



News Release

[STATE SOCIETY/CPA FIRM NAME] TO OFFER FINANCIAL PLANNING TO PEOPLE BEFORE A DISASTER STRIKES

COMPREHENSIVE GUIDE OFFERED TO HELP MINIMIZE FINANCIAL LOSS BY PREPARING FOR FUTURE DISASTERS

(CITY), (STATE), (MONTH) (DATE), 2005 – [STATE SOCIETY/CPA FIRM NAME], in conjunction with the [CITY] chapter of the American Red Cross, will be offering financial planning assistance to people preparing for the possibility of a disaster in the area. Assistance will be provided based on steps contained in a publication developed by the American Institute of Certified Public Accountants (AICPA), the AICPA Foundation, the National Endowment for Financial Education (NEFE) and the American Red Cross to help people prepare for the possibilities of a natural or man-made disaster. *Disasters and Financial Planning: A Guide for Preparedness* will be offered free of charge by the [CITY] chapter of the American Red Cross as a public service to people interested in preparing for the possibility of a disaster.

"We're extremely pleased to have [STATE SOCIETY/CPA FIRM NAME] involved in this program to assist families prepare for a disaster," said [LOCAL RED CROSS CHAPTER OFFICIAL]. "In addition, families now have a very valuable tool that American Red Cross volunteers and employees can use in their local community outreach to avoid a financial crisis if they ever experience a disaster. CPAs can play a central role in the process by providing much needed financial planning advice so that families can be prepared."

The colorful, 38-page *Disasters and Financial Planning: A Guide for Preparedness* addresses several pertinent topics:

- Making A Disaster Plan: To prepare yourself to best handle a disaster, you need a family disaster plan—one that the entire family understands.
- Protecting Your Property: Think about ways you can avoid or reduce property damage if a disaster were to strike.
- Protecting Your Income: When preparing for the possibility of a disaster, you need to consider how it may affect your job.
- Protecting Your Health and Life: If you or a family member is injured in a disaster, coverage such as medical insurance, disability policies and long-term care could quickly become your most important assets.
- Protecting Your Records: Two ways to protect your records and other irreplaceable items from disaster is to store them in a safe deposit box or in a home safe.
- Protecting Your Loved Ones: Imagine that you could take only one suitcase or pack a single carload in the event of a disaster. What would you take, how would you leave your home, where would you rejoin your family, and who would you call if you became separated?

"It is so important to plan for the possibility of a disaster and not wait until it happens," said [STATE SOCIETY/CPA FIRM NAME SPOKESPERSON]. "Taking measures to avoid or prepare for a disaster in advance, called mitigation in technical terms, reduces the likelihood of injury, loss of life and property damage far more than anything you can do after a disaster strikes. We look forward to advising

local families when preparing for disaster. In addition, this comprehensive and free guide was prepared to bring order to the process and put everything in one place. It gives people a roadmap so that they can sit back, take stock and make decisions as to how they should proceed.”

For people who are planning for the possibility of a disaster, getting the right kind of advice and guidance is even more critical. This guide outlines the steps people can take to prepare for a disaster by offering proactive steps in the event of disaster and minimize the risk of loss.

The guide will expand on a previous publication issued by NEFE, the AICPA and the American Red Cross. *Disaster Recovery: A Guide to Financial Issues* was issued by in 2003.

For more information about *Disasters and Financial Planning: A Guide for Preparedness* or to request a copy of the guide, please visit www.redcross.org, or contact [STATE SOCIETY/CPA FIRM NAME] or the [CITY] chapter of the American Red Cross.

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