



GLOBAL CITIZENSHIP

## IT'S WHO WE ARE

*From more than 60 cities around the world, we are doing good by our clients and doing right in the world.*



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## WHO WE ARE



We are immersed in doing good by our clients and doing right in the world for one reason:

It's who we are.

At Edelman, we envision global citizenship as the seamless merging of profit and purpose. We think it's possible to strive for commercial success while serving a greater good. In fact, we view the two as both inseparable and interdependent.

We believe an organization's collective assets, scale, reach and reputation can create value for business, society and individuals. And we live and work by these principles every day.

It's who we are.

## Letter from Founder and CEO



**Dan Edelman**  
Founder and Chairman

**Richard Edelman**  
President and CEO

Every year, our annual Trust Barometer provides us new insights into the state of trust around the world. 2012 was no exception, suggesting a sharp decrease in trust in government will give business the opportunity to step in and reimagine and reignite its role in society.

Historically, the objective of business has been to earn a “license to operate,” the freedom to pursue traditional goals of innovation, marketing products and generating profit. Then, in 2008, business failed at self-governance. Now license to operate is no longer enough.

In response, an alternative business model known as “shared value” is emerging that can help business recalibrate its relationship with society. Introducing the concept in a 2011 Harvard Business Review essay, professor Michael Porter wrote, “Companies must take the lead in bringing business and society back together. The recognition is there among sophisticated business and thought leaders, and promising elements of a new model are emerging.”

Today, business must move beyond license to operate to a “license to lead.” By that, we mean business must gain the informed consent of constituents, provide value beyond its traditional performance objectives, and be held accountable through a new level of transparency. License to lead is, in fact, the opportunity to regain trust – but this time, that trust is subject to verification.

Reinforcing this belief are the 2012 Trust Barometer’s findings that the factors responsible for shaping future trust in business are more societally than operationally focused. Listening to customer needs, treating employees well, placing customers ahead of profits, and having ethical, environmental and community-oriented business practices are all considered more important than delivering consistent financial returns and indicate that the path forward entails



Edelman has been a participant of the United Nations Global Compact since March 2001.

I am proud to affirm my continued support of the company’s commitment towards the Compact and its principles.”

A handwritten signature in black ink that reads "Richard Edelman".

**Richard Edelman**

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## Letter from Founder and CEO

continuing to do the basics well while also adopting shared values. At Edelman, we adopted “citizenship” as a corporate value this year – a reflection of our own commitment to advancing the values we share with the communities in which we live and work.

We also introduced a new global practice, Business + Social Purpose, which provides comprehensive business and social solutions to maximize clients’ commercial success and social impact. As practice leader Carol Cone has said, “Business can no longer stand on the sidelines of our collective future. Bringing social and environmental issues into business in a relevant and authentic manner adds energy and a reason for being beyond profits.”

This report on Edelman’s own efforts to bring social and environmental issues into business is our way of not only participating in, but leading the dialogue on this issue in the public relations industry. Edelman has made significant progress, and we would be remiss if we did not acknowledge John Edelman, managing director, global engagement and corporate responsibility. His vision for what is not only doable but possible has begun to transform the company, and we are all better for it.

## Letter From Corporate Responsibility Director



**John Edelman**  
Managing Director, Global Engagement &  
Corporate Responsibility

When we published our first corporate social responsibility and sustainability report in 2011, we viewed it as a learning experience. Through better understanding of citizenship initiatives in our 65 offices, we were able to assess our progress and, in some cases, lack thereof, in a wide variety of areas, including our carbon footprint, our efforts to encourage our staff's community involvement, and our codes of conduct.

Since our first report was published, we have continued to build momentum.

We have added a supplier code of conduct and a human rights policy. We have become an active member of Sedex, the largest collaborative platform for sharing ethical supply chain data. We continue to fund community grants to organizations where our staff volunteers its time and expertise. We have set new goals in a range of categories to ensure that we are holding ourselves publicly accountable for our actions. And we have designated citizenship itself as a key component of our corporate values.

As the world's largest public relations firm, we not only have an opportunity to matter when it comes to being a trusted corporate citizen, but we have a desire – and responsibility – to lead and be a positive force in the world. Our commitment to good citizenship reflects who we are and, importantly, who we want to be and what we want to achieve as more than 4,500 individuals, as a growing, global business and as a longtime industry trailblazer. The fact is, the world is just too complex, too interconnected and too overwhelmed with challenges to rely on governments alone to make a constructive difference. Industry must step in and do its part, and we are proud to do ours.

### Global Citizenship at Edelman

**Our World.** This encompasses a broader view of our work that includes sustainability, ethics and governance, and how we engage with our partners.

**Our Clients.** Leading by example and working with our clients and other stakeholders to address societal issues and sustainability efforts extend our impact.

**Our Communities.** Making a difference through local, national and global partnerships; community investment; volunteerism; and social advocacy, guided by principles aimed at fostering active participation and collaboration throughout our firm.

**Our People.** Across our global business, we work continuously to create a more diverse, inclusive environment that supports employee development, health and work-life balance.

## Letter From Corporate Responsibility Director

Along the way, we've learned that no single undertaking exists on its own. Whether limiting greenhouse gas emissions, expecting ethical behavior from our vendors or operating with the same level of responsibility as we counsel our clients, every action we take is inextricably linked. We believe this is not only good for business – ours and our clients' – but good for the world, as well.

The last significant change from 2011 I want to highlight is the format of this report. This year we are only producing an online edition, saving resources such as paper and production and allowing you to quickly zero in on the information that interests you most. We're as excited about this evolution as we are about presenting you with the details of our efforts and progress over the past 12 months. We began the most recent leg of this journey with you last year and we are pleased that you are joining us again as we move forward.

## About Edelman

Edelman is the world's largest public relations agency. We are independent and family owned. Our integrated network, which comprises 63 cities in 28 countries, combines local and regional knowledge with specialists experienced in specific practices and disciplines around the globe. Founded Oct. 1, 1952, Edelman celebrates its 60th anniversary this year.

### Practice Areas Specialty Firms

#### Practice Areas

- › Business + Social Purpose
- › Consumer Marketing
- › Corporate
- › Crisis & Risk
- › Digital
- › Health
- › Public Affairs
- › Technology

#### Specialty Firms

- › Edelman Berland
- › A&R Edelman
- › BioScience Communications
- › Blue

#### Daniel J. Edelman Holdings

- › Zeno
- › Matter
- › Krispr Communications

### Edelman Facts

- › **Founder and Chairman:** Daniel J. Edelman
- › **President and Chief Executive Officer:** Richard Edelman
- › **Ownership:** Edelman is a 100 percent privately held, family-owned company
- › **Founder and Chairman:** Daniel J. Edelman
- › **Number of employees:** 4,593
- › **Global Operations:** Headquartered in Chicago and New York, Edelman operates out of 63 cities in 28 countries

### Edelman Facts

100%

Privately held,  
family-owned company

63 cities

Global operations in 28  
countries. Headquartered in  
Chicago and New York City

## About Edelman

### Edelman Awards

#### 2012

- › 2012 *Holmes Report* Asia-Pacific Consultancy of the Year
- › 2012 *Holmes Report* India Consultancy of the Year
- › *Human Resources Executive* Best HR Ideas of 2012 in the talent-management category for our meet-ups
- › 2012 Silver SABRE for PR Agency Citizenship
- › *Ad Week's* 2012 PR Agency of the Year
- › No. 30 on *Ad Age* 2012 Best Places to Work List

#### 2011

- › No. 7 on Glassdoor's 2011 list of "Top 25 for Career Opportunities," which is employee-review-driven and open to all industries
- › 2011 *Holmes Report* Large Agency of the Year in North America
- › 2011 *Holmes Report* Global Agency of the Year
- › No. 8 on *Ad Age* 2011 Agency A-List
- › *PR Week* UK 2011 Large UK Agency of the Year
- › *PR Report* German Agency of the Year
- › *Mumbrella*: Edelman Australia "PR Agency of the Year 2011"
- › Edelman United Arab Emirates "2011 Middle East PR Agency of the Year," Middle East PR Association (Mepra)
- › No. 11 for Edelman Canada on *The Globe and Mail's* best places to work
- › *Estrategias* magazine: Edelman Spain "2011 PR Firm of the Year"

## About Edelman

### Edelman Values

Our values are the foundation of global citizenship at Edelman. They are strong and unyielding because they are lived, and expressed, every day by our global network of employees. These are the values we share as people across the enterprise, in our lives, and in our work:

#### **Quality**

Excellence in products, services, and people that drives long-term growth and employee satisfaction.

#### **Integrity**

Responsible, trustworthy partners respected by all stakeholders.

#### **Respect**

Positive relationships with our colleagues, clients, and the communities in which we do business.

#### **Entrepreneurial Spirit**

Superior staff with the drive to take charge and make a difference for our clients.

#### **Mutual Benefits**

Financial success that rewards our firm, our employees, and our clients.

#### **Citizenship**

Acting with purpose in everything we do to better society.

Visit [www.edelman.com](http://www.edelman.com) for more information on our firm.

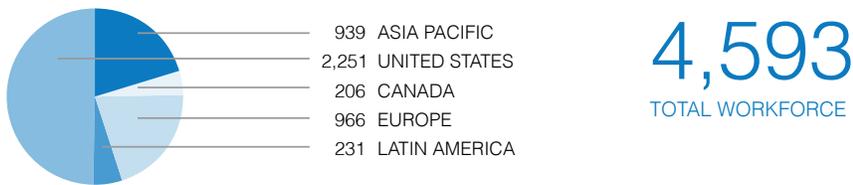
## About Edelman

### Global Revenues

In fiscal year 2012, Edelman generated an estimated US \$636,786,000 (pre-audited figures) in global revenues. Edelman does not receive financial assistance from governments.

### FULL-TIME WORKFORCE

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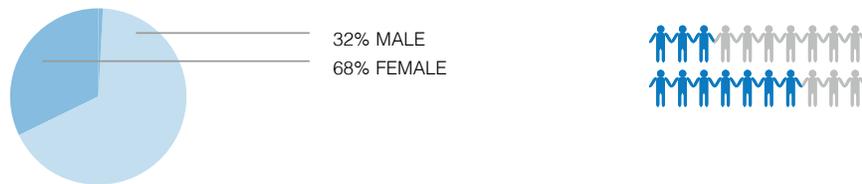
### TOTAL TURNOVER BY REGION

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### GLOBAL GENDER METRICS

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## Citizenship Voices From Around Our Global Network

Edelman employees around the globe have voiced their thoughts about what it means to be a part of the company's commitment to global citizenship. With pride and passion, they've strengthened our message about who we are, confirming our dedication to society by actively contributing to their communities and by giving back in unique ways to those in need. With enthusiasm and excitement, they are helping us leave an inspiring legacy that reflects our values and demonstrates that each one of us is responsible for making the world a better place. Read their words here, hear their voices shine through.

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### Latin America

#### Argentina

**What does citizenship mean to you?**

Citizenship in our office means an integration of different activities to contribute to the community, such as green actions, volunteerism and "living in color."

**What is the citizenship contribution of which you are most proud?**

We know that we need to keep growing in terms of CSR in Buenos Aires; however, we are proud of our Green Team, which is committed to reducing our impact on the environment and sharing information and best practices. Additionally, we are starting a new edition of the Junior Achievement program, in which we collaborate with students at local schools to help them understand the work environment.

**How does Edelman's citizenship program change the way you think about the company?**

We think every action that helps us to be closer to the community in which we are immersed improves our way of working and thinking every day.

### Latin America

#### Mexico

**What does citizenship mean to you?**

Citizenship means recognizing that each and every one of us belongs to a determinate community and, as a member of that group, we have rights, responsibilities and a duty to be an active member and to take actions to improve our environment.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

We helped extend the impact of the eradication-of-hunger message, delivering it to a large number of people who maybe before were not as concerned about the millions of people in need.

**Describe how the citizenship program has helped you be more active in your community.**

By making us aware of the biggest problems in our society, we have been reminded that a few hours of time each day can really make a difference to others.

### Latin America

#### São Paulo

**What does citizenship mean to you?**

Citizenship means taking responsibility toward society. Individuals as well as companies are responsible for the welfare of others, and we must share value in everyday activities.

**What is the citizenship contribution of which you are most proud?**

The citizenship program gave us the opportunity to use our professional experience to make our community a little better, sharing with society what we usually do with clients.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

São Paulo's office just finished selecting a local organization that contributes to eradicate hunger and poverty – UNAS. In the following months, UNAS will have implemented, as pro bono work, one of our services of expertise.

**Describe how the citizenship program has helped you be more active in your community.**

Our recent involvement with UNAS has already created awareness about the importance of being more engaged and of sharing value with our communities. We usually think that we don't have much to share, but once we got involved, we realized that there are many ways to make our community a better place for everyone.

**How does Edelman's citizenship program change the way you think about the company?**

This pro bono project was the first consistent and more practical citizenship activity developed in the office. It was good to see it was taken seriously by the employees, especially the directors, who shared their own time, knowledge and teams to make it happen.

### Latin America

#### Miami

##### **What does citizenship mean to you?**

Citizenship means being able to actively take on the responsibility of doing the right thing for the overall improvement in one's community, whether that community is identified as a geographic location or a group of individuals. It's about giving back.

##### **How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

Our office identified Camillus House, an organization with a mission to help eliminate chronic homelessness in Miami, as the organization it would support through the citizenship program. In doing so, we helped eradicate hunger and poverty by helping Camillus House reach donors and volunteers through local media and social media coverage.

To date, Edelman Miami has provided counsel on managing social media pages for Camillus House, like Facebook and Twitter, as well as media relations to help reach their target audiences of donors, volunteers, high school and college students, and the Miami community at large.

##### **Describe how the citizenship program has helped you be more active in your community.**

We appreciate the opportunity to volunteer in our work environment, since many of us are passionate about serving others but have a hard time making the time. After reflecting on our experiences helping others, many of us now want to continue helping, whether that's giving time, money or talent to those in need.

##### **How does Edelman's citizenship program change the way you think about the company?**

The citizenship program definitely sends the right message to all employees at our company, as it provides tangible evidence of doing what we advise our clients to do – CSR. It is a wonderful initiative being carried out by each office that gives us an additional sense of belonging and desire to do good for others.

### United States

#### Atlanta

**What does citizenship mean to you?**

Citizenship means caring and showing compassion to the world at large and our community. It means doing a little extra every day to ensure we leave things in a better place than how they were when we arrived.

**What is the citizenship contribution of which you are most proud?**

We are most proud of participating in the 2011 Susan G. Komen 3-Day Walk on behalf of Edelman in Atlanta and winning the prize as the team who raised the most money.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

The Atlanta office has ongoing volunteer opportunities with Project Open Hand to prepare and provide meals for those with chronic diseases.

**Describe how the citizenship program has helped your office be more active in your community?**

The citizenship program has helped the Atlanta office become more active in the community by encouraging more employees to share volunteer opportunities with the entire office, which then empowers and motivates us to be active. Volunteering has become a constant conversation in our office ever since our senior team showed its commitment to the citizenship program.

**How does Edelman's citizenship program change the way you think about the company?**

The Edelman citizenship program shows Edelman's commitment to goodpurpose®. Not only do we educate other companies about it, but it is also ingrained in our Edelman culture.

### United States

#### Chicago

##### **What does citizenship mean to you?**

Citizenship is about giving back and making a difference to change the lives of people in our community.

##### **What is the citizenship contribution of which you are most proud?**

At Edelman Chicago, we brought new skills and experiences to five nonprofits that lacked the resources and staff to develop and move forward with a communications plan. We looked at the nonprofits' challenges and opportunities with an objective eye and used their strong PR and marketing skills to develop a lot of tangible ideas that could be employed right away. In just five days, we impacted the lives of many.

##### **How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

As part of our larger Edelman global citizenship effort, the Chicago office donated more than \$50,000 in time to create five PR plans in five days for five Chicago area organizations dedicated to eradicating hunger and poverty. The award recipients, Care for Real: Edgewater Food Pantry, Chicago Shares, Children's Home & Aid, Habitat for Humanity and the Lakeview Pantry, each joined the Edelman Chicago volunteers for a six-hour facilitation session that generated an individualized, actionable PR plan.

##### **Describe how the citizenship program has helped you be more active in your community.**

As a result of Chicago's citizenship efforts, we've connected a lot of employees with nonprofits that are benefiting greatly from our skills, passion and experience. Dozens of staff have been actively volunteering with the five charities since our 5-5-5 workshops – helping guide ongoing communications, delivering food to the hungry, supporting staff at the offices and lending an extra hand in whatever way is needed.

##### **Does Edelman's citizenship program change the way you think about the company and about working here? How?**

The citizenship project we coordinated benefited us (as individuals and as an office coming together as one) as much as it benefited the nonprofits. At the workshops, we were all united to develop the best ideas and custom plans, and we tapped the skills of administrative assistants, designers, researchers, writers, strategists and financial experts to make it all happen. The nonprofits were amazed by our passion and impressed by our expertise and drive for the best ideas and it was so rewarding to see that appreciated by them. Edelman has given us a real opportunity to impact the lives of others.

### United States

#### Dallas

##### **What does citizenship mean to you?**

Citizenship means being part of a community in a positive way. It doesn't matter if that community is geographic, ethnic, or a community of peers who have similar interests and passions – the important part is being involved in a way that contributes to a greater good. Citizenship is achieved when contributions (volunteer hours, professional services support or even monetary assistance) help to support others who cannot help themselves and advance causes that positively promote and protect the world around us.

##### **What is the citizenship contribution of which you are most proud?**

With Family Gateway, we helped a homeless family obtain housing. This housing was not just an empty apartment, but an apartment filled with furniture and pictures, colorful artwork and toys – it was a warm apartment they could move into and immediately feel at-home.

##### **How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

The Dallas office is helping a local organization, Hunger Busters, create a more active and robust social media program and more engaging collateral. The organization provides much-needed third meals for students in the Dallas Independent School District, where a shocking number of students only receive meals at school through free breakfast and lunch programs.

##### **Describe how the citizenship program has helped you be more active in your community?**

The citizenship program is a strong reminder of all the good there is to do right in our own backyard. It continues to provide opportunities for us to get involved in a variety of ways – not just through park cleanups and renovations, but through creative design work and media support as well.

##### **Does Edelman's citizenship program change the way you think about the company and about working here? How?**

The way our network and leadership has embraced this program is something that's expected because it's the attitude and mentality that comes across in the work we do. So in that sense, it hasn't changed the way we think. Expecting this to be the Edelman standard doesn't, however, make us any less proud to talk about it with others or any less proud when thinking about the actual magnitude and potential impact of our work.

### United States

#### Houston

**What does citizenship mean to you?**

Citizenship is like most relationships in that one must invest in the relationship to receive the full benefit. Citizenship is also like an electricity grid – one must be connected to be empowered.

**What is the citizenship contribution of which you are most proud?**

Our office spent a Saturday morning handing out more than 3,000 pounds of food to those in need. Our efforts helped feed those in Houston's 5th ward for two weeks.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

We contributed to Edelman's efforts to eradicate hunger by supporting a local Houston nonprofit named Target Hunger. The Houston office hosted a food drive collecting a sizeable amount of nonperishable food and some cash, too.

**How does Edelman's citizenship program change the way you think about the company?**

Actually, no – because we've always felt that the firm has a commitment to giving back to and investing in the community.

### United States

#### Los Angeles

**What does citizenship mean to you?**

Citizenship means contributing to the world, both locally and globally, by making a conscious effort to sustain and improve the ethical and moral fiber of community, culture and the environment.

**What is the citizenship contribution of which you are most proud?**

Edelman Los Angeles is most proud of our efforts to maintain a healthy environment for the local and global community. We strongly believe in “recycle, reduce, reuse” and implement this principle on a daily basis.

**How did your office contribute to Edelman’s effort to help eradicate hunger and poverty?**

Edelman Los Angeles has helped eradicate hunger and poverty by participating with the organization PATH, People Assisting the Homeless. PATH’s mission is to break the cycle of homelessness by empowering people with the tools for self-sufficiency. Our involvement with PATH has allowed us to do both individual and group volunteering projects, such as packing lunches for PATH’s homeless community or cooking and serving dinner to its patrons.

**Describe how the citizenship program has helped you be more active in your community.**

The citizenship program has acted as a helpful reminder to Edelman Los Angeles that we have individual and group responsibilities to our local and global community. The program has encouraged us to remain active in our community in various ways.

**How does Edelman’s citizenship program change the way you think about the company?**

The program doesn’t change the way we think about the company; it strengthens the way we feel about the company, its mission and principles.

### United States

#### New York

##### **What does citizenship mean to you?**

Citizenship means that companies like Edelman have a responsibility to help make the community we live in a better place today and over the long term. The New York office is committed to doing this by helping nurture strong leaders through student mentoring programs and partnerships with civic development programs like Coro Leadership New York, as well as through select pro bono work with clients who are striving to improve New York.

##### **What is the citizenship contribution of which you are most proud?**

We are proud of our partnership with Junior Achievement New York (JANY), which has paired us with the Manhattan Business Academy. Through this partnership, we are mentoring the 125 students in the class of 2013 from their freshman year through graduation. Each year we offer 75 to 100 Edelman volunteers a wide variety of ways to get involved – teaching at the school, participating in an after-school program, leading group activities at the Edelman-hosted Youth Leadership Conference or supporting the summer JANY fundraiser. Over the past three years, our partnership has created a multifaceted, inspiring program for the students of the Manhattan Business Academy and for our volunteers.

##### **How did your office contribute to Edelman’s effort to help eradicate hunger and poverty?**

Based on an employee suggestion, the New York office created a Spare Change for Change collection. Employees can leave their spare change when they make a purchase in our café, and all donations go to an organization that alleviates hunger and poverty. Organizations rotate each quarter and are chosen based on employee suggestions.

##### **Describe how the citizenship program has helped you be more active in your community.**

Many of us now participate in as many organizations as we can – mentoring Manhattan Business Academy high school students, attending Coro Leadership events and developing strong relationships with local businesses like God’s Love We Deliver, a nonprofit that provides meals for the chronically ill.

##### **How does Edelman’s citizenship program change the way you think about the company?**

The New York office’s citizenship program has evolved so much that our collective efforts are truly creating a greater impact on our community. It’s incredibly meaningful to see how our efforts are helping students reimagine their lives and their futures, and it’s equally inspiring to see our colleagues excel through participation in the program. The fact that all Edelman offices are working to alleviate hunger and poverty is a powerful statement that makes us proud to work for a company with such a commitment to its employers and to its greater community.

### United States

#### Orlando

**What does citizenship mean to you?**

Citizenship means giving back to our community and leaving it in a better place than where we found it, making an impact through contributions that are unique to our profession.

**What is the citizenship contribution of which you are most proud?**

We formed a relationship with Give Kids the World in January 2012, and we now help the program with a variety of efforts including advocacy programming, media relationships and corporate partnership positioning. The relationship has already seen several accomplishments as Give Kids the World hit 2 million hours of volunteer service last month.

**Describe how the citizenship program has helped you be more active in your community.**

The citizenship program has helped bring the Orlando office together to give back to our community as a whole. While individuals in our office have different volunteer passions, this particular program has created a unified effort for making a difference in our community.

**How does Edelman's citizenship program change the way you think about the company?**

Edelman walks the talk. We are implementing programs that we advise to our clients. In today's corporate culture, that is rewarding in and of itself.

### United States

#### Portland

**What does citizenship mean to you?**

Citizenship means having a commitment to give back in whatever means you are capable to the community that provides the civic, social and institutional structure required to keep the places where one lives, works and plays secure.

**What is the citizenship contribution of which you are most proud?**

We are most proud of our team's efforts around event and communications support for Children's Relief Nursery's (CRN) fundraising activities. The team was able to create a strategy and deliverables that supported key needs the organization had but could not afford to resource itself. The outcome was creative thinking and action around how to best market and elevate CRN's mission and events to a broad base of audiences – and we showed we do that better than anyone.

**Describe how the citizenship program has helped you be more active in your community.**

Our citizenship program activities have given the office a cause to rally around. This is important for a lot of reasons – broadening awareness of the issues our community faces and how we can play a role in addressing some of those issues, which we do.

**How does Edelman's citizenship program change the way you think about the company?**

The fact that Edelman is a true leader in citizenship adds value to both the company and to the communities in which we operate.

### United States

#### Sacramento

**What does citizenship mean to you?**

Citizenship means giving back to our community. In our office, we give back in a number of different ways – volunteering our professional services, helping eradicate hunger and poverty on the local level and serving on various boards for professional associations and nonprofits – helping to make a difference.

**What is the citizenship contribution of which you are most proud?**

We are most proud of our role in increasing awareness of St. John's Shelter Program for Women and Children, a Sacramento shelter that supports homeless women and children by giving them an opportunity to gain work experience and become self-sufficient within our community.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

During Christmas time, we secured a number of key media placements for Plates Café and Catering, a full-service catering company that is part of the shelter program, which helped not only to increase awareness, but also to drive local community members to consider Plates as an option for holiday parties.

**How does Edelman's citizenship program change the way you think about the company?**

It feels good to know that we work for a company where everyone came together and joined forces to make an impact on something that we all care about – eradicating hunger and poverty. We're proud to work for a company that encourages and empowers us to give back on both the global and local level.

### United States

#### San Francisco

**What does citizenship mean to you?**

Citizenship means personal contribution to benefit society at large. Citizens participate on an individual level, motivate on a group level, and activate on a societal level to make a positive impact toward change.

**What is the citizenship contribution of which you are most proud?**

Our office will be able to concentrate our efforts with an organization that benefits nearly 2,000 impoverished people a day.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

We are partnering with GLIDE, an organization whose mission is to create a radically inclusive, just and loving community mobilized to alleviate suffering and break the cycles of poverty and marginalization. We'll be volunteering monthly by serving food to the homeless and, ideally, we can collaborate with a nearby office to do a weekend family service volunteer day, during which Edelman staffers will make up the entire volunteer force on that day.

**Describe how the citizenship program has helped your office be more active in your community.**

By focusing on a specific set of goals, we will be able to focus our efforts, coordinate more easily, and have more impact on the local community. We also think that by forming a long-term partnership with GLIDE, the San Francisco office volunteers will form a strong bond with the organization that will translate to even deeper change.

**How does Edelman's citizenship program change the way you think about the company?**

It's important that we systematically approach the way we handle philanthropic and volunteer efforts as we tout this practice to our clients. As a large for-profit organization, we now feel obligated to help out.

### United States

#### Seattle

**What does citizenship mean to you?**

Citizenship at Edelman means that employees are a member of a broader network and they actively participate in their communities, allowing Edelman to further distinguish itself and its staff.

**What is the citizenship contribution of which you are most proud?**

In Seattle, we are working with Beacon Hill Food Forest, a project that will help the local community learn to build a sustainable garden that will play a vital role in building, maintaining and sustaining it. The project fits with Edelman's effort to eradicate hunger and poverty and also demonstrates the unique flair the Pacific Northwest has about solving this growing issue we face in our communities.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

Edelman Seattle teamed up with the Beacon Hill Food Forest. The goal of this project is to improve public health, reduce climate impact and improve the security of food supply by designing an edible urban forest garden that inspires the community to gather together, grow its own food and rehabilitate the local ecosystem.

**Describe how the citizenship program has helped you be more active in your community.**

The citizenship program has helped staff members become more active in our community by allowing flexibility in the groups we work with. Each staff member has a different passion when it comes to the community and allowing us to work with causes that are meaningful to us makes the work we do that much more powerful.

**Does Edelman's citizenship program change the way you think about the company and about working here? How?**

Edelman's citizenship program has improved how we view the company by giving staff the opportunity to work with groups and organizations that we are passionate about and by helping us strive to make a better impact in our communities.

### United States

#### Silicon Valley

**What does citizenship mean to you?**

Citizenship means having a stake in our community and taking an active role or making a personal commitment to positively impact that community. Community can mean an office, a neighborhood or the world.

**What is the citizenship contribution of which you are most proud?**

Our longstanding commitment to Shelter Network has allowed the organization to serve 4,658 people, including 1,655 children, last year. We are proud of the work we have done that has used our professional expertise to help advance the cause for improving education through Teach for America, as well.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

Together with the San Francisco office, we regularly volunteer with the San Francisco Food Bank. Our team packed 1,050 boxes of food, which were distributed to over a thousand families across the San Francisco Bay Area. Our office is exploring becoming a San Francisco Food Bank Apple Corps member, which entails a consistent commitment of volunteer hours every year.

**Describe how the citizenship program has helped your office be more active in your community.**

Focusing on the goals of eradicating hunger and poverty as well as improving education has helped our office make a collective impact in our society. Unifying our efforts under the Edelman brand has made us feel like we are a part of something bigger and that our efforts help make a positive global impression.

### United States

#### Washington, D.C.

##### **What does citizenship mean to you?**

Citizenship is about being socially conscious and actively involved in one's community. This community could be a place of employment, social organization, neighborhood, city, state or country – virtually any group of people who share common interests or characteristics.

##### **What is the citizenship contribution of which you are most proud?**

We feel lucky to have had the chance to be involved in several citizenship initiatives. Specifically, we are most proud of our involvement with the Everybody Wins! DC Power Lunch program, which involved mentoring young children. Nothing can match the feeling you get when you see your mentee's face light up after you've taught him a new word.

##### **How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

Every year the Edelman Washington, D.C., office participates in a Holiday Food Drive with other PR firms in the area. All donations collected from the drive go to the Capital Area Food Bank. Not only did we win the overall competition last year, but the winning team within our office beat the firm that came in second place!

##### **Describe how the citizenship program has helped you be more active in your community.**

It can be difficult to kick-start community involvement. Through the citizenship program, Edelman encourages employees to get involved and provides us with the necessary resources and support to do so.

##### **How does Edelman's citizenship program change the way you think about the company?**

We can't say enough about how much we love working for a company that invests in the well-being and happiness of its employees and in giving back to its community. We're proud to work for a company with these values, and we believe it makes us more passionate about Edelman as a whole and the work we do every day.

### Asia Pacific

#### Beijing

**What does citizenship mean to you?**

Citizenship means that a responsible company is making an effort to bring value to the community we live in while meeting business goals. The company provides opportunities for employees to be engaged in activities that have a good cause.

**What is the citizenship contribution of which you are most proud?**

Through the Library Project in the Beijing office, recently joined by Pegasus, we coordinated the donation of books to set up a small reading room at a school in the Hebei province. We were able to see firsthand how happy students were to receive books and gifts from Edelman.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

In China, one of the most effective long-term solutions to help eradicate hunger and poverty is to promote social mobility through education. Toward this, the Beijing office has supported NGOs with educationally focused aims together with partial pro bono professional services.

**Describe how the citizenship program has helped you be more active in your community.**

The citizenship program is truly outstanding in that it not only creates a space to ideate and feed off colleagues' creativity in coming up with ways to engage the community, but also in that it has provided a platform to actually implement those ideas and plans.

**How does Edelman's citizenship program change the way you think about the company?**

Edelman's citizenship program has created a lot of joy in our office because of the opportunity it has created for societal contribution. The joy is totally different from having a satisfied client via hard work, as it allows us to live even more meaningful lives.

### Asia Pacific

#### Guangzhou

##### **What does citizenship mean to you?**

Citizenship means that in order to enjoy the opportunities afforded to us as members of a society, we need to provide services in return – especially for those who don't enjoy the same opportunities. As China continues to race ahead with its economic development, citizenship – and the societal responsibilities it entails – will be crucial for ensuring an equitable social development that keeps pace with the tremendous growth of the Chinese economy.

##### **How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

Our office helped carry out the Guangzhou Rainbow Bridge 2012 Maitian National Children's Painting Show. Our engagement primarily focused on media relations for the art show held in Guangzhou (and several other cities in Guangdong), as well as the donation of \$2,400, provided through an Edelman Community Grant. The project brings together children from urban and rural environments (in China, this is often a severe socioeconomic divide) to create works of art that are later auctioned off in a series of charity events held around the country. The proceeds from the Guangzhou auction event, as well as other events nationwide, go toward the Maitian Dream Fund, which finances educational institutions in rural areas of the Yunnan and Guangdong provinces.

##### **Describe how the citizenship program has helped you be more active in your community.**

This project has provided everyone in the Guangzhou office with a new perspective on how we can utilize our professional talents, personal hobbies and free time to make a measurable impact on a wide range of charitable activities. We saw firsthand the huge number of volunteers and donors at the Maitian charity auction and came away with a sense that we can do more going forward.

##### **How does Edelman's citizenship program change the way you think about the company?**

At the Guangzhou office, the citizenship program has certainly further enhanced everyone's opinion of Edelman as a leading company and employer. It was excellent proof that Edelman is committed to earnestly engaging in positive social causes.

### Asia Pacific

#### Hong Kong

**What does citizenship mean to you?**

Citizenship is reaching out to help those in need and being loyal to our communities and our people.

**What is the citizenship contribution of which you are most proud?**

The Green Cop initiative. We enacted this program to encourage colleagues to switch off their computers before they leave every day. The IT department provided software that enables us to keep track of who switches off their computer. After the Green Cop program began, the Hong Kong office has seen a 10 percent decrease in the number of computers left on each day.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

Edelman Hong Kong is working with the charity Feeding Hong Kong to help raise brand awareness as a member of the Global FoodBanking Network and launch its new brand and website. For the digital aspect of our program, we will challenge local Hong Kong food bloggers to volunteer for a day with Feeding Hong Kong and blog about their hands-on experience in lieu of eating an extravagant meal. We intend to use this as a platform to bring attention to the hunger cause in Hong Kong.

**Describe how the citizenship program has helped you be more active in your community.**

Some of us partnered with Hong Kong Unison to host an event celebrating the International Day for the Elimination of Racial Discrimination. We supported the event with hands-on work, which allowed us to see the impact of our contribution. The citizenship committee's volunteering program gives us the opportunity to help our society and people in need.

**How does Edelman's citizenship program change the way you think about the company?**

The Edelman Hong Kong citizenship program is a great way for staff to give back to the community. We've already seen how impactful the program is on employee well-being and how Edelman's efforts to lead us to volunteer organizations reinforce positive experiences with the company.

### Asia Pacific

#### India

##### **What does citizenship mean to you?**

Citizenship is about being a small part of a large change initiative that is working toward focused goals of development. In an individual capacity, we may not be able to achieve much, but with a citizenship program across geographies, we are certain to enable change that matters.

##### **What is the citizenship contribution of which you are most proud?**

We are proud to be associated with the citizenship program at Edelman. It has given us an opportunity to get involved in work beyond what our clients seek. The citizenship program has allowed us to interact with people who are working toward some great causes, as well as with the beneficiaries of their initiatives. We feel enabled toward contributing to the initiatives directly by putting our skills to the best possible use.

##### **How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

The Edelman India offices are working toward building capacity of some nonprofit organizations that are working at the grassroots level to eradicate hunger and poverty. We are providing pro bono services to them and helping them develop communication skills they can use toward improving their campaigns and strengthening their initiatives to combat hunger and poverty.

##### **Describe how the citizenship program has helped you be more active in your community.**

The citizenship program is helping us reach out to organizations that are doing meaningful work in the development sector. Both as an organization and as individuals, we are getting the opportunity to network with these nonprofits and understand the situations around us far better.

##### **How does Edelman's citizenship program change the way you think about the company?**

The citizenship program has given us a better perspective about the vision that the firm has and how it feels about its responsibility as a global citizen. We have presence in so many cities around the world, and even small initiatives in each location are clearly culminating into something substantial and noteworthy.

### Asia Pacific

#### Indonesia

**What does citizenship mean to you?**

Citizenship means being a responsible individual who provides meaningful contributions to address social issues in the community.

**What is the citizenship contribution of which you are most proud?**

We are pleased that our contribution to the citizenship program has helped improve awareness of target community members of their rights as health consumers and has changed their behavior to be more rational in using medicines.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

We facilitated employees who wanted to contribute time, money and skills to work with relevant organizations that directly and indirectly work on eradication of hunger and poverty.

**How does Edelman's citizenship program change the way you think about the company?**

The citizenship program has convinced us of Edelman's commitment to supporting more sustainable contributions to the community to address both global and local issues. The commitment has been among the things that we are most proud of as part of Edelman.

### Asia Pacific

#### Korea

**What does citizenship mean to you?**

Citizenship means being a part of society by giving back what we have received from society. Coexistence and win-win are the key philosophies.

**What is the citizenship contribution of which you are most proud?**

We donated our talent to the underprivileged rather than donating money.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

We provided counseling on strategic communication to an organization called Save the Children. Based on the counseling, the organization plans activities to spread its message. We have partnered with this organization for the last four years.

**Describe how the citizenship program has helped you be more active in your community.**

Our citizenship program was a kind of momentum that got people more involved in the community and helped people stay involved, too.

### Asia Pacific

#### Kuala Lumpur

**What does citizenship mean to you?**

Citizenship means being able to be part of something. Community service is one of the avenues of citizenship that enables us to make a difference in today's world.

**What is the citizenship contribution of which you are most proud?**

We were given the privilege of gathering resources and mobilizing people to make a change. Knowing that we have made a positive impact, be it small or big, in a person's life is rewarding because every action is a tiny revolution.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

We collaborated with a local NGO to help people living in hunger. A number of us volunteered to help distribute food and took a closer look at an issue most of us tend to ignore. The office also donated items that will be useful for the homeless.

**Describe how the citizenship program has helped you be more active in your community.**

The citizenship program is an avenue to move away from comfort zones and reach out to people in need. This program has helped provide resources and time that have allowed us to be active in our community.

**How does Edelman's citizenship program change the way you think about the company?**

It feels great to work at a company that takes its community seriously and responds to societal needs. It makes us proud to work here.

### Asia Pacific

#### Melbourne

**What does citizenship mean to you?**

Citizenship means being a small part of a bigger global picture and being responsible enough to lead the way from a CSR point-of-view in a business perspective. As members of society, it's key to show that we've been thinking about what we can offer and how this will positively impact equality, global rights, hunger and poverty.

**What is the citizenship contribution of which you are most proud?**

We are most proud of the different ways we have helped the company become a better global citizen, including our work with organizations on achieving the UN Millennium Development Goal of eradicating hunger and poverty, and our work in securing Edelman community investment grants to help support organizations that are important to employees. Many of us have used our time in and out of work to bring professional services to organizations that need support.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

We've been working with Make Poverty History, which deals primarily with eradicating poverty. We've split up into various teams and delivered projects that include teaching the organization how to leverage its sponsorship, how to deal with the media, and how to be spokespeople so that they can get their message out to the community.

**Describe how the citizenship program has helped you be more active in your community.**

The citizenship program has helped us realize that citizenship is critical to business and it's an integral part of what we should be expecting of ourselves and the people we work with.

### Asia Pacific

#### Pegasus (China)

**What does citizenship mean to you?**

Citizenship means an understanding that the well-being of a person is closely related to that of society and nature. It means a sense of responsibility that a better life for any person can't be effectively achieved without his or her efforts at the same time to build a better society. Citizenship is a lifetime commitment.

**What is the citizenship contribution of which you are most proud?**

The time we spent as volunteers has generated a concrete impact on people. Many of us volunteered to read aloud in classrooms and witnessed firsthand the children's smiles, enjoyment and appreciation for our time.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

We have an annual tree-planting project that was initiated five years ago and recently joined by Edelman Beijing. The idea behind this citizenship program is to make a greener community around us.

**How does Edelman's citizenship program change the way you think about the company?**

We are happy and proud to be working for a responsible company and we tell this to people around us. Edelman's citizenship program gives us a sense of belonging since we share the same values. We don't just talk – we do good things and our commitment is long-term.

### Asia Pacific

#### Shanghai

##### **What does citizenship mean to you?**

Citizenship means being actively engaged in the community, recognizing our social responsibility to those around us, and offering help to individuals in need.

##### **What is the citizenship contribution of which you are most proud?**

We are most proud of our involvement with a local service organization called the Rotaract Club of Shanghai, which has allowed us to contribute to Edelman's global volunteerism hours and has culminated in an Edelman community investment grant. Through this organization, we volunteered at an orphanage, contributed to its food drive by enlisting the help of coworkers, helped lead its swim marathon to raise money to end polio, and organized an 8K run to help provide an egg a day for impoverished students. We strongly believe that our program has been a great motivator of the club's success.

##### **How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

Our office has been engaged with several initiatives to contribute to Edelman's effort to help eradicate hunger and poverty. In December, the office held a food drive in cooperation with the Rotaract Club of Shanghai, contributing to its collection of nonperishable goods for widowed and impoverished seniors on Chongming Island. In April, the office cooperated again with the Rotaract Club of Shanghai, raising clothing, shoes, socks and money for 1,052 elementary school students in the Hunan province. Half of a \$2,500 Edelman community investment grant will also go toward the project. Also in April, nine Shanghai employees participated in Shanghai United Foundation's walkathon. Four of them were able to complete all 50 kilometers of the route (which took over 11 hours), raising funds for multiple NGOs operating in China, many of which focus on hunger and poverty initiatives.

##### **Describe how the citizenship program has helped your office be more active in your community.**

There was very little community engagement at Edelman's Shanghai branch before the citizenship program. Since participating in the program, the office has been actively involved, organizing a food drive, a clothing drive and participating in charity events as a group.

##### **How does Edelman's citizenship program change the way you think about the company?**

We now think of the company as not only the biggest and best public relations agency in the world, but also as one that has a strong commitment to the community, which is evidenced by the time, money and expertise it provides to those in need. Our participation has made our time at Edelman much more fulfilling.

### Asia Pacific

#### Singapore

**What does citizenship mean to you?**

Citizenship represents our responsibility – as a global citizen – to the society in which we work and live.

**What is the citizenship contribution of which you are most proud?**

We are most proud of rallying to make citizenship a core part of our work life at Edelman and generating genuine interest and enthusiasm in the program.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

Extreme hunger and poverty do not affect Singapore in the same way these issues affect countries in our region, such as Indonesia, Thailand, Vietnam and Cambodia, which is why we chose to partner with World Vision that works with children, families and communities across the world to tackle issues of poverty and injustice. To date, Edelman has provided support to World Vision by working closely with the marketing team on brainstorming, ideation and planning to support initiatives that raise funds and awareness. In FY '13, we plan to expand this partnership by utilizing citizenship public service hours to undertake proactive awareness-raising activities.

**Describe how the citizenship program has helped you be more active in your community.**

Over the last 12 months, we have noticed enthusiasm in the citizenship program grow exponentially both at a global level and in our office in Singapore. Most people in our office are fortunate to enjoy a high quality of life and standard of living, so it's easy to forget that many of our neighbors in Southeast Asia do not enjoy these same privileges. Citizenship has shone a spotlight on the issues that plague countries in this region, such as extreme poverty and hunger, and employees are passionate about making a change through our partnership with World Vision.

**How does Edelman's citizenship program change the way you think about the company?**

We are proud to work for a company that places as much value on the community as it does on clients and colleagues. While we can make personal choices about how we live our life in a way that we consider socially responsible, it is great to work for a firm that places this responsibility at the center of the business. We also value the fact that in everything Edelman does, including citizenship, the company stays at the bleeding edge and constantly looks for new ways to challenge the status quo and change the game.

### Asia Pacific

#### Sydney

**What does citizenship mean to you?**

Citizenship means playing a contributing role within our community. It's about having a presence and voice within that community to demonstrate our passions and concerns.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

Edelman Australia is proud to be assisting ChildFund Australia in its quest to raise its profile and make a bigger difference in the Asia Pacific.

**Describe how the citizenship program has helped you be more active in your community.**

The citizenship program has allowed the community ambassadors and the wider workplace an opportunity to address serious issues within our community through our skills as PR practitioners.

**How does Edelman's citizenship program change the way you think about the company?**

It's fantastic that Edelman is so passionate about citizenship. It makes us proud and happy to work with a company that wants to make a change.

### Asia Pacific

#### Taiwan

##### **What does citizenship mean to you?**

Citizenship means a duty to the people in our community. We need to recognize and acknowledge our responsibilities not only to each other, but to the world. Global citizenship is a way of thinking and behaving – an outlook on life and a belief that we can make a difference together.

##### **What is the citizenship contribution of which you are most proud?**

We are most proud of how we have helped people and families in our community who are suffering, impoverished and starving. We helped them both financially and spiritually. This has helped us learn that we cannot take things for granted, and we must cherish what we have. Many of us had never volunteered before, so it was a fresh experience. The feedback we got from helping people is made up of smiles, happiness and appreciation – not money or material objects – and that feels great.

##### **How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

Our team successfully helped more people in Taiwan become aware that there are still many people, especially children, who need our attention. Within a month, we raised over \$9,500 in donations for this program. And, most importantly, we invited several bloggers and online influencers to attract over 800 fans on the fan page we established for our partner's program, the focus of which is helping poor children in Taiwan.

##### **Describe how the citizenship program has helped you be more active in your community.**

From these charity initiatives, we have learned that it's every citizen's job to help these children who have no money and no resources.

##### **How does Edelman's citizenship program change the way you think about the company?**

People want to be associated with an organization that has a positive image in the world. For employees, CSR and business success go hand-in-hand, and Edelman's commitment to this belief proves the company cares about its community.

### Asia Pacific

#### Tokyo

**What does citizenship mean to you?**

Citizenship means a responsibility to helping other people in this world, since no one can live without another person's help.

**What is the citizenship contribution of which you are most proud?**

We are supporting i-kifu, an organization that creates a platform for the general public to easily donate to NGOs by showing the transparency of their activities. We are also supporting Music Securities, which raises money for companies in Tohoku and helps them rebuild their businesses after the Great East Japan Earthquake. As individuals, what we can do is such a small thing, but as a company we can tackle the societal issues using our expertise as a PR consulting firm.

**Describe how the citizenship program has helped you be more active in your community.**

Normally, in Japan not many people are involved in volunteer activities. The citizenship program was a way for us to get more people involved in our community and engaged through volunteer activities.

### Europe/Middle East

#### Amsterdam

##### **What does citizenship mean to you?**

Citizenship means the most important obligation any company can have. Citizenship defines our beliefs and values and brings us together in a common cause to help others. It's not something we do because others expect it of us; rather, it's who we are.

##### **What is the citizenship contribution of which you are most proud?**

As part of the global citizen program, we've started a partnership with the Netherlands Refugee Foundation (Stichting Vluchteling). Because of the Edelman grant, Stichting Vluchteling will receive \$2,500 that will be used for medical care for 15 children with acute malnutrition through 24-hour inpatient services in the hospital. It also will help at least 40 children with an outpatient therapeutic program in health posts and with a supplementary feeding program.

##### **How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

The Netherlands Refugee Foundation is our partner for eradicating hunger and poverty. In order to help the organization, we invited the director of the foundation to explain the good work that the foundation is doing and to discuss the difficulties it faces in reaching a young audience. We used our own channels (Twitter, our Facebook page and our website) to increase awareness for the foundation and especially the Night of the Refugee in May. We also created an email signature to let all of our contacts know that Edelman Amsterdam is supporting this cause and that they can help as well.

### Europe/Middle East

#### Amsterdam

**Describe how the citizenship program has helped you be more active in your community.**

Citizenship has become an inspiring conversation topic amongst colleagues. This stimulates the sharing of experiences in volunteerism, recycling and general awareness of what happens all around us, but what can't always be seen – the increasing dependence on food banks in the Netherlands, for example. It promotes a critical rethink of all the habits we have developed over the years.

**Does Edelman's citizenship program change the way you think about the company and about working here? How?**

We've always felt that Edelman is a responsible company, but the citizenship program adds another layer to that. It actively involves colleagues from all around the world; it provides a clear focus and structure and it creates a sense of pride for being a local part of a global common cause.

**How does Edelman's citizenship program change the way you think about the company?**

Edelman's citizenship program has created a lot of joy in our office because of the opportunity it has created for societal contribution. The joy is totally different from having a satisfied client via hard work, as it allows us to live even more meaningful lives.

### Europe/Middle East

#### Barcelona

**What does citizenship mean to you?**

Citizenship means that our company does much more than business. It means that we are people who care about other people's needs and social problems. Our company's citizenship values concentrate small individual efforts in order to build something bigger and relevant, first at a local scale and then at a global scale.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

We contribute our time to various organizations and offer Caritas, a nonprofit organization that helps vulnerable people, our professional services. Since 2007 Edelman Spain has also been contributing to the nonprofit Fundacion Lucia for Pediatric HIV.

**Describe how the citizenship program has helped you be more active in your community.**

The citizenship program helped us open up our scope of social contribution, allowing us to engage other colleagues with similar interests and become a more responsible company that joins together with its community.

**How does Edelman's citizenship program change the way you think about the company?**

Edelman's philosophy and culture are reasons employees are so proud to be a part of this company. The citizenship program is completely in line with the kinds of things that people expect from a company like ours, so it doesn't actually change our perception, but meets our expectations.

### Europe/Middle East

#### Brussels

##### **What does citizenship mean to you?**

Citizenship means being part of a community. No matter the scale – the office, a village, a city or even the entire world – we all impact the world around us. We are united in difference and there is no reason not to play an active role in shaping our surroundings.

##### **What is the citizenship contribution of which you are most proud?**

As part of the citizenship program our office partnered with and supported a local humanitarian association, Poverello, in Brussels, providing shelter and food services to the homeless, helping serve food and cleanup. Being able to give back to and support the community provided us with an invaluable sense of fulfillment.

##### **How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

Poverello is a Belgian soup kitchen with locations in several Belgian cities. It provides warm meals for the homeless, low-income individuals and families every day.

During Christmas, everyone from the office took time to help out at Poverello. It was an amazing opportunity that allowed us to experience a different part of the city – a new reality far from the business bubble we are used to being in. It also opened our eyes to poverty and hunger and made us realize that we are a lot closer to it than we thought.

##### **Describe how the citizenship program has helped you be more active in your community.**

The citizenship program gave us an opportunity to learn more about our community and gave us a new perspective about the reality of our environment. After we realized how we could help people less fortunate than ourselves, many of us have continued volunteering at Poverello and other places, too.

##### **What can we do to improve the global citizenship program? What can you do on an individual level?**

We feel a more constant commitment by the office to different varieties of volunteer organizations and NGOs would help improve Edelman's global citizenship program, allowing employees to choose when, where and how to volunteer. At an individual level, every employee should feel free to propose any kind of charitable activity. Small individual initiatives to raise money should be supported.

### Europe/Middle East

#### Brussels

##### **How does Edelman's citizenship program change the way you think about the company?**

We are always busy at work, but the possibility to stop working and instead help an organization like Poverello shows that Edelman is not only about work and clients – it's also about other important issues to humanity. We were all proud to participate and to be part of a company that takes care of one another.

#### Dublin

##### **What does citizenship mean to you?**

Citizenship means recognizing our responsibility as an organization with a global footprint to use our scale, our resources and, most importantly, our talented people to assist those in need.

##### **What is the citizenship contribution of which you are most proud?**

With the prevailing narrative in Ireland and worldwide focus on economic, business and financial issues, our citizenship program allowed us to stand back and gain a real sense of perspective. For example, helping Move4Parkinson's and Suicide or Survive with media engagement programs not only raised the issues on a national and local level, but got all of us thinking, too. We are glad to help those in need – even the smallest activity makes a difference.

##### **How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

Our practical project with Depaul Ireland will allow us to help a local organization in Dublin that is working with homeless and marginalized people to make their communal spaces brighter, more attractive places to be. It will help women and children make the transition from homelessness to independent living in a positive, friendly and safe environment. Our work with InkEx created the first Irish database of all charities, helping for greater access to and record of charity contact details. It will help all charities working in the hunger and poverty space to become more visible, more accessible and, ultimately, more successful.

### Europe/Middle East

#### Dublin

**Describe how the citizenship program has helped your office be more active in your community.**

The range of charities we partner with as part of our citizenship program is quite diverse – Parkinson’s disease, mental health issues and homelessness, among others. The citizenship program has helped us see that there are a range of volunteering opportunities available in our communities and a range of charities that need assistance, both in Dublin and nationally.

**How does Edelman’s citizenship program change the way you think about the company?**

Edelman’s citizenship program has helped us work closely as a team. We now are more appreciative of how fortunate we are not only to be employed, but also to be in a positive working environment every day.

### Europe/Middle East

#### Germany

**What does citizenship mean to you?**

Citizenship means truly engaging in the community, locally and globally, to make a positive difference and impact in the world.

**What is the citizenship contribution of which you are most proud?**

We are most proud of how we are galvanizing German citizens to get involved. We also have engaged a celebrity to represent Stand Up for African Mothers, the organization we are supporting. One of our employees traveled to Africa in March 2012 with the celebrity and journalists to capture the realities of women from sub-Saharan Africa. It was good to see and hear firsthand the stories of mothers and midwives and how we are contributing to their future.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

The Stand Up for African Mothers campaign is dedicated to maternal health in Africa with the objective of training 15,000 midwives by 2015 and contributing toward reduction of maternal mortality in Africa by 25 percent. Once trained, a single midwife can provide care for 500 women every year. Through the training and funding of more African midwives, we help deliver an immediate, sustainable solution and put African women at the helm of the change.

**Describe how the citizenship program has helped you be more active in your community.**

Through this citizenship program we have actively reached out to corporations, NGOs, media, celebrities and the public at large to get involved. The Edelman team has also taken the cause into its own networks to help spread the word and encourage friends and family to make a difference with Stand Up for African Mothers.

**How does Edelman's citizenship program change the way you think about the company?**

It is highly rewarding to work at a company that encourages citizenship engagement.

### Europe/Middle East

#### London

**What does citizenship mean to you?**

Citizenship is the realization that we as individuals are not in a vacuum. We have a responsibility to help other citizens, particularly those less fortunate, whether that be in the local community, around the country or globally.

**What is the citizenship contribution of which you are most proud?**

We are most proud of our partnership with Pimlico Academy, a local, government-supported school that is mostly attended by children from low-income and ethnic families. We developed a work experience program with the school to expose students to working in a professional services environment, to build awareness in secondary school students about a career in PR, and to actively support our local community.

**Describe how the citizenship program has helped you be more active in your community.**

Among other examples, the citizenship program gave one of our employees the opportunity to climb Mount Kilimanjaro and raise £4,000 for a UK charity.

**How does Edelman's citizenship program change the way you think about the company?**

Edelman's citizenship program makes us proud to be Edelman employees. When we speak about Edelman, we proudly share how we are actively supported to become better citizens and engage with our community. We love working for a company that has a broader focus than revenue and feels responsible to make an impact in the community. Edelman has set the benchmark in terms of what we would look for in future employers, as well.

### Europe/Middle East

#### Madrid

**What does citizenship mean to you?**

Citizenship means that we all belong together. There are no boundaries when it comes to building a better world. We have to take care, participate and cooperate to build a better world and a better environment.

**What is the citizenship contribution of which you are most proud?**

We are proud of the whole program because it's not an improvised or spontaneous reaction but a rational, solid way to respond to social needs. This program embodies our values and it's a clear example of everything Edelman stands for.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

Both Madrid and Spain as a whole contribute to Caritas, an organization that assists poor people at a local level, providing not only food and shelter but also hope.

**Describe how the citizenship program has helped you be more active in your community.**

The citizenship program enabled us to be more aware of the importance of being an active social player, committed to society and to its citizens. In addition, it has given us key guidelines to follow, relevant tools to move forward and has built a brilliant team all over the world to share experiences and best practices for mutual learning.

**How does Edelman's citizenship program change the way you think about the company?**

The program has enabled us to understand what Edelman stands for and has showed us how the company is promoting real, tangible values that can be shared.

### Europe/Middle East

#### Milan

**What does citizenship mean to you?**

Citizenship means feeling part of the reality that we're living and sharing our experience, knowledge and values with others so that we can build a better future together. Citizenship means being active, open and embracing others by giving a meaningful contribution to common problems.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

Our office contributes to Edelman's efforts by supporting Children in Crisis in its Italian activities. In particular, we provide media relations and other communication activities to help raise visibility among the public about the organization's mission.

**Describe how the citizenship program has helped you be more active in your community.**

The citizenship program helped us realize how our actions and our commitments can be helpful and important. It gave us a perspective on how even smaller actions can contribute to great results. Since we became involved with the program, many of us have engaged more with our local community.

**How does Edelman's citizenship program change the way you think about the company?**

Edelman's citizenship program has helped us in sharing and appreciating the core values and culture of our company.

### Europe/Middle East

#### Moscow

**What does citizenship mean to you?**

Citizenship means participation in the large and socially significant goal of our team at Edelman. It means contributing to solving major challenges – fighting poverty, caring for the environment, and more. It means changing behaviors and increasing responsibility for our actions.

**What is the citizenship contribution of which you are most proud?**

We're proud of our participation in the Box of Happiness local volunteer project. Each year, on New Year's Eve, the Edelman Moscow team brings gifts to children at orphanages. It's wonderful to give happiness and joy to children who don't have parents.

**Describe how the citizenship program has helped you be more active in your community.**

Participation in the citizenship program helped us take a fresh look at many aspects of our community. We began to care more about the environment by conserving resources, and we've become more active in helping those in need. Also, many of us are spreading Edelman's message to our friends and families.

**How does Edelman's citizenship program change the way you think about the company?**

The citizenship program helped reaffirm that Edelman is a socially responsible company that makes great efforts to address global issues and actively involves its employees in these endeavors.

### Europe/Middle East

#### Paris

**What does citizenship mean to you?**

Citizenship means that our acts and decisions have consequences that impact the city. It's important to understand this responsibility and to participate and be proactive in making a positive impact in our community.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

Our Paris office supports Emmaus, a leading NGO in this field.

**Describe how the citizenship program has helped you be more active in your community.**

The citizenship program has provided us with more ways to stay active in our community through work.

**How does Edelman's citizenship program change the way you think about the company?**

Edelman has encouraged us to become engaged. We are proud of that and now feel that doing business and making money are not enough. Edelman has a real sensitivity that shows it understands the world in which it operates.

### Europe/Middle East

#### Poland

**What does citizenship mean to you?**

Citizenship means that you care, that you do more because you feel it's important. It means you want to share your expertise and knowledge with others, you want to help and to be involved and you are happy doing things for others.

**What is the citizenship contribution of which you are most proud?**

We are most proud of the new attitude we have here at Edelman. There are so many tasks each day that we have to complete that sometimes it's hard to do more. But our team is taking a challenge, and we're completing each volunteer task with a lot of effort and enthusiasm.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

We helped three NGOs organize press conferences and spread important news to a wider group via positive engagement with the media.

**Describe how the citizenship program has helped you be more active in your community.**

The citizenship program has helped us care more and to better understand the issues in our community. Quite often we do not realize that the problems are big, and when you aren't aware of this, you don't have a chance to help. This program has given us a chance to step into the community and do more.

**How does Edelman's citizenship program change the way you think about the company?**

We are fully supported by our general manager to get involved with nonprofits, which makes us feel that we work for a great company that not only cares about its business, but also truly cares about those who need additional support. It's like seeing goodpurpose® in our everyday business lives. Edelman is consistent to that point – we say, and we do.

### Europe/Middle East

#### Stockholm

**What does citizenship mean to you?**

That Edelman is a citizen of the society and a contributing part of the society's well-being and development rather than merely a company that operates in the society.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

We are working with AMREF, a nonprofit organization. At the end of August we had a big project that will change the situation for mothers in Africa.

**How does Edelman's citizenship program change the way you think about the company?**

It makes us proud to work at a company that takes its responsibility to society seriously.

### Europe/Middle East

#### United Arab Emirates (UAE)

**What does citizenship mean to you?**

Citizenship means acting responsibly and adding value to the community and environment in which we work.

**What is the citizenship contribution of which you are most proud?**

We are most proud of engaging staff to participate in the citizenship program. Edelman UAE stands out from other traditional companies operating in the region because we have such a focus on our community.

**How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

Edelman UAE partnered with the United Nations World Food Program. We are providing our professional services for free throughout the year with a big focus on its matching donation campaign, which ran throughout Ramadan from July to August 2012.

**Describe how the citizenship program has helped you be more active in your community.**

We have become more aware of the need to give back to our community since becoming involved with the citizenship program.

**How does Edelman's citizenship program change the way you think about the company?**

The citizenship program definitely makes us proud to work for Edelman. We were surprised at how well managed the program was and feel Edelman has additional values that make it a wonderful company to work for.

### Canada

#### Montreal

**What does citizenship mean to you?**

Citizenship is about taking action in the community, understanding who our neighbors are and helping them.

**What is the citizenship contribution of which you are most proud?**

Many of us are involved with the Young Chamber of Commerce in Montreal. We've done some training and coaching with the board members and are helping them with their communications and visibility plans.

**Does Edelman's citizenship program change the way you think about the company and about working here? How?**

The citizenship program changes the way we feel because we are now part of a greater good. We're engaged in our communities. Edelman is not only saying the right things, but doing the right things, too.

**Describe how the citizenship program has helped you be more active in your community.**

Citizenship has become an inspiring conversation topic among colleagues. This stimulates the sharing of experiences in volunteerism, recycling and general awareness of what happens all around us, but what can't always be seen – the increasing dependence on food banks in the Netherlands, for example. It promotes a critical rethinking of all the habits we have developed over the years.

### Canada

#### Toronto

##### **What does citizenship mean to you?**

Citizenship means taking responsibility for our impact on the town, city, country and planet in which we live. It means being aware of our surroundings and how our actions affect people directly and indirectly. It's about being a part of something much greater.

##### **How did your office contribute to Edelman's effort to help eradicate hunger and poverty?**

Our office raises money for Second Harvest, an organization that picks up excess and donated food and delivers it to community organizations, from donations given by employees for fresh fruit in the office.

##### **Describe how the citizenship program has helped your office be more active in your community.**

Edelman provides us with a lot of information on how, where, when and what ways we are able to help our community. On top of all that, Edelman gives us a paid day off through our Living in Color initiative to contribute to the needs of others. With Edelman's support, there are now many opportunities to get involved in our community.

##### **How does Edelman's citizenship program change the way you think about the company?**

Edelman is a wonderful place to work regardless, but it is certainly nice to know the company we work for is making more of an effort than most to take responsibility and effect change in the region in which we do business. Edelman has made us more aware of the importance of volunteerism and our role in the community. To work for a company that goes above and beyond the bottom line is something to be proud of. Edelman recognizes that it is.

### Canada

#### Vancouver

**What does citizenship mean to you?**

Citizenship is about caring for others, making a change and leaving things better than how we found them to make the future a better place for everyone.

**Describe how the citizenship program has helped you be more active in your community.**

The citizenship program has helped us become more active in our community by providing us with an opportunity to receive community grants. It has also helped us feel as though our contributions are valued, supported and appreciated, which keeps citizenship top-of-mind when we consult or work with clients.

**Does Edelman's citizenship program change the way you think about the company and about working here? How?**

Edelman's citizenship program has changed the way we think about our company. We feel proud to be part of an organization that demonstrates how citizenship can be great for a company both inside and out.



We are concerned, involved global citizens.

Our world is an interdependent one – our actions as individuals and companies reach beyond us. We're responsible for the impact we leave on the world, and we're committed to leaving a positive one.

## Governance and Ethics

We have a responsibility to conduct ourselves as people and as a company in ways that advance citizen values over consumer values – within Edelman, with our suppliers, partners, clients, in our communities, our industry and our world. This includes maintaining the highest ethical standards in how the firm is managed and in its interaction with clients, as well as working to improve environmental sustainability. Seeing the big picture in what we do is an important part of public engagement. It is the essence of global citizenship.

### A new structure

We are aiming to create the first true PR-centric portfolio of interdependent companies under the Daniel J. Edelman, Inc. banner so that we can offer a full suite of solutions to clients.

To that end, this year we created a new umbrella company, DJE Holdings, Inc., through a new global corporate restructuring, which is taking place in two phases

- › **Phase I:** The initial phase launched July 1, 2012, and included the creation of DJE Holdings in the U.S. and comprises Edelman, Krispr communications and Zeno Group. Edelman, the largest entity, owns specialty firms A&R Edelman (technology), Blue (advertising), BioScience, DJE Science (medical education and biotech), Matter, StrategyOne (market research).
- › **Phase II:** The next phase is planned to take effect in 2013 and will include the legal restructuring of non-U.S. entities under the relevant lines of business

This year we also made a number of management changes, including naming:

- › Matthew Harrington our first global chief operating officer to oversee the firm's geographies, human resources, legal, and IT functions and to serve as chairman of the firm's conflict management committee
- › Alan VanderMolen, vice chairman, DJE Holdings, Inc., responsible for growing and strengthening our portfolio of specialty brands and assisting with the globalization of our sister agency, the Zeno Group, as well
- › Mark Hass, U.S. chief executive officer, Edelman

In addition, we changed the names of our executive and operations committees to better reflect the remit of each group.

## Governance and Ethics

### Governance

Edelman's board of directors comprises seven members, six of whom are Edelman employees or shareholders. Unlike public companies, there are no regulations requiring independence of board members for privately held companies. The board has designated certain authorized officers to manage the day-to-day operations of the company. Our global leadership team is organized into three committees:

- › **The Executive Committee** (ExComm), responsible for profit-and-loss (P&L) accountability, risk management and investment plan execution
- › **The Operations Committee** (OpComm), responsible for developing and monitoring progress against the firm's annual business strategy, and for establishing resource and investment priorities. ExComm oversees and is supported by the Strategy Committee
- › **The Strategy Committee** (StratComm) meets periodically throughout the year and makes recommendations to OpComm on investment and resource priorities. StratComm comprises eight subcommittees: talent, infrastructure (including global citizenship), global clients, practice, large hubs, mature markets, high-growth markets and innovation.

The board has representation on both OpComm and ExComm through the CEO, chief operation officer, and chief financial officer. Geographically, Edelman's operations are segregated and managed under four regions: the United States; Canada and Latin America; Europe, Middle East and Africa; and Asia Pacific. Each region operates under the leadership of its own president and chief financial officer.

## Governance and Ethics

### Ethics

Reputation is our most valuable asset, and enforcing strong ethics policies is key to maintaining it. We are committed to giving our employees the tools to guide the right behaviors, including a code of ethics and business conduct, a day-to-day situation guide and an ethics help line. In 2007 Edelman established a full-time compliance and ethics function under the direction of a dedicated global compliance officer.

- › **Code of Conduct.** The Edelman code of ethics and business conduct outlines our ethical responsibilities and addresses common compliance and ethics issues facing global businesses today. The code is supplemented by the day-to-day situation guide, which addresses issues specific to our industry (as of June 30, 2012, 84 percent of employees have received training on our code of conduct and our compliance and ethics program). PDF copies of these documents are available at [www.edelman.com](http://www.edelman.com).
- › **Code of Ethics for Financial Management (CEFM).** Edelman implemented a code of ethics for financial management, which is a subset of the code of ethics that focuses on issues relating to the accuracy and integrity of our financial and operational reporting. The CEFM is signed annually by the individuals who are responsible for or have influence over financial or operational reporting or projections.
- › **Code of Ethics for Suppliers and Service Providers.** In January 2012, Edelman published its first supplier code of ethics, the purpose of which is to mitigate risk associated with third-party business relationships. It communicates Edelman's expectations to ensure a consistent commitment to quality, compliance and ethical business practices whether work is done internally by Edelman employees or externally by third-party business partners (PDF copy available on [www.edelman.com](http://www.edelman.com), as noted above).
- › **Human Rights.** Respecting human rights is an essential part of how we do business. As a signatory of the U.N. Global Compact, Edelman supports internationally accepted principles regarding human rights, labor standards, the environment, and anti-corruption, including the United Nations Declaration on Human Rights and core ILO conventions, and we have committed to this support with a new human rights policy. In developing our human rights policy, we engaged a number of business and expert organizations including BSR, United Nations Global Compact, and International Business Leader's Forum. We asked for guidance in policy development and included elements of their feedback into our policy formulation.

## Managing Our Footprint on the Planet

Edelman reported our first global carbon footprint in 2010 (for the period July 1, 2009 – June 30, 2010). Since then, we have improved our internal tracking network globally to enhance the quality of our reported data.

For the financial year 2010 - 2011 (footprinting period: July 1, 2010 - June 30, 2011), Edelman's carbon footprint was 15,518 metric tonnes CO<sub>2</sub>e, accounting for the carbon emissions of 53 offices in five operating regions. There is a 21 percent increase in absolute emissions and a 5 percent increase in carbon intensity – carbon emissions per full-time employee – between our 2010 and 2011 footprints.

The overall increase is partially attributable to improved data-capture practices to control data quality, particularly on business air travel. In 2010-2011, business travel itinerary details, down to cabin class of travel, were automatically captured and reported for all Edelman U.S. offices, thus significantly improving the company's global footprint quality of reporting by avoiding undercounting and data-capture errors. For these reasons, the 2010-2011 data will be used as Edelman's carbon footprint baseline.

As well as improved reporting, actual growth in business air travel has also occurred as business air travel emissions increased by 30 percent, outside of the range of likely reporting error. Similar to the footprint of the previous year, business air travel remains the most significant source of Edelman's carbon footprint (73 percent). Emissions from purchased electricity are steady with an absolute increase of only 3 percent, and notably, emissions from paper use decreased by 6 percent – both in spite of a 16 percent growth in global full-time employee number. The carbon emissions reduced from paper use are attributable to more and more offices taking initiatives to cut printing and adopt the use of paper with higher post-consumer recycled contents.

- 1 Two offices, Taipei and Brighton (UK), were excluded from the footprint due to data limitation and emissions were estimated to be insignificant to global carbon footprint.*
- 2 FY2009/10 carbon footprint was recalculated due to improved emission factors, though the difference between the recalculated and original footprint is less than 1 percent.*

## Managing Our Footprint on the Planet

TABLE 1: OVERALL EMISSIONS BY SCOPE AND CARBON INTENSITY

EMISSIONS BY SCOPE	FY2010/2011 METRIC TONNES CO2e	% OF TOTAL	FY2009/2010 METRIC TONNES CO2e	% OF TOTAL	% CHANGE
<b>Scope 1</b>					
Stationary Combustion	102	0.7%	93	0.7%	9.6%
Mobile Combustion	192	1.2%	161	1.3%	19.2%
Subtotal	294		254		15.7%
<b>Scope 2</b>					
Purchased Electricity	3,656	23.6%	3,552	27.8%	2.9%
Subtotal	3,656		3,552		2.9%
<b>Scope 3</b>					
Staff Business Air Travel	11,351	73.2%	8,744	68.4%	29.8%
Copy Paper Purchase	217	1.4%	231	1.8%	-6.3%
Subtotal	11,568		8,976		28.9%
<b>Total Gross Emissions</b>	<b>15,518</b>		<b>12,782</b>		<b>21.4%</b>
Full-time Employee Number	3,932		3,402		15.6%
Carbon Intensity per Full-time Employee (FTE)	3.95		3.76		5.1%

*Values may not add up exactly due to round-up.*

*Carbon footprint measurement and reporting according to The Greenhouse Gas Protocol Corporate Accounting and Reporting Standard (Revised Edition, 2004).*

## Managing Our Footprint on the Planet

Edelman reports on the mandatory scope 1 & 2 emissions as well as significant scope 3 indirect emissions.

TABLE 2: GLOBAL EMISSIONS BY REGION <sup>4,5,6</sup>

REGION	FY2010/2011 METRIC TONNES CO2e	% OF TOTAL	FY2009/2010 METRIC TONNES CO2e	% OF TOTAL	% CHANGE
U.S.	10,976	70.7%	8,832	69.1%	24.3%
EMEA	2,243	14.5%	1,857	14.5%	20.8%
Asia Pacific	1,953	12.6%	1,787	14.0%	9.3%
Canada	224	1.4%	186	1.5%	20.6%
Latin America	121	0.8%	119	0.9%	1.8%
<b>Total</b>	<b>15,518</b>		<b>12,782</b>		<b>21.4%</b>

*4 All emissions were calculated based on primary and secondary purchase data (e.g., fuel purchase records, electricity bills, paper purchase records) and a proxy built from average Edelman usage data for office electricity that was applied only to cases where neither primary nor secondary electricity usage data was available.*

*5 Edelman's air travel data comes from a combination of internal booking receipts, data provided by external travel agent as part of the company's airline procurement process and flight itinerary records.*

*6 For the purpose of carbon calculations, all emissions factors applied are from internationally published sources (such as 2011 Guidelines to Defra/DECC's GHG Conversions Factors for Company Reporting) and local grid factors for electricity. In line with international good practice, Edelman uses a Radiative Forcing Index (RFI) multiplier of 1.9 to represent the impact of non-CO2 gases from aviation when calculating its emissions from flights.*

## Managing Our Footprint on the Planet

TABLE 3: EMISSION SOURCE CONSUMPTION DATA TABLE <sup>7,8</sup>

EMISSIONS BY SCOPE	METRIC TONNES CO2e	% OF CONSUMPTION TOTAL		IN
<b>Scope 1</b>				
Vehicle Diesel Fuel Purchase	27	0.2%	10,019	L
Vehicle Petrol Fuel Purchase	165	1.1%	71,082	L
Gas Oil	30	0.2%	9,953	L
Heating Oil	25	0.2%	10,000	L
Natural Gas in Cubic Meters	28	0.2%	13,967	m <sup>3</sup>
Natural Gas in kWh	4	0.0%	21,224	kWh
Natural Gas in Therms	14	0.1%	2,368	Therms
<b>Total Scope 1</b>	294			
<b>Scope 2</b>				
Purchased Electricity	3,656	23.6%	7,421,228	kWh
<b>Total Scope 2</b>	3,656			
<b>Scope 3</b>				
Staff Business Air Travel	11,351	73.2%	47,529,394	km
Copy Paper Purchased	217	1.4%	35,926	ream
<b>Total Significant Scope 3</b>	11,568			
<b>Total Gross Emissions</b>	15,518	100.0%		
Water Consumption (tap water purchase) of 17 Offices			37,117	m <sup>3</sup>

<sup>7</sup> Values may not add up exactly due to round-up.

<sup>8</sup> Water consumption data includes water purchase records from 17 Edelman offices: Amsterdam, Munich, Frankfurt, Vancouver, Los Angeles, Milan, Sacramento, Silicon Valley, Jakarta, Shanghai, Sydney, Paris, Barcelona, Brussels/The Centre, Warsaw, Kuala Lumpur and Singapore. The lack of metering data and water purchase records from the majority of the offices imposed significant data limitation for the calculation of total water consumption. No representative proxy can be established and, as such, carbon emissions due to tap water processing and wastewater treatment are excluded from global carbon footprint. These numbers are typically small in comparison with other emissions sources.

EMISSION BY REGION, FY2010/11 (%)



## Managing Our Footprint on the Planet

### Greenhouse Gas Emissions by Weight

The total direct and indirect greenhouse gas emissions for Edelman offices worldwide amounts to 3,950 tonnes CO<sub>2</sub>e:

- › Direct GHG emissions (Scope 1): 294 tonnes CO<sub>2</sub>e
- › Indirect GHG emissions (Scope 2): 3,656 tonnes CO<sub>2</sub>e

Other relevant indirect greenhouse gas emissions for Edelman's local offices around the world amount to 11,568 tonnes CO<sub>2</sub>e:

- › Staff business air travel emissions (Scope 3): 11,351 tonnes CO<sub>2</sub>e
- › Emissions associated with copy paper purchased (Scope 3): 217 tonnes CO<sub>2</sub>e

### Energy

The primary energy source for Edelman's local offices around the world is purchased electricity, as Edelman does not produce or sell its own energy. During FY 2011, the indirect energy consumption by primary energy source totaled 26,716 GJ by local offices worldwide. Total direct energy purchased by energy source was:

- › Diesel: 358GJ
- › Petrol: 2,331GJ
- › Natural gas: 991GJ
- › Heating oil: 352GJ
- › Gas oil: 316GJ

The source of the energy depends on the fuel mix of the local electric utility and can vary due to regional differences. Information regarding the portion of purchased electricity produced from renewable resources is not available.

### Actions to Address Carbon Footprint

For the second footprinting year, eight of Edelman's largest U.S. offices, in addition to London and Hong Kong, together account for nearly 80 percent of our global carbon footprint. Five hub offices (Chicago, New York, Washington, D.C., London and Silicon Valley-San Francisco) are responsible for 62 percent of our global emissions.

## Managing Our Footprint on the Planet

### GreenAdvance: Formal Targets

Noting the key role the hub offices play in leading global footprint management, four of our hub offices have joined hands to commit to a 5 percent carbon-intensity target by 2015, against 2010-2011 levels, as part of the Green Advance program. We will be working with our Silicon Valley-San Francisco offices in FY '13 to undertake similar assessment and establish a reduction target.

Launched in 2011, the GreenAdvance program worked closely with the four hub offices to discover carbon reduction opportunities specific to each office and develop a plan of action to reduce carbon while reducing costs. Under the program, the four hub offices are committing to reduce their carbon emissions through five efforts:

- 1. Business air-travel management.** Through application of updated business travel guidelines, making selected internal meetings virtual by default and moving shorter distance travel from air to land.
- 2. Increase video conferencing and other virtual meeting technology use.** Edelman continues to invest in and promote employees' adoption of virtual meeting technology in global offices. With 15 new high-definition video conferencing units installed and a further streamlined booking system in place, our offices will work to improve the usage rate of virtual meeting technology and establish a formal goal to improve utilization rate in the coming year.
- 3. Paper management.** With a series of managed output projects lined up and further deployment of paper use reduction activities, the hub offices are also going to purchase copier paper with higher post-consumer waste (PCW) recycled content.
- 4. Office energy management.** To unlock hidden opportunities in reducing office electricity use, the hub offices will seek to carry out energy assessment of their premises to identify the most cost-effective energy management actions or retrofits applicable.
- 5. Enhanced data tracking.** Improved air-travel data-tracking capacity is put in place to automatically track the meeting purpose of all flights booked by U.S. offices. These extra data points are expected to provide further information to evolve more precise air-travel substitution plans in the future.

5% ↓

Carbon intensity (per FTE) reduction by 2015, FY2010/11 levels Chicago, New York, Washington D.C., and London offices

## Managing Our Footprint on the Planet

**GreenStart: Global Engagement.** Many of our other offices are already engaging to improve their environmental performance. GreenStart is a global initiative designed to standardize our office approach to sustainability, benchmark office performance and provide practical advice and support to offices seeking to reduce their environmental impact. GreenStart, which will deploy a unique office-level benchmarking methodology designed specifically by Edelman and a specialist consulting firm, will be rolled out to our global office base in the second half of 2012.

**Green Teams.** Of 49 offices surveyed, 88 percent have active “Green Teams.” These teams help generate office interest in all things “green”: from recycling to energy conservation to activities that promote sustainability.

### Energy Star, Paper and Furniture Procurement

Since 2008, Edelman has encouraged all its offices to procure electronic office equipment with an Energy Star rating or equivalent. In the 2010-2011 footprint, 52 percent of paper purchases made by Edelman contained recycled content, a slight decrease from 63 percent purchased in the 2009-2010 footprint (47 percent, by weight, of total paper purchased made by Edelman is made up of post-consumer waste; total weight of post-consumer waste content by weight was 43 tonnes). The total weight of the copy paper purchased for office use was 91 tonnes (all material weight estimated based on assumption that all paper weighs 80 grams/sq. meter).

### Public Transportation Data

In FY 2012, 28 percent of U.S. employees participated in Wage Works, the U.S. pre-tax public transport voucher system. Each year, Edelman re-engages employees to encourage the use of public transport via WageWorks.

## Managing Our Footprint on the Planet

### Environmental Policy and Next Steps

In January 2012, Edelman issued its first global environmental policy. The policy outlines our beliefs, our approach, and our actions toward our environmental responsibility as a company. Additionally, we state our future commitments to achieving meaningful impact reductions at scale and raising the awareness of our people, our clients and other stakeholders about opportunities to work, live and play in a more sustainable manner.

We also issued our first Code of Ethics for Suppliers and Service Providers in January 2012 and, in it, we highlight the standards that are expected of our suppliers and service providers. In regard to the environment, Edelman encourages our suppliers to consider the environmental impacts of goods and services provided in their business dealings with us. Such impacts include minimizing carbon footprint through effective travel, effective recycling methods and responsible wastewater and solid waste disposal. With this Code of Ethics for Suppliers and Service Providers and Environmental Policy, we are ensuring that high environmental standards are followed throughout every step of the business cycle.

Going forward, we will continue tracking global emissions while striving to improve data quality on an ongoing basis. We are moving away from our historically decentralized approach, working instead to develop an all-office-inclusive, formalized team structure within our organization to act as a delivery vehicle on energy and carbon goals.

Our immediate objective is to implement the actionable goals set out for both our GreenAdvance and GreenStart program.

### Our Beliefs

At Edelman we understand the significance of the environment to our people, our clients, and the communities in which we operate.

We believe that every company has a clear responsibility to do its part to help protect our shared environment and conserve our precious natural resources.

We recognize that reducing our impacts across all aspects of our business helps preserve our planet for future generations. As such, Edelman ensures that our business strategy is closely aligned with our policy on the environment, with committed leadership on environmental issues.

### Our Approach

Every human activity has a measurable impact on the environment. Once measured, we can identify and act on a range of practical steps to reduce these impacts.

Building on this understanding, our management team initiated the Edelman Global Carbon and Water Footprint Project in 2010, aimed at establishing accurate and reliable baselines to create a robust foundation for tackling our impacts meaningfully and with precision.

### Our Actions

Our people are deeply committed to making positive change happen. Since 2008, we have instituted a range of programs across our network, including:

- › Encouraging all of our offices to source paper supplies and office equipment from the most environmentally sound suppliers
- › Requiring every office to monitor its carbon footprint on a monthly basis, tracking the following key indicators:
  - › Power
  - › Water
  - › Paper usage
  - › Travel

### Framing Our Future Commitments

To achieve meaningful impact reductions at scale, Edelman is moving from a decentralized approach to a formalized team structure to drive change across our organization.

In 2012, Edelman is committed to:

- › Delivering a set of measurable performance indicators across all aspects of our operations and their associated environmental impacts
- › Developing clear targets and plans for reducing our impacts – and communicate these commitments openly
- › Continuing to look for ways to reduce the adverse environmental impact of our purchasing decisions by buying goods and services from manufacturers and suppliers who share our commitment to the environment

Additionally, at Edelman we are dedicated to raising the awareness of our people, our clients, and other stakeholders about the opportunities to work, live, and play in a more sustainable manner. In 2012, we plan to share our learnings on sustainable practices through a program of education, outreach, and knowledge sharing activities.

## Partnerships

At Edelman, engaging partners who share our values, goals and pursuits is vital to extending our citizenship practices. We believe that by working together, we can accomplish more than any of us can working alone.

### International Integrated Reporting Council (IIRC)

We are one of over 70 global companies participating in the International Integrated Reporting Council (IIRC) pilot program. The IIRC is engaged in a two-year interactive and participative process involving companies, investors and other stakeholders, which will lead to the publication of a global Integrated Reporting Framework by December 2013. The framework will seek to accelerate the global evolution of corporate reporting, enabling organizations to communicate the full range of factors that contribute to the creation of value and ensuring they are embedded within an organization's strategy.

We believe this is the way of the future as reflected by the Rio+20 approval of the Corporate Sustainability Reporting Coalition's Point 47 initiative "...acknowledging the importance of corporate sustainability reporting and encouraging companies, where appropriate, especially publicly listed and large companies, to consider integrating sustainability information into their reporting cycle."

### Clinton Global Initiative: "Putting Service to Work"

Through our participation with the Clinton Global Initiative, Edelman, along with The Corps Network, the National Association of Workforce Boards and Monster, with support from Open Society Foundations, the Bill and Melinda Gates Foundation and CAP, LLC, developed "Putting Service to Work," a program that seeks to place at least 25,000 corps members into high-quality jobs over the next five years. By combining the expertise and capacity of our nation's Service Corps, our workforce-development infrastructure and innovative online skill development and matching software, we're helping to create a talent pipeline that will benefit the economy, workforce and service communities.

## Partnerships

### Partnering Against Corruption Initiative (PACI)

Via CEO Richard Edelman's signature, Edelman has been an active participant in the World Economic Forum's Partnering against Corruption Initiative (PACI) since 2008. PACI is a global corporation-based anti-corruption initiative that is intended to design and implement effective policies and systems to prevent, detect and address corruption; benchmark internal practices against global best practice through peer exchange and learning; and level the playing field through collective action with other companies, governments and civil society, which includes a zero-tolerance policy toward bribery and development of a practical and effective anti-corruption program. Randall Corley, Edelman's global compliance officer, is an active participant in PACI and is working on a task force that is developing a document entitled "Good Practice Guidelines on Conducting Third Party Due Diligence," which will be published together with other anti-corruption guidelines by the OECD.

### A Billion + Change

More and more, companies have the opportunity to leverage their size and skills to make meaningful impacts on local communities by merging business and society to create shared value. This year, Edelman U.S. joined A Billion + Change, a national campaign that engages major companies to pledge pro bono and skills-based volunteer services to "build the capacity of nonprofits to meet community needs." Edelman has pledged 15,000 hours of pro bono consulting, with a dollar value of \$2.25 million, which will be combined with pledges made by other companies to reach a goal of \$2 billion by 2013. To fulfill its pledge, and in keeping with other outreach initiatives, Edelman will collaborate with NGOs and nonprofits engaged in work to eradicate hunger and poverty. These additional hours are in conjunction with celebrating our 60th anniversary and reinforce citizenship as our sixth and newest value.

## Partnerships

### Global Smoke-Free Worksite Challenge

Edelman remains a staunch advocate in the fight against smoking. In September 2011, the United Nations High-level Meeting on Non-Communicable Diseases (NCD) issued a political declaration acknowledging the global health burden of NCDs, including tobacco use. In response, five organizations launched the Global Smoke-Free Worksite Challenge to encourage the establishment of 100 percent smoke-free worksites. Shortly after the announcement, Edelman became the sixth partner organization and provides a monetary incentive to employees who quit smoking, as well as in-kind support to share its experiences and spread the smoke-free message.

Collaborating organizations were extremely impressed with Edelman's progressive approach to global smoke-free worksites and Edelman's commitment to help people quit smoking by providing access to comprehensive treatment and a monetary incentive to employees. In April, John Edelman spoke to more than 100 business and public health leaders at the U.S. Department of Health and Human Services (HHS) town hall meeting in Chicago to explain how other businesses can implement similar policies. HHS has invited him to speak at similar venues about Edelman's efforts starting in fall 2012 in China.

## OUR CLIENTS



We are our clients' partners in good business and in the business of doing good.

Just as our clients expect us to employ ethical and sustainable business practices, we expect our suppliers to do the same. In this way, we are *all* working in unison to support economic opportunity and diversity.

To further ensure that together we remain a dynamic driver of change, we have a robust client quality program and business continuity plan.

## We Work With Clients to Address Global Challenges

Responsible, engaged corporate citizenship is a pursuit Edelman shares with its clients. We work side by side with the world's leading companies to develop and execute campaigns that help them change their communities and the world.

To further ensure that we are creating and driving solutions together, in 2012 we established a new global practice, Business + Social Purpose, whose goal is to help clients crystallize, integrate and activate their citizenship commitments throughout their operations and their brands.

This year we worked side by side with a variety of clients to advance programs, initiatives and other activities that address some of the world's most pressing needs.

Asia Pacific

Canada

Europe & The Middle East

Latin America

United States

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### Our Work in Asia Pacific

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#### Racing for Type 1 diabetes awareness in Australia

**Client:** Sanofi

**Our charge:** Help pharmaceutical company Sanofi raise awareness of the incidence of Type 1 diabetes in Australia by championing its sponsorship of Team Type 1, a world-class athletic program for athletes with Type 1 diabetes.

**Our response:** Edelman developed a multi-pronged campaign to promote the Team Type 1 professional men's cycling team's participation in the Jayco Herald Sun Tour in October 2011. The team, acting as Type 1 diabetes ambassadors, received coverage by SBS Sports TV, The Daily Telegraph, Herald Sun, Canberra Times, and numerous radio outlets, putting Type 1 diabetes at the forefront of talk about sports and health.

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## We Work With Clients to Address Global Challenges

### Our Work in Asia Pacific

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#### A new spotlight on the Cancer Council's star events

**Client:** Cancer Council

**Our charge:** Make the media and public take new notice of Cancer Council's iconic fundraisers such as Australia's Biggest Morning Tea (May), Daffodil Day (August) and Pink Ribbon Day (October).

**Our response:** Edelman employed new media and celebrity-driven efforts to highlight Cancer Council programs and raise awareness among a younger audience. For example, we used Edelman BlogLevel – a measurement tool created by Edelman to measure a blog's influence – to identify Australia's top fashion bloggers to promote Designers for Daffodil Day 2011, a competition among Australian fashion designers. In addition, we convinced well-known Australian media personalities to wear pink on Pink Ribbon Day 2011 and encouraged high-traffic Facebook pages to post about Cancer Council initiatives.

Edelman also delivered broad traditional media coverage of Daffodil Day 2011 and Pink Ribbon 2011, including a five-minute segment on "The Kerri-Anne Show," coverage on "Good News Week," radio coverage on "Fifi and Jules" and Nova, and pieces in *mX* and *TV Week*.

## We Work With Clients to Address Global Challenges

Asia Pacific

Canada

Europe & The Middle East

Latin America

United States

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### Our Work in Canada

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#### Kraft Food for Families campaign

**Client:** Kraft

**Our charge:** Engage local food banks and media around Kraft Canada's Kraft Food for Families – a program launched during the 2011 holidays that helps food banks address the short-term need for food and long-term solutions to hunger. As part of the initiative, Kraft asked Canadians to sign their names online. For every signature received, the company would donate \$1 to the food bank of their choice, up to a total of \$50,000. The response to the program was overwhelming: the \$50,000 goal was reached in just eight days thanks in large part to the town of Owen Sound, which collected 22,232 signatures – equal to the town's population!

**Our response:** Edelman turned a unique challenge – giving Kraft Food for Families new life after reaching its goal early – into an exciting opportunity with a new strategy. The second phase of the program challenged local food banks to continue gathering signatures for an additional donation, and media relations focused on Owen Sound's remarkable participation. The team earned more than 28 million media impressions (exceeding the goal by 13 million impressions), 186 pieces of coverage, and secured a live segment in Owen Sound with "Canada AM" – Canada's most prominent morning show. Kraft Food for Families was deemed a huge success, donating \$70,000 to food banks across the country in just three months. Kraft's contributions were recently recognized by Food Banks Canada when it was honored with the 2011 Donor of the Year Award.

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## We Work With Clients to Address Global Challenges

Asia Pacific

Canada

Europe & The Middle East

Latin America

United States

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### Our Work in Europe, The Middle East and Africa

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#### An education in energy efficiency

**Client:** Shell

**Our charge:** Shell Eco-marathon, held annually in Europe, Asia and the Americas, is one of the world's leading energy competitions for students, providing a real-life platform to begin working on sustainable solutions for transport and mobility.

The event attracts thousands of students who design and build super-mileage vehicles with the goal of traveling the farthest distance using the least amount of energy. Shell Eco-marathon is a platform to engage stakeholders, customers and the general public on the challenges and opportunities related to the world's energy system, and Edelman is tasked with ensuring that the needs of each audience are met.

**Our response:** We support Shell Eco-marathon globally, managing social media and media relations, event logistics and stakeholder engagement. Since its inception, more than 30,000 students have participated in Shell Eco-marathon, and around the world Shell Eco-marathon is educating all about the importance of closing the gap between finite energy sources and growing energy demand.

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#### Mellin Celebrates Italian Mothers

**Client:** Mellin

**Our charge:** Help Italian baby nutrition company Mellin celebrate Italian mothers in a meaningful way on Mother's Day 2011 with a program inviting mothers to share their own "stories of motherhood" on the themes of nutrition, breastfeeding and weaning.

**Our response:** Edelman launched a special digital and CSR initiative called "Mellin Cuore di Mamma" (Mellin Moms' Hearth) with the website [www.mellincuoredimamma.it/Le\\_storie/](http://www.mellincuoredimamma.it/Le_storie/). Edelman involved some of the most influential Italian mom bloggers to spread the word through their blog communities and drive traffic to the site. In addition, Edelman helped Mellin link the initiative to a goodpurpose® objective: for every story uploaded by moms, Mellin donated 1€ to Magica Cleme, a nonprofit foundation that provides entertainment outside hospital walls to ill children and their families.

## We Work With Clients to Address Global Challenges

Asia Pacific

Canada

Europe & The Middle East

Latin America

United States

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### Our Work in Europe, The Middle East and Africa

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#### Giving youth football players a leg up with RWE Foundation

**Client:** RWE Foundation

**Our charge:** Work with the RWE Foundation in Poland on its program that helps disadvantaged young footballers from Warsaw and suburban clubs by providing complete sets of football equipment as well as a grant for a football training camp. In 2012 the RWE Foundation reached 71 children from 31 clubs.

**Our response:** Edelman Poland handled event logistics and media relations for the youth program. The program's culmination took place during a football match between Legia Warszawa and Korona Kielce held at Warsaw's Pepsi Arena stadium on May 6, 2012. All participants and their coaches attended the game together. At the game, they received bags with complete football equipment, selected participants led the players of both teams to the football pitch, and the five youngest participants received a souvenir ball from the representative of the RWE Foundation.

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## We Work With Clients to Address Global Challenges

Asia Pacific

Canada

Europe & The Middle East

Latin America

United States

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### Our Work in Latin America

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#### Making Manpower a power in workplace diversity

**Client:** Manpower Group

**Our charge:** Reinforce Manpower Group as a company committed to a diverse and inclusive workforce with a special focus in refugees, underprivileged youth, disabled people, senior citizens and gender parity.

**Our response:** As Manpower Group's partners in CSR in Argentina since 2005, the Edelman team created a comprehensive media relations program for its corporate social responsibility efforts including: identifying and developing communications plans about Manpower's efforts for key dates such as Women's Day, World Day Against Child Labor and Refugee Day; helping Manpower submit to rankings and awards related to HR, CSR and marketing initiatives; creating the campaign "Construyendo Puentes" (Building Bridges) to encompass CSR activities and developing a logo and marketing materials for it; and arranging a Manpower-hosted workshop to educate journalists about the current labor market conditions for people with disabilities.

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#### Leading Literacy with C&A Institute and Brazil's public schools

**Our charge:** Collaborate with C&A Institute on its financial and logistical support of 24 literacy projects developed by public schools in four cities in Brazil. C&A Institute's mission is to promote the education of children and adolescents from communities where C&A operates through community alliances and strengthening of social organizations.

**Our response:** Edelman Significa managed the communication of the program and the selection process and criteria for 293 submissions. Each project received a cash prize and also professional consultancy during its implementation. The results are being shared in the media, among other places.

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## We Work With Clients to Address Global Challenges

Asia Pacific

Canada

Europe & The Middle East

Latin America

United States

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### Our Work in the United States

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#### A community-focused spring for Starbucks

**Client:** Starbucks

**Our charge:** April 2012 marked a significant moment for Starbucks' ongoing commitment to helping communities around the world thrive, and a significant opportunity to help Starbucks tell its unique community investment story.

**Our response:** Edelman focused on storytelling around three original community engagement programs – Vote. Give. Grow., an innovative mobile and online experience for consumers to vote on how Starbucks should split \$4 million among 124 nonprofit organizations; Global Month of Service; and Create Jobs for USA, an initiative that pools donations from Starbucks customers, employees and concerned citizens into a nationwide fund for community business lending. The work resulted in a banner month for Starbucks community programs – earning more than 4,500 placements and 403 million impressions, more than 100,000 voters participating in Vote. Give. Grow., and raising more than \$10 million to date for Create Jobs for USA, which will create or sustain at least 2,300 jobs across America. In addition, to demonstrate its own commitment to Create Jobs for USA, Edelman made a donation for each U.S. employee, a total of \$12,520.

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## We Work With Clients to Address Global Challenges

Asia Pacific

Canada

Europe & The Middle East

Latin America

United States

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### Our Work in the United States

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#### A greater GIFT for Gateway Center and the city of Atlanta

##### **Client:** Atlanta Gateway Center

**Our charge:** Coordinate an event for the Atlanta Gateway Center recognizing a \$32,000 donation awarded by the Atlanta Downtown Improvement District, a local government agency that strives to advance the environment of downtown Atlanta through public-private partnerships. Given the prominence of the Atlanta Downtown Improvement District's board members in the Atlanta community, the approaching holiday season and the Gateway Center's mission to end homelessness in Atlanta, the Edelman team knew a greater opportunity waited.

**Our response:** The vision for the Gateway GIFT Project united Edelman's core practices of Public Engagement, Public Affairs and goodpurpose®. A partnership was established with WSB-TV, and five major Atlanta broadcast news outlets supported the campaign and recognized each contributing organization. The Chronicle of Philanthropy praised the campaign for its originality in a profile to raise awareness for the issue of homelessness. Edelman reached out to the partners and previous supporters of the Gateway Center, contacts of the Atlanta Downtown Improvement District, and our own client base to encourage participation in the project.

The campaign received \$70,000 in donations and services – more than double the original Atlanta Downtown Improvement District donation of \$32,000. It generated significant awareness of the Gateway Center, resulting in more online donation activity in December 2010 than the entirety of 2010, and it helped establish relationships between the Gateway Center and many of Atlanta's most influential business leaders.

The GIFT Project was awarded the 2011 IABC Golden Flame Award for Nonprofit Integrated Marketing Campaign and the 2011 PRSA Phoenix Award for Public Service and was named PRWeek's 2012 Community Relations Campaign of the Year.

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## We Work With Clients to Address Global Challenges

Asia Pacific

Canada

Europe & The Middle East

Latin America

United States

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### Our Work in the United States

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#### Making it fashionable to “Go Water<Less”

**Client:** Levi’s

**Our charge:** The Levi’s® Brand challenged employees to “Go Water<Less™” in honor of World Water Day. Edelman was asked to bring the water-conservation challenge to an even greater audience.

**Our response:** To raise awareness for the need to conserve water, Edelman took the Levi’s challenge beyond employee engagement and encouraged people to wear the same pair of jeans all week – without washing them – and share their personal style by uploading a photo of their look each day on Instagram using the tag #gowaterless. Edelman conducted outreach to key eco-fashion sites and received coverage from Ecorazzi, Ecouterre, and Ecofabulous, including tweets, newsletter articles and blog posts driving the sites’ tens of thousands of followers to join the challenge and learn more about Levi’s work with charity water.org.

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#### A winning partnership for the Paralympic Games

**Client:** International Paralympic Committee

**Our charge:** Promote the International Paralympic Committee’s mission of creating awareness and acceptance for persons with a disability through the inspiring achievements of Paralympic athletes.

**Our response:** Continuing our long-term relationship with the IPC as its pro bono partner and agency of record, MATTER Edelman worked with offices in key markets throughout our global network in advance of and during the 2012 London Paralympic Games to drive awareness and highlight top Paralympic athletes in each market. Since 2006, Edelman has been instrumental in the development of IPC’s global program and implementation in key nations, leveraging the firm’s expertise in sports marketing, corporate reputation, consumer and multicultural marketing and issues management.

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Edelman’s expertise in sports and media relations combined with the firm’s global reach helped us improve our global communications efforts, expanding the Paralympic message to a much broader audience.”

Sir Phillip Craven, IPC President

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## We Work With Clients to Address Global Challenges

Asia Pacific

Canada

Europe & The Middle East

Latin America

United States

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### Our Work in the United States

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#### Applying lessons from the Holocaust in a positive way

**Client:** The Illinois Holocaust Museum & Education Center (IHMEC)

**Our charge:** A perception that the IHMEC is an emotionally challenging place to visit was limiting attendance figures. The museum wanted to change the public's perception of the museum experience to one that is uplifting and inspiring.

**Our response:** Using the real stories of the museum's founders and volunteers as a starting point, Edelman/Ruth developed an integrated brand awareness campaign, "The Power of One," that demonstrates the impact one individual can have on the world – whether it's standing up to a playground bully or performing a daunting act of courage such as those that took place during the Holocaust. We also developed the Power of One Award, where a dedicated campaign landing page let the public share inspirational stories and nominate those who exemplify individual impact. The inaugural award was presented at the museum's annual Humanitarian Awards dinner, and nominations for the coming year's recipient will begin in October. The overall campaign generated 44 million+ media impressions and nearly 2,000 visits to the landing page.

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#### Boosting local support for girls' education in Africa

**Client:** Camfed

**Our charge:** Camfed fights poverty and HIV/AIDS in Africa by educating girls and empowering women to become leaders of change through community-based programs that place the needs of individual girls at the center. Camfed was looking to create a brand platform that would help launch its first local chapters in the U.S. and in major cities around the world.

**Our response:** The local Camfed chapters are focused on online fundraising to support the education of groups of 10 girls in Africa. To help bring this message forward, Ruth devised a name for the initiative: "The Power of Ten." We then created a visual identity that extended the design of Camfed's main branding, using the silhouette of a schoolgirl "raised" to the 10th power and bright, eye-catching colors.

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## Business Continuity

Edelman has taken considerable measures throughout the company to enhance our risk-management capabilities. A Global Business Continuity Program has begun and serves a significant role in taking appropriate steps to develop and maintain a viable plan and capabilities to mitigate business continuity-related risks to an acceptable level. The purpose of the project was to design a capability that can reduce Edelman’s risk by protecting its employees, customers and assets, as well as provide the framework to continue implementing a comprehensive Business Continuity Program. Further risk reduction will occur as Edelman completes future initiatives toward developing its Business Continuity Program. Additionally, more concentration has been placed on our corporate insurance program, including rising to the appropriate insurance coverage levels to match our increasing global growth and to meet our company’s ever-changing demands.

## Our Quality Commitment to Clients

As a key Edelman value, quality is an important aspect of global citizenship. With that in mind, we created the Edelman Q Program to ensure excellence across geographies and cultures. The effort includes a dedicated chief quality officer (CQO), the E2 client satisfaction evaluation system, a network-wide training and development program and a global policy and procedure manual. The Q Program enables us to educate our staff and regularly track quality client service to help ensure the highest standards across practices and offices. E2 scores are an integral element of employees’ annual performance appraisals.

Q SCORES CHART  
FY11: JULY 2011- HUNE 2012

REGION	FORMER CLIENT; NOT RETURNED	GLOBAL Q: 8.4 (711 REVIEWS)				% RETURN	Q
		WAITING A APPROVAL	WITH CLIENTS	RETURNED			
Asia Pacific	60	18	130	173	54%	8.18	
Canada	3	9	19	44	61%	8.82	
EMEA	20	22	201	222	50%	8.15	
Latin America	12	13	46	44	43%	8.2	
USA	42	54	197	228	48%	8.78	
U.S. – C	10	13	61	64	46%	8.66	
U.S. – E	14	35	99	100	43%	8.73	
U.S. – W	18	6	37	64	60%	8.96	
<b>Total</b>	<b>137</b>	<b>116</b>	<b>593</b>	<b>711</b>	<b>50%</b>	<b>8.4</b>	

### Suppliers

Providing quality client service extends to our supply chain. As clients hold us accountable for ethical standards, we have to hold our suppliers to the same ethical standards under which we operate. Like our clients, it is important that we provide economic opportunities to diverse suppliers, including minority-owned, woman-owned and veteran-owned enterprises to revitalize communities in which we operate.

#### Supplier Ethical Data Exchange (Sedex)

This year we increased our commitment to monitoring standards in our supply chain by joining Sedex as an AB (Supplier and Purchaser) member. We are one of 457 global companies participating at this membership level. Sedex is a global nonprofit membership organization dedicated to improving responsible and ethical business practices in global supply chains. Sedex provides a collaborative online platform that enables us to self-report our labor, environmental, health and safety, and business integrity practices, as well as assess business partners and suppliers against the same standards. Sedex is the platform of choice for managing ethical supply chain data for over 26,000 organizations worldwide. As global citizens, we are pleased to apply these same tools and methodologies to ourselves.

### Suppliers Diversity

One aspect of corporate responsibility is to provide economic opportunity to the communities in which we operate. Growing small businesses provides a foundation for rebuilding communities. Edelman joined the Chicago Minority Supplier Development Council and Woman's Business Development Center to establish linkages to minority and women-owned enterprises.

Edelman, in partnership with the Chicago Minority Supplier Development Council, conducted focus groups in order to become more informed about supplier and vendor selection best practices. Two groups were held in Edelman's Chicago office: one group among minority and women business owners and one group among procurement officers. Insights from these conversations will help guide the development of our procurement and bid policy, which we plan to introduce in FY '13.

## OUR COMMUNITIES



Our communities are not just where we work, they're where we live.

We are neighbors, homeowners, parents, activists and volunteers who are engaged with our communities. So we'll do everything we can to make them better every day.

### We Believe in Giving Back

We serve our communities. We work to make a difference by sharing our resources, our unique professional talents and skills, our passion and our time. Edelman has a proud tradition of giving back to the community, contributing to a wide variety of causes through charitable giving and matching programs, community grants and volunteerism. In FY 2012, we provided \$5,041,944 of cash, non-cash (volunteerism) and in-kind giving to our communities.<sup>9</sup>

*9 Based on Q1 estimate and Q2, Q3, Q4 actual*

### Public Engagement Drives Community Engagement

Public engagement is Edelman's approach to ensure meaningful engagement in a connected world for our clients and to achieve the business results they turn to us to deliver: increased trust, changed behavior, deeper communities and commercial success.

Public engagement does not replace public relations. Rather, it acknowledges the expanded landscape in which we operate. We now live in an interdependent and networked world where information flows freely and quickly, triggering countless conversations and relationships among a kaleidoscope of stakeholders; where a company's agility is a requisite for survival and its license to operate is in the hands of the communities it serves; where social media is mainstream media; where a Web search is increasingly the first stop for information; and where heightened consumer activism has led to a more caring, more social model for business.

Because a single action in one channel or community will reverberate in another, companies must take a more holistic approach to how they operate and communicate. As we give this advice to our clients, we are increasingly taking it ourselves, seeking to make a difference in our communities.

## Focusing Our Efforts for Greater Impact: Hunger and Poverty

To maximize the impact we have as a firm and to more deeply engage the hearts, minds and hands of our colleagues, as a member of the United Nations Global compact, in FY 2011 Edelman issued a companywide survey. We asked our employees to choose the United Nations Millennium Development Goal on which we should focus our philanthropic efforts and, consequently, opted to focus a portion of our efforts on eradicating hunger and poverty. Edelman did not conduct a community needs assessment to determine the infrastructure for our philanthropic initiatives.

Specifically, Edelman allocated 30 percent of our philanthropic resources, employee volunteerism and in-kind contributions to this issue. The remaining 70 percent was placed against locally selected causes and NGOs.

In FY 2012 offices throughout our global network engaged with local NGOs on projects to accomplish our 30 percent commitment toward eradicating hunger and poverty. Employees were each granted four hours paid time off for their volunteer efforts. From coordinating food drives to helping local NGOs develop comprehensive public relations plans, employees provided 8,374 hours of their time to make an impact to this global cause.

In FY 2013 we will continue this commitment, as well as commemorate Edelman's 60th anniversary through a program called "60<sup>3</sup>." To honor what founder Dan Edelman started 60 years ago, our offices will contribute pro bono service to organizations focused on eradicating hunger and poverty during a 60-day period. The Daniel J. Edelman Family Foundation will provide up to \$100,000 to match funds raised by local offices to support the United Nations World Food Programme, which provides daily school meals to 22 million low-income children in more than 60 countries each year.

To do our part to help achieve the United Nations Millennium Goal of ending poverty by 2015, our offices partner with local organizations that help make the most of our efforts.

- › Canada's "Little Give 2012"
- › Houston's "Target Hunger Food Fair 2012"
- › Chicago's "5-5-5 Community Grant"
- › Amsterdam's "Night of the Refugee"
- › Shanghai's "United Foundation's Walkathon"

## Hunger and Poverty

### Asia Pacific

#### Education Empowers

##### Edelman Beijing

**Our partner:** Edelman Beijing supports the work of The Library Project, which donates books and libraries to schools and orphanages in impoverished areas of China, with the aim of spreading education to help youth break the cycle of poverty.

**Our role:** In November 2011 Edelman Beijing held a book and stationary donation drive at a school in a nearby rural area and another similar donation activity is planned for September 2012. Building on this collaboration, Edelman Beijing will carry out a pro bono professional communications campaign to help The Library Project develop its digital, media and donor engagement strategies, expand its partnerships, and spread its values to more effectively contribute to the fight against poverty in China.



## Hunger and Poverty

### Asia Pacific

#### 2012 Maitian National Children’s Painting Show Tour

##### Edelman Guangzhou

**Our partner:** Maitian’s mission is to provide children living in rural and under-developed communities with quality educational opportunities – by building schools and libraries, providing scholarships, organizing extracurricular classes and art programs, and more.

**Our role:** The Maitian National Children’s Painting Show Tour brings together children from urban and rural environments to create works of art that are auctioned off in a series of charity events held around the country. Edelman Guangzhou helped carry out media relations and event management for the event in Guangzhou. The proceeds from the Guangzhou auction event, as well as other events nationwide, supported the “Maitian Dream Fund,” which finances educational institutions in rural areas of Yunnan and Guangdong provinces.



### Feeding Hong Kong

##### Edelman Hong Kong

**Our partner:** Feeding Hong Kong is a community-run charitable organization dedicated to feeding the hungry in Hong Kong. Its goal is to increase access to nutritious food for people in need by collecting and redistributing quality excess food that would otherwise be sent directly to landfills.

**Our role:** Edelman Hong Kong conducted a half-day positioning and message-development workshop for Feeding Hong Kong on April 26, 2012. A representative of the Global Foodbanking Network (GFN), a potential partner of Feeding Hong Kong, also joined the meeting. The objective of this workshop was to create clear, streamlined messaging for the organization ahead of the launch of its new, rebranded website and potential partnership with the GFN. Through several meetings following the workshop, Edelman Hong Kong and Feeding Hong Kong developed a key messaging and strategy document, which it used to build awareness with proactive media relations on TV and radio in Hong Kong in the following weeks. In late summer, Edelman Hong Kong conducted outreach to popular local food bloggers, asking them to participate in a volunteer day with Feeding Hong Kong and post about it on their sites. Feeding Hong Kong also will host Edelman employees as volunteer food distributors in fall 2012.



## Hunger and Poverty

### Asia Pacific

#### Youthreach

##### Edelman India

**Our partner:** Youthreach works toward creating opportunities for individuals and organizations to contribute time, skills, materials, and financial resources for critical community needs. It partners with 104 nonprofit organizations that work on various social issues such as hunger, poverty, women empowerment and environmental protection across nine states in India.

**Our role:** Edelman India worked with Youthreach to identify local organizations that run programs for underprivileged children in Delhi, Mumbai and Bangalore. In May 2012 the office organized a beginner-level, capacity-building digital workshop for more than 20 participants from these organizations. The workshop, which was conducted by one of the senior employees of Edelman’s Digital practice in the Bangalore office with video conferencing in its Delhi and Mumbai offices, aided these organizations in using digital tools to enhance their reach and capabilities.



### Music Securities

##### Edelman Tokyo

**Our partner:** Music Securities, an operator of online retail investment funds that support fledgling musicians, took on a new project helping small business in the Tohoku devastated by the East Japan earthquake and tsunami. Music Securities set up microfinance funds allowing people to donate easily online to help rebuild businesses that lost factories, inventory and skilled workers.

**Our role:** Edelman Japan collected and donated JPY 147,000 to 12 companies in the Tohoku region through Music Securities’ microfinance funds. An Edelman employee volunteered at Marumitsu Food, a Tohoku company, helping to sell its products at a food fair called “Cheer Up Nippon” held at Isetan department store in Shinjuku, Tokyo.



## Hunger and Poverty

### Asia Pacific

#### Save the Children

##### Edelman Korea

**Our partner:** Edelman Korea enhances the communications plan for Save the Children Korea, the local arm of the leading independent organization creating lasting change in the lives of children in need around the world.

**Our role:** Edelman Korea is working on the development of a mid- to long-term communication plan to help Save the Children raise people's interest in and awareness of poverty and raise funds for its work in Korea.

### One Charity

##### Edelman Kuala Lumpur

**Our partner:** Edelman Kuala Lumpur, in collaboration with One Charity, launched a program to help raise awareness and mobilize resources to improve the lives of the homeless in Kuala Lumpur.

**Our role:** On May 4 Edelman Kuala Lumpur employees volunteered to distribute food and basic necessities to the homeless at the city center. The volunteers helped prepare, organize and serve food and drinks to about 150 people, who were also provided with a comforting place to eat, rest and interact with Edelman volunteers. Edelman employees also donated basic necessities, such as rice, noodles, biscuits, cooking oil, powdered instant drinks, clothes and blankets for One Charity to distribute to people in need.



## Hunger and Poverty

### Asia Pacific

#### Make Poverty History

##### Edelman Melbourne

**Our partner:** The Make Poverty History Australia campaign is a coalition of more than 70 aid and development organizations, the members of which represent a wide range of community and faith-based organizations including CARE Australia, Oxfam Australia and World Vision Australia. Make Poverty History Australia plays a leading role in securing commitments from governments to increase aid volume for NGOs, civil society, basic education, water and basic health, and HIV/AIDS programs.

**Our role:** Previously, Make Poverty History Australia had to rely on its coalition members to respond to requests from the media, but, like many small nonprofits, these organizations lacked the staff, budgets and skills to respond effectively. Edelman Melbourne developed an overarching program, including a large corporate sponsorship proposal, media and spokesperson training for Make Poverty History Australia central staff and a media outreach toolkit. Make Poverty History Australia now has the ability to increase its visibility with the media and lawmakers who have the power to increase aid to the world's poorest people and families. Edelman Melbourne's engagement with the organization has since expanded to provide ongoing ad-hoc advice on media and issues management.

### Rotaract Club

##### Edelman Shanghai

**Our partner:** Edelman Shanghai supports the efforts of the Rotaract Club of Shanghai, a Rotary-sponsored service club that works at the local level to address the community's physical and social needs while promoting international understanding and peace.

**Our role:** In December 2011 the office held a food drive for widowed and impoverished seniors on Chongming Island, contributing to the Rotaract Club of Shanghai's collection of 2,300 kg of nonperishable food. Edelman also cooperated with the Rotaract Club of Shanghai on its Happy Feet Project, collecting clothing, shoes, socks, and money for 1,052 impoverished elementary school students in Hunan province.



## Hunger and Poverty

### Asia Pacific

#### World Vision

##### Edelman Singapore

**Our partner:** Edelman Singapore supports the efforts of World Vision, a nondenominational Christian relief development and advocacy organization dedicated to working with children, families and communities in the region to reach their full potential by tackling the causes of poverty and injustice.

**Our role:** Over the last 12 months, Edelman Singapore has been working with World Vision to support the internal marketing team on its awareness-raising initiatives – providing assistance through brainstorming, ideation, and strategy development. Over the next 12 months, we hope to expand this partnership to include internal fundraising and external volunteerism with the group.

#### ChildFund Narrative

##### Edelman Sydney

**Our partner:** ChildFund Australia, a member organization of the global coalition ChildFund Alliance, is a nonprofit organization focused on alleviating child poverty in Australia.

**Our role:** To give ChildFund insight into their competitors and what they can do to further educate consumers about issues impacting child poverty, Edelman Sydney executed a communications and competitor audit. The team then created a communications strategy, as well as a media relations program for ChildFund Connect, a global education program connecting children in developed countries with children in developing nations. The media relations program has garnered positive coverage on national and major metropolitan radio and education press, with a projected reach of 500,000 Australians. More than 80 percent of the office has been involved in the pro bono project, which raised awareness about the education programs that ChildFund conducts, while also helping refine its strategic goals to drive increased fundraising and awareness among Australian consumers.

## Hunger and Poverty

### Asia Pacific

#### World Peace League

##### Edelman Taiwan

**Our partner:** Edelman Taiwan supports the community of World Peace League, which, through its “Dreams Come True” project, aims to relieve children’s economic pressure so they can pursue their dreams and explore their interests.

**Our role:** Edelman Taiwan handled a blogger outreach program, inviting popular bloggers to write about the project. The program received more than 35,000 impressions via social media and also attracted 800-plus fans to the World Peace League’s Facebook fan page. Through this program the “Dreams Come True” project raised nearly \$10,000.



## Hunger and Poverty

### Canada

#### The Little Give

##### Edelman Canada

Established in the Vancouver office in 2008, “The Little Give” is Edelman Canada’s annual corporate social responsibility initiative that dedicates seed money and a great deal of time and energy to worthy nonprofit organizations working to make a difference against hunger and poverty and improve the lives of children and youth. The Little Give takes place over 48 hours in Montreal, Toronto and Vancouver (along with Calgary staff). Each office puts its own unique spin on the 48 hours of giving:

- › In Toronto, the team strived to understand our charities’ challenges and make a meaningful difference. That means disadvantaged youth now have bicycles and their first bicycle race; fruit pickers in neighborhoods across Toronto will rally on social media sites to help tell their story; and people living on the streets of Toronto will continue to benefit from the power of nature with a replacement for their stolen canoe, among other projects.
- › In Vancouver and Calgary, the teams joined forces to dedicate their 48 hours to four organizations under the YWCA umbrella, which provide programs and services that help women and their families in impoverished neighborhoods. The team made a big impact building gardens, moving furniture, cleaning playgrounds and serving breakfasts.
- › In Montreal, the team took a “One team, One cause” approach, with this year’s Little Give bringing the office’s three teams – PR, Digital and Analytics & Intelligence – together to work hand-in-hand for Moisson Montreal, the largest food bank in Canada. Moisson Montreal received a communications plan, a picnic event for employees and volunteers, social media content, and more.

Across Edelman Canada’s offices:

- › 90 percent of our employees participated.
- › We donated more than 65,000 hours of time.
- › We provided an additional \$72,000 in cash and in-kind donations.



## Hunger and Poverty

### Europe and the Middle East

#### Stichting Vluchteling (Netherlands Refugee Foundation)

##### Edelman Amsterdam

**Our partner:** Stichting Vluchteling provides emergency assistance, including food, water, sanitation, shelter and medical care, in approximately 20 countries on each continent. To create a greater understanding in the Netherlands for the critical issues that are affecting refugees around the world, Stichting Vluchteling organizes the Night of the Refugee, a 24-mile (40-kilometer) night walk that represents the plight of refugees who escape from violence in the middle of the night.

**Our role:** On May 3 we welcomed Stichting Vluchteling for a crew kick-off meeting. The foundation's director explained that Stichting Vluchteling's challenge is reaching a younger audience. In a general brainstorm session, we shared best practices, our own experiences with NGOs, findings from Edelman's goodpurpose® and Trust research to help them engage new audiences. Nine Edelman employees also committed to walk during the Night of the Refugee on May 17. To raise awareness for the foundation and for the Night of the Refugee, Edelman Amsterdam shared stories and experiences via blogs, videos, pictures and tweets on both local and global channels. The Edelman team participating in the night walk raised more than €6,400. These donations alone will facilitate inpatient medical care for 50 children with acute malnutrition and help at least 120 children with outpatient therapeutic and supplementary feeding programs.



## Hunger and Poverty

### Europe and the Middle East

#### Caritas

##### Edelman Barcelona

**Our partner:** Caritas Dionesana is a well-known global NGO with deep roots in Spain. Among its many activities, the organization helps provide food to individuals and families throughout the country.

**Our role:** Edelman Barcelona has supported Caritas Dionesana locally in two ways: through pro bono public relations work and by supplying the organization with goods, food and water to distribute to families affected by the economic crisis. Because of our shared philosophy that helping families in need strengthens society, 85 percent of Edelman Barcelona employees have contributed to Caritas Dionesana in some way, and we plan to expand our involvement.

#### Poverello

##### Edelman Brussels

**Our partner:** Edelman Brussels gives back to its community by volunteering at Poverello, a local soup kitchen. Poverello was created by a retired Belgian doctor who decided to share his success with others, and today it is present in more than 10 cities in Belgium, providing nutritious, warm food and drink, basic medication and administrative support, if needed.

**Our role:** Every employee in the office took part in a rotation over the course of several months to provide weekly volunteering support for Poverello in its daily activities, such as serving coffee, tea and warm meals, packing lunches to go, cleaning, as well as the occasional chit chat.

## Hunger and Poverty

### Europe and the Middle East

#### Depaul Ireland

##### Edelman Dublin

**Our partner:** Depaul Ireland is an organization that provides accommodation and key services, such as outreach and training, to homeless and disadvantaged people in Dublin to help them fulfill their potential. It is part of Depaul International, a group of charities working to support homeless and marginalized people around the world. Depaul Ireland manages 15 specialized services around Ireland, providing 369 bed spaces per night for homeless people in Ireland. Depaul employs 280 staff and engages a team of approximately 180 volunteers, of which the Edelman Dublin team has now become a part.

**Our role:** Edelman Dublin is arranging a team day with Depaul to paint a mural at apartments in Dublin's city center that will eventually become a transitioning service for women and children who are homeless. The mural will help brighten, beautify and make more child-friendly the apartments' communal area. Edelman will also provide promotional support to Depaul Ireland's Electric Picnic Music and Arts Festival. At this festival, Depaul Ireland exhibited its *Life's No Picnic on the Streets* arts project, which connects professional artists with service users of Depaul Ireland to teach them a new skill.

#### The Passage

##### Edelman London

**Our partner:** As part of Edelman London's commitment to support local charities each year through volunteering, donations and in-kind service, our employees gave their time to The Passage, a London-area homeless shelter.

**Our role:** As part of an Edelman initiative called "Keeping the Christmas Spirit Alive," employees held a clothing and fundraising collection, raising more than £200 and 285 items of clothing. As a continuation of our commitment, 22 Edelman employees volunteered at The Passage this summer for a total of 66 volunteering hours.



## Hunger and Poverty

### Europe and the Middle East

#### Asociación Tratamundo

##### Edelman Madrid

**Our partner:** Edelman Madrid in collaboration with “Asociación Tratamundo” has engaged in different activities to give food and hot beverages to homeless people in Madrid.

**Our role:** An Edelman Madrid employee prepares food and beverages in her home to offer to the homeless. While distributing them each week, she speaks to the homeless people she meets and helps them get medical attention when needed.

#### Children in Crisis

##### Edelman Milan

**Our partner:** Children in Crisis Italy took on a project training a group of Liberian teachers and sending them to the most remote villages in Liberia to teach women the skills necessary to start their own businesses in bread-making, sewing and hair dressing. This project has given 110 Liberian women the opportunity to earn an income for their family in a country where most women do not have a job and 20 percent of women are not able to read or write.

**Our role:** Edelman Milan has collaborated with Children in Crisis Italy to complete the post-production of a video about its Liberian project. This video will be used by the organization to promote awareness, encourage involvement and increase fundraising on its own site and through social media.

## Hunger and Poverty

### Europe and the Middle East

#### Emmaus

##### Edelman France

**Our role:** Edelman France worked with Emmaus, one of France’s leading charities fighting poverty and helping those in need.

**Our partner:** Edelman Paris’ public affairs team developed a campaign for Emmaus to ensure that French presidential candidates were aware of, and ready to engage on, a number of measures to help the most at-risk French citizens, including France’s 135,000 homeless. As part of the “mobilize our votes for a more caring society” campaign, Edelman France assisted with a press conference, as well as briefings with representatives of all the leading candidates, including the team of President Francois Hollande.

#### Polskie Banki Zywnosci (Polish Food Banks)

##### Edelman Poland

**Our partner:** Polskie Banki Zywnoski is a federation of 28 food banks across Poland serving nearly 1 million people in need. The organization’s mission is to get food that would otherwise go to waste – from supermarkets, vendors and individuals – to the people who need it most. In addition to collecting and distributing food donations, the federation provides it member food banks with professional guidance and resources.

**Our role:** Edelman Poland assisted in Polskie Banki Zywnoski’s annual holiday food drive, held in supermarkets and wholesale markets across the country. The team was responsible for media relations for the program and organization of a celebrity event at a local supermarket.



## Hunger and Poverty

### Europe and the Middle East

#### United Nation World Food Program Matching Campaign

##### Edelman United Arab Emirates

**Our partner:** Edelman UAE collaborated with the United Nations World Food Program (UNWFP) to help increase the visibility in the United Arab Emirates of the UNWFP's actions and impact throughout the world.

**Our role:** Edelman UAE supported the UNWFP's matching donation campaign during the month of Ramadan in 2012. The UNWFP sponsorship can be tailored to suit a client's industry – with focus areas including nutritional education, critical disease prevention, environmental protection, logistical support and more. Through the matching campaign, each dirham raised by staff in a company is matched by the parent company. Edelman is providing UNWFP with public relations services and has pledged a total of 45 hours this year, amounting to \$90,000 worth of support for this project. In addition, Edelman initiated meetings between the UNWFP and a number of Edelman's key clients to encourage their participation in the UNWFP matching program.

## Hunger and Poverty

### Latin America

#### The Hunger Project Mexico

##### Edelman Mexico

**Our partner:** Edelman Mexico champions the work of The Hunger Project Mexico. The Hunger Project’s mission is to eradicate hunger and poverty by pioneering sustainable, grassroots, women-centered strategies and advocating for their adoption around the world.

**Our role:** Edelman developed a communication strategy to strengthen the presence of The Hunger Project among decisionmakers in the field of hunger and poverty in Mexico. The team is working to create a communications plan, storytelling workshop and media materials, identify internal and external spokesperson allies, conduct media training, and reach out to local media.



### Camillus House

##### Edelman Miami

**Our partner:** Since its founding more than 50 years ago, Camillus House has grown into a full-service center offering a “continuum of care” for homeless in Miami. In the organization’s latest effort to help eliminate chronic homelessness, Camillus House is completing a construction project that will include seven buildings providing housing, medical services, food services, shelter, on-the-job training, and rehabilitation programs.

**Our role:** Edelman Miami supports Camillus House’s mission by providing strategic counsel in media relations, social media community management, event support and fundraising. Edelman Miami helped Camillus House promote the expansion project’s phase one – the groundbreaking of a new facility at the Norwegian Cruise Line Campus of Camillus House. For the inauguration ceremony, Edelman led media relations efforts to secure coverage and generate additional interest in Camillus House. The event received media coverage on *The South Florida Business Journal*, the local NBC affiliate and *The Miami Herald*. Edelman Miami employees also created content for the organization’s Facebook and Twitter channels to engage the online community about the latest project developments. Next Edelman Miami will focus on the grand opening of the new facility during a fundraising event later in 2012. In addition, employees will volunteer at the shelter on an ongoing basis, serving meals to the clients of Camillus House.

## Hunger and Poverty

### Latin America

#### UNAS

##### Edelman São Paulo

**Our partner:** UNAS (União de Núcleos Associação e Sociedades dos Moradores de Heliópolis e São João Clímaco) is a local organization that has been working for more than 30 years to alleviate the burden of hunger and poverty at the district of Heliópolis in São Paulo. Edelman Significa chose the organization through a public call for submissions from organizations that are working toward the UN Millennium Goal and have activities in São Paulo. External experts on hunger and poverty from organizations such as United Nations and Action Aid offered advice on the selection.

**Our role:** Edelman Significa is designing a full communication strategy for the organization – starting with identifying key stakeholders and identifying communication goals for each of them and culminating with the creation of guidelines for communications pieces. To date, Edelman Significa has invested an estimated \$70,000 in this initiative.



## Hunger and Poverty

### United States

#### 5-5-5 Plan: Five PR Plans for Five Organizations in Five Days

##### Edelman Chicago

**Our partner:** The Chicago Citizenship committee identified key organizations dedicated to fighting hunger and poverty in the Chicago area: Chicagoland Habitat for Humanity, Chicago Shares, Lakeview Pantry, Children’s Home & Aid, Care for Real.

**Our role:** More than 75 Edelman volunteers participated in five all-day planning sessions to create comprehensive public relations plans and share communications skills to impact the lives and programming at the five charities. The six-hour sessions included brainstorming, presentation on Edelman intellectual property such as Trust Barometer, Modern Family, goodpurpose®, and an afternoon strategy and planning session. At day’s end, we presented a final PR plan worth approximately \$10,000-\$15,000 in pro bono professional services. All nonprofit applicants were invited to attend an Edelman Chicago Citizenship Fair in May to build awareness and recruit volunteers among Edelman Chicago employees.



## Hunger and Poverty

### United States

#### Off The Street Club: Driving Publicity and Funds

##### Edelman Chicago

**Our partner:** For several years, Edelman Chicago has provided publicity and fundraising support to help Chicago's oldest boys and girls club – Off the Street Club (OTSC). For more than 112 years, this club has helped move at-risk youth off Chicago's dangerous West Side streets and on to more secure, successful lives.

**Our role:** A dedicated task force of employee volunteers provides ongoing support for the club's fundraising initiatives, including the annual holiday luncheon and Save Our Summer Camp campaign. This year employees have contributed countless hours and more than \$6,000 to help OTSC. In addition, employees volunteer their PR skills for event planning and media outreach. Through targeted pitching efforts, Edelman Chicago has secured a series of local TV segments to increase awareness about the Club's mission and need for funding. Edelman Chicago employees frequently participate in OTSC activities and help make a difference in these Chicago children's lives in various ways.



### Hunger Busters

##### Edelman Dallas

**Our partner:** Edelman Dallas joined forces with Hunger Busters to help combat food insecurity – a lack of access to enough food to meet basic needs – throughout the city of Dallas. Texas ranks among the top five states with food-insecure children. Hunger Busters produces thousands of boxed meals each day for delivery to Dallas-area public schools, where almost 90 percent of students rely on subsidized breakfast and lunch programs for their daily nourishment. Without these boxed meals, most of these students would have no real meal after leaving school at 3 p.m. until they returned to school the next day.

**Our role:** Hunger Buster's three employees manage the collection of food, making the boxed meals, and distribution, as well as sponsor engagement, leaving little resources for promotional activities to reach potential donors and volunteers. Edelman Dallas developed a comprehensive social media strategy, providing not only a framework for how to efficiently maintain an engaging social media presence, but also providing an initial content bank from which Hunger Busters could pull postable content. Edelman Dallas also reviewed all existing materials to develop new content and messaging for the Hunger Busters and provided a template for an information pamphlet and other materials, as well as recommendations on how the copy could be transferred to the Hunger Busters website.

## Hunger and Poverty

### United States

#### Family Gateway

##### Edelman Dallas

**Our partner:** Family Gateway provides housing and comprehensive services to homeless families with children throughout the Dallas area, hosting programs such as cooking courses, afterschool programs, financial literacy courses and jobs courses that focus on the needs of children and their parents, empowering them to move from their current crisis back to self-sufficiency.

**Our role:** For its part, Edelman’s 15-person Dallas office “adopted” an apartment that was in need of repairs and was unfurnished. Over the course of two-and-a-half months, the Dallas team repainted and repaired the entire apartment, collected furniture, dishware, toys and household items that could be used to furnish the space. In total, we were able to completely furnish the dining area, kitchen, two bedrooms, living room and bathroom with everything the occupants would need, from shampoo to a sofa, board games to bed sheets.

### Fighting Hunger in Houston’s Inner-City

#### Edelman Houston

**Our partner:** Through its relationship with Target Hunger, Edelman Houston hopes to alleviate hunger and its root causes close to home. Target Hunger distributes more than 5 million pounds of food each year through 12 food pantries, 11 senior day sites and 11 home delivery routes, serving 12,000 individuals per month in Houston’s inner-city. The organization focuses on a holistic approach to hunger relief – it aims to rebuild and strengthen Houston families by empowering them to become self-sufficient.

**Our role:** In 2012 representatives from the Houston office have organized a food drive and participated in a food fair on-site at Target Hunger to assemble and distribute fresh produce “bundles” to its clients. As a next step, Edelman plans to provide professional counsel to assist with the development of Target Hunger client case studies, collateral and other communications materials.



## Hunger and Poverty

### United States

#### People Assisting the Homeless

##### Edelman Los Angeles

**Our partner:** Through its partnership with People Assisting the Homeless (PATH), Edelman's Los Angeles office is assisting this local organization in its mission to break the cycle of homelessness by empowering people with the tools for self-sufficiency.

**Our role:** In 2012 the L.A. office has donated clothes, toys and household items to PATH and participated in its PATH Cooks program, during which employees purchase, cook and serve dinner to more than 100 PATH residents. By continuing to partner with PATH, Edelman Los Angeles hopes to make an impact in helping homeless individuals and families find work, save money, secure housing, and empower their lives.

## Hunger and Poverty

### United States

#### Table for Two

#### Edelman New York

**Our partner:** Table for Two (TFT) partners with restaurants, corporate cafeterias, universities and other food-service establishments to serve healthy, balanced TFT-branded meals. A 25-cent surcharge for each meal is used to provide lunches in impoverished countries, including Uganda, Rwanda and Ethiopia.

**Our role:** Edelman’s New York office started a “spare change” collection program for Table for Two in our employee café. In three months we collected more than \$300, which will provide 1,200 meals to students in sub-Saharan Africa. Recipients of the collection rotate throughout the year, and selection is based on employee suggestions of organizations that work toward alleviating hunger.



## Hunger and Poverty

### United States

#### Children's Relief Nursery

##### Edelman Portland

**Our partner:** The Children's Relief Nursery (CRN), located in one of the city's most poverty-impacted areas, works to end child abuse and neglect in families living with an average of 15 risk factors. The key to CRN's success is its emphasis on secure, safe, and stable parent-child relationships by teaching parenting skills, strengthening bonds between parents and their babies, providing targeted services, reducing child behavioral problems and improving social-emotional development in very young children. CRN also provides healthy meals, clothing, and basic needs (diapers, formula, and hygiene supplies) for those who are not able to provide for their children throughout their time in the program.



**Our role:** Edelman Portland's commitment to CRN began in June 2011. Senior Vice President Danielle Veneski joined the organization as a board member and hosted a dinner for 20 community and business leaders in an effort to spread awareness about the organization and help raise funding for critical services. The dinner, hosted at CRN's building, included a tour of the facility, presentations by clinicians, and an opportunity to hear from program advocates. The event raised \$4,000 and received requests from each attendee for follow-up information. Edelman Portland employees also assisted in providing public relations support for two of CRN's largest fundraising events – the team hosted event-planning meetings at Edelman's Portland office, created media plans, and engaged in media engagement and community outreach on behalf of the October 2011 and April 2012 events, which drew 350 people and 500 people, respectively. In March 2012 CRN leadership participated in its first messaging architecture workshop at Edelman Portland's offices. Here, eight members of CRN staff identified key stakeholders and public engagement communities, and went through key messaging and storyline opportunities. CRN now understands how all members of the organization and vested partners can speak about its mission, values, goals, and benefit to both community and employees.

## Hunger and Poverty

### United States

#### St. John's Shelter

##### Edelman Sacramento

**Our partner:** Edelman Sacramento has allied with the St. John's Shelter Program for Women and Children, which assists families in transitioning from crisis to self-sustainability. Its signature initiative is the Plates Café and Catering Project – a program that trains women transitioning from living in a shelter for careers in food service, catering and hospitality.

**Our role:** Edelman Sacramento's media relations skills were put to use promoting St. John's Shelter's Plates program during the holidays since its catering arm is an important source of revenue for the organization. Thirty-four media stories were secured, garnering 400,000 impressions daily and more than 5 million impressions per month. Edelman also offered guidance on a long-term strategy for stakeholder engagement.

### GLIDE

##### Edelman San Francisco

**Our partner:** GLIDE is a well-known San Francisco organization focused on alleviating suffering and breaking the cycles of poverty and marginalization in the city. Its focus areas include feeding the hungry, offering compassionate health care, empowering women to overcome violence and helping men to break free of violent cycles, and helping house the homeless.

**Our role:** Edelman San Francisco has committed to supporting GLIDE's work by setting up monthly volunteer opportunities during which teams of Edelman employees can volunteer to serve food during breakfast or lunch shifts. The office also plans to create an Edelman-branded weekend family volunteer day with the organization. Following this day, we would work with GLIDE on developing blog content for their website.

## Hunger and Poverty

### United States

#### Beacon Food Forest

##### Edelman Seattle

**Our partner:** The Edelman Seattle office has teamed up with a new organization called Beacon Food Forest, whose goal is to design, plant, and grow an edible urban forest garden that inspires our community to gather together, grow our own food and rehabilitate our local ecosystem. Beacon Food Forest provides a sustainable option for food production while also teaching the community how to farm in an urban environment.

**Our role:** Edelman Seattle has offered to help build media awareness around the cause as well as to provide support around those looking to learn more about the organization. The Food Forest is still in its initial planning stages, with only one acre of the planned seven actually being utilized. The end result is having a seven-acre area where the community can work together to build a self-sustaining garden that would be open to the public with the hopes of helping to alleviate some of the poverty issues in the greater Seattle area.

#### Shelter Network

##### Edelman Edelman Silicon Valley

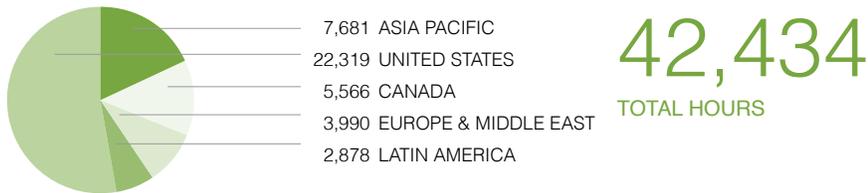
**Our partner:** Shelter Network is committed to providing housing and support services that create opportunities for homeless families and individuals in San Mateo County to re-establish self-sufficiency and return to homes of their own.

**Our role:** Edelman Silicon Valley employees volunteered to build a community garden allowing residents of the local Vendome permanent housing, a program of the Shelter Network, to grow their own food. A wooden garden box was constructed on a portion of the parking lot pavement outside, and inside the shelter volunteers cleaned up the basement and combed through donation boxes to ensure hygiene supplies were ready to distribute to homeless people throughout the county.

## Volunteerism@Edelman: Public Engagement Service Corps

Edelman’s commitment to its communities is visible through the volunteer work of its employees. Through our Public Engagement Service Corps, we partner with leading organizations around the world that are providing critical services to people who need it the most. At Edelman, volunteerism takes two forms – professional support that brings our expertise in public relations to deserving organizations and charitable events and general service projects that fall outside our professional expertise, but involve the donated time and efforts of our employees.

### VOLUNTEERISM HOURS BY REGION



### TOTAL GIVING



## We Support Our Communities

Asia Pacific

Canada

Europe & The Middle East

Latin America

United States

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### Asia Pacific

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#### Edelman and Pegasus Plant Roots for the Future

##### Edelman Beijing

In April Edelman Beijing teamed up with Pegasus Beijing for a tree-planting day in the district of Huairou, where 100 staff and family members helped plant and water more than 100 trees to kick off the national holiday of Qing Ming, or Tomb Sweeping Festival.



#### Clothing Drive

##### Edelman Guangzhou

The Edelman Guangzhou office held a clothing drive in August and September 2011, donating a substantial amount of clothing to the Bureau of Civil Affairs – Guangzhou Municipality, which distributed these clothes to disadvantaged members of rural communities throughout Guangdong province.

#### Fighting Slavery With Mekong Club

##### Edelman Hong Kong

In 2011 Edelman Hong Kong formed a partnership with the Mekong Club, an organization that fights slavery in the Mekong region, providing day-to-day counsel, planning and project-specific support and creating a comprehensive “playbook” for the Mekong Club to deliver a meaningful story to stakeholders around its unique purpose and strategy.

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## We Support Our Communities

Asia Pacific

Canada

Europe & The Middle East

Latin America

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### Asia Pacific

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#### Empowering Women With the Women's Foundation

##### Edelman Hong Kong

In 2011 Edelman Hong Kong helped the Women's Foundation launch the "Mentoring Program for Women Leaders," a best-in-class program designed to empower women leaders in Hong Kong. The result was in-depth print media coverage in the Hong Kong *Economic Times* and *Talent Magazine*. Edelman also delivered a "Personal Branding" workshop for 100 women mentors and protégés to kick off the foundation's mentoring program.

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#### Partnering With Goonj

##### Edelman India

Edelman India's annual week-long donation program, "The Joy of Giving," encourages employees in all Edelman India offices to contribute old and new clothes, utensils, books and toys, among other items, which are distributed by the nonprofit organization Goonj in villages across the country. Employees also participated in two major campaigns initiated by Goonj: *Vastra Samman*, during which employees collected old newspapers that were sold to raise money to purchase clothing for underprivileged families, and a dry-ration drive for the people of Orissa and Sikkim, regions hit by natural disasters.

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#### AFS Bina Antarbudaya

##### Edelman Indonesia

Edelman's involvement with AFS Bina Antarbudaya helps guide and shape the academic future of young Indonesians seeking opportunities to study abroad by planning and supervising the national selection of high school students for the program.

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## We Support Our Communities

- Asia Pacific
- Canada
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### Asia Pacific

#### The B2W Indonesia Community

##### Edelman Indonesia

Edelman Indonesia supports the public relations of the B2W Community, a cycling group that encourages cycling to the workplace as the environmentally friendly commuting method. An employee participated in the “Srikandi Inspirasi Bagi Negeri” tour, cycling from Jepara to Bandung to capture media attention.

#### i-kifu

##### Edelman Japan

Edelman Japan partnered with i-kifu, a social venture that helps Japanese nonprofit organizations with online fundraising. The office held a competition to promote i-kifu using Facebook and Twitter, generating donations of JPY 31,200.



#### Red Carnival: World AIDS Day

##### Edelman Kuala Lumpur

Red Carnival, a two-day public event created by the PT Foundation, the largest community-based nonprofit working with HIV-affected people in Kuala Lumpur, and supported by the Malaysian AIDS Council, is one of the biggest initiatives of World AIDS Day in Malaysia. In November 2011 Edelman staff members participated in the event to help drive awareness and understanding of HIV and AIDS in Malaysia. Edelman Kuala Lumpur encouraged family and friends to join them in selling RM 15,000 worth of red ribbons and created a Facebook event page and a video.



## We Support Our Communities

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### Asia Pacific

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#### North Melbourne Kangaroos Football Club

##### Edelman Melbourne

Edelman Melbourne supports the North Melbourne Kangaroos, an Australian rules football club, by working to develop its corporate social responsibility communication strategy. Edelman built an online community around initiatives including The Huddle – the club’s community and education arm that targets disengagement among young people in North Melbourne and its surrounding communities.

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#### Planet Water

##### Edelman Melbourne

Edelman Melbourne provides strategic counsel on social media, creative input and tactical support to Planet Water, which works in support of the UN Millennium Development Goal of providing access to clean drinking water and improved sanitation to 5 million people by the year 2020.

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#### East China Normal University

##### Edelman Shanghai

An Edelman Shanghai employee volunteered as a counselor for a psychological treatment center hotline at East China Normal University, answering calls from people in need of counseling from across the country, providing basic counseling for treatable emotional problems, arranging professional treatment with senior counselors, and offering advice when issues fell outside the scope of the center.

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## We Support Our Communities

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#### Stress Down Day

##### Edelman Sydney

In July 2011 Edelman Sydney participated in Lifeline’s Stress Down Day to educate employees about the harmful effects of stress and ways to avoid it. Donations were collected to help Lifeline answer more calls and provide mental health, suicide prevention and crisis support services to Australians.

#### City to Surf

##### Edelman Sydney

In August 2011 a team of eight Edelman Sydney colleagues took part in the annual City2Surf – a 14 km race from Sydney CBD to Bondi Beach – and helped raise funds for various Australian charities.



#### RSPCA Cupcake Day

##### Edelman Sydney

In August 2011 Edelman Sydney supported the Royal Societies for the Prevention of Cruelty to Animals (RSPCA) by hosting a Cupcake Day. The office conducted a “bake off” and raised more than \$120 – a donation that allows an abandoned dog to be micro-chipped, spayed or neutered, and adopted.



#### Red Cross Telecross

##### Edelman Sydney

An Edelman Sydney employee is a trained volunteer for Telecross, a national initiative set up by the Australian Red Cross that provides a free daily call to check on the well-being of people who are at risk of an accident or illness that may go unnoticed otherwise.

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### Asia Pacific

#### Daffodil Day

##### Edelman Sydney

To support its client, Cancer Council, the Edelman Sydney office dressed in yellow to support Daffodil Day, the largest national event of its kind in the Southern Hemisphere that raises essential funds for cancer research, prevention and support services. Edelman's Sydney office sold Daffodil Day merchandise around the office and visited other offices within the building to help spread the message.

#### #edelwalktoworkday

##### Edelman Sydney

In September 2011 Edelman Sydney employees joined the Cancer Council Australia's National Walk to Work Day, now in its 13th year. The walk encourages employers and employees to build regular walking into their daily routine, with the aim to increase creativity, productivity and improve health.



#### Baker IDI Cruden Farm Open Day

##### Edelman Sydney

Edelman Sydney assisted with media relations for Baker IDI Heart and Diabetes Institute's major fundraiser, Cruden Farm Open Day, held on Dame Elisabeth Murdoch's property. To attract a larger and more diverse demographic and build deeper fundraising communities for Baker IDI, the team conducted extensive and targeted media relations, including blogger outreach, and provided free tickets to local media as giveaway incentives for their readers. The event attracted 830 attendees, raised \$36,000 and garnered media attention from local media publications, such as *The Herald Sun*, and influential blogs.

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### Asia Pacific

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#### TEDx

##### Edelman Jakarta and Melbourne

The TEDx program is designed to give communities, organizations and individuals the opportunity to stimulate dialogue through customizable TED events and experiences focused on sharing ideas, inspiration and innovation on the local level. Edelman offices in Melbourne and Jakarta provided promotional and event management support to their local TEDx events.

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### Canada

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#### St. James Music Academy

##### Edelman Vancouver

Through a holiday gift drive Edelman Canada donated new toys and more than \$1,000 for the students of St. James Music Academy, an organization that offers disadvantaged children from Vancouver’s Downtown Eastside and beyond the opportunity to explore their creative potential, gain self-confidence, get an academic head start, and become role models within their community.

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#### Humewood House

##### Edelman Toronto

Edelman developed a PR plan to raise awareness about the centennial anniversary of Humewood House, an organization that helps young and pregnant women prepare for motherhood. In April 2012 Edelman helped Humewood House celebrate 100 years in Toronto through a campaign called “Give Your 100,” asking people to make a donation in the form of 100 diapers, \$100 or 100 volunteer hours. Edelman also helped generate top-tier media coverage in outlets such as the Toronto Star, CBC Radio, City-TV and InsideToronto.com, as well as on social media channels, such as BlogTO and SheDoesTheCity.

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#### Polar Bears International

##### Edelman Vancouver

To celebrate International Polar Bear Day and support the efforts of Polar Bears International (PBI), Edelman assisted with the launch of an international media relations for [www.polarbearcam.com](http://www.polarbearcam.com) – a live HD window into the world of polar bears. In the first month, more than 250,000 unique visitors tuned in to watch Siku, a polar bear cub. Edelman Vancouver is working with PBI, now an Edelman client, to create a signature campaign.

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### Europe and the Middle East

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#### Season's Greetings for Charity

##### Edelman Amsterdam

Edelman Amsterdam created a customizable season's greetings video, which it sent to clients and asked them to forward, donating 2.5 Euro to a Dutch food bank for every video forwarded up to a maximum donation of 2,000 Euro.

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#### Walk the Talk

##### Edelman Amsterdam

When several Edelman Amsterdam colleagues decided to join the Night of the Refugee, a 24-mile walk that raises funds and awareness for the Stichting Vluchteling (Netherlands Refugee Organization), it inspired the Amsterdam office to start a strategic partnership with the organization: finding media partners, creating press releases, strengthening social media efforts and generating attention around the plight of refugees.

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#### Suicide or Survive

##### Edelman Dublin

Edelman Dublin worked with Suicide or Survive, an Irish charity focused on removing the stigma associated with mental health issues and supporting those affected in getting access to quality recovery services. The office managed logistics and media relations for the "Talk Listen Change" campaign to bring about positive change in public attitudes and behavior toward people with mental health problems by encouraging the people of Ireland to talk about their own mental health.

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### Europe and the Middle East

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#### Move4Parkinson's

##### Edelman Dublin

Edelman Dublin is managing media engagement and awareness building around "The Rhythm of Life," the first patient education and empowerment day organized by Move4Parkinson, an Irish nonprofit organization that helps people with Parkinson's improve their quality of life.

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#### INKEx

##### Edelman Dublin

Edelman Dublin provided public affairs advice to and assisted with a government communications strategy for Irish Nonprofits Knowledge Exchange (INKEx), an independent nonprofit company that created a platform to provide Irish nonprofit organizations a single, comprehensive and accessible source of information, [www.irishnonprofits.ie](http://www.irishnonprofits.ie).

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#### Children in Crisis

##### Edelman Milan

Edelman Milan supports the Italian branch of Children in Crisis – focused on giving children in some of the world's poorest countries the education they need to help transform their lives – with ongoing media relations assistance ensuring the key messages, mission, history and activities are promoted throughout the country. This year Edelman employees created a new presentation used during partnership meetings with potential sponsors.

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#### BrightOne

##### Edelman London

Edelman London is an active supporter of BrightOne, a volunteer-led communications agency that matches communications professionals with nonprofit organizations for pro bono support. In addition to providing event space and support for BrightOne meetings, London employees have joined the group to offer their expertise to nonprofit organizations.

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#### Poppy Appeal

##### Edelman London

Volunteers from the London Edelman office took to Victoria Street as part of a collection for the UK Poppy Appeal - an annual fundraising initiative coinciding with Remembrance Sunday, the day the U.K. pays respect to past and present members of the British Armed Forces. More than £300 was raised in one day for The Royal British Legion, the nation's leading Armed Forces charity providing care and support to injured servicemen and women and to the families left behind.

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#### Era of Mercy

##### Edelman Moscow

Since 2008 Edelman Imageland employees have taken part in the "box of happiness" volunteer project for the "Era of Mercy" Charity Fund, a gift collection drive to make New Year's a holiday full of joy, happiness and presents for orphans.

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#### Partnering with the Girls20 Summit

##### Edelman France

Edelman France was the official communications partner of the Girls20 Summit, an event held to coincide with the official G20 meeting that brings together female delegates aged 18-20 from each G20 member country to debate, discuss and design innovative ideas to empower girls and women globally and present them to G20 leaders. Edelman developed a comprehensive communications support and execution program, including media training, message development, press releases, media invites and coordination. The one-month project garnered significant media attention, including leading national and international print titles, and the final summit communiqué was received by President Sarkozy.



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#### France's First Chronic-illness, Multi-association Information Center

##### Edelman France

Edelman France is helping establish France's first chronic-illness, multi-association information center, working to bring multiple associations together into a single location in Paris and preparing a complex submission for funding from the French state.

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#### Healthy Eating to Fight Cancer

##### Edelman France

Edelman France is supporting its employees' healthy choices, as well as helping the fight against cancer, by providing a weekly stock of fruits from a local farming group. A portion of the costs of the fruit goes directly to the Fondation de France, one of France's leading cancer research charities. In addition, employees are encouraged to make a small contribution to the Fondation de France for each piece of fruit they consume.

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### Europe and the Middle East

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#### Support for Foundation Auschwitz-Birkenau

##### Edelman Poland

Edelman Poland is continuing its support of the Intervene Now! campaign for the Foundation Auschwitz- Birkenau, which engages individuals, organizations and governments to protect the authentic remains of the Auschwitz-Birkenau concentration camp. In 2012 Edelman developed a website for the foundation; organized participation at the Shabbat Dinner in Davos; supported foundation efforts in Brazil, the United States and Israel; developed a road trip concept in five cities in Poland for September 2012 and a U.S. road trip to be executed in 2013; and managed community engagement on the Intervene Now! Facebook profile.

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#### Edelman's Work With AMREF

##### Edelman Europe

Several Edelman offices around the globe partner with the African Medical and Research Foundation (AMREF), which empowers African communities to take control of their health and to establish vibrant and participatory health care systems comprising communities, health workers and government. Founded in 1967 as the Flying Doctor Service of East Africa, AMREF is the African continent's leading health development and research organization.

Edelman is supporting Stand Up for African Mothers, a global campaign designed to raise awareness of the plight of African mothers and mobilize the public to help train midwives in Africa. Its goal is to train 15,000 midwives by 2015 and contribute to reducing maternal deaths in Africa by 25 percent.

This project is led by Edelman Germany, which developed the program toolkit and offered global strategy consultancy, and supported by local media campaigns managed by Edelman offices in Italy, France, Canada, Spain, Sweden, the United Kingdom and The Netherlands.

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#### Football Training Session

##### Edelman United Arab Emirates

Edelman facilitated and promoted a football training session for 25 children from the Special Care Centre in Abu Dhabi on behalf of Mubadala Development Company to mark a donation to the Special Care Centre following the company's Fit For The Future Ramadan Football Challenge.

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#### Special Care Centre's Third Annual Gala Dinner

##### Edelman United Arab Emirates

Edelman UAE managed the media relations for the third annual gala dinner of the Special Care Centre, which provides educational and therapeutic services to people with special needs in Abu Dhabi. Held as a fundraiser for the organization's "Donate A Brick" campaign to raise funds for a new school for children with special needs, more than 400 people attended the event, which raised more than AED 1 million.

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#### Dress for Success

##### Edelman Mexico

Edelman Mexico provides promotional support for Dress for Success in Mexico, helping to increase the support of volunteers, trainers, donors and strategic partners that reinforce the different needs of the organization. Edelman Mexico developed a press release highlighting the association and coordinated five interviews on broadcast and print outlets.

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#### Day of Service Edelman Atlanta

The Edelman Atlanta Community Team coordinated a Day of Service for Edelman Atlanta employees in partnership with Open Hand, an Atlanta-based nonprofit that provides comprehensive nutrition care to individuals in the metro area who are challenged by or at-risk for chronic disease or disability. The team gave a collective 175 hours of service to Open Hand and created 5,600 meals and 100 pantry bags for those in need.



#### American Diabetes Association (ADA) Step Out: Walk to Stop Diabetes Edelman Chicago

Edelman Chicago conducted a silent auction and 25 Chicago employees and their family and friends participated in the ADA's Step Out walk, raising more than \$5,000 to support ADA in its mission to prevent and cure diabetes.



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#### **Columbia College Chicago Johnson Legacy Project Edelman Chicago**

Edelman Chicago gives pro bono support to Columbia College Chicago's Johnson Legacy Project, a fundraising initiative that continues the legacy of John H. and Eunice W. Johnson, the African-American publishers, entrepreneurs and founders of the Johnson Publishing Company. In 2010 Columbia College acquired the Johnson Publishing Company building, the birthplace of *Ebony* and *Jet* and a vital piece of American history. The Johnson Legacy Project preserves Chicago's first African-American-owned building and establishes a scholarship for Columbia College journalism and fashion students.

To support the project, Edelman developed a strategic approach to increase awareness, educate and engage stakeholders on the positive impact of the Johnson's legacy. Edelman recommended a phased program – a soft fundraising period to key influencers and broad-scale launch to the community at large. Edelman created the tools to tell the story, including a master narrative and fundraising video, and will execute traditional media relations in 2012.

As part of the fundraising video, Columbia College secured several well-known African Americans to discuss how the Johnson's legacy impacted them: actress, choreographer and television director Debbie Allen, Ambassador Andrew Young, and architect Phil Freelon.

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#### **United Mitochondrial Disease Foundation Edelman Houston**

Edelman Houston supports the volunteer work of employee Lori Martin with the United Mitochondrial Disease Foundation's "Energy For Life Walk" in Houston. Martin, whose 3-year-old son was diagnosed with the fatal disease, organized a 200-person team that raised more than \$23,000 for the organization.

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#### CareNow Free Clinic Edelman Los Angeles

Edelman L.A.'s Health team managed the overall media relations and community outreach efforts for nonprofit organization CareNow's fourth annual free clinic at the Los Angeles Sports Arena, where more than 6,600 free medical, dental and vision services were donated to the underserved and uninsured in Los Angeles. The team secured front-page articles in the Los Angeles Times and La Opinión, stories on CBS Evening News and ABC World News with Diane Sawyer, and more than 250 additional stories in international, national and local media.

#### Junior Achievement Edelman New York

Edelman New York just wrapped up its third year mentoring the class of 2013 of the Manhattan Business Academy through a partnership with Junior Achievement of New York. In addition to fall semester in-school teaching and the annual Youth Leadership Conference in the spring, this year we added two significant afterschool programs for selected students.

Fifteen students gained an in-depth view of PR in the fall afterschool program, which used Edelman client case studies as course material and concluded with a competition in which the students applied what they learned to a fictitious client problem.

The spring afterschool program was an opportunity for 25 of our colleagues to mentor six MBA teams competing in this year's Junior Achievement of NY Business Plan Competition. More than 700 students forming 140+ teams from around the region entered the competition, and our students not only made it through the Columbia Business School semifinals, but also went on to receive a specially created Honorable Mention – unprecedented in the competition's history – at the finals at NASDAQ. The award included a \$500 prize for each of the four students and the opportunity to ring the closing bell with the top three winning teams.



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#### Care Packages for U.S. Troops

##### Edelman New York

For the last four years Edelman New York has organized a drive to collect everyday items to help bring a little bit of home to our troops serving overseas and away from their families during the holiday season. The firm has sent more than 60 packages of snacks, books, soups, handheld games and other items to military members who are friends and family of Edelman New York employees.

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#### New York Holiday Toy Drive

##### Edelman New York

Edelman partnered with God's Love We Deliver, a local organization that provides meals for NYC families affected by debilitating illness and poverty, to provide toys for children during the 2011 holiday season. The Children's Museum of Manhattan created a special Edelman online store to encourage participation.

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#### Give Kids the World

##### Edelman Orlando

Edelman Orlando conducted a search for its first-ever pro bono client, selecting Give Kids the World (GKTW), a 70-acre "storybook" resort where children with life-threatening diseases and their families are treated to week-long fantasy vacations. The team traveled to Kissimmee, Fla., to discuss goals, objectives, strategies and obstacles with the organization, using this information to create a public relations plan to bolster awareness of the organization.

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#### Certificate of Sustainability from ANEW

##### Edelman Portland

On Sept. 26, 2011, Edelman Portland diverted 6.7 tons of waste from landfills through the resale of equipment from 46 various workstations, receiving a Certificate of Sustainability from ANEW, a nonprofit organization that collects, organizes and repurposes surplus furniture, fixtures and equipment.

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#### Sacramento Public Relations Association

##### Edelman Sacramento

In 2012 Edelman Sacramento increased its involvement with the Sacramento Public Relations Association (SPRA), an independent organization that works to provide career enhancement opportunities and advocates for PR within the region, by sponsoring SPRA's annual awards event, the CAPPIES.

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#### Share our Strength

##### Edelman San Francisco

Share Our Strength is a national nonprofit whose mission is to end childhood hunger by 2015 and provide families with adequate nutrition across the U.S. By offering PR counsel, developing a marketing communication plan and conducting extensive media outreach among Bay Area media, Edelman San Francisco contributed to the success of the annual Taste of the Nation event – a culinary fundraiser showcasing leading local chefs and mixologists. Beneficiaries of the proceeds included Three Squares and Children of Shelters, two local nonprofits working to break the cycle of homelessness and poverty.

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#### JUMA Ventures

##### Edelman San Francisco

Edelman San Francisco guided the launch of a new campaign called CollegeSet, which was developed by JUMA Ventures in partnership with BlackRock, a global investment management firm, to promote higher education among high school students in at-risk homes. CollegeSet assists students through the college preparation and application process, finding employment, saving for college and matching their funds from corporate sponsors, and ensuring they stay in college and graduate.

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#### Shelter Network Adopt-a-Family

##### Edelman Silicon Valley

Through its work with Shelter Network, an organization providing housing and support services that create opportunities for homeless families and individuals to reestablish self-sufficiency, Edelman adopted five families and helped them fulfill some of their holiday wishes by collecting needed items, including diapers, pots and pans, and gas and movie gift cards.

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#### Capital Area Food Bank Challenge

##### Edelman Washington, D.C.

For the fourth consecutive holiday season, the Edelman D.C. office participated in a PR Holiday Food Drive Challenge benefiting the Capital Area Food Bank. Competing against the local offices of two other firms, Edelman took first place for the third year in a row, collecting thousands of dollars' worth of food and donating an additional \$2,845 to the Capital Area Food Bank.

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#### Everybody Wins! DC

##### Edelman Washington, D.C.

For the past two years, Edelman D.C. has partnered with Everybody Wins! DC (EW!DC), a nonprofit organization devoted to promoting children's literacy through shared reading experiences. Thirty-nine Edelman D.C. employees from nine departments read with 21 students in two Washington, D.C. public schools as part of EW!DC's Power Lunch program, helping their mentees develop their reading skills and improve their overall confidence in the classroom.

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## We Support Our Employees

### Community Investment Grant Program

In FY 2011, Edelman launched its first Community Investment Grant program. The program gives Edelman employees the chance to receive up to \$2,500 of funding for the organizations with which they are engaged as board members or volunteers. In its inaugural year, approximately \$150,000 was awarded to employees across all regions. In FY 2012, the program awarded \$143,650 to 64 organizations worldwide in the following categories:

- › Animal welfare
- › Community development
- › Culture & arts
- › Education
- › Environment
- › Health
- › Poverty & hunger
- › Social services & youth

The program continues to garner excitement among Edelman employees worldwide and will continue in FY 2013.

#### COMMUNITY INVESTMENT GRANT PROGRAM



## Edelman Community Investment Grant Recipients FY 2012

### ANIMAL WELFARE

**Red Paws Rescue** ([www.redpawsrescue.com](http://www.redpawsrescue.com))

**Project:** Animal Rescue and Rehabilitation.

**Organization:** Red Paws Rescue rescues and rehabs stray and abandoned dogs in New Delhi, India.



**Impact of grant:** The funds will be used to feed and provide medical supplies for over 300 dogs. A portion of the grant will also go toward neutering stray dogs to help control the canine population and prevent unnecessary suffering.

**Volunteer:** Vidhi Malla, New Delhi

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**Special Equestrians of Georgia** ([www.specialequestriansofgeorgia.org](http://www.specialequestriansofgeorgia.org))

**Project:** Hospital Visit Program

**Organization:** Special Equestrians of Georgia provides a nurturing, therapeutic environment to help individuals facing physical, emotional and mental challenges.



**Impact of grant:** The funds will go toward the continuation of the children's hospital programs, specifically in supporting the care of its two miniature horses, Cappie and Sam. The miniature horses visit children who are too sick to come to the farm and ride at the local children's hospital each month.

**Volunteer:** Shannon Brown, Atlanta

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## Edelman Community Investment Grant Recipients FY 2012

### ANIMAL WELFARE

**Feral Cat Spay/Neuter Project** ([www.feralcatproject.org](http://www.feralcatproject.org))

**Project:** Funding Surgeries

**Organization:** With approximately 1.2 million homeless cats in the Puget Sound area, the Feral Cat Spay/Neuter project allows people to bring free-roaming cats in for surgery at no charge.

**Impact of grant:** The funds will directly support up to 125 surgeries, resulting in fewer homeless and free-roaming cats in the future.

**Volunteer:** Melanie Wilhoite, Seattle

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**Austin Pets Alive** ([www.austinpetsalive.org](http://www.austinpetsalive.org))

**Project:** Medical Program

**Organization:** Austin Pets Alive focuses on helping healthy and treatable pets that are at risk of being killed in a shelter.

**Impact of grant:** The funds will be used for providing medical support and supplies for these pets, since adoption fees do not cover the average cost to spay and neuter, feed, house and medically treat each one.

**Volunteer:** Melissa Miller, Austin

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## Edelman Community Investment Grant Recipients FY 2012

### COMMUNITY DEVELOPMENT

**Nest** ([www.buildanest.org](http://www.buildanest.org))

**Project:** Businesses Training for Indian Artisans

**Organization:** Nest is dedicated to identifying and collaborating with responsible artisan businesses through the provision of customized capacity-building programs.



**Impact of grant:** With the funds, the organization will provide support for a 12-week business training course called From Creativity to Self-Sufficiency: Nest's Business Curriculum for Artisans. The program will be implemented in Kolkata, Tiruchirapalli and Sambalpur in India and teaches artisans basic skills, product development, environmentally sensitive production methods, professional presentation skills and pricing strategies.

**Volunteer:** Rebecca Neufeld, Chicago

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**Mercy Home for Boys & Girls** ([www.mercyhome.org](http://www.mercyhome.org))

**Project:** Residential Program

**Organization:** Mercy Home for Boys & Girls' residential program provides 24-hour shelter and assistance to more than 170 elementary, middle and high-school students each year.



**Impact of grant:** The funds will go toward supporting the program as it focuses on academic achievement, physical and mental health, and career preparation. It also includes food and clothing, daily tutoring, individualized school placement, life-skills training and remedial math and reading programs.

**Volunteer:** Michael O'Grady, Chicago

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## Edelman Community Investment Grant Recipients FY 2012

### COMMUNITY DEVELOPMENT

**Lindbergh LaVista Corridor Coalition** ([www.lindberghlavista.org](http://www.lindberghlavista.org))

**Project:** ESL Program

**Organization:** The Lindbergh LaVista Corridor Coalition's mission is to redefine and revitalize the community it serves.

**Impact of grant:** The English as a Second Language program provides English courses to anyone in the community. The funds will go toward helping the coalition increase the number of people who take advantage of this program.

**Volunteer:** Courtney Harkness, Atlanta

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**Friends of Filbert Playlot Park** ([www.fillbertplaylotpark.com](http://www.fillbertplaylotpark.com))

**Project:** Park Renovation

**Organization:** Friends of Filbert Playlot Park is a community group that is raising money to renovate the North Center neighborhood playground.

**Impact of grant:** Filbert Playlot Park received a failing grade of 64 percent in a 2010 playground inspection. The funds will go toward completing its renovation, which is estimated to cost \$300,000.

**Volunteer:** Casey Reidy, Chicago

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**East Atlanta Community Association, Inc.** ([www.eaca.net](http://www.eaca.net))

**Project:** Neighbor in Need Initiative

**Organization:** The East Atlanta Community Association promotes a high quality of life for all East Atlanta residents.

**Impact of grant:** The funds will go toward its Neighbor in Need initiative, which makes emergency home repairs for East Atlanta's long-term, elderly residents.

**Volunteer:** Victor Cooper, Atlanta

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## Edelman Community Investment Grant Recipients FY 2012

### COMMUNITY DEVELOPMENT

**Shanghai United Foundation** ([www.lianquan.org.cn](http://www.lianquan.org.cn))

**Project:** 2012 Shanghai United Walkathon

**Organization:** The Shanghai United Walkathon raises funds for grassroots NGOs programs.



**Impact of grant:** The funds will go toward supporting the Edelman Shanghai team in its participation in the 50-kilometer walk, which must be completed in less than 12 hours.

**Volunteer:** Echo Xia, Shanghai

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**The Dovercourt Boys & Girls Club (DBGC)** ([www.dovercourtkids.com](http://www.dovercourtkids.com))

**Project:** Pelham Park Project

**Organization:** The Dovercourt Boys & Girls Club identifies and responds to the changing needs of children, adolescents and families.



Dovercourt  
Boys & Girls Club

**Impact of grant:** The funds will go toward creating an outreach program called Pelham Park Project, which will provide up to 200 children with homework assistance, after-school nourishment and cooperative games.

**Volunteers:** Allison Daisley and Matthew Kanas, Toronto

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**The Saint James Music Academy** ([www.sjma.ca](http://www.sjma.ca))

**Project:** Exploring Music

**Organization:** The Saint James Music Academy gives children from low-income families in Vancouver access to music education initiatives.

**Impact of grant:** The funds will go toward paying for the cost of teachers in its Exploring Music program, which seeks to engage the interest and creative capacity of youth who do not have access to other music programs due to special needs and behavioral problems.

**Volunteer:** Marissa Bushe, Vancouver

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SAINT  
JAMES  
MUSIC  
ACADEMY

## Edelman Community Investment Grant Recipients FY 2012

### COMMUNITY DEVELOPMENT

**Buehler YMCA of Metropolitan Chicago** ([www.ymcachicago.org/buehler](http://www.ymcachicago.org/buehler))

**Project:** Summer Feeding Program

**Organization:** The Buehler YMCA of Metropolitan Chicago makes accessible support and opportunities that empower people and communities to learn, grow and thrive.

**Impact of grant:** In partnership with the Palatine Opportunity Center and Greater Chicago Food Depository, the Buehler YMCA's summer feeding program provides healthy meals, nutrition education and fitness activities to the families it serves – mostly lower-income and non-English-speaking individuals who do not have access to good health and wellness resources. The funds will go toward supporting this program.

**Volunteer:** Catherine Haskins, Chicago

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**Cabrini Green Legal Aid** ([www.cgla.net](http://www.cgla.net))

**Project:** Clemency Petition Program and Benefit Committee Member

**Organization:** Cabrini Green Legal Aid's Client Support Services program provides legal aid to thousands of vulnerable Chicagoans.

**Impact of grant:** The funds, together with additional staff and support from others, will help ensure this program is able to continue.

**Volunteer:** Kathy Krenger, Chicago

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**Lakeview Pantry** ([www.lakeviewpantry.org](http://www.lakeviewpantry.org))

**Project:** Offsetting Food Costs

**Organization:** Lakeview Pantry provides food to fill the basic needs of hungry people.

**Impact of grant:** Recently, the pantry went 19 percent over budget and spent 39 percent more than it had expended on food supplies, partly due to increased demand but also as a result of rising food costs. The funds will help offset these costs.

**Volunteer:** Kara Hamstra, Chicago

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## Edelman Community Investment Grant Recipients FY 2012

### CULTURE & ARTS

**Stage Left Theatre** ([www.stagelefttheatre.com](http://www.stagelefttheatre.com))

**Project:** Production of “Impenetrable”

**Organization:** Stage Left Theatre develops and produces plays that raise debate and challenge perspectives on political and social issues.

**Impact of grant:** The funds will support the theater’s fall 2012 drama “Impenetrable,” Mia McCullough’s play about a scandalous billboard ad placed in a well-to-do suburban neighborhood and the chaos that ensues.

**Volunteer:** Matthew Groch, Chicago

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**Giordano Jazz Dance Chicago** ([www.giordanodance.org](http://www.giordanodance.org))

**Project:** New Work and Chicago Public School Program Support

**Organization:** Giordano Jazz Dance Chicago has an active outreach and education program, including school performances in the Chicago metropolitan area, a residency with the Chicago Park District and teaching residencies on many college campuses.

**Impact of grant:** The Jazz Dance and Science & Health program seeks to integrate dance into existing in-school health and science curricula. The funds will go toward supporting instructor salaries and enhancing evaluation methodologies.

**Volunteer:** Rita Glaze, Chicago

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## Edelman Community Investment Grant Recipients FY 2012

### CULTURE & ARTS

**eta Creative Arts Foundation** ([www.etacreativearts.org](http://www.etacreativearts.org))

**Project:** Educational Programs

**Organization:** The eta Creative Arts Foundation provides professional opportunities through training and performance for the development of youth and adults as artists and technicians.



**Impact of grant:** The funds will go toward helping 233 Chicago Public School students attend its Showfolk Daytime series, and will also provide four partial scholarships to participate in its 10-month professional training program in drama, music and dance.

**Volunteer:** Karen S. Brown, Chicago

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**Tantrum Theatre Co-operative Ltd.** ([tantrumtheatre.org.au](http://tantrumtheatre.org.au))

**Project:** Youth Development Program

**Organization:** Tantrum Theatre Co-operative in Sydney, Australia, provides youth programs that include mentorship, arts education, professional development and career opportunities, benefitting over 4,000 people each year.



**Impact of grant:** The funds will support this under-resourced organization so it can continue to carry out its mission.

**Volunteer:** Sarah Gardner, Sydney

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**The House Theatre of Chicago** ([www.thehousetheatre.com](http://www.thehousetheatre.com))

**Project:** Supporting Employee Involvement

**Organization:** The House Theatre of Chicago's On The House program offers Chicagoans without means to see live theater a chance to experience its live productions.



**Impact of grant:** The funds will go toward creating original theatrical productions, providing opportunities for Illinois artists, designers and technicians, and giving those in need the opportunity to attend shows.

**Volunteer:** Erica Isaacson, Chicago

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## Edelman Community Investment Grant Recipients FY 2012

### EDUCATION

**Horizons for Youth** ([www.horizons-for-youth.org](http://www.horizons-for-youth.org))

**Project:** Mentoring

**Organization:** Horizons for Youth is the only scholarship organization offering comprehensive support services to students as early as kindergarten and continuing through high school graduation.



**Impact of grant:** The funds will go toward supporting the organization's mentoring programs, which include tutoring and surrogate and big sibling mentoring.

**Volunteer:** Megan DiSciullo, Chicago

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**Maitian Education Foundation** ([en.mowo.cn](http://en.mowo.cn))

**Project:** Maitian Dream Fund

**Organization:** The Maitian Education Foundation finances educational institutions in rural areas of the Yunnan and Guangdong provinces in China, with an emphasis on extracurricular activities, including construction of facilities and supplying and staffing those facilities.



**Impact of grant:** The funds will go toward the Maitian Dream Fund's Rainbow Bridge Project event, the Maitian National Children's Painting Show, which brings together children from urban and rural environments to create works of art that are later auctioned off in a series of charity events held around the country.

**Volunteer:** Kim Huang, Guangzhou

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## Edelman Community Investment Grant Recipients FY 2012

### EDUCATION

**Straight Talking** ([www.straighttalking.org](http://www.straighttalking.org))

**Project:** Teen Pregnancy Peer Education

**Organization:** Straight Talking aims to reduce the high rates of teen pregnancy in the UK.

**Impact of grant:** The funds will go toward the training and support of three teenaged parents, as well as aiding the delivery of three peer education courses that will reach 90 students in London. The courses teach teenagers to delay parenthood and provide teen parents with employment and educational assistance through work experience.

**Volunteer:** Jo Sheldon, London

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**Atlanta Press Club** ([www.atlantapressclub.org](http://www.atlantapressclub.org))

**Project:** Atlanta Press Club General Scholarship Fund

**Organization:** The Atlanta Press Club serves the professional and social needs of the journalism community.

**Impact of grant:** The funds will go toward providing support, including venue costs, A/V and food and beverage needs, for a half-day workshop in 2012. The workshop helps new journalists learn basic skills and helps more experienced journalists learn about social media.

**Volunteer:** Nicholas Wolaver, Atlanta

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**Auburn University Foundation** ([www.develop.auburn.edu](http://www.develop.auburn.edu))

**Project:** Public Relations Advisory Council

**Organization:** The Auburn University Foundation helps meet the needs of its students, its state and its nation.

**Impact of grant:** The funds will go toward the alumni public relations annual scholarship for public relations students who are in need of financial aid.

**Volunteer:** Kristin Wooten, Atlanta

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## Edelman Community Investment Grant Recipients FY 2012

### EDUCATION

**CHRIS Kids (CCC)** ([www.chriskids.org](http://www.chriskids.org))

**Project:** CHRIS Counseling Center

**Organization:** The CHRIS Counseling Center seeks to promote healing, improve functioning and unlock the potential of children, adults and families.



**Impact of grant:** The funds will support CCC and its highly qualified, licensed clinical staff as they offer a variety of confidential behavioral health services including individual, couples, group and family counseling and medication management.

**Volunteer:** Taylor Lehman, Atlanta

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**Common Threads** ([www.commonthreads.org](http://www.commonthreads.org))

**Project:** Programming Support

**Organization:** Common Threads teaches low-income children to cook wholesome and affordable meals.



**Impact of grant:** The funds will be used to underwrite its program costs, which include culinary instruction, fresh groceries, curriculum materials and supplies for after-school programming.

**Volunteer:** Tim Peters, Chicago

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**Etta Projects** ([www.ettaprojects.org](http://www.ettaprojects.org))

**Project:** 25 Days of Etta – A Legacy of Sustainable Change

**Organization:** Etta Projects seeks to improve health and support initiatives that provide clean water, nutritious food, education and income generation in Bolivia.



**Impact of grant:** The funds will provide another year of support for its Rural School Project for nine Bolivian schools, supplying a curriculum and training to teachers and students in nutrition, health, sanitation and leadership.

**Volunteer:** Brittany Gidican, Seattle

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## Edelman Community Investment Grant Recipients FY 2012

### EDUCATION

**The Fulfillment Fund** ([www.fulfillment.org](http://www.fulfillment.org))

**Project:** The Leadership Council and Mentor Program

**Organization:** The Fulfillment Fund provides first-generation, low-income students with the support necessary to graduate from high school and attend college.

**Impact of grant:** The funds will go toward helping the program carry out personalized college counseling and college readiness curriculum lessons at its partner Title I high schools, as well as college readiness workshops and advisement for mentored students.

**Volunteer:** Vanessa Del Muro, Los Angeles

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**Leap Learning Systems** ([www.leaplearningsystems.org](http://www.leaplearningsystems.org))

**Project:** Language for Scholars

**Organization:** Leap Learning Systems' Language for Scholars program uses a unique approach to improve the speaking and writing of older students in underserved communities.

**Impact of grant:** The funds will go toward helping the organization implement an intense, theme-based version of this program at Chicago high-school campuses in the Altgeld Garden, Austin, Bronzeville, East Side, North Lawndale, South Shore and Woodlawn neighborhoods.

**Volunteer:** Loida Rosario, Chicago

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## Edelman Community Investment Grant Recipients FY 2012

### EDUCATION

**Spark Program** ([www.sparkprogram.org](http://www.sparkprogram.org))

**Project:** Spark Chicago

**Organization:** Spark helps youth become motivated learners and connected community members and encourages adults to nurture the next generation through mentoring and volunteerism.



**Impact of grant:** The funds will go toward executing one or two students' one-on-one, six- to eight-week workplace mentoring experience in a chosen profession, including PR, culinary arts, law, game developing and aviation.

**Volunteer:** Ojas Naik, Chicago

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**Washington FIRST Robotics** ([www.firstwa.org](http://www.firstwa.org))

**Project:** Washington State Team Participation

**Organization:** Washington FIRST Robotics inspires students to pursue careers in science and technology.



**Impact of grant:** The funds will go toward supporting a Washington state team's participation in the program by providing access to the grant and mentors necessary to be involved.

**Volunteer:** Liz Powell, Seattle

## Edelman Community Investment Grant Recipients FY 2012

### EDUCATION

**Worth Public Library District** ([www.worthlibrary.com](http://www.worthlibrary.com))

**Project:** e-Reader Program

**Organization:** Worth Public Library serves adults and youth in its community, offering reading and cultural programs and resources.



**Impact of grant:** With a wealth of resources now available electronically, Worth Public Library members are looking to become skilled in the use of new technologies. The funds will go toward purchasing a variety of e-readers for use by the library's patrons to help them learn this increasingly necessary skill.

**Volunteer:** Ann Glynn, Chicago

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**YES! Atlanta** ([www.yesatlanta.org](http://www.yesatlanta.org))

**Project:** Rising Star Coaching for Success

**Organization:** YES! Atlanta works to enhance the lives of at-risk teenagers.



**Impact of grant:** The funds will go toward supporting its Rising Star Coaching for Success program, which provides tutoring and mentoring services to inner-city teens recommended to the organization by the Fulton County Juvenile Court.

**Volunteer:** Madison Fisher, Atlanta

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## Edelman Community Investment Grant Recipients FY 2012

### ENVIRONMENT

**New Nature Foundation** ([www.newnaturefoundation.org](http://www.newnaturefoundation.org))

**Project:** Kibale Eco-Char Initiative

**Organization:** The New Nature Foundation protects wild animals and conserves wild places.

The logo for the New Nature Foundation, featuring the text "New Nature Foundation" in a green, sans-serif font.

**Impact of grant:** The funds will support the organization's Kibale Eco-Char initiative, which addresses the demand for fuel by offering alternative solutions for energy needs in Uganda. Biomass fuel briquettes, which produce energy with available waste products, will be funded by the grant, in addition to information pamphlets educating villagers on how to use them.

**Volunteer:** Avra Goldstone Lorrimer, London

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**Sustainable Atlanta** ([www.sustainableatlanta.org](http://www.sustainableatlanta.org))

**Project:** Sustainability Web Portal

**Organization:** Sustainable Atlanta serves as a catalyst and facilitator for sustainable progress in Atlanta.

The logo for Sustainable Atlanta, featuring the text "[Sustain]able Atlanta" in a blue, sans-serif font, with "Sustain" in brackets.

**Impact of grant:** The funds will help support costs for the development of a website portal that will inform and educate researchers, teachers, concerned citizens and businesses who would like to learn more about sustainability resources in the city.

**Volunteer:** Dana Hartline, Atlanta

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## Edelman Community Investment Grant Recipients FY 2012

### HEALTH

**Canuck Place Children's Hospice** ([www.canuckplace.org](http://www.canuckplace.org))

**Project:** Extension of Services Pilot Project

**Organization:** The Nurse Practitioner Home Visits program involves outreach visits to the homes of children with life-threatening illnesses by a Canuck Place nurse practitioner with pediatric palliative care experience.



**Impact of grant:** The funds will help with the Extension of Services Pilot Project as nurse practitioners provide more families with help and support as they deal with life-limiting pediatric conditions.

**Volunteer:** Patti Schom-Moffatt, Vancouver

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**Communicaid for Hearing Impaired Persons (CHIP)** ([www.hearhear.org](http://www.hearhear.org))

**Project:** Tour Guide FM Systems Purchase

**Organization:** The Communicaid for Hearing Impaired Persons helps and encourages the hearing impaired to increase their quality of life.



**Impact of grant:** The funds will be used to purchase an additional Assisted Listening Device, "Tour Guide FM System," which consists of one transmitter and 10 receivers. These systems are provided to audiences at CHIP functions and events.

**Volunteer:** Mandy Poon, Montreal

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## Edelman Community Investment Grant Recipients FY 2012

### HEALTH

**Schizophrenia Society of Ontario** ([www.schizophrenia.on.ca](http://www.schizophrenia.on.ca))

**Project:** Be the One

**Organization:** The Schizophrenia Society of Ontario makes positive differences in the lives of people affected by schizophrenia and psychotic illnesses.



**Impact grant:** The funds will go toward its Be the One initiative, which mobilizes and engages youth to participate in special programs like Ask the Expert and assists hundreds of families across Ontario who cope with the illnesses.

**Volunteer:** Joanna Wilson, Toronto

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**Gilda's Club Chicago** ([www.gildasclubchicago.org](http://www.gildasclubchicago.org))

**Project:** Noogieland Holiday Party

**Organization:** Gilda's Club Chicago provides a place for individuals affected by cancer to build support systems.



**Impact of grant:** The funds will go toward supporting its Noogieland Holiday Party, which is designed to address the psychosocial needs of children living with cancer, held for kids within the program.

**Volunteers:** Alex Roberts and Amy Hauser, Chicago

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**National Ovarian Cancer Coalition** ([www.ovarian.org](http://www.ovarian.org))

**Project:** Educational Materials

**Organization:** The National Ovarian Cancer Coalition raises awareness and promotes education about ovarian cancer.



**Impact of grant:** The funds will go toward supporting the coalition in outreach during September, when it will appear at health fairs and educational and survivor events, distribute educational materials to newly diagnosed patients and their families, and display take-away materials at buildings participating in the Teal Lights campaign.

**Volunteer:** Julie Spencer, Chicago

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## Edelman Community Investment Grant Recipients FY 2012

### HEALTH

**Open Heart Magic** ([www.openheartmagic.org](http://www.openheartmagic.org))

**Project:** 2011-2012 Marketing and Recruitment Support

**Organization:** Open Heart Magic uses innovative methods such as magic to reach sick children at their hospital bedside.

**Impact of grant:** The funds will go toward three objectives: magician training, supplies including cards and wands, and online marketing to increase the organization's reach.

**Volunteer:** Lauren Salah, Chicago

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**WellDone International** ([www.welldone.org](http://www.welldone.org))

**Project:** WellDone Outreach Support

**Organization:** WellDone works to raise awareness of the global water crisis and provide clean water to communities in need.

**Impact of grant:** The funds will go toward the organization's operational strategies, enabling WellDone to obtain more secure, reliable support in order to effectively carry out its mission.

**Volunteer:** Anne Yeh, Silicon Valley

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## Edelman Community Investment Grant Recipients FY 2012

### POVERTY & HUNGER

**Rotaract Club of Shanghai (RACS)** ([www.rotaractshanghai.org](http://www.rotaractshanghai.org))

**Project:** Happy Feet and One Egg

**Organization:** The Rotaract Club is a nonprofit social organization comprising young professionals and graduate students living in Shanghai that is involved in cultural activities and volunteer Projects around China



**Impact of grant:** The funds will go toward delivering shoes and clothes as well as purchasing new shoes for the club's Happy Feet Project, which helps 1,052 children at the Shilipung School in the Hunan province in China. The school's mountainous location means its students spend an average of two hours daily in wet shoes along rough roads.

**Impact of grant:** The funds will go toward providing students with one egg per day through the club's One Egg Project, which fully supports one school in Yunnan, China, for at least one semester, where the children do not receive enough nutrition to succeed.

**Volunteer:** Jason Born, Shanghai

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**Stichting Vluchteling (The Netherlands Refugee Foundation)**  
([www.vluchteling.org](http://www.vluchteling.org))

**Project:** The Night of the Refugee

**Organization:** The Netherlands Refugee Foundation supports malnourished individuals in refugee camps.



**Impact of grant:** The funds will provide medical care to 15 children with acute malnutrition and will help at least 40 children at an outpatient therapeutic program in health posts as part of the foundation's Night of the Refugee program, which raises money for medical treatment for malnourished children.

**Volunteer:** Maarten Simons, Amsterdam

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## Edelman Community Investment Grant Recipients FY 2012

### POVERTY & HUNGER

**God's Love We Deliver** ([www.godslovewedeliver.org](http://www.godslovewedeliver.org))

**Project:** Steam Boiler Repair

**Organization:** God's Love We Deliver improves the health and well-being of individuals living with HIV/AIDS, cancer and other serious illnesses by alleviating hunger and malnutrition.

**Impact of grant:** The funds will go toward underwriting a portion of the cost to replace its broken steam boiler, which powers the kettles used to cook soup, an essential component for meals to many of its sickest clients.

**Volunteer:** Lisa Ebersole, New York

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**Imagine Los Angeles** ([www.imaginela.org](http://www.imaginela.org))

**Project:** Imagine LA's A-Team

**Organization:** Imagine Los Angeles empowers families to transition from homelessness to self-sufficiency.

**Impact of grant:** The A-Team is the volunteer corps of the program, which helps organize fundraising events and provides outreach support. The funds will go toward outreach efforts and promotional materials for recruiting additional A-Team members, engaging volunteers, event marketing and promoting service opportunities. Funding will also be applied toward the expansion of the A-Team's social media presence and event schedule.

**Volunteer:** Elizabeth Saroki, Los Angeles

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## Edelman Community Investment Grant Recipients FY 2012

### POVERTY & HUNGER

**Marion-Polk Food Share** ([www.marionpolkfoodshare.org](http://www.marionpolkfoodshare.org))

**Project:** Shopping Matters

**Organization:** Marion-Polk Food Share fights to end hunger in those counties. Its Shopping Matters program brings low-income adults directly to the grocery store for a hands-on learning experience guided by trained volunteers to help make positive changes to food shopping habits.

**Impact of grant:** The funds will go toward purchasing \$10 gift cards for the program's Ten Dollar Challenge, which focuses on learning how to purchase the maximum amount of produce with \$10.

**Volunteer:** Reginald Johnson, Portland

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**Women Employed** ([www.womenemployed.org](http://www.womenemployed.org))

**Project:** Career Coach

**Organization:** Women Employed works to make life better for working women.

**Impact of grant:** The funds will go toward the organization's Career Coach program, training staff at community-based organizations that work with women living in poverty on how to integrate high-quality career development services into existing programming.

**Volunteer:** Joyce Coffee, Chicago

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## Edelman Community Investment Grant Recipients FY 2012

### SOCIAL SERVICES & YOUTH

**Children of the Street Society** ([www.childrenofthestreet.com](http://www.childrenofthestreet.com))

**Project:** TCO<sup>2</sup> (Taking Care of Ourselves, Taking Care of Others)

**Organization:** Children of the Street Society is dedicated to preventing the sexual exploitation of children in British Columbia.



**Impact of grant:** The funds will go toward the direct delivery of its educational prevention workshops and early intervention support, covering the costs of the workshops delivered in Vancouver.

**Volunteer:** Bing Wang, Vancouver

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**Santropol Roulant Inc.** ([www.santropolroulant.org](http://www.santropolroulant.org))

**Project:** Meals on Wheels

**Organization:** Santropol Roulant provides critical services to those in need.

**Impact of grant:** The cost of food is the organization's Meals on Wheels' program's most significant expense, costing \$62,673 in 2010. The funds will be used to purchase fresh ingredients, which will help give 90 seniors a meal each day.

**Volunteer:** Maksym Kovalenkov, Montreal

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**Special Olympics Canada** ([www.specialolympics.ca](http://www.specialolympics.ca))

**Project:** FUNdamentals Program

**Organization:** Special Olympics Canada is dedicated to enriching the lives of Canadians with an intellectual disability, through sport.

**Impact of grant:** The funds will go toward its FUNdamentals program, which focuses on children between the ages of 7 and 12. It is implemented in communities across the country where children learn motor and social skills and helps develop a support system for their families.

**Volunteer:** John Clinton, Toronto

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## Edelman Community Investment Grant Recipients FY 2012

### SOCIAL SERVICES & YOUTH

**Fundacion Una Oportunidad para Todos (Opportunity For All Foundation)**  
([www.unaoportunidadparatodos.info](http://www.unaoportunidadparatodos.info))

**Project:** Food and Health for the Elderly

**Organization:** The Opportunity For All Foundation helps at-need children and the elderly.

**Impact of grant:** The funds will enable the foundation to purchase food baskets with rice, beans, sugar, milk, meat and fish for its feeding program for the elderly.

**Volunteer:** Sonia Campuzano Iñigo, Mexico

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**Chicago Children's Advocacy Center** ([www.chicagocac.org](http://www.chicagocac.org))

**Project:** Voices for 3000

**Organization:** Chicago Children's Advocacy Center unites public, private and community partners to ensure the safety, health and well-being of abused children.

**Impact of grant:** The fund supported Voices for 3000, a child-abuse awareness and education campaign that took place during Child Abuse Prevention Month (April 2012). The campaign represented the estimated 3,000-plus children in the city of Chicago who, each year, are sexually abused, but never report the abuse. The program's components included development of an educational website, video and audio PSAs on local TV and radio stations, posters, media outreach, a concert series and a large public art exhibit in Daley Plaza.

**Volunteer:** Jennifer Thompson, Chicago

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## Edelman Community Investment Grant Recipients FY 2012

### SOCIAL SERVICES & YOUTH

**Children's Relief Nursery** ([www.crn4kids.org](http://www.crn4kids.org))

**Project:** Program Support

**Organization:** The Children's Relief Nursery helps keep hundreds of Portland's babies and toddlers safe each year.



**Impact of grant:** The funds will continue to support the nursery's therapeutic classrooms and other services for children between the ages of 1 and 4 who have experienced serious trauma and are at risk of abuse or neglect.

**Volunteer:** Danielle Veneski, Portland

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**Georgia Women for a Change, Inc.** ([www.gwomen.org](http://www.gwomen.org))

**Project:** Drop-in Centers

**Organization:** Georgia Women for a Change promotes public policy that benefits women and girls.



**Impact of grant:** The funds will go toward developing storefront and drop-in centers, which will provide immediate refuge and services for girls who have run away and have no survival plan; underwriting the cost for the first year of services including staffing, supplies and materials; and attracting new donors.

**Volunteer:** Demar Anderson, Atlanta

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**GiGi's Playhouse** ([www.gigisplayhouse.org](http://www.gigisplayhouse.org))

**Project:** Physical Therapy Program Improvements

**Organization:** GiGi's Playhouses are Down syndrome awareness and educational centers that provide resources, specialized teaching and support to those affected by Down syndrome.



**Impact of grant:** The funds will go toward enhancing its physical therapy program with additional equipment needs such as mini trampolines, a set of stairs, balance boards and balls, climbing equipment and mats.

**Volunteer:** Michael McCullough, Atlanta

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## Edelman Community Investment Grant Recipients FY 2012

### SOCIAL SERVICES & YOUTH

**Give Kids the World Village** ([www.givekidstheworld.org](http://www.givekidstheworld.org))

**Project:** Family Vacation

**Organization:** Give Kids the World Village is a storybook resort for children with life-threatening illnesses and their families.



**Impact of grant:** The funds will go toward covering half the cost of hosting a family's week-long fantasy vacation, where they are housed in a private villa, treated to three meals a day and unlimited ice cream, given daily gifts and entertained nightly by Village visitors.

**Volunteer:** Danielle Marone, Orlando

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**Groundswell Community Mural Project** ([www.groundswellmural.org](http://www.groundswellmural.org))

**Project:** Summer Leadership Institute

**Organization:** Groundswell brings together artists, youth and community organizations to use art as a tool for social change.



**Impact of grant:** The funds will help Groundswell support four \$600 youth stipends in its 2012 Summer Leadership Institute (SLI). The SLI participants are primarily from New York's public school system, and their engagement in the process allows them to develop artistic and Project management skills. They also have opportunities to practice public speaking as they represent Groundswell to the media and improve their communities.

**Volunteer:** Robin Edwards, New York

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## Edelman Community Investment Grant Recipients FY 2012

### SOCIAL SERVICES & YOUTH

**Heshima Kenya** ([www.heshimakenya.org](http://www.heshimakenya.org))

**Project:** Maisha Collective

**Organization:** Heshima Kenya's programs address and support the Somali famine, urban refugees in Nairobi, girls' education, reproductive health, human rights and financial independence.

**Impact of grant:** The funds will provide resources to create a 2012 educational media campaign, which will increase awareness in Chicago and across the U.S. of its initiatives helping unaccompanied refugee children and youth in Nairobi.

**Volunteers:** Carrie Miller and Selina Hood, Chicago

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**Lilliput Children's Services** ([www.lilliput.org](http://www.lilliput.org))

**Project:** Kinnections Program

**Organization:** Lilliput Children's Services is an adoption agency committed to ensuring children are safe and nurtured within a family.

**Impact of grant:** The Kinnections program addresses issues of disproportionality for black foster youth and transforms the manner in which family members are located, engaged and supported when children first enter care. The funds will go toward the expansion of its Sacramento Kinship Support Services site, which includes purchasing new chairs for laptop tables and upgrading old computers to laptops.

**Volunteer:** Kierstan DeLong, Sacramento

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## Edelman Community Investment Grant Recipients FY 2012

### SOCIAL SERVICES & YOUTH

**Sacramento Children's Home** ([www.kidshome.org](http://www.kidshome.org))

**Project:** Crisis Nursery

**Organization:** Sacramento Children's Home is dedicated to building strong families and ending the cycle of child abuse.

**Impact of grant:** The funds will go toward the resource needs of its Crisis Nursery program, which offers emergency child care or overnight care during stressful or difficult times to newborns through the age of 5.

**Volunteer:** Jeannie Lewis, Sacramento

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**Space of Her Own, Inc.** ([www.spaceofherown.org](http://www.spaceofherown.org))

**Project:** AD2DC Marketing Campaign

**Organization:** Space of her Own provides disadvantaged girls with social, emotional, academic and creative enrichment.

**Impact of grant:** The funds will go toward renovating all 10 girls' rooms for the year, which will allow each of them to have her own space to grow within the program.

**Volunteer:** Laura Gibbons, Washington, D.C.

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## OUR PEOPLE



We are committed to creating a workplace where good ideas prosper.

We believe both what we do and how we do it is important. Our employees are the core of our success, and we support them with the resources they need to grow in their roles, to continue innovating and to be good citizens.

## **People are the Power That Compels Citizenship**

Engaging our people is the key to our success, both as a business and a global citizen. In fact, 96 percent of employees receive regular performance reviews. Everywhere we operate, we are committed to creating a workplace that supports employee development and continuing education; that is safe and contributes to employee health and welfare; that is diverse and inclusive, regardless of age, race, gender, sexual orientation or cultural background.

## Employee Development and Training

### Edelman University

Our training and professional development program that enhances employee skills and helps them build more meaningful careers, “Edel U” revolves around four key areas of professional development: an engagement orientation, an entrepreneurial mindset, collaborative accountability and talent development. Offered in all offices, the program is at the heart of our commitment to give our employees continuous learning opportunities. Each employee completes courses taught in-house, online through our intranet, at local colleges or at conferences and outside seminars

### Edelman Leadership Academy

An intensive four-day training retreat held each year for high-potential professionals from Edelman offices and affiliates around the world, Leadership Academy lets participants share their knowledge and experiences and learn about the challenges and opportunities they’ll encounter as future leaders of the firm.

### Mentoring

A valuable tool for personal growth and professional development, Edelman’s mentoring program has been available to all employees on a voluntary basis since 2005. In 2010 we launched the rotnem program (“mentor” spelled backwards), a “reverse mentor” initiative that links senior staff with members of the junior staff to become better versed in social media and new technologies while fostering learning, teamwork and leadership development on both sides of the mentor relationship.

### Leadership NEXT

At Edelman our mission is to provide excellence and quality for our clients. Our ability to do that requires having a talented and motivated workforce. To get the best out of our employees we need to lead them effectively. Leadership NEXT was developed with that in mind. We use Situational Leadership®II, developed by Ken Blanchard, as our framework. We chose this model because it is about developing competence, gaining commitment and retaining talent. Participants learn the skills and behaviors of a “situational leader,” which will help when dealing with the challenges they face.

## Employee Development and Training

### EdelmanNEXT

In support of the global initiative EdelmanNEXT, the U.S. Corporate HR team revised its internal U.S. transfer policy to more clearly outline the process for employees to pursue internal opportunities, while balancing the needs of hiring managers and the recruitment team. This process allows valued employees in the U.S. to reinvent themselves and their careers – at Edelman. By revamping our internal transfer process, employees can more readily explore their interests and talents and apply them in ways that benefit both them and the firm.

### Edelman Onboarding: Looking 4Ward

Even before new employees are officially on staff, training and development begins with our onboarding experience, launched initially in 2010 in our U.S. offices. Designed to help new recruits understand our culture, vision and values, and to smooth the transition into the Edelman workplace, the experience is organized into six segments: T-minus 4, or Before Your Start; The First 4Hours; The First 4Days; The First 4Weeks; The First 4Months; and The First Year. Edelman Canada offers a regional new hire orientation program, which includes the National Buddy Program, an On-Boarding Program/Agenda, and Welcome to Edelman – HR Orientation. Local offices in the Asia Pacific region, Europe, the Middle East and Latin America also have orientation materials and programming for new employees.

### The Daniel J. Edelman Global Fellows Program

Established in 2010, the Daniel J. Edelman Global Fellows Program sends high-potential Edelman employees abroad for up to 18 months to gain firsthand experience working in different markets. The program advances a global culture and transfers knowledge across regions, while affording Edelman people the opportunity to gain valuable global experience that benefits our firm, our clients and themselves. The 2013 assignments will focus on the “BRIC-ME” countries (Brazil, Russia, India, Indonesia, China and the Middle East).

## Employee Development and Training

### What Current Fellows Are Saying

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**Cathy Yue, a senior manager in the digital practice in Beijing, is a fellow in Edelman's Chicago office.**

"By leveraging the best practices and key learnings in both my home office and host office, I get a better and bigger picture of the global social media scene and also find more efficient ways to do the same business, which benefits my daily work."



**Rain Wang, a senior manager with the corporate communications practice in Shanghai, is a fellow in Edelman's Atlanta office.**

"The Fellows program is important because, externally, it showcases our global network to U.S. clients and, internally, it promotes efficient collaborations and knowledge transfer across the offices."



**Bambang Chriswanto, SVP, head of social and employee engagement in Jakarta, is a fellow in Edelman's Hong Kong office.**

"This program is extremely important to advance the Edelman global culture. It allows consultants in the firm to be fully integrated into the Edelman way and to develop their career in the firm by working in a different market. Upon returning to the consultant's home office, clients will see improved value of service because they are served by a team with global experience."



## Employee Development and Training

We asked our recently returned-home fellows a few questions about their experience. Here's what they said.

**Annika Engineer, a vice president in Edelman in New York, was a fellow in Mumbai.**

**Q: How do you think the Global Fellows program benefits Edelman overall?**

**A:** As a strategy, companies are increasingly using global mobility programs to compete in a constantly expanding corporate world. Initiatives like the Global Fellows program are used to support the growth of a business in new markets and to accelerate the development of managers with a global mindset. High-potential employees get a chance to practice corporate leadership, and employers use these transitory positions for talent needs, including knowledge transfer, technical skills and employee development. The Fellows program trains us to step outside our comfort zone, mitigate tunnel vision, and incorporate diverse perspective into our thinking and programming. Eventually, this kind of talent development and knowledge exchange will allow for a ONE Edelman model; meaning, no matter where in the world you are, if you partner with Edelman you can expect the same high level of client servicing, counsel, quality, knowledge, and IP.

**Q. What is the most memorable work-related experience you had while living overseas? The most memorable non-work-related experience?**

**A.** Work-related: Being a part of the TATA Group win and transformational strategy, I had the pleasure of taking some of the initial meetings with various TATA companies – a complicated and diverse set of clients – and then watching our existing staff rally to service roughly 30 new accounts (acquired practically overnight) and bridge a shortfall of 160 new hires that needed to be made. People worked late and on weekends, cancelled vacations, helped each other share the workload and never complained. What a tremendous show of dedication and team spirit!

**Non-work-related:** Taking a weekend trip to Rajasthan and seeing a leopard in the wild at one of the old forts in Jaipur. Amazing.

**Q. What do you think your overseas colleagues learned from you?**

**A.** On balance, the Indian work environment supports a hierarchical culture and a somewhat closed-door policy, quite different from our offices in the Americas and the U.K. With the TATA mandate, and so many young new hires, it was important to instill a sense of confidence in the junior team members, empowering them to be thinkers, and not just executors. Most of our staff here have media relations skills but there was a knowledge gap in knowing how to manage accounts, build relationships and service clients, which became paramount to fill. I have tried to help do this with my teams, but have asked some of my colleagues to provide input on this question as well.



## Employee Development and Training

**Carlos Correcha**, a senior account supervisor at Edelman in Washington, D.C., was a fellow in São Paulo.



**Q: How do you think working abroad for a year will impact your approach to your work in the future now that you are home?**

**A:** Having an international experience changes you as an executive almost automatically. Edelman Global Fellowship positioned me to be more strategic and to see issues from more than one standpoint – the “think global, act local” approach that we include in our programs for clients really takes a new (and real) dimension, where one gets to see all the moving pieces come together from a macro perspective. That has been the biggest takeaway from my experience.

**Q: What is the best piece of professional advice you received from an Edelman colleague in the office in which you worked?**

**A:** Listen with intelligence. In the United States and other more sophisticated markets around the world, we sometimes have the tendency to see all problem solutions through our lens – the realities of other markets are, of course, different, but until one listens carefully to clients and really begins to understand their issues from a very local perspective, one cannot add real value from experiences learned in the more advanced markets.

**Q: How do you think the Global Fellows program benefits Edelman overall?**

**A:** Globalize and dimensionalize are the key words to underscore here. We hear a lot at Edelman about the importance of those and how they will shape our business model and position us for the future. The Global Fellows program really gets to the core of those two pillars. This is where Edelman receives the most benefit from the program; it gives the company the ability to expand its knowledge footprint while adding real depth to the participants.

**Q: What is the most memorable work-related experience you had while living overseas? The most memorable non-work-related experience?**

**A:** Work-related: managing the Public Affairs practice and seeing it grow from a few hundred thousand dollars a year to well over a million – it was like driving a really fast car!

**Non-work-related:** proposing to my now-wife at the Copacabana Palace in Rio de Janeiro and learning Portuguese.

**Q: What do you think your overseas colleagues learned from you?**

**A:** I want to think that when they look back, they think that I helped them see potential in public affairs and added structure to make that potential a reality.

## Employee Development and Training

**Lisa Levandowski, a senior account executive at Edelman in Chicago, was a fellow in Shanghai.**

**Q: How do you think working abroad for a year will impact your approach to your work in the future now that you are home?**

**A:** My time abroad has helped me understand the challenges of being a local market team working as part of a global team. My approach to working globally will simply be about respect. It can be something as simple as referencing the world clock when scheduling meetings, but more importantly, never assuming that translation means localization or that the global strategy is always the right one for the local market.

**Q: What is the best piece of professional advice you received from an Edelman colleague in the office in which you worked?**

**A:** The best professional advice I received from an Edelman colleague was this: get comfortable being uncomfortable. These words have become imbedded in my conscious and never get tired, even after being in China for 18+ months.

**Q: How do you think the Global Fellows program benefits Edelman overall?**

**A:** The Global Fellows program truly helps to globalize the firm. It's an information exchange between mature and developing markets that allows participants to understand the daily challenges and areas for opportunity on both a macro and micro level.

**Q: What do you think your overseas colleagues learned from you? I hope that they learned confidence.**

**A:** Since my arrival, my team has become more vocal, sharing their points of view in real time and challenging the status quo. The first time one of my team members disagreed with me, I knew we had made a breakthrough!



## Employee Development and Training

**Megan Pohorylo Tucker**, a vice president at Edelman in Washington, D.C., was a fellow in the United Arab Emirates (UAE).



**Q: How do you think working abroad for a year will impact your approach to your work in the future now that you are home?**

**A:** Working in the UAE has prepared me for working on accounts on a global scale. Here we serve as a hub for 22 partner agencies across the Middle East and Africa, and we also have three GCRM (global client relationship manager) clients currently in our healthcare practice portfolio (which I lead). That means I am engaging with colleagues in the U.K. and U.S. on one day and markets like Tunisia, Jordan and Algeria on another. It has really helped build an understanding of not only the communications environment in certain markets, but the culture of how people work.

**Q: What is the best piece of professional advice you received from an Edelman colleague in the office in which you worked?**

**A:** To take the core skills you learned in the U.S., but be flexible about how people work and what is important to them to deliver the best programming and approach.

**Q: How do you think the Global Fellows program benefits Edelman overall?**

**A:** Of course, the Global Fellows program directly supports Richard Edelman’s strategy of “globalize.” But the primary benefit is actively supporting talent and best-practice-sharing, as well as cross-cultural understanding. I feel I’ve already been able to educate colleagues “back home” on communications in the region, which benefits our firm as a whole – making us all more connected and smarter in our approach to global work.

**Q: What is the most memorable work-related experience you had while living overseas? The most memorable non-work-related experience?**

**A:** There are too many memorable experiences to recount! But, from a client perspective, my second-through-fourth days at Edelman UAE were spent at an off-site training for Pfizer, where I had the opportunity to help “up-skill” communications professionals from across Africa and the Middle East – demonstrating the forward progress of communications in the region. Also, I was able to launch the first Health Engagement Barometer here in the UAE, briefing clients and participating in media interviews not only to underscore Edelman’s thought leadership, but also to help address key health issues facing the region. Personally, being able to visit places like the Sheikh Zayed Grand Mosque in Abu Dhabi, Burj Khalifa in Dubai, Taj Mahal, pyramids etc. has been amazing, as was watching the Arab Spring unfold.

**Q: What do you think your overseas colleagues learned from you?**

**A:** American humor aside, I think building up a healthcare practice from scratch, colleagues have been able to better understand the complexities and value of health communications.

## Employee Development and Training

**Victoria Hargrave, an account supervisor at Edelman in Washington, D.C., was a fellow in Moscow.**

**Q: How do you think working abroad for a year will impact your approach to your work in the future now that you are home?**

**A:** It has given me another lens to look at client work through – from how we are managing their accounts and building multidimensional programs to managing teams across markets and placing higher importance on local insights. Sometimes we try to apply existing program strategy and tactics across all markets – this could be because of budgets, project deadlines, or just because the client loves what we’re doing and wants to stay consistent. Very often what works in the U.S. will not work in Russia and trying to keep the same program will be a waste of time and money. It is really important we take the extra time to work with our local offices to build targeted programs. This often means we need to educate our clients why a campaign they love should be revised, and maybe even completely redone, for each market and that in the long-run it will be worth the time.

**Q: How do you think the Global Fellows program benefits Edelman overall?**

**A:** It provides a new “tool” in our “toolbox” as Edelman managers that naturally impacts our outlook on client work – and I think any additional insights or perspectives, enable us to provide best-in-class service. From an internal perspective it helps you understand the challenges of working on some of the developing markets and eliminates some of the frustrations or the sense that these other offices aren’t as good, or aren’t as organized, if it takes them two times as long to get a contract in place, or their monitoring costs are higher than what we would normally charge.

**Q: What is the most memorable work-related experience you had while living overseas?**

**A:** My time there strongly reiterated that even though we are one company, each office is very different from the others in terms of approach to work, time management, accessibility, their financial processes, etc., and that they have a number of difficulties when working with U.S. offices. These factors will all be in the forefront of my mind when working with our international colleagues to help ensure the relationship is easy and benefits all offices from the beginning.

**Q: What do you think your overseas colleagues learned from you?**

**A:** I hope that my colleagues learned that the expectations of U.S.-based companies are very different than what they may be used to with local clients, and that when the U.S. team has requests or raises concerns, it is not the U.S. looking down on them or thinking they are not doing a good job, it is simply trying to provide the client the level of service they are used to and deserve. Also, given U.S. legal regulations and internal Edelman policies, there are often very strict reasons for why we do, or don’t do, certain things, and that they will be held to the same standard.



## Employee Development and Training

**Brendan McCarthy**, a vice president at Edelman in New York, was a fellow in New Delhi.

**Q: How do you think working abroad for a year will impact your approach to your work in the future now that you are home?**

**A:** In the grander scheme of my professional career, a single year working abroad has the potential to appear as though it was a short, insignificant moment in my life – if viewed in terms of time. Of course this was not the case – working in India was an incredible experience of awakening and perspective. So my goal is to find a way to take the insights from my time in India, and try as best as possible to weave them through each day.

**Q: What is the best piece of professional advice you received from an Edelman colleague in the office in which you worked?**

**A:** There are layers in culture – and the moment you think you’ve figured something out, you’ve probably just uncovered more complexity. The advice – I suppose – is to continue striving to understand the why and the how behind decisions people make. It will make you a more thoughtful person and a better communicator when working abroad.

**Q: How do you think the Global Fellows program benefits Edelman overall?**

**A:** In Edelman’s globalize, dimensionalize, operationalize strategic framework, the Fellows program is a key, immediately tangible reflection of a globalized business. We all have skills and knowledge to share – what better way of sharing than hands-on exchanges?

**Q: What is the most memorable work-related experience you had while living overseas? The most memorable non-work-related experience?**

**A:** My most memorable work-related experience was attending a press conference we arranged to celebrate successful farmers for Monsanto out in the desert city of Jaipur. It was part of a program we conceived and launched as a team, and there were so many different aspects of it that filled me with pride. Non-work related experiences? Probably celebrating the holiday of Diwali at our home in Delhi with three of our closest friends – some of the most wonderful people I’ve met.

**Q: What do you think your overseas colleagues learned from you?**

**A:** Not sure! Maybe a little about client management from a U.S. perspective, maybe a bit about Western culture, probably a good bit about Edelman in the U.S.



## Employee Development and Training

**Cecilia Fan, an account supervisor at Edelman in Los Angeles, was a fellow in Beijing.**

**Q: How do you think working abroad for a year will impact your approach to your work in the future now that you are home?**

**A:** I'll be more patient.

**Q: What is the best piece of professional advice you received from an Edelman colleague in the office in which you worked?**

**A:** "Don't think about it. It's just the way it is." – We all know to pick and choose our battles, but in this new environment, I learned I had to be even more discriminating.

**Q. How do you think the Global Fellows program benefits Edelman overall?**

**A:** It makes our network a bit more tangible, more "real. We don't all have the opportunity to work on a cross-geography client so it's easy sometimes for our network to feel like a black hole. As the Fellows travel to various offices, they help to bring the network to life.

**Q: What is the most memorable work-related experience you had while living overseas? The most memorable non-work-related experience?**

**A:** My most memorable work and non-work-related experiences in Beijing revolved around the dinner table – friends, colleagues, sometimes clients, ridiculous amounts of delicious food and great conversation.

**Q: What do you think your overseas colleagues learned from you?**

**A:** I hope they learned that it's perfectly okay to be 30 and not married. It was a long-standing conversation topic and source of stress. Seriously though, I'm not sure, I really couldn't say.



## Culture

### Living in Color

Edelman's Living in Color/Living in Colour Program is designed to inspire Edelman employees to broaden their perspectives and become more engaged with the world around them. Edelman gives local offices a wide latitude in how they use this program to ensure that it brings maximum benefit within different regions and cultures.

### Anniversary Award Program

The purpose of our Anniversary Award program is to acknowledge our employees who achieve tenure milestones with a monetary gift. Our goal is to demonstrate through the program that their service and commitment is valued by Edelman.

## Diversity

At Edelman, we know that diversity is strength. We recognize that diversity of culture, thought and experience is absolutely key to our growth and global development. We aspire to create and maintain an inclusive work environment that embraces diversity at every level of the organization, worldwide. While our diversity will manifest itself differently across the network, we expect every office to maintain an inclusive work environment characterized by openness, tolerance and mutual respect. We will continue to work to demonstrate collaborative accountability by embracing different backgrounds and points of view, supporting fellow team members and building strong partnerships across the organization. In 2011 we developed the following global diversity mission statement:

**By maintaining an inclusive work environment that fosters diversity at every level of the organization, Edelman will reflect the diversity of the clients it serves and the communities in which it operates.**

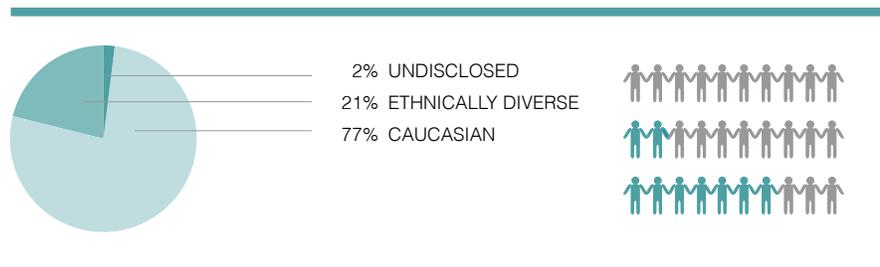
In 2011 we also formed the Global Diversity Advisory Council to ensure that our regional goals and metrics align to the firm's global commitment. The council is directly accountable to the CEO.

## Diversity

### Global Women Executive Network (GWEN)

More than 250 women have signed up to participate in the Global Women Executive Network (GWEN), which is supported by employee surveys, focus groups, and a special domain on the intranet, where people can share stories and blog about their experiences. By 2016, Edelman has set a goal that 50 percent of leadership positions will be held by women, specifically among the Strategy, Executive Committee and Operating Committee members, Global Client Relationship Managers, and practice leadership. In order to reach the 2016 goal, Edelman asked Gail Becker, chair of Canada and Latin America and the U.S. Western region, to create an internal task force to provide mentorship, advocacy, work culture and human resources policy reform, and career development.

#### DIVERSITY (US ONLY)



## Health & Welfare

### Health Benefits

At Edelman, our employee-benefits program varies from region to region and is competitive in every location. In each of our more than 60 offices around the world, benefits are tailored to meet the specific needs of Edelman people, their families and their communities.

### Companywide AIDS Policy

Edelman has a formalized global HIV/AIDS workplace policy that outlines guidelines for maintaining a work environment that responds to HIV/AIDS issues in a respectful and educational manner. Guidelines cover nondiscrimination, confidentiality and non-disclosure, work environment, education and treatment.

### Promoting a Safe Workplace

Though our employees are generally not covered by collective bargaining agreements, we protect their human rights by enforcing zero-tolerance workplace violence and harassment policies. These policies help to ensure that our employees are working in productive, safe environments.

### Tobacco Cessation

Since 2007 Edelman has offered a comprehensive tobacco cessation program at no cost to its employees. The program includes a \$2,000 bonus to any employee globally who voluntarily stops using tobacco for a period of six months. To date, 24 employees have received the tobacco-cessation bonus and, as of today, not one of them has had to pay the money back. In addition to the financial incentive to quit, Edelman's U.S. "Tobacco-free Workplace Policy" offers counseling assistance, "A Call to Change – Partners in Quitting," which pairs each participant with a health educator who performs weekly check-ins and provides resources on tobacco cessation and behavior change. Since the start of the program, Edelman has paid out a total of 30 reimbursements for over-the-counter tobacco cessation aids, and five employees have participated in the free counseling services provided by HealthPartners®.

## Health & Welfare

### CEO Cancer Gold Standard™

Edelman is one of just a handful of U.S. companies to receive elite accreditation under the CEO Cancer Gold Standard, an initiative of the CEO Roundtable on Cancer focused on cancer prevention, early detection and access to quality of care. To earn this distinction, a company must satisfy a set of rigorous health-and-wellness requirements within five pillars: tobacco use, diet and nutrition, physical activity, prevention, screening and early detection, and cancer clinical trials.

## Work/Life Balance

Edelman believes that finding the right balance between the personal and working lives of each employee is the key to maintaining health, productivity, creativity and overall job satisfaction. We continuously seek options and tools to enable employees to achieve their work/life balance goals. One such option is parental leave, which provides new fathers, employees adopting a child, or women not electing short-term disability plans with the opportunity to bond with their child.

### Flexible Work Arrangements

For many years, we've supported a variety of reduced workweek and flextime arrangements, and in 2011 we introduced a formal telecommuting policy in Edelman's U.S. offices. Telecommuting is available to all full-time or part-time employees who are account executives and above, have one year of professional work experience and demonstrate a pattern of behavior consistent with our core values. Based on a global survey, 74 percent of all our offices have flexible work time.

### Employee Assistance

Our employee assistance program (currently available only in the U.S.), Guidance Resources, offers expert information on issues that matter to our employees most, including personal, family, legal and financial concerns.

### Sabbatical

Our sabbatical program, introduced in 2007, provides tenured staff with up to six additional weeks of paid time off. Sabbaticals are offered when an employee has been with the company 10 years and again at every five-year interval thereafter. During the last fiscal year, 46 U.S. employees took sabbaticals, including several of the firm's most senior executives. In 2012, 53 U.S. employees will be eligible for the program.

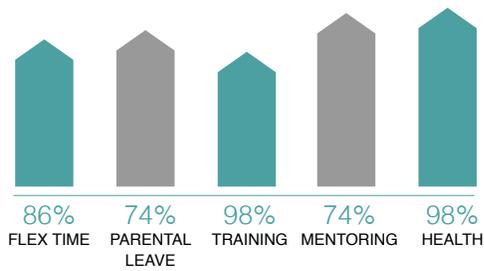
## Work/Life Balance

### Edelman Escape

An employee-development program (available only in the U.S.), Edelman Escape rewards employees with time off and a stipend for a one-week trip to fulfill a personal passion or long-held dream.

#### EDELMAN OFFICES THAT OFFER CULTURE AND WORK/LIFE BENEFIT<sup>8</sup>

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<sup>8</sup> Source: Internal Edelman survey. Results from Latin America not included.

## Our Approach to Reporting

Edelman engages with a wide spectrum of stakeholders that includes our employees, clients and their customers, nongovernmental organizations, industry peers, business partners, suppliers, media, and government officials and regulators. These stakeholder groups were selected via their involvement in and effect on our central business activities. We believe that understanding their individual priorities is a critical component of our global citizenship strategy, the creation of which was partially initiated by client requests. This report addresses the priorities of our stakeholder groups.

Our global citizenship efforts integrated a top-down and bottom-up approach: appointed by regional presidents, our global citizenship advisory council met regularly to evolve global citizenship policies and recommendations for senior leadership. Concurrently, general managers and managing directors designated local citizenship liaisons, including local office environmental contacts, to gather office information and implement the initiatives.

In creating this annual report for FY 2012, we embarked upon a multiphase process to identify the key business, environmental and social issues that substantively impact our firm and support our decision-making on policies and go-forward actions.

The core elements of our materiality assessment included:

- › Materiality assessment conducted by Edelman executives across geography, practice and functional responsibility
- › Environmental “footprint”
- › Employee survey
- › Senior leadership insights
- › Internal audit of policies and current efforts

Information deemed highly relevant was then analyzed by a team of internal CSR consultants and materiality recommendations were presented to Edelman’s executive leadership team for review and approval. The content of this report reflects this analysis. Edelman had no significant changes regarding size, structure or ownership during this reporting period. In terms of the scope and boundary of the report, we have not included performance information from Zeno, and we have only reported on aggregated data from subsidiaries. No joint ventures or other entities are included unless otherwise noted.

## Our Approach to Reporting

### Integrated Reporting

We participated in region-wide forums sponsored by the International Integrated Reporting Council (IIRC, [www.theiirc.org](http://www.theiirc.org)) in Rotterdam, Seattle and New York, where other companies participating in the pilot program met as a group for information and knowledge sharing, and have benefited from our IIRC participation and its webinars and tools to inform development of our integrated report.

Both our 2011 and 2012 citizenship reports – our first steps on an integrated reporting journey – help bring our views about the role of the corporation in society into sharper focus.

At Edelman, we've been committed to merging good business performance and good social purpose for years. Today we are working to embed shared purpose even more deeply within our global operations. As the world's largest public relations firm, we have an opportunity to advance a more sustainable world through both our client work and our own conduct.

The extent to which we create value for all of our stakeholders depends on how our business model makes use of relationships and resources, or what the International Integrated Reporting Council's discussion paper describes as "capitals." Our business model reflects who we are, what we do, and the way we serve both our clients and the communities where we live and work. Our business model is shaped by our values, which we often describe as our "shared purpose." This shared purpose helps us transform the concept of capitals into concrete issues – clients, community, ethics, people, supply chain, environment, and diversity – that we can act upon.

## Our Approach to Reporting

### The Edelman Value Creation Process



### Transforming Capital to Value

As a result of our materiality assessment, we determined that seven issues under three of the six capitals are the most critical for our 2012 Citizenship Report.

#### Human Capital

- › Ethics [Link to Our World/Ethics and Governance]
- › People [Link to Our People]
- › Diversity [Link to Our People/Diversity, health & welfare, work/life]

#### Natural capital

- › Environment [Link to Our World/ Managing Our Footprint On the Planet]

#### Social capital

- › Clients [Link to Our Clients]
- › Community [Link to Who We Are/Citizenship voices from around our network]
- › Supply chain [Link to Our World/Suppliers + Partners]

## Our Approach to Reporting

### What's next?

Whereas an integrated report is similar to a picture taken at a specific point in time, integrated reporting is a process. Integrated reporting helps a company and its stakeholders understand the complex relationships between the economic, governance, environmental and social issues. Integrated reporting teaches us to balance the imperative for long-term viability with the demands for short-term competitiveness and profitability.

This online report not only illustrates where we have successfully integrated commercial, environmental, and social interests into our decision-making and actions, but also where we must improve the way we monitor, measure, and report on our value-creation processes. We have identified three critical areas where we must improve.

- 1. Nonfinancial information** – In general, most companies, whether publicly traded or privately held, have robust systems for gathering financial information and good internal controls to ensure that the information is of high quality. That is not necessarily the case for nonfinancial information. Nonfinancial data collection is often ad hoc and controls, where they exist, may be weak.
- 2. Key performance indicators (KPIs)** – Traditionally, KPIs are financial and backwards in focus. Improving the way we manage our value-creation processes requires that we develop KPIs that are leading indicators of nonfinancial performance and that effectively monitor execution of our business strategy.
- 3. Linking financial and nonfinancial performance** – One area where even the “best” of the integrated reporting companies struggle is with their understanding of how and why financial and nonfinancial performance are related. This understanding is critical to driving increased and better cross-functional and cross-unit collaboration and gaining insights for new processes and services.

We completed writing and publishing our first integrated report with an eye toward our future reporting. We recognize that we will not successfully complete initiatives focused on the foregoing broad objectives in 2013, 2014 or, perhaps, even 2015. After all, integrated reporting is widely acknowledged to be a journey. The beauty of an online report is that we can provide continual updates on what we are doing and on our goals. We look forward to updating you on our progress and encourage you to tell us what you think.

## Our Approach to Reporting

### Materiality Assessment

Edelman conducted a materiality assessment that focused on seven areas for determining material issues and identifying KPIs: clients, community, ethics, people, diversity, supply chain, and environment. These areas were examined under five filters: financial impact; legal, regulatory & policy drivers; peer-based norms; stakeholder concerns & societal trends; and leadership & innovation opportunities. For each filter, the categories classified under each step were given a score of zero to three - zero having a non-material effect on Edelman and three having a material effect on Edelman and its clients. Clients and People are two areas in the materiality assessment that are particularly germane to our industry. As a professional services firm, Edelman relies on the integrity and ability of its employees in order to provide excellent client service.

This focus on clients and employees could yield competitive advantage. For example, through the materiality assessment, Edelman identified high demand (from clients and prospective employees) for a more diverse workforce. By addressing this need, Edelman has the opportunity to create business and societal value.

As a privately held company, Edelman has not been expected to disclose its financial performance, and did not do so in its last citizenship report. In future reports, Edelman will continue to evaluate opportunities to better integrate environmental, social and governance (ESG) data and financial performance.

### Environmental “Footprint”

We retained an outside environmental consultant to complete our carbon footprint for July 1, 2010 – June 30, 2011.

## Our Approach to Reporting

### Employee Survey

As part of our stakeholder engagement, we surveyed Edelman employees using our own Trust Barometer survey. In the results, we found that the three most important attributes to building employee trust across all regions are treating employees well, transparency, and ethical business practices. As a company, we have used this feedback to guide many of our global citizenship programs as described throughout this report.

### Senior Leadership Insights

Extensive interviews were conducted with top senior leaders throughout the Edelman global network to understand, collect and analyze their insights, observations and recommendations related to Edelman's citizenship program. This information was used to determine the content included in this report, as well as to better understand the state and status of the program in Edelman's 65 offices worldwide.

## Our Approach to Reporting

### Internal Audit of Policies and Current Efforts

We believe that as communicators, listening is one of our most important assets. So when we hear from our stakeholders about their challenges, concerns and requirements, we try to respond with finesse. In addition, many of the requests for proposals to which we respond ask for information on our policies in order for these potential clients to judge whether we share their values, commitment to fair and equitable treatment, and handling of other issues. Over the past year, a variety of stakeholders pointed to gaps in our policies and current efforts, while we have also identified gaps. We have tried to address these issues this year by adding several new policies, codes of conduct and depth of affiliations:

- **Code of Ethics for Suppliers and Service Providers:** In January 2012 Edelman published its first supplier code of ethics, the purpose of which is to mitigate risk associated with third-party business relationships. It communicates Edelman's expectations to ensure a consistent commitment to quality, compliance and ethical business practices whether work is done internally by Edelman employees or externally by third-party business partners (PDF copy available on [www.edelman.com](http://www.edelman.com)). [[link to Code of Ethics for Suppliers and Service Providers](#)]
- **Human Rights Policy:** The key tenets of Edelman's business are reputation, leadership, and transparency. Respecting human rights is, therefore, an essential part of how we do business. As a signatory of the U.N. Global Compact, Edelman supports internationally accepted principles regarding human rights, labor standards, the environment, and anti-corruption, including the United Nations Declaration on Human Rights and core ILO conventions. Edelman seeks to operate our business in a manner that upholds these principles. We embrace our responsibility as a business and are committed to the U.N. Global Compact requirement. [[link to Human Rights Policy](#)]
- **SEDEX.** Increased our commitment to SEDEX by joining as an AB (Supplier and Purchaser) member. For more on SEDEX, see Suppliers in Our Clients.
- **Environmental Policy**

This report is one more step in an ongoing process of improvement. We will continue to identify opportunities for deeper engagement with stakeholders, refining our Global Citizenship strategy to best align with marketplace priorities.

For the purposes of reporting on key data, Edelman used the Global Reporting Initiative guidelines to develop the report and, based on these guidelines, we self-declare the report to meet the requirements of a level C.

## GRI Index

GRI	DESCRIPTION	REPORTED	LOCATION IN REPORT
<b>Strategy and Analysis</b>			
1.1	Statement from the most senior decision-maker of the organization about the relevance of sustainability to the organization and its strategy.	Fully	Who We Are
<b>Organizational Profile</b>			
2.1	Name of the organization	Fully	Who We Are
2.2	Primary brands, products, and/or services	Fully	Who We Are
2.3	Operational structure of the organization	Fully	Our World
2.4	Location of the organization's headquarters	Fully	Who We Are
2.5	Number of countries where the organization operates	Fully	Who We Are
2.6	Nature of ownership and legal form	Fully	Who We Are
2.7	Markets served	Partially	Who We Are
2.8	Scale of the reporting organization	Partially	Who We Are
2.9	Significant changes regarding size, structure, or ownership	Fully	Our World
2.10	Awards received in the reporting period.	Fully	Who We Are
<b>Report Profile</b>			
3.1	Reporting period for information provided.	Fully	GRI Reporting
3.2	Date of most recent previous report.	Fully	GRI Reporting
3.3	Reporting cycle.	Fully	GRI Reporting
3.4	Contact point for questions regarding the reports or its contents.	Fully	Corporate Info
<b>Report Scope and Boundary</b>			
3.5	Process for defining report content.	Fully	GRI Reporting
3.6	Boundary of the report.	Fully	GRI Reporting
3.7	Specific limitations on the scope or boundary of the report.	Fully	GRI Reporting
3.8	Basis for reporting on joint ventures, subsidiaries, etc.	Fully	GRI Reporting
3.10	Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement.	Fully	GRI Reporting
<b>GRI Content Index</b>			
3.12	Table identifying the location of the Standard Disclosures in the report.	Fully	GRI Reporting

## GRI Index

GRI	DESCRIPTION	REPORTED	LOCATION IN REPORT
<b>Governance, Comitments, and Engagements</b>			
4.1	Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.	Fully	Our World
4.2	Indicate whether the chairperson of the highest governance body is also an executive officer.	Fully	Our World
4.3	Number and gender of members of the highest governance body that are independent and/or non-executive members.	Partially	Our World
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	Fully	GRI Reporting
<b>Stakeholders Engagement</b>			
4.14	List of stakeholder groups engaged by the organization.	Fully	GRI Reporting
4.15	Basis for identification and selection of stakeholders with whom to engage.	Fully	GRI Reporting
<b>Economic Performance Indicators</b>			
EC1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations, and other community investments, retained earnings, and payments to capital providers and governments.	Partially	Who We Are
EC4	Significant financial assistance received from government.	Fully	Who We Are
EC8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement.	Fully	Our Communities
<b>Environmental Performance Indicators</b>			
EN1	Materials used by weight or volume.	Fully	Our World
EN2	Percentage of materials used that are recycled input materials.	Partially	Our World
EN3	Direct energy consumption by primary energy source.	Fully	Our World
EN4	Indirect energy consumption by primary source.	Fully	Our World
EN8	Total water withdrawal by source.	Fully	Our World
EN16	Total direct and indirect greenhouse gas emissions by weight.	Fully	Our World
EN17	Other relevant indirect greenhouse gas emissions by weight.	Partially	Our World

## GRI Index

GRI	DESCRIPTION	REPORTED	LOCATION IN REPORT
<b>Social: Labor Practices and Decent Work</b>			
LA1	Total workforce by employment type, employment contract, and region, broken down by gender.	Partially	Who We Are
LA2	Total number and rate of new employee hires and employee turnover by age group, gender, and region..	Partially	Who We Are
LA4	Percentage of employees covered by collective bargaining agreements.	Fully	Our People
LA12	Percentage of employees receiving regular performance and career development reviews, by gender.	Fully	Our People
LA13	Composition of governance bodies and breakdown of employees per employee category according to gender, age group, minority group membership, and other indicators of diversity.	Partially	Our People
<b>Social: Society</b>			
SO3	Employees trained in Organization's anti-corruption policies	Partially	Our World
<b>Social: Product Responsibility</b>			
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications	Partially	Our World