



Our submission for CommunityMark

How do we enable our employees to contribute to the community?

Our systems and policies which support our employees to contribute to charities and community groups

GSK has a proud history of volunteerism and the company encourages employees to contribute to their local communities through employee volunteering. Each year we have a call for Barretstown volunteers though the decision about who to accept is made by the charity. In 2008 we had 44 volunteers from across Europe. Colleagues of some volunteers will get involved in team fundraising for Barretstown. We support Science and Engineering Ambassadors and about 150 employees, mainly from UK R&D sites, work alongside teachers to enthuse young people about science. Employees who want to be school governors are also supported.

At each of our three HQ sites local charitable associations and networks are promoted for individual and team building opportunities and many employees volunteer for local GSK-supported charities. Several countries have initiated 'Orange Days' where employees from across the company will take part in collective, branded volunteer activities. Company time is agreed with the line manager and many employees will build this into their Performance Development Plan, identifying the skills they are developing with the non-profit.

In the US GSK's Investment in Volunteer Excellence programme provides \$500 to non-profit organisations where employees or their partners volunteer at least 50 hours/year – over 750 grants in 2007. UK employees can apply for funding for non-profit organisations where they are actively involved – almost 400 grants were made from the Making a Difference programme in 2007.

In addition to company donations we encourage employees who are able to contribute to charities – UK and US employee-giving programmes raised over £3.5 million last year. GSK's US Matching Gifts programme matched over 16,500 employee gifts to a value of \$5 million. About 1000 employees participate in the UK Give As You Earn scheme which is introduced to employees during their induction process and promoted at a number of themed events.

How we engage our employees so that they are enthused and want to get involved in our community projects

Senior GSK employees sit on the four governance committees that agree funding for major community programmes. They represent their business areas and are effectively champions for the programmes. GSK's work with communities is a part of the induction process, reaching out to encourage employees to get involved and contribute in some way. GSK employees are generous in response to appeals for the most needy. For example, our support for Crisis UK Christmas shelters is extended by employee gifts of food and clothes, while US employees



donated over eight tons of goods following a TV ad by the CEO. Building on our corporate sponsorship for Macmillan Cancer Support, GSK employees across all UK sites raised a further £20,000 by taking part in site-based fundraising for the Worlds Biggest Coffee Morning. Our community programmes provide a regular stream of global news stories through a strong and innovative communications programme run by a dedicated Communications Director. Over 1000 copies of an ‘overview’ video of GSK’s community work were distributed across the business last year, and shown at ‘town hall’ and department meetings. A series of video diaries has been launched on myGSK (intranet) as a low-cost way to provide compelling images and stories on developing world activities. A ‘Your Story’ feature offers a mechanism for a personal account of employee experiences. Most of these are linked with some sort of community activity and allow the company to celebrate achievements of individuals and groups of employees.

Employees are enthusiastic about our community support - a 2006 global survey confirmed that over 85% think GSK’s community work is important to the company’s reputation with over 90% responding that it made them feel proud to work for GSK.

How much do we invest in the community?

Our contributions are valued at:

year 1 (07) £282m (£41m cash)
year 1 (06) £302m (£46m cash)
year 1 (05) £380m (£61m cash)

How do we calculate our investment?

We broadly follow the London Benchmarking Group (LBG) but product donations are valued at Wholesale Acquisition Cost (WAC) in line with the Committee Encouraging Corporate Philanthropy (CECP). We are explicit about the breakdown of cash and product giving and guide people who want more detail towards an indicative cost of products donated (approx 20% cost of goods reported in our Annual Report). Our figures do not include employee time for volunteering (which is not collected centrally), nor do they include any company costs associated with our ‘not-for-profit’ medicines for the developing world.

We believe this is an appropriate level of spend at typically about 4% of pre-tax profits. The scale of our humanitarian product donation programme fluctuates year on year and was particularly large in 2005 which was an atypical year with several major natural disasters. This also accounts for the peak of cash giving in 2005.

How do we measure and evaluate the sustainable difference that our projects make to the community and the business?

	Project Name	Key inputs	Targets	Community contribution	Business benefits
1	Humanitarian product donations	Donations valued at over \$460 million since Jan 2001 Management time and expertise	Appropriate donations made in response to a clear and express need e.g. natural disasters. Also for community healthcare in impoverished, remote communities and travel packs for physicians on medical missions.	Each year reach people in about 100 countries who would otherwise not be treated (disaster areas, refugee camps etc). Millions of lives saved and infections treated.	Stakeholders recognise that GSK can support the most needy with critical medicines. GSK's planned and clear policy is aligned with the WHO guidelines for drug donations. When a donation enters a market, local general managers benefit from links with government and media. 'The Gift', an internal video on this programme is hugely motivating for employees.
2	Uganda Malaria Partnership Program	Cash £300K Technical support	Encourage early and preventative treatment of malaria to save lives	Community Drug Distributors trained to treat childhood malaria and lives saved. UMPP strategy built into Ugandan Ministry of Health malaria control plan	Through the UMPP and other community malaria activities GSK is recognised as a committed partner in preventing death from malaria. Generates links with the malaria community which is important for GSK's malaria vaccine (in development).
3	Lymphatic Filariasis (LF) Elimination	Cash £1m per year) Product – as much as required until disease eliminated. Dedicated staff	Stop transmission of the parasite and eliminate the disease as a public health problem.	440m individuals have received free LF treatment since start of programme - 750m tablets donated already. 24m babies born free from the risk of LF Tens of millions of children dewormed leading to better	GSK's flagship programme - identified by employees and other stakeholders as a huge and worthwhile commitment. Recognised with several awards including support of Millennium Development Goals

				health/growth/educational prospects.	
4	Barretstown	Cash- over £4m since 1994 Volunteers – about 40 / year Donations of product	Pan-European support for most underserved children. GSK's most recent grant aims to increase numbers of children served and develop the infrastructure for expansion of European operations	About 15,000 seriously ill children and their families from 20 European countries have benefited from Barretstown in a unique programme that enables them to rediscover their self-esteem and confidence. Medical specialists view Barretstown as a core component of treatment for certain patients.	Barretstown is a focal point for GSK employee involvement. Over 500 employees from across the company have volunteered their time, from participating in team events through to acting as chaperones and translators. 100% of respondents to recent survey found experience motivating and a video of some volunteers has been well-received within GSK.
5	Zingatia Maisha	Cash £500K and Consultancy	Scale up HIV/AIDS healthcare services at 38 Kenyan health facilities over 3 years. Model involves placing a range of HIV/AIDS treatment and support services into comprehensive care clinics to help patients avoid the stigma of an HIV clinic.	In the first two years Zingatia Maisha has improved acceptance among healthcare providers and local communities, reducing the fear of coming forward for testing and treatment. Treatment adherence rates are now as high as 92 percent in some clinics.	GSK's long-term (15 years) support and hands-on commitment to communities affected by HIV/AIDS has helped our reputation in a field that is often characterised by patient advocacy and political criticism of pricing and access.
6	Crisis	Cash £20-40K /year (+£20K for Christmas card challenge) Volunteers Clothes etc Product	Medical infrastructure for 8 centres. Raise awareness amongst employees and key stakeholders	750 homeless people in London received medical care. General funding and in kind support contributes to other activities.	Employees motivated to support Crisis in a range of ways – some volunteer at shelters, Crisis books purchased, work by Crisis 'artists' displayed and sold in GSK House; collection points for donations at GSK London sites. GSK business partners see support with corporate donation in lieu of Christmas cards.
7	PHASE	Cash (over £2.3m). Technical	Overall target to improve hygiene and reduce school absenteeism as a result of	Culturally relevant PHASE teaching kits developed and adapted for each country. PHASE	Wide recognition, including BITC and World Business Awards in support of Millennium Development Goals

		support including funded evaluation	diarrhoeal disease. Three key objectives: 1) Development of water and sanitation infrastructure 2) Implement hygiene and sanitation practices 3) Use children as agents of change	has achieved national-level impact and sustainability in several countries. Cost per child targeted £2.28 (at the end of all current projects)	
8	IMPACT Awards	Grants (over £2m so far) Communication support	Unrestricted grants for organisations showing excellence in healthcare programmes. Recognition and support for winners. Build network of winners.	220 small to mid sized organisations received funding and recognition – 10 year review showed how this had been used to further work. Networking and development programme.	Cross UK recognition of awards and GSK support, especially with 10 year review. National awards scaled and programme replicated at several sites to focus local business giving as Local Health Awards.
9	Medical research projects	Cash up to £500K/yr Technical input/evaluation	Support specific research programmes	New insight into diseases	Specifically no intellectual property to GSK but builds relationships with research organisations
10	Crest Star Investigators	Cash £400K Technical input	Generate interest in science in primary school children. By 2010, aim for 5,000 schools and 55,000 children to be taking part in after school activity	To date 800+ schools have bought packs; 15,000 children are taking part. Attracted additional £340K funding. Independent evaluation (prelim data) shows children with wide spread of abilities are using the materials and non-scientist organisers find materials useful.	Long-term will help develop a more scientifically literate and interested society and contribute to children studying science.



What are our commitments for next 3 years?

Commitments to sustain and improve your community impact in next 3 years	How will this be measured?
We expect to donate at least 300 million albendazole tablets each year, our anti-parasitic drug for the prevention of LF. Amounts vary as production is planned and shipped in response to requests from each country that is ratified by the WHO.	We will publicly report our donations on our website each year (gsk.com).
Our financial support for Mobilising for Malaria will come to an end in 2008. We will consult with the malaria community to identify a new GSK malaria programme.	We will publicly announce the new GSK malaria programme and report on progress on our website
We will continue to expand PHASE, our hygiene programme to prevent illness from diarrhoea-related diseases and improve school attendance. In 2008 we will introduce PHASE to the Millennium Village projects in Senegal and Malawi.	Together with our partners we will continue to evaluate PHASE and present progress on at relevant meetings. We will report progress on our website.
We will extend our partnership with Barretstown and other 'Hole in the Wall' camps for seriously ill children and assist them in expanding facilities across Europe. We will continue our volunteer programme.	We will survey our Barretstown volunteers and report how the experience supports their personal and professional development.
We will extend the IMPACT awards internationally	We will report the number of countries /site introducing new programmes on our website.
We will extend our team volunteer Orange Days internationally	We will report progress on this internally and as part of our annual reporting