

A DECLARATION OF INTERDEPENDENCE

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WE ARE ALL CONNECTED.

To our world, to our communities, to each other. We are all part of a web of interdependence, and everything we do has an impact. It's up to us to determine whether it's a positive one—and how powerful it can be.

As strategists, counselors and communicators, we have a unique opportunity to make a difference, and we are committed to making the most of it. That is what we are working to do, worldwide.

This is a report on our progress.

This report includes data compiled on Daniel J. Edelman, Inc., and its subsidiaries. It includes only aggregated data from subsidiaries exclusive of Zeno. No joint ventures or other entities are included unless otherwise noted.

LETTER FROM FOUNDER AND CEO

In the wake of the recent financial crisis, we are seeing fundamental changes in how we view traditional institutions. According to our 2011 Trust Barometer, trust in corporations and governments has eroded around the world, specifically in developed markets. Meanwhile, stakeholder expectations have evolved. In our 2010 goodpurpose® study, we found that worldwide, 86 percent of consumers now believe that companies should place at least equal weight on societal and business interests.

The remarkable alignment of these two findings, combined with the rapid expansion of the Web and social media, supports an important conclusion: Our work isn't just media relations. The new evolved form of public relations is public engagement. As PR consultant Julia Hobsbawm writes, "Spin is dead. PR must step up and lead; open up and start talking about the issues that can really transform the world."

We characterize our approach to public relations as public engagement, meaningful participation in the networked world, a commitment to continuous conversation and building of relationships with stakeholders. It speaks to influencers of all stripes, and it's based upon the notion of building reputation through the way a company lives its values. This lines up perfectly with global citizenship. With our industry leadership position, our global reach and the knowledge and passion of our people, we believe we have a special opportunity to improve our performance as corporate citizens, and help our clients do the same.

At Edelman, we believe in merging good performance with good purpose. This has been an important commitment at Edelman for a long time. We helped establish environmental public relations 20 years ago with "Dolphin Safe Tuna" for StarKist and the Better Banana partnership between Chiquita and the Rainforest Alliance. Today, we have active relationships with Business for Social Responsibility (BSR), the World Economic Forum, the Clinton Global Initiative and numerous other organizations worldwide.

We are in the midst of integrating global citizenship even more deeply into our business, establishing key goals and measuring our performance against those goals. To lead the effort, John Edelman became our company's first Managing Director, Global Engagement and Corporate Responsibility, in 2010.

We are a group of committed, talented people with unique skills that can do more than just support our clients' business success. At Edelman, each person has the power to act on the broader experience of being human and create real, measurable value in our society. We are engaging to unleash that power.



DAN EDELMAN

Founder and Chairman



RICHARD EDELMAN

President and Chief Executive Officer

LETTER FROM CORPORATE RESPONSIBILITY DIRECTOR

Some call it corporate social responsibility. Others call it sustainability. To us, global citizenship resonates most as a term describing the larger responsibility business has to society. We are citizens of the world: as a global company, as local offices and as individuals.

As the world's largest public relations firm, we have an opportunity to help place our communities and sustainable practices at the top of the agenda, both through our client work and our own conduct. This is a key concept behind our global citizenship strategy.

To be successful, global citizenship cannot be siloed. It can't be a single initiative. It has to be an operating philosophy, a view of the world and our role in it that influences the work we do every day. Global citizenship cannot be dictated from corporate headquarters. While we can share overall priorities and objectives, our commitment to good citizenship must be strong at the grassroots level, with local offices empowered to determine how best to engage with their communities.

At Edelman, we engage in three areas of global citizenship:

OUR WORLD This encompasses a broader view of our work that includes sustainability, ethics and governance, and how we engage with our clients, partners and suppliers.

OUR COMMUNITIES We work to make a difference through local, national and global partnerships; charitable giving; volunteerism; and social advocacy, guided by a common set of principles and supports 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 well-being.

In 2010, we worked to develop a comprehensive global citizenship strategy at Edelman and are in the process of applying it. Since we issued our last report in 2006, we have made progress against a number of global commitments: In fiscal year 2011, we completed a global environmental footprint for the company and established a global diversity advisory council; we have not formalized a supplier policy, but we've formed a global supply-chain working group and plan to develop a supplier code of conduct and an outreach strategy for diverse suppliers and suppliers using sustainable materials.

I am encouraged by the views I've heard from Edelman colleagues around the world that indicate widespread support for our global citizenship efforts. Across the company, there's the sense of excitement and expectation one feels at the beginning of a new journey. I'm looking forward to reporting on our progress along the way.



JOHN EDELMAN

Managing Director, Global Engagement and Corporate Responsibility

ABOUT EDELMAN

Edelman is the world's largest public relations agency. We are independent and family owned. Our integrated network, which includes 54 cities in 26 countries, combines local and regional knowledge with specialists experienced in specific practices and disciplines around the globe.

Practice areas:

- › Change and Employee Engagement
- › Clean Technology
- › Consumer Marketing
- › Corporate
- › Crisis & Response
- › CSR, Citizenship & Sustainability
- › Digital
- › Digital Entertainment, Rights and Technology
- › Food & Nutrition
- › Financial and Investor Relations
- › Government
- › Health
- › Litigation
- › Multicultural
- › Public Affairs
- › Sports & Entertainment
- › Technology
- › Travel

In addition to its core public relations business, Edelman has seven specialty firms or divisions:

- › Edelman Consulting
- › Blue (Advertising)
- › MATTER (Entertainment)
- › Ruth (Integrated Marketing)
- › BioScience (Medical Communications)
- › StrategyOne (Research)
- › Fathom and Hatch (Predictive Marketing Consulting)

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 founded in 1952.

Global Operations

Headquartered in Chicago and New York City, U.S., Edelman operates out of 54 cities in 26 countries worldwide.

EDELMAN AWARDS

- › No. 5 on Glassdoor.com's Best Places to Work in 2010 list, which is purely employee-review driven and open to all industries
- › *PRWeek's* 2011 Large Agency of the Year
- › Edelman Germany "Agency of the Year 2011" in the Haymarket PR Report Awards
- › *Advertising Age's* Top-Ranked PR Firm of the Decade as well as a 2010 Best Place to Work in Marketing and Media
- › Holmes Report 2011 EMEA Digital Consultancy of the Year
- › Holmes Report 2011 Australia Consultancy of the Year
- › 2011 Human Resources Leadership Award for Team Innovation for our development of Edelman Onboarding: Looking 4Ward
- › 2011 Helios HR Apollo Award for Excellence in Employee Development Programs (in the Large Company category)



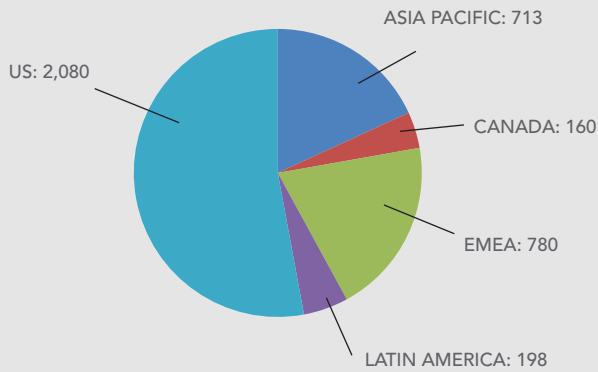
“Citizenship is individually and collectively engaging with society. The biggest challenge: determining a focus that our people can relate to—without being too prescriptive. Provide a rallying cry. Enable and empower people.”

Matthew Harrington US

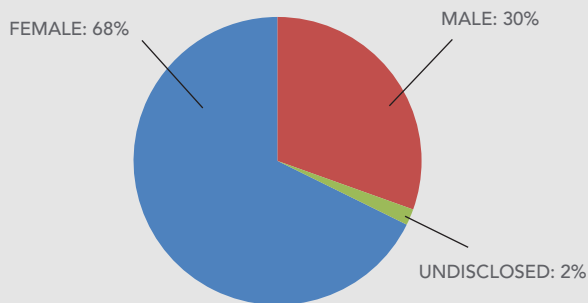
Global Revenues In fiscal year 2011, Edelman generated an estimated US\$572,000,000 (pre-audited figures) in global revenues. Edelman does not receive financial assistance from government.

FULL-TIME WORKFORCE

TOTAL: 3,931

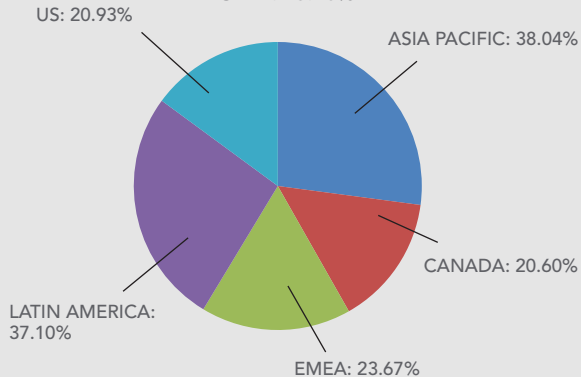


GLOBAL GENDER METRICS (%)



TURNOVER BY REGION (%)

TOTAL: 25.26%



EDELMAN VALUES

Our values are the foundation of global citizenship at Edelman. But in the end, companies don't have values. People do. These are the values we share as people across the global enterprise, in our lives and in our work:

Quality We know that excellence in products, services and people drives employee satisfaction, client value and the long-term, sustainable development of our company.

Integrity We earn the respect of our stakeholders by being responsible, trustworthy partners at all times and in all we do.

Respect We work to build positive relationships by respecting our colleagues, clients and suppliers, and the communities in which we do business.

Entrepreneurial Spirit We value independent thinkers with the drive to take charge and make a difference for our stakeholders.

Mutual Benefit We achieve true success when our employees, clients and other stakeholders succeed.

People come and go. Times and circumstances change. But our values do not. This is the bedrock of our reputation and our business.

Website Please visit www.edelman.com for more detailed information on our firm.



More than 1,500 indigenous people from around the world send an urgent message to "Save the Amazon" in Belem, Brazil, at an event sponsored by amazonwatch.org.

Photo by Lou Dematteis/Spectral Q

ENGAGING OUR WORLD.

With a shared commitment to ethics, sustainability, suppliers, partners and clients, we band together. Across the interdependent layers of our world—local, national, regional and global—we seek to make a world of difference.



WE ARE CITIZENS OF THE WORLD.

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.

ETHICS AND GOVERNANCE

Edelman's Board of Directors comprises five members who are employees and/or Edelman shareholders. The Board has designated certain authorized officers to manage the day-to-day operations of the company. Prior to 2010, Edelman was governed by an executive committee that developed and managed the firm's strategy and direction. In 2010, the global leadership team was expanded and reorganized into three leadership committees:

The Operations Committee (OpComm), responsible for profit-and-loss (P&L) accountability, risk management and investment plan execution.

The Executive Committee (ExComm), 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 meets periodically throughout the year and makes recommendations to the ExComm on investment and resource priorities. Eight subcommittees each focus on one key area out of the following: talent, infrastructure, global clients, practice/specialties, large hubs, mature markets, high-growth markets and innovation.

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



Bjorn Hasse EMEA

“Citizenship is shared value between business and society. It needs to be part of the core ideal. Part of the strategy. Galvanizing. Rooted in our values.”

Reputation is our most valuable asset, and maintaining 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 (89 percent of employees have received training on our code of conduct and our compliance and ethics program). PDF copies of these documents are available on our website, www.edelman.com, under About Us, in the Mission & Ethics section.

Code of Ethics for Financial Management (CEFM) Edelman has also 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.

SUSTAINABILITY

Measuring and Reducing Our Environmental Impact Edelman understands the significance of environmental issues to its business, clients and stakeholders. In 2010, we initiated the Edelman Global Carbon and Water Footprint Project to establish an accurate baseline and lay the foundation for measuring and managing future impacts. The initial footprinting period was July 1, 2009, to June 30, 2010.



View of the “green roof” on the office building where Edelman New York operates.

Edelman’s carbon footprint in 2009-2010 was approximately 12,812 metric tonnes CO₂e, accounting for the carbon emissions of 51 Edelman offices in five operating regions (three offices were excluded: São Paulo, because of a lack of historical data; Taipei and Rome, because of shared office occupancy).

Business air travel and office energy use accounted for the majority of Edelman’s carbon footprint, representing 68.7 and 27.4 percent, respectively. In 2009, 7,067 megawatt hours of electricity were used in Edelman offices, resulting in emissions of 3,513 tonnes of CO₂e. Carbon emissions associated with paper purchases were higher than those of company vehicle fuel use and heating energy use combined. These measures reflect the office-based and service-centered PR industry in which we operate.

TABLE 1: EMISSIONS BY SCOPE

Emissions by Scope	Global metric tons CO ₂ e	% of total
Scope 1		
Emissions from vehicle fuel use	160	1.3%
Emissions from heating energy use	86	0.7%
Scope 2		
Emissions from office electricity use	3,513	27.4%
Scope 3		
Emissions from business air travel	8,803	68.7%
Emissions from paper purchase	249	1.9%
Total Gross Emissions	12,812	
Carbon intensity per FTE (Full-time Employee)	3.6	
Carbon intensity per m ² total office floor area	0.2	
Carbon intensity ex-flight per FTE (Full-time Employee)	1.1	
Carbon intensity ex-flight per m ² total office floor area	0.1	

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

Carbon footprint reporting scope definition according to Greenhouse Gas Protocol *Corporate Accounting and Reporting Standard*. Edelman reports on the mandatory scope 1 & 2 emissions as well as significant scope 3 indirect emissions.

Regionally, the majority of Edelman’s carbon emissions were generated in the United States, combining with Britain and China to represent more than 80 percent of our overall annual emissions. Our footprint today reflects that Edelman’s most established offices are in the United States and London, as well as the company’s rising Asia Pacific presence. The New York (co-company HQ), Chicago (co-company HQ), Washington, D.C., and London offices are the top emitters, contributing 60 percent of our total footprint. It should be noted that these four offices combined equal 44.85 percent of Edelman’s global headcount.

Measuring Edelman global water consumption was problematic due to lack of metering data and water purchase records from the majority of the offices. Over the footprinting period, 13 offices (25 percent) had actual tap water purchase data, amounting to a partial water consumption footprint of 36,148 kiloliters.

From Organic Engagement to Formal Targets Historically, Edelman has taken a decentralized approach to managing its energy use and carbon emissions. From 2011 onward, Edelman is planning to move toward the establishment of a more formalized management structure and global reduction targets to more closely manage its environmental impact.

Examples of some successful initiatives already undertaken by Edelman offices to date:

Green Teams More than 60 percent of Edelman offices have active “Green Teams,” formed to develop and carry out environmental campaigns and measures that include programs for energy efficiency, recycling and many more.

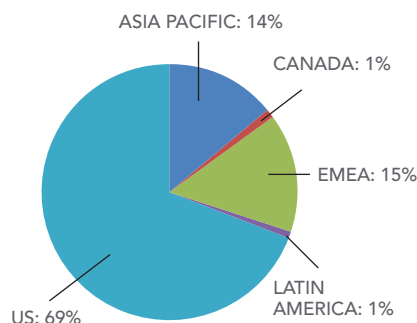


"If we tell our clients to be engaged, we have to be engaged ourselves."
 David Brain Asia Pacific

TABLE 2: EMISSIONS BY REGION

Region	Emissions in metric tons CO ₂ e	%
Asia Pacific	1,732	14%
Canada	153	1%
EMEA	1,926	15%
Latin America	108	1%
US	8,893	69%
Total Annual Gross Emissions	12,812	

EMISSIONS BY REGION (%)



All emissions were calculated based on primary and secondary purchase data (e.g., fuel records, water bills, 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 data was available.

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.

For the purpose of carbon calculations, all emissions factors applied are from internationally published sources (such as 2010 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.

Due primarily to data gaps from a third-party service provider for business air travel, the current uncertainty level of the footprint is estimated at ±8-11%. This will be substantially decreased for the 2010-11 inventory.

TABLE 3: MISCELLANEOUS DATA

	Global metric tons CO ₂ e	% total	Consumption unit	In
Scope 1 Emissions				
Vehicle Diesel Fuel Purchase	23	0.2%	8,728	L
Vehicle Petrol Fuel Purchase	137	1.1%	59,004	L
Gas Oil	40	0.3%	13,229	L
Natural Gas in Cubic Meters	30	0.2%	14,926	m ³
Natural Gas in Therms	16	0.1%	2,685	therms
Total Scope 1	246	1.9%		
Scope 2 Emissions				
Electricity	3,513	27.4%	7,067,460	kWh
Total Scope 2	3,513	27.4%		
Scope 3 Emissions				
Air Travel	8,803	68.7%	43,386,229	km
Paper by Ream	249	1.9%	36,232	reams
Total Significant Scope 3	9,052	70.7%		
Total Gross Emissions	12,812	100%		
Water consumption (tap water purchase) of 13 offices			35,391	kL

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

Water consumption data includes water purchase records from 13 Edelman offices: 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.



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 and office paper with at least 30 percent recycled content. In the 2009-2010 footprint, 63 percent of paper purchases made by Edelman contained recycled content. Since 2008, all U.S. offices during move-in or renovation have followed U.S. green building guidelines and looked for partners that provide environmentally friendly materials whenever possible—including the purchase of office furniture from manufacturers who use low- or no volatile organic compounds and wood from sustainable sources. Through donation and resale, we also make an effort to limit the amount of Edelman office furniture sent to landfills. Whenever possible, all Edelman moves now use reusable crates rather than corrugated cardboard boxes, which saves on paper use and drives transportation efficiencies.

Promoting Public Transportation In 2010, 27 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.



Green Sharing Portal Since 2008, Edelman has maintained an internal website for all staff to share and showcase environmental initiatives from different offices. The site serves as a portal for the sharing of experience, tips and data as well as for celebrating success.

Next Steps Going forward, we will continue tracking global emissions to ensure plenty of global data while striving to improve footprinting coverage 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 develop a set of measurable environmental performance indicators to track office-level environmental management activities in more detail. The medium-term goal is to set up global and local reduction targets to drive a consolidated global effort to substantially reduce the company's environmental impact.

SUPPLIERS AND PARTNERS

A key objective at Edelman is extending our citizenship practices and goals to how we engage with our suppliers and partners. Progress in this aspect of citizenship includes Edelman joining the Supplier Ethical Data Exchange, or SEDEX, as a B Member in 2010.





Matthew Clay US

“At Edelman, we all need to think of ourselves as advocates. We have to advocate for more than the client—we have to advocate an ideal.”

SEDEX is a global not-for-profit organization with a mission of “connecting businesses and their global suppliers to share ethical data and enabling continuous improvement in ethical performance.” In addition, we established a working group to develop a global supplier code of conduct and global policy to connect more effectively with diverse suppliers and suppliers using sustainable materials.

Edelman is also a member of the World Economic Forum’s task force on “Driving Sustainable Consumption.” Among other initiatives, the task force is working on a pilot project to provide information on carbon, water and waste to help consumers make better choices. In another World Economic Forum-related partnership, Edelman has been a member of its Partnering Against Corruption Initiative (PACI) since 2009.

OUR COMMITMENT TO CLIENTS

As a key Edelman value, quality is an important aspect of global citizenship. We maintain a robust global quality program to improve and measure our performance continuously.

Global Quality Program We created the Edelman Q Program to ensure excellence across geographies and cultures with 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.

TABLE 4: GLOBAL Q SCORES

FY 2011: July 2010 – June 2011						
Global Q: 8.31 (781 reviews)						
Region	Former Client; Not Returned	Awaiting Approval	With Clients	Returned	% Return	Q
Asia Pacific	44	22	81	196	66%	8.04
Canada	1	5	7	61	84%	8.62
EMEA	12	20	131	211	58%	8.12
Latin America	8	2	13	50	77%	8.52
US	42	50	130	263	59%	8.55
US – C	11	21	43	70	52%	8.47
US – E	17	18	61	120	60%	8.59
US – W	14	11	26	73	66%	8.56
Total	107	99	362	781	63%	8.31



A community of walkers joining together in the Corporate 5K in Orlando, Fla., to support local non-profits and food pantries.

ENGAGING OUR COMMUNITIES.

We believe in active participation. We apply our talents where we live and work, building on the interdependence that defines every community to make each a better place for everyone.



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 2011, we provided \$5,101,695 of cash, non-cash (volunteerism) and in-kind giving to our communities.*

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

To maximize the impact we have as a firm and to more deeply engage the hearts, minds and hands of our colleagues, we are launching a new, focused global citizenship program with public engagement principles at its core in 2011. In response to employee interest and as a member of the United Nations Global compact, we will focus a portion of our efforts on eradicating hunger and poverty, one of the United Nations' Millennium Development Goals, selected by a companywide vote. Specifically, Edelman will allocate 30 percent of its philanthropic resources, employee volunteerism and in-kind contributions to this issue. The remaining 70 percent of our resources will be placed against locally selected causes and NGOs.

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



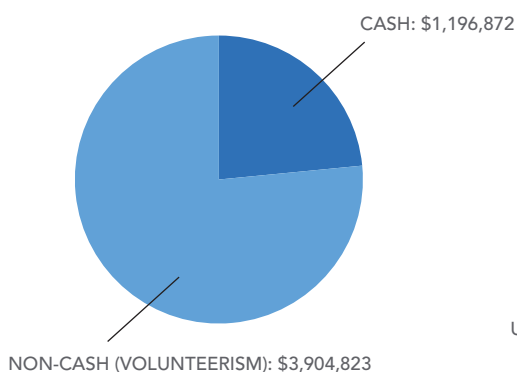


Robert Phillips EMEA

“Citizenship has to move from broadcast to conversation. To help move society from consumer values to citizen values.”

TOTAL GIVING

TOTAL: \$5,101,695*



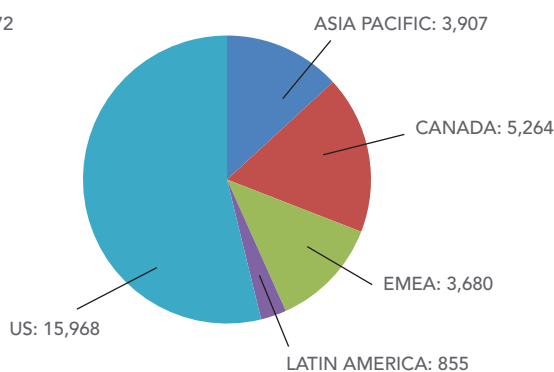
% REVENUE = .89%

% OF OPERATING PROFIT = 6.70% (pre-audited figures)

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

VOLUNTEERISM HOURS BY REGION

TOTAL: 29,674



VOLUNTEERISM AT EDELMAN

We have defined two types of volunteerism at Edelman: professional and general. Professional (also known as pro bono) leverages our professional skills to support a cause or charitable organization. General is defined as projects undertaken, often as teams, in which services are performed outside of our areas of professional expertise. In 2011, Edelman introduced a new global policy that provides four hours of paid time off per employee per year for professional volunteer activities against hunger and poverty.

OUR COMMITMENT TO ACTION

Edelman is committed to partnering with leading organizations to achieve critical outcomes for our communities. Following are recent examples of Edelman volunteer activities across the world—and this is just the beginning. We can have an even greater impact with an increased focus on leveraging the collective power of the firm and its talented employees.



Edelman Frankfurt employees partnering with a national welfare organization (AWO) to plant trees.



A participant at the APAC Leadership Academy painting murals at Camillian Home, an orphanage in Bangkok for children living with disabilities.

WE SUPPORT OUR COMMUNITIES.



MANHATTAN BUSINESS ACADEMY
NEW YORK

THE LITTLE GIVE PROGRAM
VANCOUVER/TORONTO/MONTREAL

CLARK CENTER
PORTLAND

CYSTIC FIBROSIS SUPPORT
MEXICO CITY

OFF THE STREET CLUB
CHICAGO

MISIONES RURALES ARGENTINA
BUENOS AIRES

HOMESTRETCH
WASHINGTON, D.C.

DEAR JOHN
ATLANTA

This map illustrates a partial selection of worldwide community engagement efforts.

OPERATION SMILE
DUBLIN

AUSCHWITZ "INTERVENE NOW!"
WARSAW/LONDON/NEW YORK

FUTURE DREAMS
LONDON

SAFE KIDS WORLDWIDE
SHANGHAI

AMREF
FRANKFURT

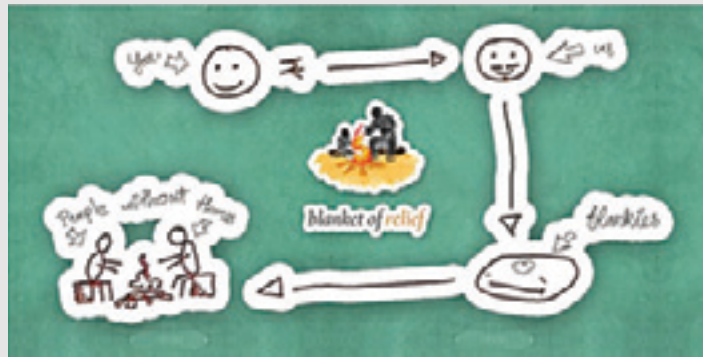
THE WOMEN'S FOUNDATION
HONG KONG

**INDONESIAN NATURAL
DISASTERS**
JAKARTA

BLANKET OF RELIEF
DELHI

CHILDREN IN CRISIS
MILAN

POVERTY/HUNGER



SPOTLIGHT

Blanket of Relief/Edelman Delhi

Edelman Delhi was one of several partners who worked with NGO Action of Ability Development and Inclusion (AADI), a New Delhi-based organization dedicated to supporting people with disabilities as part of its Warm Winter Project. The goal: to raise 150,000 Indian Rupees in two weeks for the purchase and distribution of warm blankets to the city's homeless. The campaign raised 205,000 Rupees, which were used to purchase more than 1,500 blankets, mend and pack more than 150 sacks of clothes, distribute more than 300 sweaters for children, and purchase and distribute more than 300 sleeping mats. Other partners included the BassFoundation, an alternative, nonprofit musical group formed to support social responsibility and change, and Indiblogger, one of India's largest blogger sites.

Clark Center/Edelman Portland As part of Edelman Portland's Living in Color program, volunteer meal-serving at the Clark Center, a shelter for men transitioning out of homelessness.

Homestretch/Edelman Washington, D.C. Campaign to raise awareness of Homestretch, a group that helps homeless families restart their lives, and of the larger issue of homelessness in the area. The D.C. office also helps coordinate quarterly employee workshops to teach Homestretch clients about résumé-building, networking and job interviewing.

EDUCATION

Misiones Rurales Argentina (MIRA)/Edelman Buenos Aires Media relations, including media strategy, mapping and general counseling, and branding/collateral materials for this nonprofit association that supports public primary education in remote rural areas.





Pablo Rodriguez US

“Citizenship has to be global, needs to be seamlessly integrated into everything we do. Not a program. Lived and breathed by every employee. Not a priority. The priority. Not a cost. An investment.”

Manhattan Business Academy/Edelman New York Partnership with Junior Achievement of New York (JANY) to mentor the founding class of the Manhattan Business Academy, a newly formed charter school, through its graduation in 2013. Support also includes hosting an annual summer fundraiser for JANY.

The Posse Foundation/Edelman Chicago Ten Edelman summer internships provided to recipients of scholarships from the Posse Foundation, an organization founded to award students who excel in academics and leadership activities but may not have an opportunity to continue their education.



WOMEN'S ISSUES

Mujeres Activas (Active Women)/Edelman Mexico City Event planning to raise awareness and change perceptions of this Mexico-based NGO dedicated to the fight against breast cancer.

The Women's Foundation/Edelman Hong Kong Partnership with The Women's Foundation, an organization focused on the status and development of women and girls in Hong Kong, supporting various campaigns including the launch of its successful "mentoring program," in which Edelman business leaders mentor women and girls within the Hong Kong community.



Dear John Program/Edelman Atlanta Award-winning "Dear John" anti-prostitution public awareness/engagement campaign to change the status quo for women and young girls at risk.

YOUTH

Off the Street Club (OTSC)/Edelman Chicago Edelman support for the OTSC, the city's largest boys and girls club, includes participating in the "Save Our Summer" program to help send the kids to summer camp, "3rd Thursdays," where Edelman employees visit the club to interact with the kids, and initiatives to collect toys and school supplies.



SPOTLIGHT

The Little Give Program/ Edelman Canada



Initiated in 2008, the Little Give program is an annual collaboration between Edelman offices in Canada in which two full days of time and service are dedicated to making a difference in the lives of underprivileged children and youth. In 2010, three offices selected 15 nonprofit organizations as the recipients—and after 48 hours, 150 people, and \$2,500 donated to each nonprofit, the Little Give made its intended impact. The positive energy generated by the program proves “you can never give too little.”



Sahabat Anak (Friends of the Children)/Edelman Jakarta Event support, including key messages, media release, fact sheet and media coaching for this organization, which provides free education and scholarships for street children in the greater Jakarta area.



Operation Smile/Edelman Dublin Awareness campaign assistance for this global charity providing free surgeries to some of the 200,000 children in the third world born with severe and debilitating cleft conditions each year, including a launch event at the Royal College of Surgeons in Dublin.



Children in Crisis/Edelman Milan Event, media relations, fund raising and digital support for the Italian branch of this NGO established by Duchess of York Sarah Ferguson to give children in some of the world's poorest countries access to quality education.

HEALTH



AMREF Flying Doctors/Edelman Frankfurt Project implementation and Germany-based activity support for this Nairobi-based NGO dedicated to the establishment of basic health-care service covering all of Africa with local health-care professionals.



“Citizenship is using the skills and wealth of resources Edelman has to do something—through the engagement of our people—that we otherwise would not be able to do for the community. The reality is, many community organizations and NGOs don’t have the resources to pay for what we have to offer.”

Matthew Gain Asia Pacific

SPOTLIGHT

Planet Water/Edelman Asia Pacific

Through its partnership with the Planet Water Foundation, Edelman Asia Pacific is helping provide water to people who have too little of it. In the initiative’s first year, Edelman funded five water tower projects that enable access to clean, drinkable water and reduce waterborne illnesses in Asia’s disadvantaged communities. Our collaboration with Planet Water is entering its next phase and will both increase visibility of the organization by connecting it to clients, NGOs, community leaders and influencers and provide extensive marketing support.



Cystic Fibrosis Support/Edelman Mexico City Created “Todo a Pulmón,” a campaign platform for human and emotional stories to raise awareness of the 6,000 children in Mexico with cystic fibrosis undiagnosed because of a lack of knowledge on the disease.

Future Dreams/Edelman London Event media relations, messaging and awareness campaign for Future Dreams, an organization dedicated to raising funds to aid secondary breast cancer gene research. Worked through Bright One, a volunteer-run virtual PR agency supported by Edelman to provide professional volunteer services to charities.

ENVIRONMENT

I-GO/Ruth Chicago Mass transit and outdoor campaign promoting Chicago’s hometown nonprofit, eco-friendly car sharing group, creating an award-winning new look that was picked up on the group’s website, print advertising, collateral and traveling booths.



SPOTLIGHT

Safe Kids Worldwide/Edelman Shanghai

Edelman Shanghai provides pro bono support to the international NGO Safe Kids Worldwide and its "Slow Down for Kids" road safety campaign. Organized to echo the UN's announcement of the first Road Safety Decade of Action on May 11, 2011, the campaign aimed to raise awareness of road safety among the general public and encourage motorists to slow down for pedestrians.

To support the campaign, Edelman provided media relations counsel to help increase visibility of the important cause, as well as logistics support for the Shanghai event.



COMMUNITY DEVELOPMENT

Charity Partner/Edelman Dublin Media launch, event promotion and other services for National Irish Bank's "Charity Partner of the Year." The bank chooses a different organization each year to receive the proceeds of all fundraising activity by bank staff during that time. In 2011, Anam Cara, a volunteer organization established by bereaved parents to provide support for families that have experienced the loss of a child, was chosen as a partner.



Citizen Effect/Edelman US Strategic relationship with Citizen Effect (CE), an entrepreneurial nonprofit founded on the idea that anyone can make a real and significant impact in the world. Collaboration on a number of innovative projects, including the Internal Holiday Campaign, in which Edelman gave Chicago employees \$7,500 worth of "Edel-bucks" to donate to one of five CE projects selected from around the world at the annual party; and "Brackets with Benefits," an annual campaign at NCAA basketball tournament time, in which participants donate \$10; Edelman was the lead sponsor with 1,000 participants and Edelman's Nicole Vega, the tourney winner, got to fund 10 causes impacting 3,000 lives.



citizen effect

DISASTER RELIEF

2010 Chile Earthquake/Edelman Buenos Aires Participation in earthquake disaster relief in Chile in 2010, collecting donations and delivering all items to the Universidad Argentina de la Empresa (UADE).





Natalia Martinez Latin America

“Citizenship is not just about external metrics. It’s also measured within the organization, in how many people embrace citizenship.”

Qinghai Earthquake Relief/Edelman China Individual fundraising with Edelman matching to support victims of the April 4, 2010, earthquake in Yushu, Qinghai Province, China. Edelman staff contributed a total of RMB 47,300, or more than U.S. \$7,000, including matching funds.

Japan Disaster Relief/Edelman Worldwide In the aftermath of the earthquake and tsunami in Japan, we set up a matching Edelman/employee contribution fund through the Red Cross for victims in Japan. After two weeks of donations from over 200 employees, Edelman matched \$38,000 in support, providing a total of \$76,000 to Japanese victims.

Indonesian Natural Disasters/Edelman Jakarta Relief for the victims of natural disasters in the archipelago of Indonesia, including collection and transfer of financial donations, food, medicine and other necessities to relief organizations, and media center assistance to the Indonesian government.



HUMAN RIGHTS

SPOTLIGHT

Auschwitz ‘Intervene Now!’ Campaign/Edelman Worldwide

On the 66th anniversary of the liberation of Auschwitz concentration camp, the Auschwitz-Birkenau Foundation announced the “Intervene Now!” campaign in a ceremony at the camp. The Auschwitz-Birkenau camp and thousands of invaluable historical objects found there are facing irreversible deterioration. “Intervene Now!” is an initiative to engage individuals, organizations and governments around the world to protect and preserve the authentic remains of the Auschwitz-Birkenau concentration camp and raise awareness to prevent future acts of hatred and intolerance. Edelman helped create the campaign and is providing digital, creative and media relations support from several offices around the world. Edelman volunteers were also able to secure free advertising space in some of the top newspapers and magazines in Poland, Brazil, France and Israel.



WE SUPPORT OUR EMPLOYEES.

COMMUNITY INVESTMENT GRANT PROGRAM

Edelman launched its first Community Investment Grant program in FY 2011, inviting employees to nominate organizations in which they are involved to receive up to \$2,500 of funding. During the first year, approximately \$150,000 was awarded to employees across all regions in the following cause categories: Animal Welfare, Community Development, Culture/Arts, Education, Environment, Health, Poverty/Hunger, Social Services and Youth. The program has been received with much enthusiasm from Edelman employees and will continue in FY 2012.

EDELMAN COMMUNITY INVESTMENT GRANT RECIPIENTS FY 2011

ASIA PACIFIC



Children's Eye Foundation (www.childreneyefoundation.org)

CATEGORY: Health

PROJECT TITLE: RIPROP

ORGANIZATION: The mission of the Children's Eye Foundation is to eliminate preventable blindness in children through research, education and implementation. Daniel Lochmann, in Edelman's Tokyo office, founded RIPROP last year to help fund the fight against retinopathy of prematurity (ROP), a potentially blinding eye disease that affects very small babies.

IMPACT OF GRANT: As a result of ROP, Daniel's daughter is permanently blind in one eye and has limited vision in the other; so this effort is very important to his family. The funds allocated to RIPROP will support research in this field in partnership with the Children's Eye Foundation.

VOLUNTEER: Daniel Lochmann, Tokyo



The Library Project (www.library-project.org)

CATEGORY: Education

PROJECT TITLE: Reading Room for Hebei Province

ORGANIZATION: The Library Project donates books and libraries to rural elementary schools in China to improve the educational infrastructure of the schools.

IMPACT OF GRANT: The grant will provide funding for Chinese language children's books, bookshelves, tables, chairs, globes and educational toys, as well as a librarian-training course for teachers for a reading room in the Hebei Province.

VOLUNTEERS: Chris Barbour, Viola Wang, Cathy Yue, Beijing

Social Enterprise and Social Entrepreneur (SEASE)

CATEGORY: Education

PROJECT TITLE: Help Yi Kids

ORGANIZATION: The mission of SEASE is to help underserved people in the Sichuan Province live better lives. It also donates money and goods.

IMPACT OF GRANT: The schools in the Sichuan Province lack desks and chairs and have few school supplies. The funds will be used to improve the school environment and donate books and supplies.

VOLUNTEER: Echo Xia, Shanghai

SEASE

World Vision International (www.worldvision.org)

CATEGORY: Poverty/Hunger

PROJECT TITLE: Tree of Life

ORGANIZATION: World Vision International works with children, families and communities to overcome poverty and injustice.

IMPACT OF GRANT: Through the “Tree of Life” campaign, Edelman will sponsor a child in the program, allowing him/her to gain access to education, knowledge, health-care and life-changing skills. The funds also will be used to help publish publicity materials that will allow World Vision to reach out to other organizations for support.

VOLUNTEERS: Kim Danker, Bob Grove, Singapore



CANADA

The Elizabeth Fry Society of Greater Vancouver (www.elizabethfry.com)

CATEGORY: Poverty/Hunger

PROJECT TITLE: Storybook Program

ORGANIZATION: EFry provides support services to some of society’s most vulnerable populations—women, girls and children at risk of involvement, involved in or affected by the justice system. The Storybook Program strives to improve the social inclusion of the children of prisoners by recording parents reading new books. These recorded books are sent to their children so they can hear their parent’s voice, and read along—fostering healthy attachment and encouraging literacy.

IMPACT OF GRANT: The grant will purchase new books and postage to send the books to the children.

VOLUNTEER: Sarah Burgess, Vancouver





Paws Squad Canine Sports Club (www.pawssquad.ca)

CATEGORY: Education

PROJECT TITLE: Community Outreach

ORGANIZATION: Paws Squad Canine Sports Club, a non-profit, member-run organization, engages and educates the public through demonstrations of dog sports at free and local public events to encourage current and future dog owners to consider dog sports as a proactive and positive training tool.

IMPACT OF GRANT: The funds will help financially provide for these educational demonstration events. Costs that need to be covered include equipment and audiovisual gear maintenance, fuel costs, branded tents and clothing, and updates to its website.

VOLUNTEER: Elisha McCallum, Vancouver



Polar Bears International (www.polarbearsinternational.org)

CATEGORY: Environment

PROJECT TITLE: Social Media

ORGANIZATION: Polar Bears International is dedicated to the worldwide conservation of the polar bear and its habitat through research, education and stewardship.

IMPACT OF GRANT: The grant will make a significant impact by providing support the organization needs to operate.

VOLUNTEER: Shari Burnett, Vancouver



Sanctuary for Kids (www.sanctuaryforkids.org)

CATEGORY: Education

PROJECT TITLE: Haiti Project

ORGANIZATION: Sanctuary for Kids provides sanctuary for children around the world who do not live with the privilege of safety in their lives.

IMPACT OF GRANT: The funds will go toward SOPUDEP, a school in Haiti that needs help to stay in operation. The grant will help provide teacher salaries.

VOLUNTEER: Carole Appleby, Vancouver

EUROPE



Bright One (www.brightone.org.uk)

CATEGORY: Community Development

PROJECT TITLE: Micro-volunteering App

ORGANIZATION: Bright One is a volunteer-run agency whose main objective is to provide low-cost, effective professional communication services for charitable organizations, which can help raise their profiles and boost income potentials.

IMPACT OF GRANT: Bright One is looking to develop a micro-volunteering app that will enable volunteers to help out on specific projects as they have availability. The community grant will provide much-needed financial assistance to bring the project to fruition.

VOLUNTEERS: Robert Phillips, Arabella Bakker, London

Children in Crisis (www.childrenincrisis.org)

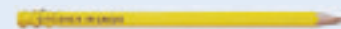
CATEGORY: Education

PROJECT TITLE: Awareness Road Show 2011

ORGANIZATION: Children in Crisis believes that all children have the right to a healthy, happy and secure childhood and the right to realize their full potential. The organization views education as the single most important developmental tool, and its passion is to provide education for every child.

IMPACT OF GRANT: The grant will help the organization pay the costs to produce information materials for four "informational days" for the Milan 2011 Awareness Road Show.

VOLUNTEER: Chiara Pardini, Milan



Penwith Community Radio (www.penwithradio.co.uk)

CATEGORY: Community Development

PROJECT TITLE: Penwith Memories

ORGANIZATION: Penwith Radio delivers Internet radio to Penwith and beyond. It provides training and work experience opportunities to the local community and strengthens the community by enabling it to have a platform for the promotion of local organizations and individuals.

IMPACT OF GRANT: Penwith Radio is an exceptional community project working with rurally isolated and economically disadvantaged people in the furthest western part of the UK. The funds allocated will go toward helping to build stronger bridges between the young and old, share experiences, and create quality media pieces to broadcast and showcase on the radio.

VOLUNTEER: Annie Tiranti, London



Students in Free Enterprise (SIFE) (www.sife.org)

CATEGORY: Community Development

ORGANIZATION: SIFE is a global network of business leaders, academics and university students who share the view that business, practiced ethically and responsibly, creates stronger communities and greater opportunities for everyone.

IMPACT OF GRANT: SIFE is not well known and the grant will help improve its PR efforts to increase awareness.

VOLUNTEER: Anneka Patel, London



The Tank Museum, Bovington (www.tankmuseum.org)

CATEGORY: Education

PROJECT TITLE: Battlegroup Afghanistan Exhibition

ORGANIZATION: The Tank Museum tells the story of tanks and the people who serve in them. It is dedicated to helping the public understand the lives and achievements of soldiers who have been prepared to risk their lives in defense of freedom.

IMPACT OF GRANT: The funds allocated will go to the exhibition "Battlegroup Afghanistan," which examines the experience of Royal Armoured Corps soldiers on contemporary operations in Afghanistan. The stories will be told through the soldiers' own words and audiovisual material produced while on assignment.

VOLUNTEER: Mike Seymour, London





LATIN AMERICA

Opportunity for All Foundation (Fundacion Una Oportunidad Para Todos)

(www.unaoportunidadparatodos.info)

CATEGORY: Poverty/Hunger

PROJECT TITLE: Food and Health for the Elderly

ORGANIZATION: Opportunity for All Foundation helps Mexican families in vulnerable and low-income situations by providing food, clothing, medicines and basic necessities, as well as advising and training them for a better life.

IMPACT OF GRANT: The grant will enable Opportunity for All Foundation to purchase food baskets with rice, beans, sugar, milk, meat, fish, etc., to provide more food for its feeding program.

VOLUNTEER: Sonia Campuzano Iñigo, Mexico City

UNITED STATES

Alliance for Water Efficiency (www.allianceforwaterefficiency.org)

CATEGORY: Environment

PROJECT TITLE: Home Water Works Website

ORGANIZATION: The Alliance for Water Efficiency, a non-profit organization dedicated to the efficient and sustainable use of water, advocates for water-efficiency products and programs in North America and provides information and assistance on water-conservation efforts.

IMPACT OF GRANT: The funds will help develop a Residential Water Calculator, currently found on the Field Museum's website (<http://watercalculator.fieldmuseum.org/>). The water calculator will serve as a central feature of a new residential water-conservation web portal that the Alliance for Water Efficiency is developing.

VOLUNTEER: Joyce Coffee, Chicago



Almost Home Kids (www.almosthomekids.org)

CATEGORY: Health

PROJECT TITLE: Daily Care

ORGANIZATION: Almost Home Kids provides a Transitional Care Program for children with complicated health-care needs who are ready to be discharged from a hospital. Almost Home Kids trains families to both care for their children and prepare the home for the child's arrival.

IMPACT OF GRANT: Since the State only covers a portion of the daily care for a child under the poverty level, the grant will go toward covering 10 days of care for a low-income child who is medically fragile.

VOLUNTEER: Deb Fiddelke, Chicago

American Diabetes Association (www.diabetes.org)

CATEGORY: Health

PROJECT TITLE: Step Out Walk to Stop Diabetes

ORGANIZATION: The American Diabetes Association (ADA) works to prevent and cure diabetes and to improve all people affected by diabetes by investing millions for diabetes research and providing education to more than 25 million people annually.

IMPACT OF GRANT: The funds will go directly to ADA's signature fundraising event, Step Out: Walk to Stop Diabetes. The grant will go toward reaching the \$615,000 goal.

VOLUNTEER: Michelle Toscas, Chicago



American Pharmacists Association Foundation (www.aphafoundation.org)

CATEGORY: Health

ORGANIZATION: The American Pharmacists Association offers programs, runs projects and provides grants that contribute new information and fresh ideas for pharmacists to use in retooling their practice to meet the health needs of patients. The organization's mission is to optimize the role of pharmacists in improving people's health.

IMPACT OF GRANT: The grant will be used to enhance the health of people in communities across the country through pharmacist counseling and care. The foundation sponsors initiatives ranging from demonstration projects that involve pharmacists providing hands-on advice and care to the training of individual pharmacists to work with their patients to ensure they are taking their medicines properly.

VOLUNTEER: Laura Gordon, Washington, D.C.



Asthma and Allergy Foundation (AAFA) (www.aafa.org)

CATEGORY: Health

PROJECT TITLE: AAFA Research Fellowship Grant

ORGANIZATION: AAFA is the leading national patient organization for people with asthma and allergic disease. Through research, education, and advocacy, AAFA is dedicated to improving the quality of life for people with these chronic conditions.

IMPACT OF GRANT: The monies will help fund the AAFA Research Fellowship, which provides support to experienced medical experts in immunology and junior faculty at medical institutions who are seeking the root causes of asthma and allergic disease. The Edelman grant will go a long way to ensure this project can be fully funded in 2012.

VOLUNTEER: Lynn Hanessian, Chicago





Boys and Girls Clubs of Metro Atlanta (BGCMA) (www.bgcma.org)

CATEGORY: Education

PROJECT TITLE: Club Blue Service Project (www.clubblue.org)

ORGANIZATION: BGCMA's mission is to provide quality developmental programs that empower metro Atlanta youth, especially those from disadvantaged circumstances, to become productive adults. Club Blue is a young professional's organization that provides Atlanta's youth with the support, resources and encouragement to live a healthy and prosperous life.

IMPACT OF GRANT: The grant would be used to support Power Hour, a comprehensive homework/tutoring program for all club members.

VOLUNTEER: Harper Cornell, Atlanta



Casa Chirilagua (www.casachirilagua.org)

CATEGORY: Community Development

PROJECT TITLE: Leaders-in-Training (LIT)

ORGANIZATION: Casa Chirilagua develops relationships with transient families to see the Chirilagua neighborhood transformed. This is the third year Casa Chiri has provided an afterschool program for grades 1-5 called Kids Club. In this program, children from the neighborhood receive a healthy snack, one-on-one tutoring and reading assistance.

IMPACT OF GRANT: The Leaders-in-Training (LIT) program offers opportunities to develop the leadership skills of higher-achieving 5th grade Kids Clubs students. The funds will provide these youth with opportunities for field trips, snacks, and T-shirts.

VOLUNTEER: Sarah Dale, Washington, D.C.



Chicago Area Council
Boy Scouts of America

Chicago Area Council, Boy Scouts of America (www.chicagobsa.org)

CATEGORY: Youth

PROJECT TITLE: Learning for Life

ORGANIZATION: The Learning for Life subsidiary was launched in 1991 by the Boy Scouts of America, National Council, and it enables young people to become responsible individuals by teaching positive career traits, career development, leadership and life skills so they can make ethical choices and achieve their full potential.

IMPACT OF GRANT: The funds will be used to focus efforts on increasing membership within the Exploring program, which focuses on career-based programs chosen from a survey given to three Chicago Public High Schools. Based on the top three career interests, Explorer posts will be established through businesses within the areas of each school that will let students with the opportunity learn about specific career fields and give them hands-on experience and the ability to communicate with mentors within these particular career areas.

VOLUNTEER: Michael Abram, Chicago

Chicago Jesuit Academy (www.cjacademy.org)

CATEGORY: Education

PROJECT TITLE: Scholarship Funding

ORGANIZATION: The Chicago Jesuit Academy is a full-scholarship, college-preparatory middle school for young men from modest economic backgrounds.

IMPACT OF GRANT: The funds will support the Scholarship Fund, thus supporting efforts to improve education in Chicago, make a direct impact on the lives of individual students and help facilitate positive change in underprivileged communities on Chicago's west side.

VOLUNTEER: Andy Liuzzi, Chicago



Chicago Lights (www.chicagolights.org)

CATEGORY: Education

PROJECT TITLE: Tutoring

ORGANIZATION: Chicago Lights is a tutoring program that provides hope and opportunity to Chicago's children, youth and adults who face the challenges of poverty.

IMPACT OF GRANT: The grant will support weekly tutoring for 400 low-income, minority students in Chicago by helping finance transportation costs that can exceed \$10,000 annually. More than 70 percent of the students rely on buses to transport them to tutoring, so this ensures student attendance while providing a safe mode of transportation.

VOLUNTEER: Ryan Richert, Chicago



Children's Museum of the Arts (CMA) (www.cmany.org)

CATEGORY: Culture/Arts

PROJECT TITLE: Stripes Program

ORGANIZATION: The mission of the CMA is to extend the benefits of the arts to all children and their communities and to secure the future of the arts by inspiring and championing the next generation of artists and art lovers.

IMPACT OF GRANT: The grant will go toward supporting the Stripes program, a monthly program for children with autism spectrum disorders and their families. Stripes is designed to enable these families to experience sensory-based art projects, explore creativity, socialize and build an inclusive community with other families living with autism.

VOLUNTEER: Lisette Kwong, New York



Coleman Home & School Association (HSA) (www.colemanhsa.com)

CATEGORY: Education

PROJECT TITLE: Physical Education Project

ORGANIZATION: Each year, the Home and School Association focuses on one area of educational improvement for the students of the Glenn Rock, NJ, school district. With state aid eliminated to the school district, the HSA provides much-needed supplies to students.

IMPACT OF GRANT: The funds will be used to purchase physical education equipment for students by upgrading basic equipment and providing more advanced equipment to further challenge the students' mental and physical abilities.

VOLUNTEER: Jon Hendl, New York





Collective Renaissance Guild (www.collectiverenaissanceguild.org)

CATEGORY: Culture/Arts

PROJECT TITLE: Scholarship Award

ORGANIZATION: The Collective Renaissance Guild infuses the arts, philanthropy and social activism into the cultural landscape of the Power Generation (formerly known as Gen X), while educating and providing models for subsequent generations.

IMPACT OF GRANT: The funds will support the Collective Renaissance Guild Scholarship, granted to one high school student with interest in the arts, has more than 100 hours of community service and exhibits leadership in his/her community.

VOLUNTEER: Davida Selby, Atlanta



Colon Cancer Alliance (www.ccalliance.org)

CATEGORY: Health

PROJECT TITLE: Board of Directors Seat

ORGANIZATION: The Colon Cancer Alliance provides public education about the importance of screening for colon cancer, which is preventable, delivers patient support services to those affected by this disease, conducts advocacy at all levels of governments and funds research for more effective treatments.

IMPACT OF GRANT: The grant will help all of the organization's programs but, specifically, will go toward the Atlanta 5K walk/run designed to raise awareness of colorectal cancer.

VOLUNTEER: Jerry Tolk, Atlanta



EPIC (www.iamepic.org)

CATEGORY: Culture/Arts

PROJECT TITLE: Engaging Philanthropy

ORGANIZATION: EPIC helps creative professionals and nonprofits join forces, allowing for an all-encompassing bigger impact. EPIC volunteers work on teams that engage with clients for eight weeks to develop websites, logos, brochures, bus wraps and more.

IMPACT OF GRANT: The grant will help fund initiatives such as EPIC's creative rallies and EPIC: 20/20. These programs carry expenses for gathering space, promotion and bandwidth, speaker fees (as needed) and the employment of support staff and coordinators.

VOLUNTEER: Virginia Tevere, Chicago

Family Gateway (www.familygateway.org)

CATEGORY: Poverty/Hunger

PROJECT TITLE: Extreme Apartment Makeover

ORGANIZATION: Family Gateway, in cooperation with the religious community, private sector and governmental entities, provides food, shelter and comprehensive services to homeless families with children. These services include temporary and transitional living facilities, life skills classes, counseling, children’s programming, job training, search and placement assistance and community transition services.

IMPACT OF GRANT: The funds will be used for an “Extreme Apartment Makeover” at the Family Gateway Apartments by providing paint, cleaning supplies, blinds, carpeting, home goods and other necessities for renovating apartments for families in need.

VOLUNTEER: Teresa Henderson, Dallas



Feral Cat Spay/Neuter Project (www.feralcatproject.org)

CATEGORY: Animal Welfare

PROJECT TITLE: Funding Surgeries

ORGANIZATION: The Feral Cat Spay/Neuter Project saves lives of homeless cats by providing access to high-volume spay/neuter surgery in a safe and humane environment.

IMPACT OF GRANT: An estimated 1.2 million homeless cats reside in the Puget Sound area. The Feral Cat Spay/Neuter project allows people to bring free-roaming cats in for surgery at no charge. The grant will directly fund up to 125 surgeries, resulting eventually in hundreds of fewer homeless and free roaming cats.

VOLUNTEER: Melanie Wilhoite, Seattle



The Gateway Center (GWC) (www.gatewayctr.org)

CATEGORY: Poverty/Hunger

PROJECT TITLE: The Return to Work Computer Lab

ORGANIZATION: The core mission of the Gateway Center is to provide a supportive and compassionate setting where individuals can receive the tools, therapeutic programs and services they need to end their homelessness.

IMPACT OF GRANT: The funds will be used to support GWC’s beginning computer lab, where GWC will implement Internet-based programs that help people gain life and job skills that will help them end their homelessness and move toward self-sufficiency.

VOLUNTEER: Taryn Solomon, Atlanta





Gladstone Education Foundation (www.gladstone.k12.or.us)

CATEGORY: Education

PROJECT TITLE: Family Literacy Program

ORGANIZATION: The Gladstone Education Foundation promotes an understanding of educational services and community programs in the area served by the Gladstone School District. The Foundation encourages participation from individuals, foundations, and organizations in areas that impact youth development and create financial resources to support the activities and programs of the District.

IMPACT OF GRANT: The grant will support the Family Literacy Program, an after-school educational program for multicultural children and their families. While parents learn English, their children participate in crafting projects, activities, and begin reading and writing in English.

VOLUNTEER: Mark Baker, Portland



Groundswell Community Mural Project (www.groundswellmural.org)

CATEGORY: Youth

PROJECT TITLE: Summer Leadership Institute

ORGANIZATION: Groundswell Community Mural Project brings together artists, youth and community organizations to use art as a tool for social change.

IMPACT OF GRANT: With the allocated funds, Groundswell will support four \$600 youth stipends in its 2011 Summer Leadership Institute (SLI). The participants in the SLI are primarily from New York City's public school system and their engagement in the mural-making process allows them to develop artistic and project management skills, as well as have opportunities to practice public speaking.

VOLUNTEER: Robin Deutsch Edwards, New York



Happy Tails Pet Therapy (www.happytailspets.org)

CATEGORY: Social Services

PROJECT TITLE: General Funding

ORGANIZATION: Happy Tails, an organization of compassionate volunteers, commits to sharing the energy of the human-animal bond to provide comfort, healing and connection throughout the community.

IMPACT OF GRANT: The funds will go toward ensuring the quality of the program while addressing the increasing requests for services provided. Happy Tails will extend its reach to more members and clients throughout Atlanta while continuing to offer free services.

VOLUNTEER: Kristen Stone, Atlanta

Harlem United (www.harlemunited.org)

CATEGORY: Health

PROJECT TITLE: FQHC Support/Health Education Day

ORGANIZATION: Founded in 1988, Harlem United Community AIDS Center works to improve the lives of the homeless and people living with or threatened by HIV/AIDS through comprehensive prevention, housing and healthcare services. The organization's mission is to provide 100 percent access to care and to obtain zero disparity in health outcomes caused by racial, gender and economic barriers.

IMPACT OF GRANT: Harlem United will use the funds to provide food pantry bags at a health education day focused on nutrition during the summer of 2011. The organization will also provide homeless individuals with a variety of services including nutritional counseling, education about HIV and STIs, and linkages to primary care, dental and mental health services.

VOLUNTEER: Latraviette Smith, New York



Hispanic Alliance for Career Enhancement (HACE) (www.haceonline.org)

CATEGORY: Education

PROJECT TITLE: Execs in Classrooms

ORGANIZATION: HACE impacts the American workplace by cultivating Latino talent and providing Latino professionals with the insights, access and support to be successful in their careers.

IMPACT OF GRANT: The funds will finance a portion of the \$5,000 contract to put the pilot program Executives in Classroom in place. It is a successful motivational leadership-development presentation by Latino Executive volunteers with an aim to inspire high school students' aspirations to become the next generation of Latino leadership.

VOLUNTEER: Loida Rosario, Chicago



The House Theatre of Chicago (www.thehousetheatre.com)

CATEGORY: Culture/Arts

PROJECT TITLE: Support Employee Involvement

ORGANIZATION: The House Theatre of Chicago is dedicated to creating, developing and presenting exclusively original works of theater while also eliminating barriers to attending live theater. The On The House program offers free or reduced admission tickets to a wide array of nonprofits that serve people in need.

IMPACT OF GRANT: Edelman's grant will help support fundraisers scheduled during the year (such as hosting events, contributing giveaways to raffles/auctions, etc.).

VOLUNTEER: Erica Isaacson, Chicago





Ian's Friends Foundation (www.iansfriendsfoundation.com)

CATEGORY: Health

PROJECT TITLE: IFFest

ORGANIZATION: The mission of Ian's Friends Foundation is to find a cure for pediatric brain cancer by searching for and funding innovative research labs around the country.

IMPACT OF GRANT: Ian's Friends Foundation will host a family concert to benefit the advancement of pediatric brain tumor research and to raise awareness of the need for the labs it funds. The grant will go toward the operating budget of the event.

VOLUNTEER: Jennifer Babbit Bodner, Atlanta



Korean American Coalition (www.kacla.org)

CATEGORY: Community Development

PROJECT TITLE: Korean American Community Outreach LA

ORGANIZATION: The Korean American Coalition promotes the civic and civil rights interests of the Korean American community through education, community, organizing, leadership development and coalition-building with diverse communities.

IMPACT OF GRANT: The grant will help expand the capacity for the Model U.N. program, which assists culturally marginalized and economically disadvantaged adolescents living in Koreatown build leadership skills through the development of critical reading and analysis skills, debate and public speaking skills, and exposure to civic and legislative processes.

VOLUNTEER: Ted Kim, Los Angeles



lakeview pantry

Lakeview Pantry (www.lakeviewpantry.org)

CATEGORY: Poverty/Hunger

PROJECT TITLE: General Operating Funds

ORGANIZATION: For more than 40 years, Lakeview Pantry has provided food and support services to families and individuals in need who reside in the Lakeview community of Chicago. The average client receiving services has a monthly income of \$754 per month, and more than half of clients reported they have had to choose between buying food and paying for rent or medications.

IMPACT OF GRANT: The funds will be used for general operating expenses, such as purchasing CTA passes for clients enrolled in the "Job Search and Support Program" as well as the purchase of heart-healthy grocery items like fish and non-fat dairy products for senior clients in the Home Delivery program.

VOLUNTEER: Kara Middendorf, Chicago

LI2DAY Walk To Fight Breast Cancer (www.li2daywalk.org)

CATEGORY: Health

ORGANIZATION: The Long Island 2 Day Walk To Fight Breast Cancer is organized to raise awareness and funding for the fight against breast cancer on Long Island. One hundred percent of donations raised by the participants are distributed to grassroots service organizations so the funds reach the members of the Long Island community affected by breast cancer.

IMPACT OF GRANT: LI2DAY will use the funds to support the logistical expense of the 2011 walk, enabling the organization to continue to give 100 percent of all donations directly back to the community.

VOLUNTEER: Jeffrey Picarello, New York



Mercy Home for Boys & Girls (www.mercyhome.org)

CATEGORY: Community Development

PROJECT TITLE: Residential Program

ORGANIZATION: Mercy Home for Boys & Girls provides resources and opportunities for boys and girls who have suffered the scars of homelessness, abuse, neglect, poverty and neighborhood gang violence. It has helped 24,000 youth.

IMPACT OF GRANT: The grant will support the Residential Program, which provides 24-hour shelter and assistance to more than 170 elementary, middle and high school students each year. The program focuses on academic achievement, physical and mental health, and career preparation. It also includes essentials such as food, shelter and clothing, as well as daily tutoring; individualized school placement; life-skills training; medical and dental care; remedial math and reading programs, among other services.

VOLUNTEER: Michael O'Grady, Chicago



National Organization for Disorders of the Corpus Callosum (NODCC)

(www.nodcc.org)

CATEGORY: Health

PROJECT TITLE: Pediatric Neurologist Awareness

ORGANIZATION: NODCC is the only organization serving people with a disorder of the corpus callosum (DCC) and their families. People with DCC are missing the connection between the two sides of their brain, which leads to a variety of moderate to severe disabilities. This condition is often misdiagnosed and families are left with no answers and little support.

IMPACT OF GRANT: The funding from Edelman will be applied directly to the Pediatric Neurology Education program for material development and distribution. NODCC will create literature and materials to provide directly to pediatric neurologists.

VOLUNTEER: Jennifer Little, Dallas





National Ovarian Cancer Coalition (NOCC) (www.ovarian.org)

CATEGORY: Health

PROJECT TITLE: Light the Town Teal

ORGANIZATION: NOCC raises awareness and promotes education about ovarian cancer. It is committed to improving the survival rate and quality of life for women with ovarian cancer.

IMPACT OF GRANT: September is National Ovarian Awareness Month and the NOCC will undertake its awareness campaign that will Light the Town Teal, by partnering with Chicago skyline buildings to light their buildings teal, the color for ovarian cancer. The campaign also promotes awareness of ovarian cancer by tying teal ribbons around trees or posts throughout towns or placing larger awareness ribbons in store windows or building lobbies. The grant will help offset the cost of awareness materials for both campaigns.

VOLUNTEER: Julie Spencer, Chicago



Net Impact (www.netimpact.org)

CATEGORY: Education

PROJECT TITLE: General Support

ORGANIZATION: Net Impact serves a community of more than 20,000 students and professionals who believe that the power of business can solve the world's social and environmental problems. The main focus is to empower these future business leaders with the tools, resources, education and community that they need to create a better and more sustainable world.

IMPACT OF GRANT: The funds will be applied toward general operating support, which will allow Net Impact to maintain the high quality of successful programs such as the annual conference and to continue to expand reach and support for new programs like Work for Good.

VOLUNTEER: Carol Cone, New York



Peer Health Exchange (www.peerhealthexchange.org)

CATEGORY: Education

PROJECT TITLE: Chicago 2010-2011 Program

ORGANIZATION: Peer Health Exchange gives teenagers the knowledge and skills to make healthy decisions by training college students to teach a comprehensive health curriculum in public high schools that lack such curricula.

IMPACT OF GRANT: The grant will fund Peer Health Exchange's (PHE) four-part program model, in which PHE partners with public high schools that lack health education; recruits and trains college students to teach a comprehensive health curriculum in these schools; gives teenagers the knowledge and skills to make healthy decisions; and fosters a commitment to public service in college students. The grant will deliver health education to 15 students at a cost of \$157 per student.

VOLUNTEER: Jennifer Petterson, Chicago

Piedmont Park Conservancy (www.piedmontpark.org)

CATEGORY: Community Development

PROJECT TITLE: Community Improvement

ORGANIZATION: The Conservancy enhances and preserves Piedmont Park as a vital, urban green space and as a cultural and recreational resource that enriches the quality of life for all Atlantans.

IMPACT OF GRANT: The funds will provide care and maintenance to Piedmont Park and, reflecting the park's recent expansion by 53 acres, the Conservancy will assume more responsibility for maintenance.

VOLUNTEER: Claudia Patton, Atlanta



**Roosevelt High's School of Communications, New Media & Technology (CNMT)
c/o Boyle Heights Learning Collaborative** (www.bhlc.net)

CATEGORY: Education

PROJECT TITLE: Adopt-a-School Program

ORGANIZATION: CNMT infuses an academic curriculum with the use of new media and technology to develop articulate students who can communicate effectively in both interpersonal and mass media contexts.

IMPACT OF GRANT: The funds will help purchase HP desktop computers for use in the new art class, Foundations of Visual Arts, developed specifically for schools with a media and design arts theme.

VOLUNTEERS: Jackie Quintanilla and Kristin Smith, Los Angeles



**San Francisco Community College District DBA, City College of San Francisco
California** (www.ccsf.edu) (www.healingforchange.info)

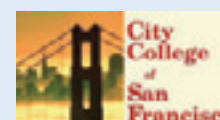
CATEGORY: Education

PROJECT TITLE: Healing for Change

ORGANIZATION: City College of San Francisco (CCSF) provides educational programs and services to meet the needs of its diverse community. Healing for Change is a recognized club of the Associated Students at CCSF and it seeks to share resources and build a network of support for survivors of violence and those affected by it.

IMPACT OF GRANT: The grant will go toward paying the honorarium and "thank you" gift bags to the 15 workshop facilitators leading the Spring 2012 "Sexual Healing: Touching the Hurt and Releasing the Pain" event for survivors of sexual abuse, rape, incest and domestic violence.

VOLUNTEER: Heidi Bartlett, Silicon Valley





Stage Left Theatre (www.stagelefttheatre.com)

CATEGORY: Culture/Arts

PROJECT TITLE: Production of Farragut North

ORGANIZATION: Stage Left Theatre produces and develops plays that encourage debate about political or social issues.

IMPACT OF GRANT: The funds will support the Fall 2011 production of Beau Willimon's Farragut North, a play about the lust for power and the costs related to achieving that power.

VOLUNTEER: Matthew Groch, Chicago



Susan G. Komen for the Cure (www.komenoregon.org)

CATEGORY: Health

PROJECT TITLE: Early Detection Saving Lives Campaign

ORGANIZATION: Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to discover and deliver the cures.

IMPACT OF GRANT: The funds will help purchase initial collateral marketing materials to launch the "Hey Ladies" program, which seeks to increase awareness that early detection saves lives, encourages women to take an active role in their own health through self-awareness and annual screening mammograms, and creates a new base of breast health advocates to spread the early-detection message to their friends and personal networks.

VOLUNTEER: Marta Monetti, Portland



Swedish American Museum (www.swedishamericanmuseum.org)

CATEGORY: Culture/Arts

PROJECT TITLE: Exploration Exhibit

ORGANIZATION: The Swedish American Museum preserves Swedish heritage and educates all generations and ethnic groups in Swedish language, art, culture and traditions.

IMPACT OF GRANT: The funds will help develop the Exploration Exhibit, which tells the stories of great Swedish explorers across the centuries, including the early Vikings, Charles Lindbergh and Buzz Aldrin.

VOLUNTEER: Lindsey Early, Chicago

Teach for America (www.teachforamerica.org)

CATEGORY: Education

PROJECT TITLE: Sponsor a Teacher

ORGANIZATION: Teach for America's mission is to build the movement to end the educational inequity that persists along socioeconomic and racial lines. Teach for America recruits outstanding talent and invests in their training and professional development as teachers so that they lead their students to make significant academic progress.

IMPACT OF GRANT: The grant will help offset the cost to recruit and train outstanding talent, provide ongoing support and professional development to current corps members and develop local alumni as leaders in broader reform efforts.

VOLUNTEER: Maria Amundson, Silicon Valley

TEACHFORAMERICA

Tourism Cares (www.tourismcares.org)

CATEGORY: Culture/Arts

PROJECT TITLE: National 9/11 Museum Project

ORGANIZATION: Tourism Cares' mission is to preserve the travel experience for future generations. Tourism Cares helps in preserving the opportunity to learn about others and ourselves, experience a new culture, to have great adventure, and to become self-aware.

IMPACT OF GRANT: The grant will provide funds for Tourism Cares' National 9/11 Memorial and Museum at the World Trade Center initiative. Specifically, the monies will help purchase a display that will house the last original Minoru Yamasaki scale model of the World Trade Center as it was envisioned by its architects in the 1960s.

VOLUNTEER: Cathleen Johnson, Chicago



UChicago Cancer Research Foundation Associates

(www.cancer.uchicago.edu/help/research-foundation/associates.shtml)

CATEGORY: Health

PROJECT TITLE: Funding UCCCC

ORGANIZATION: The Associates Board of The University of Chicago Cancer Research Foundation is an organization of young philanthropists that raises funds necessary to aid in the prevention and cure of cancer.

IMPACT OF GRANT: The funds will provide continued support to The University of Chicago Comprehensive Cancer Center, specifically the Human Immunologic Monitoring Facility (HIM), which serves as a specialized laboratory performing correlative assays for cancer-based clinical trials.

VOLUNTEER: Sheila Keane, Chicago





The Utopian Theatre Asylum (www.tutato.com)

CATEGORY: Culture/Arts

PROJECT TITLE: Fulton Street Sessions

ORGANIZATION: The Utopian Theatre Asylum's (TUTA) mission is to excite the American audience with theatre that is relevant and challenging in both form and/or content.

IMPACT OF GRANT: TUTA's main goal for the upcoming season is the production of Fulton Street Sessions, an in-house, cabaret-style show written, directed and designed by the company. The grant will help ensure that Fulton Street Sessions are free, which will increase the turnout from community residents who might not attend otherwise.

VOLUNTEER: Luka Dukich, Chicago



VALENCIA
FOUNDATION

Valencia College Foundation (www.valencia.org)

CATEGORY: Education

PROJECT TITLE: Communications Scholarship

ORGANIZATION: The Valencia Foundation is the fundraising organization of Valencia College and it seeks to increase access to college for deserving individuals in Central Florida.

IMPACT OF GRANT: The grant will provide a scholarship for first-generation college students who apply for federal financial aid and demonstrate financial need. The eligible students must wish to pursue careers in communications, marketing, public relations, advertising, graphic design or digital media.

VOLUNTEER: Lori Kifer Johnson, Orlando



Worldfund (www.worldfund.org)

CATEGORY: Education

PROJECT TITLE: STEM Brasil

ORGANIZATION: Worldfund's mission is to raise the quality of education in Latin America in order to transform lives and break the cycle of poverty. Worldfund has established the STEM Brasil program, which specifically targets science and math education for marginalized youth in Brazil.

IMPACT OF GRANT: Worldfund will direct the Edelman grant towards its STEM Brasil program, which it is currently being implemented in 21 public schools in Recife in partnership with state education officials.

VOLUNTEER: Gaston Terrones Dimant, New York

Young Audiences of Northern California (YANC) (www.ya-nc.org)

CATEGORY: Culture/Arts

PROJECT TITLE: After School Arts Program for Tenderloin neighborhood in San Francisco

ORGANIZATION: Young Audiences of Northern California (YANC) helps make the arts—contemporary, classical, and multi-cultural—an essential part of every young person’s education and life by bringing specially trained, professional artists into schools and community centers across the Bay Area.

IMPACT OF GRANT: The funds will help implement after-school arts programming for students living in poverty in San Francisco’s Tenderloin neighborhood. In partnership with the Ray and Joan Kroc Corps Community Center, world-class art experiences will be offered that reflect the cultural plurality of the Tenderloin neighborhood, providing young people with the chance to discover the arts right in their own neighborhood.

VOLUNTEER: Debra Jack, San Francisco

Zeum, San Francisco’s Children’s Museum (www.zeum.org)

CATEGORY: Education

PROJECT TITLE: School Field Trip Program

ORGANIZATION: Zeum is a hands-on, multimedia arts and technology museum for kids that nurtures the 3C’s of 21st century literacy in all youth and family: Creativity, Collaboration and Communication.

IMPACT OF GRANT: The funds will help support Zeum’s field-trip program that provides K-12 students with museum-based learning opportunities that enhance classroom learning through digital art and technology.

VOLUNTEER: Jon Murchinson, San Francisco



Young
Audiences
Arts for
Learning

Northern California

what
will you
create?

zeum



Edelman Leadership Academy biking with Richard Edelman, CEO.

ENGAGING OUR PEOPLE.

What we do for a living is powerful. That power comes directly from our people—professional and passionate, independent and interdependent—and we're determined to nurture and develop it.



PEOPLE ARE THE POWER OF CITIZENSHIP.



Dan Edelman engaging Leadership Academy students

Engaging our people is the key to our success, both as a business and a global citizen. In fact, 92 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 is our training and professional development program that enhances employee skills and helps them build more meaningful careers. The program revolves around the Edelman Leadership Compass, which focuses on 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 is an intensive four-day training retreat held each year for young, high-potential professionals from Edelman offices and affiliates around the world. Participants share their knowledge and experiences and learn about the challenges and opportunities they will encounter as future leaders of the firm.

Managers Bootcamp is a two-day leadership and management skills-training workshop to support the development of our people and help them grow as PR professionals and as leaders. Designed for all employees who manage staff, interactive sessions explore effective strategies for bringing out the best in every employee.

Edelman Onboarding: Looking 4Ward Even before new employees are officially on staff, training and development begins with our new 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.



Sylvain Perron
Canada

“Edelman citizenship—in every single office—has to work within the unique culture of every region. If the solution to a problem is dictated, it will waste time. Give the problem to the group. They’ll solve the problem.”

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.



Carlos Correcha, selected as a Fellow in Edelman’s office in São Paulo, is currently a senior account supervisor based in Edelman’s Washington, D.C., office.

“Edelman’s global fellows program is more than an experience, it is a life lesson. One that is only possible thanks to the vision of the firm’s leadership to bring the network even closer; through that same vision, the firm develops its employees, allowing them to see the bigger picture and be part of the organization’s future.”



Cecilia Fan, selected as a Fellow in Edelman’s office in Beijing, is currently an account supervisor in Edelman’s Los Angeles office.

“Six months into my fellowship and every day is still full of challenges, surprises and new learnings.”



Brendan McCarthy, selected as a Fellow in Edelman’s office in Delhi, is currently senior account supervisor in Edelman’s New York office.

“I’m now approaching the halfway point in my assignment and recognize and appreciate the immense complexity of India. This is a life-changing experience, and I have Edelman to thank.”

Mentoring is a valuable tool for personal growth and professional development. Edelman has had a formalized global mentoring program since 2005, available to all employees on a voluntary basis. In 2010, we launched the Rotnem Program (“mentor” spelled backwards), a “reverse mentor” initiative that puts senior staff together 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.

CULTURE

Edelman's Living in Color/Living in Colour Program/Edelman Worldwide Employee-development program 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.

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 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.

The Diversity Team/Edelman London Establishment of a team of volunteers from across the business for the creation of initiatives to promote cultural diversity in the PR industry, including partnerships with local schools, organizations and charities in London.

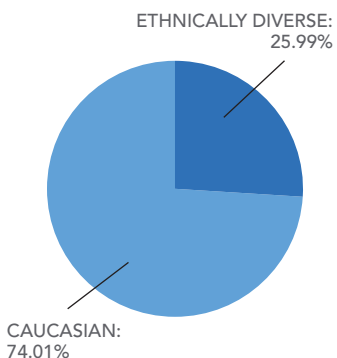
EMPLOYEE HEALTH AND WELFARE

Health Benefits At Edelman, our employee-benefits program varies from region to region and is competitive in every location. In each of our 54 cities 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 non-discrimination, confidentiality and non-disclosure, work environment, education and treatment.

Promoting a Safe Workplace Though our employees are 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.

DIVERSITY (US ONLY)





Delicia Tan
Asia Pacific

"The biggest issue is diversity, given the fact that we're a global company. It's an area we can work on, a way we can contribute back to the community, develop the people aspect."

SPOTLIGHT

Adopt-A-Team/Edelman New York and Edelman Washington, D.C.

Partnership with Howard University in Washington, D.C., as a company sponsor for the university's Adopt-A-Team Program, allowing students to learn more about the public relations industry through office visits, workshops and working with an Edelman mentor.



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.

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.

Employee Assistance Program Our employee assistance program, Guidance Resources, offers expert information on issues that matter to our employees most, including personal, family, legal and financial concerns.

Sabbatical Program 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 for 10 years and again at every five-year interval thereafter. More than 175 employees have taken sabbaticals, including several of the firm's most senior executives. In 2011, 47 employees will be eligible for the program.

Edelman Escape is an employee-development program (currently available only in the U.S.) that rewards employees with time off and a stipend for a one week trip to fulfill a personal passion or long-held dream.

OUR APPROACH TO REPORTING

Edelman engages with a wide spectrum of stakeholders including our employees, our clients and their customers, nongovernmental organizations, our 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 2011, 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:

- › Benchmark materiality audit by an outside consulting firm
- › Environmental footprint analysis by an outside consulting firm
- › Employee survey conducted among 48 offices worldwide
- › Internal audit of policies and current citizenship 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.

We understand that this report is the first step in an ongoing process of improvement and 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 CONTENT INDEX

GRI	DESCRIPTION	INFORMATION	PAGE(S)	REPORT SECTION(S)		
STRATEGY AND ANALYSIS						
1.1	Statement from the most senior decision-maker		2 3	Letter from Founder and CEO Letter from Corporate Responsibility Director		
ORGANIZATION PROFILE						
2.1	Name of the organization	Edelman	4	About Edelman Worldwide		
2.2	Primary brands, products, and/or services	<p>Parent company to seven specialty firms or divisions: Edelman Consulting Blue (Advertising) StrategyONE (Research) BioScience (Medical Communications) MATTER (Entertainment) Ruth (Integrated Marketing) Fathom and Hatch (Predictive Marketing Consulting)</p> <p>Practice Areas: - Change and Employee Engagement - Clean Technology - Consumer Marketing - Corporate - Crisis & Response - CSR, Citizenship & Sustainability - Digital - Digital Entertainment, Rights and Technology - Food & Nutrition - Financial and Investor Relations - Government - Health - Litigation - Multicultural - Public Affairs - Sports & Entertainment - Technology - Travel</p>	4	About Edelman Worldwide		
2.3	Operational structure of the organization	Geographically, Edelman's operations are segregated and managed under four regions: U.S., Canada/Latin America, Europe/Middle East/Africa, and Asia Pacific. Each region operates under the leadership of its own president and chief financial officer.	8	Engaging Our World		
2.4	Location of the organization's headquarters	<p>Co-headquarters:</p> <table border="0"> <tr> <td>Chicago 200 East Randolph Street 63rd Floor Chicago, IL 60601</td> <td>New York 250 Hudson Street 16th Floor New York, NY 10013</td> </tr> </table>	Chicago 200 East Randolph Street 63rd Floor Chicago, IL 60601	New York 250 Hudson Street 16th Floor New York, NY 10013	60	Back Cover
Chicago 200 East Randolph Street 63rd Floor Chicago, IL 60601	New York 250 Hudson Street 16th Floor New York, NY 10013					
2.5	Number of countries where the organization operates	26 Countries	4	About Edelman Worldwide		
2.6	Nature of ownership and legal form	Independent	4	About Edelman Worldwide		

GRI CONTENT INDEX

GRI	DESCRIPTION	INFORMATION	PAGE(S)	REPORT SECTION(S)
2.7	Markets served	54 cities	4	About Edelman Worldwide
2.8	Scale for the reporting organization	Number of employees = 3,931	5	About Edelman Worldwide
2.9	Significant changes regarding size, structure, or ownership	No significant changes	52	Our Approach to Reporting
2.10	Awards received in the reporting period	<ul style="list-style-type: none"> • No. 5 on Glassdoor.com's Best Places to Work in 2010 list, which is purely employee-review driven and open to all industries • PRWeek's 2011 Large Agency of the Year • Edelman Germany "Agency of the Year 2011" in the Haymarket PR Report Awards • Advertising Age's Top-Ranked PR Firm of the Decade as well as a 2010 Best Place to Work in Marketing and Media • Holmes Report 2011 EMEA Digital Consultancy of the Year • Holmes Report 2011 Australia Consultancy of the Year • 2011 Human Resources Leadership Award for Team Innovation for our development of Edelman Onboarding: Looking 4Ward • 2011 Helios HR Apollo Award for Excellence in Employee Development Programs (in the Large Company category) 	4	About Edelman Worldwide
REPORT PROFILE				
3.1	Reporting period	FY 2011	52	Our Approach to Reporting
3.2	Date of most recent previous report	2006	3	Letter from Corporate Responsibility Director
3.3	Reporting cycle	Annual	52	Our Approach to Reporting
3.4	Contact point for questions	John Edelman Managing Director, Edelman Global Engagement and Corporate Responsibility 312.240.2626 john.edelman@edelman.com	60	Back Cover
REPORT SCOPE AND BOUNDARY				
3.5	Process for defining report content	Detailed in Our Approach to Reporting	52	Our Approach to Reporting
3.6	Boundary of the report	This report includes data compiled on Daniel J. Edelman, Inc. and its subsidiaries excluding Zeno.	1	We Are All Connected
3.7	Specific limitations on the scope or boundary of report	This does not include performance information from Zeno.	1	We Are All Connected
3.8	Basis for reporting on joint ventures, subsidiaries, etc.	We are only reporting on aggregated data from subsidiaries. No joint ventures or other entities are included unless otherwise noted.	1	We Are All Connected
3.10	Explanation of any re-statements	None	52	Our Approach to Reporting
3.11	Significant changes from previous reporting periods	None	52	Our Approach to Reporting

GRI	DESCRIPTION	INFORMATION	PAGE(S)	REPORT SECTION(S)
GRI CONTENT INDEX				
3.12	GRI Content Index	Provided in this section	52	Our Approach to Reporting
GOVERNANCE, COMMITMENTS, AND ENGAGEMENTS				
4.1	Governance structure of the organization	<p>Edelman is a privately held company whose Board of Directors is comprised of five members who are all employees and/or shareholders of the company. The Board has designated certain authorized officers to manage the day-to-day operations of the Company. Prior to 2010, Edelman was governed by an executive committee which developed and managed the firm's strategy and direction. In the current year the global leadership team has been reorganized and expanded into three leadership committees:</p> <ul style="list-style-type: none"> • Operations Committee—The "OpComm" is responsible for P&L accountability, risk management, and investment plan execution. • Executive Committee—The "ExComm" is responsible for developing and monitoring progress against the firm's annual business strategy, and for establishing resource and investment priorities. It oversees and is supported by the Strategy Committee. • Strategy Committee—The Strategy Committee meets periodically throughout the year and makes recommendations to the ExComm on investment and resource priorities. It currently consists of eight subcommittees who are focused on the areas of talent, infrastructure, global clients, practice/specialties, large hubs, mature markets, high growth markets, and innovation. 	8	Engaging Our World
4.2	Independence of chairman	N/A - Unlike public companies, there are no regulations requiring independence of board members for privately held companies	8	Engaging Our World
4.3	Number of independent and/or non-executive members	Five Board of Directors who are all employees and/or shareholders of the company	8	Engaging Our World
4.4	Mechanisms for stakeholders to provide recommendations	N/A - Providing a mechanism for stakeholders to provide recommendations to the Board is a public company requirement that is not mandatory for privately held firms.	52	Our Approach to Reporting
STAKEHOLDER ENGAGEMENT				
4.14	List of stakeholder groups engaged by the organization	Edelman serves a wide spectrum of stakeholders that includes our employees; our clients and their customers; non-governmental organizations (NGOs); our industry peers; business partners; suppliers; government officials and regulators; media; and many others.	52	Our Approach to Reporting
4.15	Basis for selection of stakeholders with whom to engage	In 2010, we worked to develop a comprehensive global citizenship strategy at Edelman and are currently in the process of implementing it. In doing so, we engaged employees and managers from across our organization who were selected to represent multiple regions, practices and functional areas of expertise. We also looked at how we currently engage with our communities as reflected in our charitable giving and matching programs and volunteerism.	52	Our Approach to Reporting
ECONOMIC PERFORMANCE INDICATORS				
EC1	Direct economic value generated and distributed	Global Revenues: Estimated US\$572,000,000 (pre-audited figures)	5	About Edelman Worldwide

GRI CONTENT INDEX

GRI	DESCRIPTION	INFORMATION	PAGE(S)	REPORT SECTION(S)	
EC4	Significant financial assistance received from government	None	5	About Edelman Worldwide	
EC8*	Development and impact of infrastructure investments	Total Giving: \$5,101,695 Non-Cash (Volunteerism): \$3,904,823 Cash: \$1,196,872 % Revenue = .89% % of Operating Profit = 6.70% (pre-audited figures)	17	Engaging Our Communities	
ENVIRONMENTAL PERFORMANCE INDICATORS**					
EN2	Percentage of materials used that are recycled input materials	63% of paper purchase made by Edelman was with recycled content.	12	Engaging Our World	
EN3	Direct energy consumption by primary energy source	Natural Gas: 2,685 therms	9-11	Engaging Our World	
EN4	Indirect Energy Consumption by primary energy source	Electricity: 7,067,460 kWh	9-11	Engaging Our World	
EN8	Total water withdrawal by source	Thirteen offices (25%) have actual tap water purchase data, amounting to a partial water consumption footprint of 35,391 kiloliter.	10	Engaging Our World	
EN16	Total direct and indirect greenhouse gas emissions by weight	Edelman's carbon footprint 2009-2010: 12,812 metric ton CO ₂ e	9-11	Engaging Our World	
SOCIAL: LABOR PRACTICES AND DECENT WORK					
LA1	Total workforce by employment type, contract and region	Total Workforce: FT: 3,931 PT: 137 Total FT Workforce by Region: APAC: 713 Canada: 160 EMEA: 780 Latin America: 198 US: 2,080 Total Workforce (Employees) = 4,025 FT: 3,893 PT: 132 Total Workforce (Contractors) = 43 FT: 38 PT: 5 Gender Metrics: Total Female: 68% Total Male: 30% Undisclosed: 2%	5	About Edelman Worldwide	
LA2***	Total number and rate of employee turnover by age group, gender and region	Total Turnover: 946 Turnover by Region APAC: 249 Canada: 31 EMEA: 176 Latin America: 69 US: 421	Total Turnover: 25.26% Turnover % APAC: 38.04% Canada: 20.60% EMEA: 23.67% Latin America: 37.10% US: 20.93%	5	About Edelman Worldwide
LA4	Percentage of employees covered by collective bargaining agreements	None	50	Engaging Our People	

GRI	DESCRIPTION	INFORMATION	PAGE(S)	REPORT SECTION(S)
LA12	Percentage of employees receiving regular performance reviews	92%	48	Engaging Our People
LA13***	Composition of governance bodies and breakdown of employees per category	US only Ethnically diverse: 25.99% Caucasian: 74.01%	50	Engaging Our People
SOCIAL: SOCIETY				
SO3	Employees trained in organization's anti-corruption policies	Edelman's commitment to ethical business practices and compliance with anti-corruption regulations is addressed in its Code of Ethics and Business Conduct. 89% of Edelman's employees have completed introductory training on the code of conduct and our compliance and ethics program. Also, 37% of applicable employees have completed our anti-corruption training (the training is required for VP's and above, plus finance personnel). This training was originally conducted through global webinars in 2008. This percentage was originally much higher, but due to employee turnover, promotions, and new-hires since that time, the training percentage has been diluted. Edelman is rolling out a new, online anti-corruption training course in the summer of 2011. Rather than being a one-off training session, this training course uses the new Edelman "badge" training system. This system will automatically assign the training to relevant new employees, and we will be able to monitor and followup on completion to drive substantially higher completion percentages on an ongoing basis.	9	Engaging Our World
SOCIAL: PRODUCT RESPONSIBILITY				
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications	In addition to Edelman's Code of Ethics and Business Conduct and its companion piece, the Day-to-Day Situation Guide, there are a number of codes of ethics that provide guidance regarding acceptable business practices specific to our industry. Edelman provides its employees with links to these codes on the company's intranet site, including the following: - Public Relations Society of America (http://www.prsa.org/aboutus/ethics/) - International Public Relations Association (http://www.ipra.org/detail.asp?articleid=31) - Chartered Institute of Public Relations (http://www.cipr.co.uk/code-of-conduct) - Word of Mouth Marketing Association (http://www.womma.com/ethics/code/) Edelman has also implemented a Code of Ethics for Financial Management ("CEFM"), 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 those individuals who are responsible for or have influence over financial or operational reporting or projections.	9	Engaging Our World

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

** The initial footprinting period was July 1, 2009, to June 30, 2010.

*** Denotes indicator was partially reported.

OUR JOURNEY

Citizenship is not a new idea, and it's not new at Edelman. But we want to go to the next level. We see the interdependence of everyone and everything within our society as an essential opportunity to create mutual value in our work each day.

For that reason, we have set important goals for the firm. In the years ahead, we will work to reduce our environmental footprint, enhance the diversity of our workforce and contribute still more time and talent to important societal causes.

This report provides an accounting of our efforts thus far, and we will continue to be transparent about our ongoing progress.

Please visit www.edelman.com/citizenshipreport for more details on the information contained in this report.



"Citizenship to me is how I derive my motivation. Have I made a difference? My work has always been driven by an overriding purpose, to improve the lives of people. It is the essence of what I do, working with governments in emerging areas."

Roquena Domingo US

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Please join us on our journey.
We invite any and all comments,
suggestions and critiques.