

Federal Alliance for Safe Homes (FLASH)

The nonprofit Federal Alliance for Safe Homes (FLASH) was formed as a voluntary public awareness coalition in 1998 to promote safer, better-built homes in post-Hurricane Andrew Florida. With the help of its founding partners, including leading corporations, federal and state agencies and other nonprofits, FLASH helped generate widespread demand for stronger, safer and more disaster-resistant homes that could withstand floods, hurricanes, wildfires and more. In 2001, FLASH incorporated as a nonprofit, 501(c)3 organization after early successes revealed potential for sustained, beneficial impact. Today, FLASH is the nation's leading consumer advocate for disaster safety and resilience. FLASH delivers award-winning programs, unique private-public partnerships and unprecedented public policy innovation.

FLASH is committed to strengthening homes, safeguarding families and protecting economic well-being by promoting disaster preparedness and mitigation. The list of respected FLASH partners includes more than 120 public, private and nonprofit organizations such as BASF, FEMA, Florida Division of Emergency Management, International Code Council, Kohler Power Systems, NOAA/ National Weather Service, North Carolina State University, Portland Cement Association, RenaissanceRe, Simpson Strong-Tie Co., State Farm, Texas Tech Wind Science & Engineering, The Home Depot, University of Florida, USAA and WeatherPredict Consulting Inc.

In 2008, FLASH opened an unprecedented "edu-tainment" experience entitled, StormStruck: A Tale of Two Homes® located at the INNOVENTIONS Attraction at Epcot® at the Walt Disney World® Resort in Lake Buena Vista, FL. StormStruck is a one-of-a-kind combination of interactivity and education that delivers lifesaving messages about weather safety from flood, hail, hurricanes, lightning and tornadoes and represents the signature awareness initiative at FLASH.

FLASH is a trusted resource for many state and national news organizations. CNN, MSNBC, Fox News, ABC's Good Morning America, The Weather Channel, Wall Street Journal, The New York Times, Washington Post, Miami Herald and The Associated Press have all featured FLASH programs.

During the last 15 years, FLASH educational resources and programs have been continuously recognized with awards and recognition including the 2014 National Hurricane Conference Outstanding Achievement Award, 2011 National Voluntary Organizations Active in Disaster Partner of the Year; 2011 Governor's Hurricane Conference Governor's Award; 2011 Leadership Recognition presented by the International Code Council; 2009 Governor's Hurricane Conference Corporate Award for StormStruck; 2008 National Hurricane Conference Outstanding Achievement Award; 2008 Governor's Hurricane Conference Distinguished Service Award; 2007 Tulsa Partners President's Award; 2006 Florida Governor's Hurricane Conference Excellence in Public Education/Public Information Award; 2005 National Hurricane Conference Award for Outstanding Achievement in Public Awareness; 2005 U.S. Department of Commerce/NOAA Environmental Hero Award; 2005 National Weather Association Walter J. Bennett Public Service Award; 2005 Texas Public Relations Association's Silver Spur for Public Awareness; 2002 National Hurricane Conference Outstanding Achievement in Mitigation Award; 2002 FEMA Special Recognition Award; 2002 Florida Fire Chiefs Association Excellence in Community and Public Education Award; 2002 Florida Emergency Preparedness Association Corporate Award and the 2001 Governor's Hurricane Conference Public Education Award.