

For Immediate Release

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Association of Fundraising Professionals Greater Detroit Chapter Offers Tips for Effective Giving to Hurricane Harvey Relief Efforts

The Association of Fundraising Professionals Greater Detroit Chapter (AFP Greater Detroit) represents Southeast Michigan's professional fundraisers who work for emergency relief, human services, education, arts and culture, health care, and other non-profit organizations.

AFP Greater Detroit offers the following tips on how to most effectively support the Hurricane Harvey relief efforts in Texas:

- During this period, cash donations are typically the most effective. Relief organizations, like the American Red Cross or The Salvation Army often work with larger suppliers getting exactly what is needed and ensuring that it gets to the right place.
- If you are considering making a donation of food, clothing or other supplies, be sure that it is through a group that is working with local relief agencies so that issues of need, distribution and storage have been addressed.
- At this time, volunteers are advised against heading to the area on your own. If you are interested in volunteering, contact a local non-profit that is supporting relief efforts by assembling standardized hygiene or comfort kits. To find out more about organizations that will be coordinating volunteer trips to the area in the coming weeks, visit: National Voluntary Organizations Active in Disaster (<https://www.nvoad.org/>) or AmeriCorps (<https://www.nationalservice.gov>).

Houston officials and local relief organizations have encouraged donations through the Greater Houston Community Foundation (<https://ghcf.org/hurricane-relief/>) and the United Way of Houston (<https://www.unitedwayhouston.org/flood/flood-donation/>). Both organizations have set up special funds for this purpose and are coordinating with local and national relief agencies to ensure that donations are used quickly and most effectively.

Additionally, the American Red Cross (<https://www.redcross.org/donate/hurricane-harvey>) and The Salvation Army (<http://www.salvationarmyusa.org/>) are extremely effective organizations that have responded to the devastation of Hurricane Harvey. Both have established funds that are restricted to Hurricane Harvey relief efforts.

Paul Miller, president of the Association of Fundraising Professionals Greater Detroit Chapter, noted that the AFP International website ([AFP and Hurricane Harvey](#)) and the Center for Disaster Philanthropy

(<http://disasterphilanthropy.org/>) maintain lists of effective non-profits that are helping with Hurricane Harvey relief.

Additionally, Charity Navigator (<https://www.charitynavigator.org/>) and Guidestar (<http://www.guidestar.org/>) provide information helpful in evaluating non-profits.

AFP Board Member Steve Ragan, who led fundraising and government relations for Brad Pitt's Make It Right Foundation during the New Orleans rebuilding effort, offered the following insight: "We should all do what we can now to help in this tragedy. But we should also not forget that Houston and other communities are going to continue to need our help long after the cameras and reporters have moved on. Fundraising and volunteers will likely be needed for years as part of the massive rebuilding effort."

AFP Greater Detroit can provide fundraising professionals to speak to the media on the topic of effective giving. More information is available at www.afpdet.org or by calling 248-579-5004.

About AFP

The Greater Detroit Chapter of the Association of Fundraising Professionals (AFP) is a membership resource utilized by fundraising and nonprofit professionals throughout southeastern Michigan. AFP exists to foster the development and growth of fundraising professionals, to preserve and enhance philanthropy and volunteerism, and to promote the highest ethical standards in the fundraising profession worldwide. Greater Detroit AFP has more than 300 members from seven counties in southeast Michigan. For more information, visit www.afpdet.org.

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