

helping to build resilient communities

MARSH & McLENNAN COMPANIES AND THE BRITISH RED CROSS PARTNERSHIP 2016-2020

WHY

Marsh & McLennan Companies is committed to making a positive impact in the communities where colleagues live and work. Together Marsh & McLennan Companies and the British Red Cross are committed to strengthening and building the resilience of individuals and communities, by helping them prepare, respond and recover from crisis.

WHO



Marsh & McLennan Companies
colleagues across the UK

Vulnerable people in the UK

HOW



Volunteering opportunities



Innovative fundraising ideas



Strategic investment in BRC projects



Dedicated partnership delivery team



Photo: © Simon Rawles

WHAT

VOLUNTEERING

We want to offer fun ways to get involved so colleagues can give their time and skills to build a partnership which we can all be proud of. We will also build the resilience of the communities we live and work in by training colleagues to become life savers.

FUNDRAISING

We aim to raise at least £150,000 annually through colleague fundraising by offering a range of exciting and engaging fundraising activities. These events create unique opportunities for colleague collaboration across the four Operating Companies.

BUSINESS COLLABORATION

We recognise that Marsh & McLennan Companies and the British Red Cross, have a strong core business alignment, whether responding to disasters, or building resilience in local communities faced by health and social care challenges. By finding mutual areas of interest and sharing expertise and information, we can work together to resolve issues our communities are facing.

PROJECT INVESTMENT

We are supporting preparedness, response and recovery projects to build strong and resilient communities across the UK.

COMMUNICATIONS

We aim to bring the partnership to life through stories showing how we are making a difference. We are delivering a strategic communications calendar to engage Marsh & McLennan Companies' stakeholders and provide opportunities for all colleagues to become involved in the partnership.

WHEN

IN 2014-2015 TOGETHER WE...

- > funded five British Red Cross emergency response vehicles in Northern Scotland, Kent & Sussex, Cheshire, Herefordshire and Northern Ireland helping to reach people during emergencies such as severe weather, house fires and flooding.
- > funded new technology (including updated radio communications equipment) and tactical training for

British Red Cross emergency response teams to ensure more vulnerable people are reached during local emergencies in the UK.

- > raised over £500,000 through fundraising events, challenges, company events and pro bono projects.
- > introduced the British Red Cross to the Business Emergency Resilience Group (BERG) network.

IN 2016-2020 TOGETHER WE ARE...

- > funding British Red Cross projects under three themes:
Prepare: First Aid Education for vulnerable people.
Respond: building the capabilities of the British Red Cross' crisis response team.
Recover: supporting people home from hospital who have no one else to turn to.
- > raising £750,000 through colleague fundraising activities that will contribute to

an overall partnership value of £1.175m including corporate contributions and gifts in kind.

- > helping 1,500 colleagues to become lifesavers through British Red Cross First Aid training.
- > gaining recognition as an outstanding business-charity partnership through external and internal communications activities.

RESULTS



Increased resilience in communities across the UK.

Lasting and meaningful impact on society.

A partnership for every colleague at Marsh & McLennan Companies to be part of.