Good360 Announces Clinton Global Initiative Commitment to Optimize Corporate Disaster Giving and Engagement

Good360 and partners pledge to build on commitment to uphold best practices in thoughtful giving during disasters.

ALEXANDRIA, Va. (PRWEB) January 30, 2019 -- Good360, the global leader in product philanthropy and purposeful giving, is pleased to announce it has launched a Clinton Global Initiative (CGI) Commitment to Action called “Optimizing Corporate Disaster Giving and Engagement”. CGI, an initiative of the Bill, Hillary & Chelsea Clinton Foundation, convenes global leaders to create and implement innovative solutions to the world’s most pressing challenges.

At the third CGI Action Network Meeting on Post-Disaster Recovery, hosted in San Juan, Puerto Rico, Good360 announced its commitment to spearheading an actionable mission around thoughtful giving during disasters by educating responsible business leaders at a number of Fortune 500 companies on adopting a proactive, needs-based, resilient, transparent and long-term approach to disaster giving.

In 2018, Good360’s Disaster Recovery Council collaborated with both nonprofit and corporate partners to launch the Resilient Response initiative which encourages companies to embrace and embody best practices in disaster giving. This CGI Commitment to Action builds upon that foundation, and provides Good360 and its partners with a platform for meaningful action and impact.

“Good360 maintains an unwavering commitment to holistic, long-term disaster recovery practices,” said Howard Sherman, CEO of Good360. “This Commitment to Action allows us to expand upon our work at a critical point while the frequency and intensity of natural disasters are on the rise and while many impacted communities continue to face daunting paths to recovery. The impact of stronger, more informed disaster giving practices means an acceleration of the recovery curve, building resilience for the future, and the true transformation of communities.”

Good360’s commitment addresses several important and interconnected issues in the disaster recovery field. There is significant misalignment between how and when corporations give compared to the full disaster recovery curve. The majority of giving often occurs in the immediate wake of the disaster event itself, leaving long-term recovery efforts without sufficient resources. Further, if in-kind donations are not based on actual on-the-ground needs, they can often hamper and complicate recovery efforts. This commitment also leverages important existing cross-sector collaboration, spearheaded by the members of Good360’s Disaster Recovery Council, including: The UPS Foundation, United Airlines, CVS Health, Ecolab, RH (Restoration Hardware), Wrangler, the U.S. Chamber of Commerce Foundation and DollarDays, as well as nonprofit All Hands and Hearts.

“We are holding the Clinton Global Initiative’s Action Network on Post-Disaster Recovery in San Juan to help Puerto Rico and the Caribbean continue to build back stronger after the devastating hurricane season of 2017. Our work is grounded in the idea that everyone has a responsibility to do what they can to help people in need,” said Kevin Thurm, CEO of the Clinton Foundation. Good360’s Commitment to Action encourages best practices in disaster giving and is a wonderful example of leaders stepping up and working in partnership to make their contributions more powerful. We are grateful to Good360 and its partners – The UPS Foundation, United Airlines, All Hands and Hearts, Wrangler, and many others – for coming together to expand their impact.
and lay the foundation for a more resilient future.”

The commitment details can be found here: [https://www.clintonfoundation.org/clinton-global-initiative/commitment/optimizing-corporate-disaster-giving-engagement](https://www.clintonfoundation.org/clinton-global-initiative/commitment/optimizing-corporate-disaster-giving-engagement)

About Good360
Good360’s mission is to transform lives by providing hope, dignity, and a sense of renewed possibility to individuals, families, and communities impacted by disasters or other challenging life circumstances who, without us, would struggle to find that hope. As the global leader in product philanthropy and purposeful giving, we partner with socially responsible companies to source highly needed goods and distribute them through our network of diverse nonprofits that support people in need. Good360 has distributed more than $9 billion in donated goods around the world, helping its network of more than 75,000 prequalified nonprofits strengthen communities and improve the lives of millions. Good360 is proud to partner with corporate donors such as Walmart, UPS, CVS Health Foundation, Amazon, Advance Auto Parts, RH (Restoration Hardware), American Eagle Outfitters, Tempur Sealy International, Mattel, Gap, Inc., Eddie Bauer, Levi Strauss & Company, and JPMorganChase. Good360 is a registered 501(c)(3) organization. Learn more at [https://www.good360.org](https://www.good360.org).

About the CGI Action Network on Post-Disaster Recovery
The CGI Action Network on Post-Disaster Recovery convenes leaders from business, government, and civil society to make Commitments to Action that will help communities in Puerto Rico, the U.S. Virgin Islands, Dominica, and Antigua and Barbuda recover from the devastating 2017 hurricane season and rebuild in a sustainable way. The Action Network, along with Clinton Global Initiative University (CGIU), follows the success of the Clinton Global Initiative (CGI) and its Commitment to Action model. Over the years, CGI and its successors have brought together leaders from across sectors to improve the lives of more than 430 million people in 180 countries worldwide.
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