

The background of the entire page is a grayscale photograph of an airport tarmac. A large white cargo aircraft is the central focus, with its main cargo door open. A loading platform is extended from the door, and a worker is visible on it. A sign with the AIRLINK logo is mounted on the platform. In the foreground on the right, a large pallet of cargo is wrapped in white plastic and secured with a black net. The sky is overcast with dark clouds. The text "BECOME A FORCE FOR GOOD" is overlaid in large, white, sans-serif capital letters across the middle of the image.

BECOME A FORCE FOR GOOD

A Guide to Corporate Giving

What is Airlink?

Airlink is an aviation initiative and global leader in connecting airline capacity with nonprofit organizations to deliver relief workers and aid cargo essential to emergency response and recovery efforts. Airlink's partner network consists of over 35 airlines and logistics providers, 70 nonprofit organizations, and a wide variety of corporate and individual donors. Established in 2010 by the ISTAT Foundation, Airlink is now an independent charitable organization that has facilitated flights for more than 4,000 relief workers and 2,500,000 pounds of aid cargo.

How does Airlink work for aviation?

At Airlink, we believe disaster response is everyone's responsibility. That said, we know that not everyone can - or should - lend a hand in the response; it's not a time for amateurs.

Through Airlink, airlines have a unique capability to support disaster relief efforts by moving relief workers and aid supplies quickly to the places they are needed most. Airlink is more than just a connection between airlines and disaster response. It's a way for organizations across the aviation sector to engage, via a professional organization with years of experience in streamlining disaster response logistics in the NGO community.

Our unique position - bridging the gap between humanitarian relief and aviation - facilitates a more coordinated, impactful response. Airlink acts as a central hub for airlines to connect with a network of vetted humanitarian organizations, making their corporate social responsibility efforts more efficient and effective.

If Airlink already works with airlines, how can I help?

Airlink's core work - getting responders and aid materials to disaster areas - is indeed aided by airlines. However, coordinating the efforts of NGOs with flights that meet their needs takes more than just seats and cargo space - it takes private sector funding. We count on companies like yours to help fund our daily operations, as well as empower humanitarian relief efforts, including sending charter flights and funding first- and last-mile logistics.

Ultimately, we depend on dedicated advocates at various levels in their careers to bring the prospect of supporting Airlink to their CSR departments and C-level executives. Your company can help Airlink make a bigger impact in three ways.

1. Make a corporate gift

The most popular way for companies large and small to get involved is by making a corporate gift. You can make this possible by introducing us to decision-makers at your organization; we will never request that you solicit anyone in your organization directly for a gift.

How Airlink will support you:

- Provide a proposal for your conversations
- Support all conversations with decision-makers at your organization

2. Hold an Employee Matching Campaign

Your company can leverage its corporate gift to make a bigger impact by launching a corporate matching campaign. In December 2016, Aircastle did just that; CEO Ron Wainshal invited Aircastle team members to give to Airlink and he personally matched every gift, three to one.

How Airlink will support you:

- Provide a draft of a letter or corporate memo from you or your CEO
- Support and consult on creative ideas and practical approaches to employee giving that fit with your company's culture and size.
- Provide publicity of your campaign on social media, if desired
- Acknowledge all donors and send you a list of donors for acknowledgement

3. Be an advocate

Airlink harnesses the power of the aviation industry to respond to humanitarian crises all over the world. Sometimes, however, we need your help. Spreading the word about a fundraising campaign or major initiative through your company's intranet helps us get our message to more people, and ultimately empower more individuals in the aviation community to get involved in humanitarian relief.

How Airlink will support you:

- Draft communications for your intranet message
- Provide graphics, if desired

Ready to support Airlink?

In this toolkit, you'll find a sample corporate appeal letter and corporate case for giving. Please feel free to customize these for your company and use them as you introduce Airlink to your CSR department.

Need more information? Contact Steve Smith at +1 202.573.8686 or email ssmith@airlinkflight.org to see how you can be a force for good in your organization.