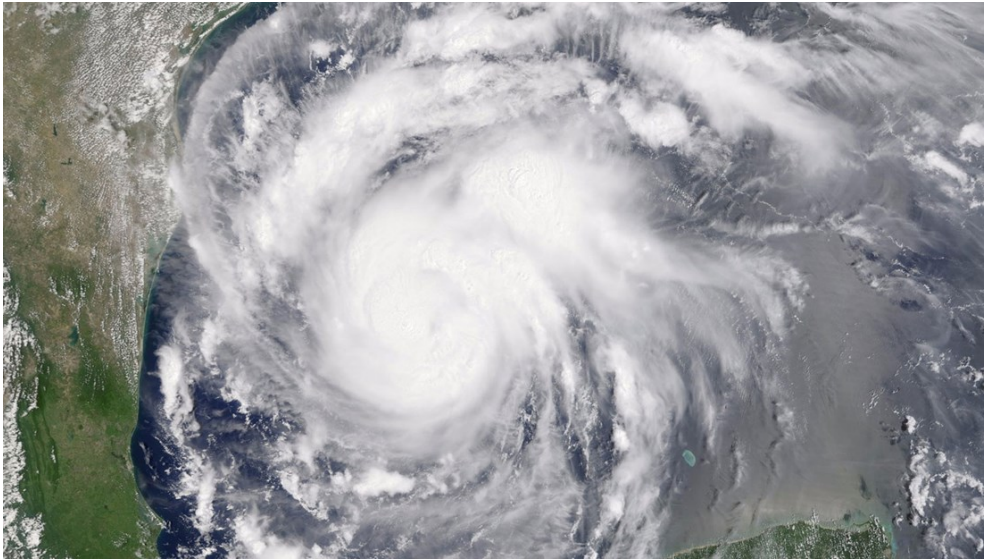


# Hershey Responds to Harvey Relief Needs

By **Smith, Rob J** Assoc Mgr Editorial Channels 29 Aug 2017 17:08



## WHAT'S THE STORY?

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Tropical Storm Harvey continues to dump rain onto coastal Texas (including the Houston area) and surrounding locations. As the rain continues, thousands of people are in danger due to flooding; others have lost homes and property. We have been closely monitoring Harvey's impact, both to the affected region and Hershey employees who live and work there, and want to share how we are responding.

## TELL US MORE ...

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### Impact to Hershey Employees

We have identified and been in contact with dozens of our retail employees living in the affected areas—some of whom are staying in shelters or other safe locations; many have suffered significant damage to their homes and property. We continue to work to support those impacted by the disaster.

If you are in the areas affected by Harvey and have not yet been in contact with your manager or HR partner and need any assistance, please contact them as soon as possible.

### Our Company's Response

In addition to reaching out to employees in affected areas, we have taken other steps to assist in this critical time:

*Making donations.* In January, Hershey's Corporate Social Responsibility (CSR) team donated a \$100,000 grant to the Red Cross, to pre-fund disaster relief. This high-impact funding strategy helps ensure that critical supplies and equipment can be stationed and ready to go—*before* a disaster—so they can be deployed at a moment's notice. CSR is also working with the Red Cross to make an additional donation, focused on recovery efforts, which are likely to last well into 2018.

*Working with our charity partners.* In addition to the Red Cross, we are coordinating closely with Feeding America and United Way. There are five Feeding America member food banks located in the affected area; they are coordinating with the Red Cross to get donated food to temporary shelters. They anticipate a long-term need for food distribution to displaced community members throughout the next six months. Additionally, local United Ways in Louisiana and Texas are setting up recovery funds to help with long-term rebuilding efforts.

## What You Can Do

You can make a difference by doing the following:

- *Donating funds via the American Red Cross.* The Red Cross has launched a large-scale response to this devastating storm and needs financial donations to be able to provide immediate disaster relief as well as support recovery efforts in the months to come.

Employees should donate to the Red Cross Hurricane Harvey Relief Fund at [redcross.org/CentralPA](https://www.redcross.org/CentralPA) and use their Hershey email when donating. All donations made in this manner will be matched dollar for dollar through October 31, and will not count toward the employee matching gift limit.

- *Volunteering.* As recovery efforts continue into the months ahead, full-time employees who wish to volunteer in cleanup and rebuilding projects should be aware of our [Community Volunteerism](#) program, which provides employees up to two (2) days each year to volunteer. Consult with your manager prior to planning any time off.

## WHAT'S OUR TAKE?

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Our immediate concern continues to be the safety of employees and their families, and others in the area affected by Harvey. We recognize that recovery from this storm will be a long-term effort, and

we pledge to continue to monitor this effort and provide assistance where and when we can.