



Community spotlight

Giving the gift of hope

BY **KIM KRAUSS**

*SVP, Marketing and
Communications, Sedgwick*

Every year during the holiday season, Sedgwick engages with a charitable organization that is meaningful to our customers, community and colleagues.

This past holiday season, Sedgwick was honored to give the gift of hope by supporting the mission of the Red Cross, a worldwide organization dedicated to helping people in need, by turning compassion into action. As our company continues to expand internationally, we also wanted a partner with an international footprint.

At Sedgwick, we believe that **caring counts**SM every day, but we are especially reminded of its importance during the holidays.



As a reflection of our caring counts spirit, and our corporate responsibility to support the communities in which we work and live, we joined the strong network of volunteers, donors and partners that represent the Red Cross by giving the gift of hope.

Colleagues supported people affected by disasters, as well as members of the military and their families; learned about health and safety education; participated in blood drives; and aided in international relief and development. We were honored to unite with the Red Cross and engaged in many exciting activities to support our goal of giving back.

People turn to the Red Cross in their darkest hours because they know they can depend on them for immediate relief and help through their recovery. Our colleagues also take care of the needs of people who had something unexpected happen to them around the world every day.



About every eight minutes, the Red Cross responds to a disaster, from single-family and apartment home fires to severe storms, floods and wildfires. In 2016, the Red Cross responded to 50% more major disasters compared to the previous year. In the U.S., these large-scale events include tornadoes and flooding in Texas, California wildfires, flooding in West Virginia and Louisiana, Hurricane Matthew and more. International humanitarian efforts, including support for victims of wildfires in Alberta, have been the focus for the Canadian and Irish and British Red Cross.

In honor of our business partnership this past year and in tribute to the compassion shown to people in need every day, Sedgwick donated \$50,000 to the Red Cross. Their work impacts lives every day and we were grateful to lend our support.

