

Enhancing Community Outreach: Three Emergency Managers' lessons learned



Speakers:

Barbara Ayers, Hood River County Emergency Manager

Tiffany Brown, Clatsop County Emergency Manager

Kristy Beachamp, Oregon Health Authority HPP Liaison

Barbara Ayers, Hood River County Emergency Manager

Community Outreach:

Top 10 tools you can use

Case study #1: Hood River, OR
Get READY Gorge



- ▶ 8 page winter preparedness guide
- ▶ Free Ready.gov content localized and repurposed
- ▶ Local brand
- ▶ Content also used for web and social media content



- Get READY Gorge - Winter
- Get READY Gorge – Summer

GET READY GORGE

Be safe! Be Prepared!

Tips from Hood River County Emergency Management

Barbara Ayers, Emergency Manager
541-386-1213 | Barbara.Ayers@co.hood-river.or.us

Matt English, Hood River Sheriff
541-386-2098 | Matt.English@co.hood-river.or.us

Erica Stolhand, 911 Commander
File a non-emergency report, 541-386-2711

David Meriwether, Hood River County Administrator
541-386-3970

Thank you to our sponsors United Way of the
Columbia Gorge and Providence Hood River.

Get READY, Gorge residents!

- **Get a Kit** of Emergency Supplies
- **Make a Plan** – to connect your family if separated
- **Stay informed** – watch for Hood River County Citizen Alerts and:

Tips: www.HoodRiverSheriff.com/events/get-ready-gorge
Twitter: @HRCEmergencyMgt
Opt-in for Citizen Alerts: www.co.hood-river.or.us
Sheriff's Facebook: www.Facebook.com/HoodRiverCountySheriff'sOffice

Winter Storms And Extreme Cold If your home loses power or heat for more than a few hours or if you do not have adequate supplies to stay warm in your home overnight, you may want to go to a designated public shelter if you can get there safely. See page 5 for power outage tips.

Learn From Every Storm Restock your emergency supplies to be ready in case another storm hits. Assess how well your supplies and family plan worked. What could you have done better?

This insert was prepared by Hood River County Emergency Management and Hood River News, with grants from: U. S. Department of Homeland Security, Federal Emergency Management Agency (FEMA,) Oregon Military Department, Office of Emergency Management, United Way of the Columbia Gorge and Providence Hood River Memorial Hospital.



Winter Storms and Extreme Cold



Winter storms can range from moderate snow over a few hours to a blizzard with blinding, wind-driven snow that lasts for several days. Many winter storms are accompanied by dangerously low temperatures and sometimes by strong winds, ice, sleet and freezing rain.

One of the primary concerns is the winter weather's ability to knock out heat, power and communication services to your home or office, sometimes for days at a time. Heavy snowfall and extreme cold can immobilize an entire region.

The National Weather Service refers to winter storms as the "Cooperative Killers" because most deaths are indirectly related to the storm. Instead, people die in traffic accidents on icy roads and of hypothermia from prolonged exposure to cold. It's important to be prepared for winter weather before it strikes.

Before Winter Storms And Extreme Cold

To prepare for a winter storm, you should do the following:

Add the following supplies to your emergency kit —

- **Blank sets.** Use environmentally safe products to melt ice on walkways.

- **Food to improve traction.**

- **Snow shovels and other snow removal equipment.**

- **Sufficient heating fuel.**

You may become isolated in your home and regular fuel sources may be cut off. Store a good supply of dry, seasoned wood for your fireplace or wood-burning stove.

Have adequate clothing and blankets to keep you warm.

- **Make a Communications Plan.**

Your family may not be together when disaster strikes, so it's important to know how you will contact one another, how you will get back together and what you will do in case of an emergency.

A NOAA Weather Radio broadcasts alerts and warnings directly from the NWS for all hazards. You may also sign up in advance to receive notifications from your local emergency services.

- **Sign up for Road Weather Safety Citizen Alerts** sent to your cell phone.

- **Maintain tires.** If travel is necessary, keep a disaster supplies kit in your vehicle.

- **Bring pets/exposed animals inside during winter weather.** Move livestock to sheltered areas with non-frozen drinking water.



4 Get Ready GOING | Winter 2010

Winterize Your Home

Winterize your home to extend the life of your fuel supply by insulating walls and attics, sealing and weather-stripping doors and windows.

Winterize your house, barn, shed or any other structure that may provide shelter for your family, neighbors, livestock or equipment. Clear rain gutters, repair roof leaks and cut away tree branches that could fall on a house or other structure during a storm.

Maintain heating equipment and chimneys by having them cleaned and inspected every year.

Insulate pipes (with insulation or newspapers) and allow faucets to drip a little during cold weather to avoid freezing. Flaming water, even at a trickle, helps prevent pipes from freezing.

All fuel-burning equipment should be vented to the outside and kept clear.

Keep fire extinguishers on hand, and make sure everyone in your house knows how to use them. House fires pose an additional risk, as more people turn to alternate heating sources without taking the necessary safety precautions.

Learn how to shut off water valves (in case a pipe bursts).

Insulate your home by installing storm windows or covering windows with plastic from the inside to keep cold air out.

Hire a contractor to check the structural ability of the roof to sustain unusually heavy weight from the accumulation of snow - or water, if drains on flat roofs get plugged.



 CELL PHONE CHARGER
  FIRST AID KIT
  JUMPER CABLES
  FLARES

BUILDING AN EMERGENCY SUPPLY KIT FOR YOUR CAR

 WATER, SNACKS
  FULL TANK OF GAS

WHY? BECAUSE YOU NEVER KNOW WHEN YOU'LL ENCOUNTER WINTER WEATHER OR AN EMERGENCY ROAD CLOSURE.

 FLASHLIGHT
  TOW ROPE

 BOOTS, GLOVES, WARM CLOTHES
  BLANKET
  SHOVEL, ICE SCRAPER, SNOW BRUSH
  BAG OF SAND OR CAT LITTER
  TIRE CHAINS OR SNOW TIRES

Power Outage Tips

Before a Power Outage

- Check flashlight and radio batteries
- Charge mobile devices
- Add warm clothes and blankets to emergency kit
- Keep gas tank full
- Take cash out (ATM's may not work)

During a Power Outage: Safety Tips

- Follow directions from local officials
- Conserve energy
- Go to community warming shelters, and check on neighbors, family, seniors and homeless
- Only use generators in open areas away from windows and doors to prevent carbon monoxide poisoning

After a Power Outage

- Throw out unsafe food



What are Top Gorge Natural Hazards?

- Severe Weather
- Drought
- Wildfire
- Flood
- Landslide
- Earthquake

Source: Hood River County Natural Hazards Mitigation Plan.

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FLOODS

Basic Safety Tips

Turn Around, Don't Drown! ®

Avoid walking or driving through flood waters. Just 6 inches of moving water can knock you down, and 2 feet of water can sweep your vehicle away.

If there is a chance of flash flooding, move immediately to higher ground. Flash floods are the #1 cause of weather-related deaths in the US.

If floodwaters rise around your car but the water is not moving, abandon the car and move to higher ground. Do not leave the car and enter moving water.

Avoid camping or parking along streams, rivers, and creeks during heavy rainfall. These areas can flood quickly and with little warning.

LANDSLIDES

Landslides occur across the Pacific Northwest and can be caused by heavy rainfall, fire, earthquakes, storms, volcanic eruptions and human modification of land. They occur quickly, and the best way to prepare is to look for changes that a landslide is likely to occur.

LANDSLIDE – Warning Signs

• Look for collapsed pavement, embankments, mud, fallen rocks, and other debris while driving – roadides are particularly susceptible.

• Landscape changes such as storm-water drainage on slopes (especially where runoff converges) and movement, small slides, or progressively leaning trees.

• House doors or windows stick or jam for the first time.

• New cracks appear in plaster, tile, brick, or foundations.

• Outside walls, walls, or stairs begin pulling away from the building.

• Slowly developing, widening cracks appear on the ground or on paved areas.

• Underground utility lines break.

• Rupturing ground appears at the base of a slope.

• Water breaks through the ground in new locations.

• Fences, retaining walls, utility poles, or trees tilt or move.

• Unusual sounds, such as trees cracking, boulders knocking together, or rumbling debris.

Earthquakes

"When, not if, the magnitude-9.0 quake strikes – let alone an accompanying tsunami, Oregon will face the greatest challenge in its history" – the Oregon Earthquake Commission predicts.

Oregon State Office of Emergency Management, OSU and USGS geologists agree, we are overdue for a massive magnitude 8.0 to 9.0 cascadia subduction earthquake along the Oregon coast, impacting the I-5 corridor from Northern California to Canada. Although we are further inland, Hood River is not immune – our own impacts would be significant.

Geologists calculate the odds of the "Big One" occurring in the next 50 years at roughly one in three. Forty-five years ago, no one even knew this earthquake risk existed.

Let's get prepared for the "Big One" and we'll be ready for smaller disasters that cover our way – like power outages, winter storms, landslides and wildfires.

Before An Earthquake

- Look around - Identify safe places such as under a sturdy piece of furniture or against an interior wall at home, office or school so that when the shaking starts, you DROP to the ground there, COVER your head and neck, and if a safer place is nearby, crawl to it and HOLD ON!
- Practice "Drop, Cover, and Hold On!"
- Secure items that could fall and cause injuries.
- Build a family emergency kit.



During An Earthquake

If you are inside a building:

DROP, COVER AND HOLD ON!

Do not run outside or stand in a doorway – you will not be protected from falling objects.

DROP onto your hands and knees.

COVER your head and neck with your arms to protect yourself from falling debris.

Crawl under a sturdy desk or table. HOLD ON until the shaking stops.

Stay away from glass, windows, outside doors and walls, (anything that can fall).

Be prepared for aftershocks.

If you are in bed:

Stay there and cover your head and neck with a pillow. At night, hazards are difficult to see, attempts to move in the dark require more people than remaining in bed.

If you are outside:

Move away from buildings, streetlights, and utility wires. Once in the open, "Drop, Cover, and Hold On." Stay there until the shaking stops. This might not be possible in a city, so you may need to duck inside a building to avoid falling debris.

If you are in a moving vehicle:

Stop as quickly and safely as possible and stay in the vehicle. Avoid buildings, trees, overpasses, and utility wires. Proceed cautiously once the earthquake has stopped.

Avoid roads, bridges, or ramps. Stay in your car if there are downed power lines.

After An Earthquake

• If trapped, do not move about or kick up dust. If you have a cell phone, call or text for help. Tap on a pipe or wall or use a whistle, so that rescuers can find you.

• Monitor local news reports via battery operated radio, social media, and cell phone text alerts for emergency information and instructions.

- Plan and practice how you will find and communicate with family members who may be separated. Don't count on power or cell phone service.
- Unreinforced masonry, common in Hood River historic buildings, is particularly vulnerable to earthquakes, so are older homes that were built before modern earthquake building codes. Is your home or business earthquake resistant?

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Sign up now for Hood River County

Citizen Alerts

If we can't **reach** you,
we can't **alert** you.

Visit: www.co.hood-river.or.us

Fire. Road closures. Gas leaks. Evacuation. Find out about county/city wide emergencies and disasters.

All Hood River City and County public safety agencies, 911 and fire agencies use one county wide Citizen Alert system for urgent notifications.

You will receive messages via phone, text or email, wherever you specify, such as your cell phone, business phone or email. We can't send messages to your cell or email without your opt in - we can only send alerts to your landline at this time.

Sign up today! We can personalize messages by neighborhoods, like we did for evacuation notices during the recent Indian Creek fire.



Developed a “look” – matching ads

FEBRUARY 2016

We love You, Hood River
HAPPY VALENTINE'S DAY

from the **GET READY GORGE** team!

While you're celebrating, talk about where will you meet and how you'll communicate in an emergency. Text, don't talk, this uses less power and cell service. Who is your out of town contact everyone calls to say where you are and that you are OK?

www.HoodRiverSheriff.com/events/get-ready-gorge
[Twitter.com@HRCEmergencyMgt](https://twitter.com/HRCEmergencyMgt)
www.Facebook.com/HoodRiverCountySheriff'sOffice

HOOD RIVER
COUNTY

United Way
of the Columbia Gorge

HOOD RIVER COUNTY
SHERIFF

PROVIDENCE
Hood River
Memorial Hospital



Get ready, Gorge!

We live in a beautiful and remote area with weather and natural hazards. Be prepared. Disasters and emergencies can happen at any time.

✓ EMERGENCY KIT CHECKLIST

| | |
|--------------------------|---|
| <input type="checkbox"/> | Food , at least a three-day supply of non-perishable food |
| <input type="checkbox"/> | Water , one gallon of water per person and pet per day for at least three days, for drinking and sanitation |
| <input type="checkbox"/> | Radio , battery-powered or hand crank with NOAA weather and tone alert |
| <input type="checkbox"/> | Flashlight, headlamp, extra batteries for radio and lights |
| <input type="checkbox"/> | First aid kit |
| <input type="checkbox"/> | Whistle to signal for help |
| <input type="checkbox"/> | Dust mask or cotton t-shirt to filter air |
| <input type="checkbox"/> | Moist towelettes, garbage bags, plastic ties for personal sanitation |
| <input type="checkbox"/> | Wrench or pliers to turn off utilities. Know where and how shut off valves. |
| <input type="checkbox"/> | Manual can and bottle openers, plates, utensils, paper towels |
| <input type="checkbox"/> | Maps and documents - insurance information, contact information, family emergency plan, etc. |
| <input type="checkbox"/> | Coats, shoes, clothing |
| <input type="checkbox"/> | Unique family needs - prescription medicines, glasses, infant formula, diapers, pet supplies including crates. |

1. Get a Kit of emergency supplies.

Be prepared to make it on your own for at least three days, it may be up to three weeks.

If possible, make two kits – a larger kit at home and a small kit for the car.



2. Make a Plan for family emergencies.

Sit down together, plan and practice in advance.

Your family may not be together when disaster strikes, so plan how you will communicate and meet up and where you will go. If you evacuate, take your emergency supply kit and pets, however public shelters may not allow pets inside.

Set up family meeting points where you can find each other and leave messages if you are separated. Power may be out and cell phones may not be working. Find out how schools and your employer will reach you if needed.

Have an out of state contact that all family members call. If you can't reach each other, it may be easier to make a long-distance call than to call locally. Be sure everyone knows the number and has coins or a prepaid phone card.

3. Stay informed.

Get Hood River County Citizen Alerts:

www.HoodRiverSheriff.com/events/emergency-alerts

GET READY
GORGE

Sandwich board sign
– flyer – ad:

There was no one preparedness piece I found with all 3 on one page:

- 1) Get a Kit
- 2) Make a Plan
- 3) Stay informed



Phase 1 – 2015 results

SUCCESSFUL PARTNERSHIP FUNDING

Low cost outreach campaign: United Way \$2,000 –
Providence \$2,000 match – County \$2,000

Partnership isn't just about money – sharing/leveraging

- United Way / access to nonprofits and grant leverage
- Providence – shared booth at *Harvest Fest*
- Hood River School District / Columbia Gorge Community College
- Sheriff / HRPD / 911 / Fire Defense board / School Task Force
- *Hood River News* – PSA ad / editorial partnership
- Community Education ads and Families in the Park



Booths at high-profile events

- July **Hood River County Fair** (4 days) – 12,000 people
- August **Families in the Park** (2 days) – 8,000 people
- Sept. **Back to school nights** (3 days) – 1,500 people
- Oct. **Hood River Harvest Fest** (3 days) – 20,000 people

Also:

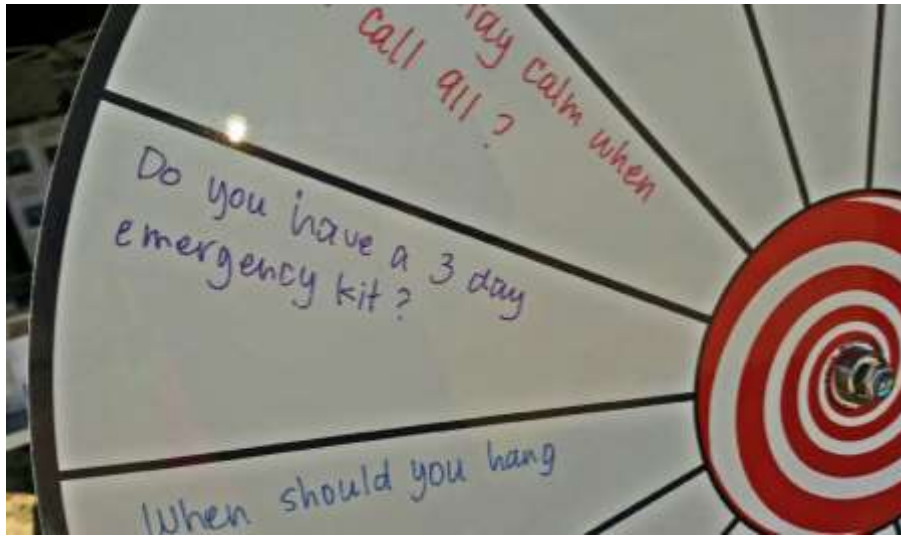
- Two call-in radio shows with *Radio Tierra*
- *Hood River News* partnership - extensive news coverage and PSA ads
- CGCC partnership – The Big One (April 2016)
- Community group events – Rotary, Lions, Ford/RDI
- Bilingual outreach
- School access – though leader was concerned about earthquake fears



98 activities - 600,000+ impressions

County population is 25,000

(July 2015-Feb 2016 – still underway)



Strategy:

- Special events a priority
- Custom branded campaign built with free content
- Leveraged partners dollars, credibility, audiences
- Bilingual outreach
- Begin mobilizing Community groups

Next...



THE BIG ONE

Thurs. April 21 5:30-8:30pm

What you need to know – Cascadia earthquake

When, not if - geologists agree, we are overdue for a magnitude 8.0 to 9.0 Cascadia subduction earthquake, impacting the I-5 corridor from Northern California to Canada – forecasted as the largest natural disaster in US history. How quickly Gorge communities can recover is largely a result of how well we prepare – and preparedness will help all of us be ready for more common emergencies and disasters such as power outages, winter storms, wildfires and landslides.

Find out what you can do at this interesting, interactive event, with speakers Geologist Althea Rizzo, PhD., Hazards Program Coordinator for Oregon State Office of Emergency Management and Hood River Emergency Manager Barb Ayers.

Public safety leaders will lead hands-on skill stations so you can learn how to prepare our communities, our businesses, our homes, our neighborhoods and our families.



An Earth Day event

Presented by
CGCC
Community Education and
Hood River County
Emergency
Management

Delicious free
hors' d'oeuvres.
No host wine bar

\$10 optional donation to cover
workshop costs gratefully accepted

Hands on skill
stations

led by public safety leaders

Schedule

5:30-6 Happy hour

6-7:30 Dr. Althea Rizzo
on Cascadia geology and
Gorge impacts

7:30-8:30 How you can
prepare briefing and hands-on
skill stations open

**SPRINGHOUSE CELLAR
WINERY, HOOD RIVER**

13 Railroad St.
Hood River, OR 97031

August 2016:
Get Your Shake On
Dance Party –
summer concert
Families in the Park

Winter: Vulnerable population outreach



The Christmas Preparedness Project

Disaster supplies and information delivered with holiday gifts and food to the most vulnerable in our community



Top Ten tools you can use

Community Outreach

Urban myth:

“Preparedness – no one cares.”

1) Create relevance

Disaster preparedness: “Must have” or “Nice to have?”



Must have or nice to have?



Could it help any person, any time?

Is it just a once-in-a-lifetime
need during Cascadia?

How important/urgent is preparedness?



“Preparedness – no one cares.”

Where to begin?

2) Start with community groups, service clubs

Groups are “Low hanging fruit”

Mobilize existing groups to care about – and carry- your message

- ▶ Rotary, Lions, Grange, Soroptomists, Kiwanis, Ford Institute, Shelter Box
- ▶ Social service agencies – United Way, The Next Door, Red Cross
- ▶ County, city employees – COOP, at home and work
- ▶ Business community (Chambers, professional organizations, utilities, clean up firms)
- ▶ Youth groups and clubs

The best way to change the world



3) Create a seasonal outreach calendar

Aligned with seasons, holidays, key community milestones

- **Summer tips** – peak tourism season – water sports, hiking, etc.
- **Anniversary of disasters** or other key historic dates
- **Valentine’s Day-** *We Love You Hood River – take care of yourself*
- **Mother’s Day / Father’s Day / Grandparents Day**
- **National preparedness month** – Sept.
- **PreparaThon** – April 30 / Sept 30
- **Fire season**
- **Fire Prevention month** – Oct.
- **Holiday safety tips**
- **New Year’s resolutions**
- **Winter season tips**
- **Fall** – back to school
- **Cascadia drills** - summer



4) Leverage free stuff

Lots of free stuff out there- just use it!

FEMA

Ready.gov

PreparAthon

Red Cross

OEM

Fire Marshall, OHA

Local partner agencies

Utility companies, etc.



5) Reach 1,000's of people = special events

Don't just try to attract people to your cause - Take your cause to the people

Target high volume existing events – where people are.

Reach out to people – this is a people business.

- **Cascadia** talk – go, Althea!
- ***Back to school*** nights
- ***Get your Shake On!*** Quake shake dance party (Families in the Park concert)
- Hood River ***Harvest Fest***
- **Hood River Fair** booth
- Drills – get the public involved

THE PARK

the Park's Homepage

Free Family Fun!

An August Concert Series in The Park



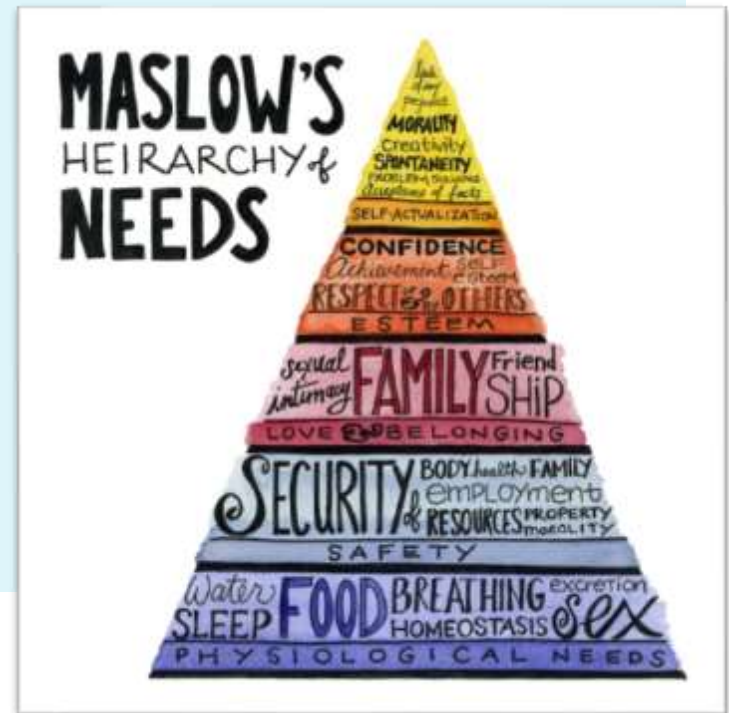
To Come Together

6) Campaign *look and feel*

It's more important than the words you use!

It's a visual, short attention span world we're in!

- Heavy subject matter! Make it pretty – fewer words, more images
- SHOW don't tell
- First person stories
- Kids and animals
- Think WEB and SOCIAL content - use this as your guide for length
- GET THEM TALKING - what is their story?
- Make it interactive



7) Leverage partnerships

Public safety partners - across jurisdictions and specialties

All of the partners have outreach channels – use them!

- Firefighters / LE/Health – campaign for synergy
- School task force
- Fire Defense Board
- 911, Counties, Cities, Ports
- NGO's - Red Cross,
- HPP, Public Health, health care organizations
- Service clubs, Chambers, business groups



Develop media partnerships

Give them tools

1. Use their community outlets as access points to large populations
2. They need content!
3. Plan regular outreach to media
 1. Keep you key contact list handy and call them regularly
 2. Feed their beast – let them own it

Special content inserts

1. They sell ads around your PSA content
2. Or pay to print - insertion in paper is much less than advertising

Also:

1. PSA's – free ads or part free/ part paid – extreme discount
2. Community Education partners – free public classes and events
3. Spanish language media
4. Ex: OPB, New Yorker – take advantage of big national stories
5. Video and photo news stories – not just words on paper

8) Make preparedness easy – not another new project

- Your kits starts with camping gear
- Create a game, trivia wheel
- Moms with kids – prepare every weekend – they are preparedness gurus
- Pilots prepare every trip
- Windsurfers and back country skiers- always thinking about “what if” while out recreating
- Build on this

- Hood River Summer promotion:
What’s in your suitcase?





9) Social media and web

Make preparedness part of everyday life

- Don't create it all yourself - share others' content
- Hub social and web media sites together across jurisdictions – leverage each other's audiences:
 - Hood River Sheriff, Hood River County, HR EM, HRFD, Westside FD
Twitter and Facebook
- Let THE COMMUNITY own it
 - **Hood River - New community Facebook group** – information sharing

- FAVORITES
- News Feed
- Messages
- Events
- Sale Groups
- PAGES
- Hood River County...
- Pages Feed
- Like Pages
- Create Page
- Create Ad
- APPS
- Games
- On This Day
- Suggest Edits
- Pokes
- Photos
- Saved
- Find Friends
- GROUPS
- Create Group
- EVENTS
- Create Event



Columbia Gorge Emergency Prep...

Public Group

713 members
in less than
one year!

- Discussion
- Members
- Events
- Photos

Join this group to post and comment. [+ Join Group](#)

PINNED POST

 **Carola Stepper**
January 5 · Hood River, OR, United States

This public group was created to inspire Columbia River Gorge residents in Oregon and Washington to be prepared for emergencies, create their own emergency kits, share websites and other related resources and stay connected via this FaceBook page to keep this information on their to-do-lists. Please direct any questions to official authorities and offices. Please keep posts related to Emergency Preparedness, if not your post will be deleted and you will be removed from this g... [See More](#)

9 likes

Like Share

RECENT ACTIVITY

 **Survival Stock**
March 26 at 9:42am

We have do it yourself prepping supplies, as well as a awesome selection of

MEMBERS 713 Members



DESCRIPTION

This public group was created to inspire Columbia River Gorge re... [See More](#)

GROUP TYPE

Support

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates. [Create Group](#)

UPCOMING GROUP EVENTS See All

 **The Big One What you need to know: Cascadia Subduction earthquake and the Gorge, FREE workshop**
Thursday, April 21 at 5:30 PM
Springhouse Cellar Winery, 13 Railroad St, Hood River

10) To reach Vulnerable populations: Partner with nonprofits



The Christmas Preparedness Project

Disaster supplies and information delivered with holiday gifts and food to the most vulnerable in our community



English as 2nd language:

Partner with trusted media and nonprofits

Make a personal outreach effort to key stakeholders – ask for their help

- ✓ **Target trusted faith, nonprofits,** media and community groups to carry the message.
- ✓ **Partner with Spanish language** (or other) media
- ✓ Translate your materials or **use translated FEMA content**
- ✓ **Know the culture: Family focus.** Invite them in. Reach out - go to them.
Back to school nights, fair
- ✓ Hood River partnership examples:
 - FISH Food Bank, The Next Door, Radio Tierra
 - United Way and other social service agencies
 - Agricultural community – orchardists, packing houses, growers assn.
 - HPP, County Health, healthcare educators, *Community Benefit* programs

Top 10 tools:

Community Outreach

- ▶ 1) Create relevance
- ▶ 2) Start with community groups, service clubs
- ▶ 3) Create a seasonal outreach calendar
- ▶ 4) Leverage free stuff
- ▶ 5) Reach 1,000's of people= special events
- ▶ 6) Campaign *look and feel*
- ▶ 7) Leverage partnerships
- ▶ 8) Make preparedness easy – not another new project
- ▶ 9) Social media and web
- ▶ 10) To reach vulnerable populations: partner with nonprofits

Thanks for listening!