Lenovo GLT '25

Humanitarian Response

In January 2025, Los Angeles experienced the 2nd and 3rd largest wildfires in the city's history. Learn about how Lenovo's response to LA wildfires and ongoing humanitarian crises below.

Lenovo's Approach

Prepare

Support non-profits during 'blue sky' times so they're prepared when a crisis strikes.

Respond

In the wake of disaster, make sure basic human needs (shelter, clean water, food) are met to prevent compounding disasters.

Financial support is usually more useful than product donations during the immediate response phase. Funds can also jump start the local economy's recovery if needed supplies can be procured through local businesses rather than outside suppliers.

Recover

Lenovo continues to work with partners to deploy community-centered responses for months/ years to come. Technology donations are provided if/ when a needs assessment is complete and critical power infrastructure is restored.

LA Wildfire Response

Prepare

By having a strategic annual partnership with the American Red Cross, Lenovo ensures that communities across the USA will receive immediate response.

Respond

Lenovo takes an employee-first response by working with HR to determine if employees were impacted and providing a campaign on the Love on platform to match the support of employees who want to respond.

Employees contributed more than $2,500 in response to LA Wildfires on the Love on Platform.

Recover

Lenovo provided a technology donation to Palisades Charter High School and laptops for 150 community members in need through non-profit Human-I-T.

Motorola provided sponsorship to the Fire Aid Fundraiser in honor of razr spokesperson Paris Hilton, whose family lost their home in the fires.

How Lenovo leaders can help:

- Check with HR to make sure team members are safe and accounted for.
- If business partners or sites were heavily impacted, make sure your geo's corporate citizenship lead is aware.
- Engage with response matching campaigns on the Love on platform and share them in team meetings if appropriate.
- Contact your geo corporate citizenship leader if you would like to pledge additional support from your Lenovo resources or would like visibility to the impact matrix.

Humanitarian Response in 2025

January: Los Angeles wildfires | May: Earthquake in Myanmar | July: Central Texas floods | August: Flooding in Uttarakhand, India | Ongoing: Hurricane Helene in North Carolina

Lenovo Foundation