



MEMORANDUM

To: Residents
Team Members
National and Local Board Members and Advisory Councils

From: Laverne R. Joseph, President and CEO

Date: January 19, 2010

Subject: Disaster Relief for Victims of Haiti Earthquake

You are all well aware of the quake tragedy in Haiti. Daily we are seeing very sad pictures and hearing the devastating news via television and our print media. Several of our team members have inquired about what RHF's response will be and a couple of our communities have also inquired as to what we are doing. Our RHF Board of Directors convened by conference call yesterday morning, and here is what we will be doing.

We encourage everyone to respond to the need. For those who respond through RHF, we will match gifts up to a total of \$50,000. Individuals may want to give cash or checks. If cash, it should be converted to a check and mailed to RHF. Some communities may want to hold fundraisers. No food or material donations will be accepted. RHF will channel our gifts through One Great Hour of Sharing, which is a program supported by the United Church of Christ and other protestant denominations including the American Baptist Churches USA, African Methodist Episcopal Zion Church, Church of the Brethren, Christian Church Disciples of Christ, Cumberland Presbyterian Church, Presbyterian Church USA, and Reformed Church of America. The aid is rendered through Church World Service, and we are told that Church World Service has the least expensive overhead with 99 cents out of every dollar going to provide aid. In other words, only 1% is used for overhead.

I invite you to be generous. I also invite you to photocopy and distribute this memo to families, friends, neighbors, places of worship, co-workers – anyone and everyone.

Please make your checks payable to RHF Disaster Response Fund, and note Haiti on the memo line. Mail to:

**Retirement Housing Foundation
Attn: Paula Jameson, Director of Fund Development
911 N. Studebaker Road
Long Beach, CA 90815**

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The dollar for dollar match will be in effect until February 28, 2010. Gifts will still be received and distributed after that date but will not be matched by RHF funds.

Of course, you may give through the organization of your choice. We will report the funds raised for both One Great Hour of Sharing and what you give through other agencies in our social accountability statistics, which means you should be reporting the totals to us.

In early March we will report back to you on what this effort has accomplished. Some may wonder why we are delaying sending our support until the end of February. It has already been reported to us that there is more financial aid in the pipeline than can be delivered immediately, but the needs in Haiti will continue for years to come. We are going to suggest that funds raised through RHF be used to provide temporary and permanent shelter for the residents of Haiti, because after the immediate emergency is under control, housing will be critical.

Please let me know if you have any questions. Thank you for your support.

LRJ:cjh