



Corporate Disaster Response Guidelines and Resources

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In the wake of the devastating earthquake in Haiti, Cone offers this list of resources and recommendations to aid companies in their relief efforts.

GENERAL GUIDELINES FOR DISASTER RESPONSE

1. Cash first, but think longer-term: Immediate cash donations allow relief organizations to buy items that meet their most urgent needs ([The Federal Emergency Management Agency](#) lists organizations with expertise in disaster relief). Companies may also want to reserve some support until long-term reconstruction goals become clear.

2. Align longer-term giving with current social commitments: Many companies already support a specific issue, such as health, education or the environment, and likely have existing nonprofit partners. These programs and relationships may be leveraged to support reconstruction activities. For example, a company that supports education could provide transitional education programs for displaced students. This maximizes in-house expertise and builds on a company's reputation for supporting a specific cause. Also determine what relief efforts, if any, your existing nonprofit partners have underway that you may be able to support.

3. Don't give products just because you have them: By sending in-kind products that are not immediately needed by relief organizations, companies can actually slow down the relief process by creating unnecessary administrative burdens. Companies should instead proactively seek in-kind requests from government agencies or relief organizations.

4. Involve your employees: Employees want to help. Companies should provide a way for their employees to donate and should also consider offering a matching grant program to inspire them to give. Companies may also deploy employees as volunteers to assist with reconstruction activities if they have the needed skills and as requested by the relief organizations.

5. Communicate efforts internally and externally: No company wants to appear exploitative or inappropriate during times of humanitarian disaster. At the same time, companies that fail to communicate may be criticized by employees and customers for failing to contribute. To ensure transparency, companies should provide internal communication to employees; issue brief and modest, facts-only news releases over the wires to communicate with the media; and communicate with external stakeholders by providing updates on company participation via the company's Web site and new media channels. To expedite their disaster relief plans, companies should create a cross-functional team to develop a charitable response strategy. This team should include senior management from corporate giving, human resources, operations and communications to determine the level, type and timing of support, as well as a transparent communications strategy. Companies must also conduct due diligence on immediate and longer-term grant recipients to ensure their money is being used effectively.

BUSINESS RESOURCES

[BCLC Disaster Recovery Web Site](#)

[Entrepreneurs Foundation Disaster Response Resource Guide](#)

RELIEF ORGANIZATIONS CURRENTLY ASSISTING HAITI

[American Red Cross](#)

[AmeriCares](#)

[CARE](#)

[Direct Relief International](#)

[Doctors Without Borders](#)

[GlobalGiving](#)

[International Medical Corps](#)

[Mercy Corps](#)

[UN World Food Programme](#)

[Yéle Haiti](#)

More organizations can be found at [NetworkforGood](#)

CORPORATE RESPONSE TO-DATE*

Abbot	\$1 million in initial humanitarian aid in response to the earthquake in Haiti, including grant funding and donations of critical pharmaceutical and nutritional products.
AT&T	Facilitating text message donations of \$10; 100% of texted donations goes to the American Red Cross
Bank of America	\$1 million; 50% of which directed to the American Red Cross
Baxter	\$1 million; \$350,000 to support both immediate, acute-care and longer-term needs; support for the American Red Cross International Disaster Relief Fund and CARE.
Cargill	\$50,000 to CARE and the UN World Food Programme
Coca-Cola	\$1 million to the American Red Cross
ConAgra	\$100,000 to the American Red Cross
Digicel	\$5 million to various NGOs leading relief efforts
FedEx	Flying supplies to the disaster zone in partnership with relief agencies
General Mills Foundation	\$250,000; \$100,000 to the American Red Cross International Relief Fund and \$150,000 to CARE
Google	\$1 million to UNICEF and CARE
ITT	\$100,000 to Mercy Corps, plus the donation of five water treatment units which will provide water for 100,000 people
Lowe's Companies Inc.	\$1 million to the American Red Cross
Lilly	\$250,000; 50% pledged for immediate relief and 50% pledged for long-term recovery; undisclosed NGOs
McDonald's Corporation	\$500,000 to the International Federation of the Red Cross; matching donations from Arcos Dorados expecting to equal another \$500,000
Microsoft	\$1.25 million in cash and in-kind donations; employee-donation matching up to \$12,000; mobilization of employee response team and technical support of NGOs operating on the ground
Morgan Stanley	\$1 million to the American Red Cross Haiti Earthquake Relief Fund
Nestle Waters North America	\$1 million worth of bottled water
PepsiCo Foundation	\$1 million; \$500,000 divided among the American Red Cross, Save the Children, and Friends of the World Food Program; \$500,000 allocated for longer-term rebuilding efforts
UPS	\$1 million to the American Red Cross, CARE, UNICEF and others
Walmart	\$500,000 to the American Red Cross; \$100,000 worth of donated pre-packaged food kits requested by the Red Cross
The Walt Disney Co.	\$100,000 to the American Red Cross Haiti Earthquake Relief Fund
Western Union	\$250,000 to NGOs including Mercy Corps and Save the Children

* Not a complete list. For updated corporate support visit: http://www.uschamber.com/bcl/haiti_corporatedonations.htm