



# A sustainable, equitable response to crisis

## Relief when your people need it most.

“Thanks for the help, it came in a great time of need.”

~Hurricane grantee, Florida

### Impact at-a-glance

|        |   |
|--------|---|
| 13     | Provided grants to individuals affected by 13 disasters since 2020      |
| 45     | Supported employees with Emergency Financial Relief grants in 45 states |
| \$1.3M | In grants awarded   |
| 90%    | Of grantees reported regaining financial stability after relief         |
| 90%    | Of grantees desire to continue working for the company                  |
| 100%   | Of grant applications approved since the program’s launch               |

## Good for people. Good for business.

"Implementing our emergency financial relief program is a testament to our commitment... our teammates matter. By providing immediate support to our employees during unforeseen circumstances, we not only safeguard their financial well-being, but also foster a resilient and inclusive workplace. This initiative ensures that every team member has the opportunity to thrive, reinforcing our dedication to a fair and sustainable future for all."

~Corporate foundation leader

## Opportunity

E4E Relief’s client of four years is an omni-channel clothing and accessories retailer with corporate offices in San Francisco and retail stores throughout the United States. The client sought to build and scale a sustainable equitable emergency financial relief solution for their workforce which is primarily comprised of hourly wage associates.

Among the challenges they faced were responding to each unexpected natural disaster equitably, communicating their program across multiple markets and operational disruption as many frontline employees could not return to work quickly after these disasters hit their areas. Additionally, the client wanted to create an opportunity for teammate-giving in response to crisis, and to mitigate a low-tech program that impeded scalability when they experienced high-volume requests for relief.

## Solution

E4E Relief provided an end-to-end solution that enabled their corporate and retail employees to donate and apply for emergency grants when unexpected disasters including hurricanes, winter storms, floods, tropical storms and tornadoes personally impacted them.

As the first Emergency Financial Relief solution of its kind, the E4E Relief tech-enabled platform provided a turnkey, comprehensive solution solving for their desire to ensure the program was equitably accessible to their more than 100,000 employees with no technological learning curve.

## Benefits

Since the inception of its Emergency Financial Relief program with E4E Relief, the client has awarded grants to its employees impacted by a disaster who needed help with food expenses, utilities, evacuations, mortgage/rent, childcare, home repairs, transportation and travel, short-term medical care and funeral provision. These grants contributed to employees’ improved well-being, increased financial stability and retention.

The client saw a 90% improvement in retention (per E4E Relief’s ImpactStack <sup>SM</sup> survey-based data) as its workforce was able to mitigate unexpected financial emergencies through emergency relief grants within a short period of time and return to work sooner. This win-win scenario allowed the employer to responsibly steward the total employee experience and provided the employee with peace of mind, knowing they had support at a crucial time.