

## **Donations Management as a Response to Disaster Event:**

### **A Case Experience of the Kaohsiung 12/3/06 Vehicle Crash**

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#### **Abstract**

After a disaster event, it is crucial to use social resources effectively and efficiently to help the victims. Donations management encompasses accepting, categorizing, and distributing goods and money for the benefit of victims as a series of recovery operations. On December 3, 2006, a vehicle crash occurred in the Tainan area in which 21 people died and 24 were wounded. In response to this crisis, the government immediately initiated the emergency system and invited many professionals from various disciplines into the disaster response team. After the mass media repeatedly reported news of the crash, many people contacted government officials to offer to help through monetary donations. As members of the executive committee responding to the vehicle crash event under the Public Welfare Fundraising Regulations 2006, the authors proposed this paper to review the “Life Turning Hotline” project that supports one-stop functionality for donations, and to reflect on their experience managing cash donations and distribution. According to the 11,537 records, 36,750,000 N.T. dollars were collected during the half-month period, and more than 5,000 human labor hours from volunteers were required to help administer the cash donations. The paper also presents suggestions for the practice and policy of cash donations management as a response to a disaster event.

**Keyword:** Donations Management, Disasters, Needs assessment