

**UNITED WAY CONSUMER INVESTMENT STRATEGY FOR
PERSONS WHO ARE DISASTER VICTIMS**

Definition of consumer population:

The consumer group consists of persons of all ages who are victims of disaster.

Desired outcomes as a result of investing in services for this population:

- Consumers will be removed from immediate harm and receive short-term basic relief and recovery following a disaster incident.
- Consumers will receive information about disaster prevention and preparedness.

United Way's Victim's of Disaster Investment Strategies:

- A) Short-term basic relief and recovery from a disaster
- B) Community-wide education efforts that focus on consumer disaster prevention and preparedness