Children play as they pass debris and damaged houses after Super Typhoon Haiyan battered Tacloban City, in central Philippines.
SUPER Typhoon Haiyan battered the Philippines on November 8, 2013 with torrential rains and winds reaching nearly 200 mph—equivalent to a Category 5 hurricane. The United Nations estimates that more than 11.3 million Filipinos have been affected, with 673,000 made homeless by Haiyan—one of the most powerful storms to ever make landfall. With many of the country’s hospitals and medical facilities destroyed or out of operation, valuable stocks of medicine damaged in the storm, hundreds of thousands of people needing urgent medical care, and increased risk of waterborne diseases from flooding, Direct Relief is working to fill these needs and help people affected access the health care they need.

Here are 3 ways Direct Relief is delivering a world of good to people affected by Typhoon Haiyan:

100% of donations for Typhoon Haiyan Relief will be used exclusively for that effort.
A mother and her baby are cared for at Divine World Hospital in Bogo, Cebu Province, Philippines. Her baby was born shortly after Typhoon Haiyan struck.

To help people affected by the typhoon access the medical care they need, Direct Relief is collaborating with its partners on the ground—Asia America Initiative (working with the Philippine Red Cross and the Philippine Ministry of Health), the Philippine Medical Association, and the Ayala Foundation—to coordinate the delivery of critically needed medical aid. Immediately after the storm hit, Direct Relief was ready with the medicines and supplies it knew its partners would need to save lives and care for the injured and displaced people—antibiotics, pain relievers, nutritional supplements, anti-fungal medications, wound dressing, and chronic disease medicines.

Hundreds of thousands of people will be helped by Direct Relief’s airlifted 12 deliveries of medical aid valued at $9 million and weighing 100,000 lbs.

100% of donations for Typhoon Haiyan Relief will be used exclusively to help people affected in Philippines.

There are approximately 90,000 pregnant women living in Haiyan-affected areas and 8,000 of them are due to give birth in November. – World Health Organization

HELPING PEOPLE WHO ARE MOST VULNERABLE

by focusing relief efforts on the health facilities still operating and overrun with patients in the most-affected areas

To help people affected by the typhoon access the medical care they need, Direct Relief is collaborating with its partners on the ground—Asia America Initiative (working with the Philippine Red Cross and the Philippine Ministry of Health), the Philippine Medical Association, and the Ayala Foundation—to coordinate the delivery of critically needed medical aid. Immediately after the storm hit, Direct Relief was ready with the medicines and supplies it knew its partners would need to save lives and care for the injured and displaced people—antibiotics, pain relievers, nutritional supplements, anti-fungal medications, wound dressing, and chronic disease medicines.

Hundreds of thousands of people will be helped by Direct Relief’s airlifted 12 deliveries of medical aid valued at $9 million and weighing 100,000 lbs.

100% of donations for Typhoon Haiyan Relief will be used exclusively to help people affected in Philippines.

Direct Relief’s Andrew MacCalla in Bogo, Cebu Province, Philippines

These are the times when you see true ingenuity. At the Provincial Hospital, Dr. Carlos Layese, Jr., a Pediatrician and the Chief Medical Officer of the hospital, showed us the pediatric ICU where they have one working incubator. However, whenever they had to transfer babies to another facility, they didn’t have a good way to keep the baby warm—that is, until the Israelis came with their cases of Meals Ready to Eat (MREs). As I now know after eating my first MRE in Tacloban, they come with a heating element that activates when surrounded by water. Dr. Layese realized that the same heater that is usually discarded from the MRE could be used inside the incubator to keep the baby warm in transit. Now when they transfer babies, they carefully surround them with these mini heaters to keep them warm on the two-hour journey to more advanced care in Cebu city.

ON THE GROUND

The Year in Review 2013

You can only do in emergencies what you do every day

Direct Relief is the largest international nonprofit in California, making sure that hundreds of talented, passionate healthcare providers in 70 countries and all 50 U.S. states have the resources they need to care for people, keep families healthy, and prepare emergency-prone communities for disasters.

In Fiscal Year 2013, Direct Relief delivered more aid to more people than ever before—1,500 tons, $341 million in medical assistance in 5,500 shipments to hundreds of international healthcare providers and its network of more than 1,000 nonprofit clinics and health centers across the U.S.—the largest charitable program in the U.S. providing free medications and supplies to health centers treating low-income patients without insurance.
Direct Relief is outfitting medical response teams of trained physicians and emergency care providers with portable supplies of critically-needed medicines that enable them to treat thousands of people with trauma wounds as well as chronic health issues.

Three provisions are in the hands of the veteran response organization, Team Rubicon, who has teams of highly-trained medics on the ground. Direct Relief staff are hand-delivering life-saving medicines and supplies alongside physicians from Access Aid International, the University of California-Davis, and Dr. Doug Gross, a pediatrician and a member of the U.S. Federal DMAT team.

Direct Relief has received additional requests from Access Aid International as well as longtime partner, Philos Health, and is preparing shipments for both groups, who will deploy this week.

Direct Relief is collaborating with software-company Palantir Technologies and on-the-ground partners including the Philippine Office for Disaster Risk Reduction and Emergency Management, Philippine Red Cross, Access Aid International, Save the Children, and Team Rubicon to enable a targeted and efficient response effort in the Philippines.

Palantir is providing a cutting edge common operating platform and analysis to determine where help is needed most, linked with real-time tracking of assets and personnel using miniature satellite-enabled SMS. Teams distributed throughout a large portion of the affected area are conducting health, structure and needs assessments using Delorme GPS-enabled satellite communicators provided by Direct Relief.

Data collected from these devices connected to Palantir’s platform allows broader sharing of information across multiple organizations and improved situational analysis throughout the relief and recovery phases.

This project is a direct result of a Clinton Global Initiative commitment made by Palantir in January 2013 to improve disaster response efforts by providing software and analytical support to better mobilize responders and resources to natural and other disasters.
Direct Relief runs the largest charitable medicines program in the U.S.—the only nonprofit working with more than 1,000 clinics and health centers in all 50 states for the nation’s millions of people who are low income and uninsured. As the first and only nonprofit licensed to distribute pharmaceuticals in every state, Direct Relief provided clinics and health centers with more than $68 million in prescription medication free-of-charge in 2013. Here are some highlights from the year >>
Longtime supporter FedEx has provided in-kind transportation services to deliver free medical supplies to clinics that are treating people affected by the storm.

Several companies have contributed cash to help Direct Relief infuse even more resources into affected communities.

Companies that have donated urgently needed medicines, medical supplies, and nutritional items to Direct Relief’s Typhoon Haiyan relief efforts include:

ABBOTT  ABBVIE  ACTAVIS PHARMA INC.  ADVANCED STERILIZATION PRODUCTS  ALLERGAN, INC.  ANSELL GLOVES  BASIC MEDICAL  BAXTER INTERNATIONAL INC.  BD  BRISTOL-MYERS SQUIBB CERA PRODUCTS, INC.  CHATTEM INC.  CLIF BAR & COMPANY  COVIDIEN  C.R. BARD  CVS CORPORATION  DRIP DROP  ELI LILLY  FEDEX  GSK  GEMS INCORPORATED  HENRY SCHEIN  HONEYWELL PRODUCTS  HOSPIRA, INC.  JOHNSON & JOHNSON  MERCK & CO., INC.  MICROFLEX  MYLAN LABORATORIES INC.  NAPO PHARMACEUTICALS  NEPHRON PHARMACEUTICALS  PRESTIGE BRANDS  RANBAXY  SHIRE  TEVA PHARMACEUTICALS  VIRTUS PHARMACEUTICALS

The online-gaming company Zynga is broadening philanthropic opportunity online for people wanting to help those affected by the superstorm. Gamers playing Hidden Shadows, FarmVille, FarmVille 2, Mafia Wars, and Poker are given the opportunity to give assistance through Direct Relief for people affected by Typhoon Haiyan.

Direct Relief has benefited from extensive operational support during the crisis from Palo Alto-based technology company Palantir that has enabled multiple streams of information to be organized, visualized, and analyzed to provide situational assessments and inform planning and response.
“★★★★★” — Charity Navigator

99% EFFICIENT.
AMONG THE 30 MOST-EFFICIENT LARGE U.S. CHARITIES.

— Forbes

2011 PETER F. DRUCKER AWARD
WINNER FOR NONPROFIT INNOVATION

rick wartzman, DRUCKER INSTITUTE EXECUTIVE DIRECTOR:

“[Direct Relief’s] fundamental insight—to take the best in private-sector technology and uniquely adapt it for the social sector—has greatly strengthened a weak link in the medical supply chain...Its efforts demonstrate that social-sector organizations can achieve the very highest levels of efficiency.”

CONNECT WITH DIRECT RELIEF

facebook
LIKE OUR PAGE facebook.com/directrelief 129K+

Google+
ADD US TO YOUR CIRCLES plus.google.com/+directrelief 194K+

twitter
FOLLOW US twitter.com/directrelief 11K+

youtube
WATCH OUR LATEST VIDEOS youtube.com/directrelief

flickr
SEE OUR NEWEST PHOTOS flickr.com/photos/directrelief

SANTA BARBARA WINE AUCTION
FEB 22 2014

Bacara Resort & Spa
SANTA BARBARA, CA

The food and wine event of the year, presented by the Santa Barbara Vintners’ Foundation, and benefitting Direct Relief, features vintners whose talents and craftsmanship produce some of the finest wines in the world, celebrity chefs, wine collectors, and philanthropists.

The Santa Barbara Vintners’ Foundation created this biennial wine auction to champion Direct Relief’s mission, and, since inception, the wine auctions have raised over $2 million which has been leveraged into almost $60 million in medical aid to equip international frontline health workers and U.S. clinics and health centers to treat the world’s most vulnerable people.

For more information, visit SBWineAuction.org

Many thanks, Vintners

DIVERSITY PERFECTED
SANTA BARBARA VINTNERS FOUNDATION

for delivering a world of good.
A bequest or planned gift to Direct Relief can extend your generosity beyond your lifetime. Your commitment and dedication will help people in the U.S. and around the world live better, healthier lives far into the future. With such a gift, you will be included in the Legacy Society, which recognizes visionary and caring individuals who have included Direct Relief in their estate plans.

For more information on planned giving, visit DirectRelief.GiftLegacy.com or contact Kerri Murray at KMurray@DirectRelief.org or (805) 964-4767.

LEAVE A LEGACY

A bequest or planned gift to Direct Relief can extend your generosity beyond your lifetime. Your commitment and dedication will help people in the U.S. and around the world live better, healthier lives far into the future. With such a gift, you will be included in the Legacy Society, which recognizes visionary and caring individuals who have included Direct Relief in their estate plans.

For more information on planned giving, visit DirectRelief.GiftLegacy.com or contact Kerri Murray at KMurray@DirectRelief.org or (805) 964-4767.

LEAV E A LEGACY

A bequest or planned gift to Direct Relief can extend your generosity beyond your lifetime. Your commitment and dedication will help people in the U.S. and around the world live better, healthier lives far into the future. With such a gift, you will be included in the Legacy Society, which recognizes visionary and caring individuals who have included Direct Relief in their estate plans.

For more information on planned giving, visit DirectRelief.GiftLegacy.com or contact Kerri Murray at KMurray@DirectRelief.org or (805) 964-4767.

LEAVE A LEGACY

A bequest or planned gift to Direct Relief can extend your generosity beyond your lifetime. Your commitment and dedication will help people in the U.S. and around the world live better, healthier lives far into the future. With such a gift, you will be included in the Legacy Society, which recognizes visionary and caring individuals who have included Direct Relief in their estate plans.

For more information on planned giving, visit DirectRelief.GiftLegacy.com or contact Kerri Murray at KMurray@DirectRelief.org or (805) 964-4767.