



Photo from GlobalGiving's Nepal Earthquake Relief Fund, taken by Gavin Gough

# EMPOWER

## Your Stakeholders to Help Others in Times of Crisis

When natural disasters strike, it is crucial to quickly provide international and local organizations with the funds to cover immediate relief. It's even more important to ensure that local organizations have the support they need beyond immediate response. Through our partnership with thousands of local organizations in 160+ countries, GlobalGiving is uniquely positioned to connect individual and corporate donors directly to organizations committed to long term recovery and development. As events unfold, we monitor the areas of greatest need to determine which organizations are ready to meet them most effectively and facilitate a giving strategy that maximizes your impact.

*GlobalGiving's unparalleled reach and responsiveness power disaster relief programs that support first responders and local nonprofits as they rebuild.*

“ The VMware Foundation has worked with GlobalGiving for natural disaster responses because of the variety of locally-driven nonprofits VMware people can choose to support—in their immediate work as first responders as well as long-term recovery efforts after the headlines have faded.

—NICOLA ACUTT  
Vice President, Global Community Affairs, VMware

There are many effective ways to create a disaster relief program in line with your corporate citizenship strategy. Here are some examples of how GlobalGiving has partnered with companies to customize their giving programs:

**Customize a program to respond to an unexpected crisis.** GlobalGiving can quickly build and manage custom donation pages for employees and customers. GlobalGiving partnered with Gap and Gap Foundation as part of their consumer and employee engagement campaign to contribute to Japan earthquake relief in 2011.

**Integrate all stakeholders into your disaster response plan** as we facilitated for Hilton Worldwide by creating a program to award bonus points to Hilton HHonors members who donate to major natural disaster relief efforts.

**Offer employees fast, unique matching programs** that amplify individual impact, driving more support directly where it's needed, similar to the matching program GlobalGiving created with Discovery Communications for employee donations to relief funds in Haiti, Japan, Joplin, Missouri, Nepal, and beyond.

**Support giving in the areas that matter most to your employees.** For example, we created a program with Hilton to provide their employees from East Africa the ability to give to projects that support those affected by famine in those communities and customized a digital presence for this effort.