



## **American Logistics Aid Network (ALAN) Begins Post-Hurricane Milton Response**

**“Right Now, The Ability For Logistics Professionals To Get Relief Items Stored,  
Transported, Organized And Delivered To Disaster Sites Can Be A Game-Changer.”**

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LAKELAND, Fla. – As Floridians struggle with the aftermath of Hurricane Milton, the American Logistics Aid Network (ALAN) has begun supporting relief efforts – and reminding members of the supply chain community that sharing their logistics know-how, space, equipment and services is one of the most vital ways they can be of help.

“The devastation Hurricane Milton and its many tornadoes have caused is heartbreaking. We mourn for those who have lost family members, pets and homes, and we are already working hand-in-hand with various non-profit partners to deliver help,” said Kathy Fulton, ALAN’s Executive Director.

Earlier this week, ALAN received its first request for Hurricane Milton-related logistics assistance. In the coming weeks, Fulton anticipates it could receive dozens more, just as it has since Hurricane Helene struck various parts of the Southeast two weeks ago.

“During the first 48 to 72 hours after a hurricane, most of the work on the ground is focused on search and rescue efforts,” Fulton said. “Because of this, ALAN usually doesn’t receive the first substantial wave of donated logistics requests until after that, when humanitarian organizations can get in, conduct their initial assessments and determine what’s most needed.”

“We know that can be frustrating for organizations that want to do something tangible as soon as possible. But we hope they will still be willing to provide their logistics help when the need arises, whether it’s in a few days, a few months – or even beyond that.”

ALAN encourages organizations that are interested in joining its Hurricane Milton relief efforts to visit its Disaster Micro-Site at <https://www.alanaid.org/operations/> frequently in the weeks and months ahead. That's where ALAN will post any unfilled requests it has – and where it currently features several open needs it has for Hurricane Helene and other ongoing disaster relief efforts.

Those who wish to help ALAN by making a financial contribution instead can do so by going to <https://www.alanaid.org/donate/>

“Logistics professionals may not be first responders but ensuring that relief supplies reach those in need is indeed a life-saving activity,” Fulton said. “We’re thankful to be part of a community that can play such a meaningful role under the most challenging of circumstances.”

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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](http://www.alanaid.org).

(For more post-hurricane suggestions see the ALAN’s Ten Post-Hurricane Takeaways below.)

### **ALAN’s Ten Post-Hurricane Relief Takeaways**

1. Don’t self-deploy to any of the active disaster sites. One of the best ways to be a part of the solution is to make sure you’re not part of the problem – and right now that means keeping working roadways clear for initial rescue and relief activities.
2. Expect your support to be needed sooner or later (or perhaps both). Disaster recovery is a long process that’s often measured in many months or years. So even if you don’t see an opportunity to assist with Hurricane Milton relief efforts at the moment, chances are good that ALAN and many other humanitarian organizations WILL need your help later on.
3. If any of your facilities are located in places where Hurricane Milton or its remnants hit, 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 organization's first priority. Few things are more meaningful than knowing that the people we work with (and for) have our backs.

4. Visit ALAN's [Disaster Micro-Site](#) frequently in the weeks and months ahead. It's where ALAN will post all the open requests it receives for Hurricane Milton and Hurricane Helene assistance, including many critical ones that your organization might be able to help fill.
5. Offer specifics about any logistics space, equipment or services you might be willing to donate on ALAN's pre-offer page at <https://www.alanaid.org/how-to-help/>. Having information like this on hand dramatically accelerates ALAN's ability to fill logistics requests, which is especially helpful during these early stages of disaster response.
6. Take the rest of this year's hurricane season seriously even if previous storms have left your area unscathed. Each time an area successfully dodges a severe storm, it increases the risk that local residents will discount the seriousness of future storm advisories. Please don't buy into this attitude. Always heed the warnings for your area and don't ever assume they're exaggerated. Your life and safety could depend on them.
7. Don't host a product collection drive. Although the intention behind these collection drives is good, they often create more challenges than they solve, including adding more products and transits to supply chains that are already under tremendous strain.
8. Expand your circle of disaster preparedness partners – and your supply of disaster visibility resources. For example, if you haven't done so already get to know some of the local non-profit groups and emergency management professionals in the communities where you have operations. In addition, be sure that you're registered for ALAN's free [Supply Chain Intelligence Center](#), where you can always access real-time information about various disasters and their supply chain impacts.
9. Revisit your organization's hurricane preparation efforts. If there's one thing that fast-intensifying storms like Hurricane Milton and Helene teach us it's that some disasters don't give us a lot of time to prepare. Use this time in between major storms to do a quick post-disaster assessment that will help you get better prepared for the rest of hurricane season. Then shore up your preparation efforts accordingly. A good place to start is [Ready.gov](#), which has many resources and tolls that you can share with your families and employees.

10. Consider supporting relief efforts with a financial contribution. When push comes to shove, few things are more useful to a humanitarian organization than a cash gift. Even a few spare dollars can make a positive impact, and every penny truly helps.