

**Citigroup's Support for
UN/WFP's Tsunami Operations &
Future Partnership**

**Terence Cuddyre
Citigroup Country Officer
Thailand
May 5, 2005**

Citigroup Local Support for Tsunami

- **Citigroup Foundation – US\$3 Million, divided into 3 parts**
 - US\$1 Million Red Cross Allocation – distributed through out affected region – Done
 - US\$1 Million Country Allocation – Done
 - US\$1 Million Rebuilding Allocation – In progress
- **Employee Giving – Monetary and In-Kind Donations**
 - Around 10,000 Asia Pacific Employees donated over US\$1.3 Million to local accounts and staff collections
 - Hundreds of AP employees made donations directly to non-profit organizations

Citigroup Local Support for Tsunami

- Wide range of in-kind donations and volunteering
 - loading food and supplies onto trucks and planes
 - setting up online donation platforms
 - manning emergency phone lines
 - organizing fund raising activities
- Thailand: provided office space and equipment for the U.N. Joint Logistics Center in Bangkok, staff volunteered at the British Embassy to help with record management

• Matching Fund

- Citigroup Foundation matched every staff's donation US\$ per US\$
- More than 23,000 Citigroup employees contributed to Tsunami relief efforts, and in total, Citigroup contributed over US\$12 Million.

CITIGROUP IN-KIND SUPPORT TO WFP

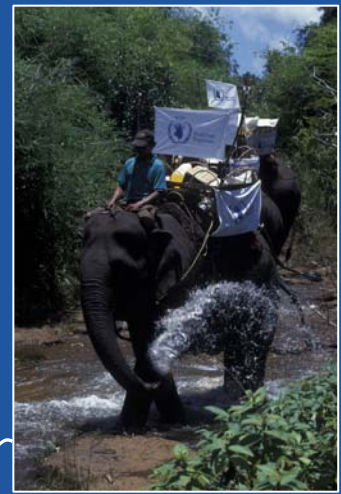


Citigroup donated office space and equipment to the UNJLC team in Bangkok



UN WORLD FOOD PROGRAMME

Working Toward Partnerships with the Private Sector



Provides food aid in 80 countries on-going and during disaster

- Each year, provides food aid to an average of 90 million people, including 56 million hungry children, in more than 80 countries

Manages the United Nations' "logistics arm" -- UNJLC

- Coordinator of major aid emergencies including Tsunami; first on the scene
- Largest aid transporter – food, medicines and emergencies supplies
- Helps coordinate logistics for over 1,000 NGOs and sister UN agencies

TNT SUPPORT TO WFP IN ASIA



TNT trucks transported relief material from Colombo to Ampara in Sri Lanka

BCG IN-KIND SUPPORT TO WFP

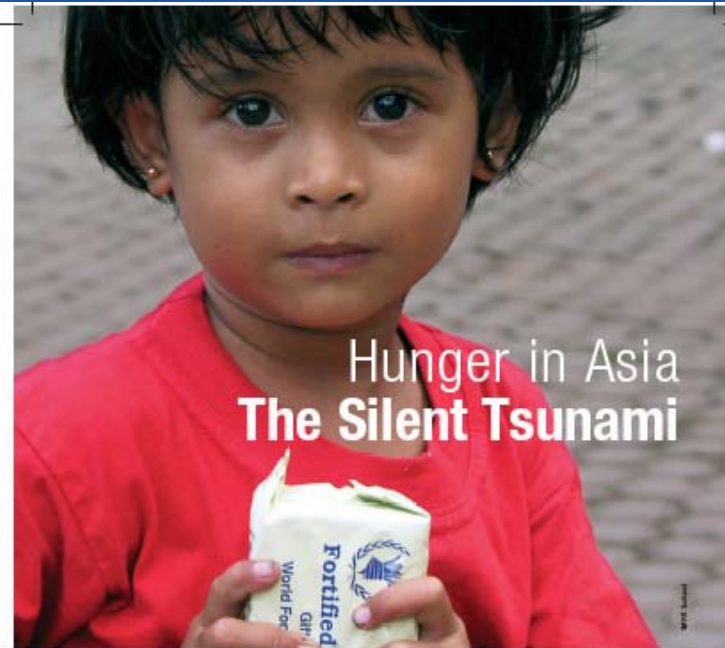


LEND A HAND - HELP FEED TSUNAMI SURVIVORS

Help the United Nations World Food Programme feed desperate and hungry tsunami survivors, from Asia to Africa. WFP, the world's largest humanitarian agency, is providing emergency rations for two million people over the next six months. We can't do this without your help. Families whose lives have been destroyed are counting on your generosity.

Please donate online: www.wfp.org

The World Food Programme,
Via Cesare Giulio Viola, 68/70
Parco de' Medici
00148 Rome - Italy



Hunger in Asia The Silent Tsunami

The world responded to the Asian tsunami disaster with an outpouring of generosity. The UN World Food Programme took a lead role during the crisis, moving thousands of tons of food to feed over 1.4 million people.

But people in Asia still urgently need your help. Across the region 480 million people are undernourished. Millions of children go to bed hungry every night.

WFP is dedicated to bringing food to all those who need it. Help us aid the millions who are still suffering, and help end Asia's "silent tsunami" of hunger.

To find out more about WFP, or to make an online donation, go to www.wfp.org. Or email asia.fundraising@wfp.org

For more information and for corporate partnerships, please contact:
Zineb el Faouzi: +662 859 6652
Coco Ushiyama: +662 635 4115 ext 2 230



BCG provided urgently needed consulting services and staff support to help WFP launch and develop its fundraising appeal for the Tsunami

THE FINANCIAL TIMES *Letters to the Editor* January 31, 2005

James T. Morris, Executive Director, UN World Food Programme

Corporate donors got the tsunami relief effort off the ground - why not for other disasters?

In the immediate aftermath of a disaster, this kind of help is better than any money can buy and it gives WFP the edge in moving aid fast. Together, we can leverage corporate assets and involve employees, and the big winners are the people whose homes and families had been torn apart. All of this was possible because WFP has corporate partners, not just corporate donors. They understand our needs and know just what to offer and our way of doing business matches theirs.

I think that we could repeat this experience over and over again, to save the 6m children who die every year - off camera - from hunger and related diseases. If we can do it in tsunamis-ravaged communities, surely we can do it where the wave that is swallowing people up is hunger and poverty.

New Paradigm of Private Sector Partnership for Humanitarian Relief

Leveraging the Power of the Private Sector

- Percentage of Global contribution of Private Sector to GDP enormous
- Leveraging the private sector contribution in an orderly and relevant way critical to future success of humanitarian relief in disasters and in long-term crises
- Need to set up system where the private sector can relate to the disaster and long-term humanitarian agencies, UN and NGOs, where supplies and in-kind contributions can be matched effectively with needs and training done in advance

What Public Sector Should Do to Involve Private Sector in Humanitarian and Disaster Relief

Leveraging the Power of the Private Sector

- Move beyond requesting only monetary contributions
- Develop what you specifically need from the private sector (goods, in-kind services) and create package of options
- Communicate these options to select private sector potential partners who are interested and sign MOUs
- Make it easy to communicate to the private sector partners with specifics during a crisis
- Pre-train and organize logistics prior to any event or on-going situation
- Bring participants from the private sector to the field to experience the mission

Why Private Sector Wants to be Involved

- Global corporations want to participate in global causes; Corporate consciences are awakening
- In-kind contributions are becoming more desirable
- Employees want to be associated with companies making positive contributions
- Pre-planning and pre-screening would be welcome
- Clarity of needs and mission of agency is necessary
- Accountability of funds/goods transfer is critical

What Public Sector Should Do to Involve Private Sector in Humanitarian Relief

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- Communicate these options to select private sector potential partners who are interested and make it easy to communicate during a crisis
- Develop pre-screening and pre-training for the volunteers
- Organize logistics prior to an event

Citigroup Global Banking Discussion on Partnership with WFP

- Partnering with WFP to develop COB Crisis Plan/Call Tree
 - Interested parties sign MOU offering assistance, trained and coordinated, in advance of global/local disaster
 - Offer to provide specific supplies in specific locations, including transportation
- Working with WFP/UNJLC to develop list of clients by industry who could help WFP during critical needs
- Encouraging Staff with specific expertise to volunteer in a disaster and during missions in the field
- Volunteering Citigroup Expertise to WFP to assist on on-going projects (e.g. procurement, operational risk)