

Support from the Private Sector

The world has responded in an overwhelming degree to WFP's call for help with its operations in Haiti. From companies, foundations and the general public, we have seen some extraordinary offers of help.

The Public

Over \$1.8 million have been donated by private individuals online through WFP's supporter base, as well as through SMS donations and student organisations. Another \$1.5 million was raised through the generosity of players of online games in Facebook, such as Farmville and Café World, thanks to the support of Zynga Games.

A telethon on the Thai TV channel TV3 raised about \$5 million for WFP. And, WFP was also one of seven agencies to benefit from the "Hope for Haiti Now" telethon hosted by George Clooney and other celebrities, which raised nearly \$60 million.

In addition to this, several WFP celebrity partners made donations to WFP's operations in Haiti, including Korean actor Jang Dong Gun and Chinese gymnast Li Ning.

Current WFP Partners

WFP's partners have stepped up to the plate at this time of emergency.

The American Red Cross donated three million ready-to-eat meals for WFP to distribute.

The Global Alliance for Improved Nutrition (GAIN) donated micronutrient supplements to the producers of WFP's high-energy biscuits so that we could buy them more cheaply.

In kind donations of goods or services have included a cargo flight of high-energy biscuits donated by TNT, who also made their trained logistics staff available to WFP. British Airways also transported high-energy biscuits for free.

Cash Donations \$250,000-\$500,000	Donations \$100,000-\$250,000	Donations up to \$100,000
Yum! Brands ADM Chevron Clinton Foundation Clinton-Bush Haiti Fund Goldman Sachs Unilever TNT	Bunge Community Chest of Korea Kraft Foods Foundation Mayors Fund to Advance NY City Pepsi SAP Sodexo	Agrium Adobe American Express Bloomberg Cargill Citi Global Transaction DAC Aviation International Doubletree Hotels Eurasian Minerals Heinz Jones Lang LaSalle Prem Rwat Foundation World Economic Forum

Many companies are also mobilising employees to support WFP's work in Haiti through online donations, including: Cargill, DSM, Hasbro, IDEXX Laboratories, McRyan, MS&L, SAP, Sodexo, Telecom Italia, TNT, Unilever, Yum! Brands