofit and corporate executive, Kerri has specialized in global health initiatives, and brings nearly two decades of experience to the organization.*

*Formerly the vice president at Direct Relief Kerri led development, communications and marketing. Murray has deep experience delivering high-growth in the business and nonprofit sectors, including 13 years at GlaxoSmithKline Pharmaceuticals.*

**Q: ShelterBox recently set a goal to be able to assist one million people annually by 2025, how will that be achieved?**

**A:** To achieve our goal of reaching one million people

annually by 2025, we have identified five objectives with clear targets that focus on impact and external recognition. As an organization, we want to extend our reach and impact of operational capacity to enable timely and effective delivery of aid to more people. To maximize the impact of our interventions, we are growing our operational model to be more advanced and to be able to have the ability to deliver aid efficiently and effectively to more people in need. In addition, we are focusing on increasing funding to sustain the cost of helping more people. By growing our income levels, which will be achieved through cultivating our voice and awareness, we will be able to foster growth, partnerships and influence. Partnerships are another pivotal aspect of our growth plan. We are aiming to create and manage relevant and effective global partnerships that will help support our strategic objectives. Finally, we are increasing our organizational effectiveness by creating a high performing,

values-driven organization that puts beneficiary and supporter needs at the center and continually strives for excellence. To reach our goal of 1 million people annually by 2025, ShelterBox is focusing on significantly expanding our reach, supporter base, and funding to spread awareness of our cause and effectively supply more aid, shelter and hope to those in need.

**Q: How does ShelterBox decide where to send aid?**

**A:** The decision to send aid to a country experiencing a conflict or disaster situation is made based on several factors. As a preliminary step to deployment, when ShelterBox receives word of an area or people who have been displaced we first evaluate the situation to see if it aligns with our humanitarian efforts and aid. If we determine that our presence would be beneficial, we take the next steps to gather further details on the crisis and deploy a small ShelterBox Response (SRT) team to the affected conflict or disaster zone to perform a pre-evaluation. If

our assessment leads us to believe that there is a clear indication or confirmation of need, then a ShelterBox Response Team will be deployed to assist in providing shelter and supplies to the affected communities.

In addition to our own preliminary findings, ShelterBox works directly with other humanitarian officials, in country organizations including Rotary, and volunteers on the ground to gain a more detailed and accurate understanding of what is happening and the extent of displaced individuals in the disaster or conflict zone. Safety is another large factor in the determination of aid. To protect our SRT members and volunteers, ShelterBox evaluates the level of risk and responds accordingly holding safety of our volunteers and staff to the highest level.

Our goals as an organization are to consistently meet our high expectations and ensure our team effectively and efficiently delivers aid to those who are in need of our

help and who would most benefit from us.

**Q: What have Rotarians in disaster areas done to help ShelterBox Response Teams?**

A: Since being founded in 2000, ShelterBox has grown from one Rotary Club's adopted project to Rotary International's official Project Partner in disaster relief. Rotarians are often the first point of contact for the ShelterBox Response Team when they arrive in a country that has been devastated by a disaster or conflict.

The awareness and fundraising efforts by Rotarians in the U.S. and around the world make up a large share of donations received by ShelterBox. In turn, ShelterBox acts as a catalyst in encouraging people all over the world to become involved with their local Rotary Club and offers multiple youth opportunities for culture exchange and leadership training. Rotary

**“Rotarians are often the first point of contact for the ShelterBox Response Team when they arrive in a country that has been devastated by a disaster or conflict.”**

Clubs play an integral part in both fundraising for our ShelterBox Response Team as well as serve as a pivotal point of contact for teams on the ground in conflict and disaster zones.

**Q: Last year ShelterBox responded in the DPRK (North Korea), how did that come about and what was the outcome?**

A: In the Democratic People's Republic of Korea, the DPRK, ShelterBox responded to a devastating winter that left families exposed and without shelter in temperatures as low as -25 degrees Celsius. 500 families received winterized Flex 3 Tents equipped with stoves as well as non-food items including: water filters, water carriers, solar lights and kitchen sets. An additional 2,000 blankets were also distributed. Deployment was coordinated with the International Federation of the Red Cross and DPRK Red Cross.

In past deployments to the DPRK Shanghai Rotarian Randal Eastman assisted in delivering aid to many who had been left homeless following Typhoon

Bolaven in August 2012. Randal is a past President of a Rotary club of Shanghai in China and a member of the Korean Friendship Network that allowed us to gain access to North Korean's in need and get them the help and aid necessary to provide emergency shelter and lifesaving supplies. With the help of volunteers, Rotary and our team we were able to gain access to North Korea and supply hundreds of families with aid needed to help them make it through the winter.

**Q: What do you do for fun?**

A: I have an adventurous 13-year old daughter, Sofia, who keeps me quite busy. We just traveled to Greece together, visiting the Acropolis in Athens, and the islands of Paros and Naxos. My daughter and I are music lovers and frequently go to listen to live music

together. Also, I serve as the Board President of the non-profit, Girls Rock Santa Barbara, a music education program which focuses on building self-esteem in girls aged 6-16 yrs. I can also be found doing yoga and attending my weekly Montecito Rotary Club luncheon meeting.

---

**Right now, ShelterBox is making a difference in:**

- Afghanistan
- Cameroon
- Chad
- Columbia
- Haiti
- Iraq
- Niger
- Philippines
- Somaliland
- Syria
- Uganda.

[www.shelterboxusa.org](http://www.shelterboxusa.org)  
**learn more and donate**

## Become a ShelterBox Liaison

Sign up to become a ShelterBox Rotary Club liaison and receive deployment updates and access to pertinent webinar trainings so you can be "in the know" and share disaster relief information with your club.

It's easy to sign up as a liaison:  
[www.shelterboxusa.org/volunteer](http://www.shelterboxusa.org/volunteer)

## Create your fundraising page

An online ShelterBox fundraising page is easy to create and a great way to attract donors and showcase your Rotary club's commitment to ShelterBox.

Create your page today:  
<http://tinyurl.com/5180sbox>

## ShelterBox Hero Club

Make a 3-year pledge to help families in need when a disaster strikes.  
Heroes made here:  
<http://tinyurl.com/5180hero>

### **Presentations and Events:**

**August 2 El Dorado Hills Rotary**

**August 3 Vacaville Rotary (5160)**

**August 5 Lunar Lunacy Event, State Capitol – TENT EVENT – ShelterBox tent on display**

**August 10 Lincoln Rotary**

**August 14 Fair Oaks Rotary**

**August 27 District 5180 Annual Picnic – TENT EVENT – ShelterBox tent on display**

**August 30 Citrus Heights Rotary**

**For a presentation or ShelterBox display at your event email: [shelterboxbill@gmail.com](mailto:shelterboxbill@gmail.com)**