Donation Management Functional Annex

Updated: October 15, 2025

I. **PURPOSE**

These operating procedures describe the function of managing goods, services, and financial contributions donated in the event of a major disaster. This includes donations for the relief of residents of Alexander County or for collections made by residents to support victims in other affected areas. This plan ensures donations are coordinated, targeted, transparent, and supportive of overall disaster response and recovery efforts.

II. **SITUATION AND ASSUMPTIONS**
   A. Situation
      1. Historically, individuals not directly impacted by a disaster are eager to assist victims through donations of money, goods, and services.
      2. Without a structured management system, donated goods can overwhelm local resources, leading to confusion, waste, and duplication of efforts.
      3. Timely and accurate public messaging is essential to prevent unsolicited donations and to direct community support efficiently.
      4. National organizations like FEMA, American Red Cross, and Salvation Army will offer guidance and public helplines during major events. The State of North Carolina may also establish a donations hotline.
      5. Suitable facilities, equipment, personnel, and inventory systems are necessary for effective donation management.
      6. Coordination of collection, packaging, and shipment should occur at the County level for local and outbound donations.
      7. Distribution must align with the identification of unmet needs and avoid duplication or inappropriate aid.

   B. Assumptions
      1. Sufficient space and equipment will need to be made available for donation processing.
      2. Local distribution sites will be convenient to the impacted population.
      3. A central Donation Management Site (DMS) will be located away from disaster zones.
      4. Aggressive public messaging will minimize unsolicited donations and guide donors appropriately.
      5. Local transportation resources will be available to move goods.
      6. Some donated items may be excessive or inappropriate and require disposal.
      7. Citizens and businesses will seek guidance on how to donate responsibly.
      8. Some donations may bypass County systems; plans should account for this.
      9. Charitable and faith-based organizations will assist in operating distribution centers.

III. CONCEPT OF OPERATIONS
  A. General
    1. Alexander County Emergency Management will coordinate donation management operations, integrating efforts with established partners such as the Taylorsville Rotary Club and American Red Cross.
    2. Only donations meeting specifically identified needs and quality standards will be accepted.
    3. Public messaging will clearly state the types of donations needed, how and where to give, and discourage unsolicited goods (e.g., used clothing unless specifically requested).
    4. Central Donation Management Sites will be established and staffed by trained personnel and volunteers to sort, inventory, and distribute donations.
    5. Points of Distribution (PODs), community centers, and partner locations will serve as key distribution hubs based on accessibility to affected areas.

  B. Receipt of Donated Goods
    1. A lead agency will be designated for the reception and distribution of donated goods and services. In Alexander County, the lead agency will be the Taylorsville Rotary Club.
    2. The magnitude and severity of the disaster will dictate the amount of space and personnel required for the reception and distribution process.
    3. The lead agency will coordinate with other relief agencies working on the disaster to ensure needs are met without duplication of efforts.
    4. The County will establish a central reception and sorting center for donated goods, as needed, and separate locations convenient to the affected area(s) of the county can be used as distribution centers.
    5. Operational personnel will be provided by the Taylorsville Rotary Club, or, as necessary, solicited from the Volunteer Coordinator's list of available personnel resources.
    6. Requests for needed goods and re-supply of needed goods will be channeled through the county EOC to the State through the proper resource requests.
    7. Upon receipt of donated goods, they should be sorted and packaged in a manner suitable for distribution.
    8. Surplus donated goods will be disposed of in a manner consistent with the donor's apparent intent.
    9. Designated donations.
      a. A designated donation is an offer of a donation made to and accepted by an organization or a specific donation requested by an organization.
      b. Inquiries concerning donations for a specified organization will be referred to that organization. The organization accepting/receiving the donation will follow its own policies and procedures for handling the logistics involved.
      c. Once an offered donation has been accepted, it is a designated donation and belongs to that agency.
      d. Distribution of a designated donation will be accomplished by the receiving organization's procedures and under various other plans, such as mass feeding or sheltering.
    10. Unsolicited/undesignated goods.

    a. Unsolicited/undesignated goods are those donations that have arrived but have not been requested by an agency.

    b. Every effort will be made to designate every shipment to a specific agency.

    c. As a last resort, shipments which are unsolicited and undesignated will be directed to the reception center.

    d. Unsolicited donations that cannot be directly sent intact to a using organization from the reception center will be unloaded, sorted, classified, and stored as a donation arrives.

11. Donation Site
    a. Equipment Needs
        i. Forklifts – Could be provided by Habitat for Humanity
        ii. Pallets and Wrap – Could be provided by Paragon Films
        iii. Wagons and Hand Trucks – ACEM
        iv. Message Board – ACEM and Domestic Preparedness Region (DPR)
        v. Light Towers—ACEM and Domestic Preparedness Region (DPR)
        vi. Tents for Check-In, Donation Drop Off Sites – ACSO and ACEM
        vii. 53' Dry Trailer
        viii. 53' Reefer Trailer
        ix. Office Supplies – clipboards, legal pads, pens, etc.
    b. Staffing Needs
        i. Check-In Staff
        ii. Inventory Manager
        iii. Forklift Operator
        iv. Packers and Unloading Staff
        v. Security

12. Transportation
    a. The transportation of goods from the donor to the receiving organization will be the responsibility of the donor. Exceptions to this will be on a case-by-case basis and only for the most desperately needed items.
    b. Transportation of donated goods from the reception center to the distribution points will be accomplished using local, state, or, in some cases, federal resources.

C. Monetary Donations

1. Monetary donations will be encouraged over physical items to streamline disaster response efforts. Due to limited space and staffing resources for handling physical donations, financial contributions provide greater flexibility and allow for more targeted support for those affected by the disaster.

2. The Long-Term Recovery Group will be responsible for managing monetary donations and the distribution of funds. This group will coordinate with local, state, and federal partners to ensure that funds are used efficiently and transparently to address long-term recovery needs.

D. Public Information
   1. Key Messaging Priorities:
      a. Requested items ONLY: Clearly communicate to the public what items are needed and provide a regularly updated list of specifically requested goods. Discourage the donation of unsolicited items such as used clothing or items that are not currently needed, unless explicitly stated as a need.
      b. Donation Channels and Locations: Ensure that donation channels, including physical locations, drop-off points, and any online platforms for monetary donations, are clearly communicated. The information should also include the hours of operation and guidelines for dropping off items.
      c. Volunteer Information: Volunteers play a crucial role during a disaster, so provide clear instructions on how individuals can volunteer. Coordination with the Volunteer Coordinator and use of the Volunteer Management Plan will be essential.
      d. Fraud Awareness: Acknowledge the potential for fraudulent donation campaigns during a disaster. Provide tips for identifying legitimate donation opportunities and warn about potential scams. Encourage donors to verify the legitimacy of fundraising campaigns before contributing funds or items.
   2. Public Messaging Strategy
      a. Media Outreach: Engage local media outlets, including TV, radio, newspapers, and online news platforms, to distribute public messages about donation needs, volunteer opportunities, and collection locations.
      b. Social Media Utilization: Use the county's social media platforms to share timely updates regarding donation needs, locations, volunteer registration, and the status of the disaster response efforts. This can help amplify messaging and reach a larger audience quickly.
      c. Coordination with Partners: Work closely with key partners, such as the Salvation Army, American Red Cross, and local businesses, to ensure that messaging is consistent and that all parties are aligned in their communication efforts.
      d. Clarification of Donation Guidelines: Regularly reinforce the message about the types of donations that are needed, and clarify that unsolicited items will not be accepted unless specifically requested. Provide clear instructions for donors on how to identify legitimate donation needs.
      e. Online Platforms and Digital Tools: If available, direct donors to online platforms to register donations or make financial contributions, streamlining the process and allowing for real-time updates.

IV. **DIRECTION AND CONTROL**
   A. The Taylorsville Rotary Club, which will serve as the designated lead agency, will use various volunteer agencies and will organize and direct donations management activities in Alexander County.

V. **CONTINUITY OF GOVERNMENT**
   The line of succession is:
   1. Taylorsville Rotary Club

    2.   Alexander County EM Coordinator

VI. PLAN DEVELOPMENT AND MAINTENANCE

Periodic review and amendment of this plan will be attempted annually. The review date appears at the top of this document. Feedback from partner agencies will be considered in updates.