



## News Release

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### **LYNN C. FRITZ, SAN FRANCISCO SOCIAL ENTREPRENEUR, RECOGNIZED BY 2008 PURPOSE PRIZE FOR INNOVATION, EXTRAORDINARY CONTRIBUTION IN ENCORE CAREER**

San Francisco - It was announced today that Lynn Fritz, Chairman of the Board for Fritz Institute, a nonprofit public charity that partners with governments, humanitarian aid agencies and community organizations around the world to improve front line responders capacity to serve the worlds most vulnerable populations, was recognized as a 2008 Purpose Prize Fellow.

The Purpose Prize recognizes social entrepreneurs who in their second half of life have applied their experience to open up a next chapter of innovation, productivity and creativity and in the process have transformed our communities and our country. In 2006 Civic Ventures, with generous grants from The Atlantic Philanthropies and the John Templeton Foundation, launched a major initiative investing in a new generation of social innovators – individuals in the second half of life who are marshalling their accumulated experience to tackle some of America’s most urgent issues.

As the chairman and CEO of Fritz Companies, Lynn Fritz was an architect of the global logistics industry. With 12,000 employees in 120 countries, he understood the sources of the greatest inefficiencies in global supply chains. Fritz also witnessed numerous natural disasters - and realized that his expertise in supply chain logistics could speed disaster relief.

In 2001, at age 59, six months after selling Fritz Companies to UPS, Fritz set up the Fritz Institute, a nonprofit public charity that partners with governments, humanitarian aid agencies and community organizations around the world to improve the flow of aid and goods to disaster zones. Fritz now hosts an annual humanitarian logistics conference with the largest agencies in the world, including the United Nations, the Red Cross, and large international NGOs. "It made intuitive sense that the efficient movement of goods and people during dynamic and disturbed circumstances was a challenge I could help address," explains Fritz.

When the South East Asia tsunami hit in 2004, the International Federation of the Red Cross, using logistics software developed by Fritz, was able to deliver relief supplies five times more effectively than it had in any previous major disaster. The Red Cross uses Fritz Institute training programs and software to coordinate relief in Indonesia, Sri Lanka, India, Maldives and Myanmar, as do aid organizations in more than 20 countries.

The Fritz Institute developed a consortium of 17 African relief organizations which has grown to twenty six societies and this year became a self governing organization called NEPARC (the New Partnership for African Red Cross and Red Crescent Societies). Fritz worked with NEPARC to

develop a set of third party metrics to demonstrate organizational excellence to stakeholders within their countries and among their peers and donors.

This engagement in Africa led to the Bay Area Preparedness Initiative (BayPrep), a program initiated the Bay Area philanthropic communities to make the Bay Area the most prepared region in the United States with the evidence to prove it. "Preparedness will come when the organizations who serve the most vulnerable populations have achieved standards that ensure their ability to handle a surge in need," explains Fritz. "Our belief is that the devastation of catastrophic disasters can be reduced but it's going to take a systemic change working from the bottom up and developing metrics to measure success."

### **About Fritz Institute**

Fritz Institute is a nonprofit organization that works in partnership with governments, nonprofit organizations and corporations around the world to create innovative solutions and facilitate the adoption of best practices for rapid and effective disaster response and recovery. Fritz Institute was founded in 2001 by Mr. Lynn Fritz, a social entrepreneur who recognized that effective front-line humanitarian operations must be supported by strong back-room capabilities: effective operational processes, appropriate uses of enabling technologies, well-trained logistics personnel, objective performance metrics, and institutionalized learning.

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