



(831) 626-0660

IntegrAID is a 501.c3 tax-exempt public charity  
[IntegrAID.org](http://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 we focused on networking solutions for the problems sero-positive individuals with an IDU lifestyle experience; soon after we expanded our services to address the special needs of family members, social circles at risk of infection, inmates, and the limited options, as an addict, available for end of life care.

**In 1994** IntegrAID collaborated with Amity Foundation, an organization dedicated to legislative change and programs that support marginalized individuals 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, and the inadequate availability of custodial and hospice care. A sample of our achievements include: Improved policy for the care and accommodations of detainees in the Monterey County Jail, Salinas, CA; implementation of Amity Foundation's program for level two prisoners at Soledad State Prison, Soledad, CA; as well as education about the IDU lifestyle and challenges to sustained sobriety for service providers. To minimize transmission we organized unconventional services, such as needle exchange programs, while educating addicts and their families about dual diagnosis, health care options, as well as end of life choices in long term care facilities subsidized by treatment 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 campaigns to advocate the need for individual 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 and submitted a proposal to the GSA to develop the property as transitional housing for marginalized populations; with a focus on hospice care for the terminally ill.

**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 distribution through organizations providing services to the remaining victims of that Country's genocide.

**From 2000 - 2008** IntegrAID organized programs, raised funds, and networked resources to offer support services for children, with drug dependent or incarcerated parents, without welfare benefits. Each year Mark Phillips from Thinker Toys Carmel CA sponsored one of our favorite project, where participating service providers, received wrapped toys requested by their client's children 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 2008** IntegrAID began the [urBOOK Project](#) with the intent to increase the impact of our goals through a useful consumer product that unites recreation and philanthropy. The urBOOK concept combines the public's attraction for leisure activities and celebrity with a free digital photo album. Fans add personal photos to a urBOOK and then share their special memories with family, friends and social networks. Each year the urBOOK project will 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** IntegrAID was asked by World Encounters Foundation Santa Monica, CA to help develop a service center in Nagpur India for the beggar children. A Childs New Life Foundation provides transportation, meals, baths, clean clothing and medical care so these street children are able to attend India's public schools. Selectively the Foundation supplements the family's financial needs offsetting the parents' income loss while their children are not working. We also helped advance The Los Angeles Gregorian Schola Foundation, researching the history of Gregorian Chants and creating media for the project Ms. Schenk and Dr. Fowells worked on at Cal State Los Angeles, CA.

**Also In 2010** IntegrAID was 1 of 20 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.

**From 2012 – 2020** 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 existing programs and the protocols for support or prevention, have allowed us to identify multiple obstacles for homeless individuals to re-establish a self-sufficient lifestyle. We continue researching solutions for Monterey County to share with existing providers.

**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 Barnet 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, the end of 2016, Zendesk transferred their concept's operation to Open Referral. We think a merger of the MyLinkUp model on Open Referral's framework could be a powerful addition to any State's Free Government Phone "Lifeline" Program ([MyLinkUp.info.](#))

**2017 – 2020** 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 eight 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. ([Read IntegrAID's 2020 MC Dignity Project Projections.](#))