

2008 Mercy Terrace RumbleBox Giveaway Proposal



This proposal document outlines the RumbleBox Coalition plan to provide RumbleBox Earthquake survival kits, free of charge, to the roughly ~200 residents of the Mercy Terrace housing complex located in San Francisco, California.

Mercy Terrace provides independent low-income living facilities to approximately 200 senior citizens. The complex is run by the Sisters of Mercy, part of the Mercy Housing organization that provides a wide array of housing options for various vulnerable populations all over the country.

After the next major Bay Area earthquake, low income seniors like those individuals served by Mercy Housing will be the most vulnerable due primarily to health, financial, family and mobility challenges.

We seek to provide them with enough food, water, first aid, light and communication so that they can be comfortably prepared for the 72 hours immediately following a major seismic event (at which time larger scale local, state and Federal response resources are typically mobilized).

The plan put forth in the following pages is based on similar giveaways we have successfully conducted in the past (in regards to both financial requirements and procedural tasks). We are confident that with just a little help, we can turn these 200 individuals into a highly prepared population, within a short time and with surprisingly little capital.

- The Founders



Table of contents

Introduction.....	3
General Organization Information.....	3
Charity Legal And Contact Information.....	3
Recipient Information (Mercy Terrace Residents).....	3
Who will receive the boxes.....	3
Mercy Terrace coordination contact info.....	4
Anatomy of a RumbleBox.....	4
Product Listing.....	4
Detailed Contents.....	4
Nutritional Information for Consumable Goods.....	5
Physical Specifications of a RumbleBox.....	6
Cost of the Giveaway.....	6
Total Cost Estimation.....	7
Detailed Line-Item Cost Breakdown.....	7
Box Manufacture and Distribution.....	7
Supply Delivery and Storage.....	8
Box Manufacturing.....	8
Box Delivery.....	8
Box Distribution.....	8
Promotional and Media Considerations.....	8
On-Box promotional opportunities.....	8
Each RumbleBox has two (2) areas along the sides of the box measuring 4” wide by 5” tall that can be used for reasonable informational or branding content on behalf of the giveaway underwriter(s), such as logos or “Sponsored by...” types of taglines, where appropriate.	8
Website promotion.....	9
Print, Television, Radio.....	9
Giveaway follow up and final procedures.....	9
Financial Transaction Report.....	9
Internal Review of Giveaway.....	9

Introduction

General Organization Information

The RumbleBox Coalition is a 501(c)3 non-profit organization that provides charitable contributions of earthquake preparedness kits, free of charge, to vulnerable populations within the city of San Francisco. These populations include, but are not limited to, the elderly, the physically challenged and low income families and individuals.

All recipients receive these boxes completely free of charge, and are never required to provide any personal information to the organization.

The kits we provide (which we call 'RumbleBoxes'), contain enough food, water, first-aid, communication and other vital emergency supplies to help cover the 72-hour period between a seismic event and the time when local, state and federal response teams are typically in place.

By leveraging the economies of scale and driving hard bargains with our suppliers, we constantly seek to lower costs while still providing the core elements of a potentially lifesaving survival kit.

Charity Legal And Contact Information

The RumbleBox Coalition is recognized by the State of California as a Public Benefit Corporation, and our operations are overseen by:

The California Secretary of State
The Internal Revenue Service (IRS)
The California Franchise Tax Board (FTB)
The U.S. Department of the Treasury

Federal EIN #: 20-5150040
California Corporation #: 2885781

All proceeds raised through fund raising, sales, donations, grants and gifts are used to further the charitable goals of our organization, and for no other purpose. All RumbleBox 72-Hour Earthquake Survival Kits are provided FREE OF CHARGE to our recipients.

Please visit our website at <http://www.rumblebox.org> to find out more, or feel free to contact us at any time using the information below:

Kerry Quinn
Chairman, The RumbleBox Coalition
(415) 814-5889
kerry@rumblebox.org
<http://www.rumblebox.org>

Mark Stone
Treasurer and Secretary, The RumbleBox Coalition
(415) 814-5889
mark@rumblebox.org
<http://www.rumblebox.org>

Recipient Information (Mercy Terrace Residents)

Who will receive the boxes

The recipients for this giveaway include each resident of the Mercy Terrace housing complex, located at 333 Baker Street in San Francisco, California. Each resident will receive their own self-contained, 72-hour earthquake survival kit as part of the giveaway.

Mercy Terrace is provides independent low-income living facilities to approximately 200 senior citizens, of which approximately 65% are Russian, 25% are Chinese and the remaining residents are Spanish and English speaking.

For our cost estimations, we will use 200 as our number of recipients. As of February 1st, there were actually 201 residents at the community. In the event there are a few extra boxes required to fulfill the giveaway, these boxes will be drawn from the charities general pool of boxes, of which we usually keep about ~20 on hand. In the event that more than 20 extra boxes are required, the charity and/or its founders will provide the necessary funds to make sure everyone gets a RumbleBox via the giveaway.

Mercy Terrace coordination contact info

All coordination with Mercy Terrace will be accomplished through Sister Cathy Murray, of the Resident Services department of Mercy Terrace. We have been in planning contact with Sr. Murray for several months now. Her contact information is as follows:

Sr. Cathy Murray, OP
Resident Services
Mercy Terrace
(415) 931-2325 ext. 209

Anatomy of a RumbleBox

After much research and discussions with experts in the disaster preparedness community, the current incarnation of the RumbleBox is detailed below. We constantly seek to strike a balance between costs and contents, and with that in mind we've developed our current box. We are, of course, always open to modifications and improvements.

Product Listing

QTY Per Box	Product Description
1	Food Ration - 3600 Calorie ER Bar, Coast Guard Approved
1	First aid - 73 Piece kit in plastic case, AMA approved
3	Water - 1-Gallon Bottles
1	Go Bag/Duffel Bag - 18 inch duffel with strap and front pocket for documents
1	10 Gallon Tote - hard plastic container for the entire kit with cover
1	Hand-Crank/Battery Free Flashlight/AM/FM Radio combination
1	Simple Can Opener
4	Tuna Fish - Standard cans, good shelf life, additional calories and protein
2	Standard Toilet Paper rolls

Detailed Contents

Product	Detailed Description
Food Ration	One (1), 3600 Calorie "ER Bar", a Coast Guard Approved food ration that is surprisingly tasty, requires no water or energy to prepare, and provides 9 400-calories meals in a convenient package.
First Aid Kit	A 81-Piece, American Medical Association (AMA) approved first aid kit to treat a wide variety of potential injuries. Sealed in plastic container.

Water	Three (3), 1-Gallon Bottles of fresh drinking water.
Go Bag/Duffel Bag	A small duffel with a strap and front pocket for important documents, your "Go Bag" can hold a large portion of your RumbleBox contents, in the event your residence becomes unsafe.
10-Gallon Tote	A sturdy 10 Gallon plastic container that protects the contents of your RumbleBox, and fits easily into the back of a closet or large cabinet.
Hand Crank Radio/Flashlight	Completely free of batteries that can drain and leak, this flashlight not only allows you to see in the dark, but provides a crucial AM/FM radio link for information after an earthquake.
Can Opener	A simple can opener, so you can open the tuna fish as well as any other canned goods you may have on hand.
Tuna Fish	Four (4) cans of tuna fish, providing an added boost of calories and protein.
Toilet Paper	Two (2) rolls of toilet paper for sanitary purposes.
Documentation	Various preparedness tips, important phone numbers, etc.

Nutritional Information for Consumable Goods

Product	Nutritional Information
Food Ration	<p>Ingredients: Enriched Flour, Vegetable Shortening, Sugar, Corn Syrup, Soy Flour, Corn Starch, Potassium Sorbate, Vitamins (Vitamin A, Iron, Vitamin E, Riboflavin, Vitamin B6, Vitamin B12, Pantothenic Acid, Copper, Vitamin C, Vitamin D, Thiamin, Niacin, Falate, Biotin, Iodine, Zinc), Artificial Lemon Flavoring, Artificial Vanilla Flavoring, Artificial Butter Flavoring, Artificial Coloring (Egg Shade).</p> <p>Serving Size 3oz. 85g (1 bar) Serving Size: 6 Calories 400, Calories from Fat 150, Total Calories 3600</p> <p>Element / Amount Per Serving / % Daily Value*</p> <p>Total Fat 17g 26% Saturated Fat 4g 20% Cholesterol 0mg 0% Sodium 35mg 1% Total Carbohydrates 55g 18% Dietary Fiber 2g 8% Protein 7g Sugars 14g</p> <p>Vitamin / % Daily Value*</p> <p>Vitamin A 100% Vitamin C 100% Iron 4% Vitamin D 100% Vitamin E 100% Thiamin 100% Riboflavin 100% Niacin 100% Vitamin B6 100% Falate 100% Vitamin B12 100% Biotin 100% Copper 100% Iodine 100% Pantothenic Acid 100% Zinc 100%</p>
Water	3 Gallons pure filtered spring water
Tuna Fish	<p>Ingredients: Chunk white tuna in Spring Water</p> <p>Serving Size: 2 oz. Serving Size: About 2.5 (times 4 cans) Calories: 60, Calories from Fat 5</p> <p>Element / Amount Per Serving</p> <p>Total Fat: 0.50 g.</p>

Saturated Fat: 0 g.
Cholesterol: 30.00 mg.
Sodium: 250.00 mg.
Total Carbohydrates: 0 g.
Dietary Fiber: 0 g.
Sugars: 0 g.
Protein: 13.00 g.

Vitamin / % Daily Value*
Vitamin A: 0%
Vitamin C: 0%
Calcium: 0%
Iron: 2%

Physical Specifications of a RumbleBox

RumbleBoxes each weigh 36 pounds (16.3 kilograms), are 20.5" inches long, 14.5" inches wide and 13.5" inches tall.



Cost of the Giveaway

The RumbleBox Coalition is a highly efficient organization, where the vast majority of funds spent go directly towards box supplies and delivery. **No salaries are paid at the RumbleBox Coalition**, the founders and volunteers work completely unpaid. In addition, we try to be as open as possible about where the money goes.

As such, our estimate below for the cost of this giveaway includes a line-item breakdown of where each portion of the funds for the giveaway will go. We provide underwriters of giveaways a

full report of each transaction made, including receipts, for the giveaway at the end of the event (or during planning, if requested).

Total Cost Estimation

The total cost estimation of the 200 box giveaway for the Mercy Housing complex is eight-thousand, four hundred forty five dollars (\$8,445.00). This includes all costs to purchase the supplies, manufacture the boxes, and deliver the boxes to the final recipients at Mercy Housing. This works out to roughly \$42.23 per box.

These cost estimates are directly taken from previous giveaways, and take into account wholesale purchases at similar quantities from existing manufacturers. As such, we're quite confident that these numbers are as accurate as possible.

Q: What if we've underestimated costs?

A: In the case we underestimate costs related to the giveaway, the RumbleBox Coalition and/or its founders will make up the difference in order to reach the 200 box target.

Q: What if we've overestimated costs?

A: In the event we have overestimated costs, the remaining funds at the end of the giveaway will either (a) be returned to the underwriter of the giveaway in the form of a cashiers check or (b) if agreed to by the underwriter will go towards providing boxes to other vulnerable individuals not covered by this giveaway.

Detailed Line-Item Cost Breakdown

Product	QTY/Box	Total Units	Price Per Unit	Shipping Per Unit	Cost w/Shipping
ERBar 3600 Calorie Ration	1	200	\$3.79	\$0.60	\$878.00
81 Piece First Aid Kit	1	200	\$6.99	\$0.47	\$1,492.00
Fresh Water (Gallon bottles)	3	600	\$1.00	\$0.00	\$600.00
Duffel (or 'Go') Bag	1	200	\$3.85	\$0.33	\$836.00
10 Gallon Container Box	1	200	\$5.99	\$0.00	\$1,198.00
Hand Crank Radio/Flahlight	1	200	\$5.88	\$5.00	\$2,176.00
Can Opener	1	200	\$1.00	\$0.25	\$250.00
Tuna Fish Cans	4	800	\$0.50	\$0.00	\$400.00
Toilet Paper	2	400	\$0.50	\$0.00	\$200.00
Labeling and Documentation	1	200	\$1.00	\$0.00	\$200.00
Final Shipping and Delivery *	1	1	\$215.00	\$0.00	\$215.00
Total Giveaway Cost					\$ 8,445.00

* Final Delivery cost estimate based on the 24 hour rental of a 24' Uhaul truck (1,401 cubic foot capacity). Includes:

- (1) \$65.00 truck rental cost PLUS 150 miles @ \$1.00 a mile
- (2) rental of 3 hand trucks for final delivery at \$7.00 each and
- (3) \$65.00 budgeted for fuel costs.

Box Manufacture and Distribution

Supply Delivery and Storage

Most of the products for RumbleBoxes are purchased domestically, and generally arrive at The RumbleBox Coalition within 5 to 10 working days after they are ordered. By establishing wholesale accounts with our major product vendors, and taking advantage of our tax-exempt status, we can typically purchase these products at a significant discount compared to retail.

The hand-cranked Flashlight/Radio is purchased from a factory in Wenzhou, Zhejiang province, China, and orders are shipped out of Shanghai. This makes it our longest lead item, and generally takes between 5 to 8 weeks to order, manufacture, and ship via cargo container across the Pacific. Despite the inconvenience of importing this element of the RumbleBoxes, the substantial cost savings generally makes it worth the wait.

As products arrive, their arrival documents (and various other paperwork) are cataloged with any purchase receipts for subsequent delivery to the underwriter of the giveaway.

Box Manufacturing

Boxes are typically manufactured in San Jose, within a garaged area that we use for supply storage until it's time to put the RumbleBoxes together. It's at this point that we rally our volunteer base to help create the RumbleBoxes assembly line style. With all of the supplies delivered, the boxes come together quite quickly and are stacked and prepared for delivery.

Box Delivery

Boxes will be delivered in bulk to the final destination using a rented delivery truck, loaded by members of our volunteer staff. We will coordinate with Mercy Terrace to identify a large enough storage space within the housing complex to store the boxes during delivery. Boxes stack nicely, and are quite compact when created, so typically we would need only a large closet or some other area to store the boxes.

Box Distribution

Mercy Terrace employees will handle final distribution of the boxes from the on-site storage area to the final recipients. The volunteers of the RumbleBox Coalition will of course make themselves available to assist in this process, as requested by Mercy Terrace. As residents of the complex are likely more comfortable dealing with known Mercy Terrace employees and staff rather than RumbleBox volunteers, this is likely the best option for final distribution.

However, we'll leave the details of final distribution of the boxes to the discretion of the Mercy Terrace staff. We can certainly mobilize volunteers to assist if called upon to do so.

Promotional and Media Considerations

On-Box promotional opportunities

Each RumbleBox has two (2) areas along the sides of the box measuring 4" wide by 5" tall that can be used for reasonable informational or branding content on behalf of the giveaway underwriter(s), such as logos or "Sponsored by..." types of taglines, where appropriate.

However, it's important to consider both the charitable goals of each giveaway, and the target populations who will ultimately receive the RumbleBoxes, when deciding upon what is an appropriate level of branding.

Website promotion

The RumbleBox Coalition maintains its web presence at www.rumblebox.com, www.rumblebox.org, and www.rumblebox.net (all domain suffixes resolve to the same content).

When a giveaway is funded, we will often make mention of it via our website, and provide links to underwriter sites. Underwriters of giveaways can, of course, request that their charitable contributions remain anonymous.

Print, Television, Radio

Upon request, The RumbleBox Coalition will assist in providing content for press releases (intended for wire services), requests from local print media, and other sources where appropriate.

On occasion we have been interviewed for local television and radio broadcasts, and will take part in such interviews in the future, if offered.

Giveaway follow up and final procedures

Financial Transaction Report

Soon after the boxes have been delivered to the end recipients, the RumbleBox Coalition will provide a report consisting of financial transactions, receipts and any other paperwork involved in the giveaway to the underwriter for their records. It's at this point that we typically solicit feedback from the underwriting organization about how we might improve our processes in the future.

Internal Review of Giveaway

Finally the RumbleBox Coalition internally reviews the giveaway, taking solicited feedback into account, and attempts to make improvements to both our giveaway methodologies and cost estimation formulas in an attempt to improve our organization.