



THE MANY FACES OF ALAN

Delivery Provides Educational Tools for Honduran Children

ALAN, Give a Kid a Backpack, and BlueGrace Logistics collaborate for timely transportation of school supplies

Rosanna Kingston, CEO and Executive Director of Give a Kid a Backpack was pleased with the quantity of donated backpacks and school supplies her organization had collected to send to Honduras. She was excited when 60 volunteers carefully filled the 700 bags and stacked them onto pallets in less than two hours. And she was thrilled that air transportation had been arranged from Homestead Air Force Base to Soto Cano Air Base in central Honduras. Rosanna just had one final hurdle – finding a fast, affordable way to get the pallets of supplies from Orlando, FL to Homestead, FL, just over four hours away.

“Timing was critical to this operation,” says Kingston. “We share a warehouse with another organization and couldn’t tie up that space. We had a military flight deadline to meet. We had a short window in which to distribute the backpacks in Honduras — between harvest and the time the students return to school in February.”

Many non-profit organizations share the same challenges as Give a Kid a Backpack. Locating a reputable carrier to haul small, infrequent shipments for short distances is difficult. The intermittent pattern and limited miles means trucking companies can’t count on steady revenues, so non-profits lack bargaining power to negotiate cost saving contracts. Even groups with available funds to cover freight costs find themselves struggling to find interested partners.



Give a Kid a Backpack contacted the American Logistics Aid Network (ALAN) for assistance. Recognizing the time sensitivity of the project, ALAN immediately shared the need with its network of logistics professionals. Tampa based third-party-logistics provider BlueGrace Logistics stepped up to the challenge. The company had previously offered support for a transportation project, so ALAN knew they had the capacity to rapidly identify options. Once an introduction was made, BlueGrace located a carrier with available space and donated the transportation for the shipment within 24 hours. “We first talked to BlueGrace on a Friday, and the backpacks were in Honduras by the next Wednesday,” says Kingston.

Bobby Harris, President and CEO of BlueGrace, sums up their reason for the partnership. “BlueGrace has been very fortunate this past year. Someone else donated these backpacks. The least we could do was to deliver them to the children in need.”

“Everything worked beautifully”, says Kingston. “In Honduras, students are required to have uniforms, shoes, and supplies or they are not allowed to attend school. These 700 kids are going to be very happy because of this great partnership.”

To learn more about ALAN and our partners, visit us online at:

- www.alanaid.org
- www.giveakidabackpack.org
- www.mybluegrace.com



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