



PRIVATE SECTOR HUMANITARIAN ALLIANCE

A New Model for Investing in Global Humanitarian Preparedness, Community Resilience, and Business Continuity

What is the PSHA?

The **Private Sector Humanitarian Alliance**, with Google.org's support, is a **multi-stakeholder community** investing in preparedness before disasters occur.

Our **global platform** brings together corporations, foundations, humanitarian organizations, and local responders to mitigate risk, protect economic vitality, and reduce disaster recovery costs.

Community resilience is strongest when businesses invest collectively, in collaboration with experienced international humanitarian organizations. **The PSHA provides the means** to proactively invest in local community continuity via pooled funds and in-kind contributions.

How the PSHA Works

Working with leading humanitarian partners, the **UN Office for the Coordination of Humanitarian Affairs** and the **International Federation of the Red Cross and Red Crescent Societies**, the PSHA has crafted a portfolio of data-driven resilience programs in 20+ countries.

Companies invest ahead, facilitating an evolution from episodic disaster donation to deliberate resource allocation before floods, droughts, storms and other natural disasters strike. Pre-positioned support for rapid response leads to faster recovery for communities, infrastructure, supply chains, and commercial markets.

The PSHA provides corporate members with unique market intelligence reporting and custom statistical analysis of impact investments.

An Unprecedented Need for Private Sector Investment

Natural disasters are growing in frequency, severity, and cost. Humanitarian needs are rising, exposing the business community to costly disruption. Disasters affect employees, suppliers, customers, and the markets where companies operate and source.

Most corporate giving happens *after* a crisis makes the news. This generosity is needed but is often too late to reduce risk, protect livelihoods, or preserve development gains.

Through shared infrastructure, expert actionable intelligence, and quantitative analysis, the PSHA ensures that corporate resources reach local communities ahead of predictable disasters, reducing risk and destruction, and saving lives and business operations.

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Member Benefits and Value

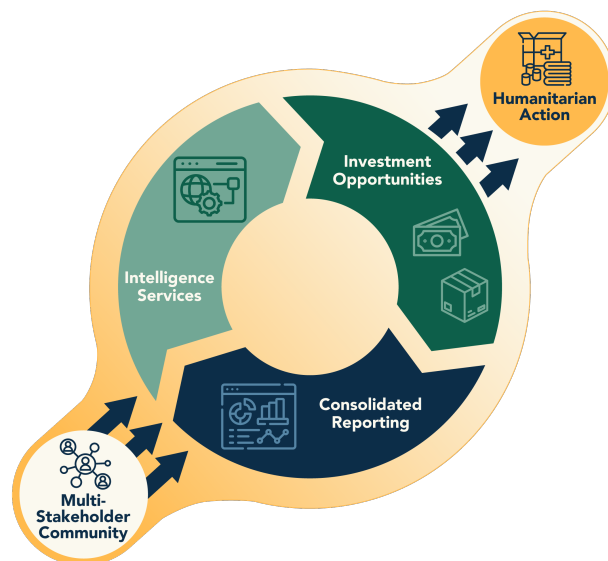
Humanitarian Intelligence	Curated analysis of disaster risks, emerging events, local context, humanitarian impacts, partner capacity, and response options – complementing existing corporate security, risk, and communications intelligence.
Pooled Investment Opportunities	A practical mechanism to support resilience, preparedness, and disaster response through diversified portfolios of proven humanitarian interventions, reducing complexity while increasing impact. Companies can contribute both in-kind (physical goods and services) and cash.
Reporting & Accountability	Consolidated visibility into where impact investments are allocated, how resources are used, and what outcomes are achieved, supporting executive, CSR, sustainability, risk, and stakeholder communications.

Investment Invitation

We invite interested companies to learn more and join a growing multi-stakeholder community reimagining humanitarian aid through foresight, partnership, and shared impact.

Please contact: PSHA@CoActionGlobal.org

Together, we can shift from response to resilience.



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