THE TRAVEL RETAIL INDUSTRY COMES TOGETHER
THE BACKGROUND
On January 12th, 2010, a devastating earthquake struck Haiti, killing at least 150,000 and injuring tens of thousands more. The country’s already fragile infrastructure suffered incomparable devastation. The catastrophe and suffering are unimaginable.

Haiti is the poorest country in the Western Hemisphere, with 80% of the population living below the poverty line on less than US$2 a day. An estimated 55% are illiterate. Its people will need our support long into the future.

THE NEED
After the original emergency rescue and relief efforts, Haiti will desperately need focused long-term assistance to rebuild a quality infrastructure, including the rebuilding of schools and the educational needs of Haitian children.

THE TRAVEL RETAIL CONNECTION
Appalled by the suffering, the travel retail industry has come together. We are in a unique position to help. Having a long history of entering emerging markets and countries and relying on the resources within, the travel retail industry has the tremendous ability to help the children of Haiti. There is also a personal connection. Olivier Bottrie, one of our industry’s leading executives and President of The Estée Lauder Companies’ Travel Retailing Worldwide division, has a great interest in Haiti as his wife Alexandra is Haitian. Immediately following the earthquake, Olivier approached fellow members of the travel retail industry to enlist their support for a specific, focused reconstruction project that will focus on the young and neediest of Haiti. Hand in Hand for Haiti is born.
THE PROJECT

We plan to build or rebuild a children’s school in Haiti in an area where the need is greatest. The school will be earthquake and hurricane proof and the level of learning will meet international academic standards. We are already working with authorities on the ground in Haiti to identify the location for the school.

THE VEHICLE

Hand in Hand for Haiti, our foundation currently in development, is a 501(C) (3) non-profit organization housed in the United States. The organization is being developed along the principles of strict governance, absolute transparency and strong financial discipline, with 100% of the funds raised going toward rebuilding projects in Haiti. The project will be overseen by a steering committee comprising The Estée Lauder Companies Travel Retailing Worldwide President Olivier Bottrie, DFS Chairman Ed Brennan, The Moodie Report Founder & Publisher Martin Moodie, as well as additional soon-to-be-announced individuals.

THE FINANCIAL TARGET

We plan to raise a minimum of US$1.5 million. We are well on our way to achieving that goal, having already raised nearly US$400,000 through generous donations by companies and individuals. This unique collaboration between our colleagues from the wider travel retail community has been astounding. We urge your continued support as we work toward our vital goal to build a more positive educational and economic future for the children of Haiti. It is our hope that we surpass our goal of $1.5 million and can contribute even further to educational development in the future.

WHY GIVE TO THIS PARTICULAR PROJECT?

This is a unique, collaborative approach from the air transport and travel retail sector that will draw on its renowned generosity and fast track a vital infrastructure development. Because it is so targeted and subject to such strict governance, it will be a highly effective donation.
How wonderful it is that nobody need wait a single moment before starting to improve the world.

-Anne Frank
We want to contribute to rebuilding Haiti. Name of Company pledges to donate $ to Hand in Hand for Haiti.

We understand that Hand in Hand for Haiti will inform us separately when and where to send our donation.

Name  Email

Title  Phone Number

Alternate Phone Number

Address

Please fax your pledge form to +852 2868 9602 or email it to donate@handinhandforhaiti.com.

Hand in Hand for Haiti thanks you for your pledge. Please direct any questions to inquiry@handinhandforhaiti.com.