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## Disaster Management Alliance Update

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### Matching Needs with Resources and Capacities

The DMA has an excellent track record of linking companies with needs and building bridges and alliances. Some of our most successful disaster management and business continuity committees have welcomed other private sector platforms to the table.

In the past two weeks, PADF has signed two critical MOU's in order to further its alliances. The first signing was with Gov. Scott McCallum, former Governor of Wisconsin, now President and CEO of the Aidmatrix Foundation, [www.aidmatrix.org](http://www.aidmatrix.org), a non-profit foundation. Aidmatrix sets the groundwork for an integrated and coordinated approach to donation management by connecting private sector, government and



leading nonprofit entities through a series of donations matching and management systems. Gov. Scott McCallum, Aidmatrix & Mr. John Sanbrailo PADF

The MOU with Aidmatrix established a partnership to promote disaster mitigation and risk reduction throughout Latin America and the Caribbean. PADF is a relationship builder and Aidmatrix technology enables thousands of organizations, companies and agencies to collaborate with needs specified by local, national and regional authorities. The synergies will enable an exponentially greater capacity to leverage available cash, in-kind resources, volunteers and more to attend to urgent needs throughout the hemisphere.

PADF signed a second MOU with Miyamoto International (MI)



[www.miyamotointernational.com](http://www.miyamotointernational.com)

through its representative, Mr. Chris Smith, Principal of Miyamoto. This company offers risk services to businesses,

industries and governments. The corporation helps companies identify, assess, and manage their natural and man-made risks in a balanced and proactive way. Another specialty is assisting governments in reducing the

death ratio by minimizing the

*Mr. John Sanbrailo, PADF and Mr. Chris Smith, Miyamoto Intl.*

the structural vulnerability of schools, hospitals and other critical public infrastructure.

Kit Miyamoto, President and CEO of Miyamoto International, was very kind to speak to our stakeholders during the DMA Regional Integration Conference in El Salvador last July. His main message caught everyone's attention. His message is this: building codes around the world are only meant to save lives not ensure continuity. Often the damage from major disasters is not reparable. Mitigation is cost effective and necessary. Don't wait!

The purpose of this particular MOU was to create a partnership to facilitate private sector leverage for disaster preparedness, mitigation, management and risk reduction throughout Latin America and the Caribbean.

Both MOU's created a platform for collaboration and joint efforts to facilitate synergies, unification and application of the experience and capacity of each organization, to further improve the integration of the private sector in all phases of disaster management.

When considering partnerships such as these, there are questions that need to be asked. What are you willing to do? What kinds of internal and external relationships are needed? What will fulfill your corporate goals and make good business sense? The DMA, through PADF, has the connections and resources you need, with boots on the ground and NGO, corporate and government relationships in most countries in Latin America and the Caribbean.

Please contact us for more information on how to begin building your alliances today!



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