



International Volcano Monitoring Fund Semi-Annual Report June 2010

The International
Volcano
Monitoring
Fund

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As luck would have it, Q1 2010 turned out to be a slow period for the International Volcano Monitoring Fund. The spare time that I normally commit to the IVM-Fund was gobbled up due to worrisome issues at my day job having to do with a hostile corporate takeover. Not fun. Meanwhile, our newly hired Development Director mysteriously went AWOL and hasn't reported in for several months. I'm suspicious that mountain biking may have won out over unpaid non-profit work. Despite these setbacks, the IVM-Fund is back on track and Q2 2010 has brought some new and exciting opportunities that I'd like to share with you.

The most exciting development of all is that we have started a new program to raise funds to purchase field equipment and volcano monitoring instruments for the Santiaguito Volcano Observatory (OVSAN) in southwestern Guatemala. This fundraising program is a collaboration between the IVM-Fund and Jessica Ball, who is a graduate student at the State University of New York at Buffalo where she conducts Ph.D. research on Santiaguito volcano. Jessica has volunteered to spearhead the fundraising communication effort through her blogging and online social networking activities. She has quite a following on her blog (<http://magmacluade.blogspot.com/>) which can really help to get the word out.

The goal of this new Guatemala program is to purchase and deliver equipment that has been specifically requested by Guatemalan volcanologists at OVSAN. Jessica and I have communicated directly with Gustavo Chigna, Director of OVSAN, and his volcanologist colleague Rudiger Escobar Wolf. Gustavo and Rudiger supplied us with a list of equipment they desperately need to support their efforts and the efforts of their staff to monitor the activity at Santiaguito volcano.

To support this effort, I created a Guatemala page on the IVM-Fund website which lists all of the requested equipment, including a photo, estimated cost, and purpose of each item. The list includes some field equipment such as a rock hammer and pocket knife. Unfortunately, the scientists and technicians who work to monitor Guatemala's dangerous volcanoes cannot afford to buy themselves basic field equipment on their meager salaries. The equipment list also includes actual volcano monitoring instruments such as a seismic station to measure earthquakes and a handheld infrared thermometer to measure lava temperatures from a safe distance. Our fundraising progress is updated at the bottom of the webpage as donations come in.

My goal with this fundraising approach is to create an "online-shopping-for-a-volcano-observatory" experience. Donors are given the opportunity to choose a specific piece of equipment to buy for OVSAN. I'm hopeful that this will give donors a sense of connection with the volcano monitoring cause that they have chosen to support and provide tangible evidence for exactly how their donation will be spent. Also, 100% of the donations to the Guatemala program go toward the purchase and delivery of



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equipment to OVSAN. If this Guatemala program is successful, I hope to replicate it for other volcanoes with volcano observatories.

Why have we chosen to support Guatemala and why Santiaguito volcano? Guatemala is a country with many needs, many active volcanoes, and many people who live too close to dangerous volcanoes. For many decades, Guatemala has struggled to monitor their active volcanoes with severely limited funding and resources. The Santiaguito Volcano Observatory is a volcano monitoring outstation that receives financial support primarily through a Guatemalan government agency called INSIVUMEH (Instituto Nacional de Sismologia, Vulcanologia, Meteorologia, e Hidrologia). OVSAN was established because Santiaguito is one of the three most active and hazardous volcanoes in Guatemala. The volcano itself is a large, lava dome complex that has been growing (i.e. erupting lava) since 1922. The most recent activity at Santiaguito occurred on April 26, 2010 and involved explosive eruptions that sent ash-laden plumes up to ~8 km altitude. Ash fallout from the eruptions affected nearby villages and closed schools. Other significant volcanic hazards at Santiaguito include lahars (mud flows) and pyroclastic flows (i.e. hot ash, gases, and rock) that can be generated by partial collapse of an unstable portion of the lava dome.

Times are tough in Guatemala, Santiaguito is an active and dangerous volcano, and OVSAN needs our support! Our fundraising goal for Guatemala is \$10,000. We're just a couple weeks into our Guatemala program and we've already raised \$300. If you haven't seen it yet, I encourage you to visit the IVM-Fund Guatemala page at www.ivm-fund.org/guatemala and purchase a piece of field equipment OVSAN.

Other Activities/Accomplishments of Q1 & Q2 2010

- The IVM-Fund is now registered as an Extraprovincial Society in British Columbia!
 - This step is required to raise funds in Canada.
 - Two of our board members of this BC chapter of the IVM-Fund are Dave Tucker (Director of the Mount Baker Volcano Research Center), and Dr. Glyn Williams-Jones (Professor of Volcanology at Simon Fraser University). They have been assisting in fundraising and helping get the word out.
- Social Networking
 - IVM-Fund continues to have a presence on Facebook and Linked- In to make use of online social networking and get the name of our organization into the global community.
 - By June 2010, we had 42 connections on Linked-In and 182 fans on Facebook
 - We plan to continue expanding our online social network to advertise the IVM-Fund and direct individuals to our website to make donations.

Fundraising in Q1 & Q2 2010

- By June 2010, the IVM-Fund raised US\$310 from four separate donors. We primarily receive donations directly through the website via PayPal.



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- Jessica Ball, Glyn Williams-Jones, Dave Tucker, and Amanda Witter donated their time to provide support to IVM-Fund fundraising programs.

Expenditures in Q1 & Q2 2010

- No money was spent on equipment during Q1 & Q2 2010.
- No money was spent on overhead during Q1 & Q2 2010.
- An amount of \$155 was set aside in December 2009 and was spent in February 2010 to cover the costs of registering the IVM-Fund as an extraprovincial society in BC.
- Unspent and/or unallocated funds in the IVM-Fund U.S. dollar bank account at the end of June 2010 amounts to US\$782.
- A portion of these funds will be used to get the T-shirt drive going and the rest will support volcano monitoring in Guatemala.

Projects/Tasks for Q3 & Q4 2010

- Gain tax-exempt status with the Canada Revenue Agency so that we can attract Canadian donors.
- Create a Mexico page on the website to list equipment to monitor Colima volcano. Equipment has already been requested by Dr. Nick Varley at the Colima Volcano Observatory.
- Kick-off an initiative to support the University of Hawaii's Center for the Study of Active Volcanoes (CSAV) program. This effort will raise money to purchase volcano monitoring instruments for CSAV graduates who come from low-income countries and also to fund scholarships for CSAV students who work at volcano observatories in low-income countries.
- Continue work at Dorr Fumarole Field with another expedition in the summer of 2010 to measure steam flux from the steam vents.

Fundraising Plan for Q3 & Q4 2010

- T-shirt fundraising drive
 - The logo for the IVM-Fund T-shirts is finally complete.
 - A Seattle T-shirt maker has been identified.
 - We hope to order T-shirts and begin selling them later this summer to raise money for OVSAN.
- "Ten Dollars for Guatemala" Fundraising Initiative
 - We are brainstorming about an Obama-style fundraising campaign which focuses on getting small donations from many, many individuals.
 - Lots of people in North America, Europe, and Japan can afford to give \$10 -- just give up 3 lattes or 2 pints of beer.
 - In general, donors don't know how much to give and if they only give \$5 or \$10 they might feel guilty that they're not giving enough -- and in the end, may not give at all.
 - This fundraising program aims to tell potential donors that it's ok to give only \$10.



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- If 1000 people give \$10 each then that makes \$10,000 which is our fundraising goal for Guatemala.
 - Even if only 100 people give \$10 each, the \$1000 will still go far in buying a lot of field equipment for Guatemalan volcanologists.
 - We can try to reach large numbers of people through the internet as the Obama campaign did.
 - We plan to target five groups in this campaign:
 1. Volcanologists
 2. Geology professors
 3. Geology graduate and undergraduate students
 4. Friends and family
 5. The public at large
 - For the first three target groups, asking them to support volcano monitoring in needy countries should be an easy sell because they know volcanoes and their hazards quite well.
 - If we can get large numbers of volcanologists and geology professors to support our cause, we can use it as a fundraising success story to market the value of our mission to a much larger group of people who may not know much about volcano monitoring.
- We plan to communicate with REI and MEC, two outdoor gear retailers to donate basic field equipment (e.g. tents, backpacks) to OVSAN.
 - We will also communicate with FLIR, a manufacturer of thermal infrared cameras, to ask them to donate to OVSAN to enable them to monitor Santiaguito volcano at night.
 - Continue to communicate with as many people as possible and ask them to give a donation in support of OVSAN, Colima, and CSAV.
 - Enlist assistance in the fundraising effort from other individuals who believe in our cause such as volcanology professors and grad students.

The IVM-Fund looks forward to a productive Q3 & Q4 2010. We plan to focus on fundraising for OVSAN and delivery of our first batch of equipment to the Guatemalans.

Thank you all for your continued support! Please donate to our Guatemala program and please ask all your friends and colleagues to do the same. Guatemalan volcanologists need our help!

Best regards,

Jeff Witter
President and CEO
International Volcano Monitoring Fund