

GLG SOCIAL IMPACT

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# GLG and Spirit of America Partner to Assist Humanitarian Efforts Abroad

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Access to Council Member insights helps build sustainable communities

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Since 2010, Gerson Lehrman Group (GLG) has worked with Spirit of America (SoA), a leading non-profit organization dedicated to helping Americans serving abroad assist local people in need. Through this partnership, GLG offers access to its network of 350,000 Council Members worldwide on a pro bono basis.

SoA provides US troops and diplomats with materials and expertise to aid on the ground economic assistance and humanitarian efforts in fragile nations abroad. SoA works around the world in the Middle East, Central Asia, Africa, and Latin America. In partnership with GLG, SoA has facilitated projects in Afghanistan, Honduras, Mauritania, Yemen, Paraguay, Peru, Niger, and Maldives.

Select examples of GLG - SoA collaboration follows.

## Generating Electricity in Rural Afghanistan

SoA worked with Special Operations Forces (SOF) team in western Kandahar Province to provide electricity to a poor rural village. To help plan the project, SoA turned to GLG for expertise. GLG identified a Council Member who had relevant experience planning a similar electrification project in rural India.

The Council Member answered critical questions concerning generators, wiring networks and fuel consumption. He also worked with the SOF team to quickly create a diagram outlining the simple grid needed to power electricity in the community. After explaining the rudiments of distribution boards, wiring, and power conversion, the SOF team was able to start implementing his plan. This project helped stabilize the local community's infrastructure and furthered SoA's goal to build goodwill and community support for coalition efforts.

## Increasing Food Security in West Africa

SoA partnered with the US Army to fund a livestock health initiative in Mauritania that would stabilize vulnerable populations in remote areas by increasing food security. In preparation for this project, SoA engaged with a network of GLG Council Members from the public and private sectors to learn more about veterinary issues in developing countries.

Insights gained from these conversations helped determine that the first step in improving the health of herds lay in training local community animal health workers to offset the need for veterinary services traditionally difficult to obtain given to

“GLG has been more than a partner, they have been a guiding light and an invaluable resource... GLG is a 21st century information portal that puts the expertise of 350,000 world-renowned experts at your disposal. It's a very powerful resource and it has been critical to our success.”

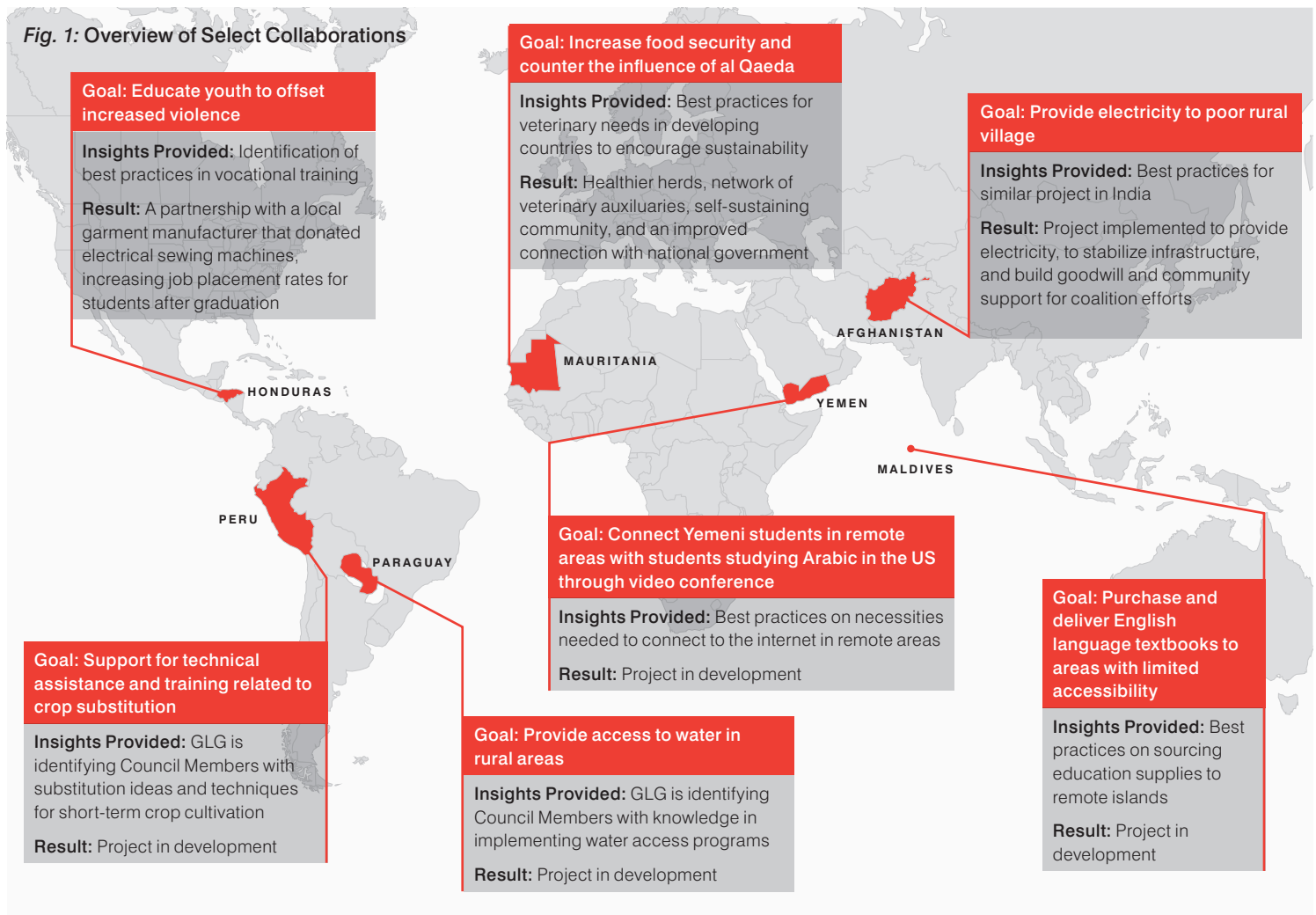
—Jim Hake, Founder of Spirit of America

geographic limitations. This project ultimately resulted in healthier cattle herds, a network of veterinary auxiliaries, a self sustaining community, and an improved connection between rural areas and the national government.

## Supporting At-Risk Communities in Honduras

In early 2013, *The Economist* reported that gang violence and weakened law enforcement had created the highest murder rate in the world in Honduras. In response to this dire situation, the US Army Civil Affairs Team Leader for Honduras and SoA joined efforts with a local vocational training school, Instituto Nacional de Formacion Profesional (INFOP), to stimulate job creation in Trujillo. SoA then reached out to GLG to learn more

Fig. 1: Overview of Select Collaborations



about the textile market in Honduras and lessons from some vocational training programs in rural Latin America.

SoA spoke with several Council Members which led to relationships with local garment manufacturers looking to support vocational training in Honduras. One of these garment manufacturers has already donated electrical sewing machines to INFOP. INFOP students now have the specific skills and resources needed to secure a gainful employment in the Honduran garment industry.



#### About Spirit of America

Spirit of America provides humanitarian, civic and economic assistance in direct response to needs identified by America's troops and diplomats serving in the world's most challenging places. SoA adds the agility, innovativeness and resources of the American private sector to the capabilities of the US government and military in support of US missions abroad. This support makes US personnel safer and more successful in their mission and helps local people not reached by large-scale aid programs.

Spirit of America also provides the American people a way to understand, connect with and support the vital work of US personnel serving abroad.

## Gerson Lehrman Group

#### About Gerson Lehrman Group

Since it was founded in 1998, Gerson Lehrman Group (GLG) has been a resource for decision makers among the investment community, corporations, and professional service firms. In recent years, GLG has sought to expand its work in this sector by offering free or in-kind services to a variety of nonprofits, offering expert advice and insights on fundraising, marketing and engineering, along with international expertise on how to operate in changing environments from political turmoil to natural disasters. Whether it is providing intimate knowledge on local customs and culture or on how to best partner with the private sector, GLG offers unique access to information and expertise.