

AmeriCares®

A Passion to Help. The Ability to Deliver.

THE MARKET

An estimated 2 billion people — one-third of the world's population — lack access to basic medicines. Health-care professionals in developing countries struggle daily with shortages of critical supplies, and catastrophic events such as earthquakes and civil conflict imperil the health of vulnerable populations around the globe. That's where AmeriCares comes in.

AmeriCares restores health and saves lives by delivering medicines, medical supplies, and humanitarian aid to people in need wherever they may be found. Many know the organization for being among the first aid groups on the scene after tragedies such as Hurricane Katrina and the 2010 Haiti earthquake. Less well known is AmeriCares status as the world's largest distributor of donated medicine and medical supplies.

AmeriCares gift-in-kind model relies on manufacturers of medical supplies and pharmaceutical companies to donate essential products while the organization raises the funding necessary to transport the products to health-care providers. Whenever and wherever people are in desperate need, AmeriCares is there.



to rescue the young survivors. Within 48 hours, the children were safe in California.

Having learned of the heroic rescue, Pope John Paul II invited Macauley to the Vatican in 1981 and requested medical supplies for his native Poland. Macauley and His Holiness agreed upon a goal of \$50,000 worth of essential medical supplies. That goal was quickly exceeded when AmeriCares airlifted more than \$3.2 million worth of aid to the country.

The Poland mission an overwhelming success, Macauley quickly realized the same model could be used to help those suffering in other countries around the world. One year later, AmeriCares was born.

AmeriCares emergency response experts have responded to every major disaster in recent history, including the September 11, 2001, terrorist attacks on New York City's World Trade Center; the Southeast Asia tsunami of 2004; and the 2010 Haiti earthquake.

In 2004, AmeriCares launched a successful program to deliver medical aid for Darfur refugees forced to flee their homes for safety. To date, AmeriCares has delivered 11 airlifts to Darfur, in addition to aid shipments for refugees crossing the border into neighboring Chad, bringing \$11 million in lifesaving medicines and supplies to the war-torn region.

In 2011, to guide expansion of its U.S. Medical Assistance Program — which supports more than 300 health clinics nationwide — AmeriCares published a first-of-its-kind study that found more than half of the free clinics in the United States are turning away patients due to overwhelming demand. AmeriCares plans to use the research to produce a resource manual for free clinics to share best practices, strengthening the safety net for the underinsured and uninsured.

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HISTORY

When a U.S. jet carrying 243 Vietnamese orphans crashed into the jungle outside Tan Son Nhut in 1975, Robert C. Macauley, a paper broker from New Canaan, Connecticut, was compelled to act. He immediately chartered a Boeing 747

THE PRODUCT

AmeriCares distributes medicines through three core programs: ongoing medical aid deliveries,



emergency aid for survivors of man-made and natural disasters, and medical supplies for health-care professionals traveling overseas on charitable care missions.

Ongoing Medical Aid Deliveries. AmeriCares provides medicines and medical supplies on an ongoing basis to 2,500 hospitals, clinics, and community health programs worldwide. By providing lifesaving products that are unavailable or financially inaccessible, health-care providers in the poorest regions of the world obtain the means to deliver high-quality care. AmeriCares also delivers aid here at home, supplying more than 300 health clinics serving



ACHIEVEMENTS

Since its founding in 1982 the privately funded, nonprofit organization has delivered more than \$10 billion in aid to 147 countries, including the United States, where it provides medical aid in the wake of natural disasters and supports health clinics serving the poor and uninsured. In 2012, AmeriCares celebrates 30 years of delivering the gift of health and hope to people in need.



uninsured and underinsured Americans with regular deliveries of medicines and medical supplies. In Connecticut, where the charity is based, AmeriCares operates three AmeriCares Free Clinics for low-income area residents without health insurance.

Aid for Disaster Survivors. AmeriCares experts are often the first to respond following natural and man-made disasters, delivering life-saving medical assistance and other urgently needed relief supplies. When it becomes clear that a longer-term response is needed, AmeriCares launches sustained, often multiyear initiatives to help communities rebuild.

Supplying Volunteer Doctors. AmeriCares Medical Outreach Program donates medical products to U.S.-based health-care professionals traveling overseas to provide voluntary primary-care services and surgeries for people in desperate need. For many of the patients, this is the first time they have ever seen a doctor. Each year, the program places medicines and supplies directly into the hands of medical professionals traveling on more than 1,000 trips to more than 70 countries. The program also donates products to orthopedic surgeons in the United States performing charitable surgeries.

RECENT DEVELOPMENTS

AmeriCares continually strives to expand its global reach, helping more people around the world to live longer, healthier lives. One of the ways it is accomplishing that goal is through targeted initiatives that improve health education and training and expand access to care. Examples include the following:

- A highly successful, three-year Health Worker Safety Initiative at Bugando Medical Center in Tanzania concluded in 2011.
- The only breast cancer prevention and treatment program for poor women in Cambodia was expanded in 2010 with AmeriCares support.
- A mobile clinic program that provides free medical care and medicines to desperately poor residents in the slums of Mumbai was launched by AmeriCares India in 2011.

- A health education and nutrition program for high-risk children and expectant mothers in El Salvador widened its reach with a \$100,000 grant from AmeriCares in 2011.
- AmeriCares recently expanded its disaster response and postemergency response programming with multiyear commitments to earthquake survivors in Haiti and Japan.



- AmeriCares has delivered more than \$40 million in aid to Haiti, including lifesaving medicines for a deadly cholera outbreak, and opened a Haiti field office to help restore health services for survivors of the 2010 earthquake.
- A Japan field office to oversee the distribution of \$8 million in aid for earthquake and tsunami survivors opened its doors in 2011.

PROMOTION

AmeriCares keeps donors and supporters apprised of its relief activities through frequent website (www.americares.org) updates, e-mail alerts, newsletter mailings, Facebook posts, and Twitter feeds.

Cause marketing campaigns raise critically needed funds as well as awareness of AmeriCares relief activities.

In 2011 AmeriCares launched a partnership with the online health information and news portal Everyday Health (www.EverydayHealth.com) to expand fund-raising and awareness for AmeriCares aid programs.

AmeriCares relief efforts have been featured on NBC's *Today*, FOX News, MSNBC's *Morning*

Joe, and CNN, and AmeriCares experts have been quoted by the Associated Press, the *Washington Post*, and the *Wall Street Journal*, among other publications.

BRAND VALUES

Compassion . . . commitment . . . a desire to help those who cannot help themselves. These are AmeriCares core values. The medicines and relief supplies AmeriCares delivers to people with little or no access to lifesaving aid bring hope for a brighter future.

AmeriCares was founded on the belief that one person can truly make a difference in saving lives, helping one person at a time. Three decades later, this belief is still its guiding principle, whether the organization is helping the poor and uninsured in the United States or families in far reaches of the globe caught up in a political crisis or suffering from crushing poverty. AmeriCares relentless determination to make a difference has led it to become the world's leading charity delivering donated medicines and relief supplies.

AmeriCares prides itself on its efficiency and ability to leverage donors' financial gifts, thanks to in-kind donations from medical product manufacturers and distributors. Historically, for every \$100 donated, AmeriCares is able to deliver \$3,500 in humanitarian assistance.

THINGS YOU DIDN'T KNOW ABOUT AMERICARES

- AmeriCares delivers medical aid to more than 90 countries every year.
- Although best known for its disaster response work, more than 50 percent of AmeriCares work is ongoing aid deliveries for hospitals and clinics around the world.
- Nearly one-third of the \$10 billion in aid AmeriCares has delivered since its founding in 1982 has been in the United States.
- AmeriCares operates a health clinic in El Salvador.