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IntegrAID is a 501.c3 tax-exempt public charity
IntegrAID.org | EIN 77- 0496153

Our History: IntegrAID Inc. founded in 1994, began as a liaison to help create and implement support systems for IDUS living with HIV/AIDS. Initially our focus was on networking solutions for the inherent problems sero-positive individuals with an IDU lifestyle experience; soon after we expanded our services to address the special needs of family members, dependents, social circle at risk of infection, inmates, and the limited options for end of life care.

In 1994 IntegrAID collaborated with Amity Foundation, an organization dedicated to legislative change and programs that habilitate addicts to successfully integrate into society. Our collaboration with Amity's Circle Tree Ranch in Tucson, AZ offered health care education and terminal diagnosis support for the increasing number of community members living with HIV/AIDS.

From 1996 – 1998 IntegrAID acted as an advocate for addicts with an AIDS diagnosis facing incarceration, drug withdrawal, or the inadequate availability of custodial and hospice care. A sample of our achievements are: Improved policy for the care and accommodations of detainees in the Monterey County Jail, Salinas, CA; the implementation of Amity Foundation's program for level two prisoners in Soledad State Prison, Soledad, CA; educating service providers about the IDU lifestyle and challenges to sustained sobriety; overseeing unconventional services to prevent transmission, educating addicts and their families about dual diagnosis as well as end of life options in a long term care facility subsidized by medical research funding.

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 to augment available services 2: Implement marketing strategies to advocate through public education the need for participation in philanthropic objectives.

In 1999 IntegrAID partnered with Monterey County AIDS Project, Salinas, CA to investigate forming a hospice facility on property donated to MCAP in Big Sur, CA. Later we learned The Point Sur Naval Station, Carmel, CA had been earmarked by HUD for transitional housing; again, we collaborated with Amity Foundation to submit a proposal to the GSA.

Also in 1999 IntegrAID solicited funding and supplies to help victims of the Kosovo war. We raised over thirty-seven thousand dollars and numerous product donations for distribution through organizations providing services to the victims left behind in the aftermath of genocide.

From 2000 - 2005 IntegrAID organized programs, raised funds, and networked resources to offer support services for children, with drug dependent or incarcerated parents, without welfare benefits. A favorite project was possible because of Mark Phillips from Thinker Toys Carmel CA; the organizations we sponsored received wrapped toys their client's children requested every year for Christmas.

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 Foundation Santa Monica, CA to help develop a service center in India for Nagpur's beggar children. A Child's New Life Foundation provides transportation, meals, baths, clean clothing and medical care so the children can attend public schools. Selectively the Foundation supplements the parent's financial needs to offset the family's income loss while the children are not working. We also helped Ms. Schenk and Dr. Fowells with The Los Angeles Gregorian Schola Foundation at Cal State Los Angeles, CA supporting program development and media production.

In 2008 We focused on the [urBOOK Project](#) to increase the impact of IntegrAID's mission through a useful consumer product that merges recreation and philanthropy. The urBOOK concept combines the public's fascination for leisure activities and celebrity with a free digital photo album of a recreational event. Fans add personal photos to the album and then share their special memories with family, friends and social networks. Each year the urBOOK project will circulate a minimum of 284M pieces of philanthropic education, generate over \$15M dollars for charitable organizations and keep five philanthropic objectives visible in prime markets.

In 2010 IntegrAID was one of twenty organizations awarded a grant from the Kellogg Foundation for Tech Soup Global's Social Media Bootcamp. We used the opportunity to begin [@tweets4GOOD](#) in support of Haiti after the 2010 earthquake. For the next several years, IntegrAID continued to research and distribute information to the organizations working with IDPS in Haiti; including a database of medical treatment resources, child trafficking education, post-traumatic disorder information, HIV/AIDS education, sanitation protocol posters as well as networking supplies to help with the cholera epidemic.

In 2012 IntegrAID set out to gather firsthand experience about the progression that leads to becoming homeless. We have looked at different homeless lifestyles, the challenges of being homeless, and studied the special needs of homeless women. In depth interactions with existing programs and the protocols for support or prevention, have allowed us to identify multiple obstacles for a homeless individual to re-establish a self-sufficient lifestyle. We continue our research about the local homeless culture and the current support organizations as we try to define a model for best practices to improve the delivery of support services so individuals can achieve sustainable self-sufficiency.

2014 was the year when technology, affordable internet bandwidth and enterprise branding for 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 Through a grant from the Barnett Segal Charitable Trust, in 2014 IntegrAID collaborated with Zendesk to duplicate [LINK-SF](#) for Monterey County. The MyLinkUp concept is a search and mobile optimized website that empowers anyone with an internet connection to quickly connect homeless and low-income citizens with critical and life-saving resources. [LINK-MC.COM](#), the pilot project for Monterey County, garnered the support of local organizations and community officials in Monterey County. In 2015 we worked with a team of MBA students from Middlebury Institute of International Studies to quantify the project's projections and maximize the use of technology to deliver accurate information in real time. IntegrAID developed a model to monetize the project's annual operating expenses and a campaign to ensure community adoption. In 2016 IntegrAID partnered with our regional United Way for use of their 2-1-1 Resource Directory to populate Link-MC's pilot project. Our vision for The MyLinkUp Project is to create a turnkey solution any community can duplicate to facilitate access to local support services – MyLinkUp's motto is "People Helping People." Like any good open source idea the end of 2016 IntegrAID's concept was adopted by Open Referral with Zendesk's blessing ([MyLinkUp.info](#).)