

Disaster Relief & Preparedness, Part 1: Corporate Collaboration for Haiti

August 3, 2010



VolunteerMatch
Solutions

BPN

Guest Speakers



Medtronic

Katie Janowiak

Community Affairs Specialist, Medtronic



Judson McNeil

President, The Toro Foundation
Giving Program and Community Relations,



UnitedHealth Group®

Sue Osten

Director, Social Responsibility,
UnitedHealth Group

Kids Against Hunger®
ding families around the world... and around the corner

Scott Anderson

Director of Packaging Operations,
Kids Against Hunger

Open Q&A with the Audience

**Type your questions into
the question box on the
right panel.**

**We will pose them to the
speakers for everyone to
hear.**



Agenda at a Glance

- **Setting the Stage**
- **Corporate/Nonprofit Partnerships**
- **Ways to Give**
- **Managing Employee Expectations**
- **Preparing in Advance**

Haiti After the Earthquake

- **1/12/2010** – The **7.0M** earthquake struck ~16M west of Port-au-Prince, Haiti's capital
- 52 aftershocks measuring 4.5M or greater struck within 1 week following
- ~**3 Million** Haitians were affected
- 1 Million made homeless
- est. **92,000- 230,000** deaths resulted, the **6th deadliest** earthquake on record
- **1/22/2010** – The United Nations noted the end of the Emergency Relief Phase was near; The Haitian Government stopped their search for survivors



Haiti After the Earthquake

6 Months After:

- "It looks like the quake just happened yesterday" – CNN Reporter
- As of **July 2010**, 98% of the rubble from quake remained uncleared
- **1.6 Million** people remain living in relief camps
- **\$1.1 Billion** (from 23 charities) has been collected for Haiti relief efforts, only **2%** has been released



Setting the Stage



How the Local Nonprofits Came Together

Brief Overview of Company Relief Programs

Goals & Outcomes



UnitedHealth Group



Setting the Stage



Members of the Medtronic Executive Team.
CEO Bill Hawkins (first on right)

Setting the Stage



Giving Program



Setting the Stage

In 2009, KAH packaged **48** million meals

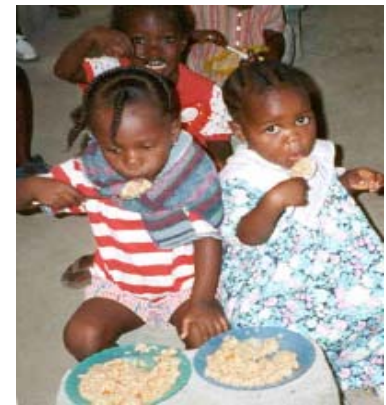
KAH has sent over **18** million meals to Haiti since the January earthquake

Each package is protein- and nutrient-rich, with 21 essential vitamins & minerals

**Kids
Against
Hunger.**[®]

Feeding families around the world...and around the corner.

Kids Against Hunger food packages each contain 6 servings and each bag is prepared in less than twenty minutes by adding it to boiling water.



www.kidsagainsthunger.org

Developing a Strong Corporate-Nonprofit Partnership

Q: What steps took place immediately after the earthquake to prepare your company's response?

Q: From the nonprofit's perspective, what makes a strong, healthy, effective partnership with a corporation?

Q: From the corporate perspective, what makes an effective partnership?



Ways to Give – Thinking Outside the Box

Q: How did each company find creative ways to give resources through your disaster relief efforts, including volunteering, grants, and in-kind resources?



The screenshot shows the top portion of a news article on the Twin Cities Daily News website. The header features the site's name and the publication date. Below the header is a purple sidebar with a logo for 'mission in motion' and a text-based announcement for a volunteer opportunity. To the right of the sidebar is a search bar and a 'Go to Archives' link.

Twin Cities Daily News
Published on Thursday, January 28, 2010

Join Kids Against Hunger for an On-Site Volunteer Opportunity
There are still spots available! In response to the outpouring of support our employees have demonstrated for relief efforts in Haiti, it is our pleasure to announce three days of on-site Haiti relief volunteer opportunities the week of February 1, 2010. Please [click here](#) to sign up for the shift and location of your choice, as we package food with Kids Against Hunger. For more details regarding these opportunities, please [click here](#).

mission in motion

Search Twin Cities Daily News

Go
[Go to Archives](#)

A Medtronic Listing on Their VolunteerMatch Website

Managing Employee Expectations during Disaster Relief Efforts

Q: How did you use your department resources and VolunteerMatch tools to engage employees?

Q: Following a disaster, people want to help immediately and they want to see that they are making a difference. How do you organize those feelings into impact? How did you handle these expectations?



Managing Employee Expectations: Medtronic



U.S. Medtronic News

February 16, 2010



Volunteering in Haiti: Reports from the Field

Dr. Dayna Wolfe, senior clinical research associate in Neuromodulation, will spend the next 10 days volunteering in earthquake-ravaged Haiti. Dayna will be working in rural communities and remote villages with other healthcare professionals on missions organized by No Time For Poverty and with the assistance of Partners in Health, which are grantees of the Medtronic Foundation.

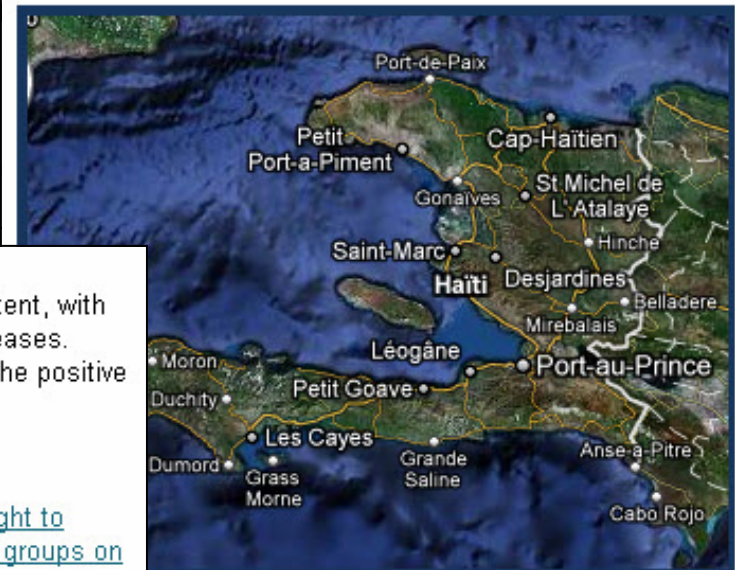
A physician who specializes in physical medicine and rehabilitation, Dayna has traveled extensively and previously volunteered in Orleans after Hurricane Katrina and in Tanzania, where she established a program for women with disabilities.

Dayna hopes to share her experiences in Haiti with Medtronic employees through regular updates that will be posted here.

Search U.S. News

Go

Move your cursor around the map to see where Dayna is working today:



Wednesday, February 17, 2010

[Listen to Dayna's message from Port-au-Prince](#), where she is actively working, tent-by-tent, with patients that need attention from earthquake-related injuries to treatment of chronic diseases. She remarks on the damage to the hospital, and how it affects working conditions. On the positive side, she comments on how day-to-day life is starting to get back to normal.

Tuesday, February 16, 2010

[Listen to Dayna's first report, from Fort Pierce, Florida, where she is preparing for the flight to Port-au-Prince. Once there, her group will set up camp and begin working through relief groups on the ground.](#)

Managing Employee Expectations: Toro



THANK YOU, VOLUNTEERS!

Toro volunteers packed over **28,000** meals for Kids Against Hunger, all meals going to children in Haiti!



Kids Against Hunger®

Feeding families around the world...and around the corner.

Preparing Your Program in Advance – “Before the Crisis”

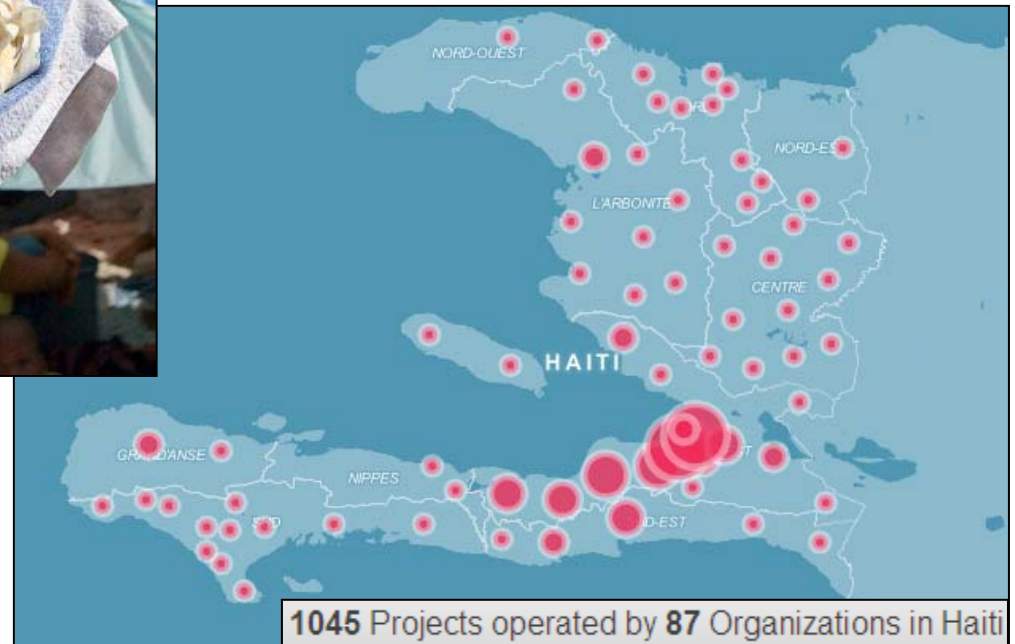
Q: What would you recommend to a company that is starting to formalize their Disaster Response Program? How do the corporation and nonprofit partner set expectations so that the relationship is a win-win scenario?



Final Thoughts



What can a
Company do
Today to help in
the Future?



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Resources for Disaster Relief & Preparedness

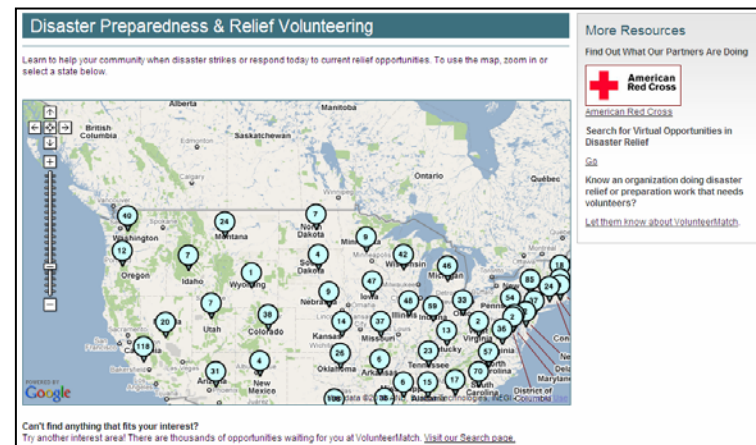
VolunteerMatch – Search ‘Disaster Volunteering’ (Customizable for your Company’s VolunteerMatch Site, as well)

Business Civic Leadership Center (BCLC) – Disaster Recovery: Blogs, Webinars, Resources

American Red Cross – Trainings, volunteering & preparation

Disaster Center – List of Disaster Relief Agencies

Executives without Borders – Recruits Experienced Business Leaders for Service and assistance with Project Execution



Resources for Disaster Relief & Preparedness



About Business Civic Leadership Center

The Business Civic Leadership Center (BCLC), a 501(c)(3) affiliate of the U.S. Chamber of Commerce, is a resource and voice for business' social and philanthropic interests. BCLC's Global Corporate Citizenship Program facilitates effective private-sector engagement in international development. Under its Disaster Assistance and Recovery Program, BCLC tracked corporate donations to the immediate response process after the Haitian Earthquake. Corporate donations exceeded \$147 million. Visit www.uschamber.com/bclc.

Engaging in Long-Term Reconstruction:

- Created Interactive Map of relief progress: <http://haitiaidmap.org/>
- Coordinated with US Department of State to improve Haitian Customs processing
- Identified 4 Projects for BCLC's International Business Corps
 - 2 Skills-based volunteering projects
 - Business planning for recycling and rebuilding in Haiti
 - Water and sanitation assessments



Disaster Relief & Preparedness, Part 2:

A Lasting Partnership – Ryder System, Inc. & The American Red Cross

September 23, 2010



Stay Informed:

Check Out Future BPN Webinars:

www.volunteermatch.org/bpn

Sign Up For Our Newsletter:

solutions@volunteermatch.org