



Community Involvement

We live...



“Our people are creative, generous, concerned citizens of the world and are driven to make their contribution to people who have little or who may be at risk.

With the help of our Responsible Business Network that spans all geographic regions and business functions, our colleagues are empowered to develop projects and partnerships that support communities close to their heart and their home.

In 2020, we continued to target initiatives with a focus on the 3Es of Education, Emergencies and Essential needs, as well as human rights and fighting the ever-present dangers of discrimination and human trafficking. When the passion and skills of our people are used to support great causes and community involvement programs like these, we further reinforce our positive impact and help create powerful partnerships that benefit everyone involved.”

Françoise Grumberg
Vice President, Global Responsible Business and Diversity & Inclusion





We live...

...to positively impact communities

Through our global reach, and the talent, expertise and insight of our people, we have a privileged opportunity to contribute to local communities worldwide. In 2020, amidst the COVID-19 pandemic, CWT employees, with Carlson's support, demonstrated unwavering commitment to support those most in need.



Help for communities can take many forms, including monetary donations, in-kind contributions, or the gift of time and enthusiasm. Our 3E Community Involvement strategy is fueled by all three and its impact continues to grow year-on-year. These initiatives around the globe are also helping to deliver against our chosen UN Sustainable Development Goals (see [page 18](#) for more information).

Our Community Involvement strategy focuses on targeting 'the 3Es' of:

- **Education:** supporting the transfer of knowledge and skills from one generation to the next through teaching, training and research.

- **Emergencies:** providing support and resources to those experiencing urgent humanitarian disasters or ongoing global crises that harm lives and livelihoods.
- **Essential needs:** supporting initiatives that help provide the building blocks of human dignity, such as protection from poverty and exploitation, and access to clothing, healthcare, food, water, shelter and a safe environment.

We actively encourage volunteering worldwide and are proud that our colleagues offer their talents so freely. Where there is no structured policy, local teams offer employees volunteering time so they can contribute to community projects such as improving living conditions for families, donating food to people in need, providing education, financing health research and much more. In addition to the 3Es, we also support projects with a focus on human trafficking, military veterans and workforce development.

In 2020, employees from CWT and Carlson volunteered their time, organized fundraising events and created awareness for important causes during the COVID-19 pandemic. Initiatives included virtual volunteering and donations of essential items for communities that were most impacted.

Working alongside the Carlson Family Foundation

We have worked closely with the Carlson Family Foundation on our community involvement efforts. The Foundation provided employee-matched contributions, as well as significant grant support for many 3E (Education, Emergencies and Essential needs) global partners and those helping us to combat human trafficking around the world (see [page 50](#) for more information).



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We care...

...about high quality education

Goal 4 of the United Nations Sustainable Development Goals is centered on education as the foundation of improving lives and sustainable development. During 2019 and 2020, we continued to champion education and employability for young people as part of our 3E (Education, Emergencies and Essential needs) strategy.



On the first anniversary of George Floyd's death, the Carlson Family Foundation honored his legacy with a \$75,000 grant to fund the George Floyd Human Rights Scholarship at the Humphrey School of Public Affairs at the University of Minnesota.

This scholarship fund will provide financial assistance to five students each year for the next three years – allowing them to make a direct impact in their local community by working with organizations that help promote equity but may not have the ability to provide a paid internship.

This grant followed a US\$25k George Floyd memorial grant provided in 2020 by the Carlson Family Foundation to Twin Cities Rise, which provides career skills training to under and unemployed individuals, primarily men of color, to create a community of empowered people who achieve long-term job success.

In 2020:

- The Carlson Family Foundation continued to fund the Orphaned Starfish Foundation (OSF) in their extensive work with victims of abuse, survivors of trafficking, orphans and other at-risk youths. The Foundation is proud to support OSF programs in the United States (Minnesota), Brazil, Costa Rica, the Philippines and Colombia, helping to fund teacher salaries, computer purchasing and maintenance, and other projects and necessities. Meanwhile, CWT and Carlson colleagues around the world have contributed on a local level, assisting with grant-making opportunities, providing organizational assistance, and mentoring children participating in the programs.



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- With COVID-19 health measures requiring millions of children around the world to switch to remote schooling for significant parts of the last year, the digital divide has been highlighted like never before. We worked with Minnesota Computers for Schools to donate computer equipment to children in underserved communities. These devices are crucial in enabling children from lower-income backgrounds to continue their education with as little disruption as possible, and ultimately, to realize their full potential.

Acting on educational needs involves supporting the transfer of knowledge and skills from one generation to the next through teaching, training and research provision. Below are just a few of the ways in which we improved educational and employability outcomes in 2019:

- **Training the next generation of science and technology innovators, United States:** CWT chose Project SYNCERE as its philanthropic partner for the 2019 GBTA Convention. Project SYNCERE students created fun, interactive stations that reflected innovation in the travel industry, which convention attendees could experience first-hand.
- **Helping students build work experience, United States:** Genesys Works helps high school students from low-income families through skills development and work experience. The summer before their senior year at high school, they receive eight weeks' professional and technical training, as well as college and career coaching. Students later go on to work for a corporate partner, such as CWT, for a year-long paid internship experience. In 2019, we brought in five Genesys Works interns to assist with IT projects at our HQ.



- **Creating agents of social change and happiness, India:** CWT Mumbai hosted a presentation by schoolchildren to raise awareness on human trafficking, modern slavery and the protection of children and women. Kranti School currently works with around 25 girls, aged 13-24, who are survivors of trafficking or who are daughters of sex workers from Kamathipura, a major red-light area. Kranti School started several years ago and provides accommodation, education and development for all the students.

- **Keeping Kids in School (KKIS), Mexico:** during our Noram client executive meeting in Playa del Carmen, Mexico, we partnered with a local organization, KKIS, which works with schools, teachers, students and parents to motivate and assist students toward graduation. Through donations and activities, we provided 100 students with backpacks and much needed supplies to start the school year.
- **Promoting arts, music, and dreams, Philippines:** for the last four years, our employees have planned the 'Movie for a Cause' fundraiser, to benefit a local NGO partner. In 2019, the beneficiary was Orphaned Starfish Foundation service partner, Hiyas ng Maynila. Colleagues sponsored two or more movie tickets so that kids and their parents could attend and enjoy the movie, and nearly 80% of students attended. Proceeds went to buy musical instruments for the organization's 'D.R.E.A.M.S.' project (Developing the Right Education through Arts, Music and Sports).
- **Supporting the future of all communities, Australia:** CWT Australia partnered with the Indigenous Literacy Foundation, an organization focused on improving literacy rates among indigenous children by working with elders of the community to publish books in regional dialects and organize educational activities to build youth literacy. In 2019, we supported a variety of activities including volunteering, participating in an educational trip, and fundraising.



Community Involvement

We connect...

...to promote new talent in the travel industry through the Global Travel and Tourism Partnership (GTTP)



There is no doubt that 2020 has been a year of great challenge for the industry but, despite the pandemic, GTTP continued to thrive and grow, delivering the Password to the World[®] program to 628,000 students during that year. One of the key 2020 initiatives was the extension of Password to the World[®] curriculum to an online audience for the first time in January 2020. Over 4,000 students from more than 100 countries registered to take the course.

Carlson Family Foundation and CWT have supported GTTP for the last ten years and our Vice President of Global Responsible Business and Diversity & Inclusion sits on its advisory Board.



Community Involvement

We live...

...to provide essentials and bring relief in emergencies

A core part of our 3E (Education, Emergencies and Essential needs) Community Involvement strategy is to help with the very basics of life – clothing, food, water, shelter and medical care. This includes acting in times of crisis, such as during the COVID-19 pandemic.

Providing support when disaster strikes

In the United States, the Carlson Cares Employee Assistance Fund has been available to employees in hardship due to unforeseen circumstances beyond their control. Started with seed funding from the Carlson Family Foundation, which also makes regular donations, the fund is supported through employee contributions. In 2020, the fund was used for colleagues impacted by COVID-19 (see [page 82](#) to read more about Carlson and the Foundation’s activities in 2019 and 2020).

Helping to meet essential needs

Numerous employee initiatives and Carlson Family Foundation Grants around the world in 2020 focused on meeting essential needs, in particular the needs of those most affected by the global pandemic. These initiatives included:

- **Australia:** funding from the Carlson Family Foundation supported the Australian Red Cross and the Australian Wildlife Rescue Organization to address the wildfires at the beginning of 2020.
- **Brazil:** in response to the pandemic, the Orphaned Starfish Foundation developed a campaign to donate basic food and hygiene baskets to families supported by their various existing programs. Combined with a donation from the Carlson Family Foundation, this campaign was bolstered by direct contributions from CWT Brazil employees. It enabled the purchase and delivery of over 100 food and hygiene kits, reaching 250+ families by November 2020.

- **India:** following a grant in 2020 to UNICEF’s global COVID-19 relief program, additional funding from the Carlson Family Foundation supported UNICEF India in 2021. This grant was given while the country faced a dramatic increase in COVID-19 cases and was used for a supply of lifesaving oxygen generator plants and PCR testing machines.
- **Singapore:** employees from the CWT Singapore office volunteered with Willing Hearts Soup Kitchen, which was struggling with volunteer numbers due to the COVID-19 outbreak. This charity kitchen provides 6,500 cooked meals a day to the elderly and disabled across the island.
- **United States:** the Meetings & Events Global Operations leadership team, together with local teams, packed a total of 8,791 pounds of food for Feeding Tampa Bay – one of the top hunger-relief organizations in the United States. The food was distributed to 700,000 food-insecure people in the Tampa Bay area, where the Customer Leadership Summit had been hosted. The Environmental Resources and Marine leadership team participated in volunteer work at the Houston Food Bank, preparing more than 5,000 meals and packaging over 1,000 fresh milk bottles to be served in over 150 schools across Texas.



We connect...

...in partnership with Carlson

Matched-giving contributions, anti-trafficking partnerships and our global Employee Choice Grants are just a few of the community involvement areas supported by Carlson and the Carlson Family Foundation.



Anti-trafficking initiatives and support

Carlson is a leader in the fight to stop and prevent human trafficking and sexual exploitation. It was the first major North American company to sign ECPAT's Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism, was a founding member of the Global Coalition Against Human Trafficking (gBCAT) and is a signatory to the UN Global Compact.

We are proud to continue this leadership, maintaining and increasing the momentum of awareness-raising and positive action among our colleagues and stakeholders across the globe. Projects and impacts in 2019 included:

- **ECPAT children's rights organization:** the Carlson Family Foundation funded the development of dedicated employee training modules for travel management and meetings and events companies worldwide. Our experts provided input into this first-of-its-kind training to help better identify and stop human trafficking. This training is available for companies to utilize in multiple languages and has been imported into our internal Learning Management System for all employees to access.
- **World Childhood Foundation:** in 2019, the Carlson Family Foundation marked a 20-year partnership with the World Childhood Foundation, supporting local agencies working to prevent and address sexual abuse, exploitation and violence against children, including trafficking. Most recently, the Foundation supported the development and launch of the 'Out of the Shadows Index', a ground-breaking research and benchmarking tool to measure countries' response to child sexual exploitation (see [page 51](#) for more information).



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- **Thorn:** plays a critical role in rescuing sex trafficking victims and arresting perpetrators by developing and providing specialist digital tools to law enforcement agencies. In 2019, this was again supported by continued grant funding from the Carlson Family Foundation and by CWT partnership in the Thorn 'Hackathon' held at Carlson headquarters (see [page 56](#) for more information).
- **Orphaned Starfish Foundation (OSF):** one of many Carlson Family Foundation grantees that is supported by the commitment of our colleagues. OSF does remarkable work in 29 countries to help orphans, victims of trafficking and at-risk young people to break the cycle of abuse and poverty, with the assistance of computer-based education, job training and job placement assistance. We continue to grow local partnerships and volunteering with several OSF-supported organizations worldwide. A partner to the OSF in Costa Rica, La Posada de Belen – which shelters girls between the ages of nine and 18, who have children of their own – was selected to receive an Employee Choice Grant. In 2020, the HR Leadership Team joined local employees in presenting the US\$5,000 grant from the Carlson Family Foundation.
- **Nomi Network:** The Carlson Family Foundation has been a supporter of Nomi for many years. Nomi creates economic opportunities for survivors and women at risk of trafficking in India and Cambodia by equipping them with leadership, entrepreneurship and production skills. Nomi has been a grantee of the Carlson Family Foundation for a number of years and our employees continued to support it through contributions in the Community Giving Campaign and with an informational session at the Carlson headquarters in September 2019.

In 2020, some of our senior leaders made a trip to India and presented the activities of Nomi Network to the local staff. They also visited the Nomi Network training sites in West Bengal, where young girls and women can learn technical and life skills and graduate with a nationally recognized certificate in their specialist area.

Community Giving Campaign

We are at our best in times of great need. As Rick Gage, Chairman of Carlson's Board, stated "The world has changed, but our values have not. In fact, we've relied on them all the more."

This year, the Carlson Community Giving Campaign has called on CWT and Carlson employees to lend a hand in the recovery for their communities and colleagues.

In its fourth year as a United States-wide initiative, our annual employee giving campaign featured volunteer activities for employees across the country and was supported by matching grants from the Carlson Family Foundation.

In 2020, our Community Giving campaign focused on volunteerism and featured a new community engagement portal with thousands of virtual and in-person opportunities available, making it easier for employees to search and register for volunteer opportunities that fit their passions and location.

Focus Area Grants

In addition to anti-sex trafficking, we have also worked closely with the Carlson Family Foundation to support grantees for the benefit of military and veterans, and, separately, workforce development. Here are three examples of organizations that received Focus Area Grants and significant support from our volunteers:

- **Soldiers' Angels:** provides aid and comfort to men and women in the United States military and their families. Our colleagues have been involved with this organization for many years, including arranging, contributing, and sending care packages for troops overseas and veterans in hospitals. In 2020, the Carlson Family Foundation once again bolstered this support with a significant grant.

- **The Mission Continues:** a nationwide organization that empowers veterans to apply their unique insight and abilities to community challenges. In addition to being a partner organization in the Community Giving Campaign, the Carlson Family Foundation awarded The Mission Continues a grant and was named a lead sponsor for a service platoon in St. Paul and Minneapolis.
- **Student mentorship:** our employees have historically contributed hundreds of hours to support at-risk youth by providing mentoring, guidance and friendship. CWT colleagues have previously volunteered for both the Big Brothers Big Sisters 'Beyond School Walls' and Best Prep's eMentoring programs. In 2020, both organizations were supported by grants from the Carlson Family Foundation to support the basic needs of students.





Community Involvement

Our milestones at a glance

2015

- Focused on turning CWT's 3E Community Involvement strategy into an operational program and maximized its impact.
- 220 examples of community projects led by our teams worldwide.

2016

- Collaborated with 63 organizations on 75 initiatives worldwide in 20 countries in one year.
- Reinforced our 3E Community Involvement strategy by improving how our people can implement initiatives and have a greater impact at a local level.

2017

- Community Giving Campaign was expanded to include all employees in the United States and attracted 1,400 participants who delivered record results.
- More than 100 3E initiatives organized by employees worldwide.

2019

- More than 100 3E initiatives organized by employees worldwide.
- Community Giving Campaign reached record participation.

2018

- In honor of Carlson's 80th anniversary, the Carlson Family Foundation offered US\$10,000 grants to organizations recommended by CWT employees.
- Community Giving Campaign went global for the first time.



2020

- A US\$25k grant from the Carlson Family Foundation provided in 2020 to Twin Cities Rise and a US\$75k grant from the Foundation to fund the George Floyd Human Rights Scholarship at the Humphrey School of Public Affairs at the University of Minnesota in 2021.
- Employee volunteering as well as donated items in several countries around the globe to address essential needs of those most stricken by the COVID-19 pandemic.
- Grants from the Carlson Family Foundation supported global and partner organizations to address the most pressing needs created by the COVID-19 pandemic. This included support for projects in Brazil and India, while a specific grant was given to the University of Minnesota's Center for Infectious Disease Research and Policy's (CIDRAP) COVID-19 Resource Center, to support COVID-19 research.