

Accelerating Humanitarian Relief in Haiti and Around the World 2010 Annual Report



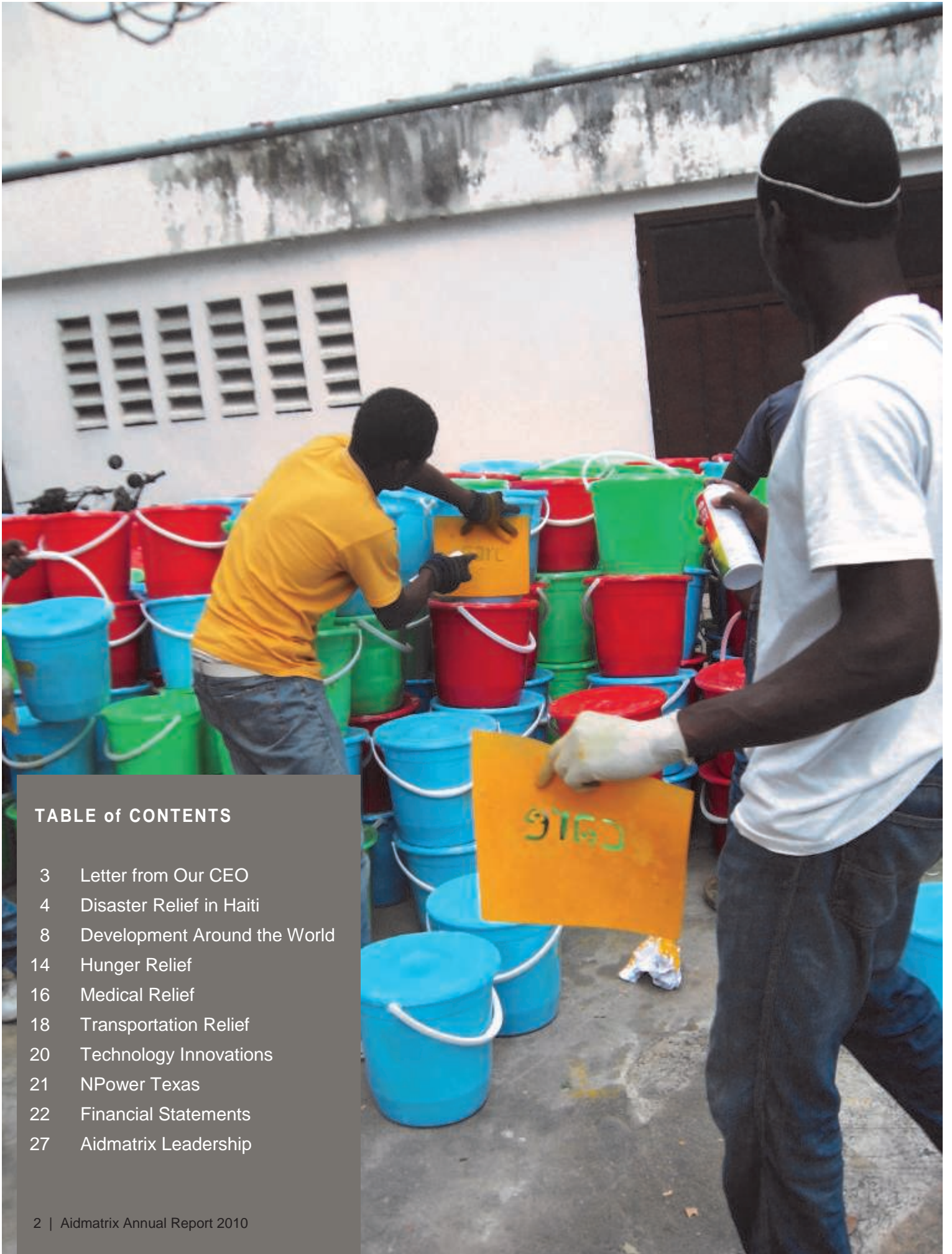


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LETTER FROM OUR CEO

We started 2010 like many other nonprofits: We were humbled by the events in Haiti and immediately moved into action. Within eight days our team was on the ground in Port Au Prince, Haiti, as first-responders working side-by-side with our partners to set up physical warehouses and deploy our online warehouse systems to get them up and running. Other members of our team were deployed to Washington D.C. to support USAID. The stories of this time will forever inspire us to continue our work as we witnessed the Haitian relief workers coming to work despite the uncertainty of their own situations. Often, we might appear as the “technology people” that you would expect to stay safely behind-the-scenes, but we take pride in standing beside our partners to help fulfill their mission in whatever is needed. The community of relief organizations that came together to help was amazing: from our AirLink partners who used our systems and staff to arrange flights in-and-out of Haiti for cargo and aid workers; to our partner CARE for whom we launched the warehouse offline mode while in the field so that they could continue to run their operations despite the intermittent Internet access; to our partners at USAID who used our systems to manage the influx of in-kind donations from the public sector and the on-the-ground needs of NGOs. We also helped several other NGOs that had not heard of us before they saw us working in streets of Haiti and we helped them work through processes trying to organize the volume of activity going on as quickly as possible in order to better serve the victims of the earthquake.

The year continued and we travelled back to Haiti to continue supporting our partners as they moved through the different phases of disaster relief. Our systems helped move medical supplies in as the second disaster of cholera broke out. We continue our work today with water purification systems, food, medicine and more — all able to connect with the needs of NGOs and the people they serve in Haiti because of our systems. This report will show more specifics of the programs we run.

In addition to our disaster relief work in Haiti, we made great strides in our worldwide Hunger and Medical Relief programs that supported a much greater number of people this past year due to the global economic crisis. This daily work often does not make the headlines, but is equally critical to the survival of neighbors in our own towns and across the world. We introduced mobile access for our applications to give field workers more ways to be successful. We also introduced a Transportation-for-Relief program helping NGOs get discounted and donated transportation services so their tightened budgets can go even further. And we were again humbled and honored by the continued support made by our partners as we work to accelerate the flow of humanitarian relief around the world.



On the cover: Aidmatrix COO, Keith Thode, with CARE team-member Patricia, working off a car-powered laptop in Haiti as they use Aidmatrix' Online Warehouse module to manage the CARE relief warehouse. Photos Page 2: CARE team-members at work at the warehouse.

Photos Page 3: Graffiti in Port-Au-Prince days after the 2010 earthquake.

Haiti Disaster Relief

Sourcing & Fulfillment

Within days of the earthquake, Aidmatrix was on the ground in Port-Au-Prince as first responders helping our partners set up relief warehouses, we were deployed to Washington, D.C. assisting the U.S. government with managing the in-kind donations and we were helping launch the brand new AirLink program by ISTAT to assist with transportation of relief. That work continued throughout 2010 as the phases of needs evolved within Haiti. Here are some highlights of our work done in Haiti:



CARE Haiti Helps Move Urgent Aid to the Earthquake Victims

CARE had a facility in Haiti prior to the earthquake. It was staffed by many local Haitians. When the earthquake struck, their facility was severely damaged and their staff was severely traumatized. Regardless, the CARE team set aside their own personal concerns and came to work ready to begin helping the public. So the first challenges were getting into the country, as access to the country was extremely limited due to damaged ports and airports. Once we were there, CARE needed to secure space for a warehouse. We helped with the logistics of that work as well as getting the new systems ready to run the warehouse offline.

Aidmatrix had just launched an offline version of our warehouse management software which we pre-loaded onto a laptop, put in our backpack, and brought straight to the CARE headquarters when we arrived. The warehouse facility was in a separate location from the headquarters. CARE established some cell phone and Internet connectivity that was intermittent at the headquarters, but the warehouse had no access to the Internet. We entered data for the warehouse on our local offline copy and had a team of staff and volunteers around the world entering data for the warehouse all day long. Not only did we need to get the inventory entered as it was coming in, but we also got the specific needs



itemized and posted so those needs could be published to other portals where efforts to collect in-kind donations were being made. When our team returned to the headquarters at night we used the offline mode to synchronize all the transactions that had been done during the day.

It goes without saying that the team worked nearly around the clock, sleeping in tents because the buildings were too unstable. Security was an issue for everyone, despite being in a fortified compound, as people were desperate and attempted theft was part of the equation. And then we repeated the process for the following days.

The new offline version of the warehouse software worked well to leverage what resources we did have to make the process as efficient as possible. It was designed with disasters in mind, where it is optimized to work well over low or Intermittent bandwidth sending just the critical data back and forth. So despite the challenges, the performance of the new offline warehouse software held true. The warehouse began receiving shipments and disbursing them to those in need within days of the earthquake.

We returned to CARE Haiti a few weeks later on a flight donated by our partners at AirLink who were able to get clearance to fly a plane into the Haiti loaded with relief supplies and workers. We resumed our onsite work with the CARE team and continued to help them run the relief warehouse, mostly just to provide additional manpower to a hardworking, but fatigued team. Our experience in helping with this first response gave us tremendous insight into the challenges our partners face in the field and how we can better optimize our solutions to these unique needs.

CARE Haiti continues their work in sourcing and fulfilling products for the people they serve. We continue to support them in their efforts and returned again a mid-year to help train new staff and assist wherever we could. Following that visit, the cholera outbreak had begun and the relief took on additional aspects specific to this health threat. We continued to work with our partners to deliver water purification systems and more to help in the ongoing recovery efforts for the survivors in Haiti.

The need for food, shelter and medicine continues in Haiti and CARE continues to deliver for the victims. Their work is awe-inspiring and we are grateful to them for their trust in us during a high-risk time to introduce new technology and trust that we would be there to see it through and make it work—no matter what. Because at Aidmatrix, we are not here to sell software and make a profit; we are mission-driven and we exist in order to see the distribution of humanitarian relief increased and made more efficient so that more people can be served. Our partners understand that key difference. That is why we make ourselves available to stand side-by-side with our partners not just during implementations, but throughout the course of our partnership.



Photos Page 4: The CARE Haiti warehouse prepping supplies for distribution to the survivors of the January 2010 earthquake; Photos Page 5: CARE team members in Haiti at the warehouse doing set up and training on the Aidmatrix warehouse software.

Haiti Disaster Relief Gifts-In-Kind Donations Management



USAID Sets Up Website to Connect NGOs with Business Community

Days after the earthquake another Aidmatrix team was deployed to Washington, D.C. For nearly two weeks we worked nonstop with our partners at USAID to establish an online portal where the general public could make offers of in-kind donations while also seeing needs from those relief agencies working in Haiti. Within 24 hours, Aidmatrix launched the USAID Donations Management portal to support this effort. We worked hand-in-hand with USAID to develop the processes and technology to make the influx of incoming donations usable and manageable.

Some of our other emergency management partners from across the U.S. joined us in D.C. to lend their expertise to the effort. This team had worked closely with us on the National Donations Management Network which helps manage unsolicited in-kind donations within the U.S. during times of disaster. Under USAID's leadership, the team leveraged best practices, developed a team to work with the private sector and another team to work with NGOs to verify the work being done in Haiti. 200+ NGOs were part of the portal receiving donations from across the U.S.

Aidmatrix provided enterprise-level reporting to USAID. We worked with the U.S. Commerce team who reviewed the offers to ensure they were donations. We also supported the private sector office with sensitive offers and the legal office to provide transparency into how the offers were being handled. In total, more than \$50 million of offers were processed through the system.

"The whole thing was miraculous," said Susan Talbot, Gift-In-Kind manager for World Concern. "It's a service that is desperately needed. I logged in every day to see what was available. Our organization received a variety of valuable donated products from USAID's Aidmatrix Donations Management portal." World Concern estimates they received \$31,441 in value of donated goods and services. It allowed a more substantial response - in a time of critical need.



Haiti Disaster Relief Transportation Donations Management

ISTAT's AirLink Program Partners with Aidmatrix to Coordinate Air Transportation for Haitian Earthquake Relief and More

The ISTAT Foundation (International Society of Transport Aircraft Trading) launched their AirLink transportation portal just days after the earthquake hit. Their immediate priority became helping facilitate the delivery of humanitarian aid for the Haitian earthquake in addition to ongoing humanitarian efforts. ISTAT's AirLink program uses the Aidmatrix's technology to connect airline capacity to humanitarian need. They connected the 2,000+ membership of air trade professionals with the hundreds of NGOs currently posting transportation needs on the Aidmatrix Network through the USAID portal.

ISTAT is using Aidmatrix's SCM Transportation Donations Management and Needs Management modules to achieve their goals. The technology and services provided by Aidmatrix enable ISTAT to focus their efforts on securing more donated and discounted transportation offers from their membership while Aidmatrix manages the administration behind the scenes. Much work was done to connect donated capacity on flights into Haiti with NGO staff and supplies. More than 30 groups were set up on the AirLink Haiti Relief portal. 21 transportation offers were accepted, 9 of which came through the USAID portal as a further example of the power the network can provide.



Photos Page 6: USAID shipments at the airport in Port-Au-Prince; Photos Page 7: Aidmatrix' Michael Ross landing in Haiti



Development and Disaster Relief Around the World



National Disaster Management Authority, India and CSO Partners

The Corporate Disaster Resource Network (CDRN) has achieved key milestones in 2010, since its inception in 2009. CDRN has been working in partnership with the private sector, serving the requirements of humanitarian operations. The system is now a strong network of 4,600 registered users comprising of product suppliers, donors and NGOs.

In 2010, we witnessed *Leh Flash floods* (Northern India); *Punjab floods* (Northern India); and *Cyclone Laila* (South-Eastern India). Corporations and voluntary organizations like Britannia, Dharampal Satyapal Group, Jubilant Bhartia Foundation, Kewalramani Foundation, Mount Kailash, Kingfisher, Cargill, Medentech, Safexpress, Pragma, Save the Children, Leh Nutrition project, J & K Government and Linshed Foundation offered timely relief support and donations using CDRN as a national link. More than 2500 families were benefitted by the relief support and donations with a valuation of more than \$85,000 USD.

The plan is to further enhance the visibility of CDRN, as a leading supply chain solution for emergency and disaster management in India.



Children International

Children International is a nonprofit humanitarian organization dedicated to bettering the lives of impoverished children, their families and communities. Aidmatrix' programs help automate the donations that they distribute to their supported agencies worldwide. Children International CEO and President Jim Cook stated, "We are committed to operating Children International's Gifts-in-Kind program as effectively and efficiently as possible. Using Aidmatrix is enhancing our ability to reach out to children and families in dire need of the support from our generous corporate donors."

In 2010, Children International completed their first full fiscal year using the Aidmatrix In-Kind Donations Management Module to manage their international Product Donations Program. Children International supplies their country offices and partners with products that were donated through their warehouse in the U.S. They provide products such as educational supplies, textbooks, clothing, and medications for the children they support around the world. The Product Donations Program shipped more than \$65 Million USD worth of products to their programs in 11 different countries. They also performed their first and second international product needs collection through the Aidmatrix Needs Module. They collected more than 1,000 needs during the 2010 exercise performed in January, 2010 and also more than 1,000 needs during their 2011 exercise performed in December, 2010. This needs-collection exercise helps them gain valuable information to better serve their country offices and program sites.

Photos Pages 8 and 9: The Corporate Disaster Resource Network (CDRN) program at work across India in delivering disaster relief to those in need.



Development and Disaster Relief Around the World



CARE

Our European Director, Shari Temple, travelled to Zimbabwe to continue our work with CARE at their in-country warehouse. The Zimbabwe team was an early participant in a program with CARE to enhance their overall efficiency and visibility of their operations worldwide. We set up the Online Warehouse module and conducted on-site training for the team. At the end of the 2 weeks, the logistics supervisor, Juliet, said, "Aidmatrix is really going to help us move to the next level of performance in our warehouse." CARE continues to expand their rollout to take their local supply warehouses around the world and put them online with the ultimate goal of connecting information in real-time across the organization.



CARE works in 87 countries around the world, supporting 905 poverty-fighting projects to reach more than 82 million people more than half of whom are women.



NATO EADRCC

The Euro-Atlantic Disaster Response Coordination Centre (EADRCC) coordinates NATO's regional relief efforts amongst the members and partner countries in the event of natural or technological disasters. All activities of the EADRCC are in close cooperation with the United Nations Office for the Coordination of Humanitarian Affairs (UN-OCHA). In 2010, there were eleven requests for disaster aid and EADRCC deployed the Aidmatrix Network™ to handle eight of them. The outstanding three, Pakistan, Haiti and Israel, were subsequently added to the system at the request of the Centre and are now able to post needs and receive aid. In addition to training the staff at EADRCC in Brussels, the Aidmatrix team helped to tailor training materials for their individual alliance members. Aidmatrix software is used as part of the disaster simulation trainings which the Centre regularly conducts.



Helping Spread the Word About Humanitarian Relief & Technology Advances

Aidmatrix is invited to speak at leading disaster relief and community resiliency events around the world. A detailed account of these is available in our blog at www.aidmatrix.org

Asia-Oceania Disaster Resiliency

Aidmatrix CEO and President Governor Scott McCallum, during his visit to Singapore, spoke on community resilience at the 2010 Asia-Oceania Resilience Conference held by IAEM (International Association of Emergency Managers) Asia, which brought together for the first time in Asia professionals from 29 countries to participate in discussion about products and services that support all aspects of corporate and community resilience.



Making a Difference Beyond the Bottom Line

Aidmatrix Foundation Managing Director EMEA, Shari Temple, addressed the first women's leadership breakfast at SAP SAPHIRE NOW on May 18th in Frankfurt am Main, Germany. The invitation-only event was attended by cross-industry female corporate and public sector executives as well as industry bloggers, analysts, academics and reporters. Ms. Temple was introduced by Angelique de Vries, Managing Director of SAP Netherlands. The event was organized by SAP Director of Corporate Social Responsibility Gabriele Hartmann. Participants virtually and attending Saphire NOW numbered about 50,000.



Ms. Temple's remarks were especially relevant in the context of the keynote speakers, Nobel Prize winner Al Gore and Sir Richard Branson, British entrepreneur, founder of Virgin Airline and associated enterprises. Mr. Gore remarked, "we tend to confuse the unprecedented with the impossible" and praised business leaders who are taking up the challenge of sustainability. Sir Richard noted that businesses should be engaged in talking about social problems and that they have contacts and financial resources to make a difference in "areas where there is a crying out need...areas where we see it can be done better."

By sharing her own story and the Aidmatrix mission, Shari Temple demonstrated how women can get involved in their personal and professional capacities to change our world for the better, and that the impact of technology applied to humanitarian initiatives can make a difference beyond what we once thought possible.

Photos Page 10: The CARE Zimbabwe team and supply warehouse facility taken during our 2010 visit; Photos Page 11: Scott McCallum at the IAEM conference; Shari Temple at SAP SAPHIRE NOW

Disaster Relief in the USA



National Donations Management Network (NDMN) — Federal Emergency Management Agency (FEMA)

This program connects the U.S. Federal Emergency Management Agency with more than 47 U.S. State, territory and city governments and with members of Voluntary Organizations Active in Disaster (VOAD) to create a network for immediate response in the event of a disaster. These parties are able to share information and donations online in real-time, using supply chain management, volunteer management and fundraising technologies. In 2010, Hawaii, Tennessee, South Dakota, and Washington joined the NDMN program. There are now more than 900 nonprofit users trained and ready to use the NDMN in the event of a major U.S. disaster.

2010 U.S. Disaster Response Events

The NDMN program was used in several natural disasters in 2010 including: Rhode Island, Tennessee, and Mississippi. Since the program's inception, more than 70,000 financial referrals were made, \$4 million+ in offers were accepted by 59 different nonprofits. 734 donation offers were declined, thus reducing the secondary disaster of unneeded goods arriving at a disaster site.

Rhode Island Flooding — Aidmatrix deployed two people on Easter weekend and work started several days in advance to support EOC operations. Activity included support of State Donations Managers and interaction with VOAD community.

Nashville, Tennessee, Flooding — the State portal was used for the first time during the event. Activity included, FEMA VALS and donations specialists being on-site to assist the Tennessee emergency management in getting the portal operational, organizations identified to participate and users trained. Additionally, a multi-agency warehouse was used for donated goods. Adventist Community Services (ACS) managed the warehouse using the Online Warehouse module.

Yazoo City, Mississippi, EF4 Tornado — the State portal was used and the interesting aspect of this operation was that the Mississippi emergency managers were occupied with other aspects of the disaster work so Volunteer Florida acted as administrator for the portal. They accomplished this work remotely from Florida. This is an example of how the States

work together to support one another during emergencies. The technology enables them to do this easily and even remotely, if needed.

2010 Disaster Preparedness Training & Exercises

In addition to disaster response, Aidmatrix focuses heavily on disaster preparedness. Our philosophy is to practice regularly so that response is easier in an actual disaster. To this end, we conducted 32 State and VOAD trainings and three FEMA State Volunteer and Donations Management trainings.

In addition, FEMA conducted 12 regional exercises in which we helped support them with training on the NDMN for the 10 FEMA regions, Caribbean area and National VOAD members. These hands-on exercises focused on processing in-kind donations. Coordination was led by FEMA's Donations Management Specialist, Larry Buckner, in conjunction with regional VALS, State Donations Managers and Aidmatrix. It also engaged private sector partners including ALAN, BENS and Northcom. The exercises involved interns from the University of North Texas and Northwestern University (Chicago) to support preparations and exercises. Surveys and ongoing follow-up meetings with FEMA and Aidmatrix reviewed and improved processes.

These trainings help ensure all the users of the NDMN are prepared to use the system in the event of a disaster to handle unaffiliated, in-kind donations. Dick Balnicky, the Regional VAL for FEMA Region X, agreed that the training sessions are an important step in preparedness: "I can say unequivocally, that the States of the Pacific North West are now better prepared to meet the needs of future disaster survivors through a more efficient utilization of goods and services."

2010 Awards

The American Logistics Aid Network (ALAN) and Adventist Community Services (ACS) both received awards at the 18th Annual National VOAD Conference. ALAN was named the National VOAD Partner of the Year, while the Alaska ACS DR Team received The President's Volunteer Service Award for their work following the 2009 spring flooding in Alaska. Both of these groups use the NDMN program to facilitate relief during disasters.

Disaster Relief in the USA



American Logistics Aid Network (ALAN)

2010 was another year of significant expansion with our partner, the American Logistics Aid Network (ALAN). Aidmatrix was a founding supporter of ALAN, providing our technology, strategic assistance and even working their booth at their first conference. In turn, ALAN continues to provide Aidmatrix and our other partners with strategic advice and logistics support that is so desperately needed to raise the capacity of the relief sector.

This year saw ALAN expand its mission with President Jock Menzies serving on the ground in Leogane, Haiti. ALAN

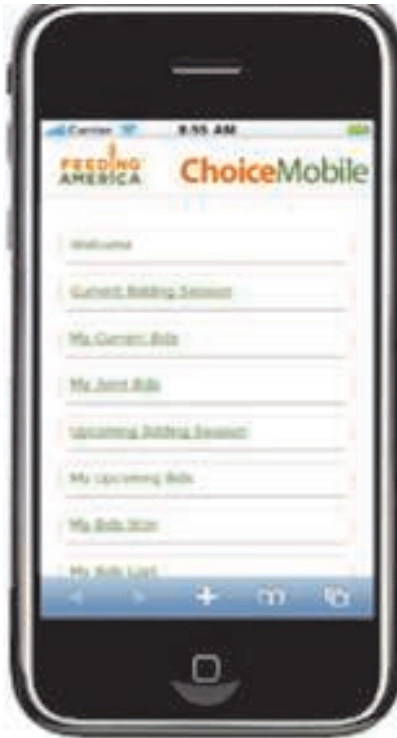
members leveraged Aidmatrix to coordinate donated products and logistics capacity in response to the tragedy in Haiti as well as responding to several smaller U.S. disasters. We were able to connect ALAN's Aidmatrix Donations Management technology to similar Aidmatrix portals used by USAID, CARE and several new U.S. States and territories, fueling new partnerships between ALAN's 8,000+ members and Aidmatrix Network relief agencies on the ground. ALAN's leadership continues to advance the cause of private-sector supply chain capacities engaged in disaster relief. As we enter 2011, additional joint ALAN/Aidmatrix projects are underway to further this most important mission.



Photos Page 13: The National Donations Management Network used for unsolicited in-kind donations from unaffiliated donors during disasters in the U.S.

Hunger Relief

Online Ordering, Online Auction, In-Kind Donations Management



Aidmatrix partners with leading hunger-relief agencies in order to facilitate the delivery of food as part of our mission to empower more humanitarian relief. Here are a few examples of our work in this area in 2010:

Feeding America

Feeding America, formerly known as America's Second Harvest, is the leading hunger-relief charity in the U.S. Feeding America is a long-time partner with Aidmatrix and together we have developed such programs as AgencyExpress for local agencies and soup kitchens to order food from their local foodbank online; to DonorExpress which enables corporate donors to make their surplus inventories available to the foodbanking network; to Choice and ChoiceMobile which is an online auction for foodbanks across the US to bid on and exchange food items. The program as a whole involves 34 foodbanks and in 2010, more than 230 million pounds of food was processed over the system. 2010 also debuted several new enhancements to these programs, including a mobile version of the application.

Liz Landa, Agency Relations Manager at Feeding America San Diego comments about AgencyExpress: "AgencyExpress 3 has been a huge help to Feeding America San Diego agencies. The agencies absolutely love that they can order online and that the inventory list is updated throughout the day. As the food bank, we absolutely enjoy the Survey Management. Agencies can submit their reports and view their results anytime. AgencyExpress 3 is an amazing tool and I promote it where ever I can. Thank you Aidmatrix!"

Food Lifeline, a hunger relief organization efficiently serving the Western Washington area, is using AgencyExpress™ to improve upon their hunger-relief efforts. Danielle Bock, Director of Operations at Food Lifeline, comments on the recent update to AgencyExpress: "I have just finished verifying the gross weight on a sample of posted orders. I checked the amounts on AE3 against the gross weight in Ceres NAV, and they all matched! Thank you to everyone who had a hand in this improvement. Our agencies will appreciate your work."

Photos Page 14: ChoiceMobile® - the mobile-enabled version of the Choice online auction tool was developed for Feeding America through their sponsorship in 2010. Image courtesy of Feeding America.

Hunger Relief Online Warehouse Management

FareShare

FareShare, a UK-based nonprofit, is a community food network that contributed towards more than 7.4 million meals delivered in 2008/2009. In 2009, FareShare started a program to improve the efficiencies of their supply chain. Accenture's Corporate Social Responsibility group provided resources from their supply chain consulting practice to help them with their new design. As a result, FareShare made several changes to their business processes and made the decision to partner with Aidmatrix in 2010 for the technology to support their supply chain.

Aidmatrix is working with FareShare to bring their food warehouses online so they can become even more efficient in the operations and gain visibility benefits across their organization. In 2010, FareShare brought their first warehouse online through the Online Warehouse Plus+ module. We have been on-site to assist in the setup, rollout and training throughout.

"Thanks Aidmatrix for helping FareShare reach a significant milestone. With the first of our Depots now up and running we are a major step closer getting to our eventual aim of getting all of our Depots live on the system and networked. Looking forward to the rest of the journey together!"

David Meller, FareShare National Office

"Switching the system on was the culmination of many years of work. Finally, everything just came together; with FareShare having the resources and support necessary to make the jump and implement this new system. I have really enjoyed the whole process of working with Aidmatrix and Accenture to develop and roll out the system, so it fits the requirements of the FareShare operation."

Maria Kortbech-Olesen, FareShare National Office

"FareShare, Aidmatrix and Accenture have successfully deployed the Aidmatrix Warehouse system in the FareShare London Depot, the system supports FareShare to expand the depot network giving more vulnerable people access to good food and also the training and skills development offered by FareShare. As part of the Accenture team delivering this work, I am thoroughly enjoying the opportunity to work so closely with two of the Accenture Foundations worthwhile recipients."

Victoria Kay, Accenture



Photos Page 15 Top: The members of the FareShare team and Aidmatrix' Shari Temple, far right. Bottom: Ribbon-cutting ceremony as a new warehouse was opened at Park Royal Depot in North West London as FareShare was awarded 2010 Winner of Britain's Most Admired Charities.

Medical Relief

In-Kind Donations Management, Services, & Transportation



Aidmatrix partners with medical relief agencies in order to facilitate the delivery of medical products as part of our mission to empower more humanitarian relief. Here are a few examples of our work in this area in 2010:

UNICEF

The *India Unite to End Polio Now* (IUEPN) campaign, is an initiative implemented by Aidmatrix India and supported by United Nations Children's Fund (UNICEF) which supports the Polio Eradication Program in India, a collaborative effort between the Ministry of Health and Family Welfare (MOHFW), World Health Organization (WHO), National Polio Surveillance Project (NPSP), Rotary International, and the U.S. Centre for Disease Control (CDC).

IUEPN campaign has been bringing together people from various sections of the society to help in increasing the voice of polio eradication and contribute towards the program in India by expanding the reach of polio prevention communications. A gamut of communication mediums like setting up of Polio Booths at transit locations, banners & posters at vantage locations, mobile polio van, polio awareness videos on LCDs in multiplexes, wall paintings, mass communication through SMS & voice calls and running for a cause, were undertaken through 2010 with support of civil societies, private sector companies and voluntary organizations.

Photos Page 16 and 17: UNICEF India's IUEPN program for ending polio in India with booths, events and signage to raise awareness

These activities with support from private sector companies leveraged various communication tools spread across 5 states – West Bengal, Delhi, Uttar Pradesh, Bihar and Maharashtra, covering 37 districts at 325 transit locations. This intervention by Aidmatrix leveraged \$645,231 USD in partnerships.

Some of the organizations that have and continue to support the cause include Religare, MTS, Medentech, Safexpress, ACC, PVR Nest Foundation, NDTV, and Perfect Relations among many others. The aim of the program is to expand the reach of polio communications to the last two percent of the population.

MedShare International

Aidmatrix is proud to partner with Medshare International on such efforts as part of the Aidmatrix International Transportation Portal. A 40-foot container of medical humanitarian aid for Lesotho was loaded and shipped out of Medshare's Western Regional Distribution Center. Aidmatrix helped connect MedShare with UPS who then generously provided in-kind shipping of the container from California to the South African port. Lesotho is a tiny country in Southern Africa that actually has the 3rd highest HIV/AIDs rate in the world. The majority of the 2 million people living in Lesotho live in conditions of extreme poverty, and the rural hospitals and clinics lack basic medical supplies to care for patients.

IMEC

Aidmatrix's International Transportation Program helped facilitate the delivery of \$1.9 Million in medical equipment to Tuvalu, a remote Polynesian island, through IMEC (International Medical Equipment Collaborative) - equipment that likely otherwise would have been land filled. IMEC is a nonprofit whose mission is to serve doctors and nurses in developing countries by providing them with quality tools to advance the standard of health care for their nation's poor. Nearly 4,000 of the island's 12,000 inhabitants are children so the issue of adequate medical care is essential, especially with the prevalence of skin infections, kidney failure from diabetes, cardiac conditions, and worm infestations.

Orthopaedic Link

Orthopaedic Link, a nonprofit aid organization based in Atlanta, Georgia, USA, joined the Aidmatrix Network™ to drive their corporate donations outreach for surgical devices to combat musculoskeletal disease in the developing world. Orthopaedic Link uses the In-Kind Donations Management module to enable corporations to post donation offers easily

so that the NGOs they serve can view and accept the donations they need. Using supply-chain technology, Orthopaedic Link will be able to expand their donation process so that more surplus and first-generation medical devices are available at qualified surgical sites in developing countries to improve care for indigent patients.

MedSurplus Network

MedSurplus Network is an association of medical relief providers. It estimates that two million tons of medical surplus products are discarded each year by US hospitals. In addition, manufacturers and distributors often discard items because of cosmetic damage, manufacturing overruns or changes in packaging. Much of this surplus is usable and capable of saving lives. The MedSurplus Network collects these usable, but unwanted items and after intensive sorting and quality control, distributes these items to needy medical facilities in the United States and around the world.

Their members include: MedShare International, CHUMA International, Brother's Brother Foundation, Hospital Sisters Mission Outreach, and Medical Bridges. This new partnership was launched with their Aidmatrix portal in July 2010.



Transportation-for-Relief

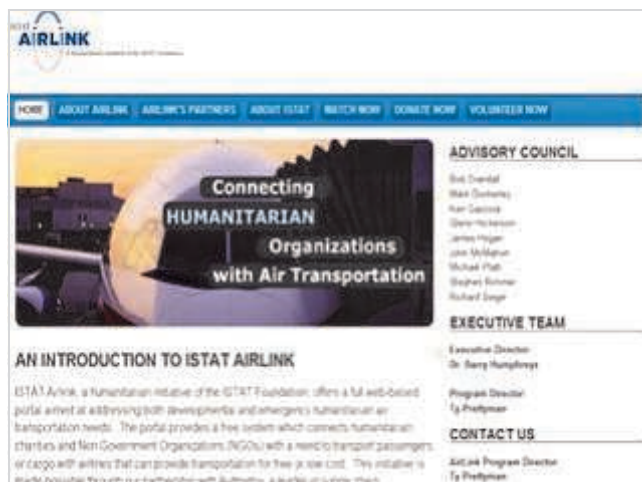
Transportation Donations Management



Aidmatrix recognizes that a critical component in humanitarian aid relief is the transportation of the donation from the donor to the nonprofit organization. To that end, we form partnerships with transportation providers to connect available capacity with nonprofits' needs. The following programs show just how we helped in 2010:

ISTAT's AirLink Program

The International Society of Transport Aircraft Trading's (ISTAT) AirLink program works with Aidmatrix to harness donations of air transport for the NGO community. We are matching their partners' available air transportation with the relief efforts. They are an international trade organization with 2,000 members involved in all facets of the aviation industry that started the AirLink program in 2008. They went live with the online program with Aidmatrix during the Haiti earthquake. The benefits of the program were instant: they transported cargo into Port-Au-Prince, airlifted injured earthquake victims to other hospitals outside of Haiti, and helped relief workers get back home to their families. AirLink offered these donations via the Aidmatrix Network and worked through the night answering satellite phone calls and completing customs paperwork. With only one runway in Port-Au-Prince, the number of flights each day was limited and available air transportation was an incredibly valuable asset. In the Summer of 2010, Aidmatrix helped AirLink launch the second version of their website to help support the program.



International Transportation Program

In partnership with the UPS Foundation, Aidmatrix offers an international program that connects available capacity on air, sea, and land to help facilitate the delivery of aid to those in need. Relief organizations such as IMEC, MedShare, and more have benefitted from transportation being arranged through this program. Transportation providers utilize the program to receive all the needed information to solution their load and manage the donation. Both sides can leverage the program to record and report on donations.

Photos Page 18: ISTAT's AirLink flight program for Haitian earthquake relief. Aidmatrix' Michael Ross at the far right.; AirLink's new website launched in Summer 2010

In 2010, there were eight new transportation partners who joined. Twenty-three international moves were coordinated saving approximately \$48,000 along with two moves that were donated at 100%.

The UPS grant was used to continue the international expansion of the Aidmatrix transportation program. The UPS Foundation also matched this grant with donated transportation. "Logistics is an essential part of disaster relief. The efficient management and time-sensitive movement of goods ensure that supplies are distributed where they are needed," said Eduardo Martinez, director of philanthropy and corporate relations for The UPS Foundation. "Our partnership with Aidmatrix enables supplies to reach people in need around the world."

Texas Transportation Program

Transportation is one the biggest challenges Texas relief organizations face given the large geographic areas served by the nonprofit community. Many groups do not have the transportation or budget to move donations, from food to building supplies, to their warehouses or disaster relief sites. Our program continues the effort to help tackle those barriers. Through the Texas Transportation Program's shipping partners, nonprofits such as the Texas Food Bank Network have received 10 to 20 percent off normal retail shipping prices for an average savings of about \$135 per move. When you consider that \$5 can often pay for one donated meal, as many as 27 more people may be fed per move.

Trucking professionals can search and bid for nonprofits' shipping jobs, or selectively search for jobs in cities where they would otherwise move empty or incomplete truckloads at financial losses. "Transporting food to fill warehouses is a major cost to our operations and this cost-saving tool has been of great value," said Barbara Anderson, state director for the Texas Food Bank Network.

Current funding partners include the Meadows Foundation and the Embrey Family Foundation.



Photos Page 19: MedShare's relief arrives in hard-to-reach Lesotho, in Southern Africa; IMEC provides a complete medical suite packed and ready for shipment

Technology Innovations In Supply Chain Management

The major additions to the Supply Chain Management Suite included the launch of Plus+ versions of four products. These products include the In-Kind Donations Management Plus+, Transportation Donations Management Plus+, Needs Management Plus+, and Online Warehouse Plus+ modules along with key administrative functions added in the Online Ordering module.

The key Plus+ modules include customizable "flex" fields that can be used in addition to the robust standard fields to match the users' unique workflows. Other major enhancements include the internationalization of language, standards, currencies, measurements and more, including a completely translated warehouse version available in Spanish. These focus areas are particularly beneficial to relief organizations with international locations to support where multiple standards of currency and measurements need to be supported while providing headquarters with aggregated reporting of inventory quantity and value across multiple locations. In addition, the Online Ordering module added several administrative tools to reduce overall administration time and further integrate the solution into users' existing websites and workflows.

"Aidmatrix showed the highest level of dedication, professionalism, and competence while designing and launching our AirLink website portal to help us and our partners manage our transportation donations & needs. During the design phase they demonstrated a thorough understanding of our objectives, listened to our ideas, and provided quality and appropriate input throughout the process," stated Ty Prettyman, AirLink Program Director. ISTAT's AirLink program launched the Transportation Donations Management Plus+ module this Spring. ISTAT's portal, the International Society of Transport Aircraft Trading, provides a web-based system which connects humanitarian organizations who have a need to transport passengers or cargo with airlines who can provide transportation for free or low cost.

Nathan Au, Project Manager, Brighton and Hove depots, FareShare stated: "the new flex fields and functionality that have been developed for the FareShare version of the Aidmatrix WMS (warehouse management system) are very useful. They provide a wealth of easily accessible information that is invaluable to the daily running of operations, reducing the need for separate phone lists, allowing detailed tracking and reporting of incoming/outgoing goods and the ability to quickly get an overview of daily operations." FareShare, a UK-based nonprofit, is a community food network that contributed towards more than 7.4 million meals delivered in 2008/2009.

Virtual Fundraising Tool Helps Nonprofits Raise Needed Cash

Aidmatrix also offers fundraising tools that enable nonprofits to conduct online "virtual" drives. Corporations also use this tool to conduct employee-giving drives that benefit nonprofits of their choice. Together, our Virtual Aid Drive product raised more than \$850,000 for humanitarian relief efforts in 2010. Corporate partners included: PG&E, Agility Logistics, Time Warner Cable, and more. Nonprofit partners included more than 50 food banks that use it for their seasonal giving drives; examples: North Texas Food Bank, Greater Chicago Food Depository, and Greater Pittsburgh Community Food Bank.



NPower Texas 2010 Acquisition



In the first quarter of 2010, Aidmatrix acquired NPower Texas. This brought new services into the Aidmatrix portfolio with a number of small nonprofit partners in Texas along with a bridge into the NPower community in the USA. NPower Texas offers services for nonprofit effectiveness such as website development, online fundraising, and social media managed services. We also offer organizational stability services such as assessments and Business Productivity Online Suites (MS BPOS). These offerings can really help small nonprofits make critical IT investments without the IT staffing requirements. Here are some examples of the work done in 2010 by our NPower Texas team:

Texas Aid Network Program

TexasAidNetwork.org is a one-stop-shop website connecting Texas nonprofits, such as food banks, homeless shelters and major NGOs, with donors who have products to give and trucking providers who can ship those goods to their needed destinations, often at significant discounts.

Transportation providers have a history of trucking donated goods during emergencies, but many often don't have a destination for their shipments, leaving them with little option than to drop donations on the sides of roads. The Texas Aid Network ensures these professionals are matched with NGOs, so that these goods reach the right people year round.

Website Development Services Partners

- California Resiliency Alliance
- Camp Summit
- Dispute Mediation Services
- Kansas Resource Registry
- Patriot Kids (funded by the Dallas Foundation)
- Texas Pioneer
- The Mexico Institute
- Trucks for Change
- Witte Museum
- Youth Village

Stable and Secure Assessment Services Partners

- Citizen Development Center
- Hogle Foundation
- Metro Dallas Homeless Association
- MO Ranch Conference Center

BPOS Services Partners

- The Aidmatrix Foundation Inc.
- Hope's Door Inc.



Financial Statements

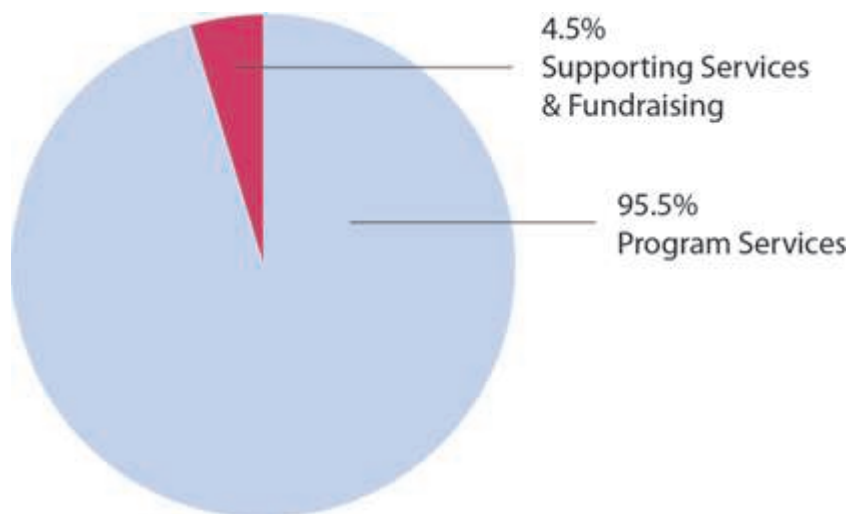
Aidmatrix utilizes many leading-edge technology principles that for-profit businesses use to move products to consumers at the lowest prices and applies those principles for the effective and efficient distribution of relief aid. Our contributors provide vital funding, tools and know-how to help us create the programs and applications that transform humanitarian aid for our partners in relief. We are indebted to them for their generous contributions, both financial and in-kind donations, as well as their technical expertise.

Much of our costs for both our technology and services are underwritten by grants that are designed to strengthen the relief community. We fundraise to supplement our programs enabling us to charge minimal maintenance fees to our nonprofit partners who use our solutions.

Being Responsible Stewards of Our Funding

- 95.5 %+ of our income goes directly to programs that help humanitarian relief
- 3.4 % is spent on administration
- 1.1 % is spent on fundraising

Our exemplary ratios earn us the rare honor of Accredited Charity status by the Better Business Bureau year after year.



2010 Revenues and Support

The Aidmatrix Foundation, Inc.

Pro-Forma Statement of Income & Expenses*

For the year ended December 31, 2010

Revenues and Support	
Unrestricted Net Assets	
Contributions and Grants	\$ 1,262,923.44
Program Service Fees	\$ 1,807,932.39
Other	\$ 349,223.12
Net Assets Released from Re-	\$ 2,100,000.00
Total Revenues and Support	\$ 5,520,078.95

AT&T and UPS Help Aidmatrix Expand Aid to Haiti and Around the Globe

AT&T donated \$50,000 to the Aidmatrix Foundation to use the Aidmatrix technology in Haiti for earthquake relief. The technology helped fund more NGOs to gain access to the donations management tools available on the Aidmatrix Network and therefore expanded the amount of humanitarian aid being delivered to Haiti.

UPS provided a \$330,000 grant and \$100,000 in-kind donations to assist Aidmatrix to transform relief operations around the globe through an international transportation program. The efficient transportation of relief supplies is critical to our relief partners. UPS' financial support and expertise enables Aidmatrix' technology to simplify and efficiently transport relief commodities worldwide. UPS' commitment to improving the logistics of relief supplies goes above and beyond monetary and in-kind donations: many of their logistics experts who have travelled to the most challenging relief environments to determine the best way to solve humanitarian challenges. We applaud and thank them for their dedication to help those in need.

Other major financial supporters include: the Embrey Family Foundation, the Cisco Foundation, the Meadows Foundation, and the Michael and Susan Dell Foundation

*These figures constitute pro-forma reporting of the organization's financial activities. Material adjustments may occur upon publishing of the final audited financial statements.

2010 Expenses

Expenses	Program Services	Supporting Services	Fundraising	Total Expenses
Salary and Related Benefits	\$ 1,921,915.67	\$ 221,930.22	\$ 75,456.27	\$ 2,219,302.16
Contract Labor	\$ 319,854.61	\$ 36,934.71	\$ 12,557.80	\$ 369,347.12
Technology and Software	\$ 116,259.24	\$ 13,424.85	\$ 4,564.45	\$ 134,248.54
Food and Medical Supplies	\$ 1,087,523.75			\$ 1,087,523.75
Rent	\$ 32,352.78	\$ 3,735.89	\$ 1,270.20	\$ 37,358.87
Travel	\$ 139,204.66	\$ 16,074.44	\$ 5,465.31	\$ 160,744.41
Professional Fees	\$ 93,332.92	\$ 10,777.47	\$ 3,664.34	\$ 107,774.73
Transportation and Delivery	\$ 3,781.95	\$ 436.72	\$ 148.48	\$ 4,367.15
Marketing	\$ 24,589.36	\$ 2,839.42	\$ 965.40	\$ 28,394.18
Office Supplies and Systems	\$ 44,559.69	\$ 5,145.46	\$ 1,749.46	\$ 51,454.61
Subscription and Dues	\$ 7,159.91	\$ 826.78	\$ 281.10	\$ 8,267.79
Grantmaking	\$ 13,639.50	\$ 1,575.00	\$ 535.50	\$ 15,750.00
Depreciation and Amortization	\$ 5,261,999.00			\$ 5,261,999.00
Interest	\$ -	\$ -	\$ -	
Fundraising event	\$ 9,061.06	\$ 1,046.31	\$ 355.75	\$ 10,463.12
Other	\$ 59,376.56	\$ 6,856.42	\$ 2,331.18	\$ 68,564.16
Total Expenses	\$ 9,134,610.65	\$ 321,603.68	\$ 109,345.25	\$ 9,565,559.59

2010 Statement of Changes in Net Assets

The Aidmatrix Foundation, Inc.

Statement of Changes in Net Assets

For the year ended December 31, 2010*

	Unrestricted	Temporarily Restricted	Total
Net Assets, December 31, 2009	\$ 8,609,157	\$ 110,000	\$ 8,719,157
Decrease in Net Assets	\$ (4,045,481)	\$ (110,000)	\$ (4,155,481)
Net Assets, December 31, 2010	\$ 4,563,676	\$ -	\$ 4,563,676

2011 Budget Projected Expense Targets by Major Function

Expenses	Budget
Personnel & Related	2,330,000
Int'l/Other Office Subsidies	315,000
Contractors/Prof. Services	300,000
Technology	1,620,000
Mktg., Office & Misc.	150,000
Program Travel & Expenses	50,000
Business Development	135,000
Total Expense	\$ 4,900,000

*These figures constitute pro-forma reporting of the organization's financial activities. Material adjustments may occur upon publishing of the final audited financial statements.



2010 Board of Directors

David Rich – Managing Director, Accenture Analytics, Accenture North America; Board Chair, Co-chair, GlobalReach Council, Nominations Committee

William Haney – CEO, Derse Exhibits; Board Vice Chair

Noel Barnard – CEO/Founder, CxO Connections

Frank Brienzi – SVP & General Manager, Global Financial Services Global Business Unit, Oracle Corporation

Dr. Clarke Caywood – Professor, Medill School of Journalism & Marketing Communications, Northwestern University

Sarinder Chhabra – President & CEO, MediVeda Solutions, Inc.

Sean McCaffrey

Gov. Scott McCallum – President and CEO, The Aidmatrix Foundation, Inc.

Michael McGrath – CEO, The Thomas Group; Founder, DecideBetter!

Gwen Moore – Co-Founder/Past President, The PLAN Fund

Larry Shosid – Partner, Bell Nunnally & Martin LLP

Samuel B. Smart, III – Retired Senior Partner, Accenture

Terry S. Thomas – VP/GM, Small Format Channels, PepsiCo

Tish Whitcraft – Senior Vice President of Customer Experience and Operations, MySpace

Ellen Wood – President and CEO, vcfo-Austin

2010 Executive Team

Governor Scott McCallum, President & CEO

Keith Thode, COO & CTO

Melis Jones, Vice President

Michael A. Ross, Vice President, Delivery

Rajesh Krishnamohan, Senior Director, Delivery

Shari Temple, Managing Director, Europe, Middle East, Africa

Kuldip Nar, Managing Director, India



Photos Page 26: A view of the CARE Haiti facility just days after the earthquake; Photos Page 27: Aidmatrix team-members Melis Jones deployed to USAID HQ in Washington D.C. during the Haiti response; Aidmatrix' Daniel David and Keith Thode at work in Haiti.

OUR SOLUTIONS

- EASY-TO-USE
- QUICK-TO-DEPLOY
- HOSTED (SaaS)
- CLOUD-BASED COMPUTING
- NO SERVERS TO SUPPORT
- NO NEW I.T. STAFF TO HIRE
- COMMUNITY-FEEDBACK FOCUSED
- SUPPLY-CHAIN BEST PRACTICES
- REAL-WORLD TESTED
- PARTNERSHIP-DRIVEN

PARTNERSHIP TECHNOLOGY CONSULTING PROCESS EDUCATION SUPPORT COMMUNITY

Aidmatrix is a 501 (c) 3 nonprofit headquartered in Dallas, Texas, USA, with offices in Washington, D.C., Wisconsin, France, Germany and India.

The Aidmatrix Foundation, Inc. builds and operates powerful technology hubs that support diverse stakeholder groups in their efforts to work together to solve the world's most challenging humanitarian crises. Our solutions amplify donor contributions, enhance participation with government agencies, and accelerate results to relief organizations to help make a bigger impact on the world, together.

Contact us at info@aidmatrix.org for more information.



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