Dear Colleague:

Given your organization’s leadership and recognition of the importance of a comprehensive approach to advance resilience, you are no doubt familiar with the report, *Natural Hazard Mitigation Saves: An Independent Study to Assess the Future Savings from Mitigation Activities*, which the National Institute of Building Sciences Multihazard Mitigation Council (MMC) produced more than 10 years ago with funding from the Federal Emergency Management Agency (FEMA). Among the study’s findings is the oft-quoted, "a dollar spent by FEMA on hazard mitigation provides the nation about $4 in future benefits." That report, which focused on the benefits derived from FEMA investments in mitigation, has been widely cited to demonstrate the value of investing in mitigation in both the public and private sector.

Since that initial report, a number of highly public disaster events have occurred, from Hurricane Sandy to wildfires out West. Related issues, such as the expanding list of disaster declarations, growing number of requests for recovery funding and overall constraints on government spending, also illustrate the need for new data on the benefits of incorporating resilience before a disaster occurs. Achieving resilience relies on actions and investments by both the public and private sector—with benefits also accruing to each sector. The MMC is looking to develop a new report with an expanded look at sources of mitigation and the numerous benefits, beyond just federal spending impacts.

Therefore, the Institute intends to expand on the content of the initial report to capture the benefits of investments made by the private sector. A copy of the full proposal is available upon request.

Particular areas of study include:

1. Implementation of flood, wind, seismic and wildfire code requirements
2. Retrofit of existing facilities
3. Business continuity planning
4. Utility and transportation infrastructure mitigation programs
5. Update of the cost-benefit analysis of public-sector mitigation investments

Several federal agencies are in the process of working through their budgeting and procurement processes to support this effort. In the short term, we are looking to the private sector to provide the initial funds necessary to get this study started. We are grateful to the Insurance Institute for Business and Home Safety for their early support of this initiative.

We hope you also will consider serving as a sponsor for this report.

*An Authoritative Source of Innovative Solutions for the Built Environment*
In order to adequately recognize your support for this activity, we have established the following levels of support:

- **Premier Sponsors**: $250,000 or more
- **Leader Sponsors**: $100,000 to $249,999
- **Sponsors**: $50,000 to $99,999
- **Supporters**: $25,000 to $49,999
- **Contributors**: up to $25,000

The National Institute of Building Sciences will participate in an upcoming event on resilience being sponsored by the White House, to be held in May, where we will formally recognize the first group of supporters.

In addition, the completed report will include an acknowledgement page and outreach materials will recognize sponsors commensurate with the level of support received. We would be happy to discuss additional opportunities to recognize your assistance.

Please don’t hesitate to contact me at (202) 289-7800 with any questions. Thank you in advance for your support of this important activity. We look forward to hearing from you soon.

Sincerely,

Henry L. Green, Hon. AIA
President