

US Companies Pledge More Than \$48M to Haiti Relief

Businesses give more than \$48M for Haiti; individuals donate \$10M by text messages

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Businesses and business charities have pledged more than \$48 million to the earthquake relief effort in Haiti, including more than \$10 million from two investment banks. The donations include cash, promises to match employee gifts and contributions of medicine, food, water and other supplies and services.

Of the \$35.2 million in cash that businesses and their charities have given, two of the largest gifts were from brokerage houses. Jefferies & Co. donated \$1 million plus all \$5 million it earned in commissions Friday. Deutsche Bank AG is giving \$4 million, the sum it earned equity trades, and it will match employees' contributions.

A health industry charity, Partnership for Quality Medical Donations, said 10 members have pledged a total of \$7.3 million in product donations and \$4.6 million in cash.

Other large business donations include \$2.5 million from General Electric Co. and \$2 million from drug maker Amgen Inc.

Most of the cash businesses are giving is going to the American Red Cross and the International Red Cross.

Business also are donating products — food, television air time, shipping services, medical supplies and bottled drinks — worth at least \$9.3 million.

Many companies plan to match their employees' donations to the effort. Together, they have pledged more than \$3.5 million so far.

Other businesses have made it easier for customers and employees to donate to Haiti relief by creating links on their Web sites and cutting fees. For a list of well-regarded charities providing earthquake relief in Haiti and advice on giving, visit <http://www.charitynavigator.com>.

Cell phone carriers have covered the cost of donating to the American Red Cross and several other charities by text message, for example.

By Friday afternoon, individuals donating \$10 at a time to the Red Cross by text message had given more than \$10 million, and the contributions were still arriving, sometimes at a rate of more than \$300,000 an hour.