



IntegrAID is a 501.c3 tax-exempt public charity

[IntegrAID.org](http://IntegrAID.org) | EIN 77- 0496153

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**Our History:** IntegrAID Inc. was founded in 1994, as a liaison to create and implement support systems for IDUS with HIV/AIDS. Initially we focused on networking care for seropositive IDUS; but soon after, expanded our services to address the needs of family members, social circles at risk of infection, seropositive inmates, and the limited options, as an addict, for end of life care.

**In 1994** IntegrAID collaborated with Amity Foundation, a transformative program designed to foster the inclusion and habilitation of marginalized populations as well as advocate legislative reform for drug related 3 Strikes felony convictions. IntegrAID's collaboration with Amity's Circle Tree Ranch provided health care education and coping skills for the increasing number of participants with HIV/AIDS.

**From 1996 – 1998** IntegrAID acted as an advocate for seropositive addicts facing incarceration or in need of end of life custodial care. A sample of our achievements include: Improved policy for the care and accommodations of Monterey County Jail detainees, Salinas, CA; implementation of Amity's program for level two prisoners at Soledad State Prison, Soledad, CA; and education for support and community service providers about the IDU lifestyle and challenges to long term sobriety. We helped implement unconventional programs, such as needle exchanges, which also created opportunities to discuss dual diagnosis, available health care options, and rehabilitation programs.

**In 1998** IntegrAID incorporated as a 501.c3 Public Charity and extended our mission, with two goals, to include all philanthropic organizations: 1: Help existing service providers develop and implement auxiliary programs that augment available services 2: Campaign for individual participation in philanthropic objectives.

**In 1999** IntegrAID partnered with Monterey County AIDS Project to investigate forming a hospice facility for practicing drug addicts at a property donated to MCAP in Big Sur, CA; during the project's discovery, we learned The Point Sur Naval Station had been earmarked by HUD for transitional housing. Again, we collaborated with Amity Foundation to submit a proposal to the GSA for use of the property as transitional housing for marginalized populations, with a focus on hospice care.

**Also in 1999** IntegrAID solicited funding and supplies to help victims of the Kosovo war. We raised over \$37K, as well as numerous product donations for organizations supporting the remaining victims of that Country's genocide.

**From 2000 - 2008** IntegrAID organized programs, raised funds, and networked resources to offer services to children, not eligible for welfare benefits, because of drug dependent or incarcerated parents. Each year Mark Phillips from Thinker Toys, Carmel CA sponsored one of our favorite projects. Mark's generous contribution allowed IntegrAID to partner with service providers and fulfill annual Christmas lists of requested toys for their client's children.

**In 2002** IntegrAID added an adopt-a-family program that networked and coordinated interactions between affluent families and impoverished young adults with handicapped children. We learned, at times the emotional support was more important to these families than the financial support.



**In 2008** IntegrAID began the [urBOOK Project](#) with the intent of increasing the impact of IntegrAID's purpose through a consumer product that promotes advocacy for charitable goals. The urBOOK concept combines the public's passion to record leisure activities, with celebrities or events, in a free digital photo album. Fans add personal photos to a urBOOK template then share their special memories with family, friends and social networks. Each year the urBOOK Project projects to circulate a minimum of 284M educational messages, generate over \$23M dollars for charitable organizations and publicize five philanthropic objectives in high visibility markets.

**In 2010** World Encounters Inc., Santa Monica CA invited IntegrAID to participate in the development of a support center for the beggar children in Nagpur India. A Child's New Life Foundation provides transportation, meals, baths, clean clothing and medical care for these children to attend India's public school system. Selectively CNL financially subsidizes the child's family, offsetting the parents' income loss, so the child will attend school instead of work. IntegrAID also helped advance The Los Angeles Gregorian Schola Foundation, Ms. Schenk and Dr. Fowells ran through Cal State, Los Angeles CA, researching the history of Gregorian Chants and creating media.

**Also In 2010** IntegrAID was awarded a Kellogg Foundation grant, to participate in Tech Soup Global's Social Media Boot Camp. We used the opportunity to begin [@tweets4GOOD](#) supporting the Haitian communities affected by the 2010 earthquake. During the next several years, IntegrAID continued to research and distribute information to the organizations working with IDPS in Haiti.

**From 2012 – 2021** 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 studied the special needs of homeless women. In depth interactions with homeless individuals, existing programs and the protocols for support or prevention, have allowed us to identify multiple obstacles for those living rough to re-establish a self-sufficient lifestyle.

**2014** was the year when technology, affordable internet bandwidth and enterprise branding for social good intersected. This environment created the ideal market to pitch the urBOOK Project. IntegrAID updated our financials, double checked the project's five-year projections and created a brand new presentation for investors ([urBOOK.biz](#))

**2014 – 2016** Through a grant from the Bernet 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 internet access to quickly connect homeless and low-income citizens with critical and life-saving resources. IntegrAID developed a model to monetize the project's annual operating expenses and a campaign to ensure community adoption. In 2016 IntegrAID collaborated with our regional United Way, to use their 2-1-1 Resource Directory to populate Link-MC. Like any good open source idea, late 2016, Zendesk transferred their concept's operation to Open Referral. We think the MyLinkUp model would be a beneficial addition to the "Lifeline Program" a free and discounted cellular phone service for low income individuals. ([MyLinkUp.info](#))

**2018 – 2024** Our research and experiences with homelessness culminated as the "MC Dignity Project" a distillation of the top innovative solutions we've investigated during the last nine years. The intent of this project is to develop and implement pilot programs, with local support organizations that augment the existing services in Monterey County. ([MC Dignity Project](#))

**2023 – 2024** In 2023 we began exploring the idea of using the Trebel Music app to disseminate resources to Latin American Countries about legally immigrating in to the United States. As well as publicize information about what support services are available when they arrive in the USA. ([Trebel Music/ Latin America / USA](#))