

## PREPARE. Protect. Respond. Recover. Mitigate.

Macfadden follows a robust and proven approach to project management that helps coordinate long-term disaster and humanitarian response strategies to ensure relief operations run smoothly, efficiently and without delay. We have provided program management and institutional support in over 1000 disasters and complex emergencies on behalf of the U.S. Government, including several of the world's most destructive natural disasters such as the Indonesian Tsunami; earthquakes in Haiti, China and Japan; flooding in Pakistan; and famine, drought and complex emergencies in the Horn of Africa. From GIS support and information management to recruiting, training, grants and contract management, Macfadden's team of experts stands ready to provide immediate and coordinated responses to multiple, simultaneous large-scale emergencies and relief programs.

### When it Matters Most

At Macfadden, we help our government clients bring stability to areas around the world affected by natural and man-made disasters. Our decades of disaster management experience demonstrate a keen understanding of the full life cycle of disasters and complex emergency responses. We are committed to improving the capacity of the U.S. to prepare for, protect against, respond to, recover from, and mitigate a wide range of natural and manmade disasters.

### PROGRAM Management

An ISO 9001:2008-certified prime contractor, Macfadden's customer-centered program management approach supports our clients' needs for quick action in dynamic, highly sensitive situations. We meet this challenge through flexible, responsive oversight and proactive communication and risk management.

- **DCHA IQC:** Macfadden manages a \$135 million institutional support contract at USAID's Bureau for Democracy, Conflict and Humanitarian Assistance (DCHA), with over 100 employees in Washington, D.C. and overseas.

### GRANTS Management

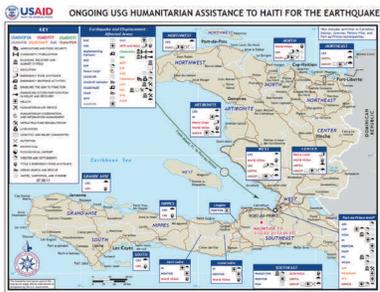
Macfadden manages the full life cycle of grants from pre-award audits to post-award monitoring and administration for USAID's Office of U.S. Foreign Disaster Assistance, Office of Food for Peace, and Office of American Schools and Hospitals Abroad.

Macfadden's track record demonstrates our experience in processing a large number of grants:

- FY 2010 – processed 487 actions obligating more than \$750 million
- FY 2011- processed 655 actions obligating \$796 million.
- FY 2012 – processed 744 actions obligating \$1 billion



Macfadden Grants Management and Administration Life Cycle



## GEOGRAPHIC Information Systems (GIS)

Macfadden's GIS specialists at the USAID Office of U.S. Foreign Disaster Assistance and Office of Transition Initiatives create custom maps and related imaging products, using data sources including satellite images, that decision-makers and responders use to assess the impact of disasters. We provide expertise in cartography, custom programming, application development, remote sensing, and modeling.

- In FY 2011 we produced 1900 maps used in publications and briefings to the White House, Congress and senior policymakers. Our materials – often delivered within hours of a disaster declaration – provide critical information about impact areas, demographics, needs and resource gaps.
- Through our strategic relationships with partners in the GIS field, Macfadden can offer capabilities in the area of predictive analysis and modeling. Combining GIS and predictive analysis allows us to move beyond simply creating situational awareness maps and charts in response to a disaster that has already happened.

## TRAINING Program Development

Macfadden works with government customers to identify necessary training, develop curricula and delivery methods, and ensure that adequate training is provided to emergency responders and humanitarian workers.

- Macfadden has trained over 10,000 personnel for USAID's Office of Civilian-Military Cooperation.

## ANALYSIS & Assessment

Macfadden Subject Matter Experts (SMEs) consult on a regular basis with government customers on a variety of pre- and post-disaster policy and operational matters.

- Macfadden developed an After Action Review for the USAID Office of Military Affairs (now the Office of Civilian-Military Cooperation) to capture lessons learned from the USAID-led government-wide response to the devastating 2010 earthquake in Haiti.

## EMERGENCY Logistics Support

With extensive field program support experience, we provide administrative, logistical, procurement and financial disaster program support.

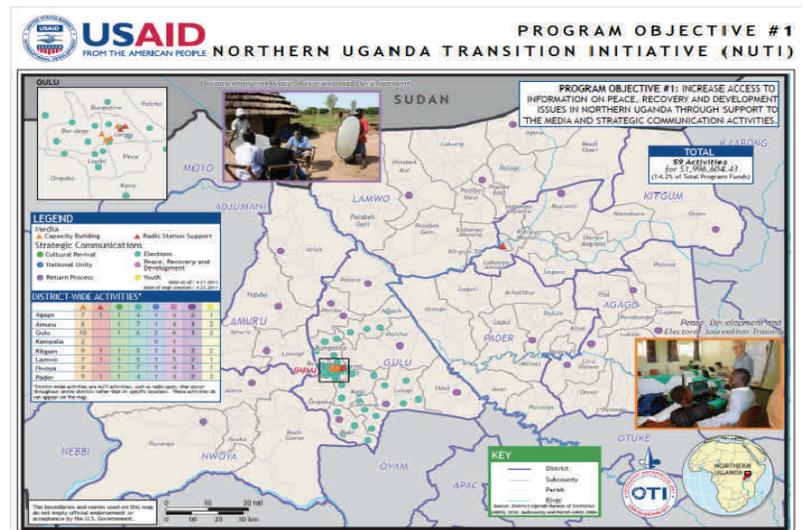
- The U.S. Department of State's *Operation Provide Hope* delivered over 1000 surface containers and 50 air shipments per year to the independent states of the former Soviet Union.

## INFORMATION Gathering & Dissemination

Macfadden utilizes cutting-edge technology and approaches to provide knowledge and information management for key government decision makers. We capture critical real-time information to assess and respond to worldwide disasters, monitor and evaluate program impact, and develop innovative marketing and outreach strategies to maximize the effect of our clients' message.

- In FY 2011 we developed and provided over 570 information products in order to respond to a variety of needs for timely and reliable information on disaster and emergency situations.
- Macfadden manages the Center for International Disaster Assistance (CIDI), responding to public inquiries about assistance for disaster responses. Macfadden has expanded CIDI outreach activities; redesigned the logo, website and promotional materials; and created a unified messaging strategy for all CIDI products and outreach.

**Macfadden staff created this map to show the locations of USAID media and strategic communications activities during the return of millions of Ugandan refugees.**



## RAPID Surge Response

Macfadden provides short- and long-term surge personnel to meet disaster program support requirements and recovery efforts, and has frequently supported the mobilization and staffing of DARTs and RMTs while meeting the demands of ongoing operations. Our management and staffing approach is designed to facilitate surge hiring in time-sensitive situations.

- Macfadden has deployed over 240 USAID Civilian Response Corps members on international Temporary Duty to more than 30 countries.