



Photo: Mercy Corps

Humanitarian Disaster Response Community Engagement Guide

August 2019



Humanitarian Disaster Response

Overview:

While the world's water challenges are growing exponentially, so too are the opportunities to address and overcome them. That's why Xylem is focused every day on finding a smarter way forward to solve water and help communities in need. We continue to look for ways to leverage our people and solutions to help those impacted by water-related catastrophes. Through our work with our nonprofit partners Mercy Corps and Planet Water Foundation, and through our own humanitarian disaster relief efforts, we are helping disaster impacted communities recover, rebuild, and become more resilient. Community-based disaster response is a core commitment to achieving our Global Sustainability Goals.

Xylem Watermark coordinates a Humanitarian Global Disaster Response Team, made up of Xylem experts from around the world who contribute their time and expertise to coordinate deployments of equipment. Many employees and stakeholders are passionate about disaster preparedness and response, and are contributing to disaster response efforts through community engagement.

This guide details the ways in which Xylem employees can get involved in supporting disaster preparedness and response efforts through volunteering and giving.

Xylem is committed to solving the world's water challenges. As part of the expansion of our Watermark corporate social responsibility program this year, we formalized a Humanitarian Global Disaster Response Program in recognition of Xylem's extensive experience in water-related emergencies, and the unique mix of expertise and resources we can offer to communities.



In the spirit of our Humanitarian Global Disaster Response Program, we are launching a Watermark Disaster Response Campaign for Xylem colleagues, stakeholders, family, and friends. This campaign will help ensure that we are all equipped with the information and resources we need to safeguard our homes, workplaces, and communities in the event of a disaster, and offer support to others in times of distress.

From August 12 to September 12, join us for
Watermark Disaster Response Month to
Learn. Prepare. Share. Make a Difference.
How to Get Started Today ...

LEARN	Learn Tips for Preparedness and how-to assess and understand your risks in the event of disaster
PREPARE	Build a Disaster Preparedness Kit for you and your family, friends or local stakeholders to be ready in the case of an emergency
SHARE	Share Your Disaster Preparedness Kit on Twitter @XylemWatermark with #MakeYourWatermark hashtag - For each post shared, Watermark will donate a Mercy Corps Personal Hygiene Kit (\$20 value) to deploy when a disaster event occurs
MAKE A DIFFERENCE	Volunteer – Find volunteer opportunities through partners in our Community Engagement Guide Educate – Teach others about disaster response and preparedness Donate – Find many ways to donate to disaster locally or globally

Engage with us at xylem.com/watermark

Volunteering in the Community

In the aftermath of a natural disaster, there are many ways that Xylem employees and stakeholders can help the impacted community. As recovery efforts unfold, contacting and affiliating with an established organization will ensure that you are appropriately trained and supported to respond in the most effective way. It is important to remember that volunteering inside a disaster area can be dangerous, stressful work in extreme environments and to avoid entering without being properly prepared. If you'd like to volunteer to assist those affected by disaster it is best to work with an organization that can provide specific disaster response training.

See page 7 for a detailed list of organizations that offer disaster response volunteering opportunities.

How to Volunteer Responsibly

- Your local Xylem contact can connect with a Watermark ambassador
 - Coordinate a Watermark Event and log volunteer hours for participants
- Do not self deploy - Work as part of a coordinated response with an established organization
- Be patient - Recovery lasts a lot longer than the media attention. Rebuilding & recovery efforts require volunteers for months and years following a disaster.

Disaster Resiliency Volunteer Opportunities

- Local organizations often coordinate volunteer opportunities focused on disaster resiliency. Environmental organizations may lead tree plantings and wetland restorations to prevent flooding and erosion throughout the year.
- You can work with local environmental nonprofits and agencies to identify these opportunities.



Photo: Mercy Corps

Giving in the Community

Donating & Fundraising for Disaster Response

Following a disaster, one of the most impactful things one can do is contribute funds and supplies to support recovery efforts. Many nonprofit organizations are experienced and prepared to assist affected communities, and are simply in need of support, whether financial or in the form of supplies. Through donations, we can support disaster response efforts both across the world or in our own backyard. See page 7 for a list of nonprofit organizations that accept donations for disaster response efforts.

Donate

- **Money**

- Most needed and most efficient way of helping those impacted by disaster
- Examples include, but are not limited to:
 - Direct donations to an organization
 - Donations to purchase durable goods and equipment

- **Supplies**

- Work with responding organizations to determine what items are needed
 - Unsolicited, unorganized donated goods require agencies to redirect valuable resources away from providing services to disaster survivors
- Examples include, but are not limited to:
 - Donations of items such as food and clothing.
 - Purchases for which the proceeds are donated.
 - Donations of blood, plasma, or other bodily material.

Host a Fundraiser

- Hosting a fundraiser or donation drive can be an effective method for supporting disaster response efforts
- Check out our How-To Guide for creating an online fundraiser in the appendix



Giving in the Community

Online Giving

Xylem Watermark offers employees and stakeholders unique opportunities to give directly to nonprofit organizations that are doing important disaster related work around the world, at any time of year.

Xylem Stakeholders

Featured Giving Opportunity \$5,000 - \$20,000 Sponsor an AquaBlock for Emergency Response  Donate Now View Details	Featured Giving Opportunity \$20- Donate a Personal Emergency Hygiene Kit with Mercy Corps  Donate Now View Details	Featured Giving Opportunity \$50- Donate a Hygiene & Bathing Kit to a Displaced Family with Mercy Corps  Donate Now View Details
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On the [Watermark Community Impact Portal](#), anyone can contribute to impactful disaster response efforts. Non-Xylem employees can use this portal to donate in three ways:

- 1. Sponsorship Opportunities**
 - Support specific disaster-related interventions, such as an Emergency Hygiene Kit with Mercy Corps, or an AquaBlock water filtration system.
- 2. Xylem Employee Fundraisers**
 - Support a Xylem employee coordinated Giving Opportunity for a specific disaster response effort.
- 3. Global Non-Profit Partners**
 - Donate directly to our Watermark Global nonprofit partners who work in disaster response, Mercy Corps and Planet Water.

Guide to Disaster Response Nonprofit Organizations

Xylem Watermark
Premier Partners



Organization Details	Volunteer	Donate
Mercy Corps provides emergency aid and works with communities to rebuild and increase their resiliency. You can sponsor the delivery of emergency hygiene kits here .		X
Planet Water delivers clean water access following disasters with their portable AquaBlock system and permanent AquaTower solution.		X

Additional Disaster Response Nonprofits

These nonprofit organizations work in disaster response, however their inclusion in this resource guide does not constitute official partnership- individual participation is upon personal discretion.



Organization Details	Volunteer	Donate
AmeriCares provides immediate response for emergency medical needs and seeks volunteers that are committed to saving lives and building healthier futures for people in crisis in the U.S. and around the world.	X	X
The American Red Cross is a humanitarian organization that provides emergency assistance, disaster relief, and disaster preparedness education in the United States. It is the designated U.S. affiliate of the International Federation of Red Cross and Red Crescent Societies .	X	X
Engineers Without Borders builds a better world through skills-based engineering projects that empower communities to meet their basic human needs.	X	X
Habitat for Humanity addresses the issues of poverty housing all over the world and has volunteer, homeownership and ReStore donation and shopping opportunities in your local area.	X	X
National VOAD is a coalition of the major national voluntary organizations that have made disaster-related work a priority. NVOAD members respond to disasters in the United States and around the world.	X	X

Humanitarian Disaster Response Case Stories

Zimbabwe and Mozambique Cyclone Idai Assistance Drive

- Together with the Humanitarian Global Disaster Response Team, the Xylem South Africa Emergency team coordinated the deployment of Pumps and AquaBlock water filtration systems to assist communities in Zimbabwe and Mozambique that were affected by the Cyclone.
- Xylem South Africa Watermark Champions and their colleagues also collected and packaged donations of food, blankets, bottled water, clothing, etc. to be sent with the pumps to help assist affected communities.



Red Cross Fundraiser for Midwest Flooding

- Xylem employees came together to fundraise in support of the Red Cross' work to assist areas affected by flooding, including medical services, cleanup kits, shelters and other emergency supplies.
- As part of our Employee Matching Gifts Program, Xylem matched contributions up to a total of \$5,000 of potential company matching gifts.
- Xylem also encouraged employees to coordinate group fundraising activities within their local offices (Chili Cook-offs, bake sales, etc).



Visit xylem.com/watermark/disaster-response/ for more Case Stories

Humanitarian Disaster Response in Your Community

Request Disaster Response in Your Community

If you or someone you know is in need of disaster assistance, visit the Xylem Watermark Disaster Response webpage and select [Request Disaster Relief Assistance](#). Fill in this form with all required information regarding the location and impact of the disaster, and the immediate needs.



Learn More & Engage with Us

To learn more about Xylem Watermark and engage with us through volunteerism, donations, educational programming, or innovation, [visit our website](#).