CCUSA Disaster Operations Disaster Visibility Items Guidelines

Section I. CCUSA Disaster Operations Visibility Kits Summary:

The mission of Catholic Charities USA is to provide service to people in need, to advocate for justice in social structures, and to call the entire church and other people of good will to do the same. Our Catholic values, teachings, and traditions provide the foundation for the work our agencies do in communities across the country. To this end, Catholic Charities works with individuals, families and communities to help them meet their needs, address their issues, eliminate oppression, and build a just and compassionate society.

Catholic Charities USA would like this mission reflected in how our members represent the Catholic Charities Network with any branded material and pictures. One of the ways that CCUSA supports the work of its member agencies is by providing, at no cost, Disaster Visibility Items to respond to disaster related activities.

The use of Disaster Visibility Items can assist agencies to identify staff and volunteers working on behalf of the Catholic Charities network during disaster related efforts. The Visibility Kit:
- showcases us as ONE TEAM, there to help and provide services to disaster survivors
- helps both existing and new clients in need find us easily at disaster recovery sites
- assists local authorities and other partners in identifying Catholic Charities personnel and vehicles, facilitating access to disaster response sites, and
- increases Catholic Charities fundraising profile for disaster response and recovery

CCUSA Disaster Full Visibility Kit Contains:

<table>
<thead>
<tr>
<th>ITEM</th>
<th>COLOR</th>
<th>IMPRINT</th>
<th>DESCRIPTION</th>
<th>QTY/SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-SHIRTS</td>
<td>Jade Dome (Teal)</td>
<td>White</td>
<td>2-sided imprint Gildan 50/50 Blends</td>
<td>5 M/10L/5 XL, 5XXL</td>
</tr>
<tr>
<td>CAPS</td>
<td>Khaki</td>
<td>Teal</td>
<td>One Size</td>
<td>25</td>
</tr>
<tr>
<td>CAR MAGNETS</td>
<td>White</td>
<td>Full Color</td>
<td>One Size</td>
<td>2/24x12 in size</td>
</tr>
<tr>
<td>SAFETY VESTS</td>
<td>Teal</td>
<td>White</td>
<td>One Size</td>
<td>25</td>
</tr>
<tr>
<td>ARM BANDS</td>
<td>Teal/White</td>
<td>White/Teal</td>
<td>Reversible</td>
<td>75/One Size</td>
</tr>
</tbody>
</table>

CCUSA Disaster Visibility Items a La Carte offerings are:

<table>
<thead>
<tr>
<th>ITEM</th>
<th>STOCK AVAILABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-SHIRTS</td>
<td>120 per size (sizes S-XXL)</td>
</tr>
<tr>
<td>CAPS</td>
<td>300</td>
</tr>
<tr>
<td>CAR MAGNETS</td>
<td>50</td>
</tr>
<tr>
<td>SAFETY VESTS</td>
<td>600</td>
</tr>
<tr>
<td>ARM BANDS</td>
<td>600</td>
</tr>
<tr>
<td>CCUSA BLANKETS</td>
<td>1400</td>
</tr>
</tbody>
</table>
Section II. Process to Request Visibility Items

To access the visibility items (full kit or individual pieces) please send an email request to the disasteroperations@catholiccharitiesusa.org mailbox with a purpose statement and shipping address.

Here is an example email request:

Hi Disaster team,
I would like to request a full visibility kit and 100 arm bands for use in the March 6th EF3 Tornado disaster response operation that our agency is currently working. The shipping address is:

Catholic Charities El Paso
1234 McNugget Blvd.
El Paso, TX 35479

Thank you!

Section III. Guidelines to Usage of the Disaster Visibility Items

These guidelines are intended to provide best practices and formality in the use of the Catholic Charities network visibility kit, signature and brand. The objective of these guidelines is to ensure the proper usage of the branded materials across the network members, affiliate groups and volunteers that make up the Catholic Charities family. Additionally, as Catholic Charities Network develops and grows, these guidelines will help ensure that our brand, our name, our essence is positioned prominently.

Assigning a particular visibility clothing items for a specific role/designation is helpful to reinforce who is performing what job.

Catholic Charities Staff

T-shirts and/or hats

- These should be used by staff who are involved in the disaster operations (in the field, requiring visibility).

Staff should be fully briefed on their roles/responsibilities and the expected behavior while representing Catholic Charities. If a staff person is not following these expectations, they should be relieved of their responsibilities in the field and asked to remove their visibility items.
Car Magnets

- These magnets can be:
  - Attached to CC vehicles being used by the agency during disaster response; these may be vehicles/trucks mobilized for staff or to carry goods to distribution points.
  - Attached to metal tables/surfaces to assist in identifying CC response sites.
- The distribution of these items should be tracked (sign in/out sheets, with name/function/status), so that CC always knows who has these representation materials.

**NOTE:** The magnets are easily removable, so it is advisable to have CC staff in the vicinity whenever they are being used. They should be taken down at the end of the trip/day and stored safely until next needed.

Banners

- Banners are designed to identify CC response sites.
- The distribution of these items should be tracked (sign in/out sheets with name/function/status), so that CC always knows who has these representation materials.

**NOTE:** The banners are easily removable, so it is advisable to have CC staff in the vicinity whenever they are being used. They should be taken down at the end of the day and stored safely until next needed.

**Daily/Temporary Volunteers**

**Arm Bands and/or Vests**

- The distribution of these items should be tracked (sign in/out sheets, with name/job assignment/status) so that CC always knows who is representing the agency.
- Visibility items should be collected at the end of the day (**this is important so that your agency maintains stock of visibility items**), cleaned and reissued the following day, as needed.

Volunteers should be fully briefed on their roles/responsibilities and the expected behavior while representing Catholic Charities. If a volunteer person is not following these expectations, they should be relieved of their responsibilities in the field and their visibility items should be collected back.

**Additional Considerations:**

- Depending on the scale and scope of the disaster operation CC agencies can request 1-3 full kits per disaster.
- If CC agencies find that they need more (or different) materials, they are encouraged to contact CCUSA for separate items. Separate items are distributed based on need and stock availability.
- If producing your own additional visibility materials, CCUSA would request that the agency use the CC network’s branded colors (teal, white and purple) and include the nationally recognized CCUSA logo (this can be in addition to the agency logo). You can request the CCUSA color information to ensure consistency of materials created.