

STATE OF GEORGIA
COUNTY OF ROCKDALE

**A RESOLUTION AUTHORIZING THE ADOPTION AND EXECUTION OF THE
ROCKDALE COUNTY DONATION AND MANAGEMENT PLAN.**

WHEREAS, the Board of Commissioners of Rockdale County acknowledge the nationally recognized principle that monetary donations are the most efficient and effective forms of disaster assistance; and

WHEREAS, in the wake of natural disasters and emergency events, the Rockdale County Board of Commissioners accepts the spontaneous outpouring of goodwill in the form of financial assistance, services, goods and in-kind donations to help the County's responsiveness to, and the needs of, its citizens; and

WHEREAS, the Board of Commissioners of Rockdale County, Georgia, is committed to transparency and accountability of donations made to Rockdale County; and

WHEREAS, the Board of Commissioners of Rockdale County desire to establish a comprehensive, structured and coordinated framework for the management of donations.

NOW, THEREFORE, BE IT RESOLVED and authorized by the Board of Commissioners of Rockdale County, Georgia, that the Rockdale County Donations Management Plan be adopted and authorized as policy.

BE IT FURTHER RESOLVED that the Rockdale County Donations Management Plan take effect immediately.

SO RESOLVED, this 14th day of July, 2026.

Rockdale County, Georgia
Board of Commissioners

By: Jarice Van Ness
Jarice Van Ness, Chair & CEO

Attest

By: Jennifer Rutledge
Jennifer Rutledge, County Clerk

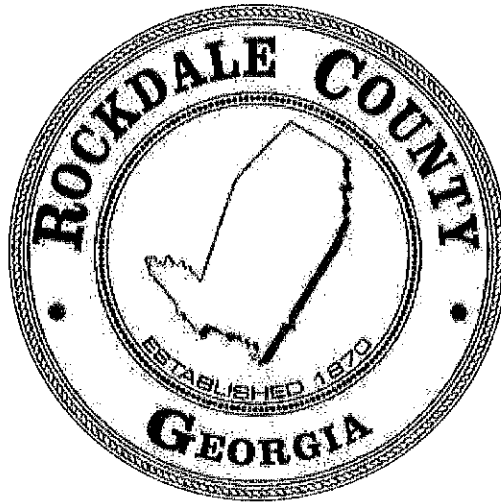
By: Tuwanya Smith
Tuwanya Smith, Commissioner Post 1

Approved as to form:

By: M. Qader A. Baig
M. Qader A. Baig, County Attorney

By: Doreen Williams
Dr. Doreen Williams, Commissioner Post 2

ROCKDALE COUNTY DONATIONS MANAGEMENT PLAN



Date Adopted: July 14, 2024

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1 Purpose

The purpose of the Rockdale County Donations Management Plan is to establish a structured, coordinated, and accountable framework for the management of monetary donations, in-kind goods, donated services, and corporate contributions before, during, and after emergency or disaster incidents. This plan is designed to:

- Prevent disruption to emergency response operations caused by unmanaged donations
- Ensure donated resources directly support verified disaster related needs
- Protect public safety, county personnel, and volunteers
- Maintain transparency, accountability and public trust
- Support equitable distribution of donated resources
- Integrate donations management into the Emergency Operations Center (EOC) operations

This plan reinforces the nationally recognized principle that monetary donations are the most efficient and effective form of disaster assistance.

2 Scope

The Scope section defines the parameters and limitations of Rockdale County's donation management operations, including the types of donations accepted, operational timeframes, and geographic applicability. It clarifies that procedures apply to county-coordinated response and recovery activities and do not extend to independent or unauthorized collection efforts outside established county oversight.

This plan applies to all donations related activities associated with emergencies and disasters impacting Rockdale County, including:

- Natural hazards
- Technological incidents
- Human caused incidents
- Public Health emergencies
- Special or planned events that generate a large amount of public donations.

Includes:

- Monetary donations
- In-Kind Donations
- Donated services and labor
- Corporate and private sector donations
- Donations received during response and recovery phases

Excluded:

- County procurement activities

- Mutual aid requests
- Volunteer management

3 Situation & Assumptions

The Situation and Assumptions section outlines the conditions under which Rockdale County may activate donation management operations, including disaster impacts that generate public interest and spontaneous contributions. It assumes that donation volume may exceed immediate operational capacity, that unsolicited goods may arrive without coordination, and that clear communication, resource tracking, and interagency coordination will be necessary to maintain order, safety, and accountability.

3.1 Situation Overview

Disasters frequently generate an immediate and overwhelming outpouring of public goodwill, resulting in large volumes of unsolicited donations. Without structured management, these donations can:

- Block transportation routes
- Overwhelm county facilities
- Create sanitation and safety hazards
- Divert staff from lifesaving and response missions
- Result in wasted or unusable supplies

Rockdale County has finite staffing, storage capacity, and logistics infrastructure, requiring deliberate coordination with nonprofit, faith based and private sector partners to manage donated resources effectively.

3.2 Planning Assumptions

- Donations will increase rapidly following media coverage or social media exposure.
- The public will attempt to self-deploy donations without direction.
- Most unsolicited donations will not match actual disaster needs.
- Monetary donations are more flexible and cost effective than goods.
- Voluntary Organizations Active in Disaster, VOAD partners will play a critical role in distribution and recovery.
- Donations management may extend weeks or months into recovery.

4 Concept of Operations

Rockdale County has established the guiding philosophy for donation management; defined activation criteria based on incident complexity and community impact and outlines operational phases from intake through distribution and demobilization. This framework ensures scalable, coordinated, and accountable processes that align with

Emergency Operations Center (EOC) structures and overall response and recovery objectives pertaining to that disaster event or incident of significance.

4.1 Donations Management Philosophy

Rockdale County has adopted the following guided emergency donation principles:

- Needs driven, not supply driven
- Cash is best
- No self-deployment
- Coordination over collection
- Transparency and accountability

Donations will only be accepted when they:

- Meet an identified need
- Can be safely stored and distributed
- Do not interfere with response operations

4.2 Activation Criteria

This plan may be activated when:

- The EOC is activated at any level.
- The volume of donations exceeds routine departmental capacity
- Directed by the EMA Director, EOC Manager, Chief Operating Officer (COO) or a designee
- Anticipated donations surge based on incident type or public interest.

Activation may be partial or full, depending on the incident

4.3 Operational Phase

Response Phase:

- Emphasis on life safety
- Minimal acceptance of goods
- Public messaging discouraging unsolicited donations

Short-Term Recovery:

- Limited acceptance of specific goods
- Increased coordination with nonprofits
- Transition to unmet needs support

Long-Term Recovery:

- Donations routed primarily through Long-term Recovery Groups
- Focus on financial assistance and rebuilding support

5 Organization & Responsibilities

Rockdale County, Rockdale County EMA, or a designee will clearly define organizational structure and assign roles and responsibilities to ensure effective oversight and coordination of donation management activities. Designated departments and personnel will be accountable for intake, documentation, warehousing, distribution, public messaging, and financial tracking to maintain operational efficiency and compliance.

5.1 Lead Agency

Rockdale County Emergency Management Agency (RCEMA) has primary responsibility for coordinating all donations management activities.

5.2 EOC Integration

Donations Management operates within Emergency Support Function (ESF) 5 (Emergency Management & Planning), 6 (Mass Care, Emergency Assistance, Housing, and Human Services) or ESF 7 (Logistics). This is based on incident needs and EOC structure.

5.3 Donations Management Coordinator (DRC)

The Donations management Coordinator is appointed by EMA and serves as the single point of coordination for all donation-related activities.

Responsibilities include:

- Establishing and managing the Donations Management Unit (DMU).
- Coordinating with VOAD and nonprofit partners.
- Approving donation acceptance criteria.
- Coordinating with ESF-15 on public messaging.
- Ensuring documentation and reporting.
- Advising EOC leadership on donations related risks.

5.4 Donations Management Unit/Team (DMU/T)

The DMU may be staffed physically or virtually and may include the following functional elements:

Intake & Screening

- Review and approve incoming donations
- Reject or redirect inappropriate donations
- Ensure safety and quality standards

Warehousing & Storage

- Coordinate temporary storage locations
- Ensure safe handling and sanitation
- Minimize long term storage

Distribution

- Allocate donations based on priority needs
- Coordinate delivery or pickup
- Track final disposition

Documentation & Reporting

- Maintain donation records
- Support financial accountability
- Provide data for AARs and audits

6 Donation Types & Procedures

Rockdale County recognizes multiple donation types, including monetary contributions, in-kind goods, and professional services, each subject to established acceptance and tracking procedures. All donation categories will be evaluated to ensure alignment with identified needs, operational feasibility, and applicable compliance standards.

6.1 Monetary Donations

Policy

Rockdale County discourages direct receipt of monetary donations unless specifically authorized by Rockdale County Board of Commissioners and subsequent procedures.

The Preferred Approach is to direct donations to:

- Established nonprofits
- VOAD organizations
- Long Term Recovery Groups (LTRGs)

Procedures:

- EMA coordinates with County Attorney and Finance
- ESF-15 (External Affairs) publishes official donation links / public posting of donation information
- Receiving organizations provide transparency reports
- Funds used to address verified unmet needs

6.2 In-Kind Donations

In-kind donations are non-cash contributions of goods or services provided to support an organization, program, or event. Instead of giving money, a donor provides tangible items (e.g., equipment, supplies, food) or professional services (e.g., training, design, consulting) that fulfill a specific operational need.

Acceptance Criteria

Donations must be:

- Requested
- New or used

- Safe and sanitary
- Logistically manageable

Examples of Acceptable Items:

- Bottled water
- Hygiene Kits/items
- Infant supplies
- Cleaning supplies
- PPE (as approved)

Examples of Unacceptable Items:

- Used Clothing (wedding Dresses, soiled clothes, destroyed or dirty clothes and shoes)
- Open food (perishable and non-perishable)
- Expired goods
- Medical supplies without approval
- Hazardous Materials

6.3 Donated Services and Corporate Support

- Services must be vetted and approved
- MOUs encouraged for:
 - Transportation
 - Warehousing
 - Equipment
 - Professional Services
 - All services documented for liability and accountability

7 Donations Intake Process

Rockdale County will establish a structured donations and intake process to screen, document, and accept contributions in alignment with identified operational needs and regulatory requirements. All incoming donations will be verified, recorded, and assessed for usability prior to distribution to ensure safety, accountability, and efficient resource management.

7.1 Designated Donation Locations

Donation sites must:

- Be outside hazard zone
- Have secure access (security needed)
- Support vehicle traffic
- Be staffed or monitored

Sites may include:

- County facilities
- Local warehouse space (if available)
- Faith-based organization's facilities

7.2 Intake Procedures

1. Verify donation aligns with approved needs
2. Inspect items for safety and condition
3. Complete Donation Intake Form
4. Assign tracking number
5. Route for storage, distribution, or redirection

8 Warehousing & Inventory Management

Rockdale County will manage warehousing and inventory operations to ensure donated goods are securely stored, properly cataloged, and readily deployable to support response and recovery efforts. Inventory controls, tracking systems, and routine audits will be utilized to maintain accuracy, prevent loss, and ensure accountability throughout the lifecycle of donated resources.

8.1 Storage Strategy

- Avoid long-term storage
- Prioritize direct delivery
- Maintain sanitation and pest control
- Separate incompatible materials

8.2 Inventory Tracking

Inventory records will include:

- Donor information

- Item description
- Quantity
- Date received
- Storage location
- Final disposition

Tracking may be conducted using:

- Spreadsheets
- WebEOC (if available)
- Paper logs (backup)

9 Distribution

Rockdale County will coordinate and oversee the equitable distribution of donated goods and services to ensure resources are allocated efficiently and in alignment with identified community needs. Distribution activities will be tracked and managed through established logistics and documentation procedures to maintain accountability and operational control.

9.1 Distribution Priorities

1. Life-safety operations
2. Shelters and mass care facilities
3. Vulnerable populations
4. Nonprofit distribution partners

10 Public Information & Messaging (ESF-15)

Rockdale County Public Relations and the Rockdale County Local PIO Group in conjunction with Rockdale County EMA will coordinate and disseminate all official messaging regarding donations, ensuring clear, accurate, and timely information is provided to the public. This includes outlining approved donation channels, identified needs, and accountability measures to maintain transparency and public trust. This will include a date and time that donations are accepted each day, as well as a date that donations will no longer be accepted.

10.1 Messaging Objectives

- Location (if applicable)
- Date & Time of Operations
- Contact Information
 - Suggested: Establish a Call Center or "Donations Hot-Line"
- Reduce unsolicited donations
- Direct public to approved channels
- Reinforce "Cash is Best" messaging
- Preventing self-deployment

10.2 Communication Methods

- Press releases
- Social media
- County website
- Joint Information Center (JIC) Coordination
- Community briefings

11 Safety, Security & Liability

Rockdale County will implement established safety, security, and liability protocols to ensure all donation activities are conducted in a controlled and compliant manner. This includes risk mitigation measures, site security coordination, volunteer safety standards, and adherence to applicable legal and insurance requirements to protect personnel, donors, and county assets.

Donation sites will have:

- Traffic control
- Safety Standards
- Security coordination

Volunteers must:

- Be Vetted / Approved by Rockdale County
- Be supervised
- Sign waivers

Hazardous or unsafe donations will be refused!!!

12 Documentation & Financial Accountability

All donation activities will be documented in accordance with county financial management policies to ensure transparency, auditability, and regulatory compliance. This includes maintaining accurate records of received goods or services, assigned valuation, distribution tracking, and reconciliation with established accounting and reporting procedures.

- All donations must be documented / recorded
- Records retained per county policy

This data is used for:

- AARs / Lesson Learned
- Future Planning
- Public transparency
- FEMA documentation (if applicable)

13 Training Plan

Annual training for EMA Staff via FEMA Independent Study site or GEMA Training

Inclusion in:

- Tabletop exercises
- Functional Exercises
- Volunteer Organizations After Disasters (VOADs) participation is encouraged

**Board of Commissioners
Agenda Item Transmittal Form
Resolution Transmittal Form**



Type of Request: Rockdale County Emergency Management Agency – Donations Management Plan - <i>Resolution</i>		County Clerk Use Only Resolution #: <i>2026-17</i>
Submission Information:	Information:	
Contact Name: Sharon Webb, Director of Emergency Management Agency Department: EMA	Summary of Request: Donations Management Plan	

Notes and Comments:

The purpose of the Rockdale County Donations Management Plan is to establish a structured, coordinated, and accountable framework for the management of monetary donations, in-kind goods, donated services, and corporate contributions before, during, and after emergency or disaster incidents.