



Shrinking time between disaster and recovery.

FOR IMMEDIATE RELEASE

SBP, formerly St. Bernard Project, commits to on-the-ground and capacity building services to flood-impacted communities in South Louisiana to shorten the time between disaster and recovery.

SBP, founded in New Orleans after Katrina, will bring a decade of rebuilding and disaster recovery experience to impacted communities in South Louisiana following unprecedented, widespread flooding.

NEW ORLEANS, LOUISIANA - AUGUST 16, 2016 - [SBP](#), the New Orleans-based national disaster resilience and recovery nonprofit, which has rebuilt homes for more than 1,150 disaster-impacted homeowners across seven states since its founding in 2006, announced today that it will open an operational office in Baton Rouge to serve the region recently devastated by historic flooding. The office will also serve as the hub through which SBP will train other rebuilding organizations to use its proven effective and replicable model, thereby increasing the efficacy of Louisiana's flood recovery. SBP will provide direct gutting and rebuilding services as well as provide technical support, capacity building and best practices to other recovery orgs. The key component of this will be the [Disaster Recovery Playbook](#), developed in partnership with Farmers Insurance.

SBPs interventions will include:

1. Distribution of contractor fraud checklists and "truth about mold" checklists to citizens and other organizations.
2. Direct gutting and mold remediation, starting this week, and eventually rebuilding services.
3. Capacity building for other community-based recovery organizations focused around SBP's Toyota Production System-influenced processes.
4. Manage a fundraising pool to directly support prompt rebuilding work in impacted communities.

The organization will send an initial group of AmeriCorps members who will assist with immediate needs such as volunteer coordination, mold remediation and case management. SBP will also blanket the area with information about contractor fraud and mold remediation - two preventative actions that can have a significant impact on the tail-end of recovery. As work progresses from relief to rebuilding, SBP will commit to partnering with community



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leaders and other rebuilding organizations to ensure that best practices are used, and that success is measured based on real impact – families returned to their rebuilt homes.

SBP is accepting donations for its work in South Louisiana at donate.sbpusa.org

Senator Mary Landrieu, a longtime supporter of SBP said, “I’m thrilled to hear SBP will play an integral role in South Louisiana’s flood recovery. They have proven their innovative model is successful not just in New Orleans but across other parts of the country impacted by disaster. Our hearts go out to those affected by recent flooding, and I am proud to know that this local organization, which I have long supported, and has grown into a national leader in disaster recovery, will be assisting the people of Louisiana by ensuring they have a prompt and predictable path forward.”

SBP has made available vital [resources](#) for impacted homeowners which include a mold remediation guide, a contractor fraud checklist and an insurance guide. Additionally, SBP is sharing its [Disaster Recovery Playbook](#) with grassroots and nonprofit groups seeking to assist with rebuilding efforts. The Playbook is an A-Z compendium which a group can follow step-by-step in order to stand up a local rebuilding organization based on SBP’s proven effective model.

SBP Co-Founder and CEO, Zack Rosenberg said, “Through our work over the past decade in New Orleans and other disaster impacted regions of the country, we’ve seen firsthand the human toll wrought by a delayed recovery. Seniors languish in their golden years. Kids’ formative years are disrupted, and parents struggle to return a sense of normalcy to their family. SBP exists to combat this by shrinking time between disaster and recovery. Our proven effective, and replicable model is designed to ensure that homeowners do not endure the unnecessary and avoidable suffering brought on by a delayed, and unpredictable recovery.”

Rosenberg added, “The people of Baton Rouge and other parts of Louisiana poured their hearts out for New Orleanians impacted by Katrina. Over the past decade SBP has taken the lessons learned, and best practices our organization developed rebuilding in New Orleans, and shared them with other communities across the country impacted by disasters. As we’ve shared our model nationally we’ve been guided by the belief that proximity does not define community, and that effective solutions must be promulgated wherever needed. Today however, it is our neighbors in South Louisiana who are in need of help. In this case, proximity *does* define community. We are all Louisianans, and SBP will do everything we can to help.”

To support SBP’s long-term rebuilding operation in South Louisiana visit: donate.sbpusa.org



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Home Owner Resources: bit.ly/SBPresources

Disaster Recovery Playbook: bit.ly/DisasterRecPlaybook

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About SBP

SBP's mission is to shrink time between disaster and recovery. Since its founding in 2006 in St. Bernard Parish, Louisiana following the devastation wrought by Hurricane Katrina, SBP has rebuilt homes for more than 1,150 families with the help of 150,000 volunteers in New Orleans; Joplin, MO; Staten Island, NY; Rockaway, NY; Monmouth and Ocean Counties, NJ; San Marcos, TX; Columbia, SC and White Sulphur Springs, WV.

SBP's model is enhanced by AmeriCorps, which provides 140 members annually to manage worksites and clients, and train the organization's volunteers nationally.

Through its Disaster Resilience and Recovery Lab (DRRL), SBP works to share lessons learned, prevent common barriers to recovery and help communities utilize SBP's standardized, repeatable and proven-effective model.

SBP shrinks time between disaster and recovery via five interventions:

- 1) **Build** innovatively, driving efficiency
- 2) **Share** SBP's proven effective model with other organizations to increase efficacy across the disaster rebuilding sector
- 3) **Train** home and business owners in resilience and risk mitigation prior to disaster
- 4) **Advise** local and state government officials so they can deploy federal dollars sooner, and in a way that empowers an efficient recovery
- 5) **Advocate** so that what is measured is what matters – a complete recovery

To learn more, visit www.SBPUSA.org and like/follow on Facebook & Twitter @SBPUSA

Media Contact:

Evan Achiron

eachiron@sbpusa.org

646-856-9287