YACHT AID GLOBAL

# CHANGING THE **WORLD** WITHOUT CHANGING **COURSE**

[ 2016 MEDIA KIT ]

# MISSION

Founded in 2006, YachtAid Global (YAG) has developed an entirely unique and revolutionary approach to giving. In the process they have redefined how the superyacht industry and community is perceived globally. YachtAid Global coordinates the distribution of humanitarian aid and disaster relief to isolated communities through a network of privately owned vessels and volunteer crew.

Distinct in their ability to mobilize and shift resources quickly in times of natural disaster by leveraging an expansive network already cruising the seven seas, the YAG team are Changing the World Without Changing Course.

Planning and implementation of each aid effort is executed through a simple, concise framework that sees this innovative pathway work time and time again.

## We:

- Determine the needs of a particular area where vessels cruise.
- Sponsor and/or raise funds to meet needs.
- Acquire goods, resources and supplies to satisfy needs.
- Transport and distribute the goods to their destination, ultimately fulfilling needs.

# OUR CREW

**Capt. Mark Drewelow** | Founder & Program Advisor

Mark provides overall leadership and strategy for YachtAid Global. With 20 years at sea, sailing over a quarter million miles on yachts around the world, it was his memorable engagement with the locals that inspired him to give back the most. He currently works as the founder and CEO of C2C which provides a broad spectrum of solutions to yachts. Mark is considered an expert in solving operational issues and has an in-depth knowledge of cruising patterns in the Eastern North Pacific waters This enables him to effectively co ordinate crew, yachts and supplies on a global scale.

**Dhardra Blake** | Events

Dhardra primarily manages media, fundraisers, events and volunteer outreach. Her work within the luxury charter industry and her diverse background in sales, marketing, and media perfectly complement her role at YAG. A consummate professional with experience incorporate companies including ESPN, ABC, BrownForman (makers of Jack Daniels), Dhardra is well equipped to strategically drive YAG's fundraising campaigns. She also has a degree in marketing/international business from Florida State University.

**Eric Dahler** | Global Business Development

As a seasoned entrepreneur with 25 years of professional experience, Eric offers YachtAid Global a breadth of management skills with a focus on strategy, marketing and project execution. Working in a consulting capacity for Fortune 500 companies and since 2005 as a yacht broker for individual clients, Eric has a diverse and successful track record of managing complex projects in the superyacht industry. He also brings a wealth of contacts and knowledge of the sector to the team.

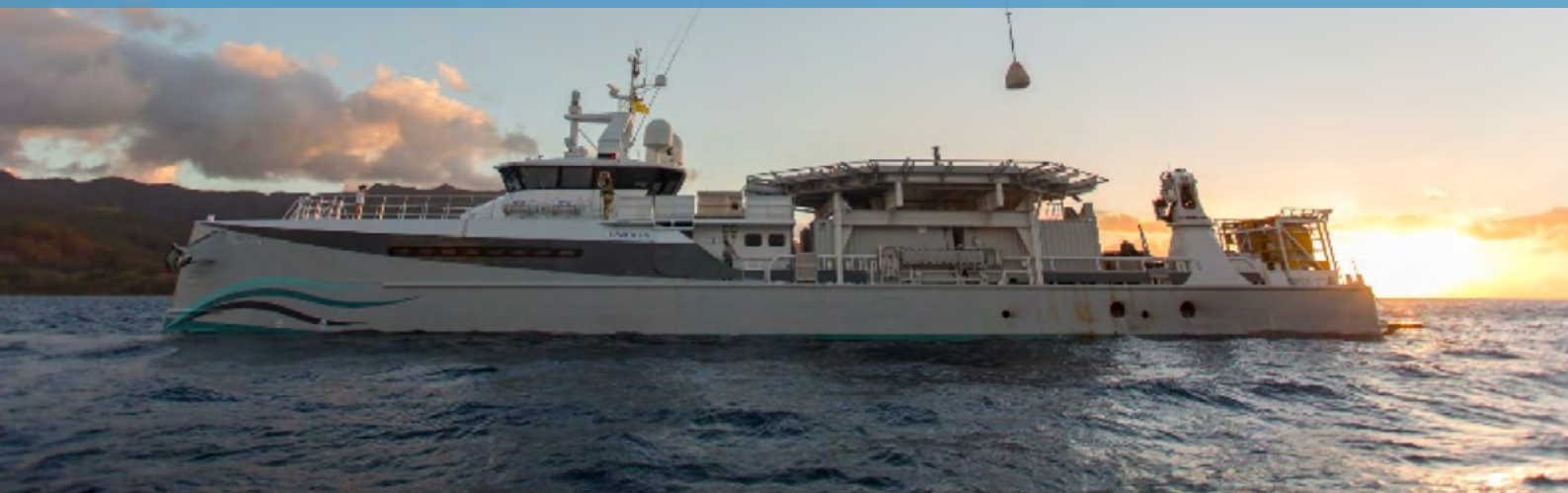
[ CASE STUDY ]

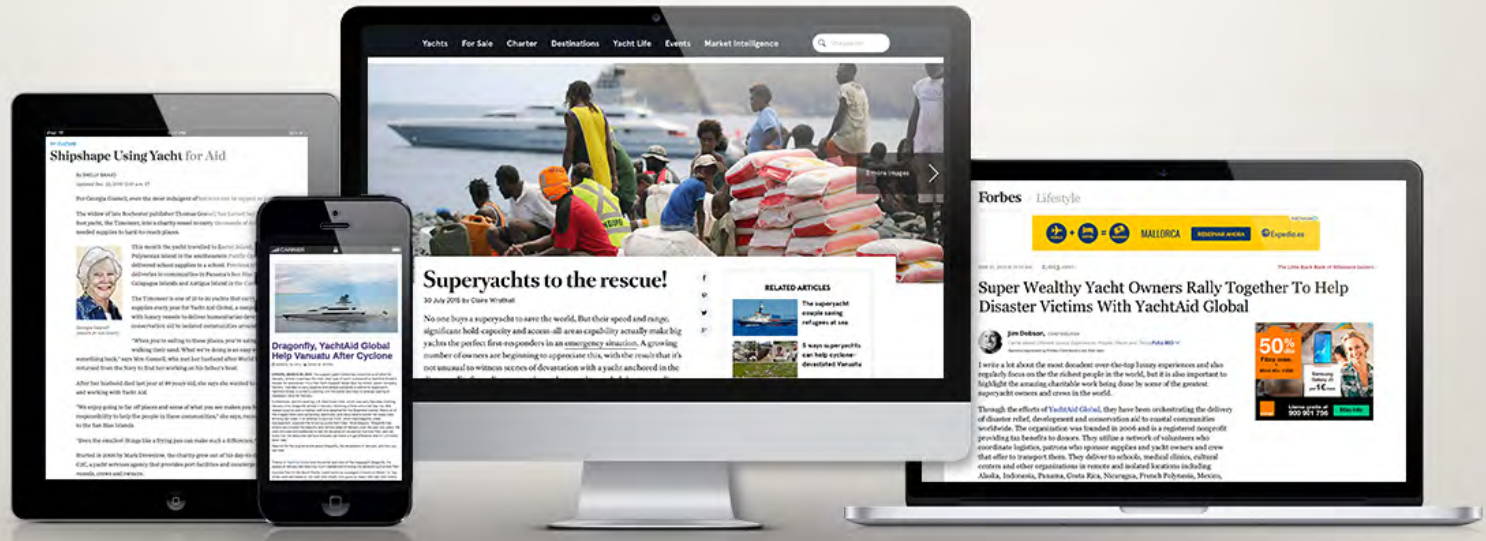
# VANUATU:

In March 2015, the largest tropical cyclone in Vanuatu's history bore down on the archipelago, leaving thousands with no food, water or shelter and crippling the nation's infrastructure. The category 5 Cyclone Pam damaged 90 percent of the nation's buildings, leaving this island nation with little access to clean water and no telecommunications.

With a number of logistical challenges facing rescue and relief operations, including inaccessible communities cut off from aid by damaged road networks, privately owned vessels were ideally placed to benefit a number of communities by providing supplies delivered either by water or air, via the onboard helipads. YachtAid Global partnered with two vessels, the 73metre Dragonfly and 51metre Umbra, to provide food, water and medical supplies to the worst hit islands. Unique facilities aboard these vessels, including desalination units, large power generators and communication tools, were invaluable in providing and administering aid to the more than 3,000 people displaced by the cyclone.

The crew provided more than 140,000 liters of clean water, delivered several tons of aid, administered medical care and cleared roads whilst helping to rebuild homes and schools. Their work received formal recognition from the UN Office for the Coordination of Humanitarian Affairs and reception of the International Superyacht Society Distinguished Crew Award.






[ Wall Street Journal ] [ Boat International Media ]

[ Megayacht News ] [ Forbes ]

# AWARDS

**2014**

YachtAid Global announced inaugural Beacon Award recipient by US Superyacht Association

In 2014, the USSA Board decided that it was important to setup a method to recognize the good works that members and its industry were doing. This included the creation of The Beacon Award – established to recognize those companies who took the lead in "shining the light" and acting as a beacon of hope in the industry. "We had Mark and YachtAid Global in mind when we created this award," said USSA Chairman Rick Gladych. "He and his team truly are a Beacon for us all to follow in the industry."

Click here to read more about the award.

**2012**

Mark Drewelow announced YachtWorld Hero by YachtWorld

Nominated by Diane M. Byrne of Megayacht News for his work with YachtAid Global, the Yacht World Hero program honors "individuals who inspire with their work in ocean advocacy."

Recipients the same year included JeanMichel Cousteau, the son of ocean explorer Jacques Cousteau, and founder of Ocean Futures Society.

Click here to read about Diane's reasons for nominating Drewelow.

**2009**

Mark Drewelow recognized with Distinguished Crew Award in ISS Awards of Distinction by the International Superyacht Society

Nominated by the yachting industry at large, the Distinguished Yacht Crew Award "recognizes yacht crew whose distinguished acts of service best exemplify the standards to which professional yacht crew aspire."

Click here to see how Drewelow's work and 2009 ISS recognition inspired 2015 recipients of the award.

# TAKE ACTION

In order to continue providing aid to those in need around the world, YachtAid Global welcomes assistance from supporters. You can help out in one of four ways:

**DONATE**

Contribute financially to YachtAid Global at: http://yachtaidglobal.org/donate-now

**TRANSPORT**

One of the primary tasks of YachtAid Global is finding vessels to transport donated goods. There are times when itineraries are developed to shift goods from origin straight to destination, and at other times to move goods to a location closer to its ultimate destination. If you are interested in helping by providing a mode of transport, please contact: transport@yachtaidglobal.org

**VOLUNTEER**

YachtAid Global is in constant need of YAG volunteers to help coordinate logistics, look for vessels that might be heading to a particular location, find us ways to raise money, research remote areas, build port contacts and more. Do you have some special skill or knowledge? Are you a yacht owner or captain that wants to introduce deeper purpose to your cruising?
Email: volunteer@yachtaidglobal.org

**SPONSOR**

Sponsor YachtAid Global also customizes sponsorship packages for those who want to benefit a specific location. The following are examples of how a sponsor can get involved. Sponsors can:

- Select a locationofchoice to receive a donation of supplies
- Set a dollar amount of the donation
- Provide the supplies in need
- Be present to hand off the supplies to the beneficiary

To find out more, email: sponsor@yachtaidglobal.org

**114**
[ Unpaid volunteers ]

**52**
[ Beneficiary locations ]

**402**
[ Crew ]

**30 000+**
[ Volunteer hours ]

**21**
[ Countries aided ]

**41**
[ Vessels ]

**100 000+**
[ People impacted ]

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