

## CASE STUDY: Family Assistance Foundation



### How the Family Assistance Foundation Uses Send Word Now as a Critical Platform for Communication as its Team Responds to Large-Scale Accidents and Disasters

The Family Assistance Foundation, Inc. is an independent non-profit corporation whose mission is to support and improve business and industry responses to emergencies and disasters. Working with a diverse group of industry sectors, including transportation, energy, retail and manufacturing, The Foundation takes a unique, research-based approach to helping organizations successfully meet survivor's needs by coordinating and mobilizing resources during the acute phase of a crisis and beyond. The Foundation's fully integrated training and support programs help leading organizations build awareness and knowledge among those responsible for responding to catastrophic events. When an organization suffers an accident or responds to a mass casualty situation, the Foundation also dispatches teams of its volunteers in order to help with recovery efforts. To make sure this happens as quickly as possible, the organization depends on Send Word Now.

#### Lending A Helping Hand

The Foundation uses Send Word Now's alerting software to reach out to volunteers, member organizations, and crisis managers in order to help both survivors and their families in the wake of commercial aviation, rail, and cruise accidents, and other technological and natural disasters.

After an accident or disaster, the Foundation organizes its own team, along with volunteers from member organizations around the world to help to provide transportation, food, lodging, and counseling in the immediate aftermath of a disaster. For example, the Foundation has worked with companies following oil rig disasters, industrial accidents, terrorist attacks, natural disasters and transportation accidents.

#### Emergency Tested And Approved

On the morning of July 30, 2011, Chairman and Co-Founder Jeff Morgan received a call from the Manager of Emergency Response at Caribbean Airlines, who informed him that a Caribbean flight in Georgetown, Guyana had skidded off the end of the runway and broken apart during landing. Because initial reports of the accident remained vague, the Family Assistance Foundation needed to react quickly in case the situation became serious.

Immediately, Morgan used Send Word Now's on-demand notification system to reach out to the Family Assistance Foundations' volunteer database. He contacted volunteers via e-mail, phone, and text message in order to increase the likelihood that they would respond quickly. Within a few hours, the Foundation knew who was able to assist the airline, including who could travel to Guyana immediately and who could travel there within two days.

"It takes time to get people to the site of an accident," explains FAF President and co-founder Carolyn Coarsey, Ph.D. "Send Word Now saves us time early on by allowing us to communicate with our team members as quickly as possible." The Foundation had four volunteers in place at the location of the accident by the end of that day.

Fortunately, there were no casualties in the accident, and once the volunteers reached the site it was clear that the airline could handle its response on a local level. Still, the Foundation was happy to have the chance to test Send Word Now's capabilities and test its response abilities in the face of a potential crisis.

"This was a very useful way to test Send Word Now in real time," says Coarsey. "It was an excellent example of how we like to use Send Word Now and the way we teach our clients to activate it. Even

though this was not a catastrophic event, it provided us an opportunity to test how well the system works and to demonstrate how quickly we can reach out to our volunteers.”

### “Practicing What We Preach”

“We teach all of our clients that they should over-respond,” Coarsey notes. “We’ve seen time and time again that the biggest problem for survivors and their families occur when companies don’t respond or are too slow in doing so.” In accordance with this philosophy, the FAF advises

its clients to anticipate the worst and to activate their response as soon as possible. “It’s always easier to stand down than to escalate at the last minute,” adds Coarsey.

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**-Carolyn Coarsey, Ph.D**  
*FAF President and Co-founder*

“With Send Word Now, we can practice what we preach by getting our volunteers in position extremely quickly,” she explains. Since the Foundation implemented the on-demand notification and response system, organizing volunteers has never been easier. “The first 24-48 hours are critical – this is when people are most open to support from the company that caused the accident. We want to prevent trauma. Send Word Now can help us to do just that by facilitating our quick and streamlined response efforts.”

### Why Send Word Now

When looking for an automated notification system, the Family Assistance Foundation wanted a platform with an intuitive and customer-friendly interface. They found that, and more, in Send Word Now. Jeff Morgan explains, “Send Word Now is truly very easy to use, and that’s so important for us and for our clients when we are responding during a crisis.”

Coarsey adds, “We consider our clients to be paramount, no matter how big or small they are. We do whatever it takes to get them what they need, and we have the same impression of Send Word Now.” She adds, “Send Word Now is a flexible, compassionate, customer-focused organization that is very willing and open to



help any company with whatever it takes; the organization is focused on assisting people when they need help. This philosophy is consistent with ours.”

### The Send Word Now Advantage

By tailoring its services to the needs of its customers, Send Word Now consistently provides innovative notification solutions that outmatch its competitor’s offerings. Through its BlackBerry and iPhone integrations, Conference Bridge functionality, and unique features such as multi-lingual alerts, customers can take advantage of Send Word Now’s customizable platform to maximize their communication efforts. And on top of its robust software features, Send Word Now offers best-in-class customer support services that just can’t be beat.

Send Word Now is the leading provider of on-demand alerting and response services for both routine and emergency communication. The easy-to-use, web-based emergency notification service is used by government agencies, municipalities, universities, non-profit organizations and businesses, including many Fortune 500 companies, to ensure fast, effective, two-way communication in real-time. Send Word Now’s Alert Tracer® provides a full audit trail of messages sent and received for after-action reporting and follow-up. Designed to reach anyone, anywhere, anytime, with any device over any type of connection, Send Word Now’s mass notification system is capable of transmitting hundreds of thousands of voice and text messages in minutes.