

STILL GOT IT GOING ON: THE LANGHAM HUNTINGTON HOTEL AT 100

pasadena

THE GIVERS

Andrea
Herz Payne

Amie
Petersen-
Satchu

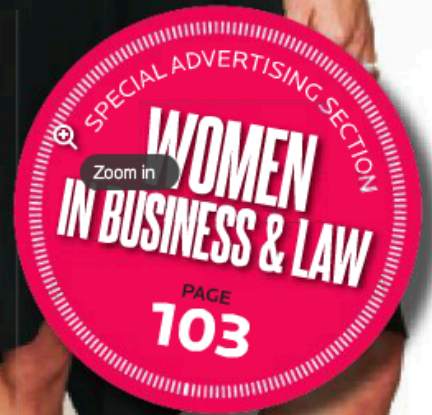
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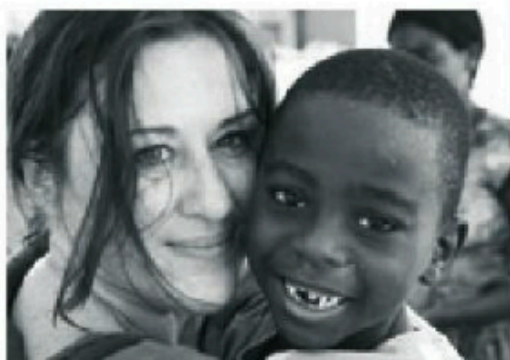
WOMEN
REINVENTING
PHILANTHROPY

STALKING
GALE ANNE HURD,
WALKING DEAD
MASTERMIND

REFRESHING
HOSTESS GIFTS

MAY/JUN 2014 \$6.95 US





Andrea Herz Payne ||||| **Aid Still Required**

"We're trying to transform how people give for disasters, so that they are thinking long-term, about what will make a lasting difference. Yes, giving in the moment saves lives, but giving later creates a future."

When the tsunami hit Southeast Asia in 2004, Andrea Herz Payne was devastated by the news reports. She had friends who were vacationing in the area and unaccounted for; she herself had been there with them a few years earlier. Her friends were found four days later, but Herz Payne and her boyfriend (now husband) Hunter Payne still felt galvanized to help.

Since Hunter Payne had been in the music business, they came up with the idea of producing a CD the proceeds of which would benefit the area.

A year and a half later, the CD was finished, and Herz Payne wondered if it was too late to help much. But traveling to Indonesia she was shocked to see how many people were still living in tents, with no jobs or hope. At

about the same time, the Paynes realized that it had been a year since Hurricane Katrina, New Orleans was still ravaged, and that the crisis in Sudan had dropped out of headlines but still raged on. A mission began to take shape: "Just because an issue left the headlines doesn't mean it left the planet" became the tagline of the nonprofit they founded, called Aid Still Required.

Now, as chair of the board, Herz Payne focuses on programs in Haiti (including reforestation and farming projects and trauma therapy programs); Darfur (reforestation and sustainable development programs); New Orleans (community and youth empowerment and environmental restoration); and Indonesia (sustainable development and women-owned business microfinance). She travels frequently to most of the program sites.

"Even when it seems like no one is really interested anymore, I feel it's a personal commitment," Herz Payne says. "I said we were coming back. So I am coming back. These people are used to people not keeping promises. But they know I am coming back."