

EDELMAN
CELEBRATES

★ 60 ★
YEARS



Honoring Our Heritage.
Building a Shared Future.



Edelman 2013 Citizenship Report



Honoring Our Heritage, Building A Shared Future

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We know who we are and what we stand for. For 60 years, we have lived by the vision and values of our founder, drawing from his wisdom, conviction and purpose. Today, we apply those values to our work with clients, our community service and our own operations in a world seeking solutions to daunting challenges.

We can't do this alone. No single organization can. But we have a responsibility to leverage our leadership, resources and size to be a positive force in the world. We are proud to do our part. At Edelman, we know it's possible to achieve commercial success while serving a greater good. We do this every day. This is who we are, who we have been and who we always will be.



It is great to be the biggest P.R. firm, but we must always strive to be the best firm”

Daniel J. Edelman

From Our CEO



Richard Edelman
President and Chief Executive Officer

The past year has been tumultuous for citizenship and trust. Following a dramatic decline in trust over the last decade, our 2013 Trust Barometer highlighted a global crisis of leadership.

A vast majority do not trust business or government leaders to tell the truth or to solve social or societal issues. People are demanding information and transparency. They want a reason to trust and proof that they should. And with old communications paradigms giving way to community-based, peer-to-peer dialogue and interaction, communications and engagement must be multidirectional and always on.

To build trust, business must meet stakeholder expectations for engagement, integrity and transparency. In last year's citizenship report, I noted that business must move beyond a license to operate—now a minimum standard—and instead earn a license to lead. To do this through radical transparency business must gain the informed consent of constituents, provide value beyond traditional performance objectives and be held accountable for both business and social results.

The fragility of trust, the way it is now earned and restored, and the dispersion of authority have changed the landscape of public relations. They represent opportunity for us if we continue shifting our approach from public relations to public engagement. Today, we must help our clients engage the public, strengthen their relationships with employees and communities, create partnerships, communicate openly and achieve transformative results. Citizenship is one of our core values in part because we believe that doing good for society also helps us do well as a business, and the same is true for our clients.



Edelman has been a participant of the United Nations Global Compact since March 2001. I am proud to affirm my continued support of the company's commitment towards the Compact and its principles.”

A handwritten signature in blue ink that reads "Richard Edelman". The signature is fluid and cursive.

Richard Edelman

From Our CEO

While this approach might feel new, it is actually consistent with the way Edelman has done business for 60 years. Companies can build trust by exhibiting ethical and transparent practices, treating employees well and placing customers ahead of profits, while delivering quality products and services. Those are tenets on which Edelman was founded in 1952 and by which we continue to live and operate today.

When I reflect on the past year and the changes it has brought, I'm most proud of the fact that Edelman was able to carry on in the tradition of my father, Dan Edelman. His passing in January was, of course, a blow to our family and to the company. But we paid tribute, kept working and kept coming up with great ideas. Ultimately, Dan Edelman's greatest satisfaction would be knowing we carried on with distinction. The values on which he built this company reflect our heritage, but they also represent our future.

From Our Corporate Responsibility Director



John Edelman
Managing Director, Global Engagement &
Corporate Responsibility

Welcome to our third global citizenship report. Since 2012, we have continued to build momentum, establishing global citizenship goals and engaging Edelman teams around the world to achieve them. “Honoring Our Heritage, Building a Shared Future” describes our citizenship journey. The interdependence of the world and who we are in it framed our first two reports. This year, we frame our citizenship efforts around building a shared future.

Although we lost my father and the founder of our company in 2013, we were able to continue his legacy in the work we do for our clients and through our citizenship initiatives. Dan Edelman was a global citizen living global values of ethics, integrity and hard work, and we have tried to incorporate these values into our citizenship approach. Because he always gave back to the community, I was grateful to be able to tell him in person the results of our fiscal year 2013 Summer of Service campaign in which we provided more than US\$1 million in professional volunteerism, or pro bono services, as well as general volunteerism and cash to 70 organizations around the world. We posted a record year for our community investment grant program through which we provided US\$146,000 to nearly 120 organizations worldwide based on employee applications.

My father had a belief in what public relations could become. It inspired him every day, just as I am inspired every day by how citizenship is becoming core to business strategy, not only at Edelman, but among our clients. Over the past three years, issues and challenges facing us as individuals, as companies and as global citizens have become more complex and interconnected. The 24/7 world of communications, business, society and culture requires everyone to do his or her part as individuals and as companies. Whether the issue is sustainable food

From Our Corporate Responsibility Director

supply and water, safe workplaces, privacy and security, healthy mothers and children, skilled and engaged employees, climate change or sustainable procurement, we all must contribute to building a shared future if future generations are to thrive.

When we established our citizenship function three years ago, we embraced six key principles that continue to guide this journey today.

1. We are global + local. The “glocal” approach allows us to develop global guidelines that allow individual offices to adapt and implement initiatives as appropriate to their own employees and markets. Citizenship helps us to solve key challenges globally through collaboration and partnerships, while at the same time recognizing regional and local differences to enhance the relevance and impact of our efforts.

2. We work top down + bottom up. Our leadership sets the tone and direction for citizenship at Edelman, while individual employees and project teams seek out opportunities to live its principles every day.

3. We listen a lot. Insights from a variety of sources—our annual Trust Barometer, Global Citizenship Employee Survey and others—drive action. In 2013, we surveyed Edelman employees to learn more about what citizenship means to them and to our company. The results confirm our path forward, with 73 percent of employees indicating that Edelman’s citizenship program was important in selecting us as a place to work.

4. We are driving an evolution, not a revolution. Change doesn’t happen overnight. We are working thoughtfully and methodically to set the right targets and implement programs that will sustain our citizenship performance for years to come.

5: We are operationalizing citizenship. In many respects, citizenship is already embedded in the Edelman culture. At the same time, we need to make sure we apply, monitor and measure. In 2013, we piloted a global citizenship dashboard that will help our offices track their progress on major citizenship initiatives, such as reducing greenhouse gas emissions and volunteering.

6: We engage our employees. The commitment of our people to citizenship is both impressive and humbling. For instance, the majority of our offices participated in our Summer of Service, which celebrated our firm’s 60th anniversary by having our 60+ global offices commit to 60 days of volunteerism and fundraising.

From Our Corporate Responsibility Director

As we build a shared future, these principles will continue to guide us in 2014 and beyond. Looking ahead, we believe citizenship will be even more critical for creating sustainable companies and a sustainable world. It provides competitive advantage, engages employees and—most important of all—leads to meaningful change.

Today, companies like ours have opportunities to shape the conversation and visualize a brighter future for both business and society. For our part, we are working to operationalize citizenship in our policies, procedures and systems and to share those learnings with the broader industry. We are partnering with our clients around the world to raise awareness, deliver vital services and drive sustainable economic growth that strengthens communities and improves quality of life. And we are adopting an integrated approach to reporting on the ways we create value. We believe this represents the future for economic, environmental, social and governance disclosures. As an industry leader, we have embraced the shift to integrated reporting.

Our journey is far from over, but I'm excited and inspired by our progress. We will continue to assess how we're doing and find new opportunities along the way, and hope you'll share your input with us as well. We're glad you're on this journey with us.

About Edelman

Edelman is a privately owned, independent firm. Our integrated network, comprising 65 cities in 31 countries, combines local and regional knowledge with specialists experienced in specific practices and disciplines around the globe. Founded October 1, 1952, Edelman celebrated its 60th anniversary in 2012, overlapping with our fiscal year 2013. Today, we are proud to be the world's leading PR firm. Our citizenship practices stem both from our longstanding core values and our recognition that we have the ability and the size to effect positive change in society while also growing our business responsibly.

Edelman Facts

100% privately held

65 cities

Headquartered in Chicago and New York City

Global operations in 31 countries

Global Citizenship at Edelman



Our World

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



Our Clients

Leading by example and working with our clients and other stakeholders to address societal issues and sustainability efforts extends our impact.



Our Communities

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



Our People

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

About Edelman

Edelman Global Citizenship

Citizenship issues are interconnected and organizations are in different places on the citizenship journey. At Edelman, we established a global citizenship advisory council and local citizenship network consisting of local office team members appointed by local managing directors to guide our citizenship strategy. We view commercial success and serving the greater good as inseparable and interdependent concepts, referring to this as “dual impact,” meaning that both business and society benefit from corporate responsibility.

Our Global Citizenship team identifies the ways in which we can achieve dual impact by incorporating citizenship into our operations more fully. This group:

- › Develops global citizenship programs and resources for use by our local offices
- › Monitors our performance and progress on achieving citizenship goals
- › Contributes time and leadership to various global citizenship-focused coalitions
- › Prepares our annual integrated citizenship report

Increasingly, clients seek our counsel to help them create dual impact. They are aware, as we are, that today’s stakeholders expect companies to practice good governance, support the communities in which they live and work and minimize their environmental impacts. Our global Business + Social Purpose Practice helps brands, corporations and non-governmental organizations unleash the power of business plus purpose for commercial success and social impact.

Our Global Citizenship Department and Business + Social Purpose Practice reflect our thought leadership in citizenship both internally and externally, and the two groups collaborate on certain initiatives, such as this report. At the same time, we want to make sure that citizenship at Edelman never becomes segregated from our business. Our goal is to integrate our best thinking and practices on citizenship into everything we do, whether for our own operations or our work for clients. As we progress on our citizenship journey, we will move toward a holistic approach that takes advantage of both our internal and external expertise.

About Edelman

Why Citizenship Matters to Edelman

Through our values and our approach to business, citizenship has been an integral part of our history as a firm. Now and in the future, we will continue to embrace and evolve Edelman’s global citizenship to:

- › Create impact inside and outside our company and the industry.
- › Answer the call of our stakeholders to accurately record and measure successes.
- › Innovate in this field to demonstrate our leadership and authentic actions to employees, our supply chain, clients and prospective clients and other stakeholders.
- › Empower and engage our employees to give back to the communities in which we operate.
- › Ultimately, live the vision and values that Dan Edelman established for us as a firm.

Edelman Employees Speak Out on Citizenship

The 2013 Global Employee Citizenship Survey is one way we listen to our people. The survey included 28 questions about the value of citizenship to Edelman and to our employees. Approximately one-third of employees responded. Findings included:

- 76% are interested in service-related volunteerism
- 73% say Edelman’s citizenship program was an important factor in joining Edelman
- 69% agree that Edelman has created a culture where global citizenship is valued within the company
- 67% say they volunteer in the community
- 59% agree that Edelman has created a culture that is sensitive to its environmental impacts
- 40% say Edelman needs to further improve environmental performance
- 38% say that Edelman’s emphasis on environmental sustainability is not enough

⁽¹⁾ Based on responses from 44 offices

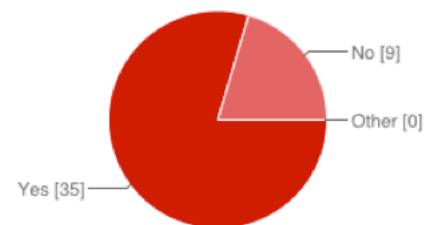
Does your office have at least one local citizenship liaison who works with the Edelman Global Citizenship team ?

- Yes 80%
- No 20%



For me, citizenship means brotherhood, a ‘common place’ that must be carefully protected for the good of all. At work and in my life, I’m trying to open my eyes and look more closely. Any time, anywhere, there is an opportunity to do something to improve citizenship.”

María Laura Casanova, Account Executive, Technology Practice



About Edelman

Edelman Facts

- › **Founder:** Daniel J. Edelman
- › **President and CEO:** Richard Edelman
- › **Ownership:** Edelman is a privately held, independent company
- › **Global Operations:** Headquartered in Chicago and New York, Edelman operates out of 67 cities in 31 countries

In fiscal year 2013, Edelman generated approximately US\$706,854,000 (pre-audited figures) in global revenues. This represents an 11 percent increase over 2012.²

⁽²⁾ Edelman does not receive financial assistance from the government.

Practice Areas Specialty Firms

Practice Areas

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

Specialty Firms and Brands

- › A&R Edelman
- › Blue
- › DJE Science
- › Edelman Berland
- › Matter

About Edelman

Edelman Awards 2012-2013

Overall Excellence and Leadership

Ad Week's 2012 PR Agency of the Year

No. 8 on the Ad Age Agency A-List

No. 1 on Crain's List

Large Agency of the Year in North America and Overall North American Agency of the Year

Los Angeles Business Journal No. 1 Public Relations Firm in LA

Holmes Report Asia Pacific Consultancy of the Year

Holmes Report India Consultancy of the Year

Publicity Club of Chicago Golden Trumpet Awards (eight awards)

#1 on PRWeek Power List, Richard Edelman

Excellence in Citizenship

BusinessGreen Green PR Company of the Year

PR News CSR Awards Agency CSR A-List

Silver SABRE for PR Agency Citizenship

Workplace Excellence

Glassdoor – 2013 Best Places to Work

No. 30 on Ad Age 2012 Best Places to Work List

50 Most Engaged Workplaces in Canada 2011/2012

Best Workplaces in Canada, 2012/2013

Best Workplaces for Women in Canada 2012/2013

Best Employer by 17PR.com (China) 2013

Top Employer Award by 17PR.com (China) 2012

Holmes Report – Best Pan-European Consultancy to Work For

Human Resources Executive Best HR Ideas of 2012 in Talent Management

Gold Sponsorship Award from Tri-State Diversity Council for New York Women in Leadership Symposium

WhatWorks® Award for Global Talent Management Organization

National and Regional Excellence

PRWeek UK Top 50 Digital Consultancies

PRWeek UK Top 40 Technology Consultancies

The Globe and Mail Top 10 most revolutionary offices

Haymarket PR Agency of the Year - Edelman Germany

Holmes Report - Middle East Consultancy of the Year

Campaign Asia Pacific - PR Agency of the Year in Greater China and South Asia

Top 25 PR Agencies by China International Public Relations Associations 2013

The Best Service Team by 17PR.com (China) 2012

IABC/Toronto Large Agency of the Year

Merca 2.0 Top Five PR Firms – Edelman Mexico

About Edelman

CEO Richard Edelman Named to Top of PRWeek 2013 Power List

PRWeek named Richard Edelman to the top of its 2013 Power List. The annual list ranks the industry's 50 most powerful and influential executives from agencies, brands and politics, who are propelling PR to unprecedented heights. This is the third time Richard has topped the list since its debut in 2007, and his seventh inclusion overall.

In its report, PRWeek said: "If you had to pick one name that epitomized the modern PR industry, that name would probably be Edelman. Daniel, the founding father of his eponymous agency back in 1952, sadly passed away in January this year soon after the company's 60th anniversary celebrations. But son Richard has more than taken the baton in becoming the best-known PR person in the world since he took the reins of the agency in 1997. It is worth remembering that, since 1997, Edelman the agency has grown more than threefold. Much of this should be attributed to the strategy, drive and leadership of Richard, who stepped into some very large shoes, but built Edelman into something bigger and better than anything before."

Memberships

Our founder was an active member of the Public Relations Society of America (PRSA), helping to shape its direction during PRSA's earliest days. We continue this tradition by participating in a host of international and national organizations dedicated to PR, communications and related fields. We offer our time and talents to committees and boards, and encourage our employees to become involved for their own professional development and to contribute to the continued advancement of our industry. While this list is by no means comprehensive because we do not centrally track the memberships held by Edelman offices around the world, a few of our representative memberships include:

- *Public Relations Society of America (U.S.)*
 - *Council of Public Relations Firms (U.S.)*
 - *Ad Council (U.S.)*
 - *Arthur Page Society (U.S.)*
 - *Accrediting Council on Education in Journalism and Mass Communication (U.S.)*
 - *Canadian Public Relations Society (Canada)*
 - *Chartered Institute of Public Relations (U.K.)*
 - *International Public Relations Association (Global)*
 - *United Nations Global Compact (Global)*
 - *IABC, International Association of Business Communicators (Global)*
 - *ABERJE, Associação Brasileira de Comunicação Empresarial (Brazil)*
-

Founder Dan Edelman Honored with PRSA Foundation Paladin Award

The Public Relations Society of America (PRSA) Foundation posthumously honored our founder Dan Edelman with the Paladin Award. The award recognizes public relations "champions" who inspire others in the profession

About Edelman

Edelman Values

Our values form the foundation of our business and our global citizenship. They are strong and unyielding because they are lived and expressed every day by our global network of employees. A reminder of our history and a beacon for our future, we share these values across the Edelman enterprise, in our lives and in our work.

Quality

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

Integrity

Responsible, trustworthy partners respected by all stakeholders.

Respect

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

Entrepreneurial Spirit

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

Mutual Benefits

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

Citizenship

Acting with purpose in everything we do to better society.

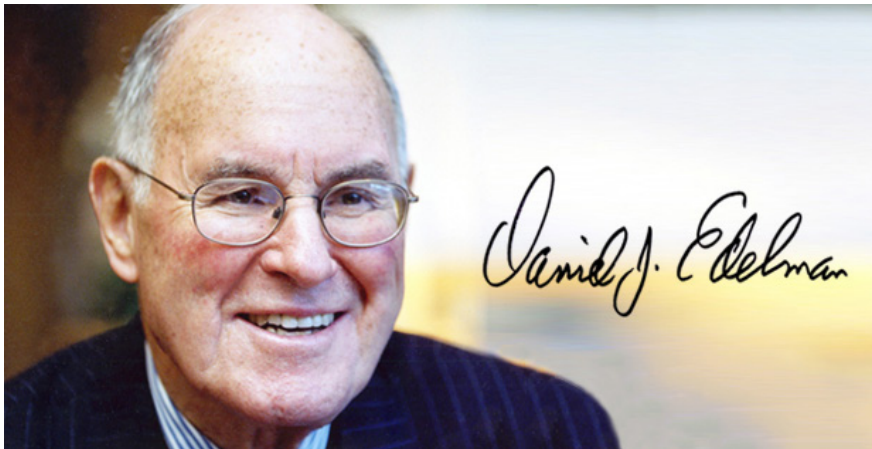
OUR HERITAGE

A global citizen. A person of great integrity. An impeccable individual. Aboveboard. Determined. Unique. Demanding. Direct. Tough. Generous.

These words describe Dan Edelman, to be sure. But they also fall short, as will any attempt to describe someone so visionary, so revolutionary and so influential. For those who were lucky enough to know Dan Edelman, he was a giant, a hero and a legend.

Dan Edelman started our company in 1952, working from a small office in Chicago. Over 60 years, our founder helped build such brands as StarKist, KFC and the California wine industry, now respected the world over. But he did much more than that. He helped to define, shape and transform the PR industry into strategic partners and advisors, and touched the careers of countless PR practitioners.

Throughout his nine decades of life, Dan Edelman held fast to a set of values that guided his every decision and action. He valued ethics, hard work and integrity—attributes the business world most needs now. For 60 years, these values have been embedded in the fabric of our company and will continue to be for the next 60+ years. Dan's values, his vision and the lessons he taught all of us live on in Edelman. Our focus on global citizenship is just one of many ways we honor his work and his memory. Throughout our business, he represents both our heritage and our future.



Daniel J. Edelman, July 3, 1920 - January 15, 2013

Dan Edelman's Principles for Success

Read. Every day. Devour important books, newspapers, magazines, and blogs.

Learn to write. Well.

Remember the importance of networking.

Volunteer. Do work for a hospital, art or music institution, or a nonprofit organization.

Continue your education throughout your life. Take classes at night.

Keep in shape, exercising regularly.

Be creative. Strive for the big idea. Be realistic, but dare to be different.

Every good answer begins with proper research. Start with penetrating analysis of the problem and objectives.

Work hard. There is no such thing as a shortcut.

Work hard, but don't be a workaholic. Be sure you have a rich and balanced social life.

Love and be loved. That experience keeps refreshing you and helps you to reach even higher levels of achievement.

Have fun

Remembering Dan Edelman

Current and former Edelman team members share their memories of working with—and learning from—Dan Edelman. You are invited to add your own reflections below.

"I feel fortunate to have known Dan. Even now, having worked at Edelman over a decade, no matter what I'm working on a little voice in the back of my head is always asking, 'Is this up to Dan's standards? Will this make him proud?' He remains with me, and I think he continues to inspire the best in all of us here who were lucky enough to have known him."

Dan Santow, SVP, Edelman Chicago

“The first time I met him was at the Disneyland hotel. There was so much going on – children screaming and running – thousands of tourists. He – and Ruth – were a calming and dynamic force. I sat across the table from them, somehow able to drown out all the peripheral noise as I was singularly focused on their collective charm and kindness. That was the day I knew I had to say yes to working for Edelman and, truth be told, it was one of the best decisions I ever made.”

Gail Becker, Chair - Canada, Latin America & Western Region, U.S.

“The words that come immediately to mind about Dan are ‘integrity, ethics, and strength.’ Although I knew Dan later in his life, the way he carried himself and his strength of character always was apparent in each interaction. Later, when he was in his 90s, his body became frail and he was in a wheelchair, but his life force was still very intense. There are special people who shed their physical form, but still shine brightly—and that was Dan.”

Claudia Patton, Chief Talent Officer, Edelman Atlanta

“Any firm that loses a founder will mourn his passing and look to his legacy and re-visit his teachings. But few founders have the same effect on their whole industry. Dan Edelman was a genuinely great man and I feel privileged to have worked for him.”

David Brain, CEO Edelman Asia Pacific

“Dan understood that standing pat wasn’t always wise. He took risks—calculated ones—and for the most part they paid off. He wasn’t afraid to break through established norms and ask, ‘Why not?’ That’s why today we are a global leader.”

Kevin L. Cook, Managing Director, Edelman Chicago

OUR HERITAGE

"We will so miss Dan. He has inspired so many and I feel so fortunate to have grown up here and learned from such a great man. I fondly remember the Dan-O-grams (I have them carefully organized in my desk), the many client service lessons in my early 9-Lives and Brown-Forman days, and the practical advice to always remember to carry an extra battery for the projector and a note pad to every meeting. I fondly remember the kindness of Dan, his passion for excellence, commitment to family (with regular reminders that there are three legs to the stool), and the fatherly way he would sometimes touch your face when he said hello.

"Just an elevator ride with Dan could lead to new business opportunities, new career possibilities and always a great story or two. One day, I found myself in an elevator with Dan and my parents, who were visiting from Canada.

"I'm sure he was really busy but, by the time we stopped at the 63rd floor, he had invited them to visit his office. I was so proud and my parents were thrilled to meet him. But, they are as talkative as I am, so Dan finally had to excuse himself from his own office so he could get on with his day!

"Thanks to Dan for all he has taught us and may his legacy live on in all that is Edelman."

Jennifer Petterson, EVP, Edelman Chicago

"My fondest memory of Dan goes back to my days as a naive grad student at Medill at Northwestern (nearly 35 years ago, long before Google searching). One of our biz reporting assignments was to interview a CEO. Since I had been doing some work in PR, I decided I'd find a CEO of a PR firm and interview him or her. I asked a faculty member who said there was a firm named Edelman and the president, who was named Dan Edelman, was said to be a good guy.

"So I called the Edelman office and asked to speak to Mr. Edelman. Dan's assistant did not laugh at my request for him to spend an hour with a grad student for a class assignment—she said she'd check and when she called back, she said he'd be happy to do it.

"When I arrived at the Edelman offices, I looked around and realized that Dan was not just the head of "some PR company" -- this was obviously a big, major company and I was taking up the time of a pretty important guy.

“Of course the interview was marvelous, and when I tried to apologize for being so presumptuous and taking up his time, Dan smiled that great grin and said, “I wanted to meet the student who was bold enough to ask me for help with her homework.”

“Twenty years after that, I ran into Dan when he was receiving his Gold Anvil award from PRSA, and started to re-introduce myself. He stopped me and said, “Kathy Lewton, the woman who got me to spend an hour on her school assignment,” and when I told him how I would forever be embarrassed by that, he said something that’s stayed with me ever since and has been a talisman for me: ‘We all have to help each other out—that’s how we make a better profession and a better world.’

“Words to live by, from one of the true giants in our field, and one of the kindest gentlemen to pass through this life.”

Kathleen Larey Lewton, Principal, Lewton, Seekins & Trester

“Ruth, Richard, John, Renee and family - I have woken to the news in Australia this morning of Dan’s passing. My heartfelt condolences to you all.

“Judging by the comments on this page and on FaceBook today, this news has sent a ripple of sadness throughout his entire global work family, past and present. During my 20-year career with Edelman—starting in Australia, and then 11 years in the U.S., and closing the circle back in Australia, I always described myself as an Edelman baby. I grew up in the Edelman “family” and today still practice so many of the disciplines in my own business that I learned during my career there. The consummate professional, Dan taught us that near enough is NOT good enough and to always strive for the big idea. I came of age in Chicago when I sat down the hall from Dan. I loved the Dan-o-grams, which were long, thoughtful treatises on a subject of client importance dictated into his tape recorder and including an immediate call to action—which then often ended in a ‘P.S., I just heard from Pam that you have already done this—thanks!’

“I remember my meetings with him—waiting outside the office for the green light to come on, sitting in front of piles of neatly ordered papers all with their different paperweights on top—amazed that he seemed to know exactly where everything was. Pam Talbot was right in her recent speech when she said no matter how prepared you were, Dan was always one step ahead of you! He taught us to be passionate and professional and most of all, he taught us to be fiercely proud of who we were and the work we produced.

OUR HERITAGE

"This is Dan's legacy, and it is obvious as the tributes pour in, that this lives on in all of us Edelmanites. I hope he would be proud to know that he has indelibly stamped this on all of us and in so doing has connected us all by an unbreakable thread of professional principles no matter where we are in the world. Thanks, Dan."

Jill Elizabeth Collins

"Dan, I had the good fortune (thanks to you) of working at Edelman from '92-'95 and have fond memories of my time there collaborating with great people and representing great clients. I remember your father's many inspiring 'addresses to the troops' in the front of the lobby and the great stories he shared—especially the infamous Toni twins' arrest in Oklahoma and the subsequent birth of the media tour. Thanks again for giving me my first break in the PR industry. You all have much to be proud of and hopefully you can take comfort in the fact that your father lived a remarkable life and left an indelible mark on a profession and on so many people."

Christian Harper, SVP, Weber Shandwick

"In 1996, when we were ramping up the Canadian business, Dan wanted us to respond to every job application received (even those unsolicited) with a personalized letter—no form letters! This small gesture still serves to remind me that making time for those just starting out—or looking for new opportunities—provided the personal touch that Dan was known for."

"When the founder of a global professional services firm encourages 'unbillable' work, it must be a good business practice! His ability to remember names and details was amazing. I marveled that he not only knew my name (even though I was in the Toronto office and he saw me maybe once a year) but also the clients I worked with. It said to me that regardless of how far up the ladder one might get—it was the people who mattered."

"In my files, I found a Dan-o-gram sent to our Canadian President in July 1998 that concluded, 'It's a good feeling to know that things are really clicking into place and that the Toronto office is coming along so well under your direction.'" Actually... it was coming along as much under your direction, Dan—a direction that passed onto Richard. It was a privilege to work at your firm. The focus on quality, integrity and stellar client service continues to guide me. My sincere condolences to Ruth, Richard, John and Renee."

Shellie Suter, Partner, BravaComm

Our Summer of Service – US\$1 Million+ in Contributions

Edelman's Summer of Service, which took place during fiscal year 2013, celebrated both our 60th anniversary and our commitment to making a difference. To honor what founder Dan Edelman started 60 years ago, every office contributed *pro bono* service during a 60-day period to organizations focused on eradicating hunger and poverty. Employees around the world collected and distributed food, supported education and guided local NGOs in developing public relations plans, providing 10,227 hours of their time to make an impact. Together with our cash donations to support the United Nations World Food Programme and more than 70 local NGOs worldwide, the Summer of Service contributed more than US\$1 million to important causes.

Select a region below to read about some of the ways Edelman employees contributed to a successful Summer of Service. To learn more about our other volunteering efforts, visit [Our Communities](#).

Asia Pacific, Middle East, Africa

Building Libraries in China / Edelman Beijing and Pegasus

The Library Project provides books for schools and has established 760 reading rooms in impoverished areas in 23 provinces of China and parts of Vietnam since 2006. In September 2012, Edelman volunteers collaborated with The Library Project at Po Jia Yuan Primary School in Dangba Town, Pingquan County, Hebei Province, to establish a new school library. More than 40 employees from Edelman China and Pegasus got involved in the project, which included giving 1,000 books and 2,100 sets of school supplies to the school. In addition, 70 of our employees used the email signature of Edelman 60th Anniversary & Library Project to spread awareness of our project throughout September and October. Overall, we contributed 342 hours of time.



Asia Pacific, Middle East, Africa

Apartment Improvements Project / Edelman Shanghai

Edelman worked with the Shanghai Enrichment Community Service Centre on an initiative known as, “Apartment Improvements Project for 1,000 Subsistence Allowances and Living in Difficulty Elder People,” led by the Shanghai Civil Affairs Bureau, funded by the Shanghai Social Welfare Lottery Fund and implemented by nonprofit organizations. Eight volunteers from Edelman Shanghai participated under the guidance of experienced workers, learning quickly and contributing 8 hours of hard work. Edelman also plans to organize volunteers to take part in this project to improve subsistence allowances elders’ living environment and quality of life.



School Meals for Children / Edelman Gurgaon/Delhi

The United Nations World Food Programme (WFP), the world’s largest humanitarian NGO fighting hunger, provides food assistance to more than 90 million people in more than 70 of the world’s poorest countries. The Gurgaon office organized a fundraiser with an innovative idea—staff paid an entry fee for an evening full of fun, frolic and food. We also facilitated a fundraising page to support WFP’s school meals program, which provides daily school meals to 22 million children in more than 60 countries. According to WFP, just 25 U.S. cents will fill a cup with porridge, rice or beans. We were able to raise INR 47,500 (US\$715)—enough for more than 2,850 cups of food—toward the global fight against hunger.

Helping Habitat for Humanity International / Edelman Guangzhou

Habitat Humanity International is a non-profit housing organization with a mission to eliminate homelessness worldwide by building simple, decent houses with the help of the homeowners and volunteers. Edelman Guangzhou worked with Habitat on a pro bono basis, providing communications and PR support. Our team held a media roundtable in our office, which helped Habitat establish several connections with local media. Additionally, we provided counsel during a media tour to support one of their ongoing projects in Guangzhou. As a result, Habitat garnered much more media attention and our efforts helped increase the public awareness of HFHI and their programs in China, including five media outlets attending the roundtable.



Asia Pacific, Middle East, Africa

Serving Meals at a Homeless Shelter / Edelman Seoul

Since 2006, Love Rice Organization has been serving food and providing free rice to homeless individuals and other organizations that need support.

First, 20 Edelman volunteers received training from the organization to guide our volunteer efforts, prevent accidents and ensure proper food preparation. Then we cleaned the shelter; delivered packages of food, tables, chairs, dishes and silverware; hung campaign posters; prepared food; and provided approximately 350 meals to the homeless.

Bread Run for Feeding Hong Kong/ Edelman Hong Kong

Feeding Hong Kong is the only food bank in Hong Kong dedicated to redistributing surplus food and providing a solution that cuts food waste and feeds those most in need. This year, 38 volunteers from Edelman Hong Kong joined forces to take part in a Bread Run for the charity, collecting surplus food from 36 bakeries for the city's hungry. Volunteers sorted, recorded, packed and weighed bread to get it ready for distribution to seven local food charities. A total of 1,041 bread items were collected—equal to approximately 82 meals—and delivered to seven food charities.

Providing Safe Drinking Water to Schools and Villages in India, China, Vietnam and Indonesia / Edelman Asia Pacific

Water-related illnesses are responsible for the deaths of 4,000 children every day. Edelman wanted to contribute to a life-changing community initiative and selected Planet Water, an international non-profit organization whose Aqua Tower filtration unit provides 10,000 liters of safe, clean drinking water every day. Edelman sponsored five water towers, four of which have been installed and are in commission: two in India, one in China and one in Vietnam. The last one, in Indonesia, will be commissioned in December 2013.

The projects also include Planet Water's Sesame Street hygiene education program, which teaches children how the five steps of hand washing can stop the spread of germs. For the Edelman team in India, involvement with their Planet Water community did not end with the installation of the water tower. They plan to visit every six months and to raise money for footwear for the students since almost 90 percent do not have shoes.

Asia Pacific, Middle East, Africa

Hunger Terminators / Edelman Jakarta

The World Food Programme (WFP) partnered with the Government of Indonesia to achieve food security. Seeking to reduce hunger (and poverty) in Indonesia, Edelman Jakarta employees became “Hunger Terminators.” During more than 170 donated hours, we held a bloggers meet-up, hosted an online auction and collected items for sale. The bloggers meet-up included 37 bloggers who learned how “No Food = No Fun, No Future,” and helped broadcast the realities of food insecurity in Indonesia, including how WFP faces this challenge through the School Meals program. The meet-up generated around 50 tweets during the event and reached more than 19,200 tweeps, with an impression on more than 34,000 Twitter accounts. The online auction raised funds by offering a lunch with Henry Manampiring, a renowned Twitter personality. The bazaar included a number of low-priced items for sale. Overall, the Hunger Terminators collected a total of Rp 30,473,000 (around US\$3,000), with proceeds donated to the WFP School Meals program.

Edelman Singapore Supports Philippine Flood Relief Effort/ Edelman Singapore

In August 2012, the Philippines experienced some of the worst monsoonal rains in history. In just one week, more than 2 million people across 30 cities were affected and more than 119,000 families were transferred to evacuation centers. More than 50 Edelman Singapore staff attended a fundraiser that raised S\$1,032 (approximately US\$840), which was matched by the company for a total of S\$2,064 (approximately US\$1,700). Funds were donated to the Philippine Red Cross, while clothes, bed linen and non-perishable food items were shipped to the Philippines with the help of OFW PinoyStar Magazine, a community magazine for Filipino expats in Singapore.

Competition and Fun to Fundraise for WFP / Edelman Sydney

Our Sydney office decided to help World Food Programme (WFP) by fundraising, so we coordinated a variety of unique, quirky, and fun ways to involve employees in this effort. We competed in a “Vice Jar” challenge, where teams selected a ‘vice’ and had to donate to the Jar if this rule was broken. “Edelman Rehab” participants agreed to two weeks of no caffeine and donated the amount they would have paid for their drink. Other fundraising events included “Edelman Walk to Work Day” and “Donate Your Lunch Day” where employees chose to donate what they would normally have spent on transport or lunch to WFP.

Asia Pacific, Middle East, Africa

Committed to Saving Hungry Children / Edelman Taipei

The World Peace League (WPL) provides innovative voluntary service campaigns, including preventing domestic violence and sexual abuse, helping protect children and teens, guiding abused children, aiding poor families, caring for elders and helping youngsters learn. Edelman Taipei chose the project “Saving the Hungry Children” as a way to support the WPL. Hunger is a huge issue in Taiwan’s remote districts, and of the 240,000 children in Taiwan, one in ten cannot afford school lunches on a regular basis. Our employees set a goal to raise enough money for WPL to provide school lunches for 20 children for an entire month. We created donation boxes and sent them out to family and friends to help gather donations. In addition, employees brought in goods to sell in an online auction and donate the proceeds. Throughout the effort, we served 80 meals and raised enough money to provide close to 15 children with a meal.



Helping Tokyo’s Homeless Communities / Edelman Japan

Second Harvest Japan—the country’s first food bank—collects food that would otherwise go to waste and distributes it to people in need. Employees in Edelman’s Japan office supported a soup kitchen. We divided into six teams to conduct our service, and four teams went to Second Harvest’s office to prepare meals to be served and the additional two teams served the food the following day. During our 104 hours of volunteering, we served 819 meals.

We Work, We Care, We Share / Edelman Vietnam

Ho Chi Minh City Mom’s Club and “Chung Mot Tam Long” Organization helps local disadvantaged children. Thirty-five AVC Edelman volunteers collected old clothes, shoes, handbags, accessories, baby toys and other items in good condition, then sold them in a charity fair. Twelve AVC Edelman members also visited Mai Am Be Tho, an orphanage in Dong Nai Province, donated the money raised from the charity fair, and donated other items such as milk and biscuits. Overall, Edelman provided 188 hours of volunteer time, helping to support 136 disadvantaged children.



Europe & CIS

Good Bank Amsterdam/Edelman Amsterdam

Edelman's Amsterdam office participated in three different initiatives to make sure that all employees had an opportunity to be involved in Summer of Service. We set up a partnership with Food Bank Amsterdam and 25 colleagues used their paid time off to help with their daily activities, such as collecting, sorting and distributing food packages. In addition, we collaborated with the United Nations World Food Programme's (WFP) headquarters in Rome to assist them with a communications plan around their Safe Access to Firewood and Alternative Energy programme in Darfur, Sudan. Eleven colleagues created a teaser video for WFP. Finally, we hosted an internal fundraising auction where everyone submitted something, like a bottle of wine, a lunch, a golf clinic or a pair of shoes.



Keeping it Clean / Edelman Zurich

Caritas Zurich is an independent Catholic relief organization that advocates for poverty-affected families and disadvantaged people. The Caritas markets offer discounted food for people on a tight budget. Six Edelman volunteers traveled to Winterthur to help clean one of the Caritas Zurich supermarkets. Our task was to take all the products off the shelves, clean the equipment and improve the general condition of the supermarket. During just one afternoon, the team cleaned the entire supermarket. The market's two employees have time to perform basic cleaning duties only twice a year. Due to the success of this event, Edelman and Caritas Zurich have planned additional service opportunities over the year.

Hermanas de la Caridad de la Madre Teresa de Calcuta/ Edelman Barcelona

Edelman Barcelona has supported Hermanas de la Caridad de la Madre Teresa de Calcuta and their mission to provide social services and education to underprivileged communities. As a continuation of Edelman Spain's Summer of Service efforts, Edelman helped the organization to provide meals to approximately 500 people each day

Europe & CIS

Gardening for Good at the AWO Retirement Homes / Edelman Germany

The Workers' Welfare Association (AWO) retirement home is a charity that supports socially disadvantaged people with handicaps and older people. AWO also practices in kindergartens and full-time schools, as well as psychiatric and forensic hospitals. Edelman Hamburg spent a day volunteering at the gardens of the AWO retirement home. Participants weeded, planted flowers, transplanted bushes and cleaned up the terraces. Over the course of 792.5 combined hours, our work made the area more beautiful and welcoming, and residents were happy with the finished product. Edelman Germany also made a donation to WFP work more than US\$3,000.



Playing Olympics for Citizenship /Edelman Rome and Milan

Edelman Rome and Milan participated in relay race games every Wednesday in August to answer questions about geography, literature, vocabulary and other topics in an online trivia game called "Free Rice." For each question answered correctly, the website donated ten grains of rice to the United Nations World Food Programme (WFP), the world's largest humanitarian agency fighting hunger. Employees donated more than 490,000 grains of rice. Edelman also offered the WFP staff a training session on digital communication, blogger relations and social media to help the organization navigate new communication opportunities. In addition, Edelman contributed to WFP by hosting a networking event in the Milan office for WFP spokespeople and our clients to meet each other and explore potential ways of collaboration. Overall, we contributed 200 hours of time and expertise.



Individual Makes a Difference for the Homeless / Edelman London

The Passage is London's largest voluntary day center for homeless people, offering hot food, showers, counseling, access to general practitioners, education and training and rehabilitative services. Edelman's London office is based in Westminster, which is reported to be the borough with the highest concentration of rough sleepers (homeless individuals) in the country. Jaclyn Ross, an Account Manager on Edelman London's Health Team, volunteered on the lunch shift, serving tea and coffee and cleaning up after the service.

Europe & CIS

Taking on the Toughest Challenges for a Cause Close to Our Hearts / Edelman London

September 2013, three teams from Edelman UK completed the Race the Sun Challenge in support of Action Medical Research. This challenge included hiking, canoeing and a 100-kilometer cycling race. The teams included participants from all departments across the UK office, and incorporated various fundraising activities to allow all employees to become involved. From bake sales to pub quizzes, to live rowing challenges in reception, the whole company supported the dedicated group of employees who were training so hard for their events. We raised US\$15,600 (£10,000) through the Race The Sun initiative.

Providing Counsel for WFP Christmas Campaign / Edelman London

A cross-departmental group involving representatives from Health, Digital, Corporate and Consumer ran a communications workshop for World Food Programme UK—sharing our skills and knowledge to help them more effectively communicate their vital messages. This included brainstorming brilliant social media ideas for their Christmas campaign and delivering media training to build the team’s expertise in media relations.

Helping to Feed the Poor / Edelman Poland

Local Food Banks is an NGO that aims to reduce hunger and fight food waste while also helping to tackle local social and economic problems. Research has shown that food waste in Poland is a large-scale problem, so our Edelman Poland office decided to work with Local Food Banks to spread the message, create general awareness of the problem and scale of food waste, and publicize Food Banks’ mission. In planning the release of the campaign “Don’t Waste Food. Think Ecologically,” which focused on educating people about food waste and finding a solution to the problem. This work included a media briefing of the organization as well as a variety of eye-catching material, including a short video used as a TV spot within Poland.



African Medical and Research Foundation (Amref)/Edelman Sweden

Edelman Sweden set out to generate awareness and raise money for Amref’s campaign, “Stand up for African mothers,” with the aim to reduce maternal mortality. Ten dresses were created from designs by well-known Swedish designers, resulting in a fashion show during Mercedes-Benz Fashion Week Stockholm. AMREF had zero awareness in Sweden before the event. Our campaign got 45 clippings and 60 social media posts with a reach of 4.6 million. Most important was that maternal mortality declined.

Latin America

Doing Good for Others / Edelman Buenos Aires

Over 30 percent of Argentina's population lives below the poverty line, and this inspired our Buenos Aires office to participate in a variety of voluntary activities to support the welfare of the local society. Employees participated in a collection for clothing and blankets to be donated to Fundación SI, an organization that promotes social inclusion of the most vulnerable sectors of Argentina. After a renovation to our office, we donated old laptops and furniture to Madre de los Emigrantes Institute and Hogar Jesús de Belén, a school focused both on education and on helping the community. In addition, employees collected four bags filled with plastic cups and 36 bags filled with paper and donated these to Fundación Garrahan, an organization that makes cleaning kits with recycled plastic bottle caps that are then sold in supermarkets, with the proceeds benefit the foundation.

Support at "Children's Day" / Edelman Significa, São Paulo

UNAS is an NGO that works to promote citizenship, improve quality of life and facilitate the development of individuals who live in Heliópolis and the surrounding neighborhoods. 5,600 people are affected daily by their programs and projects. Every year UNAS organizes a party on children's day for their community. Our volunteers donated more than 100 toys and shared their time and talents at the party itself, facilitating activities such as balloon sculptures, face painting and storytelling.

United States

20 Tonnes of Produce Becomes 140,000 Meals / Edelman Silicon Valley

The San Francisco and Marin Food Bank is a non-profit organization that collects, sorts, inspects and repackages food, then distributes it to soup kitchens, neighborhood pantries, school programs and seniors in need to serves more than 225,000 people each year. The Edelman team sorted and packaged 20 metric tons (45,000 pounds) of produce—which became 140,000 meals for people supported by the San Francisco Food Bank! The team took the assistance further by also collecting 136 kilograms (300 pounds) of canned goods as part of a friendly competition between the office’s two floors of staff. Edelman Silicon Valley is a proud member of the SF and Marin County Food Bank Apple Corps, a vital link between people facing hunger and the Food Bank.

Students Become Practice Personal Storytelling / Edelman New York City

Approximately 20 students from three high schools came to Edelman’s New York City office through the Children’s Aid Society on a mission: to become more compelling and effective personal storytellers. During 35 hours of combined time with Edelman volunteers, students were coached in mock settings—everything from job interviews to meeting their girlfriend or boyfriend’s parents for the first time. The students also were tasked with creating their “story” by identifying unique qualities, interests or experiences that have helped shape who they are.



Offering an Open Hand/ Edelman Atlanta

Open Hand is an Atlanta-based nonprofit providing comprehensive nutrition education and meals to individuals in need. Edelman Atlanta volunteers first received an orientation about the history and mission of Open Hand, then changed into hairnets and aprons to begin packing meals on an assembly line. In five hours Edelman employees packed more than 3,000 meals, which provided access to healthy food options for many of Atlanta’s most vulnerable population. Approximately 200 hours were donated by our volunteers.



Fighting Hunger and Food Insecurity / Edelman Dallas

Texas has been among the top four U.S. states with food insecure children. Edelman Dallas decided to respond to this heartbreaking figure by spending two afternoons at Hunger Busters—a local organization that provides meals to underprivileged children—to prepare 1,200 meals. Our team also competed in the “lunch box challenge” where we folded as many meal boxes as we could in 60 seconds. The majority of us fumbled with our boxes and most of us only made it through six, but one assistant account executive sped through 12 boxes, setting a new Hunger Busters record.



United States

Action Against Hunger in the Inner-City / Edelman Houston

Target Hunger distributes approximately 2,270 metric tons (5 million pounds) of food annually through 12 food pantries, 11 senior day sites and 11 home delivery routes. Edelman participated in several different events as part of our year-round initiative to help families that lack accessible, affordable and healthy food. Our team joined forces with Target Hunger and dedicated hours of time to help plant gardens, assemble bags of food, and distribute food to those in need. In addition, we provided professional counsel to assist with the development of Target Hunger client case studies, collateral and other communications materials requested by the organization.



Ending Chronic Homelessness / Edelman Miami

Camillus House – a local non-profit charity with a mission to help eliminate chronic homelessness in Miami. Our team committed to support Camillus House through pro bono work, helping to ensure its mission, cause, and story were shared with the local community. In addition, we volunteered to serve meals for clients and guests of Camillus House. Boxes of personal care products were also donated to Camillus House on behalf of Edelman’s client Unilever, with about 200 individual items provided to the clients and guests of the new Norwegian Cruise Line Campus of Camillus House.



Helping the Homeless on the PATH to Independence/ Edelman Los Angeles

Edelman Los Angeles has established a local partnership with PATH (People Assisting the Homeless), a charity focused on alleviating and eradicating hunger and poverty. PATH has a large facility with 98 beds of transitional housing for men, women and families. Edelman supported PATH by donating almost 1,000 hours to volunteer programs—packing and delivering bag lunches, donating baked goods and preparing dinner onsite at one of PATH’s transitional housing facilities. Overall, we hosted two dinners and four lunches for PATH, serving more than 650 meals. We also packed and donated more than 50 hygiene care packs for residents and raised money for the World Food Programme.



United States

Cooking up God's Love / Edelman New York

Two groups of Edelman New York employees spent time at God's Love We Deliver (GLWD), which provides healthy meals for clients who cannot shop or cook for themselves due to serious illness. We worked in the kitchen to prep and package some of the 4,200 meals GLWD delivers each weekday. In addition, over the past year an Edelman team also worked in their kitchen, helped them get a Community Grant for a new boiler, provided holiday gifts for children of their clients and raised funds for the organization.



Holidays in August at the Give Kids the World Village / Edelman Orlando

The holiday season may only come once a year for most of us, but for families visiting [Give Kids The World](#), the holidays come every Thursday. Give Kids the World is a 70-acre storybook village that grants wishes to children with life-threatening illnesses. Edelman Orlando joined in the weekly celebration and helped bring a little bit of holiday cheer to The Village. From serving dinner at The Gingerbread House, to making candy cane reindeers and snowflake ornaments with the children, the winter holiday spirit was all around, despite the Florida heat and thunderstorms. In addition to helping The Village outside of the office, we also chose Give Kids The World as our pro bono client and began traditional PR work for them.



St. John's Shelter/ Edelman Sacramento

Edelman Sacramento has allied with the St. John's Shelter Program for Women and Children, which assists families in transitioning from crisis to self-sustainability. Volunteers worked in the donation center to sort through and organize boxes of clothes, toiletries and baby items and helped to make dinner for the residents. Volunteers also cleaned the dining hall and grounds and organized a children's library. In addition, members of the Edelman team interviewed current residents of St. John's to be used as testimonials of hope for others.



United States

Collaborate with GLIDE Memorial / Edelman San Francisco and Silicon Valley

GLIDE Memorial is focused on alleviating suffering and breaking the cycles of poverty and marginalization by feeding the hungry, offering health care, empowering women to overcome violence and helping men break free of violent cycles. Fifteen members of Edelman’s San Francisco and Silicon Valley offices were invited to volunteer with GLIDE to make meals for the homeless as a part of Edelman’s Family Volunteer Day. Our team worked alongside GLIDE employees and volunteers to make more than 1,400 sandwiches and pack 700 lunches in under two hours. The Family Volunteer Day was just one part of our offices’ ongoing commitment to GLIDE. Every month, five to six employees participate in a breakfast shifts during which they serve meals to 400 to 500 people in need.



Cooking for a Cause / Edelman Washington D.C.

The Edelman D.C. office sponsored and cooked at the Brainfood Grill-Off, the annual fundraising event for Brainfood, a non-profit youth development organization based in Washington, D.C. that engages students in culinary-related activities that promote active learning, self-reliance and healthy living. Our team paired up with a chef and two Brainfood students to compete in a cooking competition. We were proud to receive the Brainfoodie People’s Choice Award, which was voted on by the more than 100 guests in attendance. After the event, our office continued working with Brainfood by providing pro bono communications services, including research, messaging workshop, content creation, and media and digital counsel and support.



10,227

volunteer hours
valued at

\$830,156



Nearly \$1m

monetary and in-kind
donations to benefit over
70 NGO’s worldwide



\$108,940

raised to support hunger
and poverty alleviation,
including a gift from
Daniel J. Edelman
Family Foundation



Since our earliest days, we have been guided by our founder's strong values, commitment to ethical business, and sense of purpose. Today, as the world's leading independent public relations firms, we have both an opportunity and a responsibility to make the world a better place. For our clients. Our communities. And our people. We welcome the challenge.

“

All of us in P.R. must bring to the office our own sense of morality and live by it every day.”

Daniel J. Edelman, 1959

Our Goals for Our World

- › Reduce hub offices' annual greenhouse gas emissions per employee (full-time equivalent) by 5 percent by end of fiscal year 2015 against fiscal year 2011 levels.
- › Use double-sided copying and copy paper with 50 percent recycled content in all offices.
- › To help reduce business travel, use high-definition videoconferencing for at least 10 percent of office hours each month in all offices equipped with the technology.
- › Collect and responsibly dispose of electronic waste globally.
- › Build more robust green teams in each office.
- › Improve lighting energy efficiency and conduct lighting audits in the 10 offices with the highest greenhouse gas emissions.

Governance and Ethics

We have a responsibility to conduct ourselves individually and collectively in ways that advance citizenship in all our interactions. Within Edelman, with our suppliers, partners, clients, in our communities, our industry and our world, we apply the highest ethical standards and live our values. We maintain strong governance with a focus on achieving sustainable outcomes for the company.

Our Structure Supports Citizenship

During 2013, we continued our progress toward creating the first true PR-centric portfolio of interdependent companies under the Daniel J. Edelman Holdings, Inc. banner.

During 2012, we created a new U.S. umbrella company, Daniel J. Edelman Holdings, Inc., and put into place an organization that includes firms such as Edelman, Edelman Berland, Matter, A&R Edelman, Blue and Zeno Group. See Our Report for information about which Edelman operations are reflected in the data presented in this report. During fiscal year 2013, Edelman had no significant changes regarding size or ownership, but we restructured our non-U.S. entities under the relevant lines of business, fostering closer alignment and making it easier to collaborate across geographies. We also made two acquisitions during the year: Baird's Renaissance in Johannesburg, South Africa, and AVC Communications in Ho Chi Minh City, Vietnam. In addition to these two new offices, we opened a new location in Istanbul, Turkey.

We also made several management changes, including:

- › Michael Stewart is now the president and chief executive officer of Edelman's Europe & CIS region, where he oversees 1,000 professionals in 18 offices and 13 markets, and is a member of the Edelman Executive Committee.
- › Lisa Sepulveda is president of Global Client Management at Edelman, overseeing the top 17 global clients, which account for more than 30 percent of the firm's global revenue. In this role, she works with teams across all practices and geographies to ensure quality client work. She is also on the Edelman Executive Committee.
- › Robert Holdheim is now the chief executive officer of South Asia, Middle East and Africa.
- › Bob Grove is leading North Asia.
- › Iain Twine is leading Southeast Asia and Australia.
- › Mike Berland is the chief executive officer of Edelman Berland, Edelman's strategic research and analytic business. He leads the agency's global approach to reputation, branding and communications insights and research.
- › Denis Edwards is the Global CIO and oversees Edelman's global IT function.
- › There have been several changes to the Board of Directors of Daniel J. Edelman Holdings, Inc.:
 - › Richard W. Edelman became Chairman of the Board of both Daniel J. Edelman Holdings, Inc. and Daniel J. Edelman, Inc. after the passing of Daniel J. Edelman.
 - › Louis Susman joined the Board of Daniel J. Edelman Holdings, Inc. as Non-Executive Chairman.

Citizenship Starts at the Top

Edelman's board of directors comprises seven members, five of whom are Edelman employees or shareholders. The board has designated certain authorized officers to manage the day-to-day operations of the company. Our global leadership team is organized into three committees:

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

Members of these committees are responsible for Edelman's citizenship performance in a variety of ways. They oversee our legal compliance, financial management, human resources and talent programs and global client relationships, among others. The Board of Directors has representation on both OpComm and ExComm through the chief executive officer, chief operations officer and chief financial officer. Edelman employees have several avenues for providing input on citizenship issues to the Board of Directors and our global leadership committees:

- › Direct contact to John Edelman, Managing Director, Global Engagement & Corporate Responsibility
- › Edelman employee citizenship and other surveys
- › Contact Us form on Edelman.com

Geographically, and as of the beginning of fiscal year 2014, Edelman's operations are managed through five regions: Asia Pacific, Middle East and Africa; Canada; Europe and the Commonwealth of Independent States; Latin America; and the United States. Each region operates under the leadership of its own president and chief financial officer. Managing directors oversee strategy, service and operations in each of our 67 offices around the world.

Ethically – It's the Way We Do Business

Reputation is our most valuable asset, and enforcing strong ethics policies is key to maintaining it. We are committed to giving our employees the tools to guide the right behaviors, including a code of ethics and business conduct, a day-to-day situation guide and an ethics help line. Since 2007, Edelman has had a full-time compliance and ethics function under the direction of a dedicated global compliance officer. A few of our policies, guidance documents and other resources include:

- › **Code of Ethics and Business Conduct.** The Edelman code of ethics and business conduct outlines our ethical responsibilities and addresses common compliance and ethics issues facing global businesses today. All employees, officers and directors throughout the Edelman family of companies worldwide are required to sign an acknowledgment that they understand and agree to abide by the code when joining the company. To help address situations that are specific to the communications and PR industry, the code is supplemented by the Day-to-Day Situation Guide. Both documents are available on our website. As of the end of fiscal year 2013, 85 percent of employees had received training on our code of conduct and our compliance and ethics program, which is up from 84% last year).
- › **Code of Ethics for Financial Management (CEFM).** Edelman maintains a code of ethics for financial management that focuses on the accuracy and integrity of our financial and operational reporting. The CEFM is signed annually by the individuals who are responsible for or have influence over financial or operational reporting or projections.
- › **Code of Ethics for Suppliers and Service Providers.** In January 2012, Edelman published its first supplier code of ethics, designed to mitigate risk associated with third-party business relationships, such as with subcontractors, freelancers, suppliers and others. The code communicates Edelman's expectations to ensure a consistent commitment to quality, compliance, the environment, human rights, ethical business and public relations practices and other issues. The supplier code is being incorporated into all new contracts.
- **Human Rights Policy.** Respecting human rights is an essential part of how we do business. As a signatory of the United Nations (UN) Global Compact, Edelman supports internationally accepted principles regarding human rights, labor standards, the environment, and anti-corruption, including the UN Declaration on Human Rights and core International Labor Organization conventions, and we have committed to this support with a human rights policy.

What is the proper way to identify yourself and your client when engaging journalists? How should you deal with a special client request that seems questionable? What are the guidelines for interacting with the media? For using ghostwriters? Working with spokespeople? [Edelman's Day-to-Day Situation Guide](#) provides practical guidance for dealing with both traditional and emerging issues, while maintaining Edelman's longstanding values and commitment to transparency.

- **Training and Communication.** All employees complete an introductory compliance course when joining the firm. An additional anti-corruption training program is required for all VPs and above, as well as all employees in the Financial Group. Other compliance-related training courses added during the last year address client conflict resolution and online behavior.

Reporting Concerns

All DJE employees are expected to act responsibly to help establish a comfortable working environment free from harassment and discrimination. All employees are encouraged to raise questions directly with human resources or management. Employees also have alternative means for communicating their questions, concerns, complaints or allegations made in good faith without fear of retaliation or reprisals through the Global Compliance Officer, the Office of the General Counsel and the Listen-Up Helpline, a 24-hour, anonymous reporting service available via phone or web submission. All complaints will be reviewed and investigated as appropriate.

Partnering Against Corruption Initiative (PACI)

Edelman has been an active participant in the World Economic Forum's Partnering Against Corruption Initiative (PACI) since 2008. PACI is a global corporation-based anti-corruption initiative intended to design and implement effective policies and systems to prevent, detect and address corruption; benchmark internal practices against global best practice through peer exchange and learning; and level the playing field through collective action with other companies, governments and civil society, which include a zero tolerance policy toward bribery and development of a practical and effective anti-corruption program. Edelman's contributions to Good Practice Guidelines on Conducting Third Party Due Diligence was published by the World Economic Forum in 2013.

Edelman Voices – Living Our Ethics in the Face of Change

Q: The world is changing rapidly. How is Edelman responding to emerging ethical concerns in communications?

A: “The increase in new technology platforms and our growth into emerging markets mean we have to constantly figure out how to apply a consistent set of values in a host of different environments and cultures. We leverage a number of policies, tools and systems to support our employees in ensuring that we approach the work we do in a way that’s ethical, compliant and in keeping with our values. Edelman’s Ethics Committee is our newest resource to assist in this effort. This multi-disciplinary and global group provides specific guidance to employees who are facing the challenge of applying a consistent set of values on a global basis.”

**Randall Corley, Chief Compliance Officer
Edelman**

Global Ethics Committee

Doing business in a way that maintains the reputation of our firm and our industry is essential to the long-term success of our organization. In 2013, we established an Ethics Committee to make sure Edelman employees around the world have a resource when they need advice for dealing with a situation where the right course of action may not be clear. Composed of senior-level operations people from each Edelman region, along with members of Finance, Legal, Human Resources, Compliance and Citizenship, the committee meets quarterly to address emerging issues and also explores specific issues as they arise to provide counsel to employees and teams. Inquiries have included topics such as potential conflicts of interest, accepting work in locations where there is significant political or civil unrest, and representing clients in controversial industries.

Developing Global Best Practices in Anti-Corruption

As a member of the World Economic Forum Partnering Against Corruption Initiative, Edelman is working with other companies to strengthen global anti-corruption practices. Our Chief Compliance Officer continues to play a role in the initiative, and has helped to develop materials identifying best practices in due diligence for third-party contractor relationships and related topics.

Taking an active, ongoing role in the initiative also helps to ensure we stay abreast of emerging global corruption risks facing our industry and strategies to address them. During 2013, we applied new learnings from our work on this initiative to better understand our own risks around the world and strengthen our anti-corruption program. Going forward, we will continue reviewing our due diligence processes and evolving our practices to make sure Edelman offices around the world have the knowledge, resources and support needed to identify and deal with corruption risks in the markets they serve.

For information about other multi-stakeholder collaborations in which we participate, see *Partnerships*.

Safeguarding Privacy for Our Clients and Our Business

The security of our clients' proprietary information, our employees' information and our business records is paramount. We take extra precautions to keep data secure, which include policies that dictate the proper use of social media to encrypting the data on every Edelman laptop computer. In 2013, our Global Privacy Initiative has taken our data privacy and security efforts to a new level. As part of that process we are undergoing a comprehensive risk assessment process and review of our data management practices to ensure that our policies and procedures continue to address the evolving privacy demands of our expanding business.

Given our leadership position in the field, the continuing growth in our business and ongoing evolution of external privacy regulation, it makes practical sense to not only engage in ongoing privacy compliance, but also, on a regular basis to engage in a formal, comprehensive risk assessment process related to the gathering, transfer and processing of personal information. Such an assessment must include personal information and controls in relation to employee data, personal data processed as a result of client engagements, and therefore involves our IT, web site, human resources and client services functions.

This privacy risk assessment initiative is being conducted as part of our own ongoing internal self-assessment process. Our chief privacy officer will assess the information we obtain and will use it to establish direction and guidance on future initiatives. We will also continue to closely monitor the ongoing evolution of the privacy regulatory framework, ensure we continue to meet the data protection needs of Edelman and our clients and maintain our position as a good global citizen and a thought leader in the privacy space.



We place a huge emphasis on data security and privacy. Our clients trust us to safeguard their intellectual property, help them launch new products or prepare campaigns for initial public offerings.”

Denis Edwards
Chief Information Officer, Edelman

In addition, our account teams have experience designing and implementing programs that involve the collection and use of individuals' personal information, such as through social media channels. It is important that our employees recognize the situations when personal information is being collected from individuals to ensure that Edelman and/or its clients take proper steps in handling, processing and protecting personal information.

As a global company and given our leadership in the field, Edelman has substantial experience in addressing privacy issues, both in client engagements and related to our management of employee personal data. To safeguard transmission and processing of our employee data, Edelman has implemented policies and procedures which enable self-certification in accordance with the U.S.-EU Safe Harbor Framework since 2002.

Sustainability: Managing Our Footprint On The Planet

From the way we run our business to the way we collaborate with clients and other partners, we are part of a vast and interconnected world of shared resources. With more than 60 offices around the world, our operations have an impact. We track and report our carbon footprint and our efforts toward greater energy efficiency and reduced emissions, as well as our water use and our responsible procurement practices.

Since the announcement of our hub offices' carbon reduction target in the previous financial year, important decisions have been made to tackle the company's environmental impact as a whole. While each hub's strategy was gradually taking shape, Edelman's global carbon emissions in fiscal year 2012 were 17,647 tCO₂e, accounting for the carbon emissions of 53 offices in five operating regions. While absolute emissions during fiscal year 2012 increased by 9 percent from the fiscal year 2011 baseline due to continued business growth, carbon intensity per full time equivalent (FTE), however, achieved a 3 percent decrease from baseline, at 3.9 tCO₂e/FTE.

The fiscal year 2012 footprint follows the same emissions profile as previous years, with emissions from business air travel accounting for the most significant part (74 percent) of Edelman's global carbon impact, followed by that of purchased electricity use (22 percent) and mobile fuel combustion (2 percent). This is typical of an international services firm. Emissions by region display a similar pattern that reflects our business focus. A total of 68 percent of our global emissions come from the 14 U.S. offices, with offices in Europe, the Middle East, Africa and Asia Pacific occupying slightly more significant share than previous years.

Note that our regional structure will change slightly at the beginning of fiscal year 2014 (beginning July 1, 2014). Our environmental performance data is reported here according to the regional structure in place when the data was collected and not according to our current regional structure.

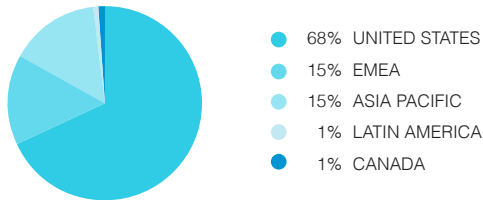
- 1 Two offices, Taipei and Brighton (UK), were excluded from the footprint due to data limitation and emissions were estimated to be insignificant to global carbon footprint.*
- 2 FY2009/10 carbon footprint was recalculated due to improved emission factors, though the difference between the recalculated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

At Edelman we understand the significance of the environment to our people, our clients, and the communities in which we operate. We believe that every company has a clear responsibility to do its part to help protect our shared environment and conserve our precious natural resources. We recognize that reducing our impacts across all aspects of our business helps preserve our planet for future generations. As such, Edelman ensures that our business strategy is closely aligned with our policy on the environment, with committed leadership on environmental issues.

From the Edelman Global Environmental Policy, effective January 2012

Sustainability: Managing Our Footprint On The Planet

EMISSIONS BY REGION - FY2012 (%)



* The data is tied to FY12 regional organizational structure.

The absolute emissions increase was largely due to business air travel, which increased by 8 percent against baseline. The increase in emissions from flights is attributable to business growth and a 12 percent increase in the number of full-time equivalent employees. Absolute emissions from purchased electricity use (Scope 2) increased by 14 percent, commensurate with a 14 percent increase in office space around the world. Through conscious efforts to manage paper use and adopt office paper with higher recycled content, impressive reductions were achieved by offices across Canada, Europe, Latin America and the U.S., which delivered a 17 percent absolute emissions decrease against emissions from the same source in fiscal year 2011.

TABLE 1: OVERALL EMISSIONS BY SCOPE AND CARBON INTENSITY (COMPARING FY2010/2011 AND FY11/12)

EMISSIONS SOURCE (tCO ₂ e)	FY2012	% OF TOTAL	FY2011	% OF TOTAL	% CHANGE VS FY2011
Scope 1 (Direct emissions)					
Stationary fuel combustion	67	0.4%	97	0.6%	-31.3%
Mobile fuel combustion	297	1.7%	191	1.2%	55.5%
Gross Scope 1 emissions	364		289		26.2%
Scope 2 (Energy indirect emissions)					
Purchased electricity consumption	3,957	22.4%	3,473	21.4%	13.9%
Gross Scope 2 emissions	3,957		3,473		13.9%
Scope 3 (Other indirect emissions)					
Staff business air travel	13,044	73.9%	12,135	74.7%	7.5%
Office copy paper use	282	1.6%	340	2.1%	-17.1%
Gross Scope 3 emissions	13,326		12,475		6.8%
Total Gross Emissions	17,647		16,236		8.7%
Full-time Equivalent (FTE)²	4,488		4,015		12.0%
Carbon Intensity per FTE	3.93		4.04		-2.8%

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

Sustainability: Managing Our Footprint On The Planet

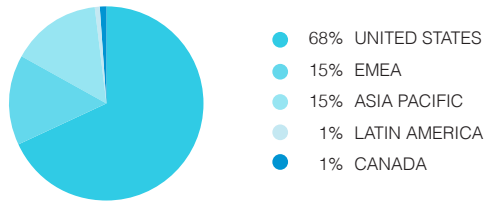
TABLE 2: GLOBAL EMISSIONS BY REGION ⁴

REGION	FY2012	% OF TOTAL	FY2011	% OF TOTAL	% CHANGE FY2012 VS FY2011
U.S.	11,935	67.6%	11,225	69.1%	6.3%
EMEA	2,735	15.5%	2,562	15.8%	6.8%
Asia Pacific	2,589	14.7%	2,072	12.8%	24.8%
Canada	238	1.3%	237	1.5%	0.5%
Latin America	150	0.9%	139	0.9%	7.6%
Total	17,647		16,236		

⁽⁴⁾ Full time equivalent as at June 30, 2012

* The data is tied to FY12 regional organizational structure.

REGIONAL EMISSIONS - FY12



* The data is tied to FY12 regional organizational structure.

Sustainability: Managing Our Footprint On The Planet

Progress Toward Our Targets

Noting the key role of our hub offices in global footprint management, four of our hub offices have committed to a 5 percent carbon-intensity target by end of FY2015, based on FY2011 levels.

One year into their targets, two of the four hub offices, London and Washington D.C., have reduced their carbon intensity (expressed as tCO₂e per full-time equivalent (FTE) from baseline by 13 percent and 3 percent, respectively. Largely thanks to the reduction in emissions from business air travel, these offices are well on their way to meeting the targets. The other two hubs, New York and Chicago, recorded increases in carbon intensity of 0.02 percent and 8 percent, respectively. Both offices underwent major expansion during the year. Chicago's total occupied floor area increased by 25 percent, while New York's increased by 19 percent, contributing to the increase in energy consumption. Despite all four offices' efforts to encourage video-conferencing use—and New York's use of the technology almost reaching 10 percent of office hours and business air travel emissions intensity being reduced by 1.4 percent more than the baseline—performance by our two largest hubs is not yet on track due to business air travel.

New Hubs, New Targets

In fiscal year 2013, two new offices, San Francisco and Silicon Valley—already sustainability leaders in many ways—also committed to helping Edelman reduce its global footprint. The two California offices have committed to a 4.8 percent (San Francisco) and 4 percent (Silicon Valley) carbon intensity(per FTE) reduction targets, respectively, against fiscal year 2011 levels.

5% ↓

Target Carbon intensity reduction by FY2015, against FY2011 levels
Chicago, New York, Washington D.C., and London offices

Sustainability: Managing Our Footprint On The Planet

Five New Global Environmental Goals

Edelman has committed to rolling out five global actions towards reducing the company's environmental impacts:

- 1. Improved printing and paper management.** This new policy will set existing network printers and copiers to print double-sided by default, and Edelman will purchase letter and A4 paper with a minimum of 50 percent recycled content. Offices with the highest emissions will be engaged to explore the potential for implementing managed print services to reduce energy use as well as paper consumption.
- 2. Improved lighting energy efficiency in 10 largest emitting offices.** All offices are recommended to review current office lighting fixtures to check office lighting levels for optimal luminosity and avoid over lighting. The 10 highest emitters are advised to seek lighting or office energy audits to gauge savings potential. The Chicago office is implementing a lighting retrofit project as a pilot.
- 3. 10 percent videoconferencing usage target and increasing virtual meeting technology use.** All offices are encouraged to actively promote videoconferencing as a means of limiting air travel. A monthly usage target of 10 percent of office hours for all high-definition videoconferencing units (in 20 offices) has been established. Several Edelman offices, including Bangalore, Mumbai and New Delhi, have achieved more than 10 percent of office hours' usage rate, with the Indian offices also adopting videoconferencing for recruiting and other human resources activities.
- 4. Enhancing local green teams.** Edelman is recommending that all offices enlist more members into their green teams so that each team has enough participants to take care of key responsibilities on environmental data reporting, videoconferencing coordination and e-waste recycling. These teams help garner office support for recycling, energy conservation and other activities, and we want to make sure this is done in every Edelman office.
- 5. Global E-waste recycling.** While many Edelman offices donate or recycle used IT equipment, it is not always known where donations end up. Edelman has committed to recycling e-waste globally. Annual environmental benefits expected include energy savings, solid waste and toxic materials reduction and reductions in greenhouse gas, water and air emissions, among others.

Sustainability: Managing Our Footprint On The Planet

Responsibly Disposing of Electronics

In 2009, selected Edelman offices began working with CloudBlue to recycle or otherwise responsibly dispose our computers, phones and other electronics. Equipment is collected and taken offsite to remove all software and other information. During fiscal year 2012, CloudBlue collected 840 electronic items weighing nearly 1 metric ton (1,923 pounds) from our U.S. offices. The items recovered were worth an estimated US\$62,500. Their recovery delivered energy savings sufficient to power 48 households for a year, according to U.S. Environmental Protection Agency estimates.

The service will roll out early in fiscal year 2014 for other offices around the world, including throughout Europe, where Edelman will comply with the European Union Waste Electrical and Electronic Equipment Directive well ahead of the 2016 deadline.

Public Transportation

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

“Edelman’s focus on citizenship is a spirit, not just an activity. I carry that spirit home by taking public transport three days a week instead of driving every day, and share my experiences to influence my friends, too.”

Julia Chu, administration manager, Edelman Taipei

Sustainability: Next Steps

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

Sustainability: Managing Our Footprint On The Planet

Through our Supplier Code of Ethics and other means, Edelman encourages our suppliers to consider the environmental impacts of goods and services in their business dealings with us. Such impacts include minimizing carbon footprint through efficient travel, recycling and responsible wastewater and solid waste disposal. Together, Edelman's Supplier Code of Ethics and Environmental Policy help to ensure high environmental standards throughout every step of the business cycle.

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

Tracking Our Progress

In 2013, we began developing a new report to help our global offices more consistently monitor their social and environmental activities and outcomes. When rolled out in fiscal year 2014, the Edelman Citizenship Dashboard will help our local offices track and report their performance on indicators covering the environment, volunteerism, society and governance. The dashboard will also provide a way to benchmark our performance across the company. Six to eight months after roll-out, we will assess use of the report, with the long-term goal of integrating into business operations through staff reviews and other means.

Edelman Citizenship Dashboard

Environment

- E1) On-time-regular reporting of GHG data: updated every quarter
 - E2) All regular paper purchase (A4 or Letter size) is of at least 50 percent recycled content
 - E3) Improvement of energy efficiency (kwh/ft2) against baseline
 - E4) Increasing average monthly VC usage rate to 10 percent of office hours
 - E5) E-Waste recycling through CloudBlue is implemented
- Hub offices extra indicator: EH) - Meeting GHG targets

Volunteerism

- V6) At least 4 Hours of skill-based volunteering/FTE
- V7) More than 80 percent of employees participated in volunteering
- V8) On-time, regular reporting on volunteerism: updated every quarter

Society

- S9) 50 percent of leadership positions (Level 6 or above) are held by women

Governance

- G10) More than 85 percent of applicable FTE employees are trained on company global citizenship policies (including at least anti-corruption, environment and energy, diversity and inclusion)

Partnerships

Collaborating With Others Who Share Our Commitments

At Edelman, engaging partners who share our values, goals and pursuits extends our citizenship practices beyond our own doors and represents one more way we give back. By working together, we can accomplish more than any of us can working alone. Our senior executives volunteer on boards, working groups and committees for a host of organizations that support citizenship and sustainability, and Edelman employees and teams provide pro bono support to a wide variety of organizations. A few of the organizations to which we contribute our time and talents include:

- A Billion + Change**
- Clinton Global Initiative**
- Committee Encouraging Corporate Philanthropy**
- Global Reporting Initiative**
- International Integrated Reporting Council**
- Net Impact**
- Partnering Against Corruption Initiative**
- UN Global Compact on Sustainable Agriculture**
- UN Food Programme**
- Veterans Programs**

A Billion + Change

More and more, companies have the opportunity to leverage their size and skills to make meaningful impacts on local communities by creating valuable dual impact for both business and society. Edelman U.S. is a member of A Billion + Change, a national campaign that engages major companies to pledge pro bono and skills-based volunteer services to “build the capacity of nonprofits to meet community needs.” Since joining in 2012, Edelman has pledged 15,000 hours of pro bono consulting, with a value of US\$2.25 million. During 2013, Edelman employees provided 15,656 hours of pro bono services

Partnerships

Clinton Global Initiative

We are supporting two programs of the Clinton Global Initiative: the Global Smoke-Free Worksite Challenge and “Putting Service to Work.”

Global Smoke-Free Worksite Challenge

Edelman remains a staunch advocate in the fight against smoking. We are one of seven organizations in the Global Smoke-Free Worksite Challenge, part of the Clinton Global Health Initiative. The mission of the organization is to create more smoke-free worksites throughout the world. Edelman’s role as a strategic partner draws on our expertise in smoking cessation and because the company has been a pioneer in smoke-free workplaces, helping employees quit smoking and committing to not represent tobacco entities. Among other activities, Edelman provides a monetary incentive to employees who quit smoking, as well as in-kind support to share experiences and spread the smoke-free message.

During 2013, we participated in two major events in conjunction with the US Department of Health and Human Services. In Chicago, Illinois, John Edelman and Howard Koh of the U.S. Department of Health and Human Services spoke about the steps companies can take to remove smoking from the workplace. Edelman then hosted an event in collaboration with the Chinese government, bringing together US and Chinese employers to discuss measures they can take to remove smoking from their workplaces. Also during the year, Edelman helped to develop the organization’s Facebook page—its first online presence—to share information and engage an even broader network of supporters. Edelman was also named a finalist for the GBCHealth award for our work on smoke-free worksites.

“Putting Service to Work”

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

Partnerships

Committee Encouraging Corporate Philanthropy:

Edelman is involved in CECP, an organization whose mission is to bring together senior executives of the world's leading companies to make significant progress on societal issues while driving business performance. CECP enhances its members' societal initiatives through strategy-related expertise, influential advocates, and awareness building, and by offering members essential resources including a proprietary benchmarking tool, networking programs, research, and opportunities for best-practice sharing.

Global Reporting Initiative

Edelman is an organizational stakeholder of the Global Reporting Initiative (GRI), which promotes economic, environmental and social sustainability reporting. GRI provides organizations with a comprehensive sustainability reporting framework that is widely used around the world. Edelman supports GRI's work to create a standardized and recognized framework for sustainability reporting. For instance, in 2013 Edelman provided strategic positioning to help GRI launch the new G4 reporting guidelines. And as the official communications partner of GRI's biannual reporting conference held in May 2013, Edelman provided a variety of strategic communications support.

International Integrated Reporting Council

We are one of more than 100 global companies participating in the International Integrated Reporting Council (IIRC) pilot program. The IIRC is engaged in a three-year interactive process involving companies, investors and other stakeholders, which will lead to the publication of a global Integrated Reporting Framework. The framework seeks to accelerate the global evolution of corporate reporting, enabling organizations to communicate the full range of factors that create value and ensure they are embedded within an organization's strategy.

We believe integrated reporting is the way of the future. Globally, we see increasing momentum toward reporting that reflects organizational value creation in the context of economic, environmental, social and governance performance. The Johannesburg Stock Exchange already mandates integrated reporting for listed companies. Integrated reporting also was reflected in the 2012 Rio+20 approval of the Corporate Sustainability Reporting Coalition Point 47 initiative: "... acknowledging the importance of corporate sustainability reporting and encouraging companies, where appropriate, especially publicly listed and large companies, to consider integrating sustainability information into their reporting cycle."

For more about the work of the IIRC, visit their website.

Partnerships

Net Impact

Through service on the national Board of Net Impact, Edelman provides marketing counsel related to the Net Impact brand, overall positioning, programs and partnerships with corporations.

Partnering Against Corruption

The Partnering Against Corruption Initiative (PACI) is a global platform allowing companies and business leaders to maximize their collective impact in the fight against corruption. PACI has been devoting growing efforts to foster a high-level dialogue between business and governments on key corruption challenges.

UN Global Compact on Sustainable Agriculture

During 2013, UN Global Compact leadership asked Edelman to join the Global Compact's Corporate Advisory Group that is developing sustainable agriculture business principles. Our role is to help ensure that the final agreed principles can be leveraged to build awareness, buy-in and support across diverse partnerships to accelerate progress toward corporate sustainability strategies. The advisory group includes leading multi-nationals, agri-business and UN agencies. Its work is aligned with our support for organizations that are working to end hunger and poverty.

The Global Compact's Sustainable Agriculture Business Principles aim to offer a framework for principle-based partnerships between the private sector, the UN and other key stakeholders and build bridges among the many existing crop-specific initiatives, working toward a broader global agenda that reflects the interests of all stakeholders. While there are numerous initiatives underway, we believe that new and existing clients will benefit from working in concert with the emerging Principles and diverse partnerships. The Principles can establish the commitment and begin the roadmap to shared impact including; improved access to financing, mitigation of climate change causes and impact, and increased access to quality food and nutrition.

UN Food Programme

Edelman is a supporter of the World Food Programme (WFP), the food aid arm of the United Nations system. The policies governing the use of World Food Programme food aid are oriented towards the objective of eradicating hunger and poverty. Targeted interventions are used to help to improve the lives of the poorest people - people who, either permanently or during crisis periods, are unable to produce enough food or do not have the resources to otherwise obtain the food that they and their households require for active and healthy lives.

Veterans Programs

Edelman is involved in several programs and partnerships to support war veterans, including Illinois Joining Forces, a statewide, public-private network of veteran- and military-serving organizations that collaborate to help service members, veterans, and their families navigate the “sea of goodwill.”

e-Free Worksite Challenge

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

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



At Edelman, we have long believed in the power of purpose— an organization’s reason for being beyond the bottom line. Purpose creates competitive advantage for brands and organizations. It builds trust. It creates stakeholder loyalty. And it rewards employees. We help our clients communicate, engage and build relationships that honor that purpose, driving change and creating business and societal impacts for their organization and communities and the world.

Our Citizenship Goals - Keep clients at the center of everything we do

- › Demonstrate by our actions that Edelman is a leader in Global Citizenship, and that we continually strive to earn a license to lead
- › Set and deliver on our public commitments

“

Our major goal is client service, and not service to Wall Street.

Our independence allows us to be feisty, hard-hitting, creative, and courageous. And honest. We’re the only ones in the position to tell our clients the truth.”

Daniel J. Edelman

We Work With Clients to Address Global Challenges

As a professional services firm, some of our greatest positive impacts on society are achieved through the work we do in collaboration with our clients. By partnering with them to promote campaigns that improve or safeguard health, use natural resources responsibly or support education, we play an important role in helping them build healthier communities, support economic development and improve quality of life for people throughout the world.

“Edelman’s focus on citizenship is helpful in reminding me of the power of advocates—giving supporters the tools to tell a story and make a difference is vital for the non-profits I work with and for my clients.”

Matt Coldagelli, Senior Account Supervisor, Chicago, Illinois

During the year, we worked side by side with clients in many parts of the world to advance programs that address some of the world’s most pressing challenges.

Edelman Voices – Helping Our Clients Create License to Lead

Q: What is Edelman’s role in helping clients earn their license to lead through authentic engagement with society?

A; “We live in a reset world, where business and society must partner for mutual benefit. Engagement on societal issues is no longer a ‘nice to do’ but a ‘have to do.’ At Edelman, we help a broad range of world-class clients evolve this critical business strategy to innovate social issues and engage their constituents in change that lead to business and societal impacts that are as aligned as possible. We can serve as a guide to help our clients deepen their positive impacts, using a thoughtful and strategic approach. For our clients, as for us, it is truly a journey. It takes time. But the rewards are worth it.”

Carol Cone, Global Practice Chair, Edelman Business + Social Purpose

Clients Care About Our Citizenship

During 2013, we saw an increase in the number of requests for proposals (RFPs) and requests for qualifications (RFQs) asking for information about Edelman’s citizenship performance. We received and addressed 385 questions in four categories important to our clients: Labor, Health & Safety, Environment and Business.”

We Work With Clients to Address Global Challenges

Our Work in Asia Pacific, Middle East & Africa

Supporting Women in Business in Japan / Edelman Japan

Client: U.S. Japan Council and American Chamber of Commerce

Our charge: Provide PR support for the Women in Business Summit, organized by the U.S. Japan Council and American Chamber of Commerce in Japan.

Our response: Edelman facilitated the event, helping to enable the nearly 400 people who attended the Summit to network and share best practices, while listening to inspirational speeches from female leaders. Attendees included representatives from many women's networks in Japan, bringing together an array of Japan-based organizations that focus on the advancement of women in business. The Summit explored what steps could be taken to promote better inclusion of women in the workforce.

Brand Workshop with Taiwan Design Center / Edelman Taiwan

Client: Taiwan Design Center

Our charge: In May 2013, Edelman Taiwan was invited to attend two brand workshops organized by the Taiwan Design Center, a government entity that supports branding, to assist small and medium sized enterprises in improving their brand image.

Our response: Edelman was responsible for branding and marketing, and interacted with more than 40 local companies in two days. The companies' activities covered the food, hospitality, retail, and electronics industries.

We Work With Clients to Address Global Challenges

Our Work in Asia Pacific, Middle East & Africa

BMW China Culture Journey / Edelman China

Client: BMW China and BMW Brilliance

Our charge: The annual BMW China Culture Journey, which was launched in 2007, aims to visit, protect, and promote local culture. BMW wanted to help align ancient culture and modern life; demonstrate BMW's commitment to become deeply rooted in Chinese culture; shorten the distance between BMW and the Chinese customer; improve the cultural connotation of the BMW brand; and promote cultural exchanges among regions, nationalities, and social groups.

Our response: Edelman China has helped the Culture Journey explore China's six major cultural ecological protection experimental zones as well as more than 150 cultural heritages. The overall journeys exceeded 14,000 kilometers, and BMW has donated approximately US \$1 million to 58 heritage projects in urgent need of protection. As a successful model of business participation in cultural heritage protection, BMW's Culture Journey has been included in China Cultural Heritage Day for five consecutive years. Over the years, Edelman has supported a wide variety of Culture Journey communications in many areas.

We Work With Clients to Address Global Challenges

Our Work in Asia Pacific, Middle East & Africa

Celebrating Jump Rope for Hearts 30th Anniversary / Edelman Sydney

Client: The National Heart Foundation of Australia

Our charge: The National Heart Foundation of Australia engaged Edelman Sydney to develop and execute a public relations campaign to celebrate the 30th anniversary of Jump Rope for Heart. The main objective of the campaign was to re-engage Australians with the Heart Foundation to build interest in the core platform of heart health and cardiovascular risk as a leading cause of death in the country.

Our response: The Edelman team leveraged the nostalgia of Jump Rope for Heart through consumer media channels to celebrate the ongoing, long-term work of the Heart Foundation, while introducing and reintroducing the Foundation to new and old audiences. Edelman Sydney created a campaign that encouraged previous participants to “take a skip down memory lane” and share their memories, photos, or videos with the Heart Foundation’s social media embassies. Edelman also developed a media strategy that encompassed outreach to consumer targets, including consumer magazines, print, online, photo galleries, television, radio, and social media targets. The campaign achieved in excess of 147 pieces of coverage, reaching an audience of more than 23 million.

Cerebral Palsy Alliance and the Prevention and Cure Summit for Cerebral Palsy / Edelman Sydney

Client: Cerebral Palsy Alliance

Our charge: The Cerebral Palsy Alliance (CPA) engaged Edelman to profile in Australian media the leading research presented at the Prevention and Cure Summit for Cerebral Palsy, held in May 2013 in the USA. Edelman was charged with positioning CPA as one of the instigators of worldwide collaboration in the cerebral palsy research space, as well as highlighting the generosity of one of its key sponsors, The Balnaves Foundation.

Our response: Edelman supported the Cerebral Palsy Alliance (CPA) in promoting key research presented at the Prevention and Cure Summit for Cerebral Palsy, held on 8-9 May 2013 at the National Institute of Health, Bethesda Maryland, USA. In collaboration with CPA, Edelman undertook a media outreach program targeting consumer health and health trade media, securing 11 radio interviews for one of the key Australian researchers, as well as multiple healthcare trade media articles.

We Work With Clients to Address Global Challenges

Our Work in Asia Pacific, Middle East & Africa

The Power of a Child's Voice / Edelman Australia

Client: ChildFund Australia

Our charge: Edelman Australia set out to help child focused agency, ChildFund, publicize the results of one of the largest global surveys of children—Small Voices Big Dreams. We were tasked to inform the public about issues of importance to children and to help paint a picture of what life is like for children in developing countries.

Our response: Edelman developed a robust media campaign to highlight the differences and similarities experienced during childhood among children from all over the globe. The team worked on analysing the research results, as well as creating media materials and developing social media content. The campaign results led to front page coverage in the Sydney Morning Herald and across other major metro print and radio news publications.

Crystallizing a Japanese Giant's Sustainability Efforts / Edelman Tokyo

Client: Kao

Our charge: Realign Kao's sustainability messaging to help it resound with global stakeholders.

Our response: Edelman leveraged its world-class Business and Social Purpose expertise in Chicago and its intrinsic understanding of local companies in Tokyo to crystallize Kao's sustainability positioning. Using the Master Narrative process to help identify Kao's key sustainability areas, Edelman suggested the Three C's – Conservation, Community and Culture – to reflect Kao's commitment to the environment, local and global communities, and its employees. Edelman then used this framework to craft a Sustainability Statement that articulates Kao's view of sustainability and what it expects of itself, its employees, partners and how it will work with communities it operates in. The positioning is now being rolled out to global markets and Edelman is consulting on how to articulate it through social purpose activities.

We Work With Clients to Address Global Challenges

Our Work in Asia Pacific, Middle East & Africa

A Fresh Perspective on Child Sponsorship / Edelman Australia

Client: ChildFund Australia

Our charge: Make influencers, media and the public aware of the positive impacts of child sponsorship and how it makes a real difference to those less fortunate.

Our response: Edelman implemented new media strategies to highlight the announcement of Master Chef extraordinaire, Julie Goodwin, as ChildFund Australia's 2013 ambassador and to raise awareness of the benefits of child sponsorship. Edelman was licensed to collaboratively plan ChildFund's first blogger event, leveraging Julie's positive and strong media profile to raise awareness about child sponsorship.

The influencers invited to the event had the opportunity to interact with Julie, as well as ChildFund employees to learn about the benefits of sponsoring a child. The event resulted in coverage in highly influential parenting media including Mamamia, Essential Baby and Woogs World. Edelman also delivered national coverage for Julie Goodwin across TV and radio, including a three-minute segment on Channel 9, Today Show. This coverage highlighted the benefits of child sponsorship through ChildFund.

We Work With Clients to Address Global Challenges

Our Work in Asia Pacific, Middle East & Africa

Beat the Banana Run Raises Awareness for Cancer Research / Edelman Hong Kong

Client: Wellcome

Our charge: Edelman Hong Kong is working to implement a series of media activities to raise public awareness of Wellcome's event and provide opportunities for Wellcome to discuss objectives and key messages of the event.

Our response: Edelman Hong Kong teamed up with Wellcome to raise awareness for the 8th annual "beat the banana" fun run. Organized by the World Cancer Research Fund, the event is held to raise awareness that most incidences of cancer can be avoided by changes to peoples' lifestyles, and to provide community support.

Edelman provided pre- and post-event services, along with event management on the day and a school outreach program. A group of 8 Edelman employees, including a father and son team, participated in the races and raised funds that were donated to the cause. A total of 91 pieces of media coverage were attained. This year's event saw a record number of participants, due to the addition of a 1km kid's race, with a 60 percent increase in participation. A record HK\$1.7 million (US\$ 219,000) was raised for the World Cancer Research Fund, a result of private donations and the initiative of Wellcome. Wellcome, the largest and most recognized chain of supermarkets in Hong Kong, has sponsored the event for two years.

We Work With Clients to Address Global Challenges

Our Work in Asia Pacific, Middle East & Africa

Edelman Teams up with The Economist Intelligence Unit to Feed the World / Edelman Hong Kong

Client: *Economist Intelligence Unit*

Our charge: Edelman is working pro bono as the official PR agency for the Feed the World Conference held in Hong Kong.

Our response: Edelman provided pre- and post- media support to the Economist Information Unit as well as event day support in order to publicize a conference being held to discuss issues relating to food security. Industry leaders, Government ministers, donors, aid agencies and representatives of the research community gathered to collaborate to deliver improved nutrition and sustainable agricultural markets. The conference looked into the causes of slow agricultural growth in recent years and challenges that face sustainable growth of the agricultural sector, such as water shortages and climate change. The summit also gathered discussions around how land reform can become part of the process to improve agriculture and the potential effect technological change will have on food supply. Given supply and demand challenges, agricultural supply can be sustainable within the next 20 years with improved technologies.

We Work With Clients to Address Global Challenges

Our Work in Asia Pacific, Middle East & Africa

Enhancing the Work-Life Balance for Mothers and their Families / Edelman Tokyo

Client: Tetra Pak Japan

Our charge: To develop a CSR program to bring Tetra Pak Japan closer to its consumers, while reaching B2B customers and building a broader awareness of the brand.

Our response: Tetra Pak Japan wanted to aim higher and develop a CSR program that would have a longer lasting effect on children and their families. Through extensive research regarding the Japanese environment, Edelman found that women's social and economic position is still very low, despite the country being ranked third in gross domestic product. This research result was one of the key factors after many discussions, for Tetra Pak to develop a CSR program that directly involved mothers along with their children. In 2012, two programs were launched: one promoting a healthy lifestyle for children (to tackle the decrease of physically active children) called the "Waku Waku Challenge Project", and the other promoting children's independence through a cooking class called "Kids i-cooking". A total of 27 events were held (and planned) in the latter of 2012. Nearly 3,500 mothers and children participated in these events, and less than 50 percent of them had knowledge of Tetra Pak as a company and its purposes. However, the post-event survey revealed that 89 percent of the participants were better educated about Tetra Pak, with a 94 percent satisfaction rate, stating that they would like to take part in these events again.

We Work With Clients to Address Global Challenges

Our Work in Asia Pacific, Middle East & Africa

Creating a Smoke-Free Future for Workplaces in China and the United States/ Edelman China and Edelman United States

Client: The China-United States Partnership on Smoke-free Workplaces

Our charge: Help engage key stakeholders to develop an effective public-private partnership on smoke-free workplaces and raise awareness about the need to expand smoke-free worksites in China and the United States.

Our response: Edelman helped recruit influential companies from China and the U.S. to join the non-profit partnership or to publically endorse it. Leveraging a joint statement issued by China's Ministry of Health (now the National Health and Family Planning Commission) and the U.S. Department of Health and Human Services, Edelman also helped launch the partnership by conducting Chinese-language media relations and by providing on-the-ground support for the official launch event. The announcement resulted in 62 American and Chinese companies endorsing the partnership; 200 guests from media, government, corporations and health-related bodies in attendance at the launch; and 100 key stakeholders attending a roundtable session on the partnership. The launch event was also live-webcasted and generated 50 media placements in China, including in *The Global Times*.

We Work With Clients to Address Global Challenges

Our Work in Asia Pacific, Middle East & Africa

Leveraging Content and Storytelling for Improved Education in Cambodia / Edelman Sydney

Client: SeeBeyondBorders

Our charge: SeeBeyondBorders is a non-profit organization that provides Cambodian children access to quality learning at school. Edelman worked to help SeeBeyondBorders raise their profile and engage donors and sustainable funding partners to continue to improve the quality of education for Cambodian children. Ultimately, the program aims to alleviate poverty through education.

Our response: Edelman leveraged in-house expertise to help SeeBeyondBorders build a creative and compelling narrative to engage prospective donors via social media and video. First, Edelman conducted an audit of existing digital content, redesigned the organization's YouTube, Facebook and LinkedIn banners, and made recommendations for updating their social media assets with highly engaging visuals. Edelman will also design a Facebook tab that highlights the work of SeeBeyondBorders and features a new video. Intended as a first touch point for potential funding partners, donors and volunteers, the video will demonstrate the need and how donors and volunteers can make a sustainable difference.

Edelman also provided SeeBeyondBorders with presentation training to help them deliver even more effective pitches for prospective funding partners and donors. Over the next few months, we will also provide content capture training for SeeBeyondBorders to make sure volunteers have the necessary knowledge and resources to create meaningful content and continue engaging citizens.

We Work With Clients to Address Global Challenges

Our Work in Asia Pacific, Middle East & Africa

Campaign Against Bonded Labor In India / Edelman Delhi

Client: International Justice Mission

Our charge: Identify and sensitize important stakeholders on the issue of bonded labor, conceptualizing the campaign and supporting its launch among media and stakeholders.

Our response: Edelman supported the launch of “Bandhua 1947,” an advocacy campaign to bring the issue of bonded labor to the forefront of public consciousness and spread awareness about the plight of the victims. The campaign was created to lend a distinct identity to a consortium of human rights NGOs working on the issue. It successfully launched in the presence of policymakers, key influencers and civil society, reaching out to more than 15 million users through Facebook and Twitter. The Facebook page saw added more than 6,500 new fans in less than a month. Among the prominent influencers and decision makers who supported the campaign were Dr. Shashi Tharoor, Minister of State for Human Resource Development and one of India’s most influential tweeters, who tweeted more than once in support of the campaign.

We Work With Clients to Address Global Challenges

Our Work in Asia Pacific, Middle East & Africa

Creating Awareness about Cleft Lip in India / Edelman India

Client: Smile Train

Our charge: Develop a communications campaign that leverages Smile Train's charity partnership with Wimbledon and raises awareness about Smile Train and cleft lip.

Our response: Edelman developed an integrated communication and outreach program to engage diverse stakeholders, including the political community, media and online influencers. We helped create buzz before, during and after Wimbledon through sustained media coverage for Pinki Sonkar's appearance to toss the coin at the Gentlemen's Singles Final at Wimbledon 2013. Edelman's team reached out to key policymakers and politicians to garner support for the cause and for conducting cleft lip surgery in their respective constituencies. A total of 288 media impressions were generated across print, broadcast and online outlets. The social media campaign reached out to approximately 150,000 twitter accounts and 25 influencers. Coverage generated by Edelman included articles in The Times of India, The Indian Express and The Hindu, as well as a feature on CNN-IBN.

We Work With Clients to Address Global Challenges

Our Work in Latin America

Supporting Education and Educators / Edelman Significa

Client: Instituto Claro

Our charge: Claro Institute works to improve the quality of education in Brazil by promoting educator training in the appropriate use of information and communication technologies and by encouraging social entrepreneurship. Edelman Significa is charged with supporting Claro Institute through a multidisciplinary approach that integrates brand attitude, communication and digital presence.

Our response: The team provides content making interviews, reports and infographics to the Institute's website and social networks, where trends in education and technology, as well as projects led by the Institute are covered. So far, the site has reached about 500 000 people. Over 1,000 articles and blog posts have been produced, and content has become reference material for education, technology and entrepreneurship. Edelman has also taken part in shaping important projects of the Institute—such as the Campus Mobile—the development of apps focused on entrepreneurship and social technologies and the organization of an Open Call to finance projects in social and cultural areas.

Alleviating Hunger and Poverty / Edelman São Paulo

Client: UNAS (União de Núcleos Associação e Sociedades dos Moradores de Heliópolis e São João Clímaco)

Our charge: UNAS is a local organization that has been working for more than 30 years to alleviate the burden of hunger and poverty in the district of Heliopolis in São Paulo. Edelman Significa has partnered with them since 2012, to help them eliminate hunger and poverty.

Our response: Edelman has designed a full communication strategy for the organization, starting with an update of its positioning, identifying key stakeholders and determining communication goals for each, and culminating with the creation of guidelines for communications pieces. The next step is support for implementation.

We Work With Clients to Address Global Challenges

Our Work in Latin America

Dress for Success to Empower Women in Vulnerable Situations / Edelman Mexico

Client: Dress for Success

Our charge: Dress for Success is an international association that promotes women's economic independence, especially for those in a vulnerable/disadvantage situation, and was in need of additional visibility to attract more donors and support its mission.

Our response: Edelman Mexico has helped the founder attract more benefactor companies to support the association's activities and coordinates media interviews to promote its mission.

Support for Milagros Caninos in Mexico / Edelman Mexico

Client: Milagros Caninos

Our charge: Milagros Caninos is one of the only shelters in the world set up to treat and care for mistreated, abused or even tortured dogs. The organization needs additional visibility for its mission.

Our response: Through our relationship with Nestlé, the organization's founder approached Edelman to request support for fundraising and obtaining corporate sponsorships. The Shelter is the home to one of the most famous dogs in the World, "Lemon Pie," a double amputee. Lemon Pie has been featured in numerous TV, radio and online media outlets around the world, including CNN and Oprah Winfrey. The foundation already has a major following (45,000 followers on Facebook) and includes many celebrities. Edelman's role includes generating digital buzz, helping the organization set up traditional media interviews and promoting visits to the shelter as well as cash and product donations..

We Work With Clients to Address Global Challenges

Our Work in Europe

Global Communications Support for Malala Yousafzai & Family / Edelman London

Client: Malala Yousafzai and her family

Our charge: Malala Yousafzai, the 16-year-old Pakistani campaigner for girls' rights who was shot by the Taliban, is supported by Edelman London on a *pro bono* basis.

Our response: Edelman London has been working with Malala and her family in dealing with the global media interest in her story. Edelman provides strategic communications counsel, engages with global media on behalf of the family, and operates the family's press office function. In addition, Edelman helps the family manage their engagement with the wide range of global organizations trying to contact her; in particular the huge numbers of groups seeking to give her awards or honors. We liaise with the awarding organizations, manage logistical issues and help to create appropriate photographic and video content for the awards ceremonies, which Malala is unable to attend in person.

Media Support for the Paralympics / Edelman Berlin

Client: Paralympics 2012

Our charge: This year, Edelman Berlin offered support to people with disabilities through the launch of Leidmien.de, a website developed for the 2012 Paralympics. In order to create a successful media launch, Edelman Berlin competed to find the most creative and innovative ideas in order to generate awareness and buzz for the Paralympics 2012.

Our response: Edelman succeeded in designing a concept for the event and putting together relevant mailing lists, which were then provided to the creators of Leidmedien.de. A cover letter, e-cards and a profound press mailing list were established in order to successfully approach the media. The launch of Leidmedien.de led to a significant increase in media coverage, as well as generated awareness for the event.

We Work With Clients to Address Global Challenges

Our Work in Europe

Fighting Poverty through Communications / Edelman France

Client: Emmaus

Our charge: Emmaus is a charitable organization that fights poverty and related suffering. Edelman France offered support through communications and public affairs work.

Our response: In collaboration with Emmaus, we were able to influence the agenda of last year's Presidential debates, ensuring that the fight against poverty was an important topic for the candidates. Edelman also helped Emmaus continue this momentum in the first key months of the Hollande Presidency.

Launching the New Global Reporting Initiative Guidelines / Edelman Paris

Client: Global Reporting Initiative (GRI)

Our charge: Edelman's Business + Social Purpose practice offered pro bono support to GRI and their efforts to revise their strategic positioning, launch their new G4 reporting standard, and prepare for their biannual global conference in Amsterdam.

Our response: Edelman Paris, in collaboration with Edelman Amsterdam, provided strategic communications support to GRI and was the official communications partner of the GRI conference. This conference drew more than 1,600 sustainability leaders and practitioners and more than 40 journalists to Amsterdam.

We Work With Clients to Address Global Challenges

Our Work in Europe

Support to Local Children's Hospice / Edelman Munich

Client: Mobile Children's Hospice Munich

Our charge: Elevate the organization's visibility.

Our response: Edelman Munich has been supporting AKM (Mobile Children's Hospice Munich) with their expertise for the last two years. This year's support included various communicative activities: Edelman invited media to the inaugural visit of AKM's new patron, Minister of State in Bavaria. Also, AKM could secure a new ambassador, German actor Günther Maria Halmer, who was also presented to the public. Further support included the communication around Christine Bronner, founder of AKM, being awarded the Prix Courage as well as ongoing counsel on possible PR and social media activities.

Delivering Europe's Energy Transition / Edelman Brussels

Client: WWF

Our charge: WWF's goal was to meet policy-makers and business leaders in order to help all stakeholders reflect on different strategies to undertake Europe's energy transition.

Our response: Edelman Brussels organized two round tables to debate climate and energy policy. The discussions identified how different considerations of economic competitiveness have influenced the formulation of proposals made thus far. In particular, participants considered the question of whether there is a trade-off between competition driven by innovation in renewables, and competitiveness driven by low-cost fossil fuel energy. The roundtables helped outline which players favor what strategies to maximize synergies between affordability, security and sustainability of renewable energy. After initial presentations by senior speakers, including leaders from London School of Economics, Cambridge Programme for Sustainability Leadership and Imperial College London, policymakers and business leaders from the energy sector and energy-intensive industries contributed to the debates.

We Work With Clients to Address Global Challenges

Our Work in Europe

Commitment to the Worker's Welfare Organization / Edelman Frankfurt

Client: Worker's Welfare Organization

Our charge: Edelman Frankfurt committed to a long-term pro bono partnership that resulted in several skilled work projects during the past year. The projects were mostly targeted at the NGO partners, but also the organization itself.

Our response: In numerous working sessions, a group of Edelman PR professionals reviewed the NGO's existing PR materials and created a presentation that helped to find fundraising partners. Edelman Frankfurt also hosted a workshop, which included school students in the neighborhood that installed pupil arbitrators for disputes. The aim of the workshop was to develop an internal communications plan for the school in order to raise awareness for the arbitrator program and improve the image of the arbitrators. As a result, they planned and created three large posters that will be placed on school grounds.

We Work With Clients to Address Global Challenges

Our Work in Europe

“Is Meat Consumption Still Acceptable Today?” / Edelman Frankfurt

Client: German Poultry Association

Our charge: Criticism of the poultry sector has reached all-time highs in Germany, focusing on issues such as animal welfare or antibiotic treatment and product safety. Edelman set out to raise awareness for the positive performance of the German poultry industry. This industry applies the highest quality standards and consistently delivers a prime product – healthy, safe and produced in a sustainable way.

Our response: Edelman Frankfurt worked to steer the emotional debate to a fact-based and objective level. We set up an integrated communications campaign through a multi-stakeholder dialogue on the question, “Is meat consumption still acceptable today?”. The event aimed to initiate a meaningful and personal dialogue between the industry and its key stakeholders. A well-known German philosopher opened the event with a keynote speech on the ethics and moral of food. This was followed by an interactive panel discussion with key representatives of all stakeholder groups—politicians, animal protection activists, journalists, scientists, vegans—and a Q&A session. The event was summarized visually by Edelman STUDIOS in order to share key messages and results of the discussion with a broader group of stakeholders. The overarching communications strategy is based on the online **consumer campaign** “10 theses on poultry farming in Germany”, including political events, advertorial supplements in retail magazines, media relations and more.

We Work With Clients to Address Global Challenges

Our Work in Europe

Celebrating International Women's Day / Edelman Italy

Client: Italian Alliance Against Ovarian Cancer (ACTO)

Our charge: Edelman Italy celebrated International Women's Day in support of the Italian Alliance Against Ovarian Cancer (ACTO). Edelman Italy set out to generate awareness of this event through social media outlets.

Our response: A Fundraising Plan was created, providing ACTO with ideas and suggestions on various online and offline events for fundraising purposes. Furthermore, Edelman Italy analyzed the association's website and developed a project to make it more user-friendly, effective and engaging and developed a Digital Engagement Plan to help ACTO with its social network communication on Facebook and YouTube. On International Women's Day, the Edelman team created a dedicated card for the NGO's Facebook page with the call-to-action: "March 8th. Together we are Stronger." Finally, Edelman uploaded a video of the women's testimonials onto the Association website and social media channels on World Ovarian Cancer Day. As a result, the video was displayed at the European Oncology Institute in Milan, opening the event organized by the association.

Join the Stream / Edelman Italy

Client: Sodastream

Our charge: Edelman Italy was charged with helping Sodastream and their mission to engage citizens in actively contributing to keep Italian shores clean.

Our response: Edelman Italy helped Sodastream in organizing a call to action for Italian consumers. Through a Facebook app, Italians were invited to vote a place in the country that needed to be cleaned from plastic bottles. The three most voted places have now been cleaned by Sodastream, together with the TV presenter Paola Maugeri.

We Work With Clients to Address Global Challenges

Our Work in Europe

Melanoma Foundation 2013 Calendar / Edelman Italy

Client: Roche

Our charge: Edelman Italy collaborated with Roche to help raise awareness about melanoma.

Our response: Edelman helped Fondazione Melanoma (an NGO committed to raising public awareness and supporting patients on skin cancer) to create with Roche support the “Melanoma Calendar 2013.” This calendar included photos of famous comedians from the popular Italian television series “Made in Sud.” The calendar includes simple explanations of melanoma to mark the “Time of Prevention” in 2013. After a press conference, calendars were distributed to schools, in hospitals and attached to a consumer media outlet.

Celebrating the Federation of Polish Food Banks’ 15th Anniversary / Edelman Poland

Client: The Federation of Polish Food Banks

Our charge: In honor of the organization’s milestone anniversary, Edelman Poland offered public relations support to create strategy for the event and provided communication training to underline key messages of the brand in all materials for the event.

Our response: Edelman Poland was an active participant in the planning and preparation strategy for the anniversary event. By providing training for members of the Federation of Polish Food Banks, Edelman contributed a new line of communication and key brand messages not only during event, but also for the future.

We Work With Clients to Address Global Challenges

Our Work in Europe

Changing the World by Chewing Gum in Sweden / Edelman Sweden

Client: Mars - Wrigley's Extra (Orbit)

Our charge: Help Mars put its ethical principles into action through a cause marketing program for Wrigley's chewing gum and help them pilot their program, "Oral Care Principles in Action" in Sweden.

Our response: Edelman helped formulate the program's framework, defining oral health as the cause as well as identifying beneficiaries and the NGO partner, SOS Children's Villages. The core of the program will be on-site education programs that teach 16,000 children on the importance of oral health. Edelman is helping to encourage the desired consumption: chewing. Every time someone chews Extra gum, Wrigley's will donate money to the cause as part of "Chew for Change." The project will be executed in stores, advertising and an ambassador program through paid media collaboration and in earned media.

Spreading the Word: Lucía Foundation for Pediatric AIDS in Spain / Edelman Spain

Client: Lucía Foundation for Pediatric AIDS

Our charge: Help Lucía Foundation for Pediatric AIDS (Fundación Lucía para el SIDA pediátrico) improve the living conditions of children and teenagers with HIV as well as their families. In many instances, these patients and their families experience poverty and a lack of social services.

Our response: Edelman employees have provided public relations counsel to the organization in an effort to optimize their communication strategy and tools. Furthermore, a tactical press effort and key media relationships provided the NGO with visibility, while still maintaining a low profile.

We Work With Clients to Address Global Challenges

Our Work in Europe

Parkinson's Disease Awareness in Ireland / Edelman Ireland

Client: Move4Parkinson's

Our charge: Help Move4Parkinson's, a charity that works to provide knowledge and support to those diagnosed with Parkinson's disease, in promoting their new music single and raising awareness of the Dare to Dream concert, which the charity hosted to celebrate World Parkinson's Awareness Day.

Our response: The Move4Parkinson's *Voices of Hope* Choir recorded *Something Inside so Strong* with renowned Irish singers Shay Healy and Niamh Kavanagh, the Glór Gospel Choir and the national Garda Band to celebrate World Parkinson's Awareness Day. Edelman drafted and implemented a media plan to help Move4Parkinson's raise awareness of this single, and drive downloads on iTunes.

Widespread media coverage was achieved, with a piece included in the national broadcaster's main evening television news bulletin; interviews on national radio programs Today FM and Newstalk; as well as an interview with Margaret Mullarney, the founder of Move4Parkinson's, in the national newspaper *The Irish Independent*. In addition, *Something Inside So Strong* reached the Number 1 slot in the iTunes R&B downloads chart.

Homelessness Awareness in Dublin / Edelman Ireland

Client: Depaul Ireland

Our charge: Provide Depaul Ireland, a charity that provides shelter and support for homeless people, with a comprehensive media plan for their Brightening Up Dark Situations campaign. This campaign is a community garden program in some of the most disadvantaged areas in Irish cities.

Our response: Edelman drafted a media plan for Depaul, which the charity implemented to raise awareness of the community garden initiative. Our plan recommended the addition of a celebrity gardener as program ambassador, and interviews on a number of broadcast radio programs. A link to "Bloom" Ireland's annual Gardening Festival was also suggested. The aim was to help demonstrate how simple, traditional activities like gardening can bring communities together and help brighten dark situations.

We Work With Clients to Address Global Challenges

Our Work in Europe

Helping to Raise Funds for Cancer Care in Ireland / Edelman Ireland

Client: Musgrave Group

Our charge: Edelman is once again providing PR support to our client, Musgrave Group, Ireland's largest independent retailer which runs the Musgrave Triathlon every year. Now in its 11th year, the annual Triathlon, which to-date has raised €3.3 million (US\$4.4 million) in aid of Our Lady's Children's Hospital, is expected to attract more than 500 participants through this one-day event.

Our response: As part of our work with Musgrave, each year Edelman Dublin conducts media outreach to raise awareness of the Triathlon. This includes a photo call with a well-known ambassador, and a press release, with a particular focus on the Cork region, where the triathlon takes place. The triathlon is always a huge success, with widespread media coverage achieved.

Raising Awareness of Animal Protection in Ireland / Edelman Ireland

Client: Irish Society for the Prevention of Cruelty to Animals

Our charge: This year, the Edelman team worked with Mars Ireland to develop a charity partnership with the Irish Society for the Prevention of Cruelty to Animals and other local animal shelters around the annual Pedigree Adoption Drive. Edelman Dublin is working with the organization to publicize the drive, and help accomplish its mission of encouraging Irish dog lovers to consider adopting one of the beautiful dogs waiting in their local shelter.

Our response: The latest statistics highlight that a big difference is being made. In 2008, a startling 10,094 dogs died in Irish pounds while in 2012, 4,500 dogs died in shelters nationwide. While there has been a large reduction over the past six years, there is still a long way to go and the Pedigree Adoption Drive continues to drive awareness as well as raise much needed funds for shelters in need.

We Work With Clients to Address Global Challenges

Our Work in Europe

Bettering the Lives of those Living with Dravet Syndrome / Edelman London

Client: Dravet Syndrome UK

Our charge: Dravet Syndrome UK, an independent charity dedicated to improving the lives of children and adults living with Dravet Syndrome, needed assistance with communications.

Our response: Edelman London assisted Dravet Syndrome UK in developing communications materials, communications guidance, social media support and celebrity ambassador recruitment. This activity provided invaluable support to those diagnosed with Dravet syndrome and their caregivers.

We Work With Clients to Address Global Challenges

Our Work in the United States

Education for Better, Western Union's Commitment to Education / Edelman New York

Client: Western Union

Our charge: Upon the successful culmination of Western Union's five-year *Our World, Our Family* program, Edelman was retained to develop a new, consumer-focused purpose platform that would build on past achievements and complement the evolution of Western Union's business.

Our response: Working in tandem with Western Union, Edelman used our proprietary Business + Social Purpose Social USP® process to identify Global Applied Education as social issue focus for their next generation of cause work and build the supporting strategic purpose platform, *Western Union Education for Better*. The platform boasts an initial three-year commitment to help aspiring students everywhere get the education they need to achieve their potential. It focuses on an issue that is deeply authentic to Western Union and harnesses the company's unique resources in advocacy, shared value products, cause marketing, grants and employee engagement to help increase educational opportunities worldwide. *Western Union Education for Better* was announced to great fanfare at the United Nations Education First Initiative in September 2012 and has committed more than US\$1.2 million in grants to nonprofits and NGOs that focus on increasing access to improving the quality of education worldwide.

We Work With Clients to Address Global Challenges

Our Work in the United States

Disability Label Overturned in People of All Abilities Campaign / Edelman Washington

Client: Northwest Center

Our charge: Northwest Center promotes the growth, development and independence of people with developmental disabilities through programs of education, rehabilitation and work opportunity. The Edelman MATTER team helped launch a groundbreaking campaign that leaves behind the language of charity and entitlement to boldly declare that employing people with developmental disabilities is “good for business.”

Our response: Coinciding with October National Disabilities Employment Awareness Month, MATTER created a multi-channel advertising and communications campaign which allowed consumers in Washington State to get to know personalities Preston and Diana, two employees with developmental disabilities. Their stories were presented in documentary-style advertising that demonstrate how their presence in the workplace enhances customer experience and evokes the best qualities of co-workers while contributing to overall business success. The campaign, which included broadcast, outdoor and print, followed the previous year’s new brand introduction when Northwest Center changed its logo and tagline to “People of All Abilities.” This rebrand was also guided by MATTER and led to an immediate increase in donations (more than 225 percent) for the non-profit.

We Work With Clients to Address Global Challenges

Our Work in the United States

Filtering for Good at SXSW / Edelman Washington

Client: Brita®

Our charge: After years of helping some of America's most prominent musicians reduce waste on tour and mobilize fans to kick the bottled water habit, Brita® wanted to also engage up-and-coming artists and fans. MATTER was charged with developing a program at SXSW to bring Brita-filtered water to festival-goers, and enlist musicians and fans to join the brand in the FilterForGood Pledge to reduced bottled water waste.

Our response: In just six weeks, MATTER brokered Brita's official partnership with SXSW Music to encourage a passionate community of musicians and fans to help reduce waste in Austin, Texas and beyond. We uncovered the SXSW Urban Oasis, which shared Brita's dedication to sustainability, offered guests a place to relax, recharge, recycle, and pledge to reduce bottled water waste in exchange for a free reusable water bottle and Brita-filtered water. Festival-goers eagerly participated, and we helped Brita collect pledges at SXSW two times faster than average. In addition, we created the Blooming Bottles art installation, which symbolized a commitment to conscious change. The size of the art represented the amount of plastic waste at SXSW.

Over four days, Brita prevented the waste of more than 50,000 plastic bottles from potentially ending up in landfills, and served nearly 7,000 gallons of Brita-filtered water to 18,500 Urban Oasis attendees. Additionally, the brand received approximately 20 million earned media impressions in pop culture and music outlets through Edelman's proactive media strategy leveraging partnerships with musicians, and an additional one million social media impressions during SXSW. The festival attendees showed Brita the love on social media: "@FilterForGood #pledgebrita at sxsw urban oasis...thanks for making austin more green."

We Work With Clients to Address Global Challenges

Our Work in the United States

United States Holocaust Memorial Museum's 20th Anniversary National Tour and Tribute / Edelman Los Angeles

Client: United States Holocaust Memorial Museum

Our charge: Promote and support the United States Holocaust Memorial Museum's 20th Anniversary, its four-city National Tour, and its two-day National Tribute to Holocaust Survivors and World War II Veterans.

Our response: Over the past 18 months, Edelman has worked with the Museum to execute and promote its 20th Anniversary National Tour and Tribute. The four-city National Tour and two-day National Tribute in Washington, DC, featured a mix of educational programming and workshops, family research services and artifact review with Museum curators. Each day's capstone was a tribute to Holocaust survivors and World War II veterans. Edelman created and executed a national media strategy that promoted the National Tour and Tribute, as well as the broader work of the Museum. Ultimately, the team secured 654 total pieces of media coverage, including 510 unique pieces in print, online, and broadcast outlets, and 144 additional reprints.

Thanks to a combination of earned media, advertising and intensive stakeholder outreach around the National Tour and Tribute, the Museum engaged more than 10,550 attendees, honored more than 1,800 survivors and 350 veterans, and evaluated more than 200 potential new collections of Holocaust artifacts. Surrounding the Tour and Tribute events was a comprehensive online campaign to connect new audiences with the Museum and promote 20 Actions that people can take to keep the memory of the Holocaust alive and bring its lessons forward. This combined outreach led to the identification of more than 35,000 newly engaged individuals who took nearly 116,000 actions. These new voices will be central to helping the Museum continue its work to preserve Holocaust memory during the next 20 years.

We Work With Clients to Address Global Challenges

Our Work in the United States

A Record-Breaking Shell Eco-Marathon Americas 2013 / Edelman Los Angeles

Client: Shell

Our charge: Drive attendance and media attention to Shell Eco-marathon Americas 2013 to highlight the global energy challenge and educate audiences about future energy concerns. Additionally, Edelman helped create a stakeholder engagement event to explore the complex relationship between the production and use of water, energy and food, due to the growing demand for these integral resources and the aspiration to build greater societal resilience.

Our response: Edelman worked with student teams to engage local and national media in the story of Shell Eco-marathon Americas. Edelman also secured a mix of paid advertisements, including local Houston radio promotions, to drive awareness of and attendance to the event. Ultimately Edelman surpassed all media placement and impressions goals for the campaign, achieving a 96 percent increase in audience reach from the past year's campaign. Event traffic surpassed expectations, with more than 7,000 visitors to the Shell Energy Lab at the event site.

Using Shell Eco-marathon Americas as the backdrop, Edelman worked with Shell to develop Powering Progress Together Houston, the first in a global series. The event brought together more than 65 academic experts, NGO representatives, corporate executives and policy makers to exchange ideas and collaborate on how countries, cities and organizations can become more resilient to these stresses. The day-long session also explored the innovations and new partnerships required to solve this global challenge by surfacing, testing and progressing ideas for actions on the resilient and sustainable food-energy-water nexus in Houston and other cities in the Americas.

We Work With Clients to Address Global Challenges

Our Work in the United States

Empowering LGBTQ Students to Succeed: Point Foundation / Edelman Los Angeles

Client: Point Foundation

Our charge: Point Foundation, the largest scholarship-granting organization for lesbian, gay, bisexual, transgender and queer students of merit in the U.S., hosted a concert and dinner fundraising event and needed expertise to support the event.

Our response: Edelman provided strategic media relations support and on-site event coordination. The team secured media coverage among online entertainment outlets, photo wire services and event posting websites, including *Us Weekly*, *VH1*, *The Advocate*, *Frontiers*, Good Morning America (online) and Yahoo!, to name a few. Edelman also developed a strategic communications plan. The goal was to leverage existing events and key moments to build relationships with national and local media across the country, and consequently drive broader awareness for Point.

We Work With Clients to Address Global Challenges

Our Work in the United States

Helping Taco Bell Foundation for Teens “Achieve Más” Edelman Los Angeles

Client: Helping Taco Bell Foundation for Teens

Our charge: As part of its work as the AOR for the Taco Bell Foundation for Teens, Edelman was tasked with supporting the PR and Digital efforts designed to amplify their message of inspiring and enabling teens to graduate from high school and achieve their personal best.

Our response: Edelman launched new social channels (Facebook, Twitter and Instagram), and a new website for the Foundation, driving awareness for and engagement with the Foundation and highlighting impact stories of teens helped by Foundation grants. An integrated team from LA and Washington, DC highlighted the Foundation’s community impact by supporting local programming in Los Angeles, Atlanta, Seattle, Indianapolis and other markets via traditional and social media. In spring 2013, the team strategized and executed the launch of Graduate for Más, a redesigned program from the Taco Bell Foundation for Teens that provides the tools, support, community and local resources students need to stay on track to graduate. Working with TBFT partner Get Schooled and MTV, the team coordinated a surprise rally at T.C. Williams High School in Alexandria, VA with actor – and TBFT celebrity ambassador – Mark Wahlberg and MTV News VJ, Sway Calloway. The two shared their stories and encouraged students to promise to graduate with Graduate for Más. Immediately following the rally, Edelman coordinated a listening tour on Capitol Hill, and continues to drive influencer and teen engagement in programs via social channels, earned media outreach and stakeholder engagement.

We Work With Clients to Address Global Challenges

Our Work in the United States

Empowering National CASA for Children on Social Media / Edelman Los Angeles

Client: The National CASA Association is a network of 933 programs that recruit, train and support volunteers to advocate for abused and neglected children in the courtroom and beyond. National CASA's mission, together with its state and local members, is to support and promote court-appointed volunteer advocacy so that every abused or neglected child can be safe, establish permanence and have the opportunity to thrive.

Our charge: Edelman supports the National CASA Association through a number of stakeholder engagement and media relations efforts designed to elevate awareness of the organization and ultimately drive fundraising and volunteer engagement. As part of the team's ongoing work, Edelman was asked to develop an educational session at National CASA's annual conference to help demonstrate how local CASA programs can use social media to raise awareness of the organization's mission, values and benefits.

Our response: As National CASA's seminal event gathering more than 1,200 staff, board members, volunteers, judges, attorneys and other child welfare professionals, the team knew that the conference would draw an exceptionally diverse audience so Edelman Digital developed a presentation that could resonate with all of these groups. Using examples from the Facebook and Twitter environment, the team gave a tutorial focused on how social media could be used to tell the amazing stories coming out of each of the CASA programs and ultimately ladder back to the organization's social media goals of awareness and engagement. The presentation also featured tips and ideas on how to use the CASA brand to strengthen and unify their message, branded storytelling, content strategy, and how to handle any issues that arise on social media. The two-hour breakout session was well attended and received positive feedback from attendees as an engaging, informative and useful session.

We Work With Clients to Address Global Challenges

Our Work in the United States

Spotlighting a Los Angeles Treasure: TreePeople / Edelman Los Angeles

Client: TreePeople

Our charge: Increase public visibility of pro-bono client TreePeople, a nonprofit dedicated to transforming the Los Angeles cityscape to a more sustainable model, by engaging local media to tell the organization's 40th anniversary story.

Our response: Edelman invited a Los Angeles Times features reporter to visit TreePeople headquarters on two separate occasions. During her first visit the journalist interviewed Andy Lipkis, founder of TreePeople, and looked through the TreePeople archives. During her second visit the journalist shadowed a student group on an "Eco-Tour" to learn about the effects of a cityscape on rain water drainage. The reporter has indicated that a feature story is planned for the August timeframe, for a potential 9.5 million combined print and online impressions.

A Night to be Remembered: CoachArt "Gala of Champions" / Edelman Los Angeles

Client: CoachArt

Our charge: Support the CoachArt "Gala of Champions" by securing media coverage, driving attendance of the gala and providing on-site event support.

Our response: Edelman crafted targeted pitches for local and national media, resulting in 10 unique earned media placements, including with *The Beverly Hills Courier*, MSNBC and Yahoo! News. Overall, coverage was spread among online entertainment outlets, photo wire services and event posting websites, with a uniformly positive tone. The Edelman team also provided social media guidance and best practices to help drive awareness and attendance. The fundraising event was held at the Beverly Hills Hilton, was hosted by TV-personality Justin Willman and featured performances from Katrina Parker and Justin Hopkins, contestants on NBC's hit show "The Voice." Attendees included the likes of Molly Ringwald, Jon Bernthal, Quinton Aaron, Shondrella Avery and Jenno Topping and featured live performances from CoachArt mentors and students. The Edelman team provided on-site support to help manage talent arrivals, red carpet photos and guest check-in. The event raised more than US\$825,000.

We Work With Clients to Address Global Challenges

Our Work in the United States

Carrying the Torch for Dallas 2024 / Edelman Dallas

Client: Dallas 2024 Committee

Our charge: Edelman, together with the team at MATTER, has been working closely with the Dallas 2024 Committee to prepare the city's bid for the 2024 Olympic Games.

Our response: Edelman continues to provide strategic counsel related to developments with the U.S. and International Olympic Committees. Additionally, the team has helped the committee develop messaging for its official bid, and supported its efforts to engage the community and garner local support for the event.

Driving Startup Opportunities in North Texas / Edelman Dallas

Client: The Dallas Entrepreneur Center

Our charge: Edelman is working with three local entrepreneurs to create a new startup resource center in the city. Building on the wealth of resources available in the market— incubators, accelerators, educators and corporate mentors, The Dallas Entrepreneur Center offers a physical location where startups can access mentors, training opportunities and other resources.

Our response: In addition to helping craft the center's messaging and building its media and community engagement strategies, Edelman led local media activities for the center's soft launch and secured coverage in multiple outlets, including three stories in the *Dallas Morning News* the day of the launch itself.

We Work With Clients to Address Global Challenges

Our Work in the United States

Edelman Helps Spark Opportunities for Dallas, Texas / Edelman Dallas

Client: Dallas Regional Chamber

Our charge: For the past year, Edelman Dallas has worked closely with the Dallas Regional Chamber to help revamp the organization's current messaging and increase awareness about how it works with organizations that are in the area or considering a move to Dallas.

Our response: For the past year, Edelman Dallas has worked closely with the Dallas Regional Chamber to help revamp the organization's current messaging and increase awareness about how it works with organizations that are in the area or considering a move to Dallas.

Chicago-Area Leadership Collaborates to Issue Corporate Sustainability Report / Edelman Chicago

Client: Global Philanthropy Project, Civic Consulting Alliance and members of the Mayor's Green Ribbon Committee

Our charge: Increase the visibility of Chicago's corporate sustainability work and enhance the region's reputation as a place where sustainable companies can thrive.

Our response: Edelman Chicago's Business + Social Purpose practice collaborated with the mayor's [Green Ribbon Committee](#), [Metropolis Strategies](#) and the [Civic Consulting Alliance](#) to release a collective report, "[Building a Sustainable Region: Innovative practices from Metro Chicago's Global Corporations.](#)" Edelman's primary role was to research and develop the report's content alongside Fortune 200 companies headquartered in Chicago—a collective informally known as the Chicago Corporate Sustainability Working Group. Throughout the engagement, Edelman grew the number of corporate participants to 24, built a microsite in partnership with the city and pitched the finished report to select media.

In addition to securing placement in the [environmental press](#), Edelman facilitated a positive reception of the report by the region's civic elite. The City of Chicago leveraged the report through its chief sustainability officer's public appearances and organizations and socialized the report throughout key networks of influencers and thought leaders. The working group has since invited Edelman to join and collaborate on subsequent projects.

We Work With Clients to Address Global Challenges

Our Work in the United States

Creating Change in the Democratic Republic of Congo / Edelman Seattle

Client: Theo Chocolate

Our charge: Generate awareness of Theo Chocolate's new line of chocolate bars made from 100 percent Congolese cocoa. Some proceeds are donated to Eastern Congo Initiative (ECI), founded by Ben Affleck to help create economic opportunities and improve livelihoods.

Our response: The launch of Theo's Congo chocolate bar series coincided with the release of Ben Affleck's film "Argo," which generated significant Oscar buzz. The Edelman team leveraged Affleck's initial press junket for the film to highlight the Theo-ECI partnership, notably during appearances on [ABC Nightline](#), [CBS This Morning](#), [Good Morning America](#) and [The Tonight Show with Jay Leno](#). As part of Edelman's media engagement strategy, the team also collaborated with Theo designers to develop an [infographic](#) that colorfully illustrated the Congo bar impact story. Outreach efforts garnered local and national coverage in business, trade, and consumer outlets. Additionally, Edelman secured deskside briefings in New York City with Theo CEO Joe Whinney and 16 editors at top consumer publications, including *Food & Wine*, *InStyle*, *Redbook*, and *Men's Health*, to raise awareness for the Theo brand and Congo bar series, underscoring the company's commitment to quality and sustainability.

We Work With Clients to Address Global Challenges

Our Work in the United States

eBay's New Approach to Fine-tuning its Technical Infrastructure / Edelman New York

Client: eBay Inc.

Our charge: Support the launch of eBay's first-of-its-kind approach to holistically measuring the performance, cost, environmental impact and revenue of the technology powering ebay.com. Through this launch, we were also charged with igniting an industry-wide discussion about measurement and the business value of technical infrastructure, which web-based companies (like eBay Inc.), rely on to deliver digital services.

Our response: We partnered with eBay Inc. to launch a media campaign around the release of the **Digital Service Efficiency (DSE) metric**—the new methodology developed by eBay to measure the full productivity and efficiency of its technical infrastructure (i.e., eBay's data centers, computer equipment and software). This new approach was released with a white paper and keynote speech at The Green Grid Forum. Coupled with media outreach efforts, the launch resulted in widespread coverage by business, technology and data center publications, which credited eBay with leading the charge to be transparent and challenged other technology companies to follow suit. It was a moment that changed industry standards and sparked a broader conversation about measurement, transparency and how to calculate the value of IT infrastructure and operations.

We Work With Clients to Address Global Challenges

Our Work in the United States

Prescription for Child Safety: Put Medicines Up and Away and Out of Sight / Edelman Washington D.C.

Client: Consumer Healthcare Products Association

Our charge: Raise awareness and increase conversations surrounding the importance of safe medicine storage in an effort to ultimately reduce the number of young children—roughly four busloads each day—who end up in emergency departments every year after ingesting medicines or vitamins while their parents or caregivers were not looking.

Our response: In 2013, Edelman helped the association’s Educational Foundation and Centers for Disease Control, in partnership with the **PROTECT Initiative**, launch the “Share Your Place” social media photo sharing pilot as an extension of the “Up and Away and Out of Sight” educational program. Recognizing the growing trend that many parents of young children enjoy sharing photos on social media channels such as Instagram, Twitter and Facebook, the goal of Share Your Place was to spark deeper, more visual conversations around the topic of safe medicine storage by encouraging parents and caregivers to share photos of “their place” at home where they store medicines and vitamins. The launch also aligned with National Safety Month, an annual observance that aims to educate and influence behaviors around leading causes of preventable injuries and deaths. Just one week after the launch, the program generated seven blog posts, 33 photos collectively on Twitter, Instagram and Facebook, 109 mentions on Twitter and Instagram and 521,450 Twitter impressions.

We Work With Clients to Address Global Challenges

Our Work in the United States

National Day of Civic Hacking: Reigniting Civic Duty through Civic Innovation / Edelman Silicon Valley

Client: SecondMuse

Our charge: Improve communities through civic hacking.

Our response: In partnership with SecondMuse, Innovation Endeavors, Intel and Code for America, as well as with support from the U.S. White House, Edelman managed a full-fledged media effort pushing the National Day of Civic Hacking into more than 95 neighborhoods and cities across the U.S. over two days in June 2013. The initiative was the largest-ever mass collaboration of civic hackers in the U.S. Edelman crafted and raised visibility for the national narrative with a collaborative press release, focused reporter pitches, aggressive influencer and reporter outreach and organic social media engagement. With expert spokespeople ranging from the first Chief Data Officer in the U.S. to the head of Intel Labs and the Open Innovation program manager for NASA, the National Day of Civic Hacking changed the game of civic duty and transformed it into civic innovation with more than 11,000 engaged individuals.

Edelman's support garnered 44 pieces of coverage from outlets such as VentureBeat, Mashable, Fast Company and Politico. Our digital efforts resulted in more than 55 million potential Twitter impressions and grew the initiative's following by more than 400 percent each week. The initiative's hashtag, #hackforchange, was a trending Twitter topic in the U.S. on the event day. The National Day of Civic Hacking not only challenged and evolved the current notions of civic duty – it validated the importance of civic hackers and brought their positive impact into mainstream media and audiences across the world.

We Work With Clients to Address Global Challenges

Our Work in the United States

Support to Brainfood Initiative / Edelman Washington D.C.

Client: Brainfood

Our charge: Edelman provided a year of pro bono communications and volunteer support to [Brainfood](#), a local youth development organization that uses food as a tool to build life skills for area teens.

Our response: As part of our work in the 2012-2013 fiscal year, the D.C. office offered public relations support and expertise to the organization. This volunteer effort included, but was not limited to, hosting a number of workshops for teens on public speaking, resume writing and interviewing, conducting a media audit and leading a baseline perceptions audit, and supporting events through media outreach. In total, Edelman employees volunteered 784 hours for Brainfood.

We Work With Clients to Address Global Challenges

Our Work in the Canada

Promoting Digital Health Tools to Save Lives / Edelman Toronto

Client: Canada Health Infoway

Our charge: Build awareness and support for digital health in Canada and its power to improve the health care experience for consumers across the country. Currently, few Canadians are accessing the full potential of digital health, including booking appointments online, accessing their personal health information and communicating with their health care providers virtually.

Our response: We developed the “Better Health Together” campaign, an empowering idea that engages members across the healthcare continuum to build awareness of digital health. It points the way to a larger concept – that through digital health, Canadians can become more active members of their own health care, working with their care team. The multi-pronged campaign - told through the voice of Canadians - included consumer and professional health organization engagement, a national advertising, social and media relations campaign, as well as an educational online resource.

We Work With Clients to Address Global Challenges

Our Work in the Canada

5,000 Bikes for Students in Ghana / Edelman Toronto

Client: Mondelez, Cadbury Bicycle Factory

Our charge: Edelman Canada was tasked to create awareness for the Cadbury Bicycle Factory program through traditional and social media, and show the impact this program has made on the lives of Ghanaian students over the last five years.

Our response: In 2013, Edelman implemented an impactful social campaign to support the Cadbury Bicycle Factory, supported by leveraging the success of the 2012 program and expanded our audience through an impactful social campaign, supported by targeted traditional media outreach. We created a dynamic partnership with the Yummy Mummy Club, an online community and blogger network targeted to Canadian mothers, to showcase the depth of the Cadbury Bicycle Factory and demonstrate the impact this program has had on Ghanaian students. Our spokesperson strategy was to leverage spokespersons who would share perspectives on the impact of the program from both the Canadian and Ghanaian viewpoints. These were used to represent both the Canadian and Ghanaian perspectives, leveraging relevant spokespersons to create unique media angles and personalized accounts of how the Bicycle Factory has helped the Ghanaian community.

Our targeted media outreach generated 3.5 million impressions, surpassing the program goal. Coverage appeared in top-tier outlets such as the *Huffington Post*, *Metro* and *Global Morning*. Social media results are still to come from our partnership with the Yummy Mummy Club and we are confident that they will surpass our client goals as well. With the help of Edelman, The Cadbury Bicycle Factory reached its goal and was able to rally Canadians to virtually build 5,000 bikes for students in Ghana, increasing their access to education and in turn, a brighter future.

Business Continuity for Premium Client Service

As a global business, we must be prepared to maintain our ability to serve clients even in the face of external events that could disrupt normal business operations. While we never want our business to be disrupted for an unacceptable period of time, we recognize that natural disasters, war and other events happen outside our control. Our goal is to maintain or restore as quickly as possible our customary premium level of service despite extreme weather events or other external forces.

Edelman's Business Continuity Program is now a fully operational platform that provides a Business Continuity Team in each Edelman office. In just 18 months (from October 2011 to April 2013), the Business Continuity Team has developed two plans for each office based on incident recording and recovery planning. Since then, nearly 400 employees, representing every Edelman office, have been trained on the Business Continuity Program.

In 2013 alone, some of our offices encountered flooding, toxic clouds, fires, hurricanes and other severe weather situations. Our response to each incident has demonstrated that the plans are an effective way to restore operations if a disruption occurs. Each incident also provides additional learning opportunities. The plans will be further enhanced as necessary to help make sure every office is prepared to maintain business continuity in adverse situations.

Going forward, the Business Continuity Team will challenge each office with tabletop exercises and structured walkthroughs, strengthening our readiness. The team will monitor these annual exercises and plan updates to make sure the program continues to provide the resources and preparedness necessary to preserve business continuity in a changing world.

(the following section includes a snapshot of citizenship around the world, as voiced by some of Edelman's senior leaders)

Citizenship Around the World

"I estimate that 95 percent of our work in the Middle East over the last five years has included a citizenship focus. Citizenship is enormously important to our clients, whether multinational corporations or national governments. For instance, in some locations, part of being a good citizen is having pride in your country, getting educated and participating in community activities."

Iain Twine - Manager of Operations in Southeast Asia and Australia (former General Manager, Middle East and Africa)

"Our responsibility to our clients is to make sure they are more successful as businesses. In many cases, citizenship is part of the equation."

Mark Hass, President and CEO, U.S.

"We have the responsibility to tell our clients about the trends and expectations the public has. We need to do it with the same kind of entrepreneurial vigor and creative rigor with which we tackle anything else."

Jackie Cooper, Global Chair, Creative Strategy

"If we're helping our clients deepen their positive impacts, we are a guide. It's not for us to say, 'this is what you must do'. But ... our methodology is very thoughtful and strategic."

Carol Cone, Global Chair, Business + Social Purpose Practice

Our Quality Commitment to Clients

Quality is a key Edelman value, a part of our 60-year heritage and an important element of our citizenship. Integrated into everything we do—whether working with clients, communities or colleagues—quality is embedded in our decisions, actions and behaviors, and reflected in our commitment to excellence and ethics. Each of us at Edelman is accountable for quality in our performance, thinking, service, people and relationships.

The Edelman Q Program ensures excellence across geographies and cultures. The program includes a dedicated Chief Quality Officer, the Edelman Excellence (E2) client satisfaction evaluation system, a network-wide training and development program and a global best practices approach to operations and service. The Q Program supports employee education and tracks quality client service to help maintain the highest standards across practices and offices. E2 scores are also an integral element of employee annual performance appraisals. Through these initiatives and others, our rigorous focus on quality in both client relationships and business operations underscores our commitment to continuous improvement and to good citizenship.

Our Quality Pledge

Together with our clients, we will be partners in dynamic, creative relationships. We will thoughtfully and responsibly identify their objectives and assemble the right mix of skills and resources to meet them. We will value their perspective and anticipate their needs. With intelligence and ingenuity, timeliness and accuracy, we will deliver informed analysis, strategic thinking, effective writing, breakthrough creative, excellent execution and sound measurement. We will be committed to the smart financial management of their businesses. We will exceed their expectations every day.

“Citizenship and quality are totally interlinked. Both involve intensely dedicated people working within dynamic, empathic partnerships to ensure excellence in service, thinking and performance. By blending these two values, we commit ourselves to acting with purpose, turning challenges into strengths, and forging new ways to make a difference.”

Janice Rotchstein, Chief Quality Officer

Suppliers

Providing quality client service extends to our supply chain. We hold our suppliers to the same ethical standards under which we operate, and which our clients expect of us.

Supplier Ethical Data Exchange (Sedex)

In 2012, we increased our commitment to monitoring ethical standards in our supply chain by joining [Sedex](#) as an AB (Supplier and Purchaser) member. Sedex is a global nonprofit membership organization dedicated to improving responsible and ethical business practices in global supply chains.

During fiscal year 2013, we completed our headquarters self-assessment questionnaire. In the coming year, we will register each of our offices and provide training so they can complete the site-specific questionnaires. This will allow Edelman's local offices to participate in the SEDEX online platform where appropriate, which enables us to self-report our labor, environmental, health and safety and business integrity practices, and assess business partners and suppliers against the same standards. Many of our clients use Sedex to ask companies to complete a self-assessment questionnaire on issues pertaining to the environment, labor, health, safety and anti-corruption as a first level of screening for potential business partners.

Supplier Diversity

Just as for our clients, it is important that we source supplies and services from diverse organizations, including minority-owned, woman-owned and veteran-owned enterprises. We believe that diverse backgrounds and perspectives strengthen our projects and our business. During fiscal year 2013, we updated our vendor certification and self-identification forms. Next year, we will focus on further developing our goals and policies in our supplier diversity initiatives to provide opportunities to minority-, woman-, disabled- and veteran-owned businesses.



Our communities span six continents, 31 countries, 67 offices and countless neighborhoods. Within those communities, we are neighbors, parents, friends and activists. We are specialists in public relations, communications, research and design. We are volunteers. And we are engaged—committed to doing everything we can to make our communities better every day.

“

Volunteer. Do work for a hospital, art or music institution or a nonprofit organization.”

Daniel J. Edelman

We Believe in Giving Back

Our Goals for Giving — Support the communities where our people live and work

Donate 15,000 hours of professional volunteering, or pro bono services (with a value of US\$2.25 million), during fiscal year 2013.

Allocate 30 percent of philanthropic resources, volunteerism and in-kind contributions annually to causes focused on ending hunger and poverty.

Increase the number of offices and employees participating in the Edelman Community Investment Grant program.

In every region where we operate, we work to make a difference. We share our unique professional talents and skills, our passion, our time and our resources. We are proud of our tradition of giving back to the community, and humbled by the generosity of our people.

To further support their involvement, Edelman has created various opportunities for employees to contribute to global causes such as ending hunger and poverty, along with local community service opportunities. From encouraging professional, or pro bono services, and general volunteerism, to the Community Investment Grant Program, we encourage and support employee involvement in causes they care about most. During the 2013 Summer of Service, for example, every full-time employee was eligible to receive four paid hours for volunteering in activities focused on ending hunger and poverty, our global philanthropy focus. We have also established global partnerships with United Nations organizations such as the World Food Program, Development Program and Population Fund, as well as the UN Foundation, a nonprofit whose mission is to support the UN.

In fiscal year 2013, we provided 30,483 hours of total volunteerism, amounting to US\$3,951,380 of cash, non-cash (volunteerism) and in-kind giving to our communities.⁴ This included sharing our professional expertise with NGOs working to eradicate hunger and poverty, and contributing our time and enthusiasm to a variety of other causes.

⁴ Based on Q1 estimate and Q2, Q3, Q4 actual. For the purposes of tracking the financial value of our volunteerism contributions, we value professional/skilled volunteerism at the employee's hourly billing rate, as an hour of skills-based volunteerism is considered to hold value equivalent to an hour of paid work. General Community Volunteerism is valued using a flat-rate, industry-standard figure, set by the Independent Sector. During FY 2012, it was set at \$21.79/hour.

Our Progress Toward A Billion + Change

15,656 professional pro bono hours, valued at \$2,347,827

In fiscal year 2012, Edelman U.S. joined A Billion + Change, a national campaign that engages major companies to pledge professional and skills-based volunteer services to “build the capacity of nonprofits to meet community needs.” We pledged 15,000 hours of professional volunteering (with a value of US\$2.25 million), and during 2013, collaborated with NGOs dedicated to eradicating hunger and poverty.

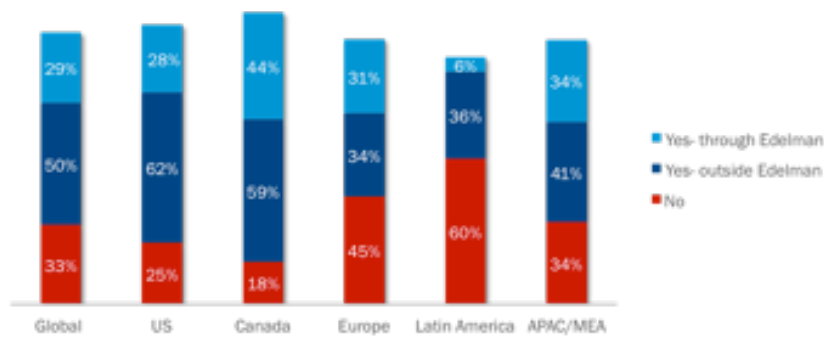
“During the year, employees donated 15,656 hours of professional volunteerism, with an estimated value of \$2.34 million. Going forward, we will support A Billion + Change as it continues to engage companies like ours to provide professional resources to nonprofit organizations. Read about some of the ways in which we supported people and communities around the world, and visit Our Heritage for an overview of our 2013 Summer of Service volunteering projects. The Summer of Service was one way we honored the values of our founder, Dan Edelman, and celebrated our 60th anniversary.

TYPE OF VOLUNTEERISM	AMOUNT
Professional volunteerism - Summer of Service	4,740
General Volunteerism - Summer of Service	5,487
Other Professional Volunteerism	10,916
Other General Volunteerism	9,340
Total	30,483

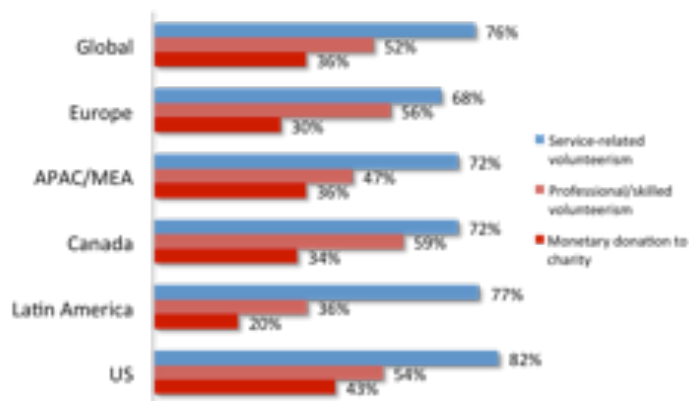
Global Citizenship Survey – Listening to Our Employees

During the year we surveyed employees to hear their perspectives on our global citizenship efforts.⁵ Among other objectives, we wanted to better understand employee awareness, perceptions and behaviors surrounding volunteerism and the

67% say they have volunteered in the community



76% are interested in service-related volunteerism



⁵ Edelman Berland conducted a global, 5-minute online survey from May 15 to May 28, 2013. Findings are based on 1,753 responses across every Edelman region.

OUR COMMUNITIES

Edelman Community Investment Grants, as well as our progress toward greater environmental sustainability.

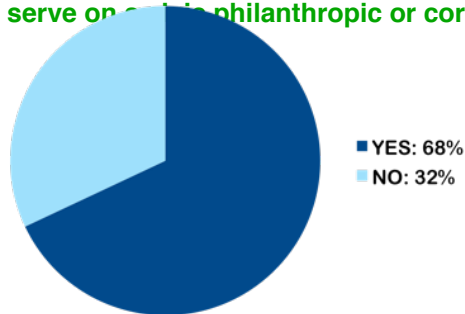
Survey results indicate that Edelman employees are more interested in general, rather than professional, volunteerism. While many are happy to donate their professional skills to nonprofit organizations, most prefer the chance to get their hands around a paintbrush or a hammer, tutor at-risk children or serve a hot meal. We have encouraged professional volunteerism for several reasons: it supports employee growth and development, differentiates Edelman as a leader and provides significant benefits to nonprofit organizations that do critically needed work. However, we understand that employees want an opportunity to do something different during their time away from the office and we are exploring ways to meet their needs while still supporting communities both with our minds and our hands.

These and other results have been shared with Edelman's local citizenship contacts around the world and will help us focus our efforts moving forward. In addition, more than one-third of employees who responded indicated that Edelman could do more to promote environmental sustainability. This was a primary driver for the GHG-related recommendations we made in fiscal year 2013.

Board Service

Also during fiscal year 2013, we surveyed employees to begin tracking how many serve on boards and for which organizations. Many respondents were vice presidents and above, but we also received responses from other employees, a reflection of the commitment to service present within many job levels and specialties throughout Edelman. Among those surveyed, a majority serve on a board of directors.⁶ While we do not yet have a complete record of our senior leaders' ongoing volunteer board service, we have begun the process and will continue tracking their involvement during fiscal year 2014.

Do you currently serve on a philanthropic or corporate board?



⁶ Conducted July 10 – 24, 2013, included 317 respondents representing all regions.

We Support Our Communities

To make sure we remain involved community citizens and to meet our annual goals for giving, we donate our professional services, our time and our resources to people and communities in need, working to lift people out of poverty, eliminate hunger and improve quality of life. This involves a focus on public engagement to multiply the positive effects of our efforts, as well as direct, hands-on support.

“Participating in Edelman’s citizenship initiatives has helped me enlarge my professional network of like-minded business contacts (i.e., suppliers and solution providers) in a completely neutral environment where all of us are helping the same good cause.”

Xavier Aerts, Senior IT Manager, Edelman London

Engaging Communities for Change in an Interconnected World

While our local giving and volunteerism will always be important to building healthy local communities, we now live in an interdependent and networked world. Information flows freely and quickly. New stakeholders make their voices heard through new media. Consumers demand greater accountability and caring. And it is no longer enough to earn a license to operate; businesses now must pursue a license to lead

Public engagement, which includes but does not end with public relations, acknowledges this expanded landscape. It enables us to operate and communicate holistically, recognizing that a single action in one channel or community will reverberate in another, potentially creating broader change. Through public engagement we can build meaningful connections—and make a difference—in a connected world. For our clients and our own firm, we are confident that this approach is a path to increased trust, changed behavior, deeper connections and business success.

We Support Our Communities

Focusing Our Efforts on Hunger and Poverty

Our focus on public engagement also means that we do whatever we can to make our world a better place. As a signatory to the [United Nations Global Compact](#), we are committed to doing our part to help achieve the eight UN Millennium Development Goals. To maximize our positive impacts and more deeply engage the hearts, minds and hands of our people, we surveyed employees in FY 2011 to determine which goal Edelman should adopt as our priority. Based on employee responses, we decided to focus a portion of our efforts on eradicating hunger and poverty, allocating 30 percent of our philanthropic resources, employee volunteerism and in-kind contributions to this issue. The remaining 70 percent would contribute to locally selected causes and organizations.

“

Employees like to do work that makes a difference. The fact we can do this in a great environment and help bring about positive change is wonderful.”

Gail Becker,
Chair-Canada, Latin America &
Western Region, U.S.

Hunger and Poverty

2013 United Walkathon / Edelman Shanghai

2013 is the second year that the Shanghai office joined the United Walkathon – A Charity Walk for Kids, organized by the Shanghai United Foundation. Seven Edelman Shanghai staff completed 50 kilometers of the walkathon, raising funds for the “One Egg A Day” program supported by the Shanghai United Foundation.

Kits for Kids / Edelman India

To commemorate International Women’s day, Edelman India partnered with NGO Salaambaalak Trust, a non-governmental organization that runs shelter homes for street children. This year, Edelman India supported the All Girls Shelter Home—Arushi—sponsoring individual school kits for each of the 35 school students for the full academic year. In addition, the students received a water cooler for safe and clean drinking water as well as dinner plates for pantry use.

Fundraising for Children in Poverty with World Peace League/ Edelman Taiwan

World Peace League collaborated with Song Song Song Children’s & Puppet Theatre to present a performance, with ticket sale proceeds going towards providing daily meals for children in poverty. All Edelman staff joined this event, and more than US\$24,000 was donated to children in poverty.

YWCA / Edelman Vancouver

Over the holiday season, Edelman Vancouver executed an annual gift exchange tradition and added a volunteer twist. Each staff member drew a name of someone in the office along with an age (5 to 13 years). The task was to purchase a new toy that their co-worker might have enjoyed at that age. All the toys, with a value of more than US\$1,000, were donated to the YWCA to support disadvantaged women and children in Vancouver. In addition, the office donated US\$500 to the Union Mission Gospel, an urban relief organization based in Vancouver’s Downtown Eastside, whose goal is to overcome poverty, homelessness and addiction.

Hunger and Poverty

Hunger Doesn't Take a Vacation/The Little Give/ Edelman Canada

Moisson Montréal serves 214 community organizations that distribute food aid to more than 140,000 individuals every month, including 40,000 children. In June 2012, the Edelman Montréal team donated their time to Moisson Montréal for “The Little Give,” under the theme “Hunger doesn’t take a vacation.” The program included digital fundraising, a picnic event and media relations. In addition, the entire team worked at Moisson Montréal for half a day sorting food items. The campaign generated 19 pieces of coverage, including 5 interviews, which resulted in 12.5 million impressions in top-tier print and radio media outlets, including La Presse, The Canadian Press, Metro Montreal, Huffington Post Quebec and 98.5. Moisson Montréal also received donations equal to US\$15,000 worth of food aid.

Feeding the Hungry/ Edelman Milan

Edelman Milan partnered with the Opera San Francesco per i Poveri, an organization that offers free assistance to the poor. In addition to meeting basic hunger and poverty needs, the Opera San Francesco helps those in trouble by listening and offering protection. Edelman Milan has volunteered at the organization’s local soup kitchen for people in need, serving more than 5,000 meals.

Meals for Meals / Edelman Frankfurt

To raise money for the World Food Program’s “school meals” program, Edelman Frankfurt invented “Meals for Meals”—our lunch break for a good cause. Employees joined together to cook, bake and grill a lavish feast and then enjoy the buffet for a donation. To make an even greater impact, Edelman invited staff from companies near the office. The event raised US\$2,670 for WFP and provided 10,000 school meals for children in need.

Brussels Marathon/Edelman Belgium

Edelman employees participated in the Brussels Marathon in support of the World Food Program (WFP). A total of 33 donations worth US \$1,502 went toward the school meals program.

Hunger and Poverty

Fundraising at Every Opportunity/ Edelman London

Edelman London hosted a bake sale, raising money for Comic Relief, a smoothie sale to benefit the World Food Programme, and an annual Poppy Appeal collection. Women from Edelman London also donated high-quality, work-appropriate clothes, shoes and handbags to Dress for Success, an organization that works to help women across the city get into the workplace.

2013 Edelman London Boutique / Edelman London

Mothers2mothers is a South African NGO with programs throughout Sub-Saharan Africa to prevent mother-to-child transmission of HIV, the number one cause of pediatric HIV. The 2012 Edelman London graduates took responsibility for spearheading the 2013 Edelman London Boutique. Edelman employees donated more than 1,000 pieces of high-end clothing, accessories and other items to the boutique. In addition to the boutique shop, the event also featured a silent auction, raffle, cake stand, bar, DJ and beautician, with the team raising overUS\$1,950 (£1,250). All un-sold items were donated to mothers2mothers for an online auction, with Edelman London raising awareness of the auction amongst UK media via a national, trade and online sell-in.

Animal Health & Welfare

Big and Small Rescue/ Edelman Vancouver

The Edelman Vancouver Director of Human Resources, Allison Arnould, co-runs Big and Small Rescue, a dog rescue service. Her goal is to save dogs scheduled to be euthanized and place them in loving foster homes until they can be adopted. Co-workers began attending her fundraising events and many have since began fostering dogs, helping them find their forever homes. To date, 13 dogs have been fostered by Edelman Vancouver employees, with 24 more through their friends and families. In just a year and a half, they have helped find homes for 240 dogs.

Edelman Seattle Cozies up with Rescue Animals / Edelman Seattle

Volunteers from Edelman Seattle participated in an annual day-long work party at Pasado's Safe Haven. Pasado's offers 24-hour rescue and rehabilitation of dogs, cats and farm animals. The Edelman team cleared brush to make room for a new duck pond, mucked horse stalls and has continued to support Pasado's through regular work parties.

Community Development

Team Edelman Paints the Town Purple for Chicago Cares / Edelman Chicago

On Chicago's largest single day of community service, the Serve- a-Thon transforms neighborhoods through volunteer projects that beautify and uplift classrooms, school libraries, playgrounds, parks and more. In an effort to contribute to this community transformation, 28 Edelman employees and interns, along with 200 to 300 other volunteers, reinvented Haines Elementary School by painting every classroom, hallway and bathroom a pleasant shade of purple.

Edelman Sends Support/ Edelman Dallas

The tornado and storms that ripped through Oklahoma and caused catastrophic damage to towns like Moore struck a chord with the Edelman Dallas office. With numerous team members who grew up in, went to school in or had family in Oklahoma, Edelman Dallas gathered supplies, including diapers, non-perishable foods, clothing and other needed items and delivered them to Moore to help with the recovery efforts.

Running on the Runway to Support Local Initiatives/ Edelman Toronto

On June 15, 2013 Edelman Toronto employees and their family members ran in the 2013 Toronto Pearson Runway Run, a unique 5km run or 2km walk benefiting local initiatives committed to making the airport's surrounding communities vital, sustainable and strong.

Bike to Close the Gap/ Edelman Brussels

Close the Gap aims to bridge the digital divide by offering high-quality, pre-owned computers donated to educational, medical, entrepreneurial and social projects in developing and emerging countries. A Brussels team attended the "Bike to Close the Gap" in Patterberg, Flemish Ardennes, Belgium. The objective was to compete against each other to raise funds for PC Solidarity, a project supporting 100 Belgian organizations working on the professional integration of underprivileged groups. Edelman Brussels supported the project with seven members and a US\$1,335 donation.

Community Development

Building our Habitat Partnership / Edelman Chicago

Edelman employees came together to develop a marketing plan for Habitat for Humanity in Chicago. In this brainstorm session, we proposed the opportunity to collaborate with Habitat for Humanity further during the inaugural #GivingTuesday initiative, a campaign designed to highlight a national day of giving at the start of the holiday season. During #GivingTuesday, 45 Edelman employees volunteered at a Habitat home building and community clean-up sites and set up a social media collaboration center where Edelman employees raised awareness and funding. Edelman continues to collaborate with Habitat for Humanity by conducting internal executive interviews with Chicagoland Habitat board members to identify communications challenges and opportunities.

Health

Edelman Team Supports Becel / Edelman Toronto

Edelman Toronto participated in the Becel Heart & Stroke Ride for Heart. The charitable bike ride attracted 13,000 participants, making it Canada's largest charity cycling event. Proceeds from the ride fund the Heart & Stroke Foundation's research, social change programs and health information initiatives. Edelman led the social component for the ride, spurring donation through shared content across multiple social channels.

Taking on Tough Mudder for Charity/ Edelman London

Twenty-three individuals from across Edelman London came together to participate in Tough Mudder UK to raise money for cancer care and research. The team trained for several months so they could run through 12 miles of mud, drag themselves over giant walls, crawl under wires, dive through ice water-filled tunnels and jump from crazy heights into mud pools. The team received contributions from across all Edelman practices, raising more than £9,000 (US\$13,680).

Race for the Cure/ Edelman Atlanta

Edelman Atlanta participated in the Komen for the Cure 5K race. Colleagues from Edelman's consumer team were activating client initiatives during the race and colleagues from across various practices joined the team, Edelman Power Walkers, to walk and run to show support.

"60 Miles or Bust" Challenge / Edelman San Francisco

In the past four years, Edelman has taken to the streets of Atlanta, Washington, D.C. and Chicago to raise funds and awareness for breast cancer. This year, 26 Edelman employees from across the U.S. embarked on another three-day journey through San Francisco to continue the fight against breast cancer. The Edelman team walked alongside 1,000 others to raise awareness. Together, the team raised more than US\$90,000 and was recognized for raising the most money overall. In the past four years, Edelman's contribution has totaled more than US\$337,000.

Youth and Social Services

Supporting the Class of 2013/ Edelman New York

Through a unique four-year partnership with Junior Achievement of New York (JANY), more than 170 Edelman New York employees mentored the 100+ students of the Manhattan Business Academy's Class of 2013, from their freshman year through graduation. Students received sustained support throughout high school via in-school teaching, annual Youth Leadership Conferences at Edelman, internships, after-school modules and the annual JANY Business Plan Competition. Many are going on to prestigious colleges with impressive scholarships. The program also garnered industry recognition with a PRWeek Diversity Distinction Commendation, and JANY is using the Edelman New York collaboration as a model for other business-school partnerships.

Preserving the Ixil Mayan Language/ Edelman Portland

The Edelman Portland office hosted Helps International, a nonprofit that works to alleviate poverty in Latin America. Over the years, Helps International has partnered with the Summer Institute of Linguistics to develop a literacy program to help preserve the Ixil Mayan language, which was previously only spoken – never captured in writing. Edelman staff helped to assemble a series of Ixil language primers for children that will be used to implement a literacy program for a small rural region in Guatemala.

Scribble Me Silly/ Edelman Toronto

The charity Scribble Me Silly Art for Kids, was founded by an Edelman employee to support the use of art to empower children who have experienced abuse. The charity's board meets in the Edelman Toronto office after hours for its monthly meetings, rather than in crowded coffee shops.

Youth and Social Services

Awareness Raising/Edelman Frankfurt

In cooperation with AWO (Workers Welfare Association) and pupil arbitrators of the Ernest-Reuter-School II, Edelman Frankfurt set out to improve the arbitrator's image and simultaneously raise awareness for their workgroup and their advantages. Edelman Frankfurt invited the pupil arbitrators of the Ernest- Reuter- School II to visit Edelman's office. Here, Edelman Frankfurt welcomed pupils between the 7th and 9th grade into our "Garden Lounge," as well as their project managers, a teacher who works for the AWO. Pupils and Edelman staff brainstormed how the arbitrators could raise awareness about themselves among other pupils at school and teachers. As a result, Edelman and the pupil arbitrators planned and created three large posters to be placed around the school grounds. This significantly helped achieve their goal of raising self-awareness.

Running for a Good Cause/ Edelman Frankfurt

As a tradition every summer, Edelman Frankfurt participates in the JP Morgan Corporate Challenge, which supports and funds handicapped sports for students. Edelman divides into three teams: runners, supporters and barbecue organizers, with each co-led by a trainee and a director.

The Gateway Center/ Edelman Atlanta

During Edelman Atlanta's recent office move, the team realized there was an abundance of hair products and donated them—more than 200 items total—to the local Atlanta Gateway Center. The Gateway Center works to end homelessness by providing the support and framework people need to achieve self-sufficiency.

Environment

Blue Trees Project / Edelman Sacramento

A magnificent living outdoor art project, The Blue Trees project was a part of artist Konstantin Dimopoulos' effort to call attention to global deforestation. It was supported by several local organizations and businesses because it called attention to Sacramento's valuable urban forest and the unique benefits of visiting our city. The project was installed for six months.

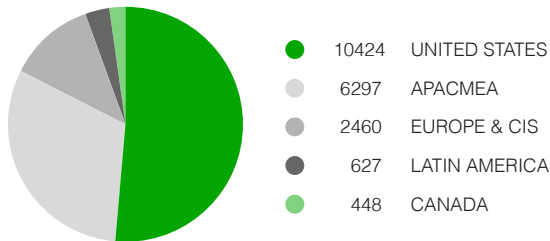
We Support Our Employees

Edelman’s commitment to its communities is visible through the volunteer work of our employees, whether through direct service and community outreach, participation on nonprofit boards and committees or grants to charitable organizations.

VOLUNTEERISM@EDELMAN: Public Engagement Service Corps

Through our Public Engagement Service Corps, we partner with leading organizations around the world that are providing critical services to people who need it the most. Our volunteerism takes two forms—professional support that brings our expertise in public relations to deserving organizations, and charitable events and general service projects that fall outside our professional expertise, but involve the donated time and efforts of our employees

VOLUNTEERISM HOURS BY REGION



TOTAL GIVING



We Support Our Employees

Supporting Our People – Edelman Community Investment Grant Program

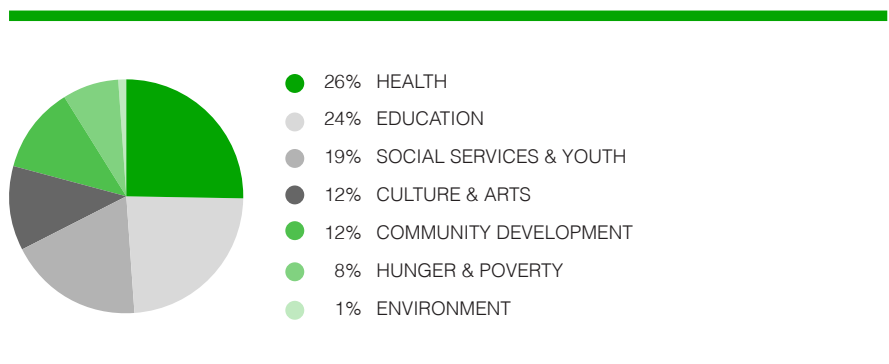
Two years ago, we launched our first Community Investment Grant program to further support employee contributions to organizations that matter most to them. The program gives Edelman employees the opportunity to receive up to US\$2,500 of funding for organizations with which they are engaged as board members or volunteers. In fiscal year 2011—the program’s inaugural year—we awarded approximately US\$150,000 to employees across all regions for the organizations they support. Since then, the Edelman Community Investment Grant program has awarded more than US\$435,000 to nonprofit organizations around the world in a number of categories:

- › **Animal health and welfare**
- › **Community development**
- › **Culture/arts**
- › **Education**
- › **Environment**
- › **Health**
- › **Hunger and poverty**
- › **Social services and youth**

COMMUNITY INVESTMENT GRANT PROGRAM 2011-2013

FISCAL YEAR	DONATIONS	ORGANIZATIONS
2011	US\$146,900	61
2012	US\$143,650	64
2013	US\$146,250	117
Total	US\$436,800	242

COMMUNITY INVESTMENT GRANT PROGRAM



We Support Our Employees

Edelman Voices — Giving to Our Communities and Our People

Q: What role does volunteerism play in an employee’s decision to join or stay at Edelman?

A: “Citizenship is so important—especially to this generation of employee. This is one of the main questions asked by employees who come in. They want to know what kind of time and financial commitment Edelman will make to them.”

Claudia Patton, Global Chief Talent Officer

Edelman Community Investment Grant Recipients FY 2013

Our employees support diverse organizations around the world, donating their time and expertise to a variety of important causes. The following narratives show how Edelman supports various organizations through the Community Investment Grant program:

- › Animal health & welfare
- › Community development
- › Culture/arts
- › Education
- › Environment
- › Health
- › Hunger and poverty
- › Social services and youth

“

Despite the fact that the European economy is going through difficult times, our people are still finding time to do pro bono work and make contributions to their local communities.”

Susan Eastoe, Chief Operating Officer - Europe & CIS

Edelman Community Investment Grant Recipients

Animal Health & Welfare

Paws Squad Canine Sports Club
www.pawssquad.ca

Project: Education & Outreach 2013

Organization: Paws Squad Canine Sports Club is founded on the principles of fun, socialization and positive training through participation in dog sports, including agility.

Impact of grant: The funds will be used to offset expenses related to participation in public demonstration and education events.

Volunteer: Elisha McCallum, Vancouver, B.C., Canada

Edelman Community Investment Grant Recipients

Community Development

DRP AmCham

www.amcham.or.id

Project: 2013 Jakarta Flood DRP AmCham activation

Organization: DRP AmCham Indonesia represents and promotes U.S. business interests and values.

Impact of grant: The funds will be used to provide rehabilitation to people and communities who have suffered a loss as a result of the flooding of the Greater Jakarta Area in January 2013.

Volunteer: Stephen Lock, Jakarta

EPIC – Engaging Philanthropy, Inspiring Creatives

www.iamepic.org

Project: Creative Rallies

Organization: EPIC empowers creative people to make social change happen in Chicago.

Impact of Grant: The funds will support the EPIC rally that scales up to more than US\$65,000 in creative pro bono services for one Chicago-area nonprofit client, affecting more than 1,500 people in need.

Volunteer: Virginia “Ginny” Tevere, Chicago, Illinois, U.S.

Edelman Community Investment Grant Recipients

Community Development

Korean American Community Foundation (KACF)

www.kacfny.org

Project: Partnership Programs

Organization: The Korean American Community Foundation (KACF) transforms and empowers communities through philanthropy, volunteerism and intercommunity bridge building.

Impact of grant: The funds will support KACF's efforts to further increase its grantee partners. The Program Officer will provide one-on-one consultation and support to the organizations, as well as recruit volunteers with specific skills set to match the needs of the grantee partners.

Volunteer: Michelle Choi, New York, New York, U.S.

NeighborWorks Rochester

www.nw.org/network/index.asp

Project: Homebuyer Program

Organization: NeighborWorks® Rochester collaborates with people and partners to strengthen, sustain and promote city neighborhoods.

Impact of Grant: The funds will benefit the Homebuyer Program. For every US\$1,000 received, one family can be helped to close on a home, two families can become educated through pre-purchase classes and one student can participate in a Financial Literacy certificate program.

Volunteer: Ariane Krenichyn, Rochester, New York

Edelman Community Investment Grant Recipients

Community Development

St. Andrew's Centre

www.standrewscentre.org.uk

Project: Vulnerable Elderly Program

Organization: St. Andrew's Church welcomes newcomers to develop friendships with one another and to reach out to those in need.

Impact of grant: The funds will support the Vulnerable Elderly Program, which provides support and companionship to elderly people living in the village who are housebound or lack the support of family and friends close by.

Volunteer: Tim Callington, London, U.K.

UNAS

www.unas.org.br

Project: SAICA Raios de Sol

Organization: UNAS develops projects, programs and services to reduce the socioeconomic vulnerability of the region.

Impact of grant: The funds will help support SAICA Raios de Sol, a shelter for 20 underprivileged children and teenagers who have experienced abandonment and violence. The funds will provide necessary resources for the children in the shelter.

Volunteer: Daniela Schmitz, São Paulo, Brazil

Edelman Community Investment Grant Recipients

Community Development

Young Ambassador for Opportunity

www.opportunity.org

Project: Annual gala fundraiser

Organization: Opportunity International provides access to savings, small business loans, insurance and training to more than 4 million people working their way out of poverty in the developing world.

Impact of grant: Funds will be allocated toward the YAO San Francisco chapter's annual fundraiser to offset event costs.

Volunteer: Allison Altdoerfer, Silicon Valley

Associação Vaga Lume

www.vagalume.org.br

Project: Amazonian communities

Organization: Associação Vaga Lume creates opportunities for cultural exchanges through reading, writing and speaking.

Impact of grant: The funds will support cultural and educational expeditions to Amazonian communities and community development initiatives.

Volunteer: Sharon Hess, São Paulo, Brazil

Georgia Center for Nonprofits

www.gcn.org

Project: Momentum Initiative

Organization: The Georgia Center for Nonprofits builds thriving communities by helping nonprofits succeed.

Impact of grant: The grant will go toward a program designed to identify the region's most persistent issues, as well as provide the research necessary to leverage a larger partnership in another Georgia community.

Volunteer: Patty Tucker, Atlanta, Georgia, U.S.

Edelman Community Investment Grant Recipients

Community Development

Lakeview Pantry (www.lakeviewpantry.org)

Project: Offsetting food costs

Organization: The Lakeview Pantry is one of Chicago's largest food pantries and works to eliminate hunger in the community.

Impact of grant: The funds will help Lakeview Pantry close the "food gap" by offsetting food costs from retailers.

Volunteer: Pauline Draper-Watts, Chicago, Illinois, U.S.

Shanghai Enrichment Community Service Centre (www.wulixiang.org.cn)

Project: The Green World – Environmental Protection Trilogy

Organization: The centre enhances community development and constructs a close society.

Impact of grant: A series of Green World environmental protection activities will provide interaction between Edelman volunteers and Bund Street Sunshine Home students. Goals include teaching students about environmental protection and helping them to develop good environmental protection habits. With volunteers, students will make items that promote environmental protection and exchange these for books for the students of Bund Street Sunshine Home.

Volunteer: Echo Xia, Shanghai, China

Edelman Community Investment Grant Recipients

Community Development

United World College of the Adriatic
www.uwcad.it

Project: Community Service

Organization: The United World Colleges brings highly motivated students together to live and learn from one another.

Impact of grant: The funds will contribute to transportation costs of the community service program, which enable students to provide community service to surrounding towns.

Volunteer: Mario Sgarrella, Abu Dhabi, United Arab Emirates

Vimukti Sanstha
www.vimuktisanstha.org

Project: Vimukti Vocational Center and Vimukti Distress Cell

Organization: Vimukti Sanstha supports underprivileged girls from urban slums.

Impact of grant: The funds will be used to develop a small-scale food industry that will provide self-employment to the girls and their mothers. Furthermore, the funds will help the organization establish a toll-free hotline number for women in distress to receive anonymous counseling on issues of sexual and mental abuse.

Volunteer: Lakshita Sogani, New Delhi, India

Edelman Community Investment Grant Recipients

Community Development

SKETCH

www.sketch.ca

Project: Community Gardens Project

Organization: SKETCH engages young homeless people to experience the transformative power of the arts.

Impact of grant: The funds will support the Community Gardens Project, which engages youth ages 15-29 who are living homeless or marginalized.

Volunteer: Lisa Kimmel, Toronto, Ontario, Canada

Special Spaces, Inc.

www.specialspaces.org

Project: Special Spaces Dream Bedroom

Organization: Special Spaces, Inc. creates dream bedrooms as a place of hope and comfort for children with life-threatening medical illnesses.

Impact of grant: The funds will help create a dream bedroom for a six-year-old girl diagnosed with leukemia.

Volunteer: Lauren Agustin, San Francisco, California, U.S.

Taiwanese American Professionals New York (TAP-NY)

www.tap-ny.org

Project: Enhance Community Events

Organization: TAP-NY strives to give back to the community through professional, social, community and cultural events, with a focus on Taiwan.

Impact of grant: Funds will be used to enhance community events and create improved experiences for community members.

Volunteer: Alex Shih, New York, New York, U.S.

Edelman Community Investment Grant Recipients

Culture & Arts

Chicago Architecture Foundation

www.architecture.org

Project: Newhouse Architecture & Design Competition

Organization: The Chicago Architecture Foundation (CAF) is dedicated to advancing public interest and education in architecture and design.

Impact of grant: The Newhouse Program introduces teenagers to the architecture, design and engineering professions. The funds will provide materials needed to stage student projects in this program, as well as materials and CAF staff time for workshops.

Volunteer: Rick Murray, Chicago, Illinois, U.S.

Chicago Children's Choir

www.ccchoir.org

Project: Reducing Tuition Costs

Organization: Chicago Children's Choir is a multicultural, multiracial choral music education organization.

Impact of grant: The funds will help to reduce tuition costs and make participation affordable.

Volunteer: Caroline Dettman, Chicago, Illinois, U.S.

Edelman Community Investment Grant Recipients

Culture & Arts

Hancock Shaker Village

www.hancockshakervillage.org

Project: *Wood Works* Special Exhibition

Organization: Hancock Shaker Village allows the public to engage in contemporary thinking on sustainability and functional design while learning about historical Shaker expressions in their work, worship and community.

Impact of Grant: The funds will support the *Wood Works* special exhibition, a juried and invitational show featuring the works of 10 to 15 regional craft persons and artisans.

Volunteer: Caroline Dettman, Chicago, Illinois, U.S.

The House Theatre of Chicago

www.thehousetheatre.com

Project: Production Funding

Organization: The House Theatre of Chicago brings high-quality, inspiring and original productions to Chicagoans at an accessible ticket price.

Impact of Grant: The House Theatre of Chicago is remounting its production of *Death of Harry Houdini*. The funds will support upgrades and additional stunts or illusions to enhance the production.

Volunteer: Erica Isaacson, Chicago, Illinois, U.S.

Edelman Community Investment Grant Recipients

Culture & Arts

NURTUREart

www.nurtureart.org

Project: NURTUREart Education Outreach

Organization: NURTUREart provides exhibition opportunities and resources for emerging artists, curators and local public school students.

Impact of grant: Funds will go toward expenses associated with Education Outreach programs, which provides art education to students in public schools that have had their art programs cut. This includes teaching artists' fees, art supplies and materials, printing of brochures and postcards and the exhibitions installation.

Volunteer: Katarina Wong, New York, New York, U.S.

Saint John Church-Baptist Performing Arts Center

www.saintjohnchurchbaptist.org

Project: Scholarship program

Organization: The SJCB Performing Arts Center recruits and trains a diverse group of students at the highest level of the arts.

Impact of grant: The center has a scholarship program to assist students with the cost of lessons. These funds will not only be used to assist our low-income and well-deserving students, but also assist in purchasing some musical instruments, supplies, equipment and music for the students.

Volunteer: Angela Hall, Chicago, Illinois, U.S.

Edelman Community Investment Grant Recipients

Culture & Arts

Underscore Theatre Company
www.underscoretheatre.org

Project: Musical Production

Organization: The Underscore Theatre Company is a team of producing artists dedicated to creating original and repurposed works of theatre, music, and musical theatre.

Impact of Grant: The funds will to help stage the production of Rocky Horror Picture show this fall by contributing to the costs of costumes, props, venue and equipment.

Volunteer: Matthew Ulm, Chicago, Illinois, U.S.

Arts Umbrella
www.artsumbrella.com

Project: Bursary Program

Organization: Arts Umbrella delivers visual and performing arts educations to young people, regardless of socio-economic circumstances.

Impact of grant: The grant will support Arts Umbrella's Bursary Program, which is designed to help lower income families overcome financial barriers of providing arts education to their children.

Volunteer: Erin Gawne, Vancouver, B.C., Canada

Edelman Community Investment Grant Recipients

Culture & Arts

Coach Art

www.coachart.org

Project: The Art of Improving Lives

Organization: CoachArt offers free lessons in the arts and athletics to children affected by chronic and life-threatening illnesses and their siblings.

Impact of grant: The funds will help purchase sports equipment and artistic supplies for CoachArt lessons, so these children can begin to feel like kids again, and not just patients.

Volunteer: James Williams, Los Angeles, California, U.S.

MOCA

www.moca.org

Project: MOCA Grants Program

Organization: The Museum of Contemporary Art of Georgia (MOCA GA) provides local contemporary artists with a global platform through which they can exhibit their works.

Impact of grant: The funds will support MOCA GA's community outreach programs, which include the Working Artist Project, Café MOCA for area high school students and DRAW @ MOCA through which people of all ages can take art lessons from one of MOCA's resident artists.

Volunteer: James Williams, Los Angeles, California, U.S.

Edelman Community Investment Grant Recipients

Culture & Arts

People's Music School

www.peoplesmusicsschool.org

Project: Second YOURS Project location

Organization: The People's Music School provides free, quality and sequential music education to youth in Chicago who would otherwise not have the opportunity.

Impact of grant: The grant will be designated toward sustaining and building the second YOURS Project, an off-site youth orchestra program.

Volunteer: Kristie Heins Fox, Chicago, Illinois, U.S.

Seattle Children's Theatre (SCT)

www.sct.org

Project: School Children Access Fund

Organization: Seattle Children's Theatre provides children access to professional theatre, with a focus on new works and theatre education.

Impact of grant: The funds will support the School Children Access Fund, which enables more than 65,000 school group visitors to attend a play that also can be integrated into their core curriculum.

Volunteer: Brandon Vaughan, Seattle, Washington, U.S.

Edelman Community Investment Grant Recipients

Education

Given Tree

www.giventree.org

Project: Peakanteal Village project

Organization: Given Tree improves accountability for nonprofit organizations by certifying smaller, trusted charities.

Impact of Grant: The funds will support a project in the Peakanteal Village in the Battambang District of Cambodia. This project calls for restoring a school boat, constructing desks, tables and chairs, and sponsoring three teachers on a monthly basis so that the children of the village receive the education they need. As a result of the community investment grant, GivenTree has now almost completed this project and hopes to see children in the school by Fall.

Volunteer: Liz Carlston, Silicon Valley, California, U.S.

Behind the Book (www.BehindtheBook.org)

Project: Building Stories Program

Organization: Behind the Book meets the specific needs of low-income students by building literacy skills and a new generation of book readers.

Impact of Grant: The funds will support the Building Stories Program. This program teaches students that buildings often have a story to tell, if we are open to the architectural details that surround us every day.

Volunteer: Lindsay Anthony, New York, New York, U.S.

Edelman Community Investment Grant Recipients

Education

Corporate Volunteer Council of Atlanta
www.cvcofatlanta.org

Project: Ongoing Educational Programs

Organization: The CVC of Atlanta is a network of local businesses that share ways to address community needs through workplace volunteering.

Impact of grant: The funds will support CVC's ongoing educational programs. This includes creating an educational series based on specific needs identified by members, and creating a database of nonprofit organizations connecting those who manage employee engagement programs with organizations that provide appropriate opportunities.

Volunteer: James Williams, Los Angeles, California, U.S.

Horizons for Youth
www.horizons-for-youth.org

Project: Summer Academic Program

Organization: Horizons for Youth is a community committed to helping children successfully graduate high school, continue onto college and reach their full potential.

Impact of grant: The funds will go toward the organization's Summer Academic Program, a month-long, full day program that provides classes in reading, writing, mathematics, social studies and science.

Volunteer: Megan DiSciullo, Chicago, Illinois, U.S.

Edelman Community Investment Grant Recipients

Education

Jacob Burns Film Center
www.burnsfilmcenter.org

Project: Scholarships

Organization: The Jacob Burns Film Center is a cultural arts institution focused on film.

Impact of grant: The funds will help provide scholarships and fee waivers for at least half of the institution's total enrollment. This will allow more than 7,000 students from underserved communities to participate at no cost to their schools or families.

Volunteer: Aysha Venjara, New York, New York, U.S.

Makarios International
www.makdr.org

Project: Makarios Building Fund

Organization: Makarios International provides children with a hopeful future by fostering spiritual, physical, emotional and intellectual growth.

Impact of grant: These funds will go toward building a larger school, which will provide more classrooms for incoming students.

Volunteer: Rob Discher, Austin, Texas, U.S.

Edelman Community Investment Grant Recipients

Education

Peer Health Exchange

www.peerhealthexchange.org

Project: Chicago 10th Grade Pilot

Organization: Peer Health Exchange provides teenagers with the knowledge and skills they need to make healthy decisions.

Impact of grant: The funds will support a new pilot to 10th grade students and reinforce the knowledge and skills they need to make healthy decisions.

Volunteer: Jennifer Petterson, Chicago, Illinois, U.S

Yayasan Komunitas Sahabat Anak Jakarta

www.sahabatanak.org

Project: Sahabat Anak Entrepreneurship Program 2013

Organization: Sahabat Anak (English: A Child's Friend) is an organization that supports Jakarta's urban poor and their enthusiasm to make a difference.

Impact of grant: The funds will go toward supporting the campaign, "Karya Anak Indonesia" (KADO/ Work of Indonesian Children). This campaign creates innovative projects that provide environmental benefits.

Volunteer: Ayuta Arya, Jakarta, Indonesia

Edelman Community Investment Grant Recipients

Education

Saint James Music Academy

www.sjma.ca

Project: Music education

Organization: The Saint James Music Academy offers a music education program accessible to children from low-income families.

Impact of grant: The funds will go toward increasing the capacity of the music therapy program, which will welcome more children who could not attend the regular program without additional support.

Volunteer: Danika Shaw, Vancouver, B.C., Canada

Everybody Wins! DC

www.everybodywinsdc.org

Project: Power Lunch program

Organization: Everybody Wins! promotes children's literacy and a love of learning through shared reading experiences with caring individuals.

Impact of grant: Funds will support the general operating costs for the Power Lunch program. This includes acquiring new books for in-school libraries, books for distribution, equipment, phone services and general office supplies to run a successful program.

Volunteer: Emily Lippard, Washington, D.C., U.S.

Edelman Community Investment Grant Recipients

Education

Glorietta Elementary School
<http://glorietta.orindaschools.org/>
Project: Glorietta Parents Club

Organization: Glorietta Elementary School works collaboratively across grade levels to ensure that instruction is aligned, knowledge is nurtured and positive character traits are fostered.

Impact of grant: Funds will go toward the Glorietta Parents' club, which supports the ongoing maintenance of classroom supplies, student safety and music and art instruction at the school.

Volunteer: Tom Parker, San Francisco, California, U.S.

Auburn University Foundation
www.auburnuniversityfoundation.org
Project: Public Relations Advisory Council

Organization: The Auburn University Foundation develops, supports and enhances the educational interests and programs of Auburn University.

Impact of grant: The funds will go toward providing a practitioner perspective to the public relations curriculum, providing professional development opportunities, and fundraising for scholarships for public relations students.

Volunteer: Mary Metcalf, Orlando, Florida, U.S.

Edelman Community Investment Grant Recipients

Education

Chicago Jesuit Academy

www.chicagojesuitacademy.org

Project: Scholarship Fund

Organization: Chicago Jesuit Academy is a full-scholarship Jesuit and Roman Catholic middle school for young men from modest economic backgrounds.

Impact of grant: The funds will help support the school's scholarship fund, which allows parents to contribute just US\$120 and eight hours of community service toward the cost of their child's education.

Volunteer: Andy Liuzzi, Chicago, Illinois, U.S.

Fulfillment Fund

www.fulfillment.org

Project: Educational Resources

Organization: The Fulfillment Fund helps economically disadvantaged students achieve high school graduation and provides access to higher education programs.

Impact of grant: The funds will provide resources for individual college advisement on a wide variety of topics, including information about college entrance requirements and the application process, college and university options, financial aid resources and life skills.

Volunteer: Vanessa Del Muro, Los Angeles, California, U.S.

Edelman Community Investment Grant Recipients

Education

HELPS

www.helpsprogram.org

Project: Ixil Book Making

Organization: HELPS International alleviates poverty in Latin America.

Impact of grant: The funds will go toward supporting the Ixil Book Making project, which produces books to increase early literacy in the indigenous language and increase success in second language acquisition. It also develops indigenous teachers' written expertise and preserves the vibrant language and culture of Cotzal Ixil.

Volunteer: Reginald Johnson, Portland, Oregon, U.S.

JANY

www.jany.org

Project: Junior Achievement (JA) Academy

Organization: JA New York inspires and prepares young people in grades K-12 to succeed in the global economy.

Impact of grant: The funds will help support JA's Academy Program, which provides enrichment activities for at-risk 10th through 12th grade students.

Volunteer: Katarina Wong, New York, New York, U.S.

Edelman Community Investment Grant Recipients

Education

League of Black Women

www.leagueofblackwomen.org

Project: LBW Webpage

Organization: The League of Black Women provides successful, strategic and sustaining leadership experiences for Black women.

Impact of grant: The funds will go toward development of a webpage to reach out to college students. The webpage will include the risk and reward report, along with articles from experienced professionals.

Volunteer: Karen Brown, Chicago, Illinois, U.S.

One Million Degrees

www.iledfoundation.org

Project: Signature Scholar Development Program

Organization: One Million Degrees empowers low-income, highly motivated individuals to succeed in community college.

Impact of grant: The funds will support the Signature Scholar Development Program, which includes life-skills development in conjunction with one-on-one mentoring, academic advising, tutoring, tuition assistance and stipends, as well as personalized support for each individual scholar.

Volunteer: Travis Kessel, Chicago, Illinois, U.S.

Edelman Community Investment Grant Recipients

Education

Pangea Educational Development

www.pangeaeducation.org

Project: Expansion of Mentoring Efforts

Organization: Pangea Educational Development empowers students by providing essential resources to schools and creating self-sustainable programs that ensure the well-being of students around the world.

Impact of grant: In the U.S., a portion of the funds support the expansion of PED's mentoring efforts to communities beyond Chicago, as mentoring programs have been proven to help at-risk students succeed academically. Globally, a portion of the funds will further address basic operation needs of schools in Uganda.

Volunteer: Jennifer Noncek, Chicago, Illinois, U.S.

Silicon Valley Education Foundation

www.svefoundation.org

Project: STEM Education Programs

Organization: SVEF drives scholastic achievement in the critical areas of math and science by combining resources and partnerships to provide innovative academic programs.

Impact of grant: The grant will help support two STEM Education programs that help incoming 8th and 9th grade students who score poorly in math and science on California's Standards Test.

Volunteer: Maria Amundson, Silicon Valley, California, U.S.

Edelman Community Investment Grant Recipients

Environment

Garfield Park Conservatory Alliance

www.garfield-conservatory.org

Project: Play and Grow Garden

Organization: The Garfield Park Conservatory Alliance changes lives through the power of nature and inspires and educates through innovative programs and special events.

Impact of grant: The funds will be used for design, installation and interpretive signage and programs for the Garden.

Volunteer: Shelli Difranco, Chicago, Illinois, U.S.

Edelman Community Investment Grant Recipients

Health

Asian & Pacific Islander Wellness Center

www.apiwellness.org

Project: Wellness Clinic and HIV & Viral Hepatitis Testing Services

Organization: Wellness Clinic and HIV & Viral Hepatitis Testing Services

Impact of grant: The funds will go toward expanding the organization's successful "Wellness Clinic" mobile HIV testing operations to underserved and marginalized audiences. A&PI Wellness Center will be able to bring these mobile testing efforts to more places and people in North California.

Volunteer: Bao-Viet Nguyen, San Francisco, California, U.S.

BC Children's Hospital Foundation

www.bcchf.ca

Project: ChildRun

Organization: BC Children's Hospital Foundation improves the health of young people every day.

Impact of grant: The funds will support fundraising efforts for the 2013 ChildRun. Proceeds will support the Oncology Department at BC Children's Hospital.

Volunteer: Michelle Wilson, Vancouver, B.C., Canada

Edelman Community Investment Grant Recipients

Health

The Foundation of City College of San Francisco www.foundationccsf.org

Project: Healing for Change

Organization: City College of San Francisco provides educational programs and services to meet the needs of its diverse community.

Impact of grant: The funds will go toward the Healing for Change program and their annual event, “Sexual Healing: Touching the Hurt and Releasing the Pain.” This event provides resources and builds a network of support for survivors of violence and those affected by it.

Volunteer: Heidi Bartlett, San Francisco, California, U.S.

The University of Chicago Celiac Disease Center www.cureceliacdisease.org

Project: Mouse Model of Celiac Disease Research

Organization: The University of Chicago Celiac Disease Center raises awareness and diagnosis rates to meet the critical needs of the newly diagnosed nationwide through education, research and advocacy.

Impact of grant: The funds will be used for medical research, specifically on further development of the mouse model, which represents a critical breakthrough in celiac disease research.

Volunteer: Nicole St. Pierre, Chicago, Illinois, U.S.

Edelman Community Investment Grant Recipients

Health

Heartland Health Outreach/Vital Bridges Center on Chronic Care www.heartlandalliance.org/vital

Project: Steps toward ending hunger

Organization: Heartland Health Outreach helps people affected by HIV and AIDS to improve health and build self-sufficiency.

Impact of grant: The funds will go toward the Healing for Change program and their annual event. Upon every visit to the food pantry, each client is given food for 20 meals. This grant will provide 845 meals to clients suffering with HIV/AIDS.

Volunteer: John Plecha, Chicago, Illinois, U.S.

Infant Welfare Society of Chicago www.infantwelfaresociety.org

Project: General Funding

Organization: Infant Welfare Society of Chicago provides services for the physical and mental development of children and women.

Impact of grant: The funds will go toward expenses incurred by providing primary care to low-income, uninsured families. The grant will help Infant Welfare address its uncompensated medical care expenses for FY2013.

Volunteer: Sarah Whitmore, Chicago, Illinois, U.S.

Edelman Community Investment Grant Recipients

Health

Joni Gladowsky Breast Cancer Foundation

www.jonisfund.org

Project: Breast Cancer Research

Organization: The Joni Gladowsky Breast Cancer Foundation supports state-of-the-art patient care and revolutionary research that brings us closer to a cure.

Impact of grant: The funds will provide valuable support for breast cancer research at Cold Spring Harbor Laboratory.

Volunteer: Jennifer Blitzer, New York, New York, U.S.

Legacy Community Health Services

www.legacycommunityhealth.org

Project: The Autism Program

Organization: Legacy Community Health Services serves as a healthcare home where people receive the highest quality healthcare services, regardless of their ability to pay.

Impact of grant: The funds will go toward supporting the Autism Program. This program provides educational materials free of charge to patients and their families struggling to understand autism.

Volunteer: Robert Jay Andrew, Houston, Texas, U.S.

Edelman Community Investment Grant Recipients

Health

The Make-A-Wish Foundation

www.midatlantic.wish.org

Project: Make-A-Wish Mid-Atlantic

Organization: The Make-A-Wish Foundation grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

Impact of grant: The funds will go toward granting the wishes of children with life-threatening medical conditions.

Volunteer: Erika Briceno, Washington, D.C., U.S.

Partners in Health

www.pih.org

Project: PIH Engage: Moving the Needle for Malawi

Organization: Partners in Health provides a preferential option for the poor in health care.

Impact of grant: The Malawi Hospital Campaign focuses on children and women's health, as well as HIV/AIDS. The funds will go toward supporting this campaign, and simultaneously toward Christina's fundraising goal for PIH Engage.

Volunteer: Christina Cole, Chicago, Illinois, U.S.

Edelman Community Investment Grant Recipients

Health

St. Christopher's Hospice
www.stchristophers.org.uk

Project: Cognitive Behavioral Therapy Training Program

Organization: St. Christopher's Hospice provides appropriate care and support to end-of-life individuals.

Impact of grant: The funds will go toward purchasing recliner chairs for the patients, helping them to sit up so they can spend quality time out of bed.

Volunteer: Alan Keen, London, U.K.

**The Leukemia and Lymphoma Society's Team in Training –
SF Bay Area**

www.teamintraining.org/sf

Project: Research and education

Organization: The Leukemia & Lymphoma Society is the world's largest voluntary health agency dedicated to blood cancer.

Impact of grant: The funds will go toward research and patient and community services advocacy and education.

Volunteer: Elana Hokin, San Francisco, California, U.S.

Edelman Community Investment Grant Recipients

Health

The University of Chicago Cancer Research Foundation (UCCRF) Associates Board

www.uccrfassociates.com

Project: Human Immunologic Monitoring Facility

Organization: The UCCRF promotes collaboration among laboratory scientists, research physicians and clinicians to understand, cure and prevent cancer.

Impact of grant: The funds will go toward immunology, specifically the Human Immunologic Monitoring Facility, a specialized laboratory performing correlative assays for cancer-based clinical trials.

Volunteer: Kate Cox, Chicago, Illinois, U.S.

Women's Community Clinic

www.womenscommunityclinic.org

Project: Women's Workshops

Organization: The Women's Community Clinic provides affordable and accessible health care services to Bay Area women and girls.

Impact of grant: The funds will go toward hosting workshops to advise low-income individuals on the benefits that are now available through Medi-Cal and the Health Benefit Exchange.

Volunteer: Eva Rijser, San Francisco, California, U.S.

Edelman Community Investment Grant Recipients

Health

American Cancer Society

www.cancer.org

Project: Camp Goodtimes West 2013

Organization: The American Cancer Society is dedicated to eliminating cancer as a major health problem.

Impact of grant: Camp Goodtimes West 2013 is a Seattle-based medically supervised summer camp program for young people affected by cancer. The funds will support cost-free participation for these campers.

Volunteer: Kristine Oke, Seattle, Washington, U.S.

American Diabetes Association

www.diabetes.org

Project: Step Out — Camp Scholarship

Organization: The American Diabetes Association (ADA) prevents and cures diabetes and improves the lives of all people affected by diabetes.

Impact of grant: The funds will provide a camp tent for families attending the Step Out: Walk, and cover camp costs for children with diabetes who otherwise could not afford to attend camp.

Volunteer: Michelle Toscas, Chicago, Illinois, U.S.

Edelman Community Investment Grant Recipients

Health

Bleeding Disorder Alliance Illinois

www.hemophiliainillinois.org

Project: Camp Warren Jyrch

Organization: The Hemophilia Foundation of Illinois improves the quality of life for people affected by hemophilia and other inherited bleeding disorders.

Impact of grant: The grant will go toward funding programs and attendance at Camp Warren Jyrch, which gives children the opportunity to come together and be kids, despite their bleeding disorders.

Volunteer: Kristin Fronczak, Chicago, Illinois, U.S.

Bright Pink

www.brightpink.org

Project: General Funding

Organization: Bright Pink focuses on the prevention and early detection of breast and ovarian cancer in young women, while providing support for high-risk individuals.

Impact of grant: The grant will help ensure adequate funds and resources to continue providing important programs.

Volunteer: Amanda Topper, Chicago, Illinois, U.S.

Edelman Community Investment Grant Recipients

Health

Central Park Medical Unit

www.cpmu.com

Project: Emergency Medical Services

Organization: Central Park Medical Unit is an all-volunteer ambulance service that provides free treatment and transportation to the 40+ million annual visitors at Central Park.

Impact of grant: The funds will be used to purchase an Automated External Defibrillator, a device that can restart a patient's heart following sudden cardiac arrest.

Volunteer: Kate Ague Kneeland, New York, New York, U.S.

Chicago Run

www.chicagorun.org

Project: Chicago Runners

Organization: Chicago Run supports running programs for children and youth in Chicago to aid in the fight against childhood obesity.

Impact of grant: Funds will help provide incentives for children as they achieve new mileage milestones, including water bottles, hats and lunch bags. Funds also will support the mileage trackers used at schools to help students and teachers track progress.

Volunteer: Erin Hulliberger, Chicago, Illinois, U.S.

Edelman Community Investment Grant Recipients

Health

Colon Cancer Alliance

www.ccalliance.org

Project: Screening Saves Lives

Organization: The Colon Cancer Alliance provides hope and support to patients and their families while saving lives through screening, access, awareness, advocacy and research.

Impact of grant: The funds will support the Undy 5000 program, which raises awareness and establishes partnerships within communities to help fund local screening initiatives.

Volunteer: Jerry Tolk, Atlanta, Georgia, U.S.

Demoiselle 2 Femme, NFP

www.demoiselle2femme.org

Project: Operating Costs

Organization: Demoiselle 2 Femme, French for “Young Ladies to Women,” provides holistic services, education, instruction and training to assist adolescent females in a successful transition to womanhood. .

Impact of grant: The funds will provide transportation to grocery store tours and shopping demonstrations, support nutrition education workshops and cover fees for fitness experts and independent evaluators..

Volunteer: Kim Brown, Chicago, Illinois, U.S.

Edelman Community Investment Grant Recipients

Health

One Heartland

www.oneheartland.org

Project: Birch Camp

Organization: One Heartland improves the lives of children, youth and families facing significant health challenges or social isolation.

Impact of grant: The funds will support the Birch Camp program in New York City that serves parents and their children affected by HIV/AIDS. Annually serving 90 families, Birch Camp offers recreational and therapeutic programs tailored to four age groups.

Volunteer: Nicole Hall, New York, New York, U.S.

Gajusz Foundation

www.gajusz.org.pl

Project: Home Hospice for Children

Organization: Gajusz Foundation helps ill children and their families with medical care, social, material or non-material assistance.

Impact of grant: The funds will help build the first stationary, inpatient hospice for children in central Poland. This hospice will provide care for eight incurably ill patients whose parents are either died, left or didn't cope with the difficult, 24-hour care requiring strength and abilities.

Volunteer: Marta Martyniak, Warsaw, Poland

Edelman Community Investment Grant Recipients

Health

Gilda's Club

www.gildasclubchicago.org

Project: Noogieland

Organization: Gilda's Club Chicago is a support community for men, women and children living with cancer.

Impact of grant: The funds will go toward Noogieland, a program designed to address the psychosocial needs of children living with cancer.

Volunteer: Adrienne Otto, Alex Roberts, Chicago, Illinois, U.S.

Girls on the Run Puget Sound

www.girlsrun.org

Project: Scholarship Funding

Organization: Girls on the Run Puget Sound inspires girls to be joyful, healthy and confident using a fun, experience-based curriculum that creatively integrates running.

Impact of grant: The funds will be used to provide scholarships for 15 girls during a 10-week program that includes curriculum materials, snacks, entrance to the 5K graduation event and a medal for completing the 5K.

Volunteer: Bridget Gundlach, Seattle, Washington, U.S.

Edelman Community Investment Grant Recipients

Health

Harmony Hill Retreat Center

www.harmonyhill.org

Project: Cancer Program

Organization: Harmony Hill transforms the lives of those affected by cancer and inspires healthy living for all.

Impact of grant: Funds will directly support the Cancer Program, which offers a variety of support services including free, three-day retreats for cancer patients and their families.

Volunteer: Heidi Hutchinson, Seattle, Washington, U.S.

Memorial Sloan-Kettering Cancer Center

www.mskcc.org

Project: Cycle for Survival

Organization: Memorial Sloan-Kettering Cancer Center provides patients with the best care available and works to discover more-effective strategies to prevent, control, and ultimately cure cancer in the future.

Impact of grant: The funds will support Cycle for Survival, an indoor cycling event that has raised almost US\$20 million for rare cancer research at Memorial Sloan-Kettering Cancer Center since its inception in 2007

Volunteer: Kimberly Allen, Chicago, Illinois, U.S.

Edelman Community Investment Grant Recipients

Health

Princess Margaret Hospital Foundation

www.pmf.ca

Project: Clinical Trials and Cancer Research

Organization: The Princess Margaret Hospital Foundation supports breakthrough research and provides compassionate care and education programs.

Impact of grant: The funds will go toward clinical trials and cancer research.

Volunteer: Melanie Preece, Toronto, Canada

Relay for Life

www.relayforlife.org

Project: Relay for Life of Manhattan (American Cancer Society)

Organization: Relay For Life, the largest non-profit movement in the world, is the signature event of the American Cancer Society. The event raises funds to end cancer.

Impact of grant: The funds will be used for cancer research.

Volunteer: Megan Woods, New York, New York, U.S.

Edelman Community Investment Grant Recipients

Health

VNA Foundation

www.vnafoundation.ne

Project: Pilsen Homeless Services

Organization: The VNA Foundation supports home and community-based healthcare for the medically underserved in the Chicago metropolitan area.

Impact of grant: The funds will support Pilsen Homeless Services, a program that provides healthcare to those who would otherwise be unable to receive care.

Volunteer: Janet Cabot, Chicago, Illinois, U.S.

Peers Inspiring Peers

www.peersinspiringpeers.org.au

Project: Research

Organization: Peers Inspiring Peers brings together people with lived experience of Acquired Brain Injury or degenerative brain conditions to enhance lives.

Impact of grant: The funds will help conduct research among past LifeMoves participants to gather critical information about what ongoing support they need to enable them to live life to the fullest.

Volunteer: Sarah Gardner, Melbourne, Australia

Edelman Community Investment Grant Recipients

Hunger & Poverty

Chibale Project

lexisafricanadventure.blogspot.com/

Project: Malemia School Feeding Program

Organization: The Chibale Project increases the likelihood that children will stay in school long enough to build the academic skills necessary to become leaders.

Impact of grant: The funds will go toward the Malemia School Feeding Program. This village school, in the Domasi area, has a high incidence of malnutrition among children.

Volunteer: Alexandra Hollar, Milan, Italy

CHICAGO+acumen

www.acumenfund.org

Project: CHICAGO+acumen Leadership Team

Organization: Acumen Fund aims to create a world beyond poverty by investing in social enterprises, emerging leaders, and breakthrough ideas.

Impact of grant: The funds will support the poor, including direct investments into social enterprises, developing market in-country operations and Acumen's Global Fellows Program.

Volunteer: Lisa Xia, Chicago, Illinois, U.S.

Edelman Community Investment Grant Recipients

Hunger & Poverty

YouthCare

www.youthcare.org

Project: GED Program

Organization: YouthCare provides homeless youth a continuum of care that includes outreach, basic services, emergency shelter, housing, counseling, education, and employment training.

Impact of grant: The funds will support YouthCare's GED Program. This program supports 70 youth annually and is designed for youth who are homeless and need a GED to pursue a better future in college and employment.

Volunteer: Denise Johnson, Seattle, Washington, U.S.

Food from the Heart

www.foodheart.org

Project: Schools Program

Organization: Food from the Heart alleviates hunger for families through a food distribution program and brings joy to children through birthday celebrations and the distribution of toys.

Impact of grant: The funds will sponsor three families for 12 months and provide each family with non-perishable household items monthly.

Volunteer: Kate McLennan, Singapore

Edelman Community Investment Grant Recipients

Hunger & Poverty

Habitat for Humanity Hong Kong
www.habitat.org/where-we-build/china

Project: Mitigation Program

Organization: Habitat for Humanity builds and repairs houses worldwide using volunteer labor and donations.

Impact of grant: The funds will go toward the mitigation program in Guangdong, China, where Habitat for Humanity plans to build houses for 110 families.

Volunteer: Vivi Chen, Hong Kong.

Hunger Busters

www.hungerbusters.com

Project: Hunger Busters Weekly Boxed Meal Program

Organization: Hunger Busters “Feed the Need” after school program provides an evening meal to many hungry kids throughout the year.

Impact of grant: The grant will go toward preparing 3,000 meals to participating schools each week.

Volunteer: Rupa Patel, Dallas, Texas, U.S.

Edelman Community Investment Grant Recipients

Hunger & Poverty

Marion-Polk Food Share

www.marionpolkfoodshare.org

Project: Shopping Matters

Organization: Marion- Polk Food Share provides sustainable resources and programs to identify and eliminate the root causes of hunger.

Impact of grant: The grant will be used to purchase gift cards for a section of the Shopping Matters curriculum called “The Ten Dollar Challenge.” This challenge provides participants the opportunity to practice skills they learn in the Shopping Matters class to purchase the maximum amount of fresh produce they can with US\$10.

Volunteer: Reginald Johnson, Portland, Oregon, U.S.

Moisson Montréal

www.moissonmontreal.org

Project: Back-to-School program

Organization: Moisson Montréal ensures an optimal food supply to community organizations that provide assistance to people in crisis in Montréal.

Impact of grant: The funds will help launch new campaigns to mobilize support during the back-to-school period and the spring/summer break.

Volunteer: Livia Dayan, Montréal, Quebec, Canada

Edelman Community Investment Grant Recipients

Social Services & Youth

Exclusive All-Star Dance Team

www.exclusiveall-stardanceteamincorporated.com

Project: Empowering Today's Youth for Our Future

Organization: Exclusive All-Star Dance Team promotes positivity and a safe haven for at-risk children.

Impact of grant: The funds will support dancers and families in need. The donation will not only defray costs for traveling, but will also support the enhancement of a new dance studio.

Volunteer: Kimberly D. Brown, Chicago, Illinois, U.S.

Girls on the Run DC

www.gotrdc.org

Project: Program Scholarship

Organization: Girls on the Run is a life-changing, character development program for girls in 3rd through 8th grade to prevent at-risk activities in the future.

Impact of grant: The funds will support one full team of 15 girls in a low-income area who otherwise would not have the opportunity to participate.

Volunteer: Ashley Settle, Washington, D.C., U.S.

Edelman Community Investment Grant Recipients

Social Services & Youth

Graham's Foundation

www.grahamsfoundation.org

Project: Neonatal Intensive Care Unit Care Packages

Organization: Graham's Foundation offers both practical and emotional support to parents of premature babies.

Impact of grant: The funds will provide 125 care packages to parents that need support. These care packages are Graham's Foundation first touch point to parents.

Volunteer: Brad Jaffe, Chicago, Illinois, U.S.

Human Rights Initiative of North Texas

www.hrionline.org

Project: Women and Children's Program

Organization: HRI provides free legal services to immigrant survivors of violence.

Impact of grant: The funds will provide training to local police departments and law enforcement agencies in protecting the rights of immigrant victims of crimes.

Volunteer: Mario Quinones, Dallas, Texas, U.S.

Edelman Community Investment Grant Recipients

Social Services & Youth

Janus Youth Programs Inc.

www.janusyouth.org

Project: Village Gardens

Organization: Janus Youth Programs provide a second chance for youth from high-risk environments.

Impact of grant: Funds will be used to support families in launching small market garden and farm businesses, creating a community incubator kitchen, developing prepared food products and establishing a community farmers market.

Volunteer: Joshua Rhodes, Portland, Oregon, U.S.

The Junior League of Chicago Inc.

www.jlchicago.org

Project: Health STARRS

Organization: The Junior League of Chicago Inc. reaches out to women of all races, religions and national origins who demonstrate an interest and a commitment to volunteerism.

Impact of grant: Funds will support Health STARRS, a program that promotes healthy lifestyles for children and their parents through physical and educational activities, by keeping them involved in regular programming year-round.

Volunteer: Laura Glosniak, Chicago, Illinois, U.S.

Edelman Community Investment Grant Recipients

Social Services & Youth

Juvenile Protective Association (JPA)

www.juvenile.org

Project: Building Bridges to North Lawndale Project

Organization: Juvenile Protective Association ensures the safety and emotional well-being of children

Impact of grant: The funds will be used to target services to 520 children and the parents of children at six participating elementary schools. The grant also helps JPA meet a challenge grant from a private funder.

Volunteer: Cathleen Johnson, Chicago, Illinois, U.S.

New Beginnings Foster Care

www.NBNFostercare.org

Project: Adopt-a-Home

Organization: New Beginnings Foster Care strengthens youth by encouraging positive life changing decisions.

Impact of grant: The funds will provide supplemental monetary support for the foster parents to provide for the foster children. Funds will be rationed to three to four families to offset educational and recreational costs as well as the overall cost of living for the foster children and family.

Volunteer: Davida Selby, Atlanta, Georgia, U.S.

Edelman Community Investment Grant Recipients

Social Services & Youth

Presenting Our Vision (POV)

www.povfilm.org

Project: POV's 5th Anniversary Celebration

Organization: Presenting Our Vision (POV) is dedicated to assisting economically disadvantaged youth gain the skills and experience needed to secure employment in film, television and commercial production.

Impact of grant: The funds will be used to offset costs for the 5th anniversary celebration and student graduation ceremony. This event will include media relations support, a video series, a screening event and a commencement address from a notable Canadian filmmaker.

Volunteer: Tricia Soltys, Toronto, Ontario, Canada

St. Vincent DePaul Center

www.svdpc.org

Project: Day care program

Organization: St. Vincent de Paul Center's commitment to the poor touches the lives of more than 3,000 children and adults annually.

Impact of grant: The funds will go toward a day care program for the working poor. These programs focus on cognitive, language, physical, social and emotional development of children, all critical components for later success.

Volunteer: Cathy Barry-Ipema, Washington, D.C./ Chicago, Illinois, U.S.

Edelman Community Investment Grant Recipients

Social Services & Youth

Student Youth Foundation

www.sytayouthfoundation.org

Project: Road Scholarship/Silver Lining Program

Organization: SYTA Youth Foundation impacts the lives of undeserved or at-risk students through travel experiences that change their lives.

Impact of grant: Road Scholarships were awarded to students from across the country for travel within the United States and internationally. The funds would directly support two programs by covering the costs of transportation, food and beverages and additional services.

Volunteer: Cathleen Johnson, Chicago, Illinois, U.S.

Tagai Mentorship Program

www.tagainyc.org

Project: Tagai Mentorship Program

Organization: Tagai Mentorship Program creates a community of individuals who have a deeper connection not only to New York and its citizens, but to the global community.

Impact of grant: These funds will go directly into programming for Tagai. Each group event costs at least US\$500 for the activity, meals and transportation for the students and mentors.

Volunteer: Kate Guerin, New York, New York, U.S.

Edelman Community Investment Grant Recipients

Social Services & Youth

The Cara Program

www.thecaraprogram.org

Project: Student Transit Support

Organization: The Cara Program partners with a wide range of organizations to serve those in need.

Impact of grant: These funds will go toward providing transit assistance to Cara students until they are placed in a quality, permanent job.

Volunteer: Matt Coldagelli, Chicago, Illinois, U.S.

Treehouse

www.treehouseforkids.org

Project: Graduation Success

Organization: Treehouse helps children in foster care discover their own resilience and strength.

Impact of grant: The funds will support the Graduation Success program, which ensures that foster kids in the community have support in school, a plan for their future and the key material and extracurricular supports they need to succeed.

Volunteer: Lauri Hennessey, Seattle, Washington, U.S.

Edelman Community Investment Grant Recipients

Social Services & Youth

Fundación Una Oportunidad Para Todos
www.unaoportunidadparatodos.info

Project: Food and health programs for the elderly

Organization: Fundación Una Oportunidad Para Todos provides integrated support for older people and those in vulnerable nutrition and health situations.

Impact of grant: The funds will be used to purchase basic food for the food baskets that strengthen the organization's feeding program for the elderly and vulnerable.

Volunteer: Sonia Campuzano, Mexico City, Mexico

Garden Center Services
www.gardencenterservices.org

Project: Dental Care

Organization: Garden Center Services supports people with developmental disabilities through innovative and person-centered services.

Impact of grant: The funds will go toward providing dental care to those in need of it, before dental issues become emergency situations that compromise overall health and well-being.

Volunteer: John Dalke, Chicago, Illinois, U.S.

Edelman Community Investment Grant Recipients

Social Services & Youth

Hamburg Pride

www.hamburg-pride.de

Project: Ongoing Initiatives

Organization: Hamburg Pride supports the full rights of same-sex groups in every aspect of life and dissipates pre-judgments and discrimination against lesbians, gays, bi-trans, or intersexuals.

Impact of grant: The funds will be used to enhance programs such as information booths at Christopher Street Day, build strong partnerships with European cities where homosexuality is still not accepted, build the diversity program across several companies and the city of Hamburg and forge successful media relations.

Volunteer: Marc-Pierre Hoefft, Hamburg, Germany

National CASA Association

www.casaforchildren.org

Project: *I am for the child* Campaign

Organization: The National Court Appointed Special Advocate (CASA) Association supports and promotes court-appointed volunteer advocacy so every abused or neglected child can be safe, establish permanence and have the opportunity to thrive.

Impact of grant: The funds will help support the national I am for the child campaign, which will dramatically increase the number of active and trained CASA volunteers serving children and will also increase revenue directly supporting service delivery.

Volunteer: Marie Kennedy, Seattle, Washington, U.S.

Edelman Community Investment Grant Recipients

Social Services & Youth

Rotaract Club of Shanghai

www.rotaractshanghai.org

Project: Clothing Drive Project for Anhui Rural Village School

Organization: The Rotaract Club of Shanghai includes young professionals and graduate students living in Shanghai and involved in cultural activities and volunteer projects around China.

Impact of grant: The funds will go toward the Clothing Drive Project for Angui Rural Village School, in particular shipping funds and scholarships for disadvantaged students at that school.

Volunteer: Abbie Ding, Shanghai, China

The Trevor Project

www.thetrevorproject.org

Project: Program Expansion

Organization: The Trevor Project provides crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender and questioning youth.

Impact of grant: The funding will be used to support and expand the organization's programs to meet the needs of the young people who reach out to Trevor every day for support.

Volunteer: Dan Shaw, Los Angeles, California, U.S.

Edelman Community Investment Grant Recipients

Social Services & Youth

United Way of King County

www.uwkc.org

Project: Emerging Leaders program

Organization: The United Way of King County solves community problems and provides resources to respond to emerging needs in the community.

Impact of grant: The funds will help expand the group's reach, allowing the program to grow in membership and provide further resources to create programs helping those in need.

Volunteer: Drew Atkins, Seattle, Washington, U.S.



Throughout our history, we have been committed to creating a workplace that supports our employees—a workplace that promotes continued learning and development and contributes to health, well-being and balance, while fostering a diverse and inclusive culture where each of us can be our best. Making sure our employees have the skills, resources and knowledge to contribute their talents is key to our success—as a business and as a global citizen.

Our Goals for People - Recruit, develop and retain highly motivated and fully engaged people

- › Help our people grow professionally and personally throughout their careers at Edelman.
- › Create and maintain an inclusive work environment that embraces diversity at every level of the organization, worldwide.
- › Strive to ensure that, by 2016, 50% of leadership positions are held by women.

“
Hire the best talent and retain them by giving them the chance to be entrepreneurial.”
Daniel J. Edelman

People are Our Past, Our Present, Our Future

The Edelman work environment is one where people flourish and good ideas prosper. Building this workplace begins with the first touchpoint and extends throughout our employees' careers. From recruiting and onboarding to advanced leadership learning and mobility, we are committed to making sure our people have the resources and flexibility they need to craft a career that engages and rewards them for many years. That's why Edelman employees have access to extensive learning modules and knowledge resources that not only build skills and expertise, but also help expose them to the various career paths available and the competencies required to get there.

In fact all review-eligible, global employees receive 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.

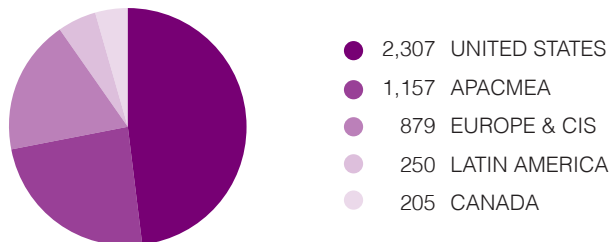
Edelman Voices – Creating a Connected Employee Community

Q: Many of today's employees seek work with meaning and opportunities to contribute to something beyond themselves. How does this play out in hiring and retention at Edelman?

A: "Citizenship is definitely an important part of why people are here—whether it makes them feel better about being here, or it made them come here in the first place, or makes them feel better about themselves."

John Clinton, CEO - Canada

FULL-TIME WORKFORCE



Employee Development and Training

Employee development at Edelman addresses both professional and personal growth. To be sure, our people benefit from a global focus on career paths that reflect the opportunities they want. But we also emphasize learning that prepares our people for success in a shifting PR landscape and throughout their lives. We are evolving from a typical agency model in which people move up the ladder in a predictable way. We are embracing more of a lattice approach in which employees take ownership of their career path and choose how they'll advance. Experiences, new skills and the opportunity to move within the company means employees can choose any number of directions: up, sideways and even down, depending on personal and professional goals.

At the same time, we've become more sophisticated in our approach to professional development. We believe that 70 percent of an employee's learning is through on-the-job experience, 20 percent is through coaching and mentoring and 10 percent is through formal training. We actively look for ways to provide stretch assignments, cross-teaming experiences, global mobility and mentoring. We've also transformed our internal learning and development programs to include a new and robust learning management system, the Edelman Learning Institute, which is partly crowdsourced by our employees themselves for even greater relevance and engagement.

Edelman Onboarding: Looking 4Ward

Our ability to meet our goals for continued growth depends in part on hiring the best talent. During fiscal year 2013, we hired 1,651 people, many of whom are in emerging markets. Even before new employees are officially on staff, training and development begins with our onboarding experience. 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:

1. T-minus 4, or Before Your Start
2. The First 4hours
3. The First 4Days
4. The First 4Weeks
5. The First 4months
6. The First Year

This multi-phased program was launched initially in our U.S. offices, and will be rolled out online globally during fiscal 2014 to welcome new members of our team in every Edelman office. In addition, Edelman Canada offers a regional new hire orientation program, which includes the National Buddy Program, an On-Boarding Program/Agenda and Welcome to Edelman. Offices in the Asia Pacific-Middle East region also have orientation materials and programming for new employees.

Employee Development and Training

Edelman Learning Institute

Formerly known as Edelman University, Edelman Learning Institute (ELI) is a robust, global training and development learning management system that enhances employee skills, supports lifelong learning and helps build more meaningful careers. ELI is a combination of online courses, crowdsourced resources provided by employees and our local offices, external training, instructor-led classroom training and even external resources such as videos, webinars, white papers and articles on timely topics. During fiscal year 2013, we created a new ELI website where employees can more easily find and complete courses in a wide variety of topics, from public engagement and video storytelling to ethics, intellectual property, data security and many others. ELI offers our employees a way to enhance their skills, acquire new ones and share information that makes everyone smarter.

“Learning Deans” in each Edelman office are responsible for implementing the network-wide curriculum, as well as developing a local curriculum customized to local needs and taught by senior leaders and external experts. With the input of these 114 deans, ELI encourages employees to explore possible career paths across the matrix and work with their managers to create a career pathing plan that addresses ways to enhance their skills and knowledge in order to prepare for future opportunities. ELI includes videos on every Edelman practice, giving employees convenient access to information that tells them what they need to know about each practice, including its services, types of clients and important skills and competencies.

Tracking Our Training Performance

The ELI learning management system maintains records of participation in all courses that have been uploaded to the system. However, our local offices also deliver on-site, instructor-led classes. Most Edelman offices are able to track local training time in our global financial system.

We previously required a set number of training hours per employee per year. However, we realize that different functions, different career levels and of course different employees benefit from different learning opportunities. While we are exploring the best way to globally measure learning at Edelman, we are including local office training hours on our internal dashboard so that each managing director can see his or her office’s training data and what training is completed by local employees. Going forward, we also hope to track the many learning and professional development opportunities in which our people participate externally through professional associations and other organizations. We also plan to track training that is specific to a practice, global client relationship or sector group.



PR in India is still in a relatively nascent state. Because we’re an honest firm and we’re driving PR to new definitions, employees learn more with us. This is a way for them to get ahead, and something they might not get somewhere else.”

Robert Holdheim, CEO – India, Middle East, Africa

2013 Training

41,252 hours local training

23,542 hours training through ELI

Employee Development and Training

The Future of Learning at Edelman

In fiscal year 2014, we will further enhance our training to make sure our employees have access to the learning they need to stay abreast of ever-changing communications technology and trends—and to ensure we are bringing our best thinking to Edelman clients. We are developing new learning content in areas such as digital, research, creative and sponsored content, an important topic for all public relations agencies and an area in which Edelman is already leading the conversation. In 2014 and beyond, ELI will offer more online learning as well as instructor-led training, something our employees have indicated they want.

Edelman Leadership Academy

An intensive three-day training retreat held each year for leading professionals from Edelman offices and affiliates around the world, the Leadership Academy lets participants share their knowledge and experiences and learn about the challenges and opportunities they'll encounter as future leaders of the firm. The program, which began about 15 years ago, has evolved to an extremely valuable and strategic asset. These individuals are leaders and influencers in their regions, and the Leadership Academy helps them more fully understand and embrace the company's strategies so they can guide and inspire their teams to success.

In 2013, our 69 Leadership Academy participants committed to participating in a new Leadership Academy Alumni Group for at least two years. Already, the group has begun contributing their experience and ideas to six workstreams, considering specific client challenges, offering counsel on ideas and continuing to learn together through webinars, Town Hall discussions and online forums. Alumni will also serve as instructors for essential Edelman training courses. In 2014, for instance, alumni will be trained to teach "Digital Edelman" to help make sure our people have solid skills in how to communicate online on topics ranging from research, to storytelling, to measurement.

Mentoring

A valuable tool for personal growth and professional development, Edelman's mentoring program has been available to all employees on a voluntary basis since 2005. In 2010, we launched the ROTNEM program ("mentor" spelled backwards), a reverse mentor initiative that links senior staff with members of the junior staff to become better versed in social media and new technologies while fostering learning, teamwork and leadership development on both sides of the mentor relationship. During 2013, 70 percent of our global offices reported having a mentor program. At the end of fiscal year 2013, there were more than 278 active mentor partnerships in the U.S.



To me, citizenship is fundamental to personal and professional growth as it teaches people to include others and to go beyond the call of duty. It is a way of connecting with others and building two-way relationships that brings purpose to our lives."

**Livia Dayan, account executive,
Edelman Montreal**

Employee Development and Training

EdelmanNEXT

We renewed our emphasis on career pathing and training because we know it is key to growing those who are critical to our clients' success. EdelmanNEXT is a career pathing model that helps to retain our best and brightest. Our internal transfer policy clearly outlines the process for employees to pursue internal opportunities, while balancing the needs of our offices and markets. This process allows valued employees in the network to reinvent themselves and their careers at Edelman, while readily exploring their interests and talents so they can apply them in ways that benefit both them and the firm. To reinforce this message, we even created an ad that emphasizes our focus on our talent versus awards won or even clients served. The approach has increased the number of strong applicants we get for openings, while also offering our employees much-deserved recognition.

Leadership NEXT

At Edelman our mission is to provide excellence and quality for our clients. Our ability to do that requires having a talented and motivated workforce. To get the best from our employees, we need to lead them effectively. Leadership NEXT is a one-day training program for supervisors and above and was developed with just that in mind. We use Situational Leadership®II, developed by Ken Blanchard, as our framework. The approach focuses on developing competence, gaining commitment and retaining talent. Participants learn the skills and behaviors of a "situational leader," which will help when dealing with the challenges they face.

Retaining the Best and Brightest

In many parts of the world, studies reveal an alarming percentage of people who are unhappy in their jobs, regardless of company or industry. For many, this means they are unhappy with their managers. At Edelman, we realize that people generally leave managers, not companies. That's why Edelman employees benefit not only from their own regular performance reviews, but from our consistent focus on manager assessment and compensation linked closely to our company values. Edelman's total turnover rate in FY13 was 29.36%, which was consistent with last year. Key elements of this approach include:

- 360-degree reviews to collect feedback from employees on a manager's skills and behaviors. They carry equal weight, so a highly skilled person who has behavior issues is not likely to succeed at Edelman.



Our turnover rates are much lower than industry average in China because we offer a strong community. Especially in a society that's trying to find its way from farming village to major metropolis, the sense of community is a challenge. Coming to a place like Edelman and bonding ... and doing things together is important to retention. [Citizenship] is tremendously important to our people."

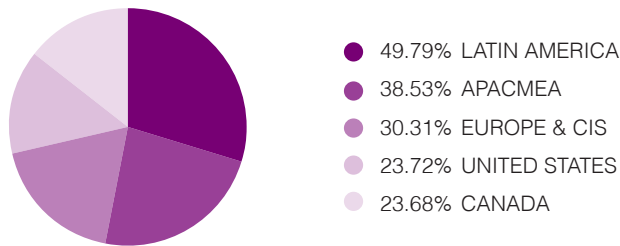
Thomas Mattia, Chairman,
Edelman China

Employee Development and Training

- Pre-hire assessments for vice presidents and above to measure 14 inherent personality qualities that can predict whether someone is likely to be a successful leader at Edelman.
- Compensation linked to behavior so those whose leadership aligns with our values and goals are rewarded, while others are not.

To make sure these and other Edelman workplace practices remain at the forefront, during 2013 we gave our human resources leaders access to best practices through Bersin by Deloitte. This rich online resource helps our human resources leaders develop leading recruiting, talent and learning strategies for our people.

TOTAL TURNOVER BY REGION



Getting Talent Where We Need it Most - Mobility

Our goal is to hire and grow local talent, recruiting and advancing the best and the brightest in each market. Many of our office managing directors are from the country where they are located. During fiscal year 2013, we continued advancing our employee mobility programs to make sure we provide talented employees with the challenges and opportunities they need to contribute fully to the shared success of our firm. In addition to our Fellows program, now in its third year, we maintain intra-regional mobility programs. Edelman managers can suggest transfers into other markets for top performers to further a valued employee's career, help build Edelman's presence in a new market or better serve a key client. These expatriate members of the Edelman team not only help build a bridge between the host office and the home office, but benefit from cultural immersion and new skills, which supports stronger project teams and client service.

Employee Development and Training

Global Fellows Program

Established in 2010, the 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. Fellows immerse themselves in a local business environment and challenges, while playing significant roles with Edelman clients. They also work with local teams to better leverage the global Edelman network.

When Fellows return to their home office or transfer elsewhere, they are matched with one of our key global clients. As of the end of fiscal year 2013, all of our previous Fellows are working on global client accounts as truly global employees.

In 2013, assignments focused on the “BRIIC-METV” countries—Brazil, Russia, India, Indonesia, China, the Middle East, Turkey and Vietnam. In 2014, the Global Fellows Program will include developing and emerging markets to further build on our global mobility and cross-cultural learning. We asked our recently returned-home Global Fellows a few questions about their experience. Here are a few highlights.

What Current Fellows Are Saying

“The Global Fellows Program is seen as a real open-minded and brave decision for the non-American markets as well as a real exercise of being a corporate citizen. I believe it is setting Edelman apart from the rest of the PR firms.”

Verónica Barranco, an account director in Edelman in Madrid, was a fellow in São Paulo.



Employee Development and Training

“The best piece of professional advice I received from a colleague in Russia was to understand and adapt to the differences. Clients or colleagues may have a different approach to work than you’re used to, but it doesn’t mean either of you are wrong. Understanding why they make the decisions they do will help you more effectively work together.”

Amanda Belcher, a senior account supervisor at Edelman in Washington, D.C., was a fellow in Moscow.



“Globalization makes mobility and cultural exchange a must for all firms, but especially so when it comes to firms like ours, whose purpose is rooted in communicating where the nuances and pitfalls are heightened. Short deadlines, demanding clients and the ever-so-slightly chaotic nature of India has given me a workout that has honed my organizational and people management skills in a way that London never could.”

Peter Bellini, n account director, Public Affairs in London, was a Fellow in New Delhi.



“The Fellows program definitely globalizes the entire network. The program provides a unique opportunity to learn, share and grow both personally and professionally, helps employees develop understanding and respect for different cultures and new markets and breaks down barriers.”

Marissa Busche, a senior account manager at Edelman in Vancouver, was a fellow in Beijing.



“The program is important in three ways: 1) in order to be a global firm, you must act like one—and Edelman is taking control of its future by investing in de-centralizing knowledge and experience; 2) breakthrough ideas come from inspired individuals, and inspiration can’t always be found while sitting in your comfort zone; and 3) while it is hard to measure the return on investment, we need to show ourselves and our clients we are willing to do what we sometimes ask for – a little leap of faith.”

Michael Iacovella, a senior account supervisor, Corporate and Public Affairs, New York, was a Fellow in Seoul.



Employee Development and Training

“At Edelman, we talk about living in color. As a leader here, I hope that I have encouraged my colleagues to use their unique experiences and opinions to make inspired, intellectual contributions to their work that are new and different. As a country kid from the American West living in Japan, I couldn’t be more different from the people around me.”

Cuyler Mayer, a senior account supervisor, Corporate and Public Affairs, New York, was a Fellow in Seoul.



“As a Cultural Intelligence Leader, I’m proud of working in an agency that places so much emphasis not only on two types of intelligence—rational and emotional—but also cultural. The Fellows Program brings strong messages to all markets: we share the same culture and values. No matter where you are, we are professional, creative and we respect differences. Together, we build wonderful, locally relevant global programs.”

Karolina Mizgalski, an Innovation and Tech practice director at Edelman in Poland, was a fellow in Jakarta.

“The Global Fellows program is so important because it brings us one step closer to creating a ‘one Edelman’ vibe around the world. By sending public relations consultants from all over the globe to different parts of the world, the program creates connections that will allow the firm to eventually develop one standard of work product that is felt in every market. It facilitates best practice sharing, local market insights as well as friendships—connections that can be tapped for many years to come.”

Fallon O’Connor, an account supervisor at Edelman in San Francisco, was a fellow in Beijing.

Employee Development and Training

“The Global Fellows program makes the Edelman world flatter and more closely knit. Great ideas now have a higher probability of improving our offerings in more places. This is critical because growth in our emerging markets is faster than in developed markets... [and] we need to understand what makes those markets tick. The Global Fellows program ensures an exchange of people and our best ideas to enhance our global network.”

Darius Razgaitis, a senior account supervisor at Edelman in New York, was a fellow in Mumbai.



“The Fellows program is important on a macro level in terms of knowledge and best practice sharing throughout the company and increasing cross-market collaborations. On a more micro level, the Global Fellows program is important because it shows lots of markets all the opportunities within Edelman and really shows career pathing and career development in action.”

Julie Wilder, an account supervisor at Edelman in Los Angeles, was a fellow in Abu Dhabi.



Culture – Living in Color

Edelman's Living in Color initiative promotes a strong office and company culture and employee well-being. Designed to inspire Edelman employees to broaden their perspectives and become more engaged with the world around them, Living in Color primarily focuses on internal culture and employee training. Local Edelman offices have flexibility in how they use this program to ensure it provides maximum benefit within their regions and cultures. Examples of activities that fall within the purview of Living in Color include:

- › Personal skills-building, such as classes in art, creative writing or wine tasting
- › Staff interaction, including events that bring staff together, such as book clubs or happy hours
- › City engagement, such as touring the city where employees live or engaging in events throughout the city
- › Sports and recreation like softball, bowling, walking clubs or biking
- › Arts/entertainment opportunities, such as attending plays, concerts and art galleries

Diversity and Inclusion

Creating a Culture Where Everyone Contributes their Best

Diversity is strength. It enables growth. It creates change. And it makes us who we are. Edelman aspires to create and maintain an inclusive work environment that embraces diversity at every level of the organization, worldwide. In fact, by maintaining an inclusive work environment that fosters diversity, Edelman will reflect the diversity of the clients it serves and the communities in which it operates.

Cultural Competence

While our diversity manifests differently across Edelman's global network, we expect every office to maintain an inclusive work environment characterized by openness, tolerance and mutual respect. We work to embrace different backgrounds and points of view, supporting fellow team members and building strong partnerships across the organization. In fiscal year 2013, we surveyed senior leaders to get their insights on Edelman's culture and our opportunities for change. Their input will help us refine our approach going forward. We also developed an interactive, hands-on training, "You are the 'I' in 'Inclusion.'" As of this publication, 67 percent of U.S. employees have completed the training. During 2014, we will offer the training to employees in other regions.

Multi-Ethnic Leadership

We live in a global, mobile society, and Edelman's leadership must reflect the changing demographics of the communities where we operate and our clients. In fiscal year 2013, we began working to recruit multi-ethnic talent at the vice president level and above by leveraging non-traditional recruiting sources such as Hispanicize—a resource for Hispanic social media marketers and Latino bloggers—and by partnering with academic institutions to identify up-and-coming multi-ethnic talent through innovative programs like the

Global Diversity Advisory Council

In fiscal year 2013, we reshaped our Global Diversity Advisory Council to include key external stakeholders from among our clients and communities, better positioning us to diversify not only our own firm, but the PR industry. The Council will continue working to ensure that our regional goals and metrics align to Edelman's global commitment, while expanding its focus to encompass broader change beyond our own business.



What we have done really well is diversity. For example, the UAE office has Jordanian, Palestinian, British, Canadian, Chinese, South African, Italian, French, Moroccan, Australian, and many other nationalities. We have been investing in local talent and looking after them properly.”

Iain Twine, CEO - Southeast Asia and Australia

Diversity and Inclusion

Global Women Executive Network (GWEN)

Edelman has set a goal that, by 2016, 50 percent of our leadership positions will be held by women, specifically among the Strategy Committee and Operating Committee members, Global Client Relationship Managers and practice leadership. Among other activities to achieve this goal, we created a task force to provide mentorship, advocacy, work culture and human resources policy reform, as well as career development. More than 250 women have signed up to participate in the task force, the Global Women Executive Network (GWEN), which is supported by employee surveys, focus groups and a special domain on the intranet where people can share stories and blog about their experiences.

Edelman-Newhouse Diversity Internship Program (ENDI)

To continue building a multi-ethnic workplace and achieve our diversity and inclusion goals, Edelman launched an internship award program in partnership with Syracuse University's S.I. Newhouse School of Public Communications. The Edelman-Newhouse Diversity Internship Program (ENDI) provides eight-week public relations internships to undergraduate and graduate students from under-represented groups. The interns are placed in Edelman's offices throughout the United States and support global client relationship manager accounts. Each intern is paired with a mentor to ensure successful integration into the company's network.

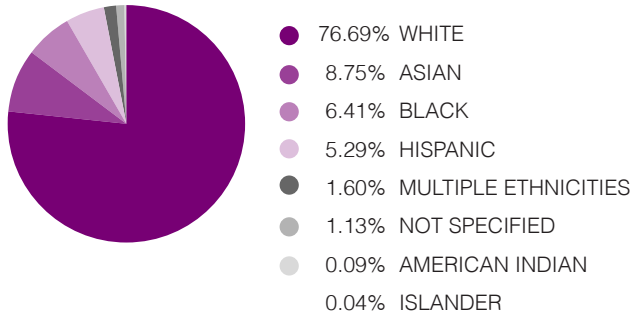
During fiscal year 2013, Edelman welcomed the second Edelman Newhouse Diversity Internship class. The interns participated in a summer project designed to challenge them, giving them an opportunity to dive in to Edelman's capabilities, culture and client offerings by focusing on the importance of diversity for the overall success of business.

2013 Edelman-Newhouse Diversity Interns

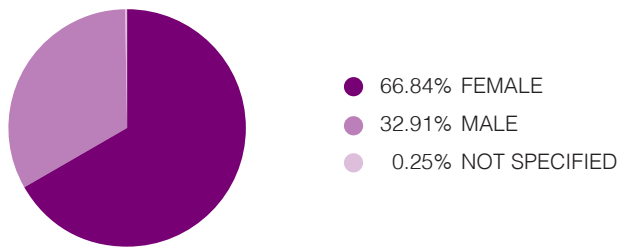
- › Rebecca Catchpole, Seattle
- › A.P. Chaney, Washington D.C.
- › Esther Chen, New York
- › Heidi Chu, Chicago
- › Sharasa Henley, Seattle
- › Andrea Mencia, New York
- › Onaika Mootoo, New York
- › Clarice Rodriguez, New York
- › Lauren Wint, Silicon Valley

Diversity and Inclusion

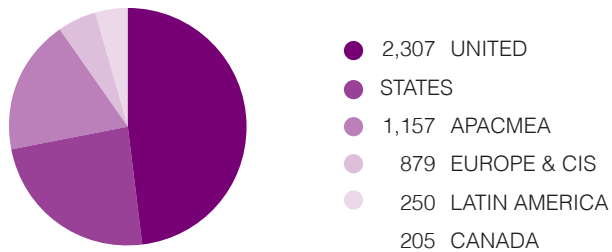
DIVERSITY



GLOBAL GENDER METRICS



FULL-TIME WORKFORCE



Health & Wellness

Founder Dan Edelman frequently referred to exercise as the key to a productive life, along with work and community. Today, Edelman continues in this tradition by offering a variety of benefits to help our employees stay healthy and productive at work and at home.

Promoting a Safe Workplace

We work to protect our employees by enforcing strict policies for workplace violence and unlawful harassment. These policies help to ensure that our employees are working in productive, safe environments.

Tobacco Cessation

Since 2007, Edelman has offered a comprehensive tobacco cessation program at no cost to employees. The program includes a US\$2,000 bonus to any employee globally who voluntarily stops using tobacco for a period of six months. To date, 51 employees have received the tobacco cessation bonus. In addition to the financial incentive to quit, Edelman's U.S. "Tobacco-free Workplace Policy" offers counseling assistance, "A Call to Change – Partners in Quitting," which pairs each participant with a health educator who performs weekly check-ins and provides resources on tobacco cessation and behavior change. Since the start of the program, Edelman has paid a total of 44 reimbursements for over-the-counter tobacco cessation aids, and nine employees have participated in the free counseling services provided by HealthPartners®.

CEO Cancer Gold Standard™

In the U.S., Edelman is accredited with the CEO Cancer Gold Standard, an initiative of the CEO Roundtable on Cancer focused on cancer prevention, early detection and access to quality care. To earn this distinction, a company must satisfy a set of rigorous health-and-wellness requirements in five areas: tobacco use, diet and nutrition, physical activity, prevention, screening and early detection and cancer clinical trials.

Companywide AIDS Policy

Edelman has a 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.

Worklife/Balance

Our founder Dan Edelman was right. Finding the right balance between our personal and working lives is 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, Edelman has supported a variety of reduced workweek and flextime arrangements. As reported in our 2013 benefits survey, 73 percent of our offices offer flexible work time. Telecommuting is also available to U.S.-based full-time or part-time employees who are account executives and above, in good performance standing, have a position that is not dependent on the office location and have demonstrated a pattern of behavior consistent with our core values. In addition, our 2013 benefits survey asked whether offices have a transportation voucher program. Among respondents, 38 percent of offices indicated that they do offer transportation vouchers, while 8 percent indicated they provide other forms of transportation support.

Sabbatical

Edelman sabbaticals are offered in the U.S. and other select markets. Our sabbatical program provides tenured staff with up to six additional weeks of paid time off. Sabbaticals are offered when an employee has been with the company ten years and again at every five-year interval thereafter. In 2013, 41 U.S. employees are eligible for the program.

Edelman Escape

A U.S. employee development program, Edelman Escape rewards 15 employees each year with one paid week off and a stipend to fulfill a personal passion or long-held dream.

Health & Welfare

Anniversary Award Program

Edelman's Anniversary Award program acknowledges our employees who achieve tenure milestones with a monetary gift. Our goal through this global program is to demonstrate that their service and commitment is valued by Edelman.

Family Leave

Parental leave provides new biological and adoptive parents with the opportunity for paid time off to bond with their child after birth or adoption. Additionally, in the U.S., caregiver leave was launched in fiscal year 2013, providing paid time off for eldercare emergencies

Employee Assistance

Guidance Resources, our employee assistance program, offers expert information on personal, family, legal and financial concerns. Guidance Resources is currently available to employees based in the U.S.

Other Benefits

At Edelman, our employee benefits program varies from region to region and is competitive in every location. In each of our 67 offices around the world, benefits are tailored to meet the specific needs of Edelman people, their families and their communities. During fiscal year 2013, we surveyed our offices to determine how the benefits Edelman offers to employees varied by market, and what sort of "extras" are provided. These range from language training and book clubs, to fitness classes, food vouchers and office pantries stocked with healthy foods. We received responses from 44 offices.

Does your office offer basic benefits ?

Yes	75%
No	20%
Others	5%



Telling people about it—this is what we’re doing in our citizenship reports. We believe that reporting on our environmental, social and governance goals and progress provides multiple benefits. It encourages us to take a good look at our performance on a regular basis. It focuses our citizenship efforts on those areas where we can make the greatest impacts. It allows us to make public commitments to our stakeholders. It holds us accountable. And it gives us a platform for sharing our citizenship journey.

“

The simplest way to describe a program of public relations is the following: Do good. Tell other people about it.”

Daniel J. Edelman, 1951

Our Approach to Reporting

Edelman engages with a wide spectrum of stakeholders—our employees, our clients and their customers, nongovernmental organizations, industry peers, business partners, suppliers, media and government officials and regulators. We identified these stakeholder groups as central to our citizenship journey because of their involvement in and influence on our business activities. Understanding their priorities, along with the interests of our own business, is critical to our global citizenship strategy.

Stakeholder Engagement and Materiality Analysis

The process of evaluating and re-evaluating the issues that are significant and relevant to our stakeholders and to our business not only informs the content of our citizenship reports, but also helps us refine our citizenship strategy.

Since we published our first citizenship report for fiscal year 2011, Edelman's approach to determining materiality for nonfinancial information has evolved continuously. In 2013, we expanded the engagement process to include a broader range of stakeholders and gain insights on a wider variety of concerns and expectations. Our global engagement process included our employees, business managers and executives, as well as external stakeholders, such as:

- › Academics
- › Business managers and executives
- › Clients
- › Nongovernmental organizations
- › Peers in the services sector

Internal and external stakeholders were surveyed using email and telephone interviews, face-to-face meetings and an online questionnaire. Results were summarized to inform the materiality analysis. Edelman also discussed materiality for nonfinancial information with other professional services firms, which led to consensus on a universe of sustainability issues generally applicable to all professional services firms. The content of this report reflects this analysis as well as the learnings from previous years in which we collected input from employees using our own Trust Barometer survey, collected insights from senior leaders around the company and completed an internal audit of Edelman policies and citizenship efforts.

Our Approach to Reporting

Our 2013 Materiality Analysis Approach

Following the interviews, meetings and surveys, we convened a videoconference of executives, managers and employees from Edelman offices in Atlanta, Brussels, Chicago, Hong Kong, Johannesburg, London, Mexico City, New York, San Francisco, São Paulo and Washington D.C., while Edelman representatives from China and India participated in a follow-up conference call. The meetings had two related objectives:

1. Review and challenge the proposed material sustainability issues that was prepared based on the results of stakeholder engagement
2. Reach consensus on the most critical global issues when viewed through the lens of the four pillars underpinning the Edelman approach (Our World, Our Clients, Our Community and Our People).

The process began by considering and validating a universe of 36 sustainability issues generally relevant to professional services firms. The material sustainability issues addressed the topics identified by Edelman's external and internal stakeholders. During the Edelman materiality analysis videoconference, these topics and the information provided by stakeholders was evaluated using an approach similar to that employed by the Sustainability Accounting Standards Board (SASB) to determine material sustainability issues for business sectors.

- › The group considered and reached a consensus on a subjective ranking of the importance of each issue to Edelman.
- › The group considered both quantitative and anecdotal evidence of an issue's impact on financial drivers and reached a consensus on potential impacts.
- › To distinguish between material issues and relevant, but not necessarily material issues, the group considered the likelihood that a trend or event would occur and the potential effects of that occurrence on financial condition, people, clients or reputation.

The discussion achieved a consensus on material issues and sub-issues. Sustainability issues material to Edelman were grouped into four broad areas, each of which is directly related to our four pillars.

1. Ensure business viability and value creation for all stakeholders over the long-term (Our World)
2. Keep clients at the center of everything we do (Our Clients)
3. Support the communities where our people live and work (Our Community)
4. Recruit, develop and retain highly motivated and fully engaged people (Our People)

Our Approach to Reporting

Because Edelman is a participant in the International Integrated Reporting Framework (IIRC) Pilot Program, the grouping of issues under specific pillars reflects how the IIRC content elements might be grouped under Edelman's pillars. At the same time, this report includes link between pillars because citizenship progress is, by nature, overlapping and integrated, and does not always align with discrete categories.

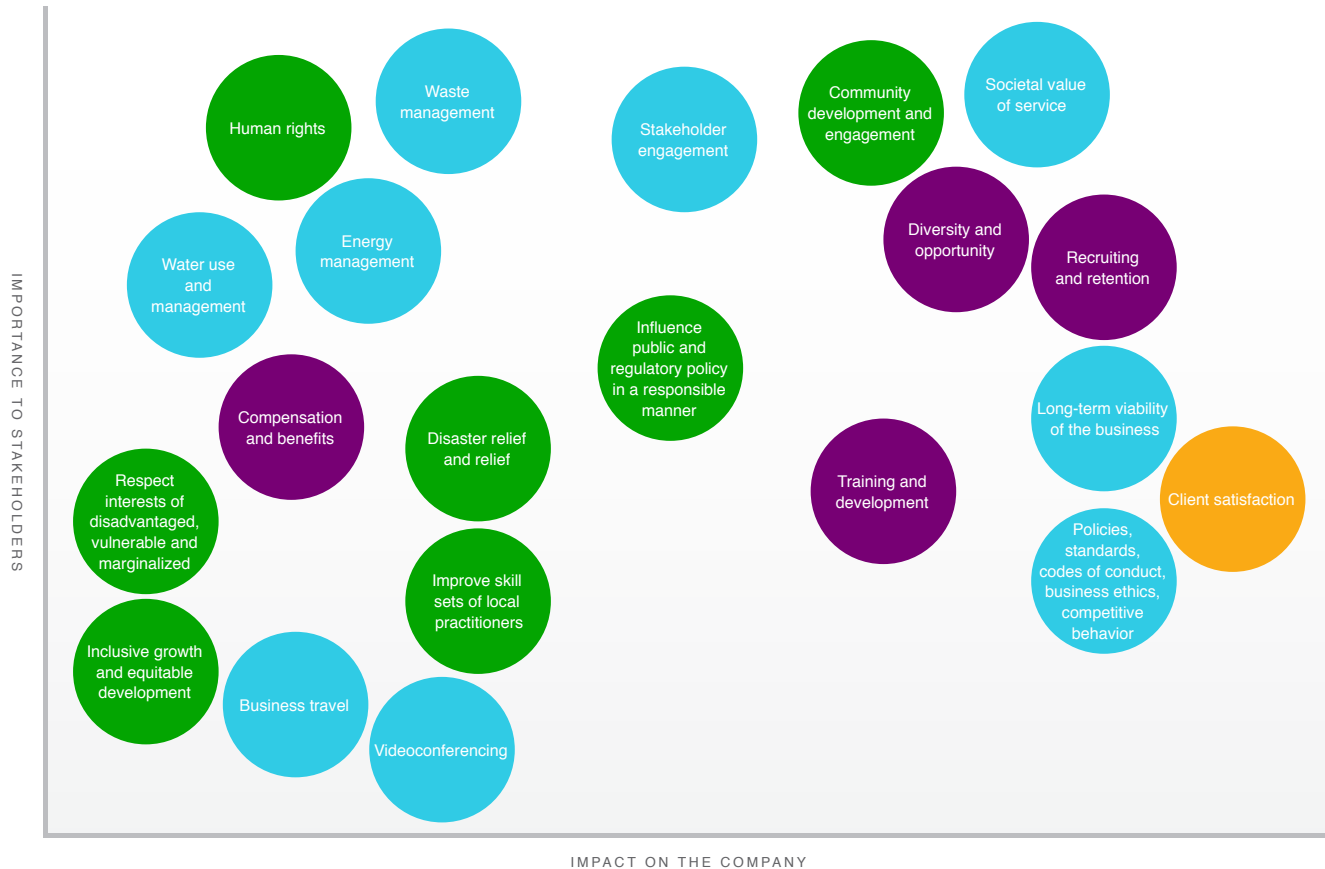
Report Content and Boundary

The content of our fiscal year 2013 report was informed by our materiality analysis. Data covers Edelman's fiscal year 2013, which is July 1, 2012 through June 30, 2013, except for greenhouse gas emissions reporting, which is based on fiscal year 2012, which is July 2, 2011 through June 30, 2012. Unless otherwise noted, data represents all Edelman offices and businesses wholly owned by DJE Holdings. It does not include joint ventures or subsidiaries in which Edelman has partial interest. However, we have included summaries of some of the client service, pro bono and volunteering contributions from offices affiliated with our specialty firms.

We are reporting on our citizenship journey annually and continue to track our progress year over year. Please see the appendix for information about the calculation methodologies applied to the data presented in this report and for changes made since reporting our previous performance.

Edelman Materiality Matrix

- **OUR WORLD.** Ensure business viability and value creation for all stakeholders over the long-term
- **OUR COMMUNITY.** Support the communities where our people live and work
- **OUR CLIENTS.** Keep clients at the center of everything we do
- **OUR PEOPLE.** Recruit, develop and retain highly motivated and fully engaged people



Integrated Reporting

Just as citizenship is a journey, so, too, is integrated reporting. The integrated reporting process helps us understand the complex relationships among environmental, social, economic and governance issues, and identify gaps and opportunities in our approach. This year’s report not only illustrates where we have successfully integrated commercial, environmental, and social interests into our decision-making and actions, but also where we should further improve the way we monitor, measure and report on our value creation processes.

Since 2011, we have participated in forums sponsored by the IIRC in which companies participating in the pilot program met to share experiences and knowledge about integrated reporting. Our fiscal year 2013 report represents the third time that our IIRC participation has informed our reporting. As a privately held firm, we do not report in detail our financial performance, but we are working toward a fully integrated report format and are committed to transparency in our business operations, as appropriate.

Our Approach to Reporting

All three of our citizenship reports—our first steps on an integrated reporting journey—have brought our views about the role of business in society into sharper focus. We've been committed to merging good business performance with social purpose for years. Today we are working to embed our commitment to building a shared future even more deeply into our operations. The extent to which we create value for all of our stakeholders depends on how our business model leverages relationships and resources, or what the International Integrated Reporting Council's Discussion Paper describes as "capitals." Our business model reflects who we are, what we do, and the way we serve both our clients and the communities where we live and work. It is shaped by our values, which we often describe as our "shared future." This shared future helps us transform the concept of capitals into concrete issues—environment, clients, ethics, supply chain, community, people and others—that we can act upon, measure and report.

Our Value Creation Process

As a result of our materiality analyses in 2012 and 2013, we determined that seven issues under three of the six capitals are the most relevant to our 2013 Citizenship Report.

Human Capital

- › Ethics
- › People
- › Diversity

Natural Capital

- › Environment

Human Capital

- › Clients
- › Community
- › Supply chain

Our Approach to Reporting

Looking Ahead

In last year's report, we identified three areas—controls over nonfinancial information, key performance indicators and linking financial and nonfinancial performance—as critical to measuring, monitoring and reporting the way Edelman creates value for all stakeholders. In fiscal year 2013, we advanced our progress by developing a comprehensive citizenship dashboard that will allow us to further operationalize our citizenship performance.

We also identified new targets and strategies to drive our progress forward. In the coming years, we will look to identify additional performance indicators that measure our progress in key areas such as employee training and development, uptake of our supplier code of conduct in our value chain, the impact of our charitable contributions and pro bono services and better quantification of the relationships between financial and nonfinancial performance.

Along this journey, our stakeholders will continue to be essential to our success. We look forward to updating you on our progress and hearing what you think. Contact us at Citizenship@edelman.com with ideas, questions or concerns.

GRI Index

This report is aligned with the Global Reporting Initiative (GRI) Sustainability Report Guidelines, Version 3.1.

INDICATOR	DESCRIPTION	REPORTED	LOCATION IN REPORT
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Strategy and Analysis

1.1	Statement from the most senior decision-makerDirector	Fully	Letter from Our CEO Letter from Our Corporate Responsibility Director
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Organizational Profile

2.1	Name of the organization	Fully	Who We Are
2.2	Primary brands, products, and/or services	Fully	Who We Are
2.3	Operational structure of the organization	Fully	Our World
2.4	Location of the organization's headquarters	Fully	Our World
2.5	Number of countries where the organization operates	Fully	Who We Are
2.6	Nature of ownership and legal form	Fully	Who We Are
2.7	Markets served	Partially	Who We Are
2.8	Scale of the reporting organization	Partially	Our World
2.9	Significant changes regarding size, structure, or ownership	Fully	Our World
2.10	Awards received in the reporting period	Fully	Our World

Report Profile

3.1	Reporting period	Fully	Our Reporting
3.2	Date of most recent previous report	Fully	About Edelman Worldwide
3.3	Reporting cycle	Fully	Our Reporting
3.4	Contact point for questions	Fully	Our Reporting

Report Scope and Boundary

3.5	Process for defining report content	Fully	Our Reporting
3.6	Boundary of the report	Fully	Our Reporting
3.7	Specific limitations on the scope or boundary of report	Fully	Our Reporting
3.8	Basis for reporting on joint ventures, subsidiaries, etc.	Fully	Our Reporting
3.9	Data measurement techniques and the bases of calculations	Fully	Our World and Appendix
3.10	Explanation of any restatements	Fully	Our Reporting and Appendix
3.11	Significant changes from previous reporting periods	Fully	Our World
3.12	GRI Content Index	Fully	Our Reporting

GRI Index

GRI	DESCRIPTION	REPORTED	LOCATION IN REPORT
Governance, Comitments, and Engagements			
4.1	Governance structure of the organization	Fully	Our World
4.2	Independence of chairman	Fully	Our World
4.3	Number of independent and/or non-executive members	Partially	Our World
4.4	Mechanisms for stakeholders to provide recommendations	Fully	Our World
4.8	Statements of mission or values, codes of conduct, principles	Fully	Who We Are, Our World
4.13	Memberships	Fully	Who We Are
4.14	Stakeholder groups engaged by the organization	Fully	Our Reporting
4.15	Basis for selection of stakeholders with whom to engage	Fully	Our Reporting
4.16	Approaches to stakeholder engagement	Fully	Our Reporting
Economic Performance Indicators			
EC1	Direct economic value generated and distributed	Partially	About Edelman Worldwide
EC4	Significant financial assistance received from government	Fully	Who We Are
EC7	Local hiring policies and practices	Fully	Our People
EC8	Development and impact of infrastructure investments	Fully	Our Communities
Environmental Performance Indicators			
EN1	Materials used by weight or volume	Partially	Appendix
EN2	Percentage of materials used that are recycled input materials	Fully	Our World, Appendix
EN3	Direct energy consumption by primary energy source	Partially	Our World, Appendix
EN4	Indirect energy consumption by primary source	Fully	Our World, Appendix
EN8	Total water withdrawal by source.	Partially	Our World, Appendix
EN16	Total direct and indirect greenhouse gas emissions by weight	Fully	Our World
EN17	Other relevant indirect greenhouse gas emissions by weight	Fully	Our World, Appendix
Social: Labor Practices and Decent Work			
LA1	Total workforce by employment type, contract and region	Partially	Our People
LA2	Total number and rate of employee turnover by age group, gender, and region	Partially	Our People
LA4	Percentage of employees covered by collective bargaining agreements	Fully	Our People
LA10	Average hours of training per year	Partially	Our People
LA11	Programs for skills management and lifelong learning	Fully	Our People
LA12	Percentage of employees receiving regular performance reviews	Partially	Our People
LA13	Composition of governance bodies and breakdown of	Partially	Our World, Our People

GRI Index

GRI	DESCRIPTION	REPORTED	LOCATION IN REPORT
Social: Society			
SO3	Employees trained in Organization's anti-corruption policies	Partially	Our World
Social: Product Responsibility			
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications	Partially	Our World
PR8	Customer Privacy	Partially	Our World
Social: Human Rights			
HR4	Incidents of discrimination and corrective actions	Partially	Our World

Appendix –GHG Emissions Reporting Methodology and Environmental Metrics

GHG Emissions Reporting Methodology

The greenhouse gas (GHG) emissions information was prepared in accordance with the World Resources Institute/World Business Council for Sustainability Development Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard, Revised Edition. The GHG accounting and reporting standard are referred to as the GHG Protocol in this document.

Organizational boundary and reporting period

The organizational boundary of the GHG inventory is determined based on operational control approach in accordance with the GHG Protocol. The inventory accounts for 100 percent of GHG emissions of business activities and operations in which Edelman has direct operational control and the full authority to introduce and implement its operating policies. The current GHG inventory thus accounts for the GHG emissions of Edelman’s operations for fiscal year 2012 (1 July 2011 – 30 June 2012).

At the time data was collected, Edelman operated in more than 25 countries with more than 60 offices under five operating regions: U.S.; Canada; Europe, the Middle East and Africa (EMEA); Asia Pacific (AP); and Latin America. GHG emissions from 52 local offices were reported for fiscal year 2012. Thirteen offices were excluded from the GHG inventory due to data limitations, or emissions were estimated to be insignificant to global GHG emissions.

Operational boundary

The GHG emissions calculated include Scope 1, Scope 2 and Scope 3 emissions that were reported for operations within the organizational boundary defined.

OPERATIONAL BOUNDARIES	EMISSION SOURCE
Scope 1 Direct emissions	Mobile fuel combustion: Diesel and petrol fuel use
	Stationary fuel combustion: Natural gas, gas oil and heating oil fuel use
Scope 2 Energy Indirect GHG emissions	Purchased electricity consumption
Scope 3 Other Indirect GHG emissions	Staff business air travel
	Office copy paper use

GHG quantification methodology and emissions factors

Appendix –GHG Emissions Reporting Methodology and Environmental Metrics

All GHG emissions include four of the six greenhouse gases covered by the Kyoto Protocol - carbon dioxide (CO₂), methane (CH₄) and nitrous oxide (N₂O). Hydrofluorocarbons (HFCs), perfluorocarbons (PFCs) and sulphur hexafluoride (SF₆) are omitted from our reporting as they are not a material source of GHG for the company.

The GHG emissions are calculated by multiplying activity data with published emissions factor. GHG emissions from multiple gases are standardized to a carbon dioxide equivalent (CO₂e) by applying corresponding Global Warming Potential (GWP). The general calculation formula and global warming potentials used are:

$$\text{Total GHG emissions (tCO}_2\text{e)} = \sum \text{sources (Activity data x Emission factor x GWP)}$$

GHG	GLOBAL WARMING POTENTIAL (GWP)	REFERENCE
Carbon Dioxide (CO ₂)	1	GHG Conversion Second Assessment Report published by Intergovernmental Panel on Climate Change
Methane (CH ₄)	21	
Nitrous Oxide (N ₂ O)	310	

Published emission factors were identified for all emission sources. They specify the amount of emissions per unit of activity.

EMISSION SOURCE	SOURCE OF EMISSION FACTOR
Scope 1 – Global	GHG Protocol Emission Factors from Cross-Sector Tools, Version 1.3 (Aug 2012) GHG Conversion Factors for Company Reporting (Jul 2013)
Scope 2 – US	US Environmental Protection Agency eGRID2012
Scope 2 – UK	GHG Conversion Factors for Company Reporting (Jul 2013)
Scope 2 – Others	International Energy Agency CO ₂ Emissions from Fuel Combustion, CO ₂ emissions per kWh from electricity generation (revised Mar 2013)
Scope 3 – Air Travel Global	GHG Conversion Factors for Company Reporting (2012). In line with international good practice, a Radiative Forcing Index (RFI) multiplier of 1.9 is used to represent the impact of non-CO ₂ gases from aviation when calculating emissions from flights
Scope 3 – Paper-Global	Environmental Paper Network Paper Calculator Version 3.2

Appendix –GHG Emissions Reporting Methodology and Environmental Metrics

GHG emission data is reported in both absolute and normalized values. Full-time equivalent (FTE) employees as of fiscal year-end (30 Jun 2012) is used to calculate carbon intensity (CO₂e/FTE). It covers permanent full-time and part-time employees only (interns, trainees, contractors and temporary employees are excluded).

Base year GHG emissions and recalculation

The GHG emissions for fiscal year 2011 were established as the base year for comparing our emissions performance over time. The base year GHG emissions apply to Scope 1, Scope 2 and Scope 3 emissions associated with staff business air travel and office copy paper use.

In this report, base year GHG emissions were recalculated using updated emission factors and primary dataset to enable more comparable results over time.

Data collection and reporting tools

Primary usage data is used to calculate GHG emissions through the application of relevant GHG emission factors. The primary data obtained from electricity bills, fuel and paper purchase record, and flight ticket information is collected via web-based carbon data management software. A proxy built from average office electricity usage is applied to calculate GHG emissions only in cases where actual metering data is not available.

Edelman's business 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.

Supporting documents such as copies of purchase invoices were maintained by local offices for internal data verifications. At the time of footprint calculations, invoices were checked against the input data based on sampling for electricity, fuel and paper purchase. Raw data and emissions calculation tool are properly documented and archived for future reference.

Summary of Environmental Data Related to GRI Reporting (FY2012)

EN1	Materials used by weight or volume	<p>Direct materials used:</p> <p>Copy paper purchased for office use: 119 tonnes. (Material weight estimated based on assumption that all paper weigh 80 gram/sq. meter, unless specific by local offices)</p> <p>Data for other materials used is not available.</p>
EN2	Percentage of materials used that are recycled input materials.	56% of copy paper purchased was with post-consumer recycled content by weight. (Material weight estimated based on assumption that all paper weigh 80 gram/sq. meter, unless specific by local offices)
EN3	Direct energy consumption by primary energy source	<p>Total direct energy purchased by energy source:</p> <p>Diesel: 648GJ</p> <p>Petrol: 3,527GJ</p> <p>Natural gas: 1,005GJ</p> <p>Heating oil: No data</p> <p>Gas oil: 263GJ</p> <p>Edelman does not produce or sell direct energy.</p>
EN4	Indirect Energy Consumption by primary energy source	Consumption of indirect (purchased electricity) energy source is 30,990 GJ. Edelman does not produce its own electricity. The source of the energy is dependent on the fuel mix of the local electric utility and regional differences. Portion of purchased electricity produced from renewable resources is not available.
EN8	Total water withdrawal by source.	<p>Water consumption data includes water purchase records from 11 Edelman offices, amounting</p> <p>to a partial water consumption footprint of 41,820 cubic meters per year: Vancouver, Los Angeles, Milan, Sacramento, Silicon Valley, Jakarta, Shanghai, 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.</p>
EN16	Total direct and indirect greenhouse gas emissions by weight	<p>Total GHG emissions: 4,321 tonnes CO₂e</p> <p>Direct GHG emissions (Scope 1): 364 tonnes CO₂e</p> <p>Indirect GHG emissions (Scope 2): 3,957 tonnes CO₂e</p>
EN17	Other relevant indirect greenhouse gas emissions by weight	<p>Total indirect GHG emissions: 13,326 tonnes CO₂e</p> <p>Staff business air travel emissions (Scope 3): 13,044 tonnes CO₂e</p> <p>Emissions associated with copy paper purchased (Scope 3): 282 tonnes CO₂e</p>