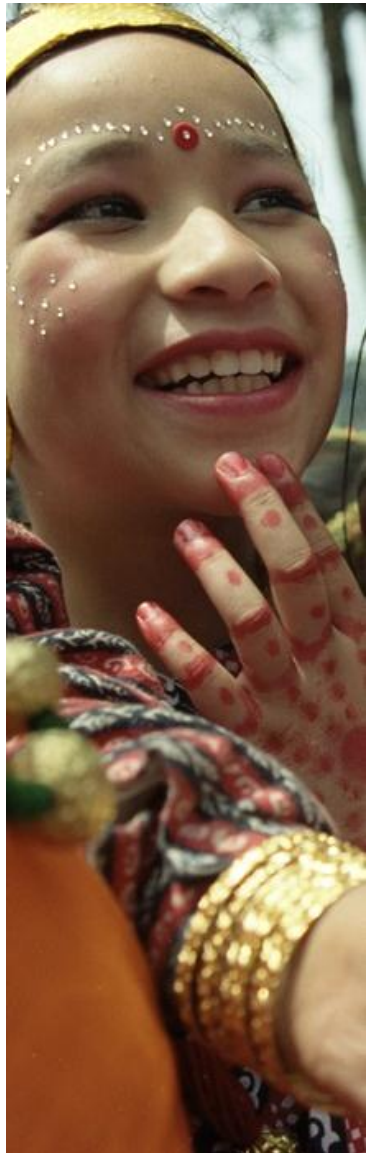




Be the change



PARTNERING WITH MERCY CORPS



Introduction to Mercy Corps

AN OVERVIEW

Mercy Corps saves and improves lives in the world's toughest places.



Introduction to Mercy Corps

AN OVERVIEW

- Programs in 41 countries
- 4,000 staff worldwide
- Reach 19 million beneficiaries annually
- Nominated for 2007 Nobel Peace Prize
- Received Fast Company's 2009 "Social Enterprise of the Year" award



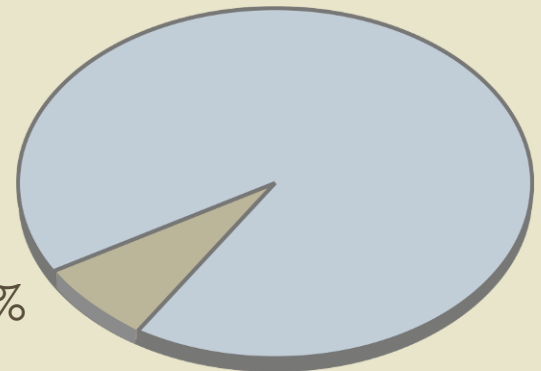
Introduction to Mercy Corps

EFFICIENT STEWARDSHIP

Over the last five years, Mercy Corps has used 88 percent of our resources for programs that help people in need.

Humanitarian programs 88%

Fundraising and administration 12%





Introduction to Mercy Corps

WHERE WE WORK

WORLDWIDE PROGRAMS

Africa

Central African Republic
Democratic Republic
of the Congo
Egypt
Ethiopia
Liberia
Niger
Somalia
Sudan
Uganda
Zimbabwe

Americas

Colombia
Guatemala
Honduras
Nicaragua
United States
Haiti

Balkans

Bosnia and Herzegovina
Kosovo

Caucasus/Central Asia

Georgia
Kyrgyzstan
Tajikistan

Middle East

Iraq
Jordan
Lebanon
Syria
West Bank and Gaza

South, East & Southeast Asia

Afghanistan
China
Democratic People's
Republic of Korea
East Timor
India
Indonesia
Japan
Mongolia
Myanmar
Nepal
Pakistan
Sri Lanka

A woman in a red floral sari is pointing at a chalkboard drawing on the floor. The drawing includes a diagram of a house with a chimney, a tree, and some text. Other people are visible in the background, looking on.

Introduction to Mercy Corps

WHAT WE DO

In the world's toughest places we:

- Build Community Leaders
- Promote Economic Development
- Catalyze Social Innovations
- Respond to Emergencies



Introduction to Mercy Corps

WHAT WE DO

Our work begins with **building community leaders**. We empower women, engage youth and strengthen local organizations so that change will be long-term.

Economic development underpins much of what we do. From supporting small businesses to giving farmers a boost, we're giving people the tools to address their own needs, such as food, shelter, health care and education.

We seek out **social innovations**, from micro-franchise operations to mobile technology, to enhance our impact.

When disaster strikes, we mount a rapid **emergency response**. We provide immediate aid while helping people rebuild local markets and transition to long-term recovery.

OUR CURRENT CORPORATE PARTNERS



ITT



Engineered for life



A woman with dark hair, wearing a black top and a necklace, is smiling and holding a brown paper bag. The bag has a red logo on it, which is a stylized leaf or plant. The background is a plain, light-colored wall.

Partnering With Mercy Corps

WHY CAUSE MARKETING?

Cause marketing is a mainstream corporate citizenship strategy supported by consumers.*

- 85 percent of consumers surveyed feel more positively about a product or company when it supports a cause they care about.
- 83 percent want more of the products, services and retailers they use to benefit causes.
- When price and quality are equal, most consumers will choose the product benefiting the cause.

*According to [2010 Cone Cause Evolution Study](#)



Partnering With Mercy Corps

WHY COMPANIES WORK WITH US

- Recognized for high-impact programs
- Credible, no-nonsense reputation
- Strong and growing global presence
- Secular and non-controversial
- Organizational commitment to innovation – including dedicated social innovations team
- Robust roster of partners; not overcrowded
- Track record of successful partnerships across industries

A man in a white polo shirt is focused on working with a wooden board in a workshop. He is using a green tool to shape the wood. The background shows a workshop environment with various tools and materials.

Partnering With Mercy Corps

WAYS TO PARTNER

Partnerships can be multidimensional and customized to each company:


- Employee giving campaigns
- Direct donations
- Gifts-in-kind
- Cause marketing
- Disaster response partnership
- Signature partnerships



Partnering With Mercy Corps

BENEFITS TO COMPANIES

Depending on your level of engagement, may include:

- 
- Impact reports and photos
 - Company-branded giving page on mercy Corps.org
 - Robust acknowledgment via website, social media
 - Press release and joint media pitches
 - Customized partnership or campaign collateral
 - Mercy Corps global staff and donor engagement
 - Webinars, events to engage consumers, employees
 - Customized video assets
 - Access to top leadership
 - Joint appearances at conferences, industry events
 - Field visit to Mercy Corps programs

Partnering With Mercy Corps

CAUSE MARKETING & DISASTER RELIEF

Ways to engage consumers in the cause:

- **Link** on homepage to branded giving page
- Reward **social media** activity with donation
- Allow donation to be added to **online cart**
- **Collect** contributions at retail point of sale
- Donate portion of **proceeds** from day, week
- **Promote** with flyers, ads, receipts, table tops
- Loyalty club members; **incentivize** donations through matching, awarding points/miles



Partnering With Mercy Corps

WHAT WE LOOK FOR IN A PARTNER

- **Commitment to the cause**, partner is dedicated to the cause, motivated to engage consumers and stakeholders in meeting business, social objectives.
- **Integrity and transparency** in communications with stakeholders.
- **Audience alignment** between the corporate partner and Mercy Corps.
- **Strong digital media** assets to allow fast, efficient communication with broad audiences.
- **Ongoing partnerships** that span multiple years or emergency events.



Partnering With Mercy Corps

WHAT WE LOOK FOR IN A CAMPAIGN

- **Authenticity and transparency about the partnership**, why it exists, how it works and what specific outcomes we hope to achieve together.
- **Product alignment** that complements Mercy Corps' mission, values or spirit.
- **Strong PR and strategic digital media** are essential to promotion, recognition and consumer engagement.
- **Clearly defined roles and responsibilities** for the corporate partner and Mercy Corps.
- **Effective, transparent communication** that informs consumers how the program works.

Cause Marketing With Mercy Corps

CASE STUDY: STARBUCKS' ETHOS WATER

Overview

- Ethos Water, subsidiary of Starbucks, donated \$0.05 for every water bottle sold to help fund grants for safe water and sanitation programs from the Starbucks Foundation.

Partnership details

- Support of the Sumatra Healthy School Program in Indonesia to teach better hygiene practices and improve access to clean water aligned with Ethos Water's mission of "helping children get clean water."
- Ethos Water marketing materials in Starbucks stores and online included Mercy Corps program stories and photos of beneficiaries.
- Mercy Corps staff led Ethos Water founder Peter Thum and other Ethos staff members on a field visit to the Sumatra Healthy School Program in Sumatra, Indonesia.

Results

- \$1 million, two-year grant from the Starbucks Foundation to Mercy Corps helped improve the health and nutrition of 170,000 children in Sumatra.



Employee Engagement and Cause Marketing With Mercy Corps

CASE STUDY: GAP

Overview

- In 2010, Gap partnered with Mercy Corps using a multidimensional approach to help survivors of the Haiti earthquake.

Partnership details

- Gap matched employee donations made to Mercy Corps, facilitated by a dedicated [landing page](#) developed by Mercy Corps.
- Conference call for Gap employees with Mercy Corps' director of global emergency response team and aid workers in Port-au-Prince.
- Donated 5% of sales from "Made in Haiti—For the World" T-shirt manufactured in Haiti; promoted with in-store signage, FB, Twitter, PR.
- Mercy Corps partnership press release, detailed report of fund use, photos and stories of beneficiaries for use in Gap materials.

Results

- Gap employees raised \$120,000 and Gap Foundation donated additional \$150,000 to support post-earthquake economic recovery.
- T-shirt sales raised an additional \$13,700.



THE SHORT LIST

MADE IN HAITI—FOR THE WORLD!

This shirt was made in Haiti as part of our commitment to re-building the Haitian economy. Proceeds from this shirt will be contributed to Mercy Corps and their efforts to help those still affected by the earthquake.

SOCIALLY RESPONSIBLE. TOTALLY STYLISH.

- 8% of the price of each "Made in Haiti—for the World" t-shirt will be contributed to Mercy Corps.
- These t-shirts will be sold only in Gap Outlet Stores, Gap Factory Stores, and The Gap Generation for the months of July and August.
- \$10,000 guaranteed minimum contribution.

Mercy Corps

Cause Marketing With Mercy Corps

CASE STUDY: AMAZON.COM

Overview

- In the wake of the Haiti earthquake and Pakistan floods, Amazon.com was looking for a quick, effective call-to-action for consumers. They invited customers to donate to Mercy Corps through their Amazon purchases.

Partnership details

- Mercy Corps logo and donation link on Amazon.com homepage.
- Joint press release after the earthquake received coverage in *USA Today*, *Seattle Post Intelligencer* and the *Los Angeles Times* via the Associated Press.
- Names of donors contributing \$250+ were shared with Mercy Corps so we could acknowledge their gift directly.

Results

- \$110,000 raised in first six hours of campaign.
- 14,000 gifts totaling \$850,000 in donations to Haiti response made through Amazon.com. \$45,000 raised for Pakistan.
- Amazon.com used existing online payment system to make it easy for customers to donate funds to Mercy Corps.



Mercy Corps: Haiti Earthquake Relief

We'd like to thank the thousands of customers who contributed generously to Mercy Corps' relief efforts in Haiti.

Transaction details and account history for your contributions are available online in the [Your Account](#) section on Amazon Payments. Please [contact us](#) for inquiries about any errors.

Privacy Notice: If your donation is \$250 or more, Amazon Payments will share your name, credit card billing address, e-mail address and the date and amount of your contribution with Mercy Corps, and Mercy Corps will provide you with a receipt for your donation.

Mercy Corps continues to collect donations for its programs in Haiti at <http://www.mercycorps.org>. Your financial contributions will help Mercy Corps and its humanitarian partners provide relief for victims in Haiti.

Amazon.com's acknowledgment of customer support to Mercy Corps



Cause Marketing With Mercy Corps

CASE STUDY: NAU



The screenshot shows the Nau website interface. At the top, there's a navigation bar with 'MEN', 'WOMEN', 'About', 'The Collective', 'Our Blog', and 'Partners'. Below this is a banner for 'THE THOUGHT KITCHEN' with the tagline 'dedicated to stirring the pot'. The main content area features a guest post titled '10% GIVING GUEST POST: MERCY CORPS' by Alex, dated November 2nd, 2010. The post text describes Nau's partnership with Mercy Corps since 2007, highlighting donations and support for global issues. An image of a young girl in a red shirt balancing a large, colorful, patterned bowl on her head is featured. The background of the image shows a sign for 'Mercy Corps' in French, indicating a project in the Democratic Republic of Congo.

Mercy Corps guest post on Nau's blog

Overview

- Since 2007, Mercy Corps has been a partner with the apparel company [Nau](#). Through [Partners for Change](#), Mercy Corps receives a portion of Nau sales.

Partnership details

- Partnership is heavily promoted online:
 - Nau's website, blog and social media sites
 - Social media promotion from Mercy Corps on Facebook and Twitter
 - Website [article](#) announcing the partnership
 - Guest post from Nau on the Mercy Corps [blog](#)
- Mercy Corps staff invited to events at Nau retail partner locations in the Portland, OR, area to raise visibility.
- Original content and photographs of supported projects provided to Nau for use in marketing materials.

Results

- Nau's philanthropy comes alive for customers at events when Mercy Corps staff are in attendance.
- \$60,000+ contributed to date.

Cause Marketing with Mercy Corps

CASE STUDY: WESTERN UNION

Overview

Western Union launched its *50 Days of Giving* campaign in fall 2010, allowing consumers to vote for their favorite nonprofit on Facebook. Mercy Corps, a partner in Western Union's signature \$50 million *Our World, Our Family* program since 2007, beat out 4 larger nonprofits to [win](#) a \$150,000 prize.

Partnership details

- Part of a larger campaign incorporating sales and charitable giving components.
- Mercy Corps' Chief Development Officer [spoke](#) at kick-off event in NYC featuring John Legend.

Results

- \$50,000 of the prize funded Mercy Corps' [Global Citizen Corps](#) program to educate youth in the US.
- Mercy Corps received 43,000 votes - 47% of the 92,000 total votes cast on Facebook.
- Western Union doubled its fans on Facebook.



Join Western Union During
50 DAYS OF GIVING
NOVEMBER 5 - DECEMBER 25

yes! VOTE AND HELP 5 WORTHY CAUSES IN A BIG WAY.

Help decide which charity receives **\$150,000**

The graphic features a woman in winter attire (yellow hat, white scarf, sunglasses) smiling against a snowy background. The text is overlaid on the image in various colors and fonts, including red for the main title and yellow for the 'yes!' callout.

Partnering With Mercy Corps

PARTNER TESTIMONIALS

"The Mercy Corps team is a **thoughtful, strategic** group of caring human beings. We appreciate your partnership."

— Bobbi Silten, Chief Foundation Officer, Gap

"One of the things that really drew Nau to Mercy Corps, and continues to be true, is the **philosophy and approach** that Mercy Corps takes to development. It's **working on the ground**, working in coalitions and in partnerships and really **giving people the tools and resources** to solve their own problems and to create their own destiny and the kind of world that they want to see for their own families."

— Bob Speltz, Director of Community Partnership, Nau

You must be the
change you wish
to see in the
world.

— Mahatma Gandhi



Cause Marketing With Mercy Corps

THANK YOU



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