

## Client Story: Canary + Clear Channel Outdoor

From Disaster Relief to Daily Financial  
Resilience: Building a Culture of Care

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Clear Channel Outdoor, a leader in out-of-home advertising, has been leveraging Canary's Grant Circle program for over three years to create a meaningful safety net for employees facing financial hardships—evolving from a disaster response mechanism to a comprehensive support system addressing employees' everyday financial emergencies.

### The Opportunity

Clear Channel Outdoor has long recognized the importance of supporting employees during critical moments. Initially, the company's emergency relief efforts served as a means of responding to natural disasters. However, when their original third-party provider discontinued their employee relief fund services, Clear Channel found itself at a crossroads. They briefly considered running the program internally but quickly discovered that managing compliance, equitable distribution, and administration would be too resource-intensive for their HR team.

"Our previous provider got out of the business of administering programs like these," explains Kim Heintz, CHRO at Clear Channel Outdoor. "We looked at our internal resources and found that we did not have the expertise or staff to run our own program. We were faced with a decision to find the right replacement partner or discontinue the program."

This turning point prompted Clear Channel to carefully evaluate new vendors who could maintain their commitment to employee support without compromising on quality or values alignment. "We chose Canary for the valuable insights and thoughtful recommendations they offered, which helped us tailor our program to meet the specific needs of our employees," says Heintz.

### The Solution

By partnering with Canary to launch their Grant Circle program, Clear Channel not only maintained their disaster relief capabilities but discovered an opportunity to expand their vision. What began as natural disaster response effort evolved into a comprehensive program addressing the everyday financial emergencies their employees face.