



IntegrAID is a 501.c3 tax-exempt public charity

IntegrAID.org | EIN 77- 0496153

Our History IntegrAID Inc. was founded as a liaison to help create and implement support systems for IDUS living with HIV/AIDS. At first our focus was to network solutions for the challenges inherent in being sero-positive and the IDU lifestyle: Discrimination, prevention, sobriety, availability of support services, and health care. Then we expanded our services to include the special needs of family members and social circles at risk of infection.

In 1994 IntegrAID collaborated with Amity Foundation an organization dedicated to research, legislative change, and offering programs for the habilitation of addicts and inmates unable to maintain a functional integration in mainstream society. Our collaboration with Amity's Circle Tree Ranch in Tucson, Arizona provided health education and support services to the increasing number of community members living with HIV/AIDS.

From 1995 – 1998 IntegrAID acted as a healthcare advocate for drug addicts with an AIDS diagnosis facing incarceration, drug withdrawal treatment, or limited options for custodial care during the progression of disabilities caused by the virus. A sampling of our achievements include: Improved policy for the care and accommodations of detainees in the Monterey County Jail, Salinas, California. Coordinating implementation of Amity's prison program for level two prisoners in Soledad State Prison, Soledad California. Educating service providers about the IDU lifestyle, the challenges to sustained sobriety, unconventional methods to prevent transmission, drug addiction with dual diagnosis, and end of life choices when long term care is provided by federally funded research centers.

In 1998 IntegrAID incorporated as a 501.c3 tax exempt public charity and extended our support to all philanthropic organizations with two goals: 1. Identify underserved community needs then develop and fund programs that augment available services 2. Implement marketing strategies to educate and advocate the need for individual participation in philanthropic activities as a civic responsibility to advance global good.

In 1999 IntegrAID partnered with Monterey County AIDS Project, Salinas, California to investigate developing a micro community for hospice use on a five-acre parcel donated to MCAP in Big Sur, California. Later in the year we discovered the Point Sur Naval Station, Carmel, California was earmarked for transitional housing and again collaborated with Amity Foundation to submit a property use proposal to the GSA.

Furthermore in 1999 IntegrAID solicited funding and supplies to help victims of the Kosovo war. We raised over thirty-seven thousand dollars and several product donations for a couple of the organizations working in the aftermath of genocide.

From 2000 - 2005 IntegrAID spearheaded programs, raised funds, and networked organizations to provide services to children with no access to welfare benefits because of their parent's drug dependent lifestyle or incarcerated family members. One of our favorite projects was made possible through Mark Phillips owner of Thinker Toys. Service organizations who participated in IntegrAID's toy drive were given wrapped gifts matching the request of their client's children for distribution during the holidays.

In 2002 IntegrAID added an adopt-a-family program that networked and coordinated interactions between affluent families and impoverished young adults with handicapped children.



In 2005 IntegrAID was asked by World Encounters Santa Monica, California to participate in the development of a service center for Nagpur's beggar children in India. A Child's New Life Foundation currently provides clients with transportation, meals, vitamins, baths, clean clothing, medical care and compensates the parents with financial support to offset the family's income loss which frequently interferes with the children's ability to attend school. IntegrAID also worked with Mrs. Schenk and Dr. Fowells for The Los Angeles Gregorian Schola Foundation at Cal State Los Angeles, California researching program development and producing marketing collateral.

Since 2008 We've been focused on the [urBOOK Project](#) conceived to increase IntegrAID's impact through a useful product that combines celebrity and philanthropy. The urBOOK concept combines consumer obsession for celebrity contact with a free photo album for fans to share their recreation memories with family, friends and social networks. Each year the urBOOK project will distribute a minimum of 284 million bits and pieces of philanthropic information, generate over \$15 million dollars of revenue for charitable organizations and keep five philanthropic objectives visible in mass markets.

In 2010 IntegrAID was one of twenty organizations awarded a grant by the W.K. Kellogg Foundation to attend Tech Soup Global's Social Media Bootcamp. During this time IntegrAID started [@tweets4GOOD](#) in support of Haiti's recovery after the massive January 2010 earthquake. For the next several years we continued to research and distribute information to the organizations working with IDP's and secure needed supplies including medical resources, child trafficking education, information about posttraumatic disorder, sanitation, malaria, HIV/AIDS, and products targeted to prevent transmission during the cholera epidemic.

In 2012 IntegrAID set out to gather firsthand experience about the progression of becoming homelessness. We have looked at different homeless lifestyles, the challenges of being homeless, and the special needs of women. In depth interactions with current programs, models for support and prevention have identified multiple obstacles for a homeless individual to re-establishing a self-sufficient lifestyle. We continue our involvement with the local homeless culture, the support groups and organizations gathering knowledge to improved delivery of support services.

2013 was the year where technology, available bandwidth and the popularity for branding an enterprise with the image of participating in social good intersected. This environment created the ideal market to implement the urBOOK Project. IntegrAID updated our financials, double checked the project's five year projections and created a brand new presentation for investors ([urBOOK Report](#).)

2014 – 2016 because of support from the Barnet Segal Charitable Trust, in 2014 IntegrAID partnered with Zendesk to duplicate [LINK-SF.COM](#) for Monterey County. LINK-MC.COM is a search and mobile optimized database that empowers anyone with an internet connection to quickly access detailed support service information. Zendesk's framework is currently used in San Francisco CA and Queens NY. LINK-MC.COM is supported by several local organizations and community officials. In 2015 IntegrAID collaborated with a team of MBA students from the Middlebury Institute of International Studies we researched the project's projections and design model to maximize the use of 21st century technology to deliver accurate support service information in real time, ways to monetize operational expenses, and strategize an engagement campaign to ensure communities are familiar with the tool. In 2016 IntegrAID partnered with the Director of our regional United Way 2-1-1 Directory to use their resources database to populate Link-MC. Both IntegrAID and Zendesk intend to create a turnkey solution that can be duplicated in any community to help those facing critical challenges ([LINK-MC.COM](#).)