



Disaster Donations Best Practices

We know how much everyone wants to help when natural disasters strike the Keller Williams family so we want to pass along some guidelines in order to have a systematic and coordinated relief effort.

A word about clothing donations. Disaster relief organizations have learned through experience, that in the aftermath of a natural disaster, volunteers spend countless hours sorting through tons of unwanted clothing. Please do not send clothing.

KW Cares will establish a command center in the area of the disaster where relief efforts will be coordinated.

Things to Remember:

1. What disaster survivors need the most is **cash** to purchase items specific to their needs.
2. If you purchase gift cards, do **not** send them to KW Cares. Arrange for them to be distributed directly to disaster survivors through their local market center or the command center.
3. Do not send supplies to the KW Cares office in Austin. Don't send anything until you coordinate with KW Cares.
4. Do not purchase supplies with the expectation that KW Cares will pay for them unless you have made prior arrangements with KW Cares.
5. If you want to conduct a fundraiser, you need prior approval. Contact KW Cares before proceeding.
6. IRS regulations do not allow us to accept donations to be directed to a specific individual, only for the cause in general.
7. Donation checks should be made payable to **KW Cares** (not Mega Relief; Red Relief; Keller Williams Realty International or KWRI). Indicate "Disaster Relief" in the **memo** line.
8. Online donations should also indicate "Disaster Relief".

We are so fortunate to have a genuine culture of caring in our organization. Thank you all for believing in and fostering the practice of family helping family!