



# CORPORATE PARTNER GUIDE



MAKE YOUR BUSINESS  
DISASTER  
RESISTANT

[WWW.FEMA.GOV/IMPACT](http://WWW.FEMA.GOV/IMPACT)

Find out what other  
businesses are doing.

## Background

**A** natural disaster could shut down your business for days, months...or forever.

Have you stopped to consider the impact events like these could have on your business?

Have you stopped to consider what you can do about them?

Businesses depend on their community as much as communities depend on their businesses. Through proven prevention measures, *Project Impact: Building Disaster Resistant Communities* can help protect both.

*Project Impact* is a Federal Emergency Management Agency (FEMA) initiative designed to change the way America deals with disasters. Instead of waiting for disasters to strike, *Project Impact* supports people, communities and businesses in taking preventative measures that reduce the potentially devastating effects of a natural disaster.

Hurricanes, floods, landslides, tornadoes, earthquakes, wildfires, severe winter weather—at least one is a threat to your business. By becoming a *Project Impact* Partner, you have the power to keep businesses open, profitable and growing, to keep neighborhoods intact and to keep families, customers and employees from experiencing extreme heartache.



*Federal Emergency  
Management Agency  
Director,  
James Lee Witt*

*Project Impact* began with seven communities in 1997 and today we have nearly 200. It started with a handful of visionary companies that saw the intrinsic power of combining public and private interests to fight a common cause. Now there are well over 2,500 companies—just like yours—partnering with the growing number of *Project Impact* communities to prevent disaster damage and the economic losses those damages often bring.

*Project Impact* knows that businesses and communities cannot survive without each other. We encourage you to stop and consider how a disaster could effect your business and what you can do to prevent it. We encourage you to look at the benefits that *Project Impact* will provide your community. And we encourage you to complete the attached pledge form and join this important effort.

**You have the power to prevent the negative effects that all too often follow disasters, so make a commitment today.**



## **Benefits of *Project Impact*: Building Disaster Resistant Communities**

**T**he fact is that 30 to 40 percent of small businesses—the backbone of successful corporate environments—never reopen after a disaster hits. And for a large business, a shutdown of even one day can cost millions. The economic impact a natural disaster can have on a business is reason enough to take action. You have the power to lessen the negative impact of disasters, and the benefits received from being disaster resistant and a *Project Impact* Corporate Partner will help your profits and company grow.

### **COMPETITIVENESS**

Taking preventative measures before a disaster strikes means protecting your bottom line. Your building and equipment will be protected, you will limit the days your business is closed and you will help the economic strength of your community by providing your employees with a job to come back to. While your competitors are trying to recover from a natural disaster, your business will be open for your customers—and theirs.

### **NEW MARKETS**

A *Project Impact* community is a strong community that ensures corporations will have public, political and financial support for growth. With an expected escalation of disaster activity forecasted for the next decade by the Climate Prediction Center, an increased amount of capital will flow to organizations involved in prevention activities, creating new markets for your products or services.

VISIT FEMA'S WEB SITE  
[WWW.FEMA.GOV](http://WWW.FEMA.GOV)

*Home Depot sponsors an  
in-store demonstration on  
hurricane prevention measures.*





*President Clinton and FEMA Director Witt review a map of local Project Impact communities while meeting after Hurricane Floyd.*

**“We know how to reduce deaths, injuries and massive property damage caused by these natural disasters. And we’re learning more every day about how private organizations, government and businesses can work together to further reduce human suffering and economic loss. *Project Impact* is an integral part of this important effort.”**

**—Don Sullivan,  
Executive Vice President and Chief  
Administrative Officer of State Farm  
Fire and Casualty Company**



*The State Farm Good Neighbor House in Deerfield Beach, FL demonstrates the wind resistant building techniques that protect homes in hurricane prone areas. Inset is the interior of the house.*

## **CREDIBILITY**

The prevention and recovery activities conducted by communities, businesses and individuals enable you to position your business as the company-of-choice for the thousands of communities and organizations taking steps to become more disaster resistant. *Project Impact* gives your business the opportunity to be a community leader and be recognized for your participation in saving lives, jobs and property. Ultimately, participation in this initiative raises the credibility of your organization in the communities in which you operate and beyond.

## **VISIBILITY**

Involvement with *Project Impact* and the national movement toward disaster prevention provides opportunities for your business to be seen beyond its traditional customers. Whether participating in momentum-building prevention events, answering media inquiries or simply linking your company with FEMA via a web site, corporate partners are able to further position themselves with two very positive messages: helping people, communities and businesses from becoming disaster victims, and having the foresight to do so.

## Publicize Your Partnership with *Project Impact*

Your company should be proud of its work to make communities more disaster resistant. *Project Impact: Building Disaster Resistant Communities* will help you tell your community, customers and employees about your generous support of this effort. As a *Project Impact* Corporate Partner, you are eligible for:



### LINKS TO FEMA WEB SITE

When a Partner acts to aid in the *Project Impact* mission, such actions can be recognized on FEMA's award-winning web site, [www.fema.gov](http://www.fema.gov). The site, which receives more than 100 million visitors per year, includes a list of Corporate Partners and provides links to their respective sites.

### CERTIFICATES AND LETTERS OF RECOGNITION

Each Partner will receive a letter from the FEMA Director praising the actions of that Partner in support of *Project Impact*. This letter can be used by the Partner to demonstrate its relationship with FEMA and its commitment to building disaster resistant communities. Each Partner will also receive a *Project Impact* Corporate Partner certificate that can be proudly displayed.

### PARTICIPATION IN FEMA MEDIA OPPORTUNITIES

FEMA will publicize a Partner's participation in *Project Impact* programs and initiatives related to building disaster resistant communities. *Project Impact* will also make referrals to the appropriate Partner for local, regional and national media stories.

### USE OF THE PROJECT IMPACT LOGOS

A *Project Impact* Partner has earned the right through its commitment to building disaster resistant communities to let its customers know it is a *Project Impact* Partner by displaying the *Project Impact* Partner logo and by using the phrase "XXX is a *Project Impact* Partner." (Use of the *Project Impact* logo only is subject to FEMA approval.)

VISIT FEMA'S WEB SITE  
[WWW.FEMA.GOV](http://WWW.FEMA.GOV)

## USE OF PROJECT IMPACT PROMOTIONAL MATERIAL

Through its efforts to promote *Project Impact* to the public, FEMA continually develops materials, including guidebooks, brochures and videos, that showcase its partners. As a *Project Impact* Partner, your actions may be recognized in such material. You may also utilize all marketing materials and the *Project Impact* web site materials.

## INVITATIONS TO EVENTS, ROUNDTABLES AND SUMMITS

FEMA frequently hosts events in its *Project Impact* communities to recognize the accomplishments of partners in those communities. *Project Impact* Partners are invited to participate in these events, reinforcing their commitment to the community and to employees. Partners also receive an invitation to the annual *Project Impact* Summit.

## SPEAKING ENGAGEMENTS AND ACCESS TO FEMA PERSONNEL FOR COMPANY EVENTS

Our *Project Impact* Partners may receive referrals for speaking opportunities to highlight for others in the business community their success with *Project Impact*. Partners are also eligible to have FEMA staff speak at their events and to recognize their accomplishments on behalf of *Project Impact*.

## AWARDS AND SUCCESS STORIES

*Project Impact* Partners are eligible for recording “success stories” or “lessons learned” in the FEMA database accessed by local communities, regions and the media. Partners are also eligible for the *Project Impact* Corporate Individual or Partner of the Year award.

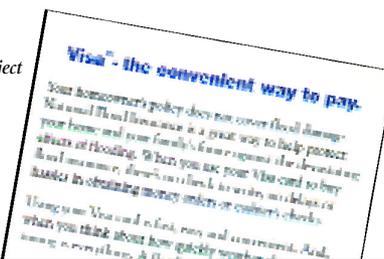
## NETWORKING OPPORTUNITIES

*Project Impact* Partners have the opportunity to interact with other *Project Impact* Partners for consultation and/or suggestions. Partners will also be provided with a mailing list of *Project Impact* Annual Summit attendees.

## OTHER OPPORTUNITIES

*Project Impact*'s success is dependent on the creativity and resourcefulness of its Partners. We are eager to consider other ways to showcase our Partners and look to you for additional ideas.

Visa makes a donation to Project Impact when consumers use their card to pay for National Flood Insurance.



**“Partnering with FEMA is important to Visa for increasing card usage through initiatives like *Project Impact* and to better serve the insurance industry as a new and emerging payment channel.”**

**— Bond Isaacson  
Executive Vice President of Visa USA**





## Make Your Company Disaster Resistant

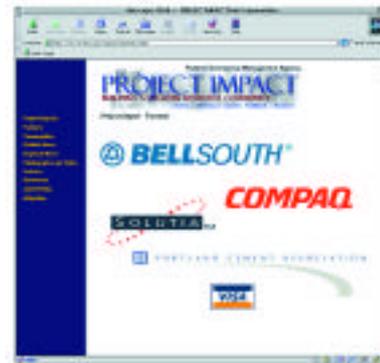
**P**roject Impact will be your guide to becoming disaster resistant. In embracing these primary ways to become disaster resistant, you will bring together your business, your community, your customers and your employees to think and act creatively. This effort will make you a successful and productive *Project Impact* business.

### PROTECT YOUR BUSINESS

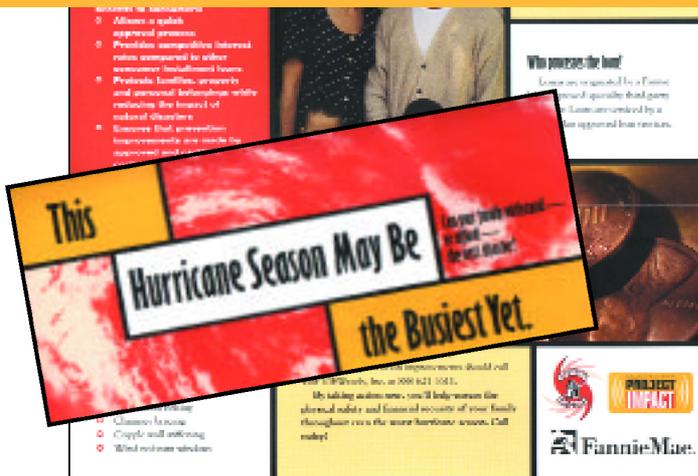
- Reduce the effects of disasters by moving or constructing facilities away from flood plains, coastal areas and fault zones.
- Consider ways to reduce the chance of disasters from occurring by changing processes or materials used to run the business.
- Perform physical retrofitting measures such as: upgrading facilities to withstand shaking from an earthquake or high winds, “floodproofing” facilities by constructing flood walls or other flood protection devices, and installing fire sprinkler systems, fire-resistant materials and furnishings, or storm shutters for all exterior windows and doors.
- Develop business interruption plans.
- Participate in community partnerships with those that make local risk management decisions.
- Consult a structural engineer or architect and your community’s building and zoning offices.
- Create web banners about disaster prevention for your web site.
- Develop documentaries or advertorials about your company’s commitment to disaster prevention.

### PROTECT YOUR COMMUNITY

- Encourage and support local community prevention efforts that reduce the risk to critical infrastructures like electricity, water and roads that are necessary for your business to operate.
- Create a *Project Impact* disaster prevention booth that you and your employees can use to exhibit at local children’s or science museums, schools, libraries, and community and government events.
- Sponsor or participate in community awareness events (i.e. hurricane expos, seismic summits and flood education fairs).



Visit the Corporate Partner page on the FEMA web site at [www.fema.gov/impact](http://www.fema.gov/impact)



*Fannie Mae provides information on low cost loans for homeowners making certain disaster prevention improvements*

- Create volunteer opportunities for your employees to give their time to help low-income and elderly residents implement prevention measures.
- Create a speakers bureau with employees that can go into the community to talk about prevention.
- Build demonstration disaster-resistant homes and buildings that are open to the public.
- Print brochures or educational materials, including additional copies of FEMA’s materials for children, and then distribute them to schools in your area.
- Develop print or broadcast Public Service Announcements underscoring your commitment to disaster prevention and specific steps other businesses and your community can take now to reduce or prevent future damage.

*Working to support local Project Impact Partners, Mayor Susan Savage of Tulsa, OK answers media questions.*

**“We teamed with *Project Impact* and FEMA to provide Americans the opportunity to take advantage of hurricane damage protection measures that will protect their homes from severe damage. This partnership has been good for our business, the lenders, who are our customers, and homeowners.”**

**— Jamie S. Gorelick  
Vice Chair, Fannie Mae**

## **PROTECT YOUR EMPLOYEES AND CUSTOMERS**

- Print and distribute brochures or educational materials, including additional copies of FEMA’s materials, to employees and customers.
- Provide low interest loans or other financial incentives to encourage your employees to take prevention measures.
- Provide mapping or analysis of hazards and risks.
- Be creative. Print and use tray liners in fast food restaurants, run PSAs on gas pump screens, or post-disaster prevention messages on billboards.





## Become a *Project Impact* Corporate Partner in Four Simple Steps

**Y**ou can lessen the impact of disasters by becoming a *Project Impact* Corporate Partner. We recognize that the business world is made up of businesses of varying sizes, expertise and resources. Whether your company is local or national, expanding or consolidating, there is a way to participate in the *Project Impact* effort.

To pledge your commitment to *Project Impact*, follow these steps.

- 1.** Determine your level of commitment based on the criteria provided and complete the commitment form.
- 2.** Submit the commitment form to the local *Project Impact* community, FEMA Regional Office or FEMA National Headquarters.
- 3.** Complete a memorandum of agreement to be signed by the partner and *Project Impact* Communities (local partners), regional offices (regional partners) or FEMA (national partners).
- 4.** The local community, regional office or national headquarters office will review the commitment form to ensure all necessary criteria is met.

Once reviewed and accepted, the following will take place:

- The designated company contact will receive a letter acknowledging the company as a *Project Impact* Partner. The letter will provide a name and phone number for the individual who will serve as your *Project Impact* liaison.

- Your company will be entered into the *Project Impact* Corporate Partner database and designated as a local, regional or national Partner.
- The designated company contact will be sent a corporate collateral package with the marketing materials it takes to start the *Project Impact* effort in your organization.
- An announcement about your company's commitment to *Project Impact* will be placed on the FEMA web site, [www.fema.gov](http://www.fema.gov).
- Your partnership will begin!

*Project Impact* encourages you to determine the activities and commitment your company would like to undertake as part of this initiative. An outline of the *Project Impact* Partner designations follows on the next two pages. Review them and indicate on the pledge form what type of *Project Impact* Partner your company will become.

VISIT FEMA'S WEB SITE  
[WWW.FEMA.GOV](http://WWW.FEMA.GOV)

## NATIONAL PARTNERSHIP CRITERIA

The following criteria will serve as guidelines for National Partners.

- Complete the *Project Impact* Partner commitment form.
- Commit a minimum monetary and/or in-kind support of \$250,000 over a two-year period.
- Sign a Memorandum of Agreement with FEMA to become a national partner and agree to contribute to or provide resources for 20 or more *Project Impact* communities in three or more FEMA regions.
- Demonstrate the incorporation of damage prevention, preparedness and business continuity plans into your business operations. The company should develop initiatives in all three areas.
- Actively support national *Project Impact* initiatives.
- Host or support at least two *Project Impact* promotional events (e.g. conference, lecture, workshop series or annual *Project Impact* Summit) annually.
- Report successes to FEMA's Office of Corporate Affairs.
- Highlight *Project Impact* on corporate web site and include link to FEMA's *Project Impact* web site ([www.fema.gov/impact](http://www.fema.gov/impact)).
- Provide a national point of contact for FEMA's Office of Corporate Affairs.
- Mentor other business leaders throughout the country on disaster resistance and prevention.

**“Our leadership in the manufacturing of disaster-resistant glass for windows and doors makes *Solutia* and *Project Impact* natural partners. We share several common goals, including preventing death, injury and loss of property through the use of better building materials, and adopting and enforcing stronger building codes. Working with *Project Impact* makes good business sense for our company and our Saflex and KeepSafe brands.”**

**—Glenn S. Ruskin, VP Government Affairs,  
*Solutia Inc.***



*Solutia demonstrates its impact-resistant laminated glass product for the *Project Impact* community in Deerfield Beach, FL.*

## REGIONAL PARTNERSHIP CRITERIA

Corporations with expanded geographic coverage in several states may become Regional *Project Impact* Partners.

Ultimately, the FEMA Regional Office will determine the specific requirements for regional corporate partnership. However, the following criteria will serve as guidelines for corporations and the regional office.

- Complete the *Project Impact* Partner commitment form.
- Commit monetary and/or in-kind support between \$50,000 and \$250,000.
- Receive an endorsement as an active participant/contributor in a community's *Project Impact* initiative from a designated *Project Impact* community.
- Actively support communities in two or more states within the region.
- Demonstrate the incorporation of damage prevention, preparedness and business continuity plans into your business operations. The company should develop initiatives in all three areas.



- Provide mentoring assistance to facilitate other corporations' participation in *Project Impact* or expand your corporation's participation to another *Project Impact* community.
- Report successes to the FEMA Regional Office.
- Provide a point of contact for FEMA Regional Offices or FEMA's Office of Corporate Affairs.

## LOCAL PARTNERSHIP CRITERIA

Corporations that wish to become involved in *Project Impact* with local communities are invited to become Local Partners. Each *Project Impact* community determines the specific criteria for partnership, but general criteria listed below will serve as guidelines.

- Complete the *Project Impact* Partner commitment form.
- Actively support *Project Impact* initiatives within the community.
- Demonstrate the incorporation of damage prevention, preparedness and business continuity plans into your business operations. The company should develop initiatives in all three areas.
- Report successes to the community.
- Provide a point of contact for community leaders.
- Mentor other business leaders within the community.

*BellSouth hosts a business summit attended by former Treasury Secretary and current Citigroup Executive Committee Chairman Robert Rubin, FEMA Director James Lee Witt and BellSouth CEO Duane Ackerman to inform corporate leaders how to protect their companies from disaster.*

VISIT FEMA'S WEB SITE  
[WWW.FEMA.GOV](http://WWW.FEMA.GOV)

# COMMITMENT FORM



Once you've determined your level of commitment to *Project Impact*, complete this commitment form or visit [www.fema.gov](http://www.fema.gov) to obtain an electronic copy.

Date of commitment \_\_\_\_\_

Type of commitment (local, regional,national) \_\_\_\_\_

Company name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Principal contact \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Name of CEO/President/General Manager \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Public Affairs/Marketing/Media contact \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Other contacts:Please use another sheet of paper

Please provide a description of your company's mission, number of employees,branches, stores,offices.

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Please provide a description of the monetary and/or in-kind support you will be providing as well as an estimated dollar value for each.

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# COMMITMENT FORM cont.

Please indicate in which *Project Impact* community/communities the proposed commitment would be implemented.

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Please indicate how your company will demonstrate the incorporation of damage prevention, preparedness and business continuity plans into business operations.

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*Project Impact* Partner Commitment Forms can be returned to your local or regional contact (for more information visit [www.fema.gov](http://www.fema.gov)) or they can be sent to FEMA National Headquarters at:



**FEDERAL EMERGENCY MANAGEMENT AGENCY**

Office of Corporate Affairs

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