

Disaster Relief & Preparedness: Part 2

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

September 23, 2010



Speakers



Bob Brunn

Vice President, Investor Relations and
Public Affairs, Ryder System, Inc.



Katie Stewart

Officer of Corporate Partnerships,
American Red Cross



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

- **How the Relationship Began**
- **Formalizing the Relationship**
- **Ways to Give**
- **Obstacles to Success**
- **Looking Forward**



- Introduction from Bob Brunn
- The Ryder Giving Program



- Introduction from Katie Stewart
- ARC Programs



How the Relationship Began

- Long history of working together for 1-off projects & specific needs
 - Philanthropic
 - Business
- What led to the decision to develop a more formal relationship between your two organizations?
- What surprises, obstacles, or successes did you find in the beginning?



Formalizing the Relationship

Developing a Strategy:

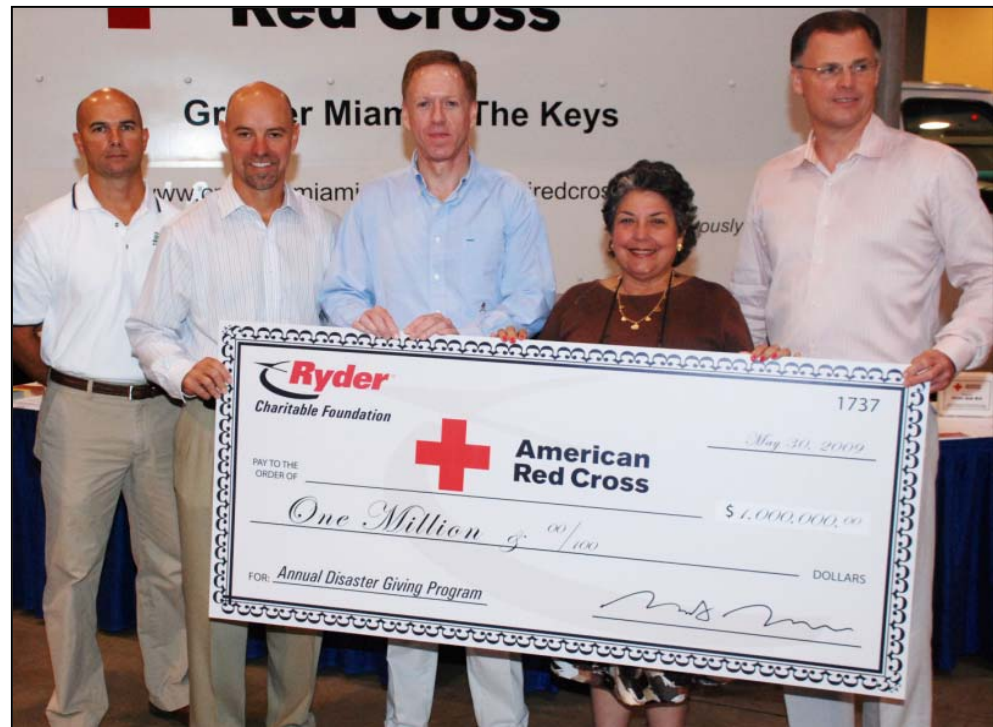
What Makes an Effective Partnership?

What questions have to be asked?

What Resources are required?

Time/Staff/Other

What did each side expect to get from the relationship?



Formalizing the Relationship

What it Looks Like Today: Major Tenets



1. Financial Support – Corporate and Employee
2. In-Kind Support
3. Training & Technical Assistance
4. Employee Volunteerism
5. Promotion and Visibility

Formalizing the Relationship, Continued..

Financial Support – Corporate and Employee

- Multi-year financial commitment to ARC for domestic disaster relief (National disasters as well as local chapter support)
- Episodic contributions by Ryder employees to Haiti disaster relief
- 2009 Holiday Campaign

In-Kind Support

- Discounted vehicle rental program
- Discounted used truck sale program
- Donations of vehicle rentals and used trucks

Training & Technical Assistance

- Six Sigma Disaster Logistics Training
- Logistics Consulting



Formalizing the Relationship, Continued..

Employee Volunteerism

- Implemented VolunteerMatch system for all US employees
- Launch Employee Engagement Program in 4 cities
- ARC conducted training sessions at selected locations
- Ready When the Time Comes
- Leadership Engagement – Corporate Advisory Council & Board Membership

Promotion and Visibility

- Press Releases/trade publications/Ads/Websites (Annual, Disaster Specific)
- Regular Leadership Communications
- Internal Staff Communications
- Media and Events



Ways to Give



What Can Your Company Offer Beyond a Check?

- Grants/Financial Contributions
- Disaster Giving Programs
- Resources: products, services, etc.
- Pro Bono Consulting
- Volunteering

Obstacles to Success

Major Issue Areas:

- Bringing All the Right Stakeholders to the Table
- Decentralization
- Measuring Total Impact



What have you each learned from this experience?

Looking Forward



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Resources for Disaster Relief & Preparedness

American Red Cross

www.redcross.org

- Training Courses: CPR, First Aid, AED
- Red Cross Certification Cards
- Prepare Disaster Kits: At Home, At Work, At School
- Earthquake, Flood & other Safety Instructions
- Give Blood
- Donate
- Volunteer in Your Community



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