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Mais Unidos companies help flood victims in Northeast

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Antonio Cruz/Agência Brasil



Waters from Mearim river cover the houses all the way to the roof in Trizidela do Vale

This is the fourth time Mais Unidos Group and USAID have engaged in partnership to assist victims of natural disasters.

For the fourth time, the United States Mission in Brazil, through the U.S. Agency for International Development (USAID), and the American companies that participate in the Mais Unidos Group joined forces and resources to implement coordinated initiatives in response to the disaster and emergency situations in Brazil. In order to assist the people affected by the recent floods and storms in the Northeast region, the Mais Unidos Group is making available donations of cash, hygiene and cleaning products, clothes, volunteer mobilization and other resources. All the efforts are being implemented in coordination with the civil defense, the State and Municipal Governments, and NGOs.

3M – Donated 2,000 food baskets to the Civil Defense Office of Northeast.

ADM – Donated 250 cases of cooking oil (5,000 bottles) and approximately 500kg of cleaning supplies, hygiene products and food to the Civil Defense Office in Northeast. Also, organized an internal campaign to encourage voluntary donations from its employees.

AES Eletropaulo – Donated part of the contributions from 'Campanha do Agasalho' to the Civil Defense Office and also organized a campaign to encourage financial donations from its employees and partners.

Alcoa – Donated US\$ 31,000 to the Civil Defense Office of the State of Pernambuco and also organized an internal campaign, where 2 tons of cleaning supplies, hygiene products, clothes and non-perishable food were collected.

Cargill – Donated 240 cases of cooking oil - 120 to the Military Police in Pernambuco and 120 to INFRAERO of Alagoas.

Citi – Organized an internal campaign to encourage voluntary donations of financial resources from its employees.

Cummins – Organized an internal campaign to encourage voluntary donations of food and clothes from its employees.

Deloitte – Donated 2 tons of non-perishable food and hygiene products to inhabitants of city of Palmares in Pernambuco State. Also, organized an internal campaign to encourage voluntary donations from its employees.

DOW – Organized an internal campaign to encourage voluntary donations of financial resources from its employees and donated US\$ 10,000 to the Brazilian NGO Cáritas.

FedEx – Is collecting non-perishable food and water and will deliver these items to the Civil Defense Office in Northeast.

GE – Organized an internal campaign to encourage voluntary donations from its employees. In addition, company's employees from the Northeast office will make a joint volunteer mobilization to assist the victims.

GM – Donated R\$ 50,000 (approximately US\$ 28,000) to the Civil Defense Office of the State of Pernambuco for the purchase of 596 mattresses, 270 pillows and hygiene products.

HP – Organized an internal campaign to encourage voluntary donations from its employees.

IBM – Organized an internal campaign to encourage voluntary donations of financial and non-financial resources from its employees.

Intel – Organized an internal campaign to encourage voluntary donations from its employees, which will be sent to the Fire Department Office of the State of Alagoas.

Ketchum – Organized an internal campaign to encourage financial donations from its employees. The company will provide matching funds to the amount collected in the campaign.

Kraft – Donated US\$ 65,000 to INMED. The company also donated 67 tons of food for immediate consumption (chocolates and cookies), 8,000 liters of water, mattresses and food baskets. In addition, they organized an internal campaign to encourage employees from all Kraft

Foods and Cadbury Brasil offices and plants to make voluntary donations. As a result of internal campaign, were collected 2.8 tons of clothes and shoes, 1 ton of non-perishable food and 735 liters of water.

Monsanto – Donated US\$ 25,000 to CNA - National Confederation of Agriculture and Livestock, which will be used for the purchase of 60,000 liters of milk to be distributed in the State of Alagoas. In addition, they also organized an internal campaign to encourage voluntary donations from its employees. Monsanto will provide matching funds up to a limit of R\$30,000. The amount collected will be equally distributed to the Civil Defense Offices of the States of Alagoas and Pernambuco.

Motorola – Donated 30 radio communicators (in the amount of US\$ 25,000) to the Civil Defense Office of the State of Pernambuco.

Oracle – Organized an internal campaign to collect donations which collected 237 items, among food baskets, food and clothes to be delivered to the Civil Defense Office of the State of Pernambuco.

P&G – Donated 26,128 packages of sanitary napkins, 1,800 units of liquid detergent and 1,584 packages of diapers to the Civil Defense Office of the State of Pernambuco.

Visa – Organized an internal campaign to encourage voluntary donations from its employees. A total 80 employees participated in the initiative that collected 7 big cases of clothes and hygiene items.

Walmart – Donated 11 tons of food, hygiene and cleaning products to State of Pernambuco, and 1,000 food baskets to State of Alagoas. In addition, they established points of collection in all Walmart stores in the States of Alagoas and Pernambuco.

USAID – Donated US\$ 100,000 to the Brazilian NGO Cáritas for the purchase of mattresses, water filters and hygiene kits.

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The Companies

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| 3M | Becton Dickinson | Delphi | Goodyear | Merrill Lynch | Qualcomm |
| Abbott | Black & Decker | Delta Airlines | Google | Microsoft | Rigesa |
| ABnote | Booz Company | Devon Energy | Halliburton | Moksha8 | Ryder |
| AC Nielsen | Bridgestone Firestone | Dow | Hewlett Packard | Monsanto | Sherwin Williams |
| Accenture | Bristol-Myers Squibb | Du Pont | IBM | Morgan Stanley | Springer Carrier |
| ADM | Bunge | Duke Energy | Intel | Motion Picture Association | Starbucks |
| Advent International | Cargill | Eaton | International Paper | Motorola | Sun Microsystems |
| AES Brasil | Caterpillar | El Paso | Johnson & Johnson | MSD | Unisys |
| Alcoa Alumínio | Chevron | Eli Lilly | JP Morgan | Nalco | United Airlines |
| Aleris | Cisco Systems | Ernst Young | Ketchum | Nextel | Universal Leaf |
| American Airlines | Citi | ExxonMobil | Kimberly-Clark | Nike | Visa |
| American Express | Coca-Cola | FedEx | Kodak | Oracle | Visteon |
| Anadarko | Colgate-Palmolive | Ford | KPMG | Pepsico | Walmart |
| Avon | Continental Airlines | Gates | Kraft Foods | Pfizer | Whirlpool |
| Baxter | Cummins | General Electric | Marriott Hotels | Procter & Gamble | White Martins |
| BDO | Dell | General Motors | McDonald's | Prudential do Brasil | Xerox |
| BearingPoint | Deloitte Touche Tohmatsu | Goldman Sachs | McKinsey | PwC | York |