

Integral Disaster Response Launched – Cyclone Phailin, East India

Immediate Release



6th November 2013

Integral Alliance has launched a joint Disaster Response for the impact of Cyclone Phailin, which struck the coastal district of Odisha and Andhra Pradesh in East India on 12th October.¹

Jan Eyre, Integral's Programmes and Disaster Management Coordinator says, "An Integral Disaster alert was raised for Cyclone Phailin just after impact, and currently six Integral Members are responding to support their common partner EFICOR. While countless lives were saved through timely evacuation of nearly 1 million people, hundreds of thousands of homes have been devastated, livelihoods ruined and crops destroyed. The key feature of this Integral response is that Integral Members are liaising with EFICOR through one agency (Tearfund UK) for this disaster, so making things much simpler on the ground for their shared partner organisation, and allowing them to concentrate fully on the essential task of bringing urgent assistance where it is most needed, often in adverse conditions."

Tearfund (UK), World Relief Canada, World Relief (US), World Renew (USA and Canada), Tear (Australia) and SEL (France) have all given money to support EFICOR's relief efforts. So far 2158 families have received relief kits, and distribution for a further 683 families is currently in progress in the affected villages of Ganjam district, where many people have lost not only their homes but also their livelihoods.

Prince David, India Country Representative for Tearfund (UK), has been helping on the ground with distribution of EFICOR's relief kits. He says, "The conference call that Integral convened immediately after Cyclone Phailin was immensely helpful in several ways. Firstly, partners, and we on the ground, had an assurance of a global family of praying people. Secondly, it was useful to know what each organisation was thinking in terms of their financial commitments - knowing the approximate available resources fairly early in an emergency situation enabled us to plan well. A couple of Members released funds that were already with their local partner in India, and this had a positive impact on speed of delivery which is essential in any humanitarian emergency. Thirdly, a key benefit of coordination was an agreement to receive a single proposal and finally a single report for all partners."

[Click here](#) for the latest news about Cyclone Phailin

[Click here](#) for the latest news from EFICOR

All Integral Members sign up to the [Red Cross Code of Conduct](#) and [Sphere Standards](#), and Integral has developed an agreed [Quality Standards Statement](#) amongst its 19 Members.

Integral's website: www.integralalliance.org

¹ A total of 18 districts and 13.2 million people were affected. Early warning systems and years of community disaster preparedness activities meant that thousands of lives were saved, as communities evacuated in time. However thousands of homes, schools and livelihoods have been demolished, and more than 300,000 hectares of land, along with crop-ready harvests, have been destroyed. Continued torrential rains have caused further devastation, cut off communities and hampered relief efforts.

MORE INFORMATION ABOUT INTEGRAL

Integral has 19 Members who work in over 85 countries and currently fund over 1100 projects in more than 30 sectors. Our Members have a combined income of over \$675m USDs and are:

[Baptist World Aid Australia](#) – **Australia**

[CEDAR Fund](#) - **Hong Kong**

[Food for the Hungry](#) – **USA**

[Integra](#) - **Slovakia**

[MAP International](#) - **USA**

[Medair](#) – **Switzerland**

[Missions Alliance](#) - **Norway**

[Mission East](#) - **Denmark**

[SEL France](#) - **France**

[TEAR Australia](#) – **Australia**

[Tear-](#) **Netherlands**

[Tearfund](#) - **Belgium**

[TEAR Fund](#) - **New Zealand**

[Tear Fund](#) - **Switzerland**

[Tearfund](#) – **UK**

[World Concern](#) - **USA**

[World Relief](#) **Canada** - **Canada**

[World Relief](#) – **USA**

[World Renew](#) - **Canada & USA**

The Integral Disaster Relief Process:

Integral Members have developed a collaborative strategy for responding to disasters as Integral, with the Disaster Response Process co-ordinating the emergency activities of its Members. The aim of the Integral DR process is to combine resources to ensure that as many people as possible are reached with the assistance they need.

In disaster situations Integral Members have previously collaborated in:

2013: Cyclone Mahasen (Bangladesh), North India Flooding (Utterakhand), Syrian Crisis, and Tropical Cyclone Phailin (East India)

2012: South Sudan, Philippines Flooding

2011: Cote d'Ivoire, Libya, North Korea, South Sudan, Japan earthquake, Middle East, East Africa food crisis

2010: Haiti earthquake, Sahel food crisis, Indonesia earthquake, Guatemala Hurricane, Pakistan floods

2009: Sri Lanka (internally displaced people), Pakistan floods, Asian disasters

2008: Kenya Unrest, China Earthquake, Myanmar Cyclone, Democratic Republic of Congo, East Africa Food Crisis, India floods

2007: Bangladesh Floods, Zimbabwe Humanitarian Crisis

2006: Indonesia Earthquake

2004: Indonesia Tsunami, Sri Lanka Tsunami

Integral Vision:

- Integral's vision is a world without poverty.
- Our mission is to work in collaboration as national relief and development agencies committed to maximising the holistic impact of our Christian response to the poor worldwide. Integral's main focus is on working together

when disasters happen, and to find opportunities for our Members to collaborate and so maximise our resources and impact following a disaster.

On Integral Collaboration:

- Integral's goal is for all its Members to become more effective and efficient in their work and to see greater impact and reach as a result of working collaboratively. This means making sure that Integral Members share information and play complementary roles with the resources they have available when an emergency happens. The Integral Secretariat plays a co-ordinating role to facilitate better communication between all Members in disaster situations with the aim of increasing support and avoiding duplication.
- Integral is committed to working with the Micah Network and the World Evangelical Alliance to ensure that excellence is championed and collaboration encouraged within our wider constituencies.

Integral Contacts:

Fiona Boshoff, Director of Integral
f.boshoff@integralalliance.org

Jan Eyre, Programme and Disaster Management Coordinator
j.eyre@integralalliance.org

Sarah Larkin, Communication and Marketing Coordinator
s.larkin@integralalliance.org