CASE STUDY

When Russia invaded Ukraine in February of 2022, millions of civilians were forced to flee their homes. CVS Health and its colleagues rapidly responded to this humanitarian crisis by funding emergency medical support.

This giving initiative literally made an impact overnight.
The aspiration

When Russia invaded Ukraine in early 2022, millions of civilians were forced to flee their homes and cross into neighboring countries for safety. In fact, the UN reports that more than six million people have left Ukraine to take refuge in Poland, Romania, Hungary, Moldova, Slovakia, and Belarus. CVS Health dashed into action to address the resulting refugee crisis with the desire to immediately provide funding for medical relief when and where it was needed most.

The plan

To address the humanitarian crisis, CVS Health quickly collaborated with Bonterra Corporate Social Responsibility’s Giving and Matching solution (formerly CyberGrants) to quickly activate a Ukraine disaster-relief dashboard. Word was sent to all colleagues to let them know about the new philanthropic effort to provide emergency medical support and the CVS Health Foundation’s offer to match colleague donations.

The impact

After launching the Ukraine response efforts, CVS Health saw a significant increase in the volume and frequency of colleagues leveraging the portal. Nearly 40% (39.5%) of participating colleagues did so for the first time, proving that quickly implementing a timely program can increase engagement and participation rates.

- Nearly overnight, CVS Health exceeded its colleague-matching goal of $50,000, with funds going to provide affected communities with critical emergency services through the American Red Cross and direct relief.
- $100,000 was contributed to the American Red Cross to support emergency services for military families, evacuation support for U.S. citizens, and humanitarian aid to the citizens of Ukraine and neighboring countries.
- $50,000 in direct relief was generated to support medical care for refugees fleeing violence and disruption as well as donations of pharmaceuticals, medical products, and mental health services to benefit public hospitals and clinics in Ukraine.
Discover all the ways that Bonterra Corporate Social Responsibility can help you maximize your giving-to-impact ratio.

Responding rapidly to a disaster or crisis may seem daunting, but it isn’t a task you should have to tackle alone. By leveraging agile CSR technology, you’ll be able to rally your team, respond to urgent needs, and drive maximum social impact.

Ready to take your disaster relief programs to the next level?

Download our community relief impact playbook, or visit our website today to request a demo!