



Backgrounder

GivingPreparedness

in association with Jamie Caplan Consulting

What is GivingPreparedness.com?

GivingPreparedness.com is three things:

1. It's an online store where people can purchase home, car, and pet emergency preparedness gift boxes for family, friends and for themselves. Businesses can also purchase these emergency preparedness gift boxes as corporate gifts for employees, customers, and partners.
2. GivingPreparedness.com also hosts Jamie Caplan's blog that offers a wealth of information to help families stay safe in emergencies.
3. GivingPreparedness.com is also a website where people can download a free and easy-to-use Family Emergency Plan.



Why is emergency preparedness important?

Being prepared is not just about rare acts of terrorism, earthquakes, tornadoes and hurricanes; but also about losing power for more than a few hours due to a snowstorm, thunderstorm, fire, or even a car crashing into a nearby utility pole. Disasters can happen at any time.

The U.S. Department of Homeland Security is asking people to do three key things to prepare for the unexpected: 1) get an emergency supply kit, 2) make a family emergency plan, and 3) be informed about the different types of emergencies that could occur and their appropriate responses. Department of Homeland Security Secretary Janet Napolitano said in September 2009, "First take the most basic steps: get an emergency kit, make a family reunification plan, and get better informed." It is time for us all to take some personal responsibility for our emergency preparedness.

More information about the federal government's effort to motivate people to get prepared can be found at www.ready.gov.

What's in the emergency preparedness gift boxes?

The gift boxes include emergency essentials that people need to keep their family and pets safe for the first 72 hours of a disaster or other emergency, whether in a house or in a car.

GivingPreparedness.com offers three types of emergency preparedness gift boxes: Ready Home, Ready Auto, and Ready Dog.

The Ready Home gift box includes items like pouch water, food bars, first aid kits, emergency light sticks and more. The Ready Auto gift box includes items like a poncho and an emergency blanket in addition to pouch water, food bars, first aid kits, and emergency light sticks and others. Ready Dog gift boxes include items like emergency dog food, water, travel water bowl, dog cookies, blanket, tennis ball toy and poop bags.

Ready Home, Ready Auto and Ready Dog all come in safe, safer and safest sizes. All of the included items are listed online at www.givingpreparedness.com.



Who is Jamie Caplan?

Jamie Caplan is the Founder and President of GivingPreparedness.com and a nationally recognized emergency preparedness expert.

Jamie is also the Principal of Jamie Caplan Consulting, a certified woman-owned consulting company based in Northampton, MA that provides emergency management services for all phases of disaster management; including mitigation, preparedness, response, and recovery. Jamie Caplan Consulting provides solutions for reducing risk and increasing preparedness to individuals, Indian tribes, local and state governments and the Federal Emergency Management Agency (FEMA).

Jamie is affiliated with many organizations including these:

- ▶ Disaster Preparedness and Emergency Response Association
- ▶ International Association of Emergency Managers
- ▶ Home Safety Council
- ▶ National Safety Council
- ▶ Tribal Risk and Emergency Management Association
- ▶ National Hazard Mitigation Association



Why did Jamie Caplan create GivingPreparedness.com?

Jamie has been passionate about safety ever since her years as a Lifeguard in High School and College. After college she worked with the American Red Cross before starting her own emergency preparedness consulting practice. As an emergency management professional, she has created disaster plans for areas all over the country and creates public-private partnerships for emergency management professionals to build disaster resistant communities and to analyze the impact of disasters.

But it was the combination of being a mom and witnessing the suffering during Hurricane Katrina that triggered her desire to do much more to help people get prepared and stay safe during an emergency.

According to Jamie, "Working with the American Red Cross and then as a consultant to FEMA and with state and local governments has given me an understanding of what capabilities governments have to assist citizens before, during and after a disaster. Watching the media coverage of Hurricane Katrina and thinking about the safety of my own children and family left me with a tremendous desire to help people prepare for disasters."

What does Jamie blog about?

Jamie Caplan's blog, found at www.givingpreparedness.com offers practical family safety information. Recent posts talk about the importance of choosing a family meeting place in an emergency, tips on how to care for small children when you have H1N1 flu, and the stages of the current influenza pandemic cycle.

How do you contact Jamie Caplan and GivingPreparedness?

888-657-3350 **Toll Free** 413-586-0867 **Phone**

www.GivingPreparedness.com



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