

GOOD CITIZENSHIP



SINCE 1948, DIRECT RELIEF HAS SENT A LOT OF BOXES TO A LOT OF PLACES. BUT IT'S NEVER BEEN ABOUT THE BOXES. IT'S ABOUT THE COMPASSION THAT FILLS THEM AND THE PEOPLE WHO NEED THEM. IT'S NOT ABOUT THE LIFESAVING DRUGS AND SUPPLIES INSIDE THE BOX. IT'S THAT PEOPLE ARE ALIVE BECAUSE THEY WERE SENT. IT'S NOT ABOUT SENDING BOXES TO ALL FIFTY STATES AND MORE THAN SEVENTY COUNTRIES EACH YEAR. IT'S THE WILLINGNESS TO CONFRONT ANY CRISIS, CROSS ANY BORDER AND WORK ALONGSIDE LOCAL ORGANIZATIONS TO HELP PEOPLE REBUILD THEIR LIVES—OR JUST TO STAY HEALTHY. IT'S NOT ABOUT THE LATEST TECHNOLOGIES OR BUSINESS TRENDS. IT'S EXTENDING THE BENEFITS OF INNOVATION AND THE TALENTS OF BUSINESSES TO PEOPLE AND COMMUNITIES THAT ARE OFTEN OVERLOOKED. IT'S NOT ABOUT THE AWARDS OR RATINGS OR HEADLINES. IT'S THE COMMITMENT TO DO WHATEVER'S NECESSARY, TO DO IT WITH RESPECT, AND TO DO IT EFFICIENTLY. FOR ALL THE BOXES DIRECT RELIEF SENDS, IT'S NEVER ABOUT THE BOXES. IT'S THE COLLECTIVE EFFORT THAT DELIVERS THEM, AND WHAT THAT REPRESENTS. MOST OF ALL, IT'S ABOUT WHAT PEOPLE GET OUT OF THEM—THE OPPORTUNITIES OF HEALTH, AND TO EXPERIENCE THE JOYS AND WONDERS OF LIFE.