

Strengthening Communities

C&A Foundation

KPIs

% of positive beneficiary/
volunteers feedback on
Strengthening Community
programmes

Number of communities with
Disaster Risk Reduction plans and
tested systems in place

Number of Disaster Risk
Reduction policies in place

Number of people reached
through Community programmes

Impact

People in the selected communities are able to lead a more decent and dignified lives

Outcomes

Improved community livelihoods
Improved community capacity to respond to external shocks
Employees are engaged in social actions

KPIs

Number of employees engaged in:
Inspiring World / Volunteering / Other
programmes

Amount of additional funds raised
across Strengthening Community
programmes

Assumptions

C&A employees feel motivated to
participate in relevant programmes

C&A leadership supports various
Strengthening communities
initiatives

Programme partners have the
capacity to deliver results

Programmes are adapted to local,
regional business and partner
context

Local government authorities
support and participate in various
programmes

Strategies

Build community capacity to strengthen their resilience
to internal and external shocks and disaster risk

Respond to humanitarian disasters through relevant global and local partners to address
community needs

Enable and inspire C&A employees in selected geographies to engage within their
communities, tailored to local business and country contexts

Risks

Business pressure challenges
employee participation in the
programme

Employee rotation and turnover
erodes programme engagement

Programme partners lack
capacity to deliver results to
meet expectations

Lack of support from the
business leadership is a barrier
for the success of the
programme

Problem/Issue

Communities where C&A operates have unequal access to services and opportunities
and increased vulnerability during a crisis.

The contribution C&A and its employees make
to community development is uneven across geographies