



Welcome to  
**ALLIANCE  
EMPOWERMENT  
PROGRAM**

## Fundraising for Road Safety NGOs

- Webinar 1: Building a fundraising strategy**
- Webinar 2: Networking and power mapping**
- Webinar 3: Corporate/NGO Collaboration Criteria**
- Webinar 4: Attracting corporate funders**
- Webinar 5: Log frames: what, who, and why**
- Webinar 6: Budgets: Costing your project**

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## **Fundraising for Road Safety NGOs**

### **Webinar 3: Corporate/NGO Collaboration Criteria**

2018



## Corporate / NGO Collaboration Criteria

Shane O'Connor  
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FedEx Global Citizenship  
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# FedEx & NGO: Collaboration Criteria

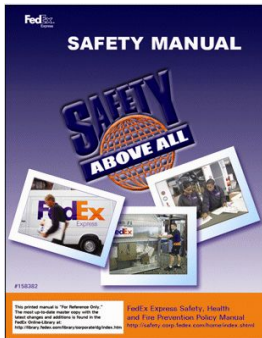
Align to Core Competencies

Measurable Impacts

Scalable & Sustainable

Strategic Sponsorship

Executive & Team Member Engagement



# FedEx & Safe Kids: Align to Core Competencies



“There is nothing more fearful for a FedEx courier than a child darting out in front of your truck. Safe Kids Worldwide is a perfect fit for us.”

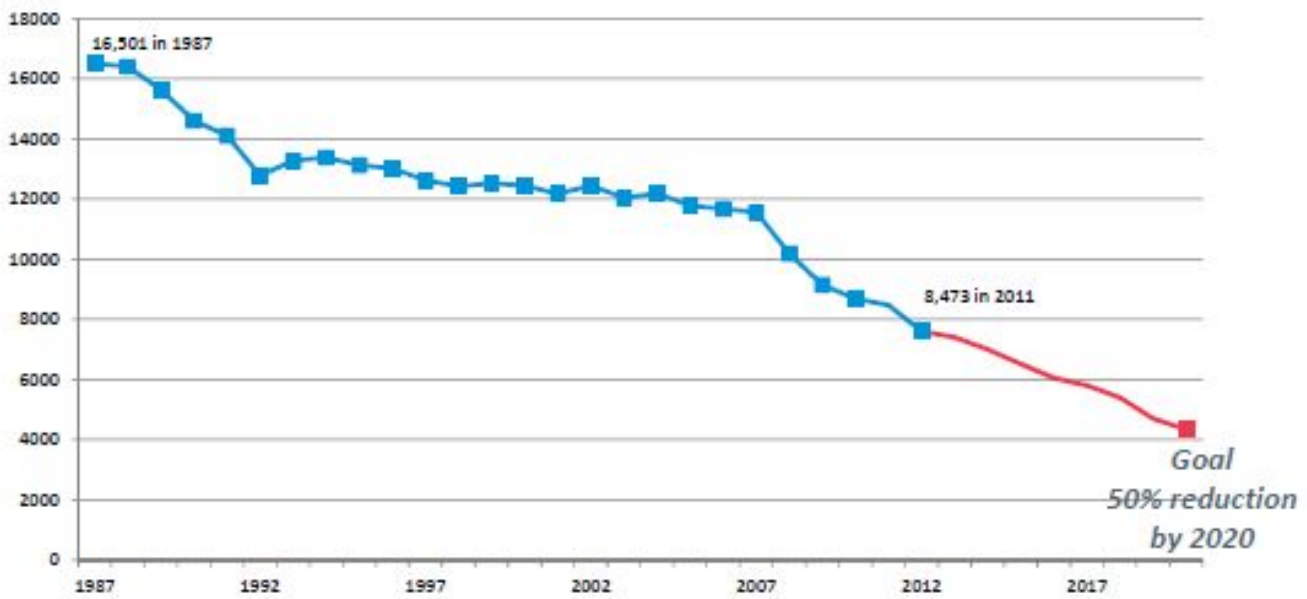
David Bronczek  
President and COO  
FedEx Corporation

# FedEx & Safe Kids: Measureable Impacts

## Measuring Impact



Number of unintentional injury fatalities in U.S. among children 19 and under, 1987-2011



# FedEx & Safe Kids: Measureable Impacts

- Safe Kids, the City of Memphis and FedEx worked together to identify a hot spot location
- Treadwell Elementary was chosen

## TREADWELL ELEMENTARY SCHOOL



### 16 Ped Crashes (2003-2011)

- 10 involving children <15
- 5 fatal/serious injury <15

### Issues and Observations

- Highland St – multilane road, no signals for crossing
- Faded crosswalks at major intersections and near school

# FedEx & Safe Kids: Measureable Impacts

- FedEx provided funding and skilled volunteers – routing engineers
- Environmental improvements were implemented
- Pre-Environmental Changes 2003-2013
  - 23 crashes...16 under age 15
  - 5 fatalities under age 16
  - Cluster of injuries near school
- Ribbon-cutting early 2014
- To date: no crashes!

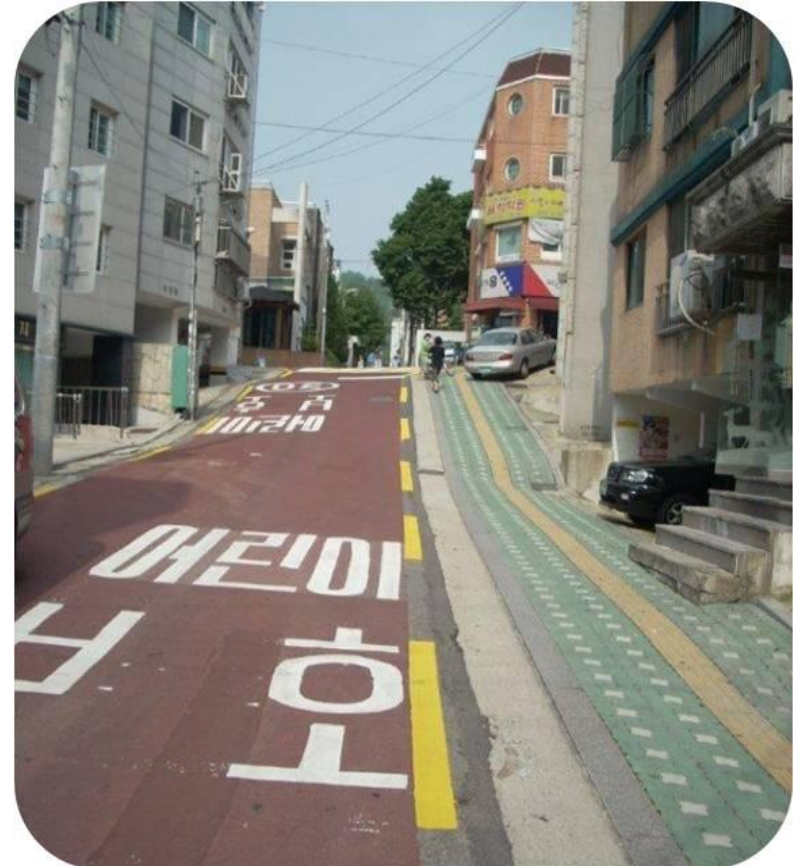




# FedEx & Safe Kids: Scalable and Sustainable



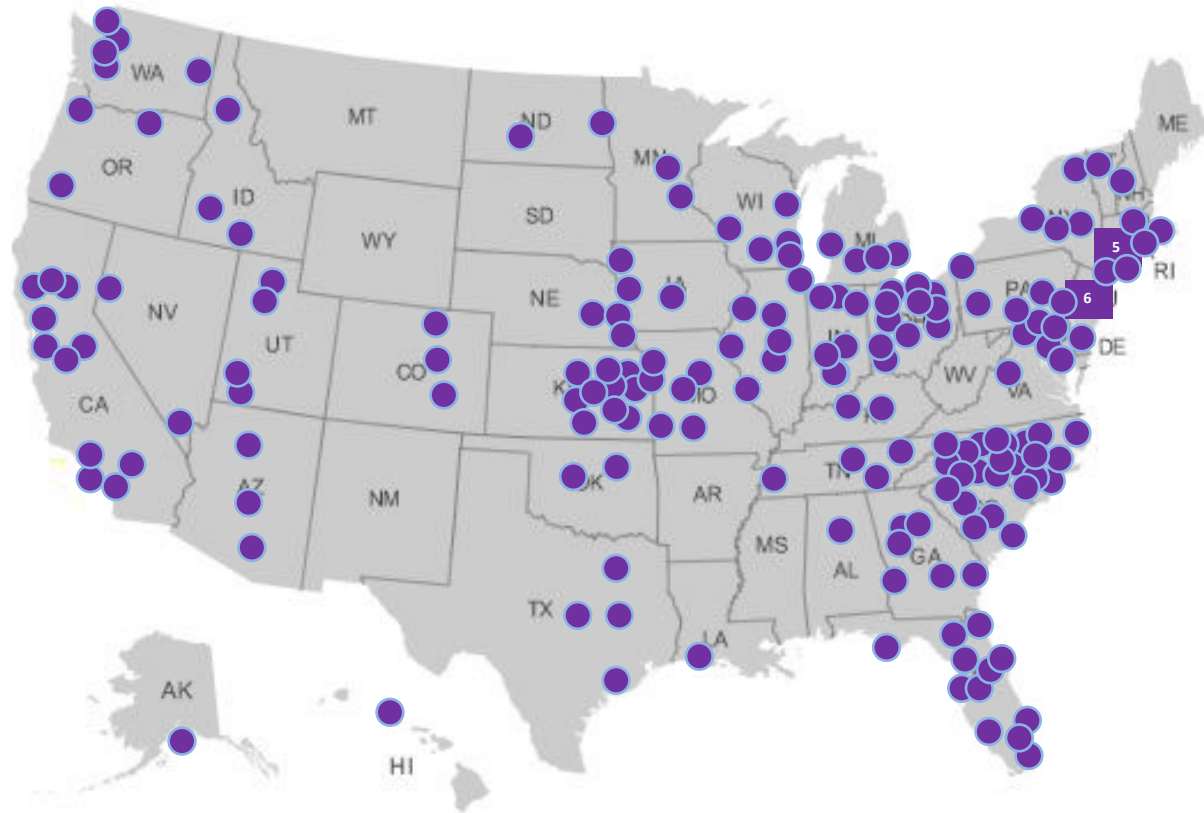
South Korea: Before



South Korea: After

# FedEx & Safe Kids: Scalable and Sustainable

3 → 40 → 120 → 250  
U.S. Markets



# FedEx & Safe Kids: Scalable and Sustainable

## FedEx and Safe Kids Worldwide

- 19-year relationships
- Reached 16 million children with lifesaving road safety education and training
- Engaged 18,000 FedEx team member volunteers
- Programs in 10 countries and 250 US cities



**U.S., Canada, Brazil, South Africa, India, China Thailand,  
Vietnam, South Korea, Philippines**

# FedEx & Safe Kids: Strategic Sponsorship

## COMMUNITY SPIRIT

### Photos show child's POV of road safety

By Minh Tam in HCMC

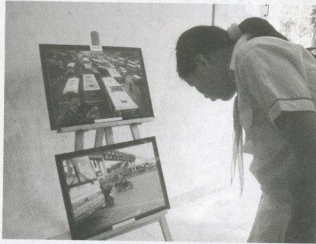
FedEx Express Company and Asia Injury Prevention (AIP) Foundation/Safe Kids Vietnam are holding a photography exhibition by school children to promote pedestrian safety.

The "Photovoice" exhibition at Nguyen Minh Quang Primary School, District 9, HCMC features more than 50 photos taken by eight students at the school.

Subjects in the photos included motorbikes overloaded with passengers, bikeriders without helmets, children playing on the street, and holdups at bus stations.

Huynh Van De won the first prize with the photo essay "Please give us a safe route to school".

The Photovoice project is part of the Walk This Way program organized by Safe Kids Worldwide and FedEx Corp. It uses photography as



School kids look at photos taken by fellow students that show some of the hazards on HCMC streets as part of the Safe Kids campaign

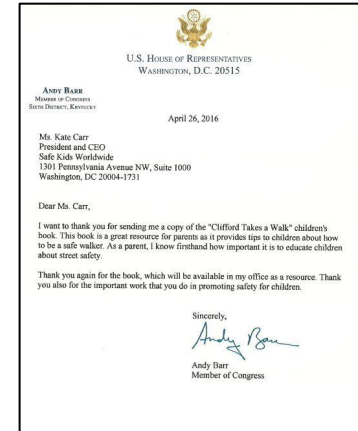
Photo: Minh Tam

a medium to promote social change and improve quality of life in the community.

Photovoice projects have been successful in seven major cities: Sao Paulo (Brazil); Toronto (Canada); Shanghai (China), Mumbai (India),

Seoul (South Korea), Manila (Philippines) and HCMC (Vietnam).

The exhibition will stay at Nguyen Quang Minh Primary School this week and then be transferred to other schools in HCMC, spending three days at each.



# FedEx & Safe Kids: Strategic Sponsorship

## Full Page Ad in *USA Today*

### *Unsolicited Consumer Feedback:*

“I was deeply moved by your advertisement I saw in USA Today. It had a photo of one of your delivery trucks hitting the brakes to let a child cross the street, and said, ‘This is the most important stop we’ll make all day.’

“I’ve never consciously bought, or used a product just because I liked the commercial...If I’m ever given the choice of delivery services to use from purchasing a product, I will use FedEx. Just because that ad moved me...

“Thanks for caring.”

**FedEx**<sup>®</sup>

**This is the most  
important stop  
we’ll make all day.**

At FedEx, pedestrian safety has always been a priority. That’s why we’ve made a four-year \$10 million commitment to Safe Kids Worldwide, a global organization dedicated to protecting kids from accidents and injuries. Since our campaign began, more than 18,000 FedEx volunteers have gotten involved, and we’ve reached over 15 million children in ten countries with lifesaving road safety education and training.

To learn more, go to [safekids.org](http://safekids.org) and [fedexcares.com](http://fedexcares.com).



**SAFE  
KIDS**  
WORLDWIDE

# FedEx & Safe Kids: Executive and Team Member Engagement



# In Summary

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- **Align to Core Competencies:** Point out to your potential supporter that your work compliments their business, aligning with what the business values and is good at
- **Measureable Impacts:** Have a solid measurement plan in place to show results
- **Scalable and Sustainable:** Share how your efforts will grow to impact a city, region and/or country, and how the effort will have a lasting impact
- **Strategic Sponsorship:** Make it known that your NGO will help the company's reputation through associating and sponsoring your NGO
- **Executive and Team Member Engagement:** If the business is interested in supporting your work with volunteers, be sure to have ways in mind to engage their leaders and employees in meaningful ways

# FedEx & Safe Kids: Preventing Injuries & Saving Lives







**Evaluation and questions**

**go to**

**[http://roadsafetyngos.org/sh\\_webinars/webinars/](http://roadsafetyngos.org/sh_webinars/webinars/)**

**2018**



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# Thank you

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