



LBG Canada Issue-Benchmarking Disaster Relief Response

Survey Results Report

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Presented by:

SiMPACT
Strategy Group

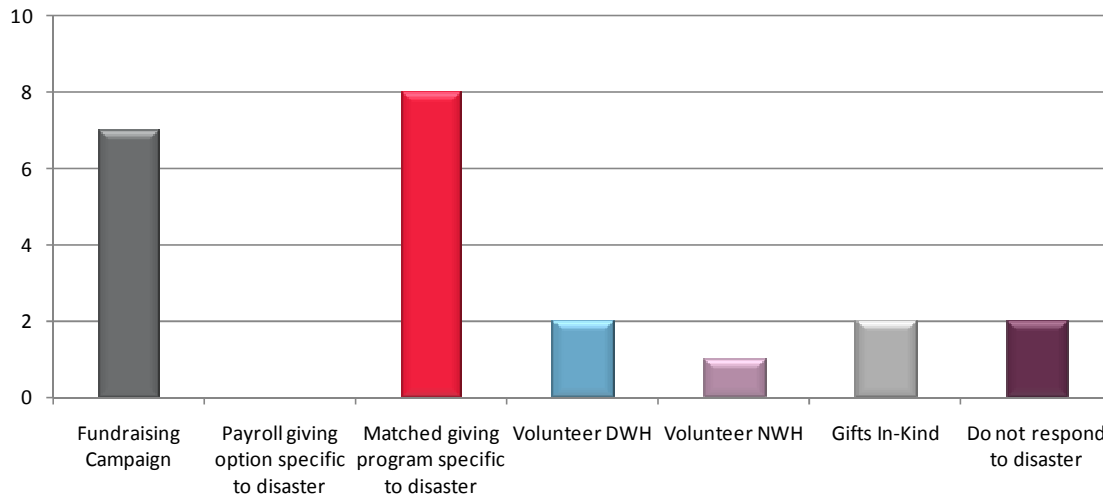
Disaster Relief Response Survey Results

In light of recent events, many LBG Canada companies have expressed interest in learning how peers are responding to natural or man-made disasters. In response, SiMPACT created an issue-specific benchmarking exercise focused on corporate response to disaster relief.

Sixteen companies participated in the poll. Of those, 88% stated their community investment program has included disaster response. Within that group, only 29% stated they have a guideline or a policy in place to frame their response. This highlights the importance of establishing management systems to guide corporate response to local, national and global disasters.

Question 1: Response to Local Disasters

Please check all the ways in which your company responds to LOCAL disasters:



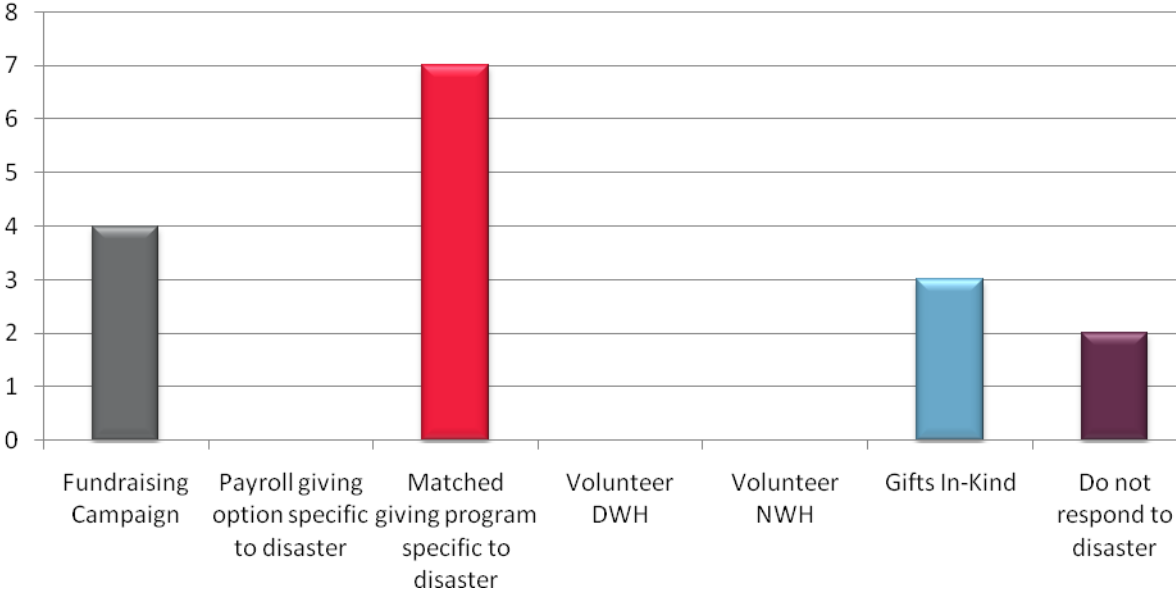
Forty-four percent (44%) of respondents indicated they typically respond with some form of corporately-organized fundraising campaign. Half of the respondents (8 of 16) indicated they have a matched giving program to respond to local disasters., while 35% of all respondents organized fundraising campaigns and matched giving programs as two parts of an overall strategy. None of the companies surveyed organize a payroll giving option for employees.

One possible barrier to creating the payroll giving option may be the perception of administrative effort required to create and maintain the program. New technologies offering employers real-time software products that enable a quick and user-friendly payroll-based contributions by employees may soon change this trend in 2011 and beyond.



Question 2: Response to Global Disasters

Please check all the ways in which your company responds to GLOBAL disasters:

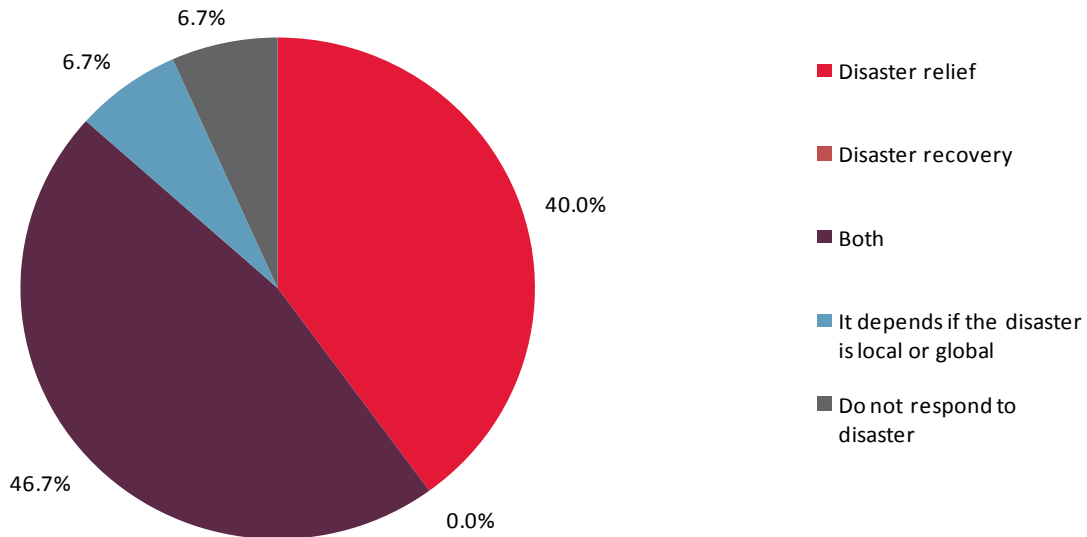


One key difference in corporate response to local and global disasters is the inclusion of employee volunteering time during working hours (DWH) and during non-working hours (NWH).

With this key difference in mind, companies might consider developing two separate sets of guidelines that differentiate between local and global activities to ensure the most strategic and effective action is taken.

Question 3: Disaster Relief versus Disaster Recovery

Are your company efforts directed towards Disaster Relief (funds for short term, emergency support) or Disaster Recovery (funds for long term, re-development efforts)?



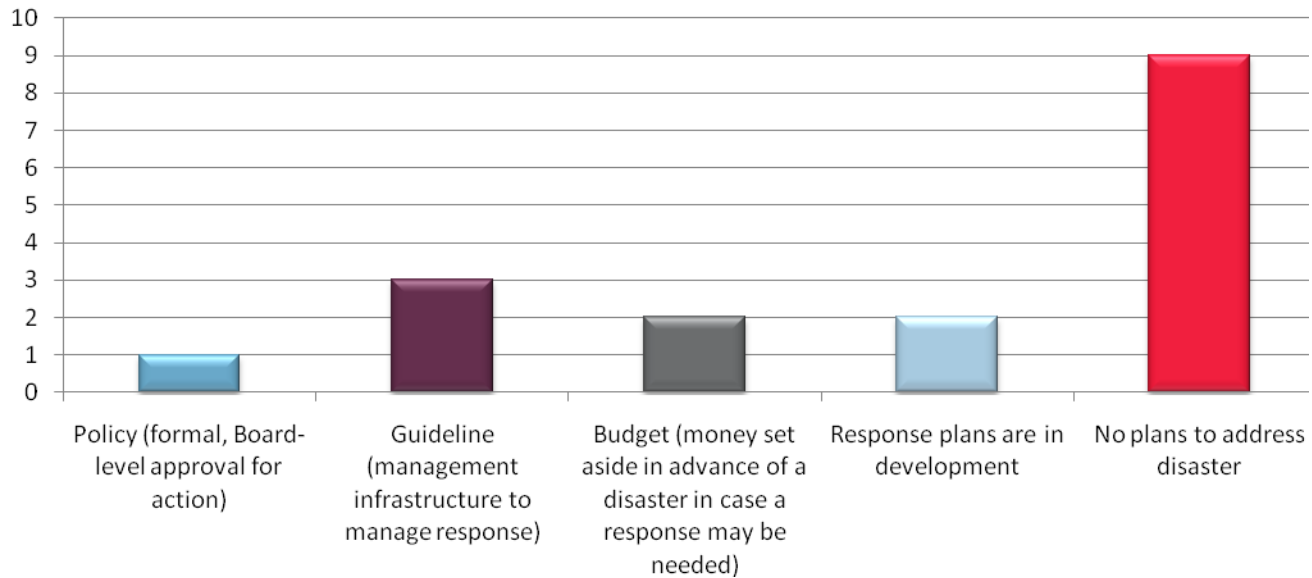
Although 47% of the respondents indicated they contribute to both disaster relief and recovery, none of the respondents indicated they contribute to disaster recovery only. This shows a strong focus on short term, reactionary emergency relief, rather than a trend towards a hands-on approach to disaster recovery.

This also acknowledges that during the first phase of short term relief, significant resources are raised and invested in non-governmental organizations that will conduct the long term recovery efforts. Those companies taking a hands-on approach to the recovery phase often are more directly impacted as a result of regional operations or regional interests.



Question 4: Management Systems in Place

Which of the following measures does your company currently have in place to address disaster response and efforts? Please check all that apply



Interestingly, 56% of the respondents do not plan to develop a formal guideline, policy or budget to respond to local or global disasters. This may well be a reflection of the recent emergence of disaster relief and response as a regular element of a community investment portfolio. Companies have just begun to understand the importance of implementing routine processes, as it becomes increasingly evident that disaster response will be an going part of community investment and corporate social responsibility programming.

Setting aside a budget or developing guidelines in advance can be a large advantage for implementing pro-active measures to respond to disaster, and for measuring and understanding the impact of a company’s efforts. This is particularly important when a company seeks to engage employees or to support employee interest in responding when a local, regional or global disaster has occurred.

As a next step, SiMPACT will shortly be in touch with the companies who indicated they would like to share their policy or guideline information around disaster response, in the hopes of sharing it with the larger group.

For any questions or concerns about this survey, or to learn more about developing guidelines or strategy around disaster response, contact SiMPACT Strategy Group.

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