

## P&G “Community Matters” Programme UK and Ireland

### OBJECTIVE

We seek to meet local community needs within our chosen areas of support: The Development of Children aged 0-13; Health & Hygiene and Strategically Aligned Community Projects. We provide people involvement and funding, where appropriate, and encourage our people to pursue their own voluntary activities in the interests of overall community well being.

We build sustainable, strategic partnerships that not only contribute to our society but also provide tangible business benefits and help strengthen P&G's reputation as a pro-active corporate citizen in the UK & Ireland.

### PRINCIPLES

Our philosophy is to “Help Others Help Themselves”. This is achieved by sharing our business skills and resources to help establish sustainable solutions.

To compliment each country's local programmes, P&G has a corporate cause for children 0-13 years (P&G Live, Learn and Thrive) which seeks to meet the needs of children in our diverse communities around the world. ‘Community Matters’ will focus on the development of children in need in each of our local communities across the UK & Ireland, whilst continuing to meet other local needs that are very obviously the ‘right thing to do’ in each of our communities.

Our chosen areas of support are :

#### The Development of Children

Examples include Leadership Training for Head teachers; mentoring partnerships with teachers and students; Business Advisers with Young Enterprise; Learn to Lead programme for 6<sup>th</sup> Form Students; Literacy Hour with primary school children; support of appropriate Education Action Zones; and volunteering via the Education Business Partnership's Business Ambassadors programme. We feel that involvement in these programmes is an appropriate UK & Ireland fit with the Company's Corporate Cause.

#### Health & Hygiene

Amongst others, we contribute to hospices, hospitals, homeless people's projects and anti-drugs programmes. We try, through our involvement to improve the lives of people who are less fortunate than ourselves.

#### Strategically Aligned Community Projects

We continue to identify projects/partnerships that are strategically right for our individual sites. These include our contributions to cultural and economic organisations that help make communities successful, interesting and lively places to live work and visit. Examples of our support are children's summer play schemes to provide affordable, good quality care; a yellow school bus scheme to alleviate congestion and our training programme for charities to build skills.

### STRATEGY

We aim to support projects that will provide sustainable benefits to the communities in which we live and work. This is achieved by working with appropriate external organisations as well as developing our own programmes such as ‘Learn to Lead’ where students are given business skills training with the intention that they use them to benefit local community.

Employee involvement is encouraged and supported by the Company, recognising that some commitments are necessary during business hours.

### GUIDELINES

Every request from our local community will be given consideration and an appropriate response. We don't support individuals or projects that are primarily political or religious. Only in exceptional circumstances will we contribute money to fund-raising appeals (as part of a sponsorship package offering business benefits which clearly contribute to corporate reputation). We recognize that our people may wish to organise their own fund-raising activities and the Company offers in-kind support such as product, use of conference rooms, equipment etc.

P&G also donates gifts in kind, for example office furniture and product, via organizations such as Green-Works and In-Kind Direct.