

Corporate Participation in Natural Disaster Response: Citi's Experience in Haiti

Citi has maintained a presence in Haiti since 1971 and has been committed to providing banking services to the Haitian community over the past 40 years. Following the January 2010 earthquake, both Citi and the Citi Foundation responded on the following fronts:

1. Support to Haiti's community
2. Support to Haiti's financial system
3. Support to Citi colleagues

1. Support to Haiti's Community

Immediate on the ground support

Hours after the disaster, Citi deployed a Continuity of Business and Crisis Management team to Port-au-Prince, to assist victims, including our employees, and to participate in rescue efforts. The Citi team took medical equipment, humanitarian supplies and satellite phones. In addition, the team worked with local authorities to bring more than 15 tons of supplies into the country and to coordinate rescue assistance and recovery efforts across Port-au-Prince.

Relief support with long term donor partners

Citi and the Citi Foundation donated \$2 million to the relief effort. As Micro Finance Institutions were so critical to relief efforts, Citi directed half of its funds to three local MFIs, (Fonkoze, FINCA Haiti and SOGESOL). In addition, as Citi became concerned with the need to rebuild and maintain employment in the economy, we partnered with the Soros Economic Development Fund to launch a professional training program. This effort created 1,400 full time jobs for Haitians with CODEVI, an apparel manufacturer located in the northern part of the country.

In cooperation with the American Red Cross, Citi established an online donation site that enabled clients and employees to donate to the relief effort, raising over \$280,000. Citi also donated \$250,000 to the American Red Cross for immediate aid. The majority of funds were allocated toward food, water and sanitation. Through a 20 year partnership with the Pan American Development Foundation (PADF), the Citi Foundation and PADF were able to facilitate the deployment of much needed supplies, such as tents, blankets, water, hygiene kits and lanterns. Employees, eager to volunteer, worked with many local relief programs in their communities.

Using Citi platforms to facilitate donations

In the weeks following the earthquake, Citibank waived all fees on wires going from the U.S. to Haiti and waived interchange fees on Citi card networks for donations made to relief organizations such as the American Red Cross, AmeriCares, UNICEF, Save the Children and CARE USA.

ATMs in the US provided information on how Citi customers could donate to the American Red Cross. Similarly, customers were able use their ThankYou Rewards Points to support the American Red Cross International Response Fund; this effort resulted in \$500,000 of ThankYou Point donations. Furthermore, Citi's North America Consumer Banking added the American Red Cross to the "CauseWorld iPhone App," so that iPhone users could donate the "karma points" they accumulated toward relief efforts in Haiti.

2. Support to Haiti's financial system

In March of 2010, in an effort to help strengthen and modernize Haiti's financial system post crisis, Citi and the Central Bank of Haiti hosted the "Haiti Leadership Roundtable." The Roundtable brought together public sector leaders and industry experts from Haiti, the United States and multilateral organizations to discuss the short and long term steps necessary to rebuild the country. The Roundtable came up with both private and public sector action steps to enhance the ability of the Haitian financial system to facilitate and intermediate economic recovery and growth.

Senior Panelists included Jim Wolfensohn, the Minister of Finance and the Central Bank Governor of Haiti, as well as Citi executives Francisco Aristeguieta and Jay Collins. Other representatives included local banks operating in Haiti, the Inter-American Development Bank, the IMF, the UN, USAID, the Federal Reserve, the U.S. Treasury Department and the World Bank, among others.

Following the Roundtable, Citi Country Officer Gladys Coupet participated in the Banking and Finance Panel of the “Sustainable Haiti Conference” in Miami, where she outlined specific steps to be taken jointly by the private and public sectors to re-start economic growth.

3. Support to Citi colleagues and global support

Citi was not spared in the disaster, as five colleagues perished, leaving behind children and families. Consequently, Citi established an educational trust fund for their benefit. Colleagues from around the world contributed to the fund.

Citi teams across the world also played a critical role in the post-earthquake relief efforts, including opening up specialized fundraising accounts in China, Hong Kong, Hungary, Indonesia, Philippines, Poland, Spain, the United States and the UK. In Mexico, Banamex launched a “1 x 1” campaign where it matched employee contributions. Some gifts by Citi were also made “in-kind”, such as Citi Jamaica’s donations of child formula. Finally, Citi Korea and Habitat for Humanity launched a dedicated campaign in Korea to support post-earthquake reconstruction and relief efforts in Haiti.

Conclusion

Like many other multinational corporations that responded to the tragedy in Haiti, Citi is proud of its response efforts to the earthquake. With each global natural disaster, we continue to learn from our on-the-ground experience how to best cooperate and contribute across the areas of relief and reconstruction.

We were fortunate to be recognized by Continuity Insurance and Risk Magazine (CIR) with the Most Effective Recovery of the Year Award for our response and recovery work in Haiti.

In February 2012, Citi Foundation President Pam Flaherty and Gladys Coupet, joined a delegation of Red Cross corporate partners on a donor trip to Haiti to see Red Cross recovery efforts firsthand and communicate progress to external stakeholders.

Citi continues to work with the Haitian public and private sector to support the Haitian community as the effects of the crisis are far from over.