

I'M UNITED FOR **HAITI**

Jan. 12 to Mar. 12, 2010

www.padf.org www.oas.org www.hufh.org



7.0
HAITI
8 weeks
stories

Since Jan. 12, we have witnessed amazing acts of **heroism, sacrifice and dedication**. Inside are eight stories about relief, inspiration, hope and recovery from the eight weeks immediately after the devastating 7.0 quake.

Unimaginable Destruction

**“I had thought that the
100,000 death toll was an
exaggeration. Instead,
it was a low estimate”**

*Dan O’Neil
PADF Haiti Disaster Relief
Director
January 2010*

*Eerie: Smoke from a fire caused by the
earthquake fills a street in Port-au-Prince.
UN Photo/Logan Abassi*

Destruction

The day the earth shook

Haitians knew quite well the realities of natural disasters. Eighteen months earlier, four back-to-back tropical storms and hurricanes savagely whipped across the island. However, few Haitians ever expected a massive earthquake.

On Jan. 12, just before 5 p.m., the worst earthquake in more than 200 years struck the island. When it finished with the country, it would turn out to be worst natural disaster in the history of the Western Hemisphere.

The initial tremor was located about 10 miles southwest of the capital of Port-au-Prince. The 7.0 earthquake was quickly followed by a series of aftershocks, some as great as 6.0 on the Richter scale.

The seismic force, crumbling buildings, fires and a lack of immediate medical attention cost more than 225,000 lives. Some experts say the figure will increase to 300,000. As many as 40,000 people had limbs amputated.

Total damage is estimated to be about \$7.863 billion, which is more than 120 percent of the country's gross domestic product in 2009, according to a Haitian government report. To eventually rebuild Haiti, the Inter-American Development Bank estimates that as much as \$14 billion will be needed.

Eight weeks later after the natural disaster, more than 1.3 million people are still displaced. Most are living under tarps, in tents and in make-shift shacks.

Today, Haitians and international supporters continue to distribute relief supplies, tend to their injured and prepare to rebuild.

Shock: Top right, an aerial view of the collapsed Presidential Place in Port-au-Prince. President Rene Preval and his wife were not injured in the earthquake. Bottom right, the partially flattened UN headquarters in Haiti. Bottom left, a fire rages in the downtown area, most likely a result of charcoal that spilled during the quake. Top left, a displaced persons camp in Port-au-Prince. Photos by UN Photos/Logan Abassi.



A United Response



Organization of
American States

PADF
PAN AMERICAN DEVELOPMENT FOUNDATION

**HOLLYWOOD
UNITES
FOR HAITI**
hufh.org

Photo by PADF/Vantz Brutus

Response

300,000+ received assistance as PADF & its partners focused on key Port-au-Prince neighborhoods & the Southeast province.

The response to Haiti's 7.0 earthquake had to be fast and coordinated.

PADF's Haiti office—which was staffed by more than 150 people prior to the Jan. 12 disaster—coordinated with its sister office in the Dominican Republic, where natural disaster experts were working on other projects.

Within 24 hours, PADF's team in the Dominican Republic was driving a truck filled with urgently needed relief supplies from Santo Domingo to Port-au-Prince.

This land route—which crossed the border at the small town of Jimani and continued on a two-lane highway in Haiti—became the primary source of supplies (and relief personnel) for the first few weeks after the natural disaster.

Led by Dan O'Neil, who has years of program and disaster response experience in both countries, the team quickly established a communication network, distribution channel and accounted for the local staff.

Meanwhile, PADF's Santo Domingo office set up warehouse facilities in the Dominican Republic and coordinated relief logistics.

With little sleep, and reinforcements from other offices, the disaster teams in both Haiti and the Dominican Republic coordinated more than 200 tons of relief supplies during the eight weeks after the deadly Jan. 12 earthquake.

That translated into food, water, shelter, medicine and other supplies to more than 300,000 people.

The distribution of relief was efficient and without incidents.

A key to the success has been PADF's long-standing relationship with Haitian community based organizations.



PADF and its partners would contact the community groups prior to a major relief activity to coordinate the delivery and distribution.

Food

Feeding hundreds of thousands of displaced people continues to be a challenge for all relief organizations.

PADF and its partners will continue to provide food and water at least the next month.

"Our goal now is to get Haitians to work so they can earn money to support their families," says O'Neil.

Shelter

With more than 1.3 million peo-

ple displaced by the earthquake, the need for temporary shelter has been a priority.

Although Haiti's rainy season begins in April, the showers began in February. Tarps donated by Royal Caribbean International, Missionary Flights International and other organizations, as well as shelter purchased by PADF, were distributed.

"Despite being personally affected, nearly the entire Haiti team began providing urgently needed relief services. I am very proud of them."

*John Sanbrailo
PADF Executive Director*

Jacmel

A complete emergency shelter package—including tents, tarps, water purification tablets, cooking utensils and more—for 500 people was set up in the city of Jacmel in the Southeast province. Cayes-Jacmel, Marigot also received tarps and plastic sheeting.

Water, food and other relief were transported from Pedernales in the Dominican Republic to Jacmel.

Mothers

Hundreds of specialized kits with baby food, diapers, wipes and other child care supplies were provided to mothers living in communities such as Cite Soleil and Bel Air. These kits allow mothers to provide better care for their small children.

Medical

Hospitals, such as the Chapi and the Choscal, and clinics received antibiotics, bandages and more. Individuals received personal first aid kits.

Police

Immediately after the quake, the Port-au-Prince police officers were needed more than ever—but they too had their needs. PADF fed more than 200 police officers a day for two weeks, which was their only hot meal.

Today, PADF continues to provide water and tarps to the authori-



A smile of relief: Above, a young boy receives a family kit that includes cooking oil, food, diapers and other essentials. Left, a boy rests after being treated in a make-shift clinic. PADF and its partners also delivered medical supplies to hospitals and to clinics treating displaced persons. Photo left by UN Photos/Logan Abassi. Photo above by PADF/Vantz Brutus.

ties in municipalities such as Delmas, where the police station collapsed and killed several officers.

Human Rights

Food, shelter, medicine and psychological counseling have been provided to the most vulnerable victims—children living in shelters, users of clinics that support the victims of violence, among others.

PADF has been particularly concerned by the increase in violence,

rape and other abuses (especially in the refugee camps).

Prior to Jan. 12, PADF had a robust human rights program that supported community organizations, shelters for abused women and schools for children who have been the victims of exploitation.

Funded by the U.S. Agency for International Development, the program provides the framework for post-earthquake program to assist the victims of violence.

Generous Donors



Photo by PADF/Luke Kumanchik

Donors

From cash to rice, thousands contributed what they could to the effort. The result—more than 200 tons of relief.

The generosity of companies and people who donate cash, goods and services are the cornerstone of relief work. People came to the aid of Haiti in record numbers.

Of nearly \$6 million of relief donations to PADF, more than \$4 million was received as in-kind donations, which are goods and services instead of cash.

Food comprised a sizable piece of the in-kind donations—both in terms of volume and price. ISOH/Impact of Holland, Ohio, provided more than 40 tons of corn.

Feed My Starving Children of Coon Rapids, Minn., provided two, 40-foot cargo containers with fortified rice and soy packages. They arrived to Haiti in February.

Both ISOH/Impact and Feed My Starving Children have collaborated with PADF during other natural disasters in the hemisphere.

Feed the Children of Oklahoma City donated six, 40-foot shipping containers with a variety of food, including canned meats and cereal. That food will feed an estimated 57,000 Haitians. Five more containers will be sent by the group.

Missionary Flights International, a Florida-based nonprofit, provided more than 40 tons of food, clothing, medicine and other supplies.

Warner Music provided 15,000 tee shirts and other clothing to the relief effort.

One thousand sleeping bags were provided by Exxel Outdoors of Haleyville, Ala.

Most of the in-kind donations were consolidated near the Miami

airport in a warehouse donated by Aeropost/Aerocasilla of Doral, Fla.

Donors outside of the United States were very generous, too. Colombians raised money to buy 40 tons of powered milk, which will provide 20,000 Haitians with milk daily for two months.

Dominican bottling companies

Federal Express and AmeriJet assisted PADF and its partners by sending several relief flights to both Santo Domingo and Port-au-Prince.

FedEx transported pallets of urgently needed supplies, including medicine.

LAN Cargo shipped 20 tons of relief supplies on a single 767-300F



donated potable water to close to 100,000 people during a two-month period.

Air, Sea & Land

Getting the donated goods to Haiti presented a major logistical challenge that relied on donated freight services.

Port-au-Prince's airport had limited capacity and an overwhelming demand for its runways, causing a huge backlog in flights.

from Miami to Port-au-Prince.

PADF and its partners also relied on Royal Caribbean International to ship materials from South Florida to Cap-Haitien, a coastal city located in the North province.

RCCL's vital deliveries to Cap-Haitien were met by PADF, which then loaded the supplies into trucks for the drive to Port-au-Prince.

Once in the capital, the donated goods are repackaged for distribution.

“We need to get help to the Haitian people as quickly as possible.

We hope this donation will help alleviate some of the suffering they are experiencing.”

*Facundo L. Bacardi
Chairman, Bacardi Limited*



Chevron and Bacardi

Cash donations by individuals and companies also provided a critical lifeline for the relief effort—with PADF and its partners collecting a record \$1.7 million in donations.

Chevron donated \$450,000 in February, which had a significant impact on the relief operations.

“PADF has always taken a long-term approach to helping Haiti,” says Mauricio Nicholls, general manager, retail and commercial and industrial, Caribbean, Central America and Andean regions for Chevron Products Company.

“We were there for them before and we are proud to be able to respond to the call for support again in providing immediate relief and assistance,” says Nicholls.

Chevron also established an employee matching program that generated thousands of dollars in additional donations to the relief effort.

“We need to get help to the Haitian people as quickly as possible. The Bacardi family, Company and employees are deeply saddened by the devastation and horrific loss caused by the earthquake in Haiti. We hope this donation will help alleviate some of the suffering they are experienc-



Vital supplies: Top photo, supplies are loaded onto the LAN Cargo flight. Below, employees at Aeropost/Aerocasilla load relief goods. Left, bottled water on the tarmac of the Port-au-Prince airport. Photo left by UN Photos/Logan Abassi. Top photo by PADF/Luke Kumanchik. Bottom photo by PADF/Pilar Heraud.

ing,” said Facundo L. Bacardi, chairman of Bacardi Limited.

Bacardi, with a contribution of \$50,000, was one of the first major donors to support PADF's relief work.

Other companies and individuals made sizable cash donations, including Wyclef Jean's non-profit Yele

Haiti, Greenberg Traurig, United Way of Miami, Interlex and MoneyGram.

Toll-free donation line

PADF set up a toll-free call center—(877) 572-4484—that continues to accept donations 24/7. Callers may use Visa or MasterCard.

Building Confidence



Technical expertise: Structural engineer and earthquake expert Kit Miyamoto provides guidance to a team from Haiti's Department of Civil Protection. Kit was a first responder to Haiti.

Building

Structural engineers inspect homes & instill faith among worried residents. This is the first step in Haiti's long recovery.

Kit Miyamoto has witnessed the deadly force that an earthquake can unleash, including the powerful Sichuan Earthquake in China in May 2008 that killed 68,000.

When the internationally recognized structural engineer and earthquake expert arrived to Port-au-Prince within days of Haiti's 7.0, he knew this would be a very different and more deadly situation.

As he drove into Port-au-Prince, the level of destruction increased. When he toured the capital's hard-hit downtown area, most buildings were reduced to mere piles of rubble. Others were severely damaged. Most buildings that were left standing were vacant as survivors and relief workers alike feared the possibility that they may collapse at any time.

Kit—who has conducted post-earthquake assessments in Turkey, China, Japan, Indonesia and the United States—was brought into Haiti by the Pan American Development Foundation to inspect damaged buildings and make recommendations to Haitian officials.

"I walk through the building and identify the cracks. I see if that crack is going to cause further failures, what kind of fix they have to do before it's occupied, or what kind of fix they can do right now so they can occupy it," he explains. "It's kind of risk management in a sense."

When the assessment is complete, color-coded tags mark the safety level of each facility. Green means it is safe, yellow indicates it is in need of repair and red signifies that it must be demolished.

For Kit, the "tagging" of buildings is a key activity for Haiti—particularly with more than 1 million people living

under tarps, in tents and make-shift shelters. Thousands of homes may be safely occupied—but residents are too afraid to go back inside.

Through these inspections, Kit and his engineers restore confidence to worried dwellers.

He is now training Haitian structural engineers to inspect and tag buildings.

"There will be limited resources to provide high-level structural and earthquake engineering expertise. [This] is a key component of disaster response and it is very time critical"

*Kit Miyamoto
Structural engineer*

Training structural engineers in the science of inspecting post-earthquake buildings requires about two days of classroom instruction and two days of field work. The newly minted inspectors will work in small teams. Their written reports will be reviewed each day.

Eventually, they will work with PADF to assess 50,000 homes in Port-au-Prince, a task that will take about eight weeks. As many as 25,000 homes could be reoccupied.

One of the first home inspections

that Kit was the residence of one key Haitian: President Rene Preval's severely damaged Presidential Palace.

"The top floor's walls have crumbled," he says. A symbol "of Haiti's culture and history, the three, once-majestic domes, have also collapsed due to structural-support failure. Essentially, the three-story building is now two stories."

Despite the damage, Kit assured members of the chief executive's team that parts of the Presidential Palace could be repaired using contemporary building methods.

On hearing the news, a member of President Preval's staff told Kit: "This is a national symbol of Haiti's heritage. Re-raising this building will be a statement to people all over the world: 'We will not be defeated.'"

Kit knows that he and other structural engineers are playing an important role in Haiti's relief and recovery phases.

"This is the first step toward recovery and reconstruction," he says.

In addition to tagging buildings, Kit will also collect data from Haiti's most damaged areas to determine what should and must not be done in the future.

Beyond Haiti's need for reliable data, Kit and his team say this information will be valuable in improving the construction of other structures worldwide.

For now, however, his first concern is for homeless Haitians.

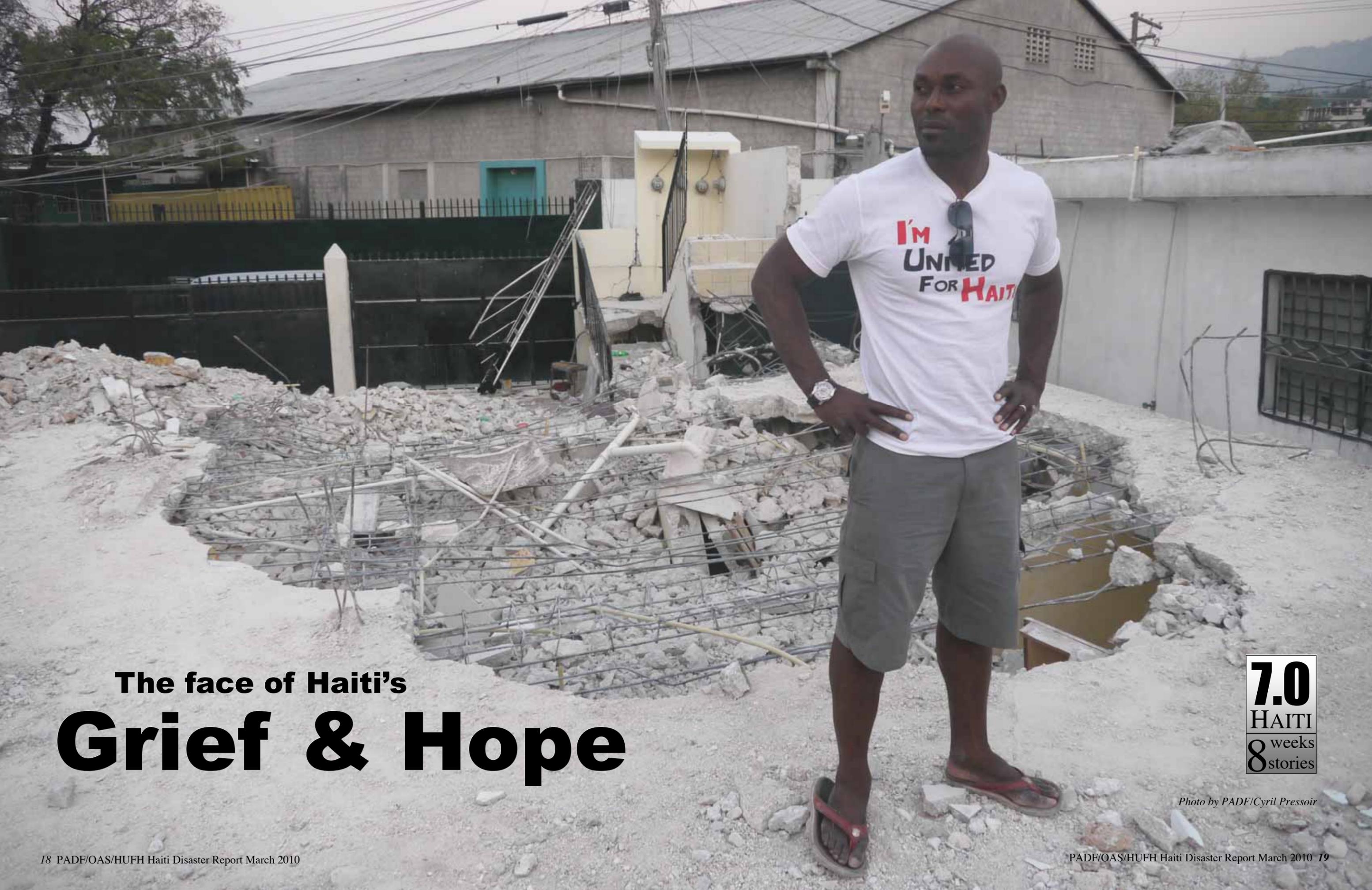
"This is one of the few disasters where I have not seen proper tents...." he wrote in his blog. "In a couple weeks, the rainy season will start, then what? I don't know how Haitians are coping with such incredible hardship."

—By Julie Hyman



File Backup: Below, Kit Miyamoto rescues a Haitian government computer server with essential budget documents. Right, Kit explains why a building collapsed.





The face of Haiti's
Grief & Hope

7.0
HAITI
8 weeks
stories

Photo by PADF/Cyril Pressoir

Hope

After an exhausting 8 weeks delivering aid, comforting survivors & even singing in *We Are the World*, Jimmy's just getting started.

Los Angeles-based actor Jimmy Jean-Louis was frantically trying on Jan. 12 to contact his parents in Port-au-Prince but the quake cut most communications to the capital.

While reaching out to all of his contacts for information, Jimmy desperately tried to find a flight to Haiti—but did not have success with either.

He finally heard the good news 24 hours later that they were alive, unhurt but in shock.

"This is good news but I have to get to them now," Jimmy said after the call. "I cannot sit in Los Angeles while my parents are in shock and my countrymen are dying."

Like nearly everyone connected to Haiti, Jimmy's life changed after the Jan. 12 earthquake. The actor who plays *Rene* (a.k.a. *The Haitian*) on NBC's hit series *Heroes* dedicated the next eight weeks to helping Haiti.

Coordinating with the Pan American Development Foundation and his own non-profit Hollywood Unites for Haiti, Jimmy was on a Friday, Jan. 15 red-eye flight from Los Angeles to Newark, N.J. On Saturday morning, he changed planes and traveled from Newark to Santo Domingo, where PADF had its staging operations for the relief effort.

On the final leg of the journey, Jimmy hit a roadblock. There was no quick way into Haiti. He would have to wait until the following day to take a six-hour bus ride to the capital.

"I tried to convince him to stay the night in Santo Domingo," says Cesareo Guillermo, PADF's deputy director in the Dominican Republic. "We realized his determination to go to Port-au-Prince" and began to look for alternate transportation.



Through contacts at the airport, Guillermo discovered that a helicopter transporting supplies to Port-au-Prince was scheduled to depart from Santo Domingo—and it had one empty seat. Some 90 minutes later Jimmy was in the air.

Arriving to Port-au-Prince, he described it "like a war zone."

Jimmy spent the next week delivering relief supplies, meeting with community groups, coordinating with the government, talking to the media and surviving aftershocks.

A documentary film crew followed him throughout the city as he worked with residents who were trying to save themselves and their loved ones.

Returning to his wife and children in Los Angeles, his pace continued unabated.

He sang in the remake of *We are the World*, organized fundraisers, stepped up press interviews and spoke at events from Los Angeles to Miami. The U.S. Congress invited him to testify at a special hearing on the quake.

Even during two short breaks to promote an upcoming film, the interviews and staged events always came back to Haiti relief.

Through his Hollywood Unites for Haiti, he has brought in other celebrities, including the actress Dania Ramirez of *Heroes*.

"The message that I'm putting out there is one of unity," he says. "Governments, organizations and individuals need to come together for Haiti. Now is not the time for special interests."

Based on Jimmy's determination to get to Haiti just after the quake, it is likely that people will hear his message of unity.

On the frontlines: Top right, Jimmy Jean-Louis comforts a woman at a clinic days after the quake. Below, Jimmy and actress Dania Ramirez in a Port-au-Prince press conference marking the two-month anniversary of the quake. Photo below PADF/Cyril Pressoir.

Opposite page: Bottom and middle photos, Jimmy is shocked by the destruction he encounters in the capital. Top, Jimmy helps to unload donated rice. Photo PADF/Cyril Pressoir



7 volunteers and **5,000 in need**



Volunteers

Led by a Haitian-American, seven former combat medics rushed to help. They never imagined what they would find on the ground.

Guy-Gerard Gachelin had never seen anything like it before. A week and a half after the quake, tens of thousands of displaced people were everywhere on a golf course in Village Musseau.

Some were seriously injured but many just sat still in disbelief. The earthquake had claimed everything: All of their possessions; their homes; even loved ones were lost in the rubble.

They had no other place to go after the 7.0 magnitude earthquake had devastated them and reduced to rubble parts of their country.

Gachelin—himself overwhelmed by what he was seeing—waded into the mass of people. Using his native Creole, Gachelin learned that for some 15,000 to 20,000 people, there was one single doctor. Gachelin was shocked.

“That [one doctor], he was my hero because he showed up every single day. Without him, there would be no medical help in the area,” Gachelin says. It’s amazing “to see the good that has come out of a natural disaster.”

Getting into Haiti

Despite his modesty, Gachelin is part of that “good.”

Upon hearing about the devastation in his native country, the former U.S. Navy combat medic wasted no time in recruiting five fellow U.S. veterans of the Iraq and Afghanistan wars and one former medic from the Israeli Army. He eagerly set out to find a way to get the highly skilled team from the United States to Haiti.

Unfortunately, getting the group to Haiti was harder than he thought. They contacted countless

organizations to volunteer their services in support of the ravaged country, but their requests got lost in the post-earthquake chaos.

Finally, their persistence paid off when they were put into contact with the Pan American Development Foundation. Although PADF is not a medical organization, it recognized the value of the team’s skills. By Friday, Jan. 22 the team was in Haiti.

Shocking

What Gachelin and his six fellow medics saw when they arrived to the capital of Haiti was shocking—even

of about 5,000 people in the poor area of Delmas, which had yet to receive relief or medical care. On their first day alone, the team—along with one PADF staff member and eight Haitian police officers—organized the food distribution for the entire camp of 5,000 and treated 150 people who had suffered a wide range of injuries.

But they gave more than medical assistance. Gachelin remembers one young patient who was in particularly bad shape.

“There was a kid [who] came in with her mom and her dad at the clinic that we set up. She was com-



10 days after the major quake.

“It was worse than Iraq as far as the destruction that we witnessed. It was horrible,” Gachelin says.

Working with PADF’s Haiti office, the team was assigned to a camp

pletely dehydrated. Her mouth, nose, eyes were completely dried out. She couldn’t even cry,” Gachelin explains. “I took a medical glove out of my pocket and made a balloon out of it and I drew two eyes and a smile and

**“It was worse than Iraq
as far as the destruction
that we witnessed.**

It was horrible,”

*Guy-Gerard Gachelin
Combat medic and volunteer*

she actually got to smile and that really touched me.”

Organizing chaos

In addition to medical and emotional support, the group showed the earthquake victims how to organize the chaos of the camp.

“With the help of the Haitian police and the U.S. Army’s 82nd Airborne Division, we managed to actually create security and an organized system” that first day, Gachelin explains. “Basically, we would go into the tent cities and show people how to organize a designated area to eat, a designated area to use the restroom, a designated area to bring garbage.”

After a week of providing medical care, organizing, giving out relief supplies and working to bring attention to areas ranging from Delmas to the golf course-turned camp, it was time to return to Miami. But Gachelin’s heart is still in Haiti. He continues to assist with relief efforts from the United States.

Since returning, he and his team have organized events to raise money for the survivors in Delmas 3.

— By Julie Hyman



Band of Brothers: Top, six of the seven former combat medics pose for a photo in the Dominican Republic before heading into Haiti. In addition to Guy-Gerard Gachelin, the team was comprised of William Lara, Bryce Rogow, Elon Goran, Edward Okoye, Robert Spejcher and Shawn Consey. Below, Robert Spejcher treats an injured foot of a young boy. Left, team leader Guy-Gerard Gachelin provides first aid.

Champions for Haiti

HAITÍ TE NECESITA

HAITI NEEDS YOU - HAITI PRECISA DE VO

Para realizar una donación, por favor ingrese
al sitio web: www.AyudaPanamericana.org

To make a donation, please visit:
www.PanAmericanRelief.org

Para fazer uma doação, por favor entre na pagina
www.PanAmericanRelief.org

+1 202 458 3969 | www.padf.org
USA: (877) 572-4484

From Buenos Aires to San Francisco, thousands show their support for Haiti. Actor and model Fernando Arana (left) contributes in an airport in Argentina.

Champions

Creative people raised awareness of Haiti's desperate situation that engaged supporters, generated funds & improved relief efforts.

Ron Duprat has always been a big supporter of his native Haiti. Known as a formidable contestant on Season Six of Bravo's hit series *Top Chef*, off the set he was always cooking up a new way to help those with the greatest needs.

His gregarious personality and selfless commitment to Haiti made it easy for people to connect with him.

When the Jan. 12 earthquake stopped shaking Haiti, Chef Ron shifted that passion into overdrive.

He began to raise money for Haiti, first through a celebrity auction with Marti Huizenga Boys & Girls Club / Hollywood Unit. People bid on an exclusive dinner for six prepared by Chef Ron. It fetched a quick \$5,000 for the relief effort, which was donated to the Pan American Development Foundation.

Then he wanted to do something bigger for the survivors.

From his base in Hollywood, Fla., Chef Ron came up with an intriguing idea. He would leverage his contacts with other restaurants—particularly fellow celebrity chefs from the Bravo program—to raise money on Valentine's Day.

"Food always brings people together," says Duprat, executive chef at Latitudes Beach Café in Hollywood, Fla. "I hope that people can dine out with their loved ones and share their hearts with Haiti."

Called *Hearts for Haiti: An American Dining Relief Benefit*, Chef Ron convinced 14 restaurants around the country to donate 10 percent of their Valentine's Day proceeds to three non-profit organizations.

In addition to Latitudes Beach Café at the Marriott, 13 other restaurants joined in the campaign, including Mattin Nobilia of Iluna



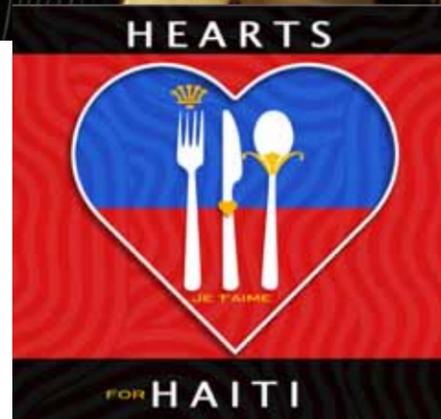
Basque Restaurant in San Francisco, Michelle Bernstein of Michy's in Miami and Chef Todd Sicolo at Frank & Albert's Restaurant at The Arizona Biltmore in Phoenix. An estimated \$5,000 was raised.

Airports for Haiti

The Private Sector Forum, a non-profit affiliated with the Organization of American States, wanted to engage its members in the campaign for Haiti.

Ernesto Gutierrez, president of the Private Sector Forum and head of the Aeropuertos Argentina 2000, mobilized his staff and launched an innovative initiative that connects travelers with the relief effort.

His organization created banners



and collection boxes that were strategically placed in key airports in the region.

The signs are currently in 37 airports throughout five countries, including Argentina's Ezeiza Airport

and "Aeroparque" (Jorge Newbery Metropolitan Airport), Uruguay's Carrasco International Airport and Punta del Este International Airport and Ecuador's Guayaquil Airport.

Executive Vice President Jorge Lukowski expects many more airports to join the campaign soon.

Creative Promotion

Interlex of San Antonio, PADF's agency of record, immediately organized its team to create a series of television and radio spots, as well as print and online advertisements, to promote the Haiti relief effort.

Interlex produced promotions that included actor Rainn Wilson, who plays *Dwight* on NBC's *The Office*, and Jimmy Jean-Louis. Rainn taped a radio spot and Jimmy appeared in a television ad and print promotions.

Using the creative materials from Interlex, the message was spread throughout the hemisphere.

In the United States, *Metro* newspapers published more than \$100,000 of in-kind advertising in its editions in New York, Boston and Philadelphia. *Metro* is the fifth largest circulated free daily U.S. newspaper with 1,210,629 daily readers.

A Spanish-language version of the television spot has been running on CNN en Español in Mexico, Ecuador, Argentina and elsewhere. Discovery Networks in Latin America is also running the spot.

The similar ad is appearing on the U.S. Spanish-language network Azteca America.

To see the English-language and Spanish-language public service announcements, please visit www.PanAmericanRelief.org.

Internet banner ads appeared on WFFA in Dallas, on MTV Latin America and elsewhere.

Helping Haiti—one serving at a time:

Opposite page top, Ron Duprat of Hollywood, Fla., raised money through events. *Bottom left*, the logo for Hearts for Haiti. *Right*, Christine Ronan and Omar Falcon sell tee shirts to support Haiti relief operations. *Right photo* OAS/Juan Herrera.

"It's not enough just to preach words.

We want to put love into action."

*Jean David Cadet
Havre de Grace SDAC Ministry*

Sales, Receptions & Gatherings

Numerous organizations hosted special events to raise money for PADF's relief efforts.

Employees and friends of the Organization of American States changed the theme of a scheduled reception in January and instead focused on Haiti relief.

The evening event that included diplomats, congressional staff members and others raised \$25,000 for immediate assistance.

The Association of American Chambers of Commerce of Latin America organized a reception in Washington, D.C., that the picked up \$4,000.

Several groups with members from Caribbean nations were particularly active in the fundraising activities.

Parishioners at the Havre de Grace SDAC Ministry in Silver Spring, Md., collected nearly \$3,000 for the Haiti relief effort.

"It's not enough just to preach words," says Jean David Cadet, a representative of the ministry. "We want to put love into action and be an organization that is helping people."

The St. Vincent and the Grenadines Nationals Association of Washington, D.C., raised \$1,500 through a dinner-and-a-movie event on Feb. 20.

Meanwhile, a group of seven former combat medics who went to Haiti for PADF returned to their hometowns—where they turned their attention to fundraising.

In Chicago, Robert Spejcher motivated his friends to support Haiti. They gathered more than 1,000 tarps, 39 tents, five miles of rope, basic medical supplies and more.

The money and goods from Spejcher and the other medics will support a camp of displaced persons in Delmas 3.



Road to Recovery

Up to 3,000 Haitians will earn much-needed money cleaning up rubble-clogged streets and canals choked with debris.

Photo by PADF/Dan O'Neil

Rubble Warriors

Streets and alleys are clogged. Hundreds of thousands of Haitians are eager to work. The solution is simple: Put them together.

Delmas 32's streets and alleys looked as if a major battle occurred there. Rubble from buildings that toppled in the massive, 7.0 quake where choking the neighborhoods.

Unfortunately, a lack of public funds and huge needs throughout the capital city meant that many such areas would remain clogged for an indefinite time.

Fortunately, that is not the case in Delmas 32.

With assistance from the World Bank and the cooperation of the Hai-

tian government, the Pan American Development Foundation launched a major campaign that is cleaning up the streets and drainage canals in Delmas 32 and other neighborhoods.

PADF refocused an existing program called *Programme de Développement Participatif Urbain*, also known as PRODEPUR, to take on the task.

The four-year initiative, which started in June, was originally designed to engage community organizations in creating, managing and

growing small-scale economic projects. Now, it has the perfect structure and combination of resources to take on a project of this nature.

PRODEPUR is directed in the Port-au-Prince metropolitan area, including the communes of Delmas, Cite Soleil and Martissant.

Today, 2,700 Haitians in these neighborhoods are clearing rubble and other debris, which provides much-needed employment. In addition to cash, the workers are provided with food.

PADF has organized the crews into 20-person teams. Each team works together each day. They are provided with tools and work gloves.

"They are very eager to work and they are putting a lot of effort into the clean up," says one of the managers. "This is their neighborhood. They live here and want it to look even better than it did before the earthquake. It's a terrific project on many levels."

Reinforcing Community Groups

An added benefit is it strengthens community organizations by allowing

them to learn the techniques of managing projects and personnel.

"It's beautiful how well the community organizations have managed the operations," says Kerline Rock, PRODEPUR's director in Haiti. "They have really stepped up to the plate in their communities."

Reinvigorating Neighborhoods

Rock and others have noticed another benefit for the neighborhoods. Cleaning up the rubble that has choked circulation since Jan. 12 is almost like they are weeding an over-

grown garden.

"It is as if we are creating new life in these hard-hit areas," Rock explains.

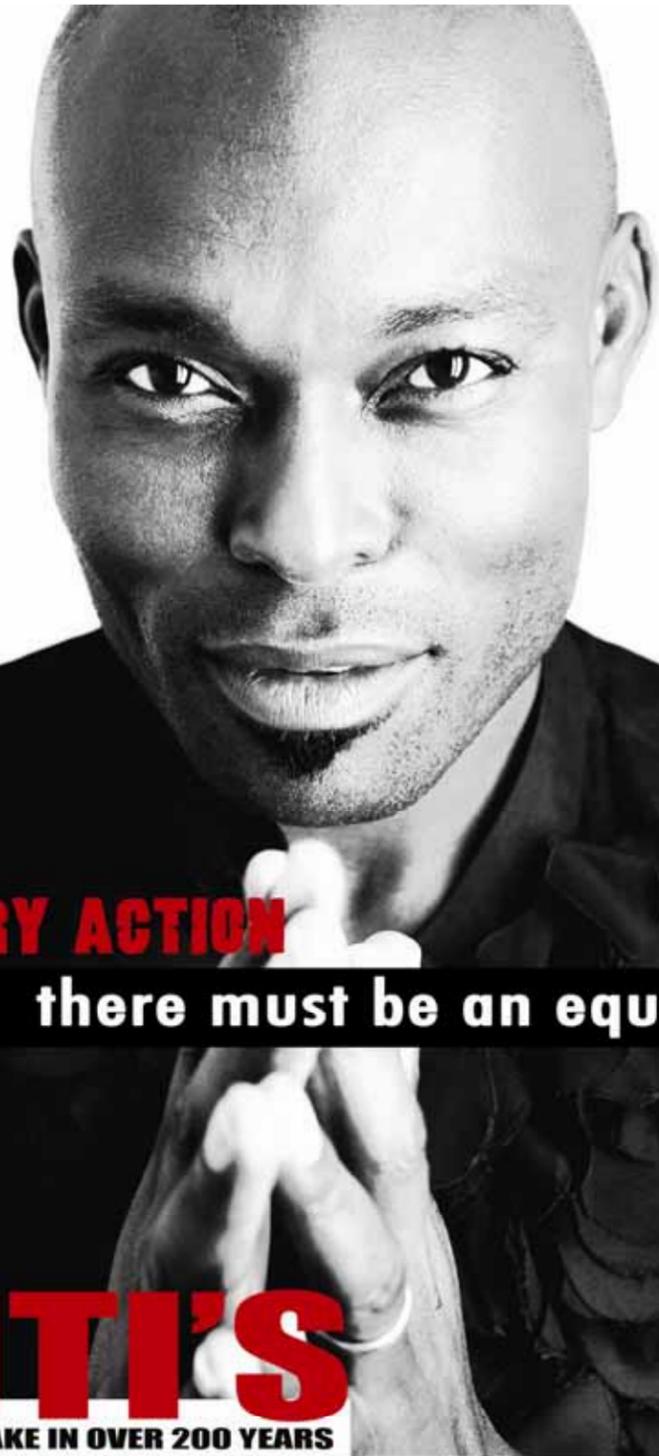
Structural engineers who are inspecting buildings in these areas have made the same comments. Once they identify homes that are safe for people to use again, the residents come back and live into the dwellings.

"It reinvigorates the neighborhood," one inspector says. "People are so thankful that we're in their communities and taking care of their needs."



Clean Up: Above, one of the managers from PADF's *Programme de Développement Participatif Urbain*, also known as PRODEPUR, looks at the ruins of a home that one stood in Delmas 32. Left, workers from community organizations associated with Hollywood Unites for Haiti gather up rubble for removal. Above photo by PADF/Dan O'Neil.

Jimmy Jean-Louis
Haitian US TV star &
PADF's Goodwill Ambassador
for Haiti's Children



REACTION

FOR EVERY ACTION

→ **there must be an equal & opposite**

HAITI'S

WORST EARTHQUAKE IN OVER 200 YEARS

has taken the lives of TENS of thousands and threatens MILLIONS more.
Out of the darkness of the rubble there must come light.
The forces of nature have devastated the people of Haiti.
It is up to us to react and respond.

Donate at PanAmericanRelief.org
or toll-free at (877) 572-4484.

TEXT "HEAL" TO 50555 TO DONATE \$5

**JOIN US
BE A FORCE OF NATURE
HEAL HAITI**

Pan American Development Foundation



Organization of
American States

PADF is a non-profit, 501(c)(3) organization based in Washington, D.C., with over 150 team members working in Haiti to provide support and relief.



The Pan American Development Foundation, the Organization of American States and Hollywood Unites for Haiti wish to thank the following major supporters

Aeropost/Aerocasillas
Ali Bahaj
Asociación Popular de Ahorros y Prestamos
Association of American Chambers of Commerce of Latin America
Azteca America
Bacardi Limited
Caracol Internacional
Chevron Global Fund
CNN en Español
Discovery Latin America
El Tiempo/City TV
Exxel Outdoors
Feed My Starving Children
Feed the Children
Federal Express
Friends of Grenada
GeoSyntec Consultants
Government of Haiti
Greenberg Traurig
Haitian Consulate in Miami
Interlex

Kenya's KNDS, Inc.
LAN Cargo
Mercado de Valores de Costa Rica Employee Fund
Metro newspapers
Microsoft
Missionary Flights International
Mission Relief Services
MoneyGram Payment Systems, Inc.
MTV Latin America
Organization of American States
Perform Media Channels
Royal Caribbean International
The SS and D Foundation
Spanish Agency for International Cooperation
United Way of Miami Dade, Inc.
U.S. Chamber of Commerce
U.S. Mission to the OAS
Yelé Haiti
Warner Music Group
WFAA Dallas
World Bank

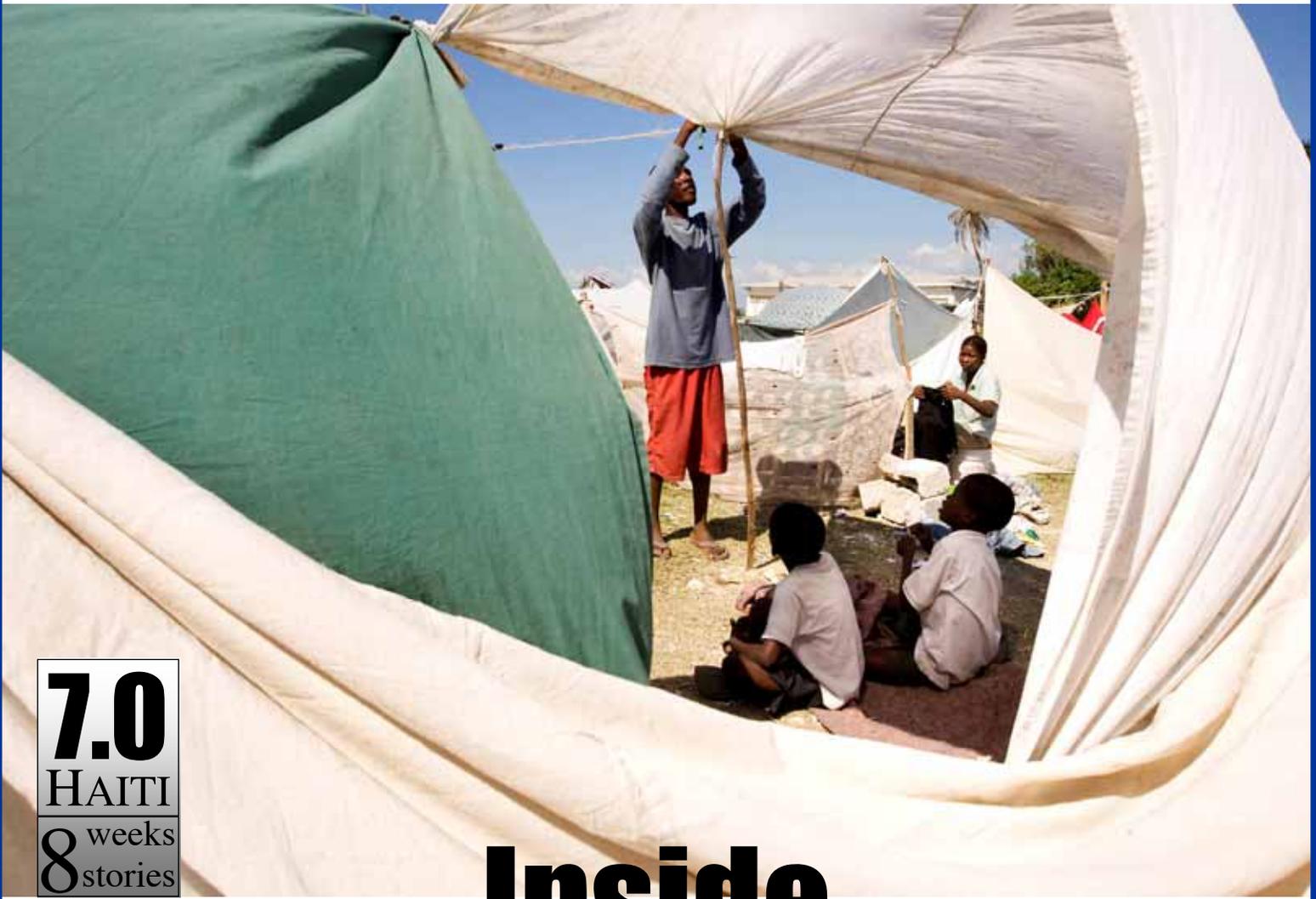
Haiti still needs you

*To become a corporate partner,
please contact:*

Paul Fisher (202) 415-5482 or pfisher@padf.org
Jorge Tellez (202) 390-9151 or jtellez@padf.org

*To donate to Haiti relief, recovery
and reconstruction:*

Toll free, 24 hours a day (877) 572-4484
www.PanAmericanRelief.org



7.0
HAITI
8 weeks
stories

UN Photos/Logan Abassi

Inside

1 Unimaginable destruction

5 The face of grief & hope

2 United response

6 Seven medics, 5,000 people

3 Selfless donors

7 Champions for Haiti

4 Building confidence

8 Road to recovery