



ShelterBox
Disaster relief



ADVOCATE HANDBOOK

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WELCOME





COME ON IN!

At ShelterBox, we are impatient to create a world where no family is without shelter when disaster strikes. Together, we are making an impact and you are a critical part of our movement. As an Advocate, you raise awareness for ShelterBox Canada through social media.

Over the past 20 years, we have helped to rebuild the lives of more than 1.5 million people worldwide, but the global need for shelter is growing. On average only 1 in 5 families receives the emergency shelter that they need after disaster - we are working to change this. As a forward-thinking and fast-growing international disaster relief charity, ShelterBox specializes in hand delivering emergency shelter to families after natural disaster or conflict. This is possible through the tireless efforts of a strong and extensive support team of volunteer Ambassadors, Changemakers, Advocates, Rotary Club Champions and Response Team Members who give their time, talent and energy to help us transform lives and rebuild communities.

As ShelterBox grows to support more families, we need you now, more than ever before, to help raise awareness and critically needed donations to support our mission. To better support you in your role as an Advocate, we created this handbook which outlines our history, purpose, mission, and vision for how we can serve more families, and what you can do in your community to help families across the world recover after disaster. We will support you every step of the way, from your initial on-boarding, to on-going training, regular emails and webinars, and up-to-date response information.

Thank you for being a part of our movement.

Handwritten signature of Dani Bristow.

Dani Bristow
Volunteer Program Coordinator
ShelterBox Canada
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WHO WE ARE

ShelterBox is an international disaster relief charity that hand-delivers emergency shelter and the tools families need to self-recover after natural disasters and conflict around the world.

WHAT DRIVES US

Recovery starts with shelter. Having somewhere dry and warm to sleep, to prepare meals and be with your family, is vital for starting the long process of recovery.

OUR VISION

A world where no family is without shelter after disaster.

OUR VALUES

- We can't do what we do alone
- We make a tangible impact
- We do the right thing
- We plan for tomorrow

WHAT SETS US APART

- We put families first
- We are focused
- We go further
- We are global



HISTORY

In 2000, the idea for ShelterBox was created by the Rotary Club of Helston-Lizard in Cornwall, United Kingdom when Rotary encouraged members to come up with projects to mark the Millennium.

ShelterBox was launched as a project by the club to help families after disaster. The initial hope was to help 8 to 10 families a year, with each box containing a family sized tent, sleeping bags, water purifying tablets, trenching tool and pots and pans.

A year later, we sent our first batch of hand-packed ShelterBoxes to India after the 2001 earthquakes in Gurajat.

ShelterBox became a registered charity in 2003. In 2012, the partnership between Rotary was formally recognized when ShelterBox became Rotary's official project partner in disaster relief.

As of 2020, we've helped over 1.5 million people in 97 countries recover after disaster. The need for emergency shelter is more urgent than ever, with 88 million people living without shelter after disaster.

Thanks to your support we can help more families after disaster.

SHELTERBOX CANADA

ShelterBox Canada is a registered charity that has been a part of the global ShelterBox network since 2010. We are 1 of 15 affiliate ShelterBox offices globally and our Canadian office is located in Toronto, Ontario. Our Canadian team is responsible for raising funds and awareness.

We have a team of over 125 volunteers across the country who share their passion with us and help us raise awareness and fundraise across the country.

There are eight Canadian ShelterBox Response Team members who work tirelessly with the rest of the international Response Team to deliver aid to families who need it around the world.

NOTABLE RESPONSES

2017 Hurricane Irma and Maria

2016 Fiji, Typhoon Winston

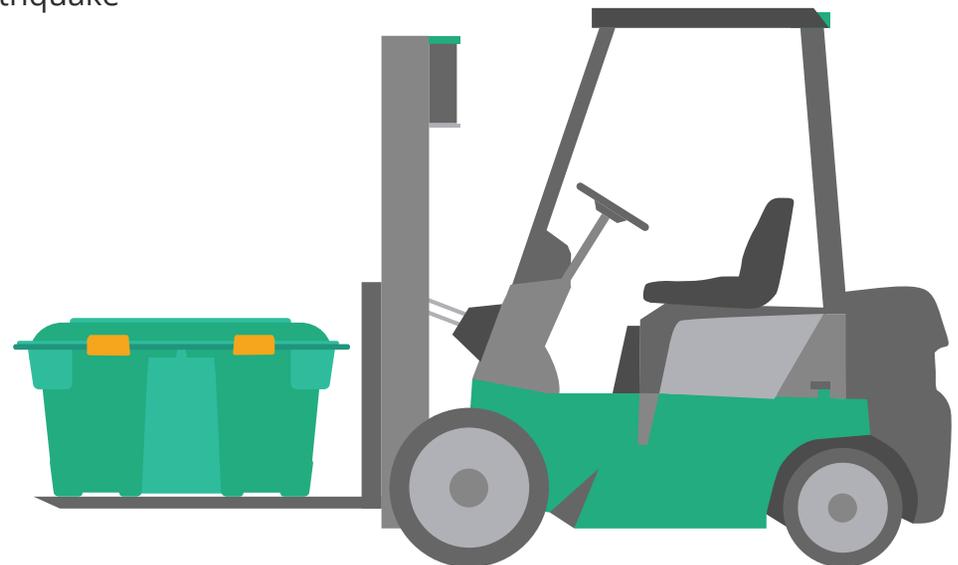
2015 Nepal, Earthquake

2013 Philippines, Typhoon Haiyan

2012 - Present Syrian Refugee Crisis

2011 Japan, Earthquake and Tsunami

2010 Haiti, Earthquake





WHY WE EXIST

On average, only 1 in 5 families receive the emergency shelter they needed after disaster, this is more than any other time in human history. We are working to change this.

Recovery starts with shelter. Shelter means a place to feel safe, often after days or weeks of fear. It means having somewhere to call home again, where you can find shade from the midday sun and warmth when winter comes. It means having somewhere to be with friends and family, and to have time to yourself. It's a place to cook, to play, to study, to laugh. It's a place to start again.

When natural disasters and conflict force people from their homes, we can't replace what a family has lost, but we can help to rebuild. We provide people with the tools to start the process of their own recovery.

It's not just about giving families shelter, it's about ensuring families have the best possible chance of long-term recovery. Shelter is more than just a roof, it empowers families to start the process of getting back on their feet.

When disaster or conflict devastate families lives, shelter is the first step towards feeling in control again. So we do everything we can to provide what people tell us they need – like tents and tarpaulins, along with tools, blankets and other essentials – and they then start shaping the future they want to create.

When you have a place to call home, hope follows. That's why we exist.

HOW WE DO IT

Each disaster is different, and so is every community. This is why we have a flexible approach. We listen and learn from the communities we work alongside to provide them with the right tools to recover.

One of our first considerations is always what is the shelter solution that families need? The shelter aid we supply comes in the form of ShelterBoxes and ShelterKits.

That's not all. We know that a home is much more than bricks and mortar or tarpaulin and tent pegs. Our kits and boxes contain the items that help transform shelter into a home, like cooking sets, solar lights and water filters.

We test and evaluate all of the aid we provide by talking to, and learning from, the families who use it. This fuels us to be innovative and to continue evolving.





OUR AID



OUR AID: SHELTERBOX

Our sturdy green ShelterBoxes contain family-sized tents specially designed to withstand the elements and provide people with temporary shelter until they are able to start the process of rebuilding a home.

Tents allow families to live as comfortably as possible and meet their basic needs – eating together, praying together – simply being together in a private space they can call home.

But we don't believe that one size fits all. We work hard to understand the impact of each emergency and the need this creates within individual communities. We currently provide five different tents to families affected by disaster, depending on the context and the individual needs.

'We are flexible. We know that some of the families we help will be impatient to rebuild and strengthen their homes, while others don't have the capacity or opportunity to start doing this straight away. Creating a home is a process that takes time and we support families to continue on that journey.'

Dave Ray, ShelterBox Operations Coordinator



OUR AID: TENTS

The Geodesic Family Tent is our most used tent and has been developed by humanitarian experts including the International Federation of the Red Cross (IFRC) and United Nations High Commissioner for Refugees (UNHCR).

They are made of well-proven, durable humanitarian tarpaulin to help make families feel safe and protected from the weather. The tent is well insulated to keep families cool in hot climates. They will help to keep disaster-hit families as comfortable as possible.

1. Wind

ShelterBox tents are tested in winds up to 100kmh where, even without guy ropes, they remain sturdy.

2. Rain

The high spec, waterproof outer keeps the interior dry, in up to 6 inches of standing water

3. Stress

Flexible tent poles reduce damage from impact and are designed to be pitched and taken down again several times to allow families to be flexible with where they settle.

4. Heat

A reflective exterior shields from UV light, while ventilation windows allow the breeze to roll in.

5. Cold

When paired with the winterized tent liner, they can help protect against the freezing cold.



OUR AID: SHELTER KIT

ShelterBox listens carefully to those who receive aid. One of the things we hear from people who have survived a disaster is that they want to rebuild their homes and livelihoods as soon as possible.

In the wake of a disaster, families can use the contents of a shelter kit to make immediate repairs to their damaged homes.

We customize the contents of the kit to meet the individual needs of each community we help. Sometimes they include corrugated iron to help make resistant roofing, as well as items like tarpaulin and timber. We always provide training in the field to help families understand how to use their new equipment.

‘When I received the shelter kit I felt very happy and blessed. I was able to make the roof waterproof, and I am using a folded edge of the tarpaulin roof to collect rainwater [water is a three-hour round trip].

If I could send a message to the people who sent this kit I would send a great thank you and a beautiful prayer..’

Bernicia Benady, Haiti 2016





ABOUT OUR AID: SHELTER KIT

ITEMS PACKED IN A SHELTER KIT COULD INCLUDE:

- **Tarpaulin:** sheets of heavy-duty tarp can be used to create walls and roofs
- **Rope(s):** this universal essential can make shelters secure and stable
- **Hoe(s):** this tool can prepare the ground and later be used for farming
- **Tie wire:** fix tarpaulins or bamboo structures with 500g of wire
- **Tin snips:** the snips can be used to cut tie wire or tin roofing plates
- **Handsaw:** the saw will enable people to use timber or bamboo if it's available
- **Roofing nails:** we include 500g worth of nails, with washers to seal out the rain
- **Shovel:** this can prepare foundations for a shelter or dig drainage ditches
- **Nails:** 1kg of timber nails will also secure any repairs
- **Claw hammer:** another universal tool for nailing together a home
- **Curved needle:** to stitch tarpaulins
- **Tape measure:** to measure distance for any projects or tasks

The basic shelter kit can be supplemented with locally procured items to meet the needs of every culture. supplemented with locally procured items to meet the needs of every culture.

MEET ELIZA

Losing a home through damage or total destruction is devastating for anyone, but for some people, their home means more than bricks, mortar and memories. For 21-year-old Eliza, who is blind and epileptic, home is a safe place that she can navigate by touch and feel.

We met Eliza in Malawi. She is blind and she takes care of her small siblings. During the flooding in Malawi in 2015, Eliza's family lost a wall and the roof from their home. Everyone in her community received a ShelterBox and tent, however this would not have been a good solution for Eliza.

Eliza was familiar with her home and knew how to navigate through every corner by touch. Putting Eliza and her family into a tent would have been a very difficult adjustment for Eliza.

Our ShelterBox Response Team were able to fix the wall and roof of Eliza's home with a shelter kit. Eliza and her siblings were able to stay in their home, providing Eliza with a place she knew by touch and felt safe.





ABOUT OUR AID

After we have decided if we are going to distribute a tent or a shelter kit, we then know whether we will send a ShelterBox or a Totem box.

We know that a home is much more than bricks and mortar or tarpaulin and tent pegs. Our kits and boxes contain the items that help transform shelter into a home, like cooking sets, mosquito nets, water filters, solar lights, blankets, and ground sheets.

We use our signature ShelterBox when we are delivering larger aid items, such as tents, thermal blankets, groundsheets, or cooking sets.

We use a smaller totem box when we are delivering only smaller aid items such as solar lights, water filters, or mosquito nets.

ABOUT OUR AID: IN THE BOX



Warmth and Protection

Blankets, groundsheets and mattresses not only provide vital warmth, but comfort too when families are recovering from disaster.

These simple items can be used in a variety of ways, from bedding to room dividers, and help turn a shelter into a home.



Clean Water

When disasters devastate the landscape and force families far from home, it can be hard to access safe, clean water.

We provide lifesaving means of water purification. The Thirst Aid Station has enough capacity to supply a family with safe water for a month and stops filtering when it is no longer at 100% to ensure families stay safe.



Solar Light

Our solar lights can last up to 16 hours on just one charge. They are lightweight and can float in water, making them easy to carry in any situation.

Solar lights not only illuminate dark and dangerous paths, but they enable families to cook meals and children to finish their homework when it gets dark. They help create safe environments where people can pick up their daily routine.



ABOUT OUR AID: IN THE BOX



Heart of the Home

Family meals help to provide the framework of everyday life.

By providing cooking sets, containing a range of sturdy utensils, families can spend quality time together. They can eat meals that provide normality and nourishment.



Safe Water Storage

By working with disaster-affected families, we've learnt that it's important to provide water carriers along with water filters.

This makes sure families have a place to store the purified water, so it can be kept clean and safe to drink.

Sometimes, families even use the collapsed carriers as bowls to eat from or to store food.



Protection from Disease

We send mosquito nets to areas of the world where malaria, zika, and other mosquito spread diseases are prevalent.

Each net is treated to keep mosquitoes away, providing families with a safe place to sleep.



MEET MAÏRAMU

33-year-old Maïramu lives in Minawao Camp with her seven children. Her husband left without any explanation just after they were settled in the family shelter. Originally from Konduga in Nigeria, Maïramu became displaced after her village was attacked by members of Boko Haram.

Like many refugees, the most difficult situation that Maïramu faces daily is that of access to water. "The most difficult thing is to have water. We must get up very early and go a very long way. It can take a whole day to get only 30 liters of water", she explained.

Drinking dirty water is also an issue. "We started to get sick. After a while, I noticed that my children and I were having frequent stomach aches and diarrhea. I realized it was caused by the water."

After receiving a thirst aid water filter from ShelterBox, Maïramu cannot contain her joy at the impact it has had on her family.

"Thanks to the filter, I can assure you that our problems concerning water are no longer related to sickness, but to distance, because we still have to travel a long way to collect it. Today, we drink water without fear. Even though the distance is the same with all the difficulties that we have when fetching water, we are now spared from sickness. I use the filter without difficulty as it's very simple to use. The only thing we can say is thank you very much ShelterBox and IEDA Relief."





HOW WE DO IT





DELIVERY

Monitoring

We do whatever it takes to reach the most remote communities that have been devastated by disaster. ShelterBox is constantly monitoring disasters around the world as they are happening.

Assessments

Sometimes our Operations Team can make the decision from ShelterBox HQ whether a ShelterBox response is appropriate based on news and reporting from humanitarian organizations. However sometimes its too difficult to make these decisions from a far. In these circumstances an Assessment Team will travel to affected areas to do assessments in country. They will meet with local organizations as well as Rotary. Our teams conduct in depth assessments to see if the situation meets our Decision to Respond Criteria.

Aid Prepositioning

Once we know if we are responding, aid gets prepared to be shipped to country. We store aid in strategic locations around the world so we can get it to families as quickly as possible.

Response Teams

ShelterBox has a network of Response Team volunteers around the world. When we are responding to a disasters, a team is carefully selected of staff and volunteers to deliver aid.

They play a crucial role in getting our aid to the families who need it most – but they do so much more than that. They get to know communities and work with local people to understand what's needed and support families in making the most of the items provided. They think on their feet to solve logistical issues and they work with local governments and partners to support as many people as possible.

Arrival

Once aid arrives in its country of destination, it is met by a ShelterBox Response Team for processing through customs and organizing onward transport to its final destination. Our support from Rotary is often a key component of getting our aid on the ground. Rotary provides invaluable assistance during our responses. Rotarians are able to give us find-hand knowledge of many of the countries in which we respond, logistical and operational assistance and vital links into community.



PARTNERSHIPS

Working with partners helps us to go further - faster. It gives us the flexibility to work in different areas and reach even more families in need of shelter when disasters strike. It also enables us to share our expertise in shelter and learn skills from other organizations.

We have partnerships with all kinds of organizations, from specialists based in one country to UN agencies. We look for partners who share our determination to make sure no family is without shelter after disaster – and we collaborate closely so people benefit from our combined expertise as they begin piecing their lives back together.

To ensure we are reaching as many families as possible we often work with many other leading international relief agencies in the field. We partner with other local organizations in conflict situations, when it is not safe to deploy our international volunteers, or when we need help with distribution.

Some of the international partners agencies we work with are Hand in Hand for Syria, Red Cross, Habitat for Humanity and the United Nations High Commissioner for Refugees (UNHCR).

ROTARY INTERNATIONAL PARTNERSHIP



We are project partners with Rotary International, a global community of 1.5 million neighbours, friends and community leaders. Their aim is to create positive, lasting change in communities at home and all over the world.

For almost 20 years, Rotary has supported our work in an incredible range of ways. Rotary clubs around the world have donated more than \$93 million to ShelterBox. Over 1,000 Rotary members volunteer or work for ShelterBox.

By working together with Rotary, we are able to collaborate and combine resources to ensure that we can support more communities in desperate need of shelter.

Rotarians and Rotary groups across the world support us in a variety of ways, from raising funds to providing support on the ground during our response to a disaster.

This enables us to cross boundaries and work together to reach even the most remote communities.

This personal, community connection helps us to provide just the right support to enable people to lead in their own recovery – to make sure that our work has a lasting impact.





EMPOWERING COMMUNITIES

Our work doesn't stop once we have provided families with emergency shelter and essential aid items.

We also offer comprehensive training to make sure families can make the best use of the items. We use a train-the-trainer approach to empower communities to rebuild and maintain their homes long after our teams leave.

It's not just about teaching people to construct shelters as quickly as possible. It's about making the most of the aid items, so that families have the best possible chance of recovery.

Every situation we face is different. Every person, family and community we work with is unique. So our approach is constantly evolving. But our focus is always on helping vulnerable people feel more in control of their futures.

INNOVATION

Everything we do is guided by the same goal: helping families rebuild after disaster.

To make sure we do that as effectively as possible, we constantly question what we do. We explore what we could do differently. We ask ourselves how we could be better. We put innovation at the heart of our work, always searching for ways to improve.

It's why we no longer provide aid only in boxes, after families told us they sometimes need larger emergency items that don't fit in our ShelterBoxes. It's why we changed the blankets we send to disaster zones, after families told us the original ones weren't warm enough on the coldest nights. It's why we worked with the company that makes our solar-powered lights, after families told us the batteries used to run out too quickly. It's why we've recently started using more durable tents, after families said they needed somewhere more secure to feel settled and ready to face the future.

By listening to people in every disaster where we work, we make sure people are in the best possible position to start strong as they piece their lives back together.



HOW DO WE DECIDE WHERE TO SEND AID?

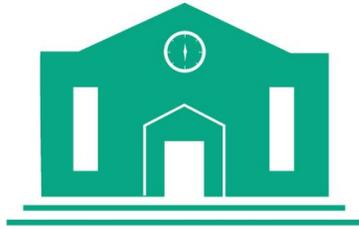
When natural disaster and conflicts occur, our ShelterBox Operations Team, based in the UK, make careful assessments to ensure that ShelterBox aid is right for the situation. We will consider the type of disaster and the level of damage as well as the needs of the community and their ability to recover.

The need for shelter is ever growing and unfortunately we aren't able to help everyone. That is why we have 'Decision to Respond Criteria' which helps us make the tough decisions and prioritize the most vulnerable families around the world who wouldn't otherwise receive assistance



DECISION TO RESPOND CRITERIA

We use the following questions to help us decide whether a ShelterBox response is appropriate based on the need, what aid we can offer, and if we have the available resources. We also recognize that in some cases we are not the best suited to help, and these questions help us ensure that we are reaching families and communities with whom ShelterBox aid will provide what they need, when they need it.



Government Response

Has the local Government declared a state of emergency and/or asked for international assistance?

The local Government has to be the primary responder. If Government resources are overwhelmed, then ShelterBox will look at responding, as long as we have permission to work there.



Number of Families Needing Help

Will at least 200 families need our aid?

Our experience shows in most cases, when the number of people who have lost their homes is under 200, most needs can be met through local organizations, or through family support systems (for example, staying with relatives). We prioritize responses where we can reach families who would not otherwise have shelter available.



Type of Aid

Is our aid appropriate?

We look carefully at whether the aid we can provide will meet family's needs both culturally and contextually. We have a range of shelter options which make our aid adaptable to many situations, but they won't always be what is needed.

We have a flexible approach to our aid and we work hard to understand what families need across different situations. Whilst emergency shelter is at the heart of ShelterBox, we also provide other essential items (such as blankets, water filtration equipment, kitchen sets, solar lights and more) that can help to restore a sense of normality for families living through disasters. We will only respond if what we can offer will best support families who receive our aid so that they can recover.



Length of Time Support Will Be Needed

Will shelter aid be required for at least 1 month?

Schools and community centers are often better built to withstand disasters, and are then used as temporary evacuation centers. While not always ideal, these can meet shelter needs for a short period of time. Our teams prioritize responses where the need for shelter goes beyond the capacity or availability of evacuation centers.



Speed of Self-Recovery

Do people have the resources to recover themselves?

Our operations team also takes into consideration factors like average income, availability of building materials, resilience of infrastructure like hospitals and roads, insurance, government compensation and other factors which help us determine whether people will be able to recover themselves. Our responses will focus on areas in which people have limited ability to self-recover without assistance.



Local Capacity

We strive to provide aid to families who would not otherwise receive support. We work with partners and community organizations to understand the local need and capacity. While a situation may look severe, in some cases, local organizations and agencies are able to meet the needs without outside aid. ShelterBox responds when there is a need that won't be met otherwise.



ShelterBox Resources

Do we have the resources needed for the duration of a response?

We carefully look at whether we have the people, finances, and aid needed before responding. We make sure that every family and community we work with gets the full support they need so we only respond when we have the resources to see the full response through.



Safety

Can we safely respond?

At ShelterBox we take the safety of our teams, our partners, and our beneficiaries seriously. We are experienced in working in lots of different and extreme situations around the world. We work hard to understand the risks involved and the resources we will need to help local families and ensure that our response can be carried out safely.



Sphere Standards

Do the vulnerabilities of the families who need help fall within Sphere definitions?

The Sphere Handbook is one of the most widely known and internationally recognized set of standards for humanitarian response. It outlines vulnerability criteria and response standards to ensure that humanitarian organizations are not causing harm (even if well meaning). ShelterBox uses these to help identify those within the emergency who need support the most, and adheres to all standards outlined



Global Development Index Rating

What is the affected country's index rating?

We will always work hard to prioritize and help the most vulnerable families in an emergency. When disasters happen across multiple countries and we have difficult decisions to make about where to respond, we will use additional criteria as outlined by INFORM (Index for Risk Management) Global Risk Index and the Organization for Economic Cooperation and Development's list of countries eligible for Official Development Assistance to ensure we are helping those most in need.



Speed and Efficiency

Where will our aid have the greatest impact for families affected by disaster?

This is additional criteria which we use when we have budget restrictions or multiple countries are affected at the same time (such as Hurricane Irma in the Caribbean). When we can't be everywhere, we focus on areas that our aid will have the biggest impact on families who need it the most.

A row of white dome tents is set up on a grassy hillside. In the background, there are mountains and a small building with a blue roof. The sky is overcast.

HOW WE ARE FUNDED

ShelterBox is funded by public donations from Canadian individuals, companies, groups, Rotarians and Rotary Clubs. We do not receive government funding and we rely on your support to help us ensure no family goes without shelter when disaster strikes.

ShelterBox prepositions aid around the world so that our teams can respond immediately following a disaster. Donations allow us to be prepared to respond immediately whenever families need our help. To be as effective as possible in providing immediate help to families, we do not accept donations designated to a specific country or disaster.

The way we work means we are prepared for immediate response. Donations received before a disaster will often be those that are used to respond to it. Donations stimulated because of a disaster may be used to prepare for the next one. By donating to ShelterBox Canada, you are helping us to make the most difference to families in need of shelter.



VOLUNTEERING





VOLUNTEERING

Now that you are familiar with ShelterBox and how we work to ensure that no family is left without shelter lets talk about how to take action

Volunteers are so vital for everything that ShelterBox does, and we couldn't do it without you. Our volunteers play an instrumental role in raising funds and awareness across the country.

Advocates playing an important role in raising awareness for ShelterBox Canada across various social media channels.

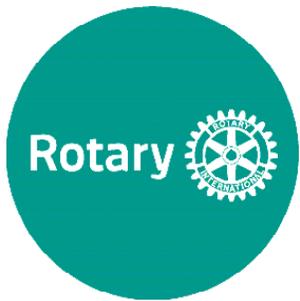
Our staff in our National Office are always here to support you. We communicate with our volunteers via email, social media, and the Volunteer Portal. If you ever have a question or an idea, please do not hesitate to contact our office, we love to hear from you.

OUR VOLUNTEERS

As a ShelterBox Canada volunteer you provide the link between people who need support and those who want to give it. Volunteers are the face of ShelterBox Canada in their community, every volunteer is instrumental in providing shelter to families after disaster, wherever they are in the world.

“It’s an incredible feeling to be able reach out and help people on the other side of the world in what is quite possibly the worst moment of their lives. That’s why I support ShelterBox.”

Pam Furnish, Volunteer



Club Champions

A Rotarian who shares ShelterBox’s message with their club.

This position is specifically for Rotarians. Club Champions deliver increased awareness about ShelterBox within their Club and act as the main point-of-contact between the Club and ShelterBox Canada.



Ambassadors

Engage and activate across every level - fundraising, awareness, and action.

Ambassadors are making presentations, hosting events, or simply chatting up ShelterBox at the office.



Changemakers

Fundraisers.

Changemakers, help us raise funds to help us in our mission to see no family without shelter. Changemakers participate in our campaigns as well as host their own fundraising events.



Advocates

Amplify our message.

Advocates support ShelterBox by sharing our recent news and updates from the field. Advocates get our message across multiple platforms so that we can reach the most people from coast-to-coast.



Response Team

Boots on the ground, front-line response team who deploy to deliver aid to families

Response Team Volunteers leave their own families to travel around the world and deliver shelter, tools, and other essential items to the families who need them most.

GET STARTED

Here are some easy ways to get started as a ShelterBox Advocate:

1. Follow our social media channels:
Facebook: [ShelterBox Canada](#)
Twitter: [@ShelterBoxCan](#)
Instagram: [@ShelterBoxCanada](#)
2. Make an introduction post on your social media. Tell your network that you are now a ShelterBox Advocate and let them know about the work we do
3. Invite your networks to like our social media pages
4. Find a friend who shares your passion to help families without shelter and bring them on as an Advocate
5. Join our "ShelterBox Canada Volunteer Facebook Group"
<https://www.facebook.com/groups/443998005712461/>



VOLUNTEER PORTAL

[SHELTERBOXCANADA.ORG/PORTAL](https://shelterboxcanada.org/portal)

The Volunteer Portal has all the resources and information that you need to successfully be a ShelterBox Canada volunteer.

On the portal you can find

- Key Info
- Deployment Updates (updated every Tuesday with the latest information on our responses)
- Presentation Resources
- Promotional Resources
- Fundraising Resources
- Rotary Resources



MEET SYEDA

Syeda is a remarkable 35-year-old Rohingya mother who lives in Shamlapur Settlement, a refugee camp about 50kms from Cox's Bazar, Bangladesh.

Our ShelterBox teams met Syeda while working to provide shelter and supplies to newly arriving Rohingya families in Cox's Bazar. We were immediately inspired by her story.

Syeda is a single parent to four children after her husband tragically died seven years ago. A year after losing her husband, there was a mass killing of the Rohingya people in her Myanmar village.

Syeda knew she had to leave for her family's safety: 'During that time, many people, especially women, were being tortured, raped and even killed, so that's why we left and came to Bangladesh.'

Syeda walked for three days with her four children, eventually crossing the border into Bangladesh by boat.

The family were welcomed into a host community and Syeda began working the fields and earning a living for her family. This was something she had never done before as it is not very common for Rohingya women to work and make their own money.

Now, six years later, Syeda is working for an international aid agency helping other Rohingya people.

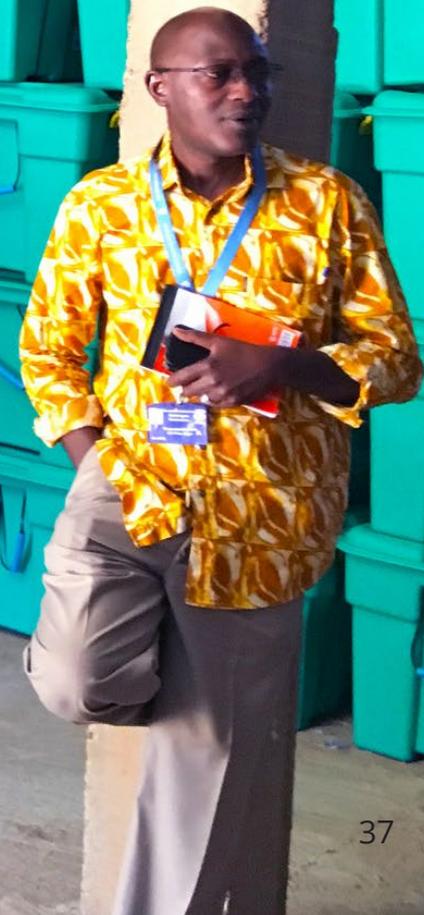


SOCIAL MEDIA

Social media is a useful tool for ShelterBox Canada, allowing us to raise awareness about our work, connect with our supporters and reach out to important contacts. You have the power to help us reach so many more people through social media and we really value your support in helping us spread the word about ShelterBox Canada.

Social media is a great tool, but it can easily blur the line between the personal and the professional. These tips are designed to provide helpful and practice advise for ShelterBox Canada volunteers to use social media responsibly.

- Assume anything you do or say on social media can be seen by anyone. The need for care applies at all times, regardless of your privacy settings or if it's a direct or private message
- Remember never to disclose non-public information and be aware that taking public positions online that are counter to ShelterBox's interests might cause conflict
- Be passionate - share your passion for volunteering with ShelterBox Canada and add value to your posts
- When you completed your onboarding you agreed to our Social Media Policy (see Appendix). Please refer to this policy for guidelines for volunteers using social media.



OUR SOCIAL MEDIA

We connect with our supporters across our four core social media channels: Facebook, Twitter, Instagram and LinkedIn. Follow our social media channels to stay up to date with all things ShelterBox Canada. You can also invite your networks to like our pages, this can greatly increase the amount of people we are able to reach.



/SHELTERBOXCANADA



@SHELTERBOXCAN



@SHELTERBOXCANADA



/SHELTERBOXCANADA



MONTHLY POSTS

As an Advocate you are expected to post at least once a month about ShelterBox (however, we always encourage our volunteers to post as much as they want).

You will receive monthly emails with templates for social media posts. Each month's post will have a theme. You are able to copy and paste the template post directly or you can use your own creativity to make the post your own.

We love to see all the passion our volunteers show through their social media posts. Posts that have a personal touch will perform better with your networks. If your followers can see your passion they will be engaged with your posts. See how other volunteers have got creative with their social media posts.

EXAMPLE SOCIAL MEDIA POSTS

 Brighton is at The Community Waffle House. ⋮
 September 26, 2019 · Axminster, United Kingdom · 🌐

Thank you so much to everyone (including our Mayor) that came to my event for @shelterboxuk today at @waffleaxminster 🥰 We had a really nice turn out and I was SO happy to see people's excitement about shelterbox's work... it seems there's a lot of you out there caring for other parts of the world 🌍💚 A particularly HUGE thank you to the Waffle House for providing the space and hot drinks to keep us going on this dreary day ☹️ @ The Community Waffle House



 Brighton

I have been given the amazing opportunity to be a Shelterbox Brand Ambassador. ShelterBox is an international charity that provides temporary shelter and life saving supplies to families affected by conflict and disasters. I will be posting more about the amazing work they do in the next few weeks. In the meantime, go and follow their social media accounts to hear more! @shelterboxuk

🥰🥰🥰
 🍪🍪🍪
 ❤️

This is cuteeee
 Gorgeous x
 Cutie

❤️ 🗨️ 📌
 Liked by  and 74 others
 7 DAYS AGO

Add a comment... ⋮



 Lusaka, Zambia

We are so blessed to live in Zambia, a country which is blessed with a beautiful climate all-year round and enduring peace and stability. Sadly the same can't be sad for many of our neighbors, our sister countries. Millions of people have been displaced by conflict and natural disasters, @shelterboxuk is a small charity that caters to the needs of these victims. Providing them with a

❤️ 🗨️ 📌
 Liked by shelterboxuk and 303 others
 JUNE 18, 2019

Add a comment... Po:

T-SHIRTS

We have an online store for any volunteers who are interested in purchasing ShelterBox apparel.

We have created the store using Entripy. All orders placed go directly to Entripy, they then prepare your order and mail it directly to you. Using this online store means that we are able to carry a variety of apparel items, have a larger size selection, and you have the choice to pick what type of shirt you want.

Currently there are both t-shirts and polo shirts available for purchase. T-Shirts come in both men and women's sizes and cost \$13.00. Polo shirts come in both men and women's sizes and cost \$20.00.

The items are priced at cost from Entripy, and ShelterBox Canada does not see any money from this. We decided that Entripy was the best retailer due to the quality of the shirts, cost, and the fact that they are a Canadian company.

To access the store, you can use this link: <https://shelterboxcanada.entripyshirts.com/>
You have to create a log in using your own email to be able to view the store and purchase items.



MEET FATNIZAR

When the earthquake struck Central Sulawesi, Indonesia on 28 September 2018 it destroyed the home of Fatnizar and her family in Tondo Village, Sirenja, Donggala. Many of the homes in her neighbourhood survived the earthquake, only to be swept away moments later by the subsequent tsunami. Fatnizar relocated with her husband and four children to a football field five kilometres away.

A total of 121 families took refuge on this field across from a school and Fatnizar's family had to share a space under a large tarpaulin with fifteen other families. One month had already passed when ShelterBox first discovered this newly formed community. We were able to assist 150 families with tents, mosquito nets, water filters and carriers.

When we returned the next week on a hot day with a light rain falling, Fatnizar was sewing under the awning of her tent. We learned that she had previously worked as a seamstress from her home, creating custom clothing for special orders. When the earthquake took her dwelling it also closed her two-year old business.

The tent not only provided a more private and secure space for Fatnizar and her family but also the opportunity for her to get back to work.





MAJOR DISASTERS

Sometimes a disaster will strike that results in a major humanitarian need and a media frenzy. At ShelterBox these are often the times when we see a spike in our donations.

While we know that last year 1 in 5 families around the world did not receive the emergency shelter that they needed, this isn't always known by the general public. When these major disasters happen the public, community groups and Rotary Clubs become very receptive to supporting our work because the need becomes much more apparent.



WHAT TO DO DURING A MAJOR DISASTER

When major disasters happen, there is often high media coverage about the disaster. During these times we rely heavily on our volunteers support to raise awareness and funds following the disaster.

Updates about the disaster and the ShelterBox response will be posted regularly to the portal, as well you will receive emails about important updates. It is important to read what information is internal only, information in any communications marked internal only is for volunteer knowledge only and not to be shared outside of the organization.

Examples of things you can do as an Advocate during a major disaster:

- Sharing our posts on social media across all channels
- Sharing posts asking for donations
- Starting a FB Fundraiser
- Engage your local media (please contact our office before speaking to any media contacts)
- Asking businesses to put out donation boxes

An important thing to remember when engaging with people in your community about ShelterBox is that we are need of donations all year round, not just in times of disaster.



RECRUITMENT

Volunteers are at the heart of what we do. We rely on the support of our incredible volunteer team to raise both funds and awareness across the country. We need your support to recruit more volunteers - invite people in your network who share a passion for disaster relief and ShelterBox to join our team.

How to Recruit More Advocates:

- 1. Share your love of the organization.** Let friends, family and acquaintances know why you love ShelterBox and what attracted you to the organization – your passion and enthusiasm are contagious!
- 2. Flattery will get you everywhere.** Share with your prospect what you see in them that is great and could really add to the team. For example, “you are a really engaging public speaker and are obviously passionate about helping others – those skills would really help us spread awareness and be able to help more families each year.”
- 3. Make the ask.** The number one reason people say they don’t volunteer is because “no one asked.” Ask someone to join our team and help us deliver aid to families after disaster
- 4. Follow up.** Once your new Advocate has said “yes,” follow up with them and make sure they have the information and resources they need. Connect the prospective Advocate with the Volunteer Program Coordinator
- 5. Say thank you.** A simple thanks can mean a lot – thank you cards, phone calls, public acknowledgment or a shout out on Facebook can all make people feel appreciated.



APPENDIX



FREQUENTLY ASKED QUESTIONS

Who is ShelterBox?

ShelterBox is an international disaster relief charity that hand-delivers emergency shelter and the tools families need to self-recover after natural disasters and conflict around the world

How many people are forced from their homes by natural disaster and conflict?

In 2018 over 88 million people were forced from their homes by natural disaster or conflict. 70.7 million people were driven from their homes by conflict and 17.2 million by natural disaster (Sources: UNHCR and IDMC)

How many families receive the shelter they need after disaster?

On average only 1 in 5 families receive the emergency shelter they needed following a disaster (Source: ShelterBox)

What aid does ShelterBox provide?

We provide aid that is tailored to meet the needs of a community after a specific disaster. The aid we supply comes in the form of ShelterBoxes and ShelterKits.

Our sturdy green ShelterBoxes contain family-sized tents specially designed to withstand the elements and provide people with temporary shelter until they are able to start the process of rebuilding a home. Our ShelterKits contain all of the essential tools people need to start repairing and rebuilding homes straight away. Our kits and boxes also contain the items that help transform shelter into a home-like cooking sets, solar lights and activity sets for children.

Who funds ShelterBox?

ShelterBox is funded by public donations from Canadian individuals, companies, groups, Rotarians and Rotary Clubs. We do not receive government funding and we rely on your support to help us hasten the day where no family goes without shelter when disaster strikes.

Can donations be given for a specific location?

To be as effective as possible in providing immediate help to families, we do not accept donations designated to a specific country or disaster.

The way we work means we have to be prepared for immediate response. Donations received before a disaster will often be those that are used to respond to it. Donations stimulated because of a disaster may be used to prepare for the next one.

How do you decide which disasters to respond to?

Our Operations Team are constantly monitoring disasters that are happening around the world. Unfortunately, the need is ever growing and we aren't able to help everyone. That is why we have 'Decision to Respond Criteria' which helps us make the tough decisions and prioritize the most vulnerable families around the world who wouldn't otherwise receive assistance.

We use these criteria to help us decide whether a ShelterBox response is appropriate based on the need, what aid we can offer and if we have the available resources. We also recognize that in some cases we are not the best suited to help, and these questions help us ensure that we are reaching families and communities with whom

Read more about our Decision to Respond Criteria here:

<https://www.shelterboxcanada.org/decision-to-deploy>

Do you respond in Canada?

While we have never responded to a disaster in Canada that doesn't mean that we never will. In Canada we are fortunate enough that when disasters do happen, Canadian governments, insurance, and private donations are able to support families. Our aid must also be contextually appropriate, and is not always suitable after disaster here at home.

Our operations teams are always monitoring, and we have deployed assessment teams here in Canada to both the 2013 Calgary Floods and the Fort McMurray wildfires. In both cases we determined that a ShelterBox response would not be appropriate to best support families. If a major disaster ever happened in Canada that overwhelmed Canadian resources, we would send an assessments team to evaluate if a ShelterBox response is appropriate. We always want to make sure we are using our resources responsibly to help the most vulnerable families.

Do you provide aid for homeless people in Canada?

We do not provide aid for homeless people in Canada. As an international disaster relief charity, we respond to situations where natural disasters or conflict have displaced families. Homelessness is a big problem many people face in Canada, if you are looking to support homeless people in your community, we would advise you to support local shelters and organizations in your community.

How do you deliver aid?

We store aid in strategic locations around the world so we can get it to the families who need it as quickly as possible. Our teams work with trusted local governments/organizations and Rotary Clubs to deliver aid to families that need it most. We do training in communities to make sure families know how to best use the aid items and have the best possible chance of recovery.

How do you source your aid items?

Our items are specially sourced and designed to ensure that the families we support have exactly the aid they need. The aid is designed to withstand extreme conditions, from torrential rain to hurricane winds, and to last for a long time – until families are able to rebuild their homes. Whenever possible we will also source building material from local countries where we are working.

How do you decide who gets aid?

When responding following a disaster our Response Teams do careful assessments to make sure that we are providing aid to the families that need it most. Using the humanitarian standards of vulnerability criteria as well as working with local governments/agencies, we focus on the communities that otherwise would not receive aid.

Do you work with other aid organizations?

We often collaborate with other aid organizations, as well as with local organizations and Rotary Clubs, to make sure that we are reaching all of the families in need of shelter. These collaborations happen at every stage and enables us to reach more families.

What happens with the used ShelterBox aid?

ShelterBox aid is given as a gift to families, it is theirs to keep. Many recipients find other uses for their aid when they are able to rebuild. An empty ShelterBox can be used for water storage or to keep their belongings dry. ShelterBoxes have even been used as a cradle or a mobile library. In some cases recipients use the tent and boxes to set up local businesses!

After some disasters, if the contents are still in good condition, the recipients pack them back into the boxes and store them for future use by the community.

Why is there no First Aid kit in the ShelterBox?

ShelterBox provides a shelter-based kit. There are other organizations that specialize in providing medical aid, so we leave medical support and provisions to them.

In addition, we cannot send perishable items and First Aid kits tend to include items that have an expiry date. We do however support medical needs in the immediate aftermath of a major disaster and often our tents will be used as temporary hospitals and recovery units when medical facilities have been destroyed.

Is it possible to purchase a ShelterBox, ShelterKit or ShelterBox Tent for personal use?

ShelterBox currently does not produce tents or other equipment for commercial sale. We only produce ShelterBoxes, ShelterKits and other aid items to be delivered as part of a deployment following a disaster or conflict.

Where can I see your financial reports?

Our audited financial statements and annual reports can be found on our website <https://www.shelterboxcanada.org/annual-reports-and-financials/>

**If you have any further questions that you would like a written answer to, please contact Dani
danibristow@shelterboxcanada.org
or call our office (647) 352-1930**

SHELTERBOX ADVOCATE ROLE DESCRIPTION

Location: Nationwide, wherever you have access to an internet connection

Main Objective: Raise awareness for ShelterBox Canada through social media promotions

Tasks

- Following ShelterBox Canada across our social media platforms (Facebook, Twitter, Instagram, LinkedIn)
- Sharing our social media posts on your own channels
- Get creative - make your own ShelterBox posts and creative content to engage with people on your own social media channels – we'll provide you with all the tools and training you need to do this
- Activate in times of disaster – when major disasters strike families need our help more than ever. We need your support to share these urgent updates to your network and help us to raise awareness while the disaster is in the media spotlight.

Skills: We are looking for volunteers who are familiar with social media; enjoy creating their own content; and above all have an enthusiasm for spreading the word and rallying support for ShelterBox.

Expectations

- Represent ShelterBox Canada in an appropriate and informed manner
- Keep up to date with the latest news and key information about the work of ShelterBox, including information found on the website, in training materials, at workshops and updates provided by National Office Staff
- Volunteers will receive all email updates from ShelterBox Canada – this is so that our volunteers are aware of what we are currently doing and to be knowledgeable about the language we use
- Engage the ShelterBox Canada staff if opportunities for partnerships with national corporations or media arise
- Act as a point of contact for those interested in working to promote ShelterBox Canada
- Staying in contact with the Volunteer Program Coordinator and providing them with updates

Time Commitment: You can be flexible around your schedule and volunteer whenever works best for you, all we need is your enthusiasm and willingness to get involved. Advocates are expected to post on social media a minimum of once a month, however you can always post more than this.

What you will get from us: We will support you every step of the way and are always accessible by phone and email. We provide an initial onboarding, which includes information on ShelterBox and how you can serve, ongoing training, regular emails and webinars, and up to date response information. You will also be provided with templates, content, and copy for all social media posts. Our staff is ready to support you in your role, and if you ever have any questions you can reach out to the Volunteer Program Coordinator.

SOCIAL MEDIA POLICY

Waiting to be approved by Board



ShelterBox
Disaster relief

