

**I am extremely proud of the deep commitment to giving back that our employees and agency continue to demonstrate every day.**

After the horrific shootings at an LGBT bar in Orlando in June, our Orlando office and employees there and elsewhere launched #HealOrlando, a project that in ensuing weeks helped over 30 nonprofits there as well as victims of the attack and their families. Some volunteers worked for days and weeks on end.

In July, when 14 Dallas police were killed or injured in a heinous attack, our Dallas office and employees and others within Edelman immediately offered their full resources to local agencies – from the Mayor’s office and police to the area transit authority and convention bureau. And after devastating wildfires in western Canada this summer, our Edelman Vancouver team provided invaluable help to the Canadian Red Cross, including monitoring social media channels 19 hours a day for weeks.

### **This Is Our DNA**

Throughout the world in FY16, our employees rolled up their sleeves – whether assisting the 9/11 memorial museum in New York on its 15th anniversary, the #62million girls campaign to empower girls around the world to go to school, the UNICEF Sweden drive to recruit world parents for refugee orphans or helping many other projects.

In all, our overall giving – including 32,000 hours of professional and general volunteerism, 140 community investment grants and our matching of employee donations – totaled more than \$4.6 million.

### **The Time Is Now**

At Edelman, purpose and profit go hand in hand, which is a key finding of our [Global Trust Barometer](#). The 2016 survey found that 80% of participants, up from 74% a year earlier, believe a business can increase profits and improve the economic and social conditions in their communities. They also believe that businesses improve when they contribute to the greater good and decline when they fail to contribute to it.

This dual relationship is vital, especially on the environment front if we’re to save our planet. I am especially proud of our green efforts, and I pledge Edelman’s continued support to the [UN Global Compact](#), the world’s largest corporate sustainability initiative.

We’re pleased to do our part, to accelerate our citizenship efforts and to help lead the way.

**Richard Edelman is president and CEO.**

