

The Situation

What would you do if one third of your state was suddenly under water – affecting your friends, relatives, neighbors, and co-workers?

On September 16, 1999, eastern North Carolina was struck by Hurricane Floyd. More than 20 inches of rain fell in less than 24 hours. Twenty-seven eastern counties experienced devastating 500 year level flooding – the worst ever recorded in state history. Sixty-six North Carolina counties were declared federal disaster areas. More than 43,000 families lost their homes. More than 60,000 people were trapped in shelters with no clothing, food, supplies, clean water, electricity or source of income. Nearly 1.2 million people were without power – some for as long as a week. Phone lines were down, affecting more than 65,000, in many areas. Conditions were horrific – the potential for disease, environmental damage, and water contamination was severe. Agricultural and livestock losses were massive – amounting to more than \$808 million. More than 1,000 roads (including two major Interstate Highways) were under water, washed out, or damaged making transportation difficult.

On Monday, September 20, 1999 the Four Seasons Town Centre Management Staff was horrified to read in the *Greensboro News & Record* that no one had stepped forward to provide space for a donation collection point in Guilford County – only cash donations were being accepted. After contacting the Governor's Office, the center was told that the fastest way to help would be through one of the disaster relief organizations. The management team formed a partnership with The Salvation Army and made immediate plans to establish Four Seasons Town Centre as a collection site.

Within 24 hours, help was on the way.

Objectives

1. To mobilize the community and business community in order to collect items of immediate need (canned food, water, diapers, baby food and supplies, cleaning supplies, pet supplies, personal hygiene items) to victims of Hurricane Floyd.
2. Get these items into the hands of those in need as quickly as possible.
3. To ease the terrible pain and burden of our fellow North Carolinians.

Plan Outline & Implementation

By 10:30 am on Monday, September 20, 1999, Four Seasons Town Center and The Salvation Army mobilized to begin collecting items of immediate need for hurricane victims. The management team immediately called a meeting of key staff and asked for their help with the efforts. Managers then asked employees if they would like to help with the efforts – the response was an overwhelming YES! Within 24 hours an army of mall and store employee volunteers began to sort, box, paletize and load donations. Literally every department chipped in to assist. A vacant space next to a mall entrance was outfitted with electricity (lighting) and boxes were salvaged from cardboard recycling bins. The Salvation Army began recruiting volunteers and making arrangements to ship donations as soon as trucks were filled.

By 12:00 pm, news releases had been sent to all local media outlets announcing that Four Seasons Town Centre, in conjunction with The Salvation Army, would become Guilford County's only announced donation collection site. Within 72 hours, signage was up throughout the mall announcing the collection site, the types of items needed, and where shoppers could make cash contributions.

By 3:00 pm, a memo was delivered to merchants announcing the plan and asking them to send their empty freight boxes to the donation collection space, spread the word to their customers, donate supplies (such as lunches for the volunteers and packing tape), and encourage their employees to volunteer.

By 5:00 pm, a volunteer staff comprised of mall staff, Salvation Army volunteers, mall merchants, and concerned citizens mobilized to begin sorting and boxing the first wave of donations. This effort would continue for 13 more days.

Expense Summary

Expenses:

Mall Signage:	\$800.41
Packing Tape:	\$56.60
Total Expenses:	\$857.01

Donated Supplies/Services:

Volunteer Lunches: (Chick-fil-A, Sbarro, Dominos, Eckerd)	\$317.93
Trucking Services: (Provided by 4 area trucking firms)	\$15,000.00*
Hand Trucks/Tape Rollers: (Donated by Lorillard Co.)	\$512.10
Pallets: (Donated by merchants)	\$500.00**
Total Donations:	\$16,330.03

*Estimated value supplied by Donald Smith Trucking, Inc.

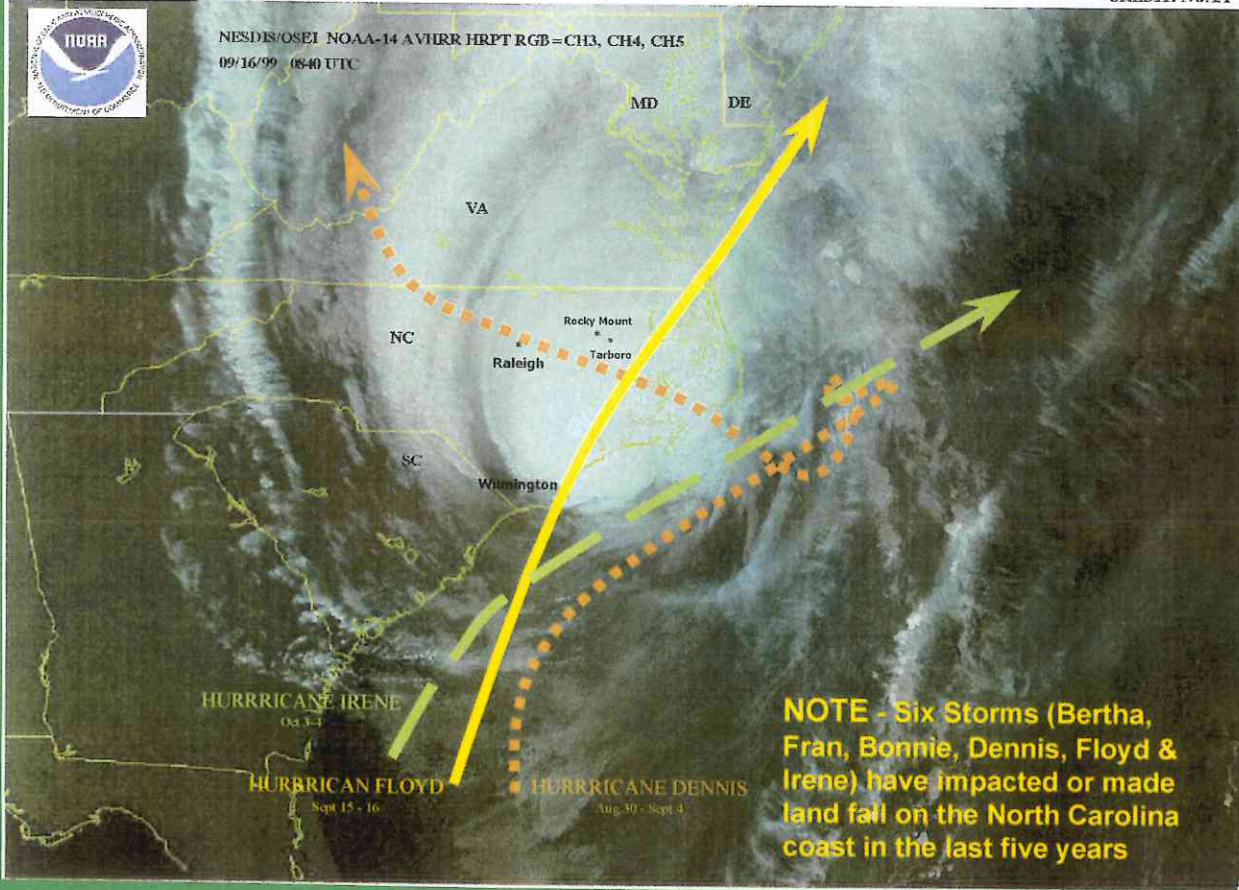
** Estimated value supplied by RPS.

Results

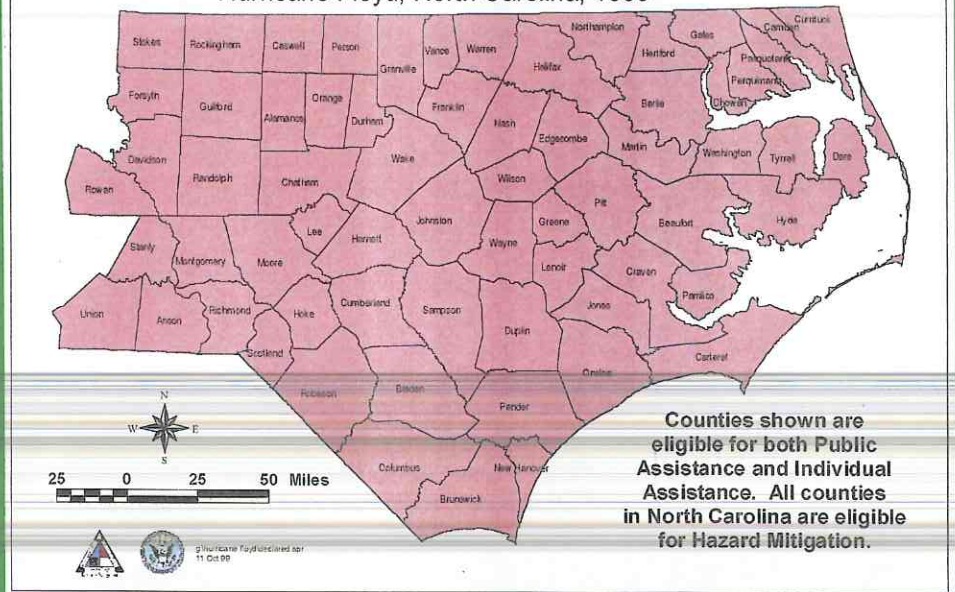
1. Donations with a retail value of \$2,500,000.00* filled seven semi trucks, two dump trucks, and a 14 foot moving van. All donations were collected over 13 days. According to the Governor's Office, Four Seasons Town Centre was the largest collection site in Guilford County and one of the largest in the state.
(*Value of donations estimated by The Second Harvest Food Bank.)
2. \$10,473 in cash donations were also collected at Four Seasons Town Centre.
3. More than \$16,000 worth of in-kind donations, such as trucking services, equipment, and volunteer lunches were provided. More than 100 volunteers gave nearly 700 hours of their time to sort, box, and load donations.
4. Press coverage valued at \$113,877.40, including tv, print, and radio coverage on 12 stations 6 times daily for 13 days, allowed us to spread the word at no cost to Four Seasons Town Centre or The Salvation Army.
5. The program did mobilize the community and the business community. More than thirty different corporations including Lorillard Tobacco, Jefferson Pilot, Canada Dry, Emerald Point Water Park, Marriott, and Burlington Industries participated – many of whom made two or three trips to drop off donations. Merchants united behind the effort; volunteering to box and sort after work, donating hundreds of cardboard boxes, and donating other supplies. The media community was also mobilized, providing the coverage listed above!
6. Partnerships were created with both the Salvation Army and the Governors Office! These partnerships have led to successful joint programs between both organizations and Four Seasons Town Centre.

Hurricane Floyd at 4:40 AM EDT, about 2 hours after making landfall near Cape Fear NC. Wind gusts to 135 knots were measured at the shore. Floyd is expected to continue on a northeasterly course and maintain minimal hurricane strength as it crosses the Delmarva Peninsula.

CREDIT: NOAA



Major Disaster Declaration FEMA-1291-DR-NC
Hurricane Floyd, North Carolina, 1999



Hurricane Floyd devastated North Carolina. Sixty-six counties were declared disaster areas and 1/3 of the state was literally under water.

WANT TO HELP?

Several nonprofit organizations already are preparing to gather emergency supplies for hurricane victims. Organizations prefer cash to items because of the logistical nightmare they often face in having to truck items to disaster areas. Cash also is easier to use and helps the local economy in an affected area, officials say.

The American Red Cross is asking for financial donations to its emergency relief fund. Contributions may be made to the Disaster Relief Fund by calling (800) HELP NOW; by sending checks to: American Red Cross Disaster Relief Fund, P.O. Box 37243, Washington, D.C. 20013; or by dropping off a check at your local Red Cross office. In Greensboro, that's 1501 Yanceyville St.

The Nussbaum Blood Center on Yanceyville Street will be open from 8 a.m. to 1 p.m. today to collect blood to offset low inventory levels because of Hurricane Floyd. Blood drives were canceled because of the recent storms.

Samaritan's Purse, a Christian relief organization with offices in Boone, also is seeking financial contributions. Call (828) 262-1980 for more information.

The Salvation Army is collecting monetary donations locally. Send contributions marked for Hurricane Relief to the Salvation Army, P.O. Box 5310, Greensboro, N.C. 27435-0310. Donations can be dropped off at the nonprofit organization's business office at 821 S. Aycock St.

The Second Harvest Food Bank of Northwest North Carolina and Lowes Foods are collecting nonperishable nonglass items in blue barrels in front of Lowes stores in Clemmons, Kernersville and Winston-Salem. No Guilford sites have been set up.

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This article, which appeared in the News & Record on Monday, September 20, 1999 prompted the Four Seasons Town Centre management team to establish the first announced donation (items other than cash) site in Guilford County.



Hurricane Floyd struck on September 16, 1999 and the devastation was massive. Hurricane damage, losses, recovery efforts and relief efforts made front page news in Greensboro for 30 straight days.



News Release
For Immediate Release

Date: September 20, 1999

Contact: Wendy Keck, CMD
Marketing Director

Four Seasons Town Centre Joins With the Salvation Army To Aid In Disaster Relief for Hurricane Floyd Victims

Effective immediately, Four Seasons Town Centre will begin assisting the Salvation Army with disaster relief efforts for victims of Hurricane Floyd. Four Seasons Town Centre has agreed to become Guilford County's official drop-off point for donations for Floyd ravaged portions of Eastern North Carolina. Members of the community who wish to assist can drop off donations at the Guest Services Centre or the Mall Management office at Four Seasons Town Centre. Most needed items include:

- Non-perishable food items such as canned vegetables, fruits, and meats, items like rice, beans cereal, and bread, and bottled items like juice.
- Baby items such as disposable diapers, formula, wipes, and lotion.
- Clean-up supplies like lumber, flashlights, batteries, generators, brooms, mops, buckets, sponges, and cleaning supplies.
- Bottled water.
- Cash donations. All cash and checks made payable to the Salvation Army will go directly to North Carolina families affected by Hurricane Floyd.

"Four Seasons Town Centre is happy to help out neighbors in eastern North Carolina," comments Wendy Keck, CMD, Marketing Director. "This morning when I spoke with Captain Matthews from the Salvation Army in Wilmington, it became very evident that the Triad area was spared a major blow. Conditions in Eastern North Carolina are critical and getting worse by the hour. There are thousands of families who have lost everything and desperately need our help." The Salvation Army currently has 30 disaster relief units deployed up and down the East Coast. In the case of Eastern North Carolina, they are serving thousands of meals everyday and can not keep up with the desperate need. "Food and clean-up supplies are going out faster than they are coming in," commented Captain Ward Matthews, Greensboro Salvation Army. "With additional rain expected this week and rivers that have not yet crested, our situation is critical."

400 Four Seasons Town Centre ~ Greensboro, NC 27407 ~ 336-299-9200

to encourage everyone to donate what they can to
Many folks in the Triad purchased supplies that they did
eck, CMD, Marketing Director. "We hope that they
se items to those who need them desperately. The
with these donations and Four Seasons Town Centre
sort and store the items so they can be delivered to
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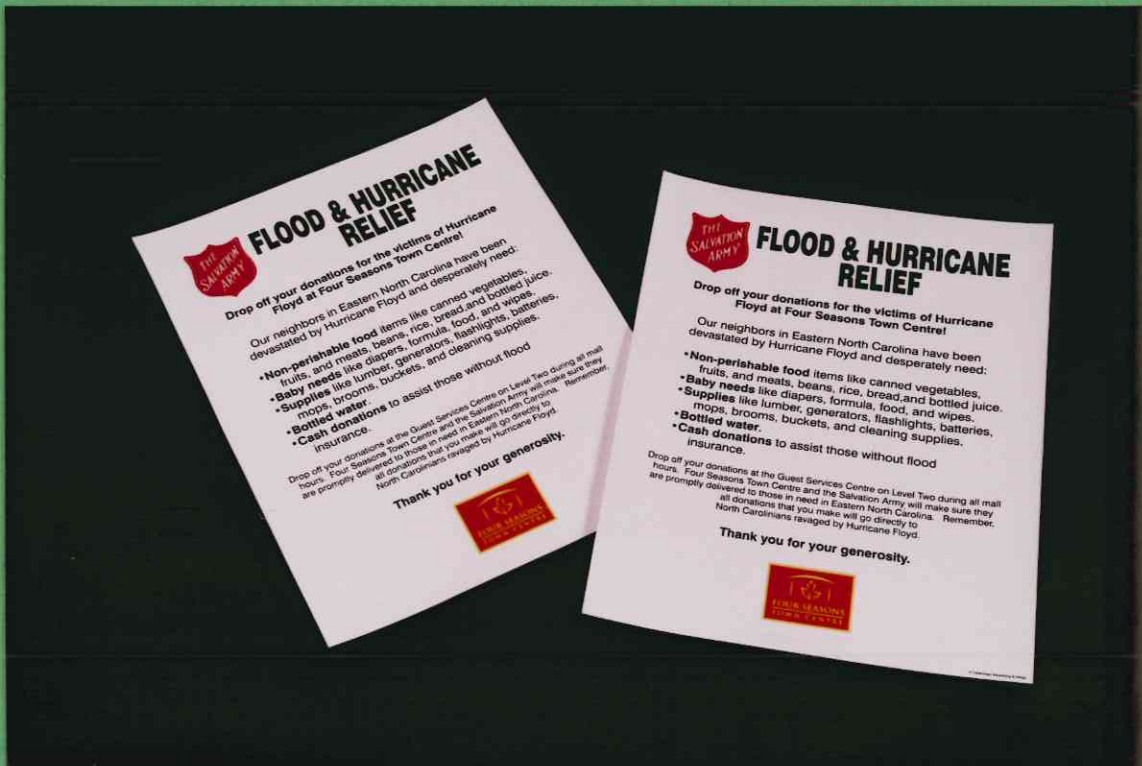
asons Town Centre during all mall hours at the
Two) or from 8:30 am to 5:00 pm Monday through
Those wishing to donate large amounts or large
s Town Centre will make arrangements to help
also call 292-0171 for additional information.

emain in North Carolina and be used to assist

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Press releases were distributed by 12:00 pm asking the media to spread the word that Four Seasons Town Centre and the Salvation Army were working together to collect donations for those in need.



Signage telling shoppers how they could help was placed throughout the mall within 72 hours.

Relief Effort Update

Four Seasons Town Centre continues to receive donations for the victims of Hurricane Floyd. As of Saturday, a 14 foot Uhaul, 2 dump trucks, and a semi truck have delivered supplies to Wilmington, Wilson, and Greenville.

Thanks to all of the merchants that have donated goods, sent boxes, volunteered their time, sent customers with donations, and who have made cash donations. Your help is greatly appreciated.

In particular, a big thanks to the Environmental Services, maintenance, Landscaping, Guest Services, and office staff who have devoted many hours in the last week to sorting, boxing, and loading all of these donations. The next time you see one of these hard working folks, please give them a big pat on the back and a hearty thank-you for a job well done!

MEMORANDUM

Date: September 24, 1999
To: Four Seasons Town Centre Merchants
From: Wendy Keck, CMD ✓
Marketing Director
RE: Hurricane Relief Efforts

I am pleased to tell you that Four Seasons Town Centre and the Salvation Army have received truckloads full of hurricane relief donations to eastern North Carolina yesterday. The trucks held more than 30 tons of donations valued at an estimated \$30,000 and contained everything from bottled water to pet food. According to the governor, this effort is one of the largest community based relief efforts in the state.

Four Seasons Town Centre and the Salvation Army will continue to accept donations as long as they are needed by our friends and neighbors in North Carolina. We need your help to do so. Here's how you can help:

- Send us your small to medium size boxes. All donations must be received prior to being sent. Bring boxes to the management office.
- Direct shoppers with donations to either Guest Services or the Management Office. We need to know of any groups that have large donations, have them call ahead so we can arrange to have helpers to assist with unloading.
- VOLUNTEER!!! We are in desperate need of volunteers to sort, box, and pack donations as well as to help load trucks.

Two donated semi trailers are currently parked in the South parking lot. We would like to staff these trucks all weekend but we can not do this without volunteers. We will start our efforts at 9:00 am on Saturday and at 11:00 am on Sunday.

Please call the management office at 299-9200 x123 or 299-9230 if you can volunteer your time. And on behalf of the Salvation Army and all those in need in Eastern North Carolina -
THANK YOU!!!

Hurricane Floyd Disaster Relief Efforts

Yesterday, Four Seasons Town Centre received a call for help from the Salvation Army. Flooding from Hurricane Floyd has stranded thousands in Eastern North Carolina and left them without shelter, food, clean water, and much needed supplies. In addition, those that have been allowed to go home are facing grim damage and many have no insurance to help them cope. The Salvation Army currently has 30 mobile units assisting hurricane victims. Many of these units are serving upwards of 1,000 meals a day to victims who are relying solely on the Salvation Army and other relief organization for all food, water, and supplies. Making matters worse, many rivers have not yet crested and more rain is expected.

In answer to this cry for help, Four Seasons Town Centre has agreed to become Guilford County's official drop off point for donations. Most needed items include:

- Non-perishable food items.
- Baby needs: diapers, formula, food, wipes, etc.
- Supplies: Lumber, generators, flashlights, batteries, mops, brooms, sponges, buckets, and cleaning supplies.
- Bottled water.
- Cash donations.

Word has been sent to the local media encouraging the community to bring these donations to Four Seasons Town Centre. Now we need your help! Anything that your store or your employees can donate in these areas will be greatly appreciated. Please inform your customers and let them know that they can drop off their donations during all mall hours at the Guest Services Centre or during office hours at the Mall Office. If they would like to bring large donations, they can call 299-9230 and we will have staff on hand to help them unload.

All donations will go directly to North Carolinians in need and all cash contributions will go directly to the Salvation Army Hurricane Floyd relief fund. Thank you in advance for your support and help. Together we can make a difference for our neighbors to the East.

The management team sent a memo to merchants informing them of the relief effort and asking for their support. Follow-up memos announcing results were also distributed.



Donations began to rapidly accumulate in the vacant space (located near an entrance) used as a collection site.



Trucks were loaded and sent to relief sites in Wilson, Greenville, and Rocky Mount as fast as volunteers could fill them!



During the height of the relief effort, donations came in so quickly that they blocked the entrance to the mall!



The community mobilized behind the effort. Shown above, volunteers from Lorillard Tobacco and Tarheel Paper work with mall volunteers to load their donations on to donated semi trucks.



Volunteers donated more than 700 hours of their time over 13 days.
Merchants stopped in to help after their stores closed.



Members of the mall staff volunteered hundreds of hours to assist – much of it in the evenings after their regular shifts.



Many volunteers simply “showed up” at the mall and asked how they could help. Other were church groups or volunteer committees from local businesses.



Volunteers, including several school groups, assisted with sorting, boxing, paletizing, and loading donations