



YELLOW BOOTS

OVERVIEW



We are Disaster Relief



HISTORY

During late October 2012, Superstorm Sandy, the largest Atlantic hurricane on record, devastated portions of the Caribbean in addition to U.S. communities in the Mid-Atlantic and North East regions.

Prior to Sandy's landfall, residents of the barrier islands were advised to evacuate. People were forced to leave behind everything: homes, careers, livelihoods, and more. When citizens were finally told they could return, most came back to find their homes and possessions had been consumed by the storm.

Lives were lost, city blocks were annihilated and businesses were destroyed. Superstorm Sandy was the deadliest storm to reach the East Coast in 57 years. In the United States alone, Sandy was responsible for at least 131 deaths, calculated to be more than half the total number of deaths attributed to the storm.

Responding to an urgent call to action, **YELLOWBOOTS** was formed to provide aid for those affected by Superstorm Sandy. **YELLOWBOOTS** is a disaster-relief organization comprised of three results-producing grassroots groups: Sandy Yellow Team, Eden Cares and Boots on the Ground.



MISSION

The **YELLOWBOOTS** mission is to provide a swift and efficient hands-on approach to relief efforts, which might otherwise fall short. With the dedication of its volunteers, **YELLOWBOOTS** continues to distribute resources to foster the effective long-term post-Sandy recovery of Staten Island, while additionally providing a vehicle for preparedness and emergency responsiveness should a future disaster occur. To this end, **YELLOWBOOTS** seeks to ensure that devastated families and individuals will receive the support and assistance they need for putting their lives back on track in the aftermath of catastrophic events.

YELLOWBOOTS has given – and continues to provide – labor, supplies, basic needs, and support to help Sandy-affected families. The organization acts as a coordinator for out-of-town volunteer groups seeking to assist in the Sandy recovery effort, and guides volunteer work crews to Staten Island residents who are struggling to adapt to the “new normal.” Tasks have involved demolition; mold remediation; mitigating mold damage due to water and moisture; beautification, and other outdoor residential and community projects, such as prepping homes for reconstruction and rebuilding. **YELLOWBOOTS** is a team assembled to assist Sandy survivors as they acclimate to their post-superstorm communities.





ABOUT

As a volunteer group 501c3 in the midst of disaster-relief efforts, **YELLOWBOOTS** was formed to give hope to those affected by Superstorm Sandy.

YELLOWBOOTS has three cornerstones in its mission:

1. Feed the community.
2. Coordinate volunteers and assist with the housing needs of those affected, including such essential work as demolition, mold remediation, rebuilding and restoration of homes.
3. Establish cases with local government for individuals and families affected by Sandy.

YELLOWBOOTS is comprised of three grassroots organizations:

1. Boots on the Ground
2. Sandy Yellow Team
3. Eden Cares



All three grassroots organizations are aligned with a common strategy and mission. Under **YELLOWBOOTS**, they are unified under one name and purpose: To help those in need. **YELLOWBOOTS** is comprised of a volunteer staff. Since Sandy hit at the end of October 2012, **YELLOWBOOTS** has coordinated an ever-growing legion of external volunteers, numbering in the thousands, and volunteer groups from across the nation. Among these are Good Samaritans with skilled trades.

Members of **YELLOWBOOTS** have been elected to chair the Mold, Rebuild, Steering, and Community Revitalization committees for the Long Term Recovery Organization (LTRO) of Staten Island.



YELLOWBOOTS is represented on the Board of Directors of LTRO. **YELLOWBOOTS** also has been appointed to the Board of Directors of the New York Rising Community Reconstruction Program by Governor Andrew Cuomo himself. **YELLOWBOOTS** collaborates with other established grassroots and nonprofit organizations and actively participates with Islandwide civic associations.



CORPORATE DONATIONS, SPONSORSHIPS & PARTNERSHIPS

YELLOWBOOTS has partnered with the Timberland company to facilitate and organize a Sandy-related community service project on 9/11/2013. This resulted in the creation of the SI Sandy Living Memorial and Memorial Garden, New Dorp Beach, and the beautification and cleanup of Corporal Allen F. Kivlehan Park, New Dorp Beach (pictured on left). This project included approximately 120 volunteers, including team members from **YELLOWBOOTS**, 75 Timberland employees, and volunteers from the Governor's Office, NY Cares, NYC Parks and Partnership for Parks.



DEMOLITION, REBUILD & RESTORE



To date, **YELLOWBOOTS** has:

- Performed muck outs/demolitions/yard cleanouts at more than **1,500 addresses** on Staten Island.
- Purchased and installed insulation and vapor barriers for more than **300 homes**.
- Purchased and/or installed sheetrock/roofing/fencing for more than **130 homes**.
- Performed mold remediation on more than **140 homes** on Staten Island.
- Coordinated upwards of **100 53-foot trailers** filled with basic household and building supplies targeting the immediate needs of Sandy-victimized families.



SEASONAL EVENTS

YELLOWBOOTS has organized and participated in many Seasonal Events, such as:

- Coordinating delivery of **3,500 Thanksgiving meals** in Midland, South, and New Dorp beach areas, including some gluten-free or vegetarian preparations for individuals requiring special diets (Thanksgiving 2012).
- Assisting with the distribution of **150 Christmas trees** to affected residents (Christmas 2012); Distributing over **4,000 toys, 1,000 children's books, 100 kitchen appliances, 50 winter coats, and 30 pairs of sneakers** to storm-affected areas of Staten Island for the 2012 holiday.



- Organizing a **Halloween Costume Drive** during which approximately 500 costumes were collected (October 2013). Costumes were distributed at two separate events on Staten Island, one organized by YellowBoots and the other a joint effort between YellowBoots and Guyon Rescue, a SI Sandy Relief Organization located in Oakwood Beach. Additional costumes were donated to other Sandy-affected areas (Long Island, Rockaways and New Jersey) for use at their own Halloween events for local families.
- Providing complete **Thanksgiving meals for 100 families** on Staten Island for Thanksgiving 2013. Turkeys and meal accompaniments were delivered personally by the **YELLOWBOOTS** team to families' homes.
- Arranging and conducting a **Holiday Event** for 2013 in conjunction with Guyon Rescue, whereby affected families received gift packages of ornaments (handmade and store bought), holiday lights and home décor, a family gift, and attendance at an afternoon gathering with refreshments and Santa Claus. Ornaments, lights and décor that remained after the event were donated to affected families in Union Beach, NJ.



BASIC NEEDS

YELLOWBOOTS coordinated:

- The delivery of an average of **2,500 meals a day** for the first four months following Superstorm Sandy (over 300,000 meals).
- **A dozen medical vaccination trucks** across the Midland, South and New Dorp Beach areas, as well as home medevac-arrangements for over 60 residents.
- **Shuttle vans** to escort affected residents to the YMCA for hot showers.
- An **alternative medicine healing tent** that offered acupuncture, massage and healing stations.
- Assistance to the nonprofit organization, "Fashion Delivers" at two large clothing distribution events over three days.

Combined, these events **served more than 4,800 residents.**



The founders of Yellow Boots (from left to right) Mike Hoffman, Farid Kader, and Ross Decker.

MEET THE TEAM

Founders

Mike Hoffman

Immediately following Superstorm Sandy, Mike Hoffman physically rescued trapped victims of the storm. Mike led the establishment of multiple warming tents, hub maintenance and assistance, and shower transportation to and from the YMCA. Through Mike's coordination, medical equipment was delivered to people with sleep apnea or asthma; heaters and furniture were provided to more than 500 families, and arrangements were made for generator and fuel drop-offs.

Mike Hoffman is truly someone to reach out to and call a brother. His leadership and project-coordination skills have proven invaluable to Staten Island.

Farid Kader

Farid is from Bay Terrace, Staten Island. Since Bay Terrace was not badly affected by the storm, Farid didn't comprehend the damage until he saw both his grandmother and Aunt's homes in Midland beach and South Beach, respectively, wiped away. After seeing the devastation, he realized that many others like his family members could use urgent help. Coming from a culture of giving back and enjoying home-rebuilding projects, Farid was driven to do something more. He asked a couple of friends from Staten Island to help; Twitter and Facebook friends were tagged along

the journey, and before you knew it, Yellow Team was born. Yellow Team worked along side officers in the Navy, Air Force, Army, and Marines on their first cleanup a in New Dorp Beach. Before long the team was linking up with other volunteer organizations with a similar vision. A natural-born leader, when Farid is not volunteering, he works as a senior manager for a global risk management firm.

Ross Decker

Ross is a lifelong Staten Islander originally from Tottenville, on the borough's South Shore. The North Shore, where Ross currently resides, suffered relatively little damage from Superstorm Sandy, but after seeing the destruction on television and then firsthand, Ross was inspired to return to Tottenville as a relief volunteer.

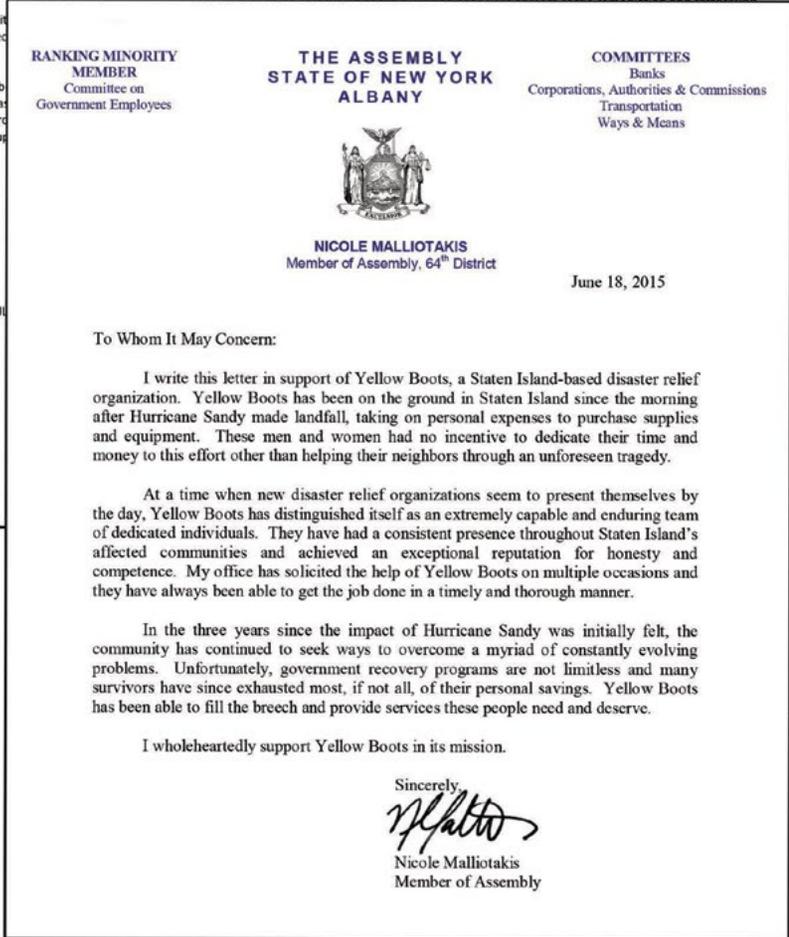
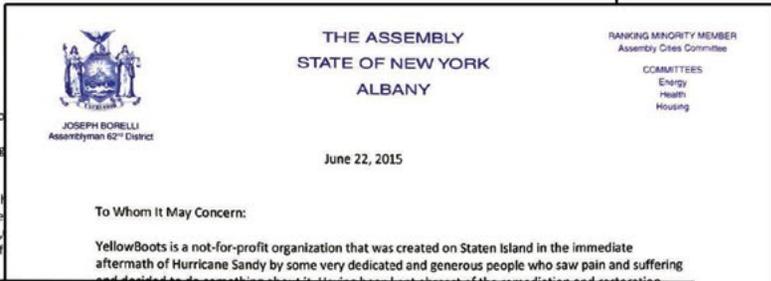
Ross created Eden Cares, a simple vehicle for raising funds. The goal was to get the donated money and supplies to affected communities and into the hands of survivors within 48 hours of receipt. Ross and his wife, Cat, quickly reached out to their vast network of marketing professionals and their call to action went viral. In a short amount of time, they raised more than \$25,000 in cash and supplies from all over the globe. After working relief in Tottenville, Great Kills and New Dorp Beach, Ross made his way into Midland Beach, where he ran a relief site in one of the hardest-hit areas. It was there, on the corner of Hunter Avenue and Olympia Boulevard, Ross found kindred spirits in the great work Yellow Team and Boots on the Ground were already doing.

Ross considers it a privilege to wear the yellow shirt of **YELLOWBOOTS**. When he is not volunteering, Ross operates a pest control firm in Manhattan.

and the Rest of the Hard-Working Staff:



Stephanie Argento-Beharovic
Kathy Falcone
Melissa Malec
Nicole Romano
Eric Schwartz
Stacey Sclafani
Ben Truncali
Jason Vogel



YELLOWBOOTS' COLLABORATIONS

On the government front, **YELLOWBOOTS** as Sandy Yellow Team or Boots on the Ground has worked in collaboration with U.S. Congressman Dan Donovan; State Assemblywoman Nicole Malliotakis; State Assemblyman Joseph Borelli; State Sen. Andrew Lanza; Mayor Bill de Blasio; City Councilman Steven Matteo, and such agencies as the New York City Department of Buildings, FEMA and SBA.

YELLOWBOOTS' ACCOLADES

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| 2013 New York City Council Citation New York City Council- Deborah Rose | 2013 Certificate of Special Congressional Recognition Congressman Michael G. Grimm |
| 2013 Unsung Hero's Award YMCA | 2013 Extraordinary Leadership Award Staten Island Immigrants Council |
| 2013 New York State Assembly Certificate of Merit New York State Assemblyman Joseph C. Borelli | 2013 New York State Assembly Certificate of Merit New York State Assemblyman Matthew J. Tutone |
| 2013 Certificate of Achievement New York Senator Andrew Lanza | 2013 Super Storm Sandy Humanitarian Award Project Hospitality Staten Island, New York |
| 2013 Champions of Change Award United States White House | 2013 Helping Hands Award New York City Mayor's Office |
| 2014 City of New York Mayoral Service Recognition Program NYC Service | 2013 New York State Assembly Certificate of Merit New York State Assemblywoman Nicole Malliotakis |



See more about our awards and merits and read full letters from our elected officials on our website, www.YELLOWBOOTS.org.



TESTIMONIALS

“On May 14th I lost my home and all of my belongings to a two-alarm fire. My family and I made it out alive but we did lose one of our dogs named Patches. YellowBoots has helped me by donating furniture, clothing, toys for my kids and love and support. Kathy and Eric have been going above and beyond for my family. This foundation is incredible to people in need. I truly can’t thank all of the volunteers enough. My house is starting to look like a home and for that I will be forever thankful. As a mother and wife it’s very hard to look at your burnt down home with all of our beautiful memories inside. But with the help of Yellow Boots we have an opportunity to move forward.” - Christine Jelicks

“We didn’t have the money to fix the roof; so whenever it rained and snowed, it rained and snowed in my house. I’m grateful and happy that I’m moving back home. If Yellow Boots didn’t help us, we would have handed the keys to the bank and left. We lost everything we had in the storm.” - Maria Piasio, New Dorp Beach

“YellowBoots has been a constant presence and asset to the New Dorp Beach Community. We have partnered with them on a multitude of projects from cleanup to surveying the status of the neighborhood post-Sandy, and keeping open lines of communication to ensure that residents’ needs are met. We are 80 percent back and this would not have been possible without their assistance. There is still a lot of work to be done and there is no other group our civic association trusts more than YellowBoots.” - Nicole Romano, President of the New Dorp Beach Civic Association

YELLOWBOOTS IN THE MEDIA

YELLOWBOOTS has been featured in publications or news broadcasts in New York, nationally and internationally.

Read some of the articles on www.YELLOWBOOTS.org.



CONTACT INFORMATION

For press inquiries, please contact Melissa Malec via email at melissa@yellowboots.org, or by phone at [917-848-1796](tel:917-848-1796).

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 @YellowBootsUSA

 www.YellowBoots.org

P.O. Box 20311
Staten Island, NY 10302



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