



“This is when the hardest work begins” American Logistics Aid Network (ALAN) Responds To Hurricane Helene

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LAKELAND, Fla. – As Western North Carolina, Florida’s Big Bend and other parts of the Southeast start to pick up the pieces after Hurricane Helene, the American Logistics Aid Network (ALAN) is working overtime to provide support – and hoping that members of the logistics community will be ready to help it answer a potentially unprecedented wave of requests for assistance.

“The images of Hurricane Helene’s flooding, debris and devastation are heartbreaking, especially when they are combined with the realization that so many people have lost their lives or remain missing – and that so many still await rescue. And there is no sugar-coating how long and difficult the path to recovery will be,” said ALAN Executive Director Kathy Fulton.

During the past week, ALAN has been sharing real-time updates about Hurricane Helene’s supply chain impacts via frequent [Situation Reports](#) and its [Supply Chain Intelligence Center](#) (<https://www.alanaid.org/resources/>) while also working behind the scenes with many non-profits that are involved in initial relief efforts. And sometime in the next week, it expects to begin fielding its first substantial amount of Hurricane Helene logistics relief requests.

“This is when the hardest work for ALAN begins – because as Helene’s flood waters begin to recede and relief organizations get in to assess the damage and determine what’s most needed, they’ll be asking us for a great deal of donated logistics assistance,” Fulton said. “With that in mind, we hope that people will visit our [Disaster Micro-Site](#) frequently in the coming weeks. That’s where we’ll be posting the open requests we receive for donated logistics assistance.”

Organizations can also make a financial donation to support ALAN’s hurricane relief efforts by going to <https://www.alanaid.org/hurricane-helene/>.

Hurricane Helene is the fourth named storm ALAN has mobilized for this year. It is also one of the most destructive hurricanes that the organization, which was formed in the aftermath of Hurricane Katrina, has addressed in its 19-year history.

“The scope and scale of the damage truly is unfathomable, even to those of us who deal with disasters on a daily basis,” Fulton said. “But thankfully so is the scope of the supply chain industry’s generosity. We’re fortunate to be part of a community that can play such a meaningful role in delivering help and hope – and we feel hugely grateful for everything they’ll be doing to help us support recovery efforts for Hurricane Helene survivors every step of the way.”

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Founded in 2005 in the wake of Hurricane Katrina, ALAN is a philanthropic, industry-wide organization that provides free logistics assistance to disaster relief organizations before, during and after catastrophic events. It does this by bringing the expertise and resources of the logistics industry together with humanitarian organizations so that help can arrive sooner, and each relief dollar can be maximized. Over the years it has coordinated compassionate supply chain services for disasters including hurricanes, wildfires, tornadoes and floods. To learn more visit www.alanaid.org.

Note: For additional information about how businesses should – and shouldn’t – respond in the aftermath of Hurricane Helene, please see ALAN’s practical Hurricane Do’s And Don’ts below.

ALAN’s Helpful Post-Hurricane Relief Do’s And Don’ts

DO make sure your employees are safe – and supported.

If any of your facilities were (or are) located in Hurricane Helene’s path, be sure to check in with your employees to ensure they are safe and sound. And if they have been affected, make helping them and their families your first priority, because even though many government and non-profits will be stepping in to provide relief, few things are more meaningful than knowing that the people we work with (and for) have our backs.

DON’T forget that we’re here for you.

Have any of your operations been disrupted by Hurricane Helene? Do you need any specific information or insights – and if so, what kind? Be sure to check out our [Supply Chain Intelligence Center](#), where you’ll find a wealth of information about everything from advisories to supply chain impacts. Or drop us a line on our [contact page](#). We’ll do our best to get you an answer or to put you in touch with someone who can.

DO let us know if you might be willing to help.

If you have warehouse space, trucks, equipment, or expertise to share, go ahead and **offer it** now. (And please know that we understand you’re making an offer, not a guaranteed commitment to provide services. It just lets us know that you’re okay with us reaching out and at least asking if you might be

able to assist.) The more advance information we have about available resources, the more quickly and effectively we'll be able to fulfill requests for assistance as they come in.

DON'T assume you can't be of help just because your operations are nowhere near the damaged areas.

Often the donated materials that urgently need to get to disaster sites may be located much farther away and require more logistics support than you might imagine. As a result, the seemingly random or remote location, service, or piece of equipment you're offering may be just the ticket.

DO check ALAN's website and [Disaster Micro-Site](#) often over the next few weeks.

We'll be updating it frequently as conditions change, including posting specific relief requests and sharing any important infrastructure updates.

DON'T host a collection drive for products.

Although the intention behind these drives is good, they **often create more challenges than they solve** – including adding more friction to a supply chain that is already under tremendous strain. At a time when transportation capacity to disaster-affected markets is so overloaded, the last thing we need to do is choke it even more.

DO consider helping in other ways instead.

If you're looking for a tangible way to engage your employees in hurricane relief, [donate to ALAN](#) or pick a humanitarian organization like **one of the many that ALAN supports** and collect money for it instead. Such donations will be much more useful and efficient, especially right now. And unlike many post-disaster product donations (which often end up in landfills), they will not go to waste.