



Multiplying Impact: Critical Human Needs

Helping people overcome the cycle of poverty by providing food, potable water, and shelter, while also helping communities respond to and recover from natural disasters.



To alleviate hardship, we must increase access to the daily necessities of life, and increase the speed and effectiveness of relief efforts following natural disasters.



Cisco initiatives help reduce poverty and build better communities by increasing access to nutritious food, potable water, and a place to call home.

We invest in programs that use technology-based solutions to increase access to the things people need to survive, including food, water, and shelter. We also emphasize the use of information and communication technology (ICT) to help humanitarian-relief organizations be more effective and accountable. Many of our efforts include the contributions and volunteer work of Cisco employees. Through our annual employee fundraiser, the **Global Hunger Relief Campaign**, for example, Cisco employee donations support dozens of organizations that provide food and water relief where it's needed most.

Long-term Relief Efforts

Some of our biggest initiatives have included long-term investment to support recovery, rebuilding, and economic development in the aftermath of natural disasters. In 2009, when southern India was devastated by widespread flooding, Cisco "adopted" five especially hard-hit villages, providing cash, services, solutions, and equipment to support reconstruction and rehabilitation. **Project Samudaya** ("Community") rebuilt 2,223 homes, two schools, and a primary healthcare center, and introduced a distance-learning program that connects local rural children to teachers in urban areas.

Short-term Emergency Relief

In 2010, after a catastrophic earthquake in Haiti, Cisco worked with nonprofits NetHope and Inveno to restore broadband access so 15 international relief agencies could coordinate their efforts—speeding the delivery of food, water, and medical assistance to survivors.

Critical Human Needs Partnerships

Our partnerships serve to increase access to adequate and safe food and drinking water, and make safe housing available to the least served.

Food

- **The LifeLines Program** in rural India provides information to more than 150,000 farmers in 1,000 villages. Through a Cisco-funded initiative, which also involved One World South Asia, farmers use mobile phones to record questions and access answers provided by LifeLines Agriculture experts. Participants report an average 20 to 30 percent increase in productivity and income annually.

you + networks = impact^x



In 2012 alone, Cisco employees donated US\$1.7 million to the annual Global Hunger Relief Campaign. With matching funds, overall donations exceeded US\$4 million – enough for nonprofit organizations to provide more than 16 million meals.

More Information

To learn more about Cisco's CSR initiatives in critical human needs, please visit:

csr.cisco.com/pages/critical-human-needs

- **Feeding America** supports over 200 food banks that deliver 3 billion pounds of food to 37 million hungry people each year. Cisco supported the Athena Technology Initiative, a cloud solution for administrative support such as inventory, transportation and fundraising management available to all food banks in the network. Feeding America projects the initiative will save US\$5 million over five years, the equivalent of 40 million more meals.

Water

- **Water for People** works to provide access to safe drinking water and sanitation. Partnering with Water for People and the nonprofit foundation Akvo, Cisco supported the development of FLOW, a mobile application that helps monitor water investments, increasing the water sector's accountability and transparency.
- **Blue Planet Network** builds the capacity of organizations working to eliminate unsafe drinking water worldwide. With support from Cisco, the group has created AnalytiX, an online data warehouse of over 100 projects in 27 countries.

Shelter

- **Build Change** establishes earthquake-resistant standards, designs houses in developing countries, and provides training on recommended building standards. With Cisco's support, the nonprofit digitized and e-enabled their training materials, and provided on- and off-line training to NGOs and the government after earthquakes in China and Haiti.
- **Habitat for Humanity** provides affordable housing to families in need. Cisco provides cash grants and, through an exclusive partnership, matches employee volunteer time with a cash contribution as well as enable broadband in new homes.
- United States-based **Springwire** connects people in crisis with social services and the support networks that surround them. Cisco supports their Community Voice Mail service, which provides free voice mail to 50,000 people in transition each year, linking them to housing and job opportunities, where 70 percent of clients achieve their self-defined goal such as housing and job placement. Building upon its success, the Canadian government has funded the expansion of the program in Canada.

Disaster Relief Partnerships

Our partnerships for emergency relief help increase preparedness and provide immediate assistance to the most vulnerable in the wake of natural disasters. We multiply our impact through strategic partnerships with select humanitarian organizations, including the **American Red Cross**, **CARE** (Cooperative for Assistance and Relief Everywhere) and **NetHope**, a consortium of international humanitarian organizations working to improve crisis relief efforts through the strategic use of technology.

Other disaster-relief partnerships include:

- **AidMatrix**, a software developer that helps humanitarian agencies deliver critical resources more efficiently. Through Cisco's support, AidMatrix improved its software and provided additional field deployments and training.
- **InSTEDD** (Innovative Support to Emergencies, Diseases, and Disasters) where Cisco support helped develop Watchfire, a software platform and app that helps identify and manage disaster-response volunteers, so responding agencies can move faster in the critical first moments of a crisis. The tool has been adopted by the American Red Cross to be scaled nationally.

Cisco Corporate Social Responsibility

We believe that businesses have a responsibility to operate in ways that respect and ultimately benefit people, communities, and the planet we live on; we call this Corporate Social Responsibility (CSR). Our core CSR philosophy is that impact multiplies whenever human and technology networks combine to solve a problem.

This is why we approach CSR the same way we approach business—by applying our technology, employee expertise, and partnerships. We are focused on four primary goals: improving the well-being of people and communities around the world, reducing our environmental impact and helping our customers do the same, conducting our business ethically, and creating a workplace where our employees thrive.

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