

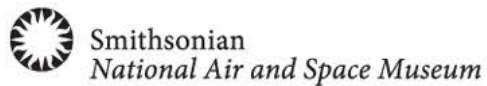


# Every Action Counts

Strategic communications and Corporate Responsibility at  
United Airlines

# Flagship partners provide the anchor for activating our social impact priorities

## Break down barriers and promote inclusion



United Nations  
Global Compact



## Inspire the next generation of leaders

## Lift-up communities in crisis after disaster



## Fly towards a more sustainable future

# United 2018-19 Community Affairs priorities

- **Integrate the social impact strategy throughout the company**
    - Develop consistent, companywide evaluation criteria for nonprofit partnerships/engagements
    - Coordinate cross-divisional activation of key partnerships (e.g. Special Olympics) for maximum impact and efficiencies
  - **Enhance engagement opportunities for our colleagues and customers**
    - Expand global volunteerism program providing turnkey opportunities for employees to participate
    - Launch enhanced Charity Miles program to engage Mileage Plus members
- **Celebrate our story**
    - Rollout new “Every Action Counts” visual identity
    - Promote anchor partnerships through compelling stories/campaigns that highlight our customers, employees and community members



# Celebrating our story

- Collaboration across stakeholder groups
- Taking the time to find stories, invite sharing
  - Individual connections to organizations and causes
  - Connection to the “why” it’s important to United
- Reinforce rationale through [storytelling](#)
  - Leverage available assets by stakeholder
  - Create opportunities to engage, call to action



# Celebrating our stories through Every Action Counts



01 Freezin' for a reason, part II

02 Girls Take Flight... and the court!

03 On Third Thursday Action Counts

## Freezin' for a reason, part II

March 26, 2019

★ 27 📢 11



With winter weather starting to become a thing of the past this season, our United Re-icing Team made sure to take in the last bit of it, as teams in Denver and New York plunged into cold water at Special Olympics Polar Plunges over the last few weekends.

[Read more](#)





# Where do we have content today

- <https://www.united.com/web/en-US/content/company/globalcitizenship/community.aspx>
- <https://www.united.com/web/en-US/content/company/globalcitizenship/sponsors/default.aspx>
- <https://www.united.com/web/en-US/content/company/globalcitizenship/pride-flies-with-us/community-outreach.aspx>
- <https://ft.ual.com/Community-Affairs>
- <https://hub.united.com/sp/purposes/>

## United in the community



**At United, we believe in connecting people and engaging local communities to make a difference.**

United employees provide thousands of hours of volunteer service each year through community outreach projects in the cities where our customers and co-workers live and work. We partner with organizations such as the American Red Cross, Boys & Girls Clubs and Make-A-Wish. Our programs include [Adventure Bear](#) delivery, Fantasy Flights and Volunteer Impact Grants, which recognize our employees' passion for service by providing grants to the organizations where they volunteer.

Please visit the [Charitable partnerships](#) page to learn more about our community

