



Connecting People and Possibilities

Approaches to NGO Funding

Shane O'Connor
Communications Advisor
FedEx Services

Global Alliance of NGOs for Road Safety | Fundraising Workshop

Marrakech, Morocco | 12 March 2015

Agenda

- About FedEx
- Why is Road Safety a Core Philanthropic Focus Area at FedEx?
- FedEx NGO Engagement Criteria
- Examples
 - Safe Kids Worldwide and FedEx
 - International Road Assessment Program
 - University of North Carolina Highway Safety Research Center
 - EMBARQ
 - United Nations Global Road Safety Collaboration in support of the UN Decade of Action for Road Safety
 - The Global Alliance of Road Safety NGOs
- The Grant Application Process
- The Difference between Outputs and Outcomes

About FedEx: Safety is a core value

Consistently ranked among the world's most admired and trusted employers, FedEx inspires its more than 300,000 team members to remain "absolutely, positively" focused on **safety**, the highest ethical and professional standards and the needs of their customers and communities.

Road traffic fatalities are a global crisis

- 1.3 million die in road traffic collisions annually
- Fatalities to rise to 5th leading cause of death by 2030
- Over 90% of the world's road fatalities occur in low and middle-income countries
- Vulnerable Road Users account for 46% of global traffic deaths

Source: World Health Organization



FedEx NGO Engagement Criteria

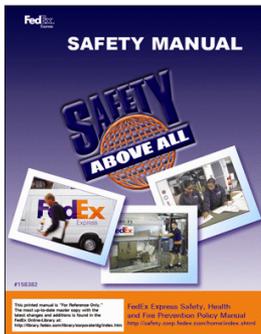
Align to Core Competencies

Measurable Impacts

Scalable & Sustainable

Strategic Partnerships

Executive & Team Member Engagement



Example of a great NGO collaboration



SAFE
KIDS
WORLDWIDE™

Sponsored
by FedEx

FedEx®

A Perfect Fit



“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
CEO
FedEx Express

15 Year Collaboration Infographic



FedEx and Safe Kids continue award-winning collaboration

- 2014 Telly Award for Moment of Silence PSA (13,000 submissions)
- 2014 PRNews Award for Nonprofit Partnership
- 2014 Asia CSR Award
- 2011 Prince Michael International Road Safety Award, UK
- 2008 US Chamber Corporate Citizenship Awards Finalist
- 2005 Gold Award for Walk This Way, China



FedEx Walk This Way Volunteer Survey: Measurement

- **8** = Average number of years volunteering with Safe Kids Walk This Way
- **6.7** = Average number of years serving as volunteer coordinator
- **8.4** = Average experience as a campaign coordinator

Name: _____ Employee Number: _____

2014 FedEx / Safe Kids Campaign Volunteer Coordinator Questionnaire

If responding by email, please attach and return completed questionnaire to sioconnor@fedex.com, if returning by fax, please send to the attention of Shane O'Connor at 901 434 7882.

1. For how many years have you been:
 - a. Participating in FedEx & Safe Kids Walk This Way activities? _____ (number of years)
 - b. Serving as a FedEx & Safe Kids volunteer coordinator? _____ (number of years)
2. On a scale from 1 to 10, with 1 being "Not Good" and 10 being the "Great", how do you rate your experience as a 2013 FedEx Safe Kids Campaign Coordinator (circle/highlight)?

1	2	3	4	5	6	7	8	9	10
Not Good			So So		OK		Good		Great
3. In which type(s) of activities have you participated (circle/highlight all that apply)?
 - a. International Walk To School Day/Month
 - b. Halloween
 - c. Safe Kids coalition meetings
 - d. Task Forces/Safe School Zone project
 - e. School assemblies or classroom presentations
 - f. Other _____
4. Do you have any recommendations about how to improve the fall Safe Kids Campaign(s)? Please provide comments in the space below and/or on extra pages.
5. Will you serve as a volunteer coordinator for the fall 2014 Campaign? _____ Yes _____ No

Please feel free to provide below any additional comments you may have about the FedEx and Safe Kids Campaign and please feel free to add additional pages if necessary. Thank you for your help!

FedEx “Walk This Way” Volunteer Survey

The Safe Kids Walk program is a very well run, rewarding program. Our district has great participation from the management ranks. My only suggestion would be to have more give-always available to pass out to children showing FedEx's support of Safe Kids Walk.

Shaman Smith
Sr. Mgr., San Diego

Love participating, coordinating, and volunteering for this great cause!

Tom Greitens
Mgr., NE

Just continue to get everyone involved. Safety is always #1 to our team and it's great to share this with kids, parents and teachers.

Steve Nirschi
Mgr., Portland, OR

Overall, I am very impressed with the program and the organization of the people who put this event together. I would continue as is.

Sherry Berdahl
Sr. Mgr., MN

Name: Amy Morhet Employee Number: 244653

2014 FedEx / Safe Kids Campaign Volunteer Coordinator Questionnaire

If responding by email, please attach and return completed questionnaire to slocconnor@fedex.com, if returning by fax, please send to the attention of Shane O'Connor at 901 434 7882.

1. For how many years have you been:

a. Participating in FedEx & Safe Kids Walk This Way activities? Many (number of years)

b. Serving as a FedEx & Safe Kids volunteer coordinator? I've headed since the beginning, I've lost track. (number of years)

2. On a scale from 1 to 10, with 1 being "Not Good" and 10 being the "Great", how do you rate your experience as a 2013 FedEx Safe Kids Campaign Coordinator (circle/highlight)?

1 2 3 4 5 6 7 8 9 10

Not Good So So OK Good Great

3. In which type(s) of activities have you participated (circle/highlight all that apply)?

a. International Walk To School Day/Month

b. Halloween

c. Safe Kids coalition meetings

d. Task Forces/Safe School Zone project

e. School assemblies or classroom presentations

f. Other _____

4. Do you have any recommendations about how to improve the fall Safe Kids Campaign(s)? Please provide comments in the space below and/or on extra pages. I do not have any recommendations, Everything has been going great with the walks

Program Resonates Worldwide

- FedEx Canada Marketing VP Brie Carere speaks about FedEx brand and reputation:

- Safe Kids a great CSR success story
- “Walk this way really resonates with the 3,000 couriers in Canada”



Global Alliance of NGOs for Road Safety, Fundraising Workshop, Marrakech, Morocco

12 March 2015

Employee Engagement



Executive Engagement

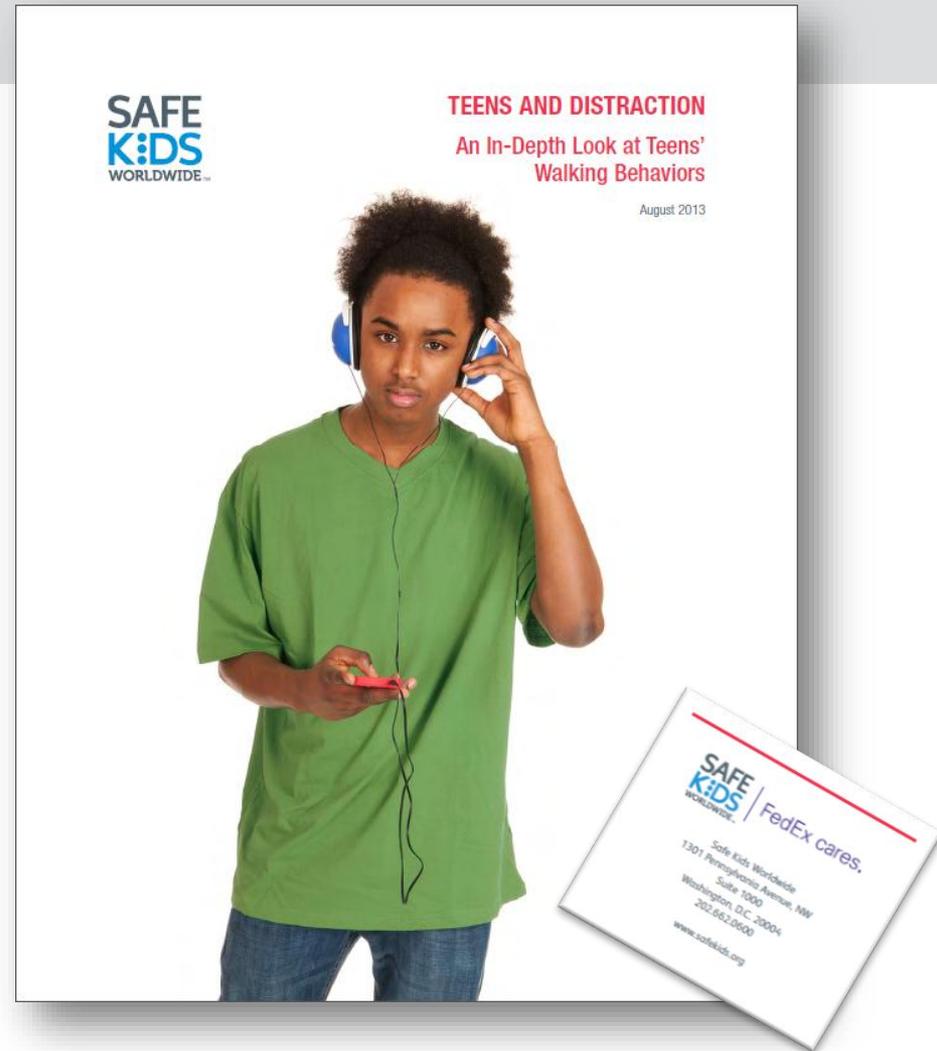


Walk This Way: a multidimensional approach



Organic Campaign

- Leading up to fall 2014 campaign, Safe Kids coalition in Florida conducted interview with local NBC station leveraging 2013 Safe Kids/FedEx distracted walking report
- Story was so strong it was picked up by TV stations across the US
- From August 1 to 22, the campaign garnered 78.3 million media impressions from 734 clips



Organic Campaign: Social Outcomes AND Visibility for FedEx

- Safe Kids earned media translates to **social outcomes** for Safe Kids from message visibility and to **CSR ROI for FedEx**
- Safe Kids owned channels lead to FedEx

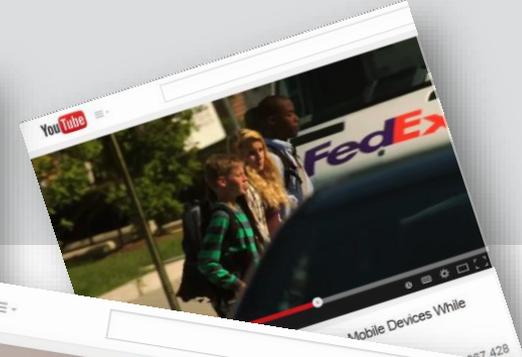


Global Alliance of NGOs for Road Safety, Fundraising Workshop, Marrakech, Morocco

12 March 2015

Videos

- Moment of Silence 388K views
- Interview with Christina Morris-Ward's Mother
- Treadwell Project
- International Affiliates
 - Brazil <http://www.safekids.org/around-world>
 - Thailand



Meet Some of Our Partners

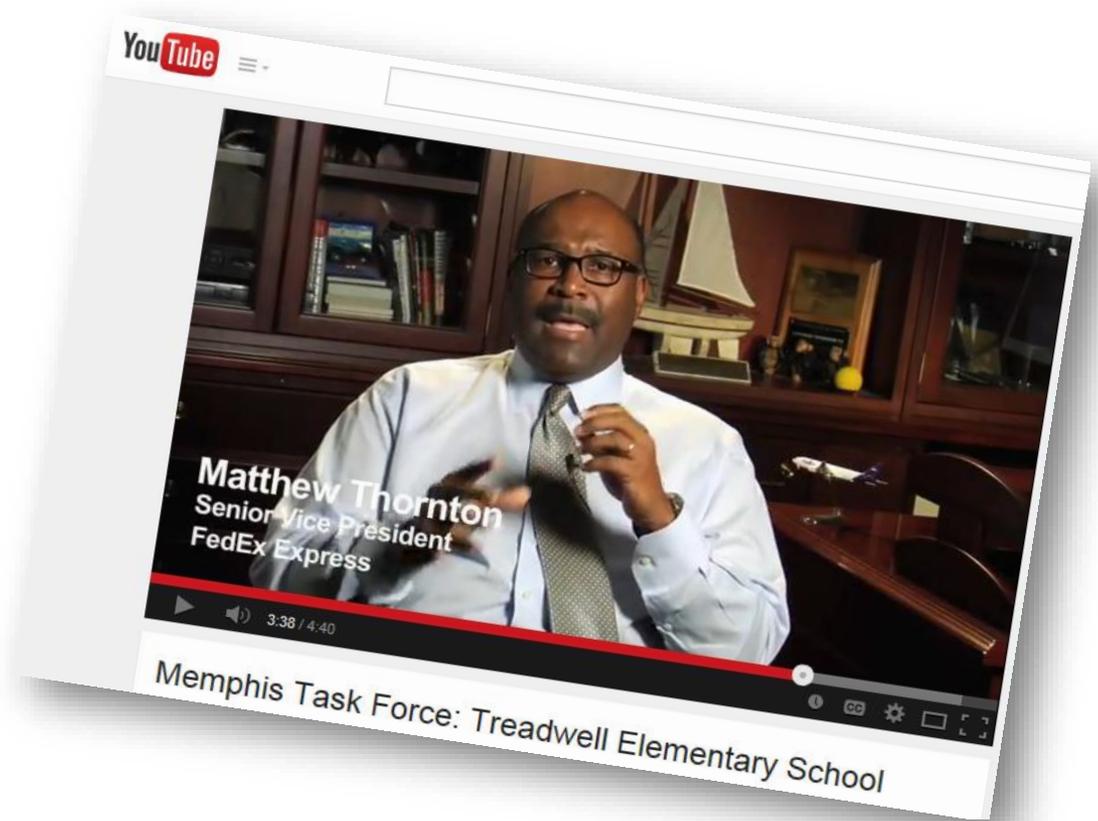


Global Alliance of NGOs for Road Safety, Fundraising Workshop, Marrakech, Morocco

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Treadwell Elementary: Skills-Based Volunteering

- Safe Kids, the City of Memphis and FedEx worked together to identify a hot spot location
- Treadwell was chosen
- FedEx provided funding and skilled volunteers – routing engineers
- Environmental improvements were implemented
- Before & After video
- Event was held on 10/1/14

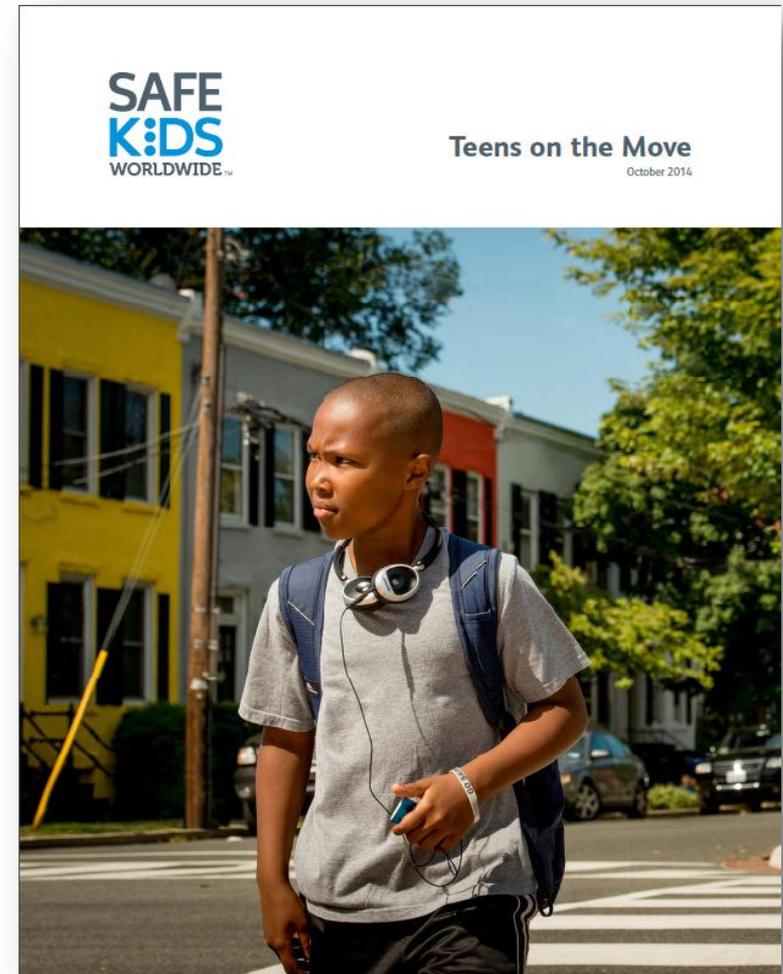


FedEx Sponsored Research Report 2014

■ Key findings:

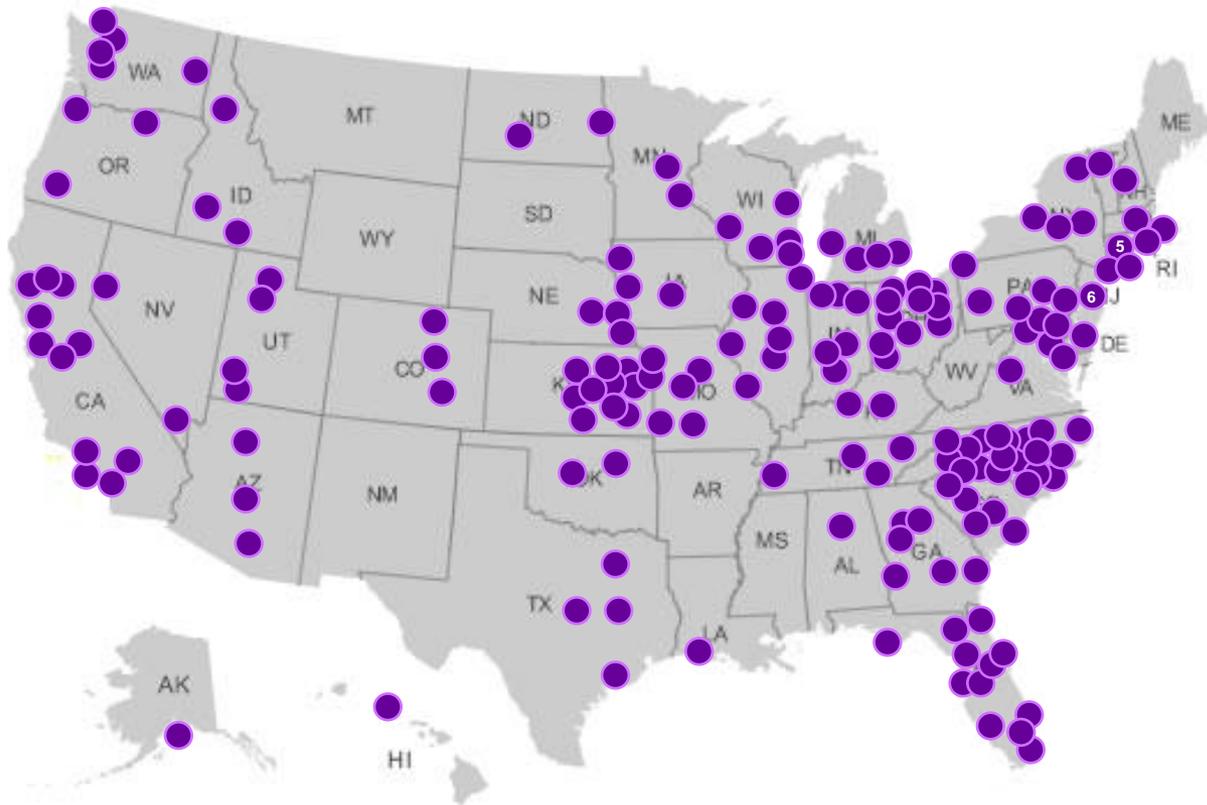
- Safe Kids Worldwide surveyed 1,040 teens ages 13 to 18 to explore walking behaviors and their experiences as pedestrians.
- Every hour a teen pedestrian is killed or injured in the U.S.
- 40 percent of teens say they have been hit or nearly hit by a car, bike or motorcycle while walking.
- Teens who have been hit or had a close call more often report being distracted while crossing the street, and crossing the street in risky ways.
- Teens who had been hit or had a close call more frequently reported crossing in the middle of the block and running across the street, than teens who hadn't been hit or had a near miss.

Safe Kids Worldwide, with the support of FedEx, surveyed 1,040 teens ages 13 to 18 to explore walking behaviors and their experiences as pedestrians. We learned that 40 percent of teens say they have been hit or nearly hit by a car, bike or motorcycle while walking.



International Walk to School Day, October 8, 2014

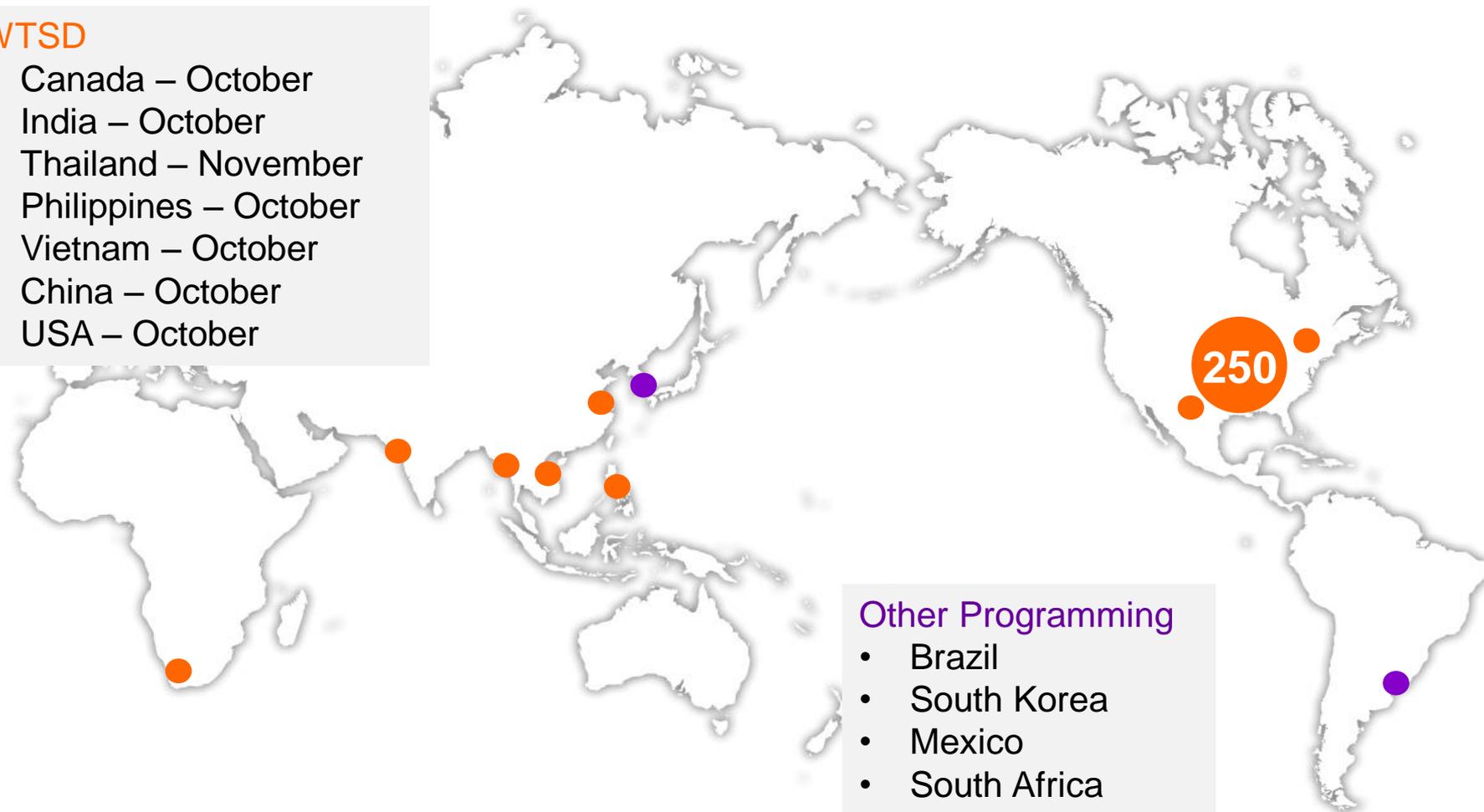
- 250 US Markets



Safe Kids “Walk This Way” Global Presence in 2014

IWTSD

- Canada – October
- India – October
- Thailand – November
- Philippines – October
- Vietnam – October
- China – October
- USA – October

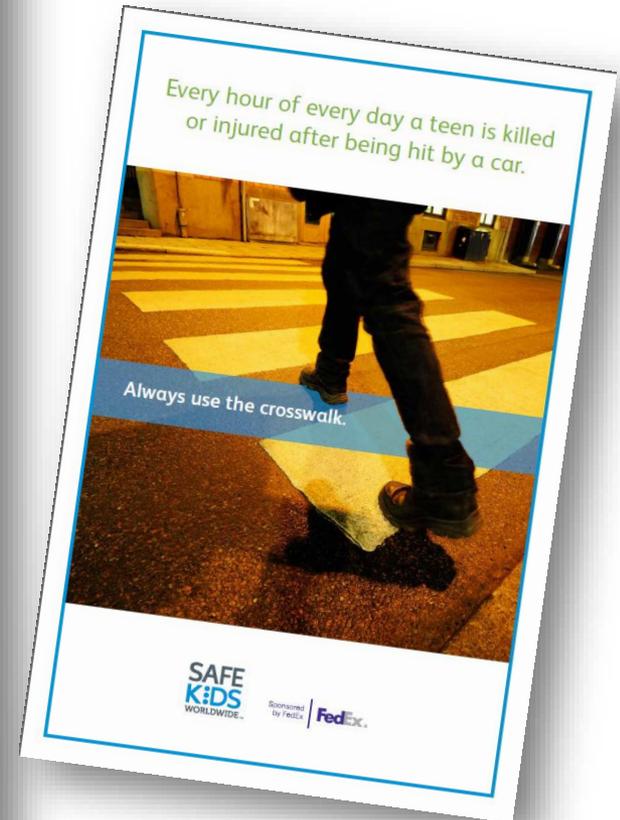
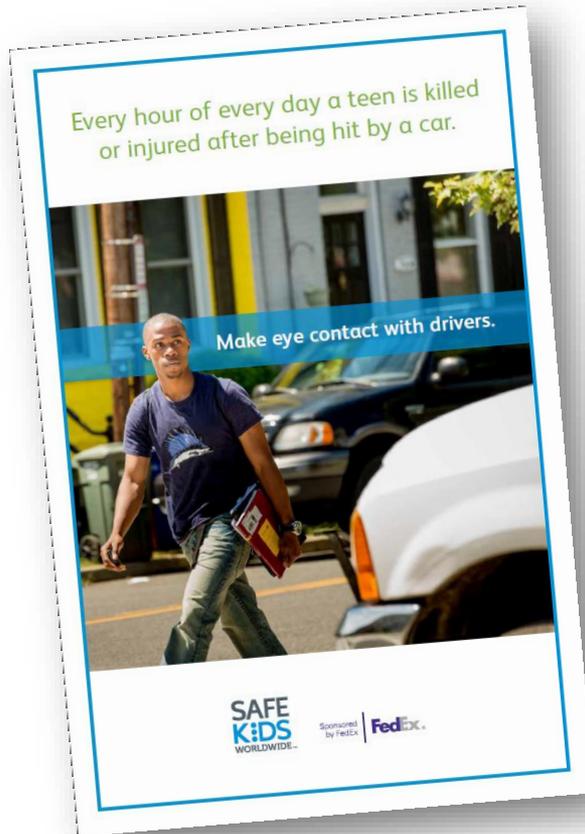


The Program

- Teach safe behaviors to motorists and child pedestrians
- Create safer, more walkable communities



Safe Kids Walk This Way Flyers for Distribution in 700 Elementary Schools Across the US

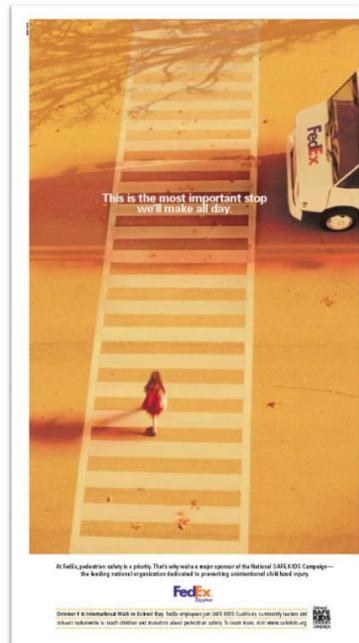


Full Page Ad in USA Today

“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.”



New York Stock Exchange Bell Ringing 10/8/14 Volunteer Appreciation & Visibility Opportunity



- FedEx SVP Matthew Thornton and Safe Kids Worldwide CEO Kate Carr rang the closing bell at the New York Stock Exchange
- On the VIP platform: a number of FedEx team members from across the country who have served as volunteers in support of Safe Kids for many years

Other Sponsorship Elements: Take Action Against Distraction

- Middle school students will create a 60-second video answering: “How would you tell your friends to put down their phone when crossing the street?”
- Coalitions will submit winning video to Safe Kids Worldwide
- The national winner will receive cash grant with additional grant going to their school
- The winning video will be professionally recreated and will be showcased through Safe Kids Worldwide social media channels

VIDEO CONTEST

TAKE ACTION AGAINST DISTRACTION

MAKE A VIDEO THAT ANSWERS:
How do you tell your friends to put down their phones when crossing the street?

- 🏆 Best video from your school wins **\$50!**
- 🏆 Best video from across the country wins **\$250** and will have a professional video team film the winning idea!

Submission deadline: **[COALITION TO FILL IN]**
For more information: **[COALITION TO FILL IN]**

SAFE KIDS WORLDWIDE | FedEx cares.

Blog Posts

- Series of 10 guest blog posts from Safe Kids Worldwide affiliates that FedEx supports
- One post featured stories from key FedEx volunteers from around the world

Safety



Safety is at the core of FedEx culture. From day one on the safe operation. But, FedEx goes beyond safety in the world road safely, we also support organizations that champion community.

Sep 03 2014



Empowering Children to become Road Safety Advocates

by Guest | Google+
Posted at 1:11 pm in
child safety road safety safety safety advocates

This is the seventh post in a series of 10 guest blog posts from the leaders of Safe Kids Worldwide affiliates that FedEx works with around the world in support of child pedestrian road safety initiatives. With tens of thousands of vehicles on the world's roadways, FedEx is actively engaged in promoting road safety. This month, we will hear from Jesus De la Fuente, Executive Director, Safe Kids Philippines.



It didn't seem like a great fit. A white-haired, senior citizen (me) and an NGO dedicated to children? But the last seven months have been the most rewarding of my life.

It is my great pleasure to spearhead the Walk This Way pedestrian safety program in collaboration with FedEx in the Philippines.

According to traffic statistics more than 35,000 Filipino children are victims of road traffic crashes every year and road-related traffic injuries have become the second most common injury for children between the ages 5 and 12.

We are grateful to FedEx for working with us since 2004 to minimize these preventable injuries. To date, we have reached more than 1.4 million children thanks to a partnership with the Department of Education, which incorporated our Walk This Way education materials to the Grade 5 and 6 curriculum in 15 pilot cities in the country.

One of our newest programs is called the Safe Kids/FedEx Young Road Safety Advocate program, which uses a peer-to-peer approach to teach pedestrian safety to children 14 years old and younger in public elementary schools in the country.

Our sixth grade students are trained on the issue. After the training, these young advocates pass their knowledge on to their younger fourth grade peers through classroom education. In its first year, the program trained more than 600 young advocates and reached more than 60,000 children.

This peer-to-peer approach has had tremendous success teaching and reinforcing important safety messages. The pre- and post-tests administered to 5,067 students revealed that the knowledge about safe road behaviors among participants increased significantly.

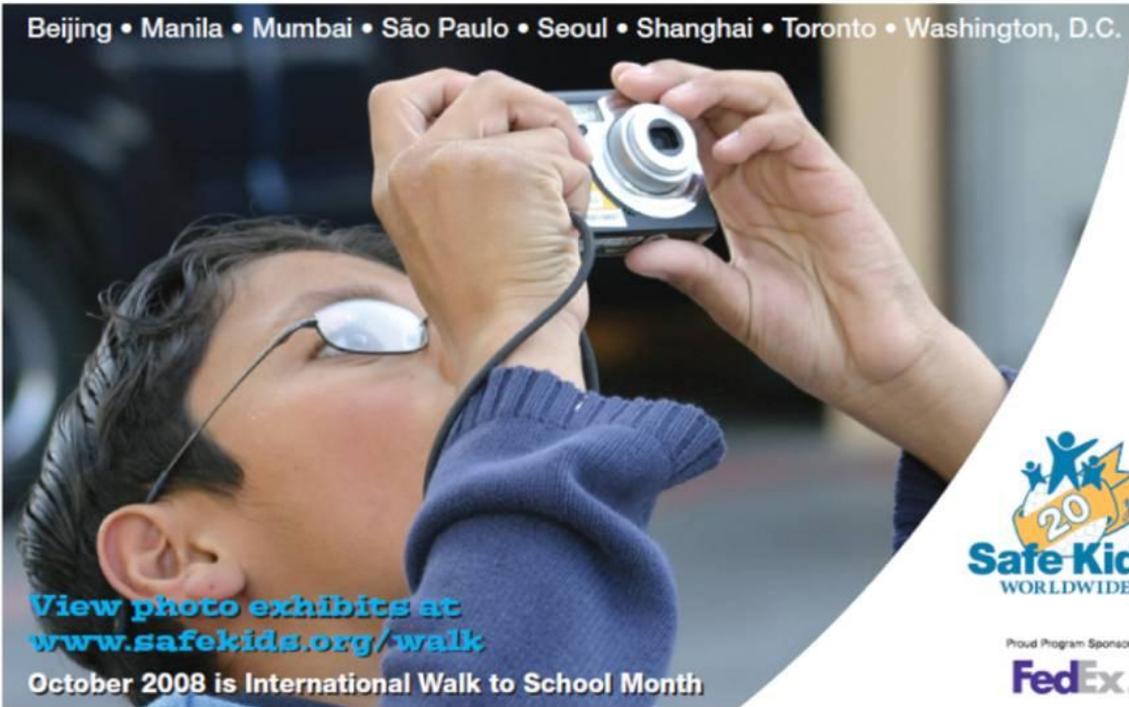
In addition, our "Road Safety Advocate of the Year," Lara Magtibay, also the youngest road safety advocate, became so well respected that the Department of Transportation and Communications invited her to deliver an inspirational message during the National Forum on Road Safety, while the Safety Organization of the Philippines Assembly asked her to be a speaker during the 44th National Road Safety Conference.

Certainly, it is so fulfilling to help educate someone like Lara, and many more who can passionately teach other children to be safe while on the road. Saving more lives from road traffic crashes cannot be done alone by our office and we look forward to expanding our efforts, engaging more volunteers and building our network of road safety advocates in the country.

PHOTOVOICE

PHOTOVOICE: Children's Perspectives on Road Traffic Safety

Beijing • Manila • Mumbai • São Paulo • Seoul • Shanghai • Toronto • Washington, D.C.



View photo exhibits at
www.safekids.org/walk

October 2008 is International Walk to School Month



Proud Program Sponsor

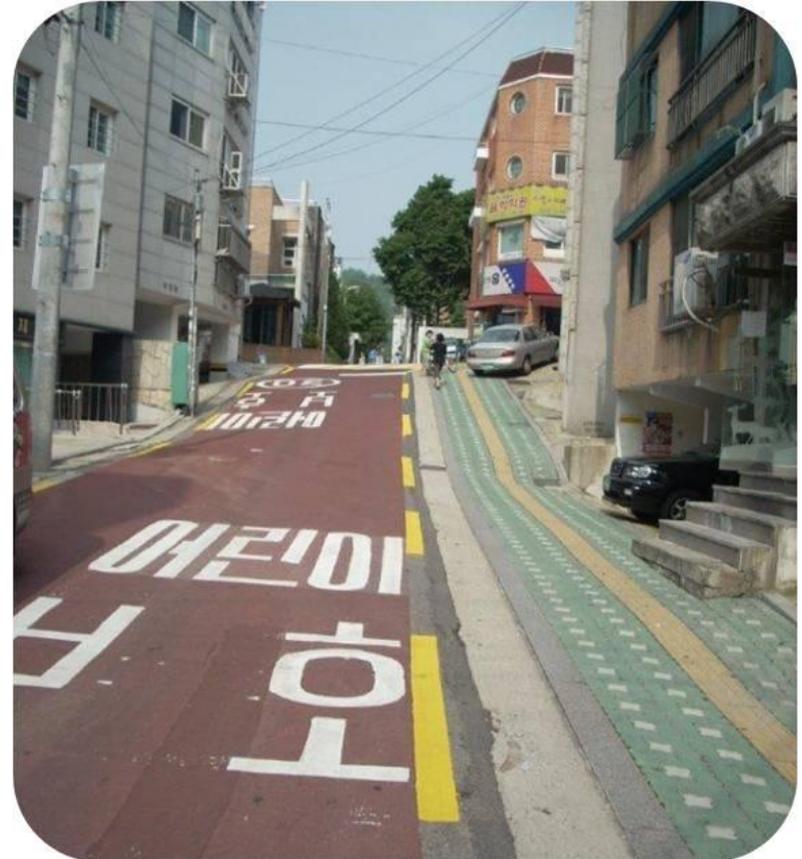
FedEx



PHOTOVOICE: Phase 2 *AND* Community Assessments and Task Force Grants



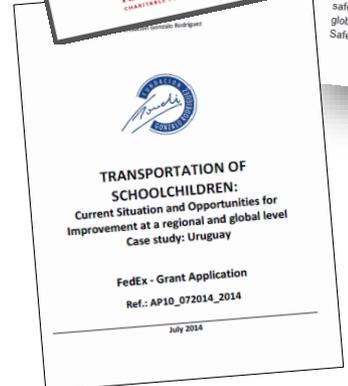
S. KOREA: BEFORE



S. KOREA: AFTER

Beyond the Fall Campaign:

- December 11-12, 2014 Safe Roads Conference in DC
- Boston College International Film Festival Entry April, 2015
- UN Decade of Action Road Safety Week May 4-10, 2015
- South Africa “Walk This Way” expansion
- Fundación Gonzalo Rodriguez (Uruguay) international school transportation safety study across 8 countries



Other NGO Collaborations: International Road Assessment Program

■ Star Ratings for Schools

Acknowledgements

Star Ratings for Schools was enabled by the [Road Safety Fund](#) with support from [FedEx](#).



The pilot project was completed in partnership with:



Safe Kids Worldwide lead the ["Model School Zones"](#) programme that is applied worldwide. This well-established approach looks at all aspects of school safety including the school and road environment, community knowledge, behaviour, policy and enforcement.



The University of North Carolina Highway Safety Research Center hosts the [National Center for Safe Routes to School](#) in the USA. The organisation also hosts the [Pedestrian and Cyclist Information Centre](#) and undertake comprehensive research in the area of pedestrian and cyclist safety.



Servicios Mexicanos de Ingeniería Civil (SEMIC) is an accredited iRAP supplier based in Mexico and has completed over 70,000km of assessments throughout Latin America.



**iRAP Methodology Fact Sheet #14
Star Ratings for Schools**

This factsheet is part of a series that describes the iRAP methodology. It describes the background research and development associated with the Star Rating for Schools methodology.

Related documents

This factsheet should be read in conjunction with:

- Other factsheets in the [iRAP Methodology Fact Sheet](#) series.
- [iRAP Road Attribute Risk Factor Fact Sheets](#).
- [Road Safety Toolkit](#).

Introduction

Road crashes are one of the leading causes of death and injury for school-age children worldwide. The journey to and from school represents a significant risk to child safety.

With support from the Road Safety Fund and FedEx, iRAP, Safe Kids Worldwide, the University of North Carolina Highway Safety Research Center and Servicios Mexicanos de Ingeniería Civil (SEMIC) conducted a pilot project with the Benito Juárez School in Mexico City. The key components of the pilot project included:

- theoretical review of the iRAP methodology to determine applicability to school environments
- assessment of roads around the pilot school in Mexico
- design and modification of the iRAP methodology and software to deliver the Star Ratings for Schools
- detailed review of results with project stakeholders to identify priority treatments at the pilot school

As a result of this project, the iRAP methodology was adapted so that it can easily be used to both Star Rate roads around schools and generate a list of economically viable safety countermeasures.

Scope

A focus on pedestrians

Around schools, the safety of children walking along and across roads is the major concern and as such the focus of the Star Rating for Schools methodology is on measuring and reducing risk for pedestrians. By focusing on one road user group, the risk assessment process is somewhat simplified and therefore easier for school communities around the world to apply. Nonetheless, it is recommended that risk for bicyclists is also assessed when more than 10% of journeys to and from the school are made by bicycle. Risk assessments for vehicle occupants and motorcyclists may also be applied, particularly if crash risk for these users and/or school buses has been identified as an issue. While this will increase the complexity of the School Star Rating process, it may be considered an option for schools and/or authorities if they deem it important and if resources permit.



University of North Carolina Highway Safety Research Center / PBIC

- Walk Friendly Communities
 - Platinum
 - Gold
 - Silver
 - Bronze
- Safe School Zone Grants with Safe Kids Worldwide
 - Completed
 - Austin, TX
 - Memphis, TN
 - In process
 - Philadelphia, PA
 - Atlanta, GA
 - Washington, DC
 - RFPs

Sign In

Walk Friendly Communities

HOW TO GET STARTED APPLY NOW COMMUNITIES RESOURCES ABOUT WFC

Home > About Walk Friendly Communities > News > Walk Friendly Communities announces seventh round

→ Pedestrian and Bicycle Information Center announces seventh round of Walk Friendly Communities

News Release

For Immediate Release

April 24, 2014

CHAPEL HILL, NC—The Pedestrian and Bicycle Information Center (PBIC) is pleased to announce three new Walk Friendly Communities (WFC) and one new designation. The "Walk Friendly" title means a city or town is being recognized for its success in working to improve a wide range of conditions related to walking, including safety, mobility, access, and comfort. As part of its commitment to pedestrian safety, FedEx supports Walk Friendly Communities, a national recognition program of the Pedestrian and Bicycle Information Center at the University of North Carolina that encourages cities and towns across the United States to create safe walking environments.

PBIC recognizes these four communities for their commitment to improving walkability and pedestrian safety:

News and Updates

Oct. 1, 2014: PBIC announces 50th Walk Friendly Community.

April 24, 2014: PBIC announces new Walk Friendly Communities.

Nov. 28, 2012: "Giving Cities Legs: Ideas and Inspirations From Walk Friendly Communities" is now available online.

Walk Friendly Communities is sponsored by FedEx and the U.S. Department of Transportation Federal Highway Administration. The program is maintained by the UNC Highway Safety Research Center's Pedestrian and Bicycle Information Center, with support from a variety of national partners.

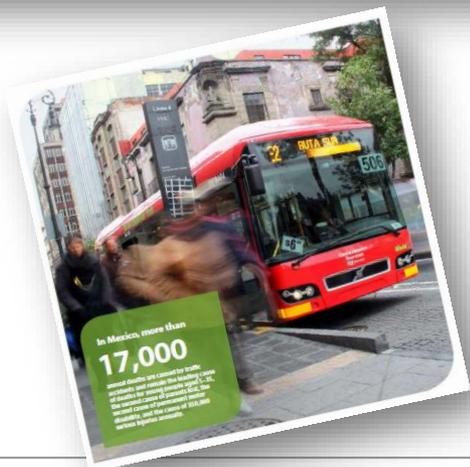
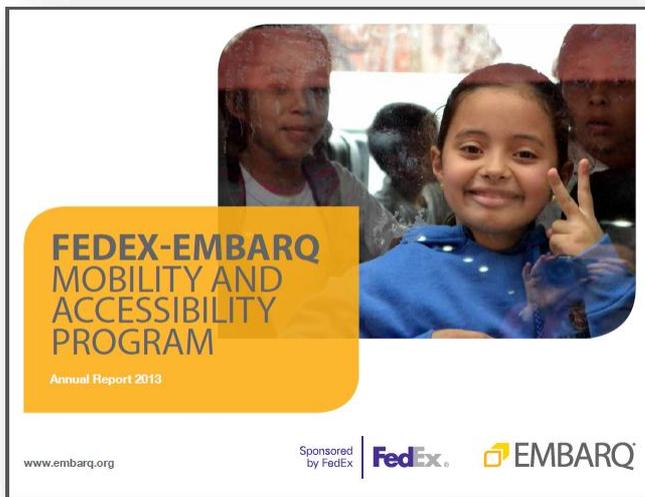
U.S. Department of Transportation
Federal Highway Administration

UNIVERSITY OF NORTH CAROLINA
HIGHWAY SAFETY
RESEARCH CENTER

FedEx

Pedestrian and Bicycle Information Center
Contact Information
www.pedbikeinfo.org

EMBARQ Mobility and Accessibility Program



MAP Vision

Cities in key FedEx markets are served by excellent public transportation; are more productive, healthier, and connected; and have fewer cars on the road, safer streets, cleaner air, and faster commutes and deliveries.

MAP Objective

To accelerate dissemination of FedEx and EMBARQ expertise to enable government officials to make informed decisions that will improve the quality of life of people.

MAP Impact

EMBARQ projects in key FedEx markets help reduce congestion and CO₂ emissions and increase the accessibility, road safety, and efficiency of public transportation systems.

MAP Program Structure

MAP Centers – India / Brazil / Mexico

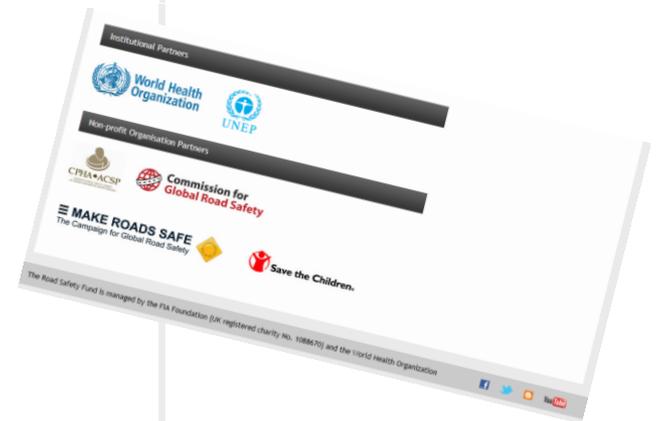
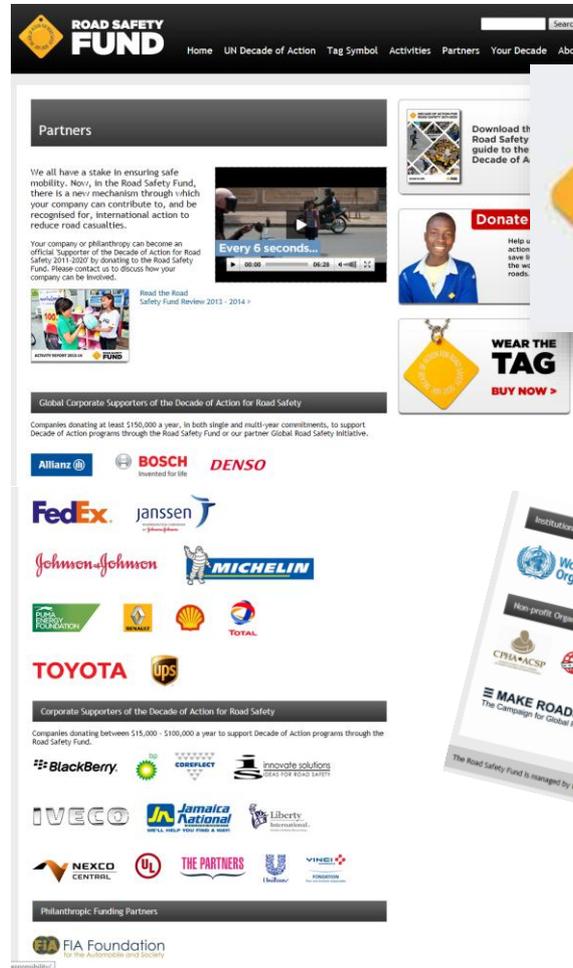
Global Research – Vehicles and Fuels

Fellowship Program

FedEx – EMBARQ

UN Decade of Action for Road Safety 2011-2020

- The Decade of Action launched in 2011
- In support of the Decade of Action, the UN Global Road Safety Collaboration works to bring solutions to bear on the problem with the aim of saving 5 million lives by 2020
- Participants include governments, international road safety NGOs and corporations



UN Global Road Safety Collaboration Meeting

- October 6-7, 2014
World Health Organization
Headquarters,
Geneva, Switzerland
- FedEx presented on:
*Bringing Visibility to
Corporate/NGO
Pedestrian Safety
Collaborations*



Global Alliance of NGOs for Road Safety

- 170 Road Safety NGOs operating in 90 countries
- Bi-annual meeting in March 2015 – FedEx is a lead sponsor



The Alliance accepted as member of United Nations Road Safety Collaboration

Posted on October 21, 2014

@Copyright WHO 2014 At the recent UNRSC meeting 6-7 October in Geneva, the Alliance took an important step and officially became a member of the UNRSC. The acceptance followed a rigorous process of official application, presentation and vetting by UNRSC ... Continue reading →



The Grant Application Process

- Get to know your funder
- Follow the process:
Attention to detail

The screenshot shows the FedEx website's 'About FedEx' page. The main heading is 'Social Responsibility'. Below it, there's a section titled 'Charitable Giving Guidelines'. The text reads: 'Thank you for your interest in our charitable giving programs. FedEx is committed to actively supporting the communities we serve by strategically investing our people, resources, and networks. Our corporate resources include financial contributions, in-kind charitable shipping services, and volunteer services by our team members.' Below this, there are 'Funding priorities' listed: 'Disaster Readiness, Relief, and Recovery', 'Community and Road Safety', and 'Pedestrian and Road Safety'. A small image shows FedEx employees participating in a community activity.

FedEx Corporation_Test Cover Sheet

Name of organization to which grant would be paid:

(Please list exact legal name)

Inland Empire Biking Alliance

Tax ID

460566085

Street address of organization:

35 N. Michigan St

City:

Redlands

State:

CA

Zip code:

92373

Telephone number:

9098004322

Fax:

E-mail:

(Correspondence will be sent to this email)

iebafris@gmail.com

Website address:

http://www.iebike.org

Executive Director

First name:

Outputs and Outcomes

- What did you do?
- What happened as a result?

The screenshot shows the SAFE KIDS WORLDWIDE website. The header includes the logo and navigation links: "WHY IT MATTERS", "WHO WE ARE", "WHAT WE DO", "OUR NETWORK", "SAFE KIDS DAY", "KEEPING ALL KIDS SAFE", "SAFETY TIPS", "GET INVOLVED", "FIND YOUR SAFE KIDS", and a "DONATE" button. The main content area features a sidebar with categories: "SAFETY TIPS", "SPACE AND PLACE" (Car and Road), "RISKS" (Pedestrian Safety), and "TYPE" (Video). The main article is titled "WALKING IN MEMPHIS" and includes a video player showing a Memphis Task Force at Treadwell Elementary School. The video description states: "In 2012, we worked with FedEx to make safety modifications at Treadwell Elementary, a school in Memphis with one of the highest rates of pedestrian injuries. We partnered with Safe Kids Mid-South and other community leaders to make real changes for those students who walk to school. See the results in this video." Below the video are links for "More about walking safely", "Visit our YouTube channel", and "Learn more about our work with FedEx".

Questions?

