

Corporate Citizenship Watch

A New Era of Disaster Philanthropy - How Companies Can Lead the Way

November 30, 2021



Some of the critical issues we will be addressing today

- How to better address the needs of disadvantaged communities in every phase of a disaster
- Ways to build more effective relationships not only with nonprofits, but also with other companies with complementary competencies
- How firms can shift resources from immediate relief to preparedness and long-term recovery and reconstruction
- The critical roles that CEOs can play in the firm's disaster philanthropy



Today's Speakers



Karen Baker

Former Chief Service Officer,
State of California
Architect and Co-Founder
Listos California



Julie Gehrki

Vice President, Philanthropy
Walmart



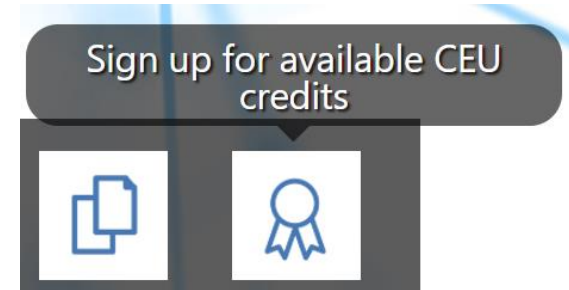
Jeff Hoffman

Institute Leader, Corporate
Citizenship & Philanthropy,
ESG Center
The Conference Board

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Discussion

Additional Resources

[To Enhance Impact, Companies Can Shift Resources from Disaster Relief to Preparedness and Long-Term Recovery](#)

According to *Disaster Philanthropy Practices 2021*, the latest edition of an annual report from The Conference Board ESG Center, 73 percent of respondent companies' first priority is providing disaster relief—responding immediately after a disaster strikes. Only 22 percent say their first priority is preparedness—taking action to mitigate the effects of a natural disaster before it occurs. A greater focus on disaster preparedness and long-term recovery projects can pay dividends for both companies and communities and ensure these programs have maximum impact over time. Funding preparedness pays off because it reduces the need for relief and helps build trust with communities. Funding long-term recovery and reconstruction reduces the time it can take for communities to return to normal.

[How Companies Can Make an Enduring Difference in American Cities](#)

The Conference Board ESG Center's Corporate Social Responsibility Council toured four US cities to listen to local corporate, university, nonprofit, government, law enforcement, faith-based, and community leaders' candid perspectives on social problems their communities are facing and suggestions for how to address them. Through recounting the Council's journey, this report relates a new approach to corporate citizenship and philanthropy, one that can help companies more effectively partner with community stakeholders to run programs that address social problems in cities that result in sustained positive outcomes in people's lives.

[Choosing Wisely: How Companies Can Make Decisions and a Difference on Social Issues](#)

From LGBTQ+ equality to Black Lives Matter, and from gun rights to gun control, companies have been asked to take public positions on social issues, but the process for doing so hasn't always been clear or consistent. This report discusses (1) the evolving context in which companies are operating; (2) who is involved in raising and deciding the company's stance on social issues; (3) the criteria used in deciding whether and how to respond; (4) how companies ensure that there is appropriate follow-through; and (5) lessons learned.





Corporate Citizenship & Philanthropy

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