

CASE STUDY

SYNOPSIS

Global Impact's Disaster Relief Program provides our corporate partners with the ability to respond rapidly and effectively to the world's most catastrophic disasters. By working with our network of more than 100 of the most respected international charities, Global Impact provides corporate partners with a turnkey solution for donating to disaster relief efforts through workplace campaigns, signature campaigns and matching gift programs. With customizable disaster relief programs available, Global Impact helps corporations achieve their philanthropy goals and priorities. The following case study provides a complete look at the response efforts that occurred after Hurricane Maria hit Puerto Rico. It captures the range in which corporations respond, whether that be monetarily, through human capital and/or product. This case study also highlights how partnership with Global Impact maximizes efficiency and engagement. The impact of the combined response effort from all corporations and workplaces engaged is impressive, particularly during a year when there were many disaster appeals, and the results demonstrate the great corporate citizenship and empathy expressed by employees when disaster strikes.

CASE STUDY

1. The Opportunity / Issue

On Wednesday, Sept. 20, 2017, Hurricane Maria slammed into Puerto Rico as a Category 4 storm, completely wiping out power and killing at least 64 people and potentially thousands more. Despite ongoing appeals for other disasters, it was evident that the need caused by the storm would be great. In response, corporations were struggling to identify how best to contribute to the disaster relief efforts through their human capital, monetary support and products.

2. The Solution / Approach

To centralize and help mobilize private sector support for relief efforts, Global Impact set up the Hurricane Maria Fund through its website, launched projects on partner workplace giving platforms, Benevity and YourCause, and provided ongoing updates and content necessary for corporations to launch a response effort. This supported their human capital engagement strategy and offered employees an outlet to contribute to the relief effort. Global Impact also connected corporate partners with volunteer information and gifts-in-kind opportunities for those with products available and ready to donate. One partner packed 2,000 hygiene kits and another contributed \$50,000 worth of clothing items that were sent to Puerto Rico to support the victims of the storm. Global Impact identified the group of responders who would be capable of accepting products and brokered the partnership to increase efficiency for both corporate and nonprofit entities.

3. Resources / Budget

Depending on the scale of a corporate response and their level of desired engagement, the resources and budget required can vary. However, Global Impact's management of partner brokering and logistics greatly decreases the backend resources and budget needed by corporations. Additionally, through Global Impact's partnership model, corporations have access to the most respected international charities responding on the ground. These organizations provide corporations with timely information on relief efforts, as well as quality, dependable partners through which to funnel contributions.

4. Results to Date / Success Factors

Global Impact's Hurricane Maria Relief Fund earned more than \$150,000 in donations from a combination of individuals, 69 workplaces, 56 corporate matching programs and corporate grants, and over \$50,000 gifts-in-kind. Donations from the fund were distributed to nine of the most influential and respected charities providing on-the-ground services to storm victims, including Mercy Corps, Americares and International Medical Corps. Additionally, hygiene kits were packed by one of Global Impact's corporate partners and sent to Puerto Rico, providing those in need with an assortment of essential toiletries, as well as a notes of encouragement.

5. Lessons Learned / Surprises

In the Hurricane Maria response, and common among other natural disasters, corporations want to provide products that support on-the-ground responders. However, it can be difficult to accurately assess the areas that are most devastated and determine the resources needed. Additionally, supplying relief products may have a negative impact on the local economy as it is also working to rebuild in the wake of a disaster. In these situations, Global Impact works closely with both corporations and the on-the-ground partners who are experts in relief implementation to ensure that only products most in need are accepted and delivered in the initial recovery effort.

HELPFUL RESOURCES AND TOOLS – what practical information can you share or links to additional tools?

[Global Impact Disaster Relief Program](#)
[Global Impact Hurricane Maria blog post](#)
[Active Disaster page](#)

ABOUT THE ORGANIZATION

Global Impact is a leader in growing global philanthropy. The organization builds partnerships and raises resources that help the world's most vulnerable people by providing integrated, partner-specific advisory and backbone services; workplace fundraising and representation; campaign design, marketing and implementation for workplace and signature fundraising campaigns; and fiscal agency and technology services. Global Impact has generated more than \$1.8 billion to help people in need. Learn more at charity.org.