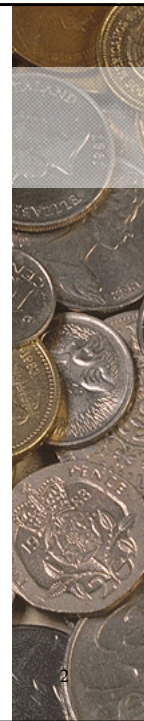


Ad sales / Sponsorship helps fund local groups with “IT’S A DISASTER!” books

Developed by: Fedhealth
Revised: Oct 2011

Who is Fedhealth?

- A publishing and marketing company helping the public focus on preparedness and personal responsibility since 1999.
- Main objective: develop programs that primarily benefit First Responders, schools, volunteers & nonprofits.
- Bill & Janet Liebsch are company’s founders, authors, publishers and distributors of manuals
- Self-publishing allows Fedhealth to pass savings on to schools, agencies, businesses and population as a whole.



Description of Fedhealth manual

- 288-page (268 #'d pgs) paperback called “IT’S A DISASTER! ... and what are YOU gonna do about it?”
- Helps families and businesses prepare for, respond to and recover from most types emergencies and disasters.



Description of Fedhealth manual

- Quick-reference instructional bullets using 2-color format
- Easy-to-use manual for all family members... children to seniors!
- Normal retail price is \$14.99 U.S (e.g. Amazon, Baker & Taylor, Barnes, etc.)



5th Edition includes...

- Section 1 = Family info, Plans, Kits & Shelter
- Section 2 = Mitigation + many natural and man-made disaster topics (*e.g. Earthquakes, Flooding, Hurricanes, Nuclear incidents, Terrorism, etc.*)
- Section 3 = Basic First Aid
- Section 4 = Federal, State & Provincial contact data
- Appendices (*CERT, Business Continuity, School Safety, etc.*)

Ad / Sponsorship Program

- Creative & collaborative program designed to fund First Responders, schools & volunteers
- An agency, school or nonprofit can offer Ad (or sponsorship) spots on / inside their books to local businesses & groups
- Per page cost to local businesses would probably be a fraction of normal advertising cost (i.e. groups decide what they want to charge for ads)

Ad / Sponsorship Program, con't.

- Groups collect Ad sales \$ from local companies (e.g. cash, lines of credit, barter or trade)
- Fedhealth prints Ads in book for FREE ... so every single penny STAYS with local community!
- Complements other Fundraiser Programs
- Offers tons of match benefits for agencies & nonprofits to use toward future grants



Ad / Sponsorship Program Benefits

- 100% of the money spent on ads / sponsorship stays with local community
- Books stay in consumers' homes, offices & vehicles
- Great way for businesses & groups to show they care about local citizens' safety and well-being
- Fulfills corporate educational needs



Tips about Ads

- 1-page Ad = 4" w x 7" h / prints Black & White (+ Red if needed). *Multiple ads per page, multiple pages per ad, placement on book covers, spine, etc.*
- Ads can focus on products, services or issues revolving around health, safety & preparedness
- Some Ad examples...
 - Local hardware store offering discounts on smoke or radon detectors, kits, tools, etc.
 - Local utility providing safety tips or rebate programs

The following examples show how **Ad / Sponsorship Program** can complement custom print jobs for both “Traditional” Fundraiser (school) orders and agencies / nonprofits using grant money to purchase books.

Please note estimated figures are in U.S. dollars based on 2011 printing costs for 5th Edition and subject to change.

District / state Fundraiser (20k bks) + Ad Program

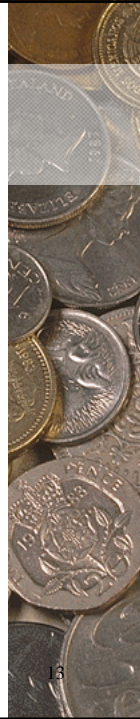
- Say a school district or small state consolidates all “traditional” fundraiser orders to print custom book
 - Fedhealth can help coordinate efforts with various county and state officials (*e.g. Schools, Dept of Ed, State EM, etc.*)
 - Groups want book customized with multiple logos, evacuation data, local contact data, school emergency plans, etc..
- Say 5,000 kids participate and sell 4 books each at \$10 apiece
- And 20 local businesses purchase 1/4 Ad page each
Cost to biz \$5k each = 5 pages x \$1.00 /page x 20,000 books = \$100,000

District/state Fundraiser (20k bks) + Ads

Amount schools collect in advance:	\$ 200,000
<i>(20,000 books sold x \$10.00 / book prepaid)</i>	
Ad \$ collected from businesses:	+ \$ 100,000
<i>(5 pages x \$1.00/page x 20,000 books ... \$5k each biz)</i>	
– Cost for books & customization:	- \$ <u>70,000</u>
<i>(20,000 x \$3.50 / book ... does not include freight but we discount freight to schools and youth groups)</i>	
TOTAL amount raised for schools:	\$ 230,000
<i>(Schools keep \$6.50 / book + 100% of Ad sales!)</i>	

EM purchase (1k bks) + Ads

- Now say a county EMA and LEPC bundle funds to purchase 1,000 books
 - Customize entire book cover + pages in front with local plans, evacuation routes, shelter locations, flood plain data, safety messages, etc.
- And 6 LEPC members purchase 1/2 page Ads ...
Cost to biz \$2,500 each = 3 pages x \$5.00/page x 1,000 books = \$15,000 collected from LEPC



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EM purchase (1k bks) + Ads, con't.

Total Ad **Cash** collected from LEPC: \$ 15,000

(3 pages x \$5.00/page x 1,000 books .. \$2,500 each biz)

Cost for books & customization: - \$ 3,500

*(1,000 books x \$3.50/book ... does not include freight costs
and charges vary – call for estimate)*

Total **cash** left over* for County EM: \$ 11,500

(EM can keep leftover Ad \$ to help volunteers, LEPC, etc.)

** = cash amount before freight charges deducted)*

Total “**match**” value to County: \$ 45,490

*Estimated match values = (\$14.99 retail value of book - \$3.50 cost)
x # of books + customization + freight costs
+ value of free Ads + cash from sales of Ads)*

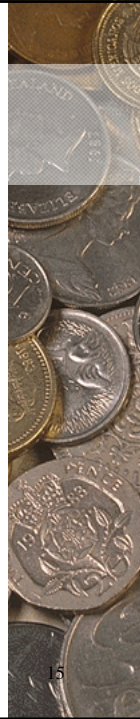


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Helps fund and educate

This unique opportunity is a great way for companies to collaborate with local First Responders, schools, and volunteers to deliver safety and preparedness information into homes while helping fund their communities!

Note: Ad/Sponsorship Program can also be used with small volume purchases and customization is done with free peel & stick labels.



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Partial Client list

GOVERNMENT AGENCIES

- Alaska Div of Homeland Security
- Canadian Coast Guard
- Delaware EMA / Citizen Corps
- District of Columbia HSEMA
- Mississippi Office of Homeland Security
- Oklahoma State Dept of Health

INDUSTRY / ORGANIZATION

- Association of Contingency Planners
- Boeing
- Boy Scouts of America
- Northrop Grumman
- Siemens
- Verizon


Visit www.itsadisaster.net to see more clients.



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SGOEM custom version

IT'S A DISASTER!
 ...and what are **YOU** gonna do about it?
 5th Edition
 A Disaster Preparedness, Prevention & Basic First Aid Manual




BE AWARE... BE PREPARED... and HAVE A PLAN!
This book may save your life!

Is your family or business really prepared for a disaster or emergency?

Look inside to see how to ...

- Protect your family and property from natural disasters
- Prepare for Chem / Bio, cyber, or nuclear threats
- Reduce the spread of infectious diseases like swine flu
- Make a Family Emergency Plan with tips for kids, elderly and special needs family members, and pets
- Assemble "Grab & Go" kits for home, car and office
- Plan for shelter, water purification, food preparation, and sanitation
- Apply basic first aid if help is not readily available
- Develop a Business Continuity Plan

... plus lots of resources and much more!


This book was prepared under a grant from FEMA's Grant Program Directorate, U.S. Department of Homeland Security. Points of view or opinions expressed in this book are those of the authors and do not necessarily represent the official position or policies of FEMA's Grant Program Directorate, U.S. Department of Homeland Security.



St Paul Island custom book w/ ads

IT'S A DISASTER!
 ...and what are **YOU** gonna do about it?
 4th Edition
 A Disaster Preparedness, Prevention and Basic First Aid Manual

This book brought to you through a cooperative effort of your friends at the St. Paul Department of Public Safety consisting of Police, Fire and Emergency Medical Services, and the Local Emergency Planning Committee




Family Emergency Planning Guide
 Components of American Sailboats



EMERGENCY Dial 911 **Non-Emergency 546-3130**

DEPARTMENT OF PUBLIC SAFETY
 Police, Fire and Emergency Medical Services

POISON CONTROL CENTER 1-800-222-1222

Saint Paul Health Center
 Medical Appointments (907) 546-8300
 Counseling (907) 546-8303

City of Saint Paul
 Motor Pool (907) 546-3181
 Public Works (907) 546-3171

IRA Tribal Government (907) 546-3200

US Coast Guard Loran Station (907) 546-2384

National Weather Service (907) 546-2215



