



SPIN

SPIN Global Impact Report

2021

Introduction

Why Do We Exist?

Mission

SPIN Global is a Maryland benefit company that exists to disrupt disasters from neighborhoods to nations.

Vision

To reduce needless physical, social and economic suffering caused by disasters.

Who Are We?

Core Values

- A team motivated by compassion
- Creating value for clients and humanity
- Working together for a higher purpose
- Stewarding people, planet and profit
- Aspiring to make real and lasting impact in all we do

Manifesto



<https://youtu.be/2Urhj6KeINQ>



<https://youtu.be/2PxFrLNy8b4>

2021 Highlights

Preparing Communities	Increasing Readiness	Influencing National Resilience	Promoting Inclusion and Equity
<p>Provided comprehensive preparedness campaigns, resources, trainings and exercises to communities across the United States.</p>	<p>Designed and implemented several first-ever local, state and national level plans and programs to prepare for disaster response and recovery.</p>	<p>Shaped national level strategies, doctrine, guidance and priorities to increase resilience. Published guidance, courses, and laws resulted from our work.</p>	<p>Advanced private-public partnerships and co-convened initiative to develop the world's first ever open-source model for equitable decision making in emergency management.</p>



FEMA



And so much more...

Key Metrics

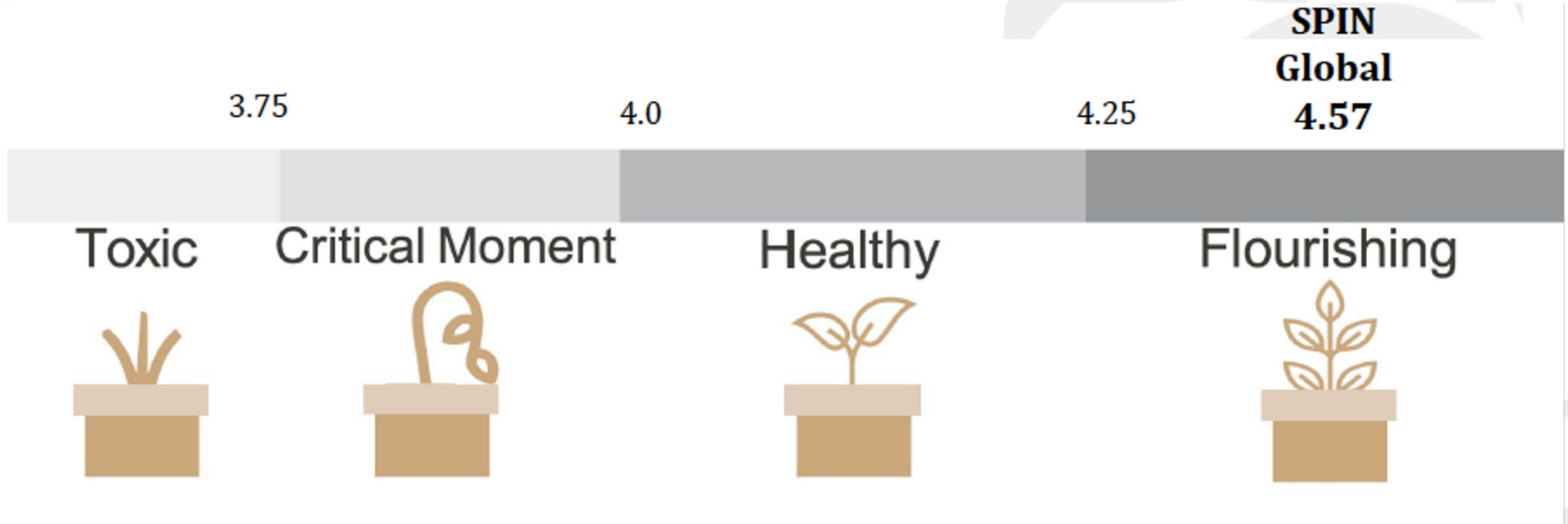
Inaugural Year as a Maryland Benefit Company	“Flourishing” Culture Assessment	100% “Delighted” clients	Launched our “Total Rewards Strategy”	New Company Holiday “Juneteenth”
Our work directly impacted 5 nations and 20+ states	Reached 100,000+ with social media public service announcements	Donated >10% profits to charity	Launched 12 new free preparedness and training resources PlanetReady.com	Production of open-source Equity model
Public benefit presentations and articles written in 12+ major outlets	Preparedness talks at schools, civic organizations	100% Partner satisfaction	Volunteerism in 4 Associations (UN ARISE, PSEMA, NEMA, IAEM)	New upside down “olive tree” organizational chart



Disrupting Disasters From Neighborhoods to Nations



Culture Assessment



Customer Feedback

"SPIN Global helped us elevate our program to a strong, viable emergency management program that supports the community and develops resilience. The training products have been a tremendous hit with the public and the staff in our City."

Emergency Management Coordinator

City Of Fairfax

"Having the team from SPIN Global was a game changer. Our project required a lot of work in terms of pre-planning and research development. The work they did was very detailed and thorough. Halfway through the project, our planning needs changed. SPIN Global was able to pivot to the new goals without missing a beat. Being able to adapt to changes benefitted not only our agency, but all of our stakeholders involved in the project."

Emergency Management Planner

Federal Emergency Management Agency

Customer Satisfaction Questionnaire

- **Quality** - Delighted
- **Performance** - Delighted
- **Schedule** - Delighted
- **Technical Requirements** - Delighted
- **Cost Control** - Delighted
- **Usability** - Delighted
- **Brand Awareness** - Delighted
- **Customer Satisfaction** - Delighted

Note: Scale included Don't Know, Disappointed, Satisfied and Delighted

2022 Priorities

To disrupt disasters from neighborhoods to nations.

**Putting
People First**

**Partnering
For Impact**

**Promoting
Healthier
Behavior**

**Improving
Disaster
Resilience**

Final Reflection

One small business can change the world.

So let's change the world together!