Global Philanthropy and Contributions Report

2005

P&G

P&G's Purpose is to improve consumers' lives day in and day out. Fulfilling this Purpose sustains P&G growth year in and year out. One of the most important ways we fulfill our Purpose is through P&G philanthropy.

The P&G Fund

The P&G Fund was established as a private foundation in 1952 to coordinate the distribution of money to charitable organizations in communities where P&G has a concentration of employees. Through the years, the Fund has supported wide-ranging programs directly responding to P&G's Purpose – to improve lives.

The Fund depends solely on P&G and its subsidiaries for financial resources. This year, The P&G Fund provided about $25 million in financial support to charitable organizations.

Consistent with the Company's direction, The P&G Fund is stepping up to focus on the development of children in need, ages 0-13, through our global *P&G Live, Learn and Thrive* corporate cause. Focusing on this platform is critically important as the Fund moves forward to make a more meaningful impact on the lives of children around the world.

Live, Learn and Thrive

P&G's Purpose is to improve the everyday lives of the world's consumers. P&G brands and P&G people improve consumers' lives in small but meaningful ways every day. We care for babies and pets. We help make everyday tasks like laundry easier to accomplish. We help people look and feel better. We also work hard to improve lives in the communities where P&G people live and work, through corporate and volunteer support of humanitarian and social cause efforts. This year alone, P&G has contributed more than $80 million to charitable efforts around the world, in addition to contributions made by our employees and The P&G Fund.

We have long made a difference in the causes we support, but we recognize we can make an even greater, more enduring impact by focusing on a consistent cause where the need is great and there is a clear fit with P&G strengths, brands, and current programs.

With that in mind, P&G is stepping up to focus on the development of children in need, ages 0-13, through our global cause, *P&G Live, Learn and Thrive*. *P&G Live, Learn and Thrive* enables us to meet the needs of children in our diverse communities around the world. P&G resources will:

Live

Help children in need ***live*** by ensuring they have a healthy start.

Learn

Provide children in need with places, tools, and programs that enhance their ability to ***learn***.

Thrive

Give children in need access to programs that develop the life skills they need to ***thrive***.

Total giving exceeds
$100 million

P&G Fund	$25 million
+ Other P&G giving	$80 million
Total	**$105 million**

Focusing on this cause is critically important. Millions of children around the world live in heartbreaking conditions. By strengthening our current programs, introducing new ones, and focusing P&G expertise and technologies on this critical need, we can improve the future for these children and the generations that follow.

We are also committed to a global signature program – *Children's Safe Drinking Water*.

The *Children's Safe Drinking Water* program is an example of P&G using our expertise and technology to help millions of children in developing countries. These children do not have access to safe drinking water, dramatically reducing their chance of a healthy life and, as a result, their opportunity to learn and thrive. The power of the *Children's Safe Drinking Water* program could not have been more evident than during relief efforts following the devastating December 2004 tsunami that struck Southeast Asia.

This report features a sampling of the hundreds of *P&G Live, Learn and Thrive* programs that benefit children in need around the world every day, including the *Children's Safe Drinking Water* program and P&G's tsunami relief efforts.

For more information about P&G's commitment to children and communities around the world, please visit: www.pg.com/community.

Charlotte R. Otto

President, The P&G Fund
Global External Relations Officer

P&G's PUR technology turns contaminated water into safe drinking water, improving the lives of children in need

Before:
Contaminated water sources are the cause of sickness and death in children around the world.

After:
A single PUR sachet can transform a container of dirty water into up to **10 liters of clean, safe drinking water in a matter of minutes!**

Global Programs

Children's Safe Drinking Water

Live Learn Thrive

- Providing safe, drinkable water

The global signature program for *P&G Live, Learn and Thrive* is *Children's Safe Drinking Water*. It addresses the more than 5,000 children who die every day from diseases caused by drinking unsafe water. While hundreds of country-specific *Live, Learn and Thrive* programs benefit children in P&G communities around the world, the *Children's Safe Drinking Water* program brings P&G's corporate cause to life on a global basis.

P&G has developed a low-cost technology – PUR Purifier of Water – to purify contaminated water. To date, P&G has provided product to global relief groups yielding more than 200 million liters of safe drinking water, which is helping reduce illness among children in some of the poorest parts of the world.

Children's Safe Drinking Water Demonstrates P&G's Social Commitment
Demonstrating its commitment to help children in need live, P&G invests in research with partners such as the U.S. Centers for Disease Control and Prevention (CDC). In a recent study in Kenya, household water treated with P&G's PUR Purifier of Water was shown to significantly lower diarrhea in children. The study was also the first to show that household water treatment can reduce child mortality.

"Worldwide, many people drink contaminated water," said John Crump, CDC medical epidemiologist and first author on the study. "The study shows that among people who have highly contaminated and dirty drinking water, PUR can provide water that looks cleaner and reduces the risk of diarrhea, particularly among infants and children."

Commissioning this study helps illustrate P&G's commitment to raise awareness, build knowledge, and invest in long-term solutions that help children in need get off to a healthy start.

Children's Safe Drinking Water

P&G Live, Learn and Thrive Initiative.

In response to the tsunami, P&G provided **15 million** PUR sachets – enough to treat

150 million

liters of water

P&G Responds to Tsunami Disaster
When Southeast Asia was devastated by one of the worst natural disasters in history, P&G and its employees immediately responded. Based on recommendations from the United Nations, the International Federation of Red Cross and Red Crescent, and other relief groups, P&G focused its efforts on providing the Company's safe drinking water technology. P&G employees worked around the clock with partner organizations to provide safe drinking water to children and families in the affected region.

P&G worked with AmeriCares, Population Services International, UNICEF, WorldVision, CARE, Aquaya, and the International Federation of Red Cross and Red Crescent Societies to provide 15 million sachets of PUR to tsunami survivors, enough to treat 150 million liters of water. In addition, the Company and employees contributed more than $3 million in product and money to help those affected.

Locally, P&G Indonesia established a dedicated team to work on tsunami relief. Employees and their families provided clothing and essential items for victims and made financial donations that were immediately used to buy medicine for survivors. In addition, employees trained local charities and community leaders on how to use P&G's PUR Purifier of Water so survivors could continue to have safe, drinkable water after initial relief efforts were complete.

Representatives from the World Health Organization, UNICEF, the United Nations Development Programme, and the Red Cross, along with former U.S. President Bill Clinton and U.S. Senate Majority Leader Bill Frist, expressed their appreciation for P&G's response.

P&G Brings Safe Drinking Water to Haiti and Pakistan
P&G is working with a broad group of partners to bring safe drinking water to Haiti and Pakistan – countries where unsafe drinking water is a leading cause of illness and death in children. P&G has provided technical expertise and funding to the Safe Drinking Water Alliance, composed of the U.S. Agency for International Development, Johns Hopkins Bloomberg School of Public Health, CARE, and Population Services International (PSI). In addition, P&G supports an alliance with PSI and the UK Department for International Development to expand safe drinking water in Haiti. These efforts provided more than 20 million liters of safe drinking water this year.

Children's Safe Drinking Water continued on next page

Children's Safe Drinking Water continued

Children in some of the poorest parts of the world benefit from P&G's *Children's Safe Drinking Water* program.

Working with Global and National Partners to Bring Safe Drinking Water to Children in Uganda
P&G is working with the International Council of Nurses (ICN) and PSI to provide safe drinking water in Uganda. The Ugandan Association of Nurses and Midwives, ICN's local affiliate, demonstrated that providing safe drinking water, along with hygiene education, resulted in near-elimination of diarrhea in several orphanages. Safe drinking water for the orphanages was provided through a program conducted by P&G Italy detergent brands Dash, Ace, and Bold and retailer Carrefour.

This effort has provided more than 400,000 liters of safe drinking water and is helping address a leading cause of illness in children.

P&G and UNICEF Join Forces to Provide Safe Drinking Water for Children in Need
P&G and UNICEF have formed an alliance to provide safe drinking water for children in the developing world. Joint programs will focus on supporting UNICEF's drive to bring safe water to schools and help families in emergency situations. P&G and UNICEF will be working together in seven countries – Mozambique, Ethiopia, Bangladesh, Vietnam, Uganda, Kenya, and Pakistan – with the goal of dramatically reducing disease in children as a result of contaminated drinking water.

Royal Swedish Academy Recognizes P&G's Children's Safe Drinking Water Program
In recognition of P&G's commitment to improving life through safe drinking water, the *Children's Safe Drinking Water* program received the 2005 Stockholm Industry Water Award. This award, established by the Royal Swedish Academy of Engineering Sciences, recognizes innovation in a novel and sustainable approach to providing safe drinking water in the developing world. P&G was recognized for its efforts in responding to emergency situations such as the Southeast Asia tsunami and in providing a sustainable approach through efforts in Haiti, Uganda, Kenya, and Pakistan.

Global Programs

Hand Washing Collaboration

Live Learn Thrive

• Helping children stay healthy

One goal of *P&G Live, Learn and Thrive* is to build knowledge and raise awareness of key issues related to children in need around the world. One way to achieve this is to demonstrate the Company's social commitment via programs and partnerships that generate long-term results.

Washing Hands Works

A recent example of this commitment was featured in the prestigious medical journal The Lancet. The Lancet selected a study by P&G's Safeguard and the U.S. Centers for Disease Control and Prevention (CDC) for publication. This is the first field study to show that the simple practice of hand washing can help prevent pneumonia, the number one killer of children under age 5 worldwide. The study also showed that hand washing with soap significantly reduced the number of diarrheal infections, the second-leading cause of death in children under age 5.

"Hand washing with soap is something that is within the reach of hundreds of millions of at-risk families worldwide," said Dr. Stephen Luby, medical epidemiologist at the CDC and the study's lead investigator. "This research can be used by families worldwide to greatly improve the health and save the lives of their children." Dr. Luby went on to say, "Our collaboration with P&G since 1995 has been a model for public-private partnerships. P&G's strong commitment to this work contributes to public health globally."

To build on this work, P&G recently completed a study in China that yielded similar results. In that study, a hand washing program with Safeguard soap was associated with significant reductions in illness and days of absence among first-grade students in Fujian Province. P&G's school-based hand washing programs are improving the health of children in need, which also improves their ability to learn.

"Hand washing with soap is something that is within the reach of hundreds of millions … P&G's strong commitment to this work contributes to public health globally."

– Stephen Luby, MD
U.S. Centers for Disease Control and Prevention

Studies show hand washing with soap, like P&G's Safeguard, helps children stay healthy.

Asia / Australia

China
Korea
India
Indonesia
Malaysia
Vietnam

P&G has helped establish 105 *Hope Schools* so 50,000 children in China now have a place to learn

40 million
P&G consumers support *Hope Schools*

Greater China

China

Live Learn Thrive • Providing access to education

P&G China furthered its commitment to providing schools for children in need. P&G provided financial and employee volunteer contributions to enhance the learning environment in 100 established *P&G Hope Schools*. In addition, five new *Hope Schools* were constructed this year in a collaborative effort between P&G and its business partners. These efforts benefit more than 50,000 children who would otherwise not have access to an education.

P&G China continues to expand participation in the *P&G Hope Schools* Project, enrolling three key retail partners to contribute to Project Hope; providing nearly 50 employee volunteers; and engaging more than 40 million consumers who support the project by purchasing P&G products that trigger contributions to the *Hope Schools*.

P&G Hope Schools exemplify how P&G can focus its community activity and make a meaningful difference for children in need.

P&G launched *Dreaming Together for the Future*, a program that helps 15,000 disabled children in Korea live, learn and thrive

P&G employees work with handicapped children to clean and renovate care centers

Northeast Asia

Korea

Live
Learn
Thrive

- Providing health care for disabled girls and boys
- Providing access to education
- Building skills for independent living

P&G launched *Dreaming Together for the Future*, a program that helps disabled children in Korea live, learn and thrive. P&G and its employees provide essential products, volunteer support, and financial donations to these special children. The program provides continuous support for 15,000 handicapped girls and boys – health care, education, and training for them to live independently as they grow into adulthood.

P&G and its employees have supported several efforts through *Dreaming Together for the Future* that have helped the children stay healthy, share positive experiences, and develop essential skills for life. Here are just a few examples:

- In April, the first Experience Home opened in Seoul in collaboration with Community Chest of Korea. Experience Home is a facility designed to help special-needs children develop skills they will need to live independently. Experience Home has already been such a success that P&G will continue to open more homes in the future.

- P&G Korea held a Self-Development Plan Contest to provide opportunities for disabled children to set goals for themselves and develop and realize their potential. Children submitted their development plans, which P&G rewarded by providing scholarships to fulfill the dreams of a future pianist, artist, hairdresser, makeup artist, and others. Since additional support is necessary to build life skills to become independent, P&G will provide ongoing support to help fulfill the children's dreams.

- To celebrate P&G's 16th anniversary in Korea, employees volunteered side by side with handicapped children to improve their living and learning environment. All local P&G employees stepped up to help by cleaning and renovating eight centers for handicapped children. P&G employees also made financial contributions to the centers that were matched by the Company.

ASEAN, Australasia, and India

India

Live Learn Thrive

- Providing access to education for children

India has the world's largest number of children without access to education. With the objective of making a difference in this alarming situation, P&G joined hands with India's premier child rights organization, Child Relief and You (CRY), and launched *Shiksha* (meaning "Education").

Under *Shiksha*, P&G and CRY worked together this year to support 11 projects, directly benefiting 11,000 children who otherwise would not have received an education.

To raise awareness of the education issue and of *Shiksha*, P&G India collaborated with leading TV stations. The stations provided free airtime and their popular TV characters to promote the initiative. In addition, India's leading celebrities, actresses, sports personalities, and education leaders pledged their public support to *Shiksha*.

P&G employees also participated. The Company launched an ambassador program through which employees spread the word about the issue of childhood access to education and the help *Shiksha* is providing.

P&G and CRY worked together to help more than **11,000 children** have access to education

Indonesia

Live Learn Thrive

- Helping children get off to a healthy start

P&G Indonesia recognizes the advantage of helping children in need get off to a healthy start. A program called *Gerai Sehat*, which offers free public health services, was jointly created by P&G, IDAI (Indonesia Society of Pediatricians), and LKC (a leading health services organization). P&G initiated this program by providing all clinic equipment and support for a health services center.

The objective of this program is to provide free health services for poor children and their families. All services are free. With support from IDAI, *Gerai Sehat* offers child health care that meets the standard service of commercial health clinics.

Gerai Sehat provides **free health services** for poor children and their families in Indonesia

P&G is raising $500,000 for disabled children in Malaysia

P&G's *Open Minds* program built 60 education centers for special-needs children – even providing physiotherapy equipment and music therapy facilities

Malaysia

Live Learn Thrive

- Creating productive learning environments
- Building self-esteem

In conjunction with the *P&G Live, Learn and Thrive* introduction, P&G Malaysia recommitted itself to helping children in need by setting an ambitious goal for its *Open Minds* campaign – to raise over half a million dollars to benefit children with disabilities in Malaysia.

Exciting activities are in place, including creation of a charity album with the support of well-known Malaysian artists and record label companies, culminating in an *Open Minds* charity concert. The entire campaign will end with a special event to be attended by the king and queen of Malaysia.

P&G employees and business partners will also rally together to create additional fundraising vehicles. In particular, P&G employees aim to raise over $100,000 for the campaign.

Funds raised will help children suffering with Down syndrome, autism, cerebral palsy, and other mental and physical disabilities to learn and thrive. In Malaysia, disabled children have a great need for support. Educational facilities are not built to accommodate the children's special needs. In fact, roughly 90 percent of special-education centers are in buildings that do not cater to the unique needs of the child. Funds will be used to create a productive learning environment for the children.

This effort is the continuation of a commitment P&G Malaysia has had for the past several years. *Open Minds* has built facilities in 60 education centers for special-needs children nationwide. P&G's contributions range from providing physiotherapy equipment and music therapy facilities to building schools and buying school buses.

Vietnam

Live Learn Thrive

- Providing safe drinking water sources

Schoolchildren in Vietnam now have access to safe drinking water

In addition to providing safe drinking water in many parts of the world with PUR Purifier of Water, P&G improved the quality of life for Vietnamese people across the country by helping build wells in rural communities. One of the clean-water wells was provided to a school where about 100 children live and study. The wells are 30-40 meters deep, making them less susceptible to running dry than hand-dug wells. This sustainable clean-water source is helping the children stay healthy so they can learn and thrive.

P&G helps thousands of children across Asia to live, learn and thrive

Central and Eastern Europe, Middle East, and Africa

Morocco
Pakistan
Poland
Saudi Arabia
Turkey
Uzbekistan

P&G employees have helped children with facial deformities through *Operation Smile*

250,000 girls in Morocco participated in hygiene programs at 6,000 schools across the country

Central and Eastern Europe, Middle East, and Africa

Morocco

Live
Learn
Thrive

- Teaching health, hygiene, and fitness habits
- Building places for children to learn
- Lifting children's self-esteem and confidence

Ramadan Des Coeurs is an annual program initiated by P&G brands in Morocco to benefit children in need. These are children – as young as 3 years old – in need of basic necessities such as a place to live, food to eat, and hygiene products and programs to help keep them healthy.

P&G's brands and employees play a critical role in providing much-needed assistance for the children. This year:

- P&G Morocco launched its first formal employee volunteering effort for *Operation Smile*, an international organization made up of volunteer doctors and nurses who repair childhood facial deformities. *Operation Smile* sends doctors and nurses to Morocco from the United States, the UK, and other Western European countries four times each year. It needed Arabic interpreters. P&G employees stepped up to provide that service to hundreds of children going through facial surgery. Employees' involvement made the children feel more comfortable, and through the overall program, built the confidence and self-esteem these children need to thrive.

- P&G's Always brand partnered with the Ministry of Education on a personal hygiene program that benefited 250,000 girls from roughly 6,000 schools.

- P&G, through its Tide, Pert Plus, and Always brands, supported an education and fitness center to help children in need learn and thrive. Today, more than 1,000 children benefit from a library, photo lab, and physical fitness area. In fact, the library benefited from equipment and materials donated personally by P&G employees.

Keeping the HOPE Alive gives 1,200 children in Pakistan a place to learn

"I am feeling so proud and inspired … *P&G Live, Learn and Thrive* enables us to touch and improve lives in a new and powerful way."

– Nidal Jamojoom
P&G Saudi Arabia country manager

Pakistan

Live
Learn
Thrive

- Providing necessities for a healthy start
- Sponsoring children's education
- Building self-esteem and life skills

This year, P&G Pakistan expanded its HOPE schools project to set new standards of employee involvement focused on improving the lives of children in need. Through a program called *Keeping the HOPE Alive*, P&G employees will be directly involved in providing developmental opportunities for children in at-risk communities of the Sindh province – an area with shocking poverty and deprivation.

P&G partners with Health Oriented Preventive Education (HOPE) to bring this program to life. HOPE allows both the Company and employees to engage in community development efforts. P&G is funding 30 home schools, providing education each year to approximately 1,200 children who would otherwise not have access to a place to learn.

While P&G employees are helping improve life for the children, they are also touched by the opportunity to participate. Many employees receive updates and pictures on the health and education status of the children. Participation has been so successful, P&G Pakistan has created a Volunteer of the Quarter award, whereby an outstanding P&G volunteer is recognized by peers four times each year.

Keeping the HOPE Alive has already achieved meaningful results. In just the first month, P&G and employees:

- Responded to urgent requests for medical supplies and blood donations to help the children get off to a healthy start.
- Sponsored education of disadvantaged children and committed support for more. Those children now have access to a better future.
- Guided educational tours and led storytelling sessions to provide positive role models for the children.

Keeping the HOPE Alive is a wonderful opportunity for P&G Pakistan and its employees to help children in need live, learn and thrive.

Poland

Live Learn Thrive

- Training children to stay safe
- Building confidence and skills for life

P&G Poland has had a tradition of assisting local schools since moving to the Targówek district 10 years ago. The theme of this year's program was *Safe Life* – a comprehensive educational program on indoor (Safe Home) and outdoor (Finding a Lost Child) safety. The aim was for schoolchildren and their parents and teachers to collaborate in activities leading to the child's personal safety.

Safe Life was brought to Targówek at the initiative of P&G and implemented as a broad partnership with the Warsaw Crisis Prevention and Management Center, Targówek authorities, and the National Police and Fire Departments. In addition to creating the partnership, P&G was the primary sponsor providing teaching materials and incentives.

The effort benefited 3,000 first- through third-grade schoolchildren, who acquired skills to help them avoid harmful situations and create a safer environment for themselves and those around them.

P&G's *Safe Life* program helped 3,000 Polish schoolchildren develop personal safety skills.

Saudi Arabia

Live Learn Thrive

- Building self-esteem and life skills in orphans

P&G Arabian Peninsula introduced a new volunteering program, *Let's Succeed Camp*, as part of its *Live, Learn and Thrive* activities. The objectives of the program are to help children in need thrive and provide an opportunity for P&G employees to devote their time and talent to the community.

The camps are dedicated to orphan children ages 9-13. They focus on building self-esteem and teaching success behaviors in a fun and exciting environment. Activities are designed to teach the importance of setting a goal in life and three pillars for success (knowledge, collaboration, and discipline). Three camps will be held each year in Jeddah, Dammam, and Dubai – near P&G's facilities so employees can reach out to the local children.

The first camp was successfully held in Jeddah in partnership with Albir, an organization benefiting orphans. Over three days, children engaged in games and activities, including listening to guest speakers. A senior airline fleet captain and a colonel from the fire department inspired the children to consider the importance of the success pillars as they grow up.

P&G employees guided the children through the events. Over the duration of the camp, 40 P&G employees stepped up to help the children have fun and build skills they will need for life.

Officials from the Saudi Ministries of Social Affairs and Education and leaders from social organizations attended a special graduation ceremony for the children. They were extremely impressed by P&G's commitment and the lasting benefits to the children.

The impact was even stronger on employees. According to Nidal Jamojoom, P&G Saudi Arabia country manager, "I am going home feeling so proud and inspired. Yesterday my feeling of pride reached new heights when I attended the closing ceremony for the *Let's Succeed Camp* and witnessed how *P&G Live, Learn and Thrive* enables us to touch and improve lives in a new and powerful way."

Central and Eastern Europe, Middle East, and Africa continued on page 18

Live

Helping children in need ***live*** by ensuring they have a healthy start

PUR

Providing
200 million
liters of safe drinking water globally

P&G is stepping up to help children in need around the world **Live, Learn and Thrive**

P&G Live, Learn and Thrive
is touching the lives of
millions of children
through more than a hundred programs in our global communities.
Here's a glimpse of just a few.

Healthy Smiles*Sonrisas Saludables
Crest

Reaching
50 million
children with dental care

Touching lives, improving life. P&G™

Learn

Providing children in need with places, tools, and programs that enhance their ability to ***learn***

Providing children access to education

shiksha

希望工程 PROJECT HOPE

Stimulating early childhood development

Thrive

Giving children in need access to programs that develop the life skills they need to ***thrive***

Building self-esteem

Developing skills for life and independence

OPEN MINDS YAYASAN NUR

هيّا ننجح

Healthy Smiles Centers teach children preventive dental care practices in Turkey

Turkey

Live Learn Thrive

- Providing essential dental care for children in need
- Enhancing children's ability to learn

In Turkey, P&G's leading toothpaste brand, Ipana, collaborated with the Turkish Dental Association (TDA) and the State Children's Shelter Organization to build Healthy Smiles Centers in selected orphanages throughout Turkey. The objective was to help the physical and psychological development of children who otherwise would not have access to even basic necessities.

Ipana Healthy Smiles Centers target children ages 7-12, residing at the shelters. Most of these children do not have parents, and the rest are left at shelters by parents who cannot afford to care for them.

In the Centers, the TDA assesses the children's oral health and teaches them preventive care practices. The Centers also facilitate enrichment activities such as art, music, chess, and athletics in order to stimulate the children's minds and support their overall development. The program has already been such a success that it will be expanded throughout Turkey.

P&G's Pampers brand helped **20,000** young mothers care for their babies in Uzbekistan

In Turkey, children at orphanages receive preventive dental care.

Uzbekistan

Live Learn Thrive

- Helping children stay healthy as they grow
- Keeping young girls in school

Helping children in need stay healthy is a priority for P&G in Uzbekistan. P&G and its brands have carried out health and educational programs in cooperation with the Uzbekistan Ministries of Health and Education since 1998. During this time, joint programs have improved the health and hygiene education of 800,000 children in the country.

Some highlights of this year's programs include:

- Consultations in birth clinics, with support from P&G's Pampers brand, helped 20,000 young mothers improve the care their babies receive.
- P&G's oral hygiene program benefited 35,000 children in need. More than 30 dentists participated in oral hygiene programs, presented educational materials, and delivered products provided by P&G's Blend-a-Med brand.
- P&G's feminine hygiene program reached 25,000 girls, many of whom miss school during menstruation due to limited understanding of and access to personal hygiene products. Every girl attending the program received educational materials and feminine care products, provided by P&G's Always brand.

These programs improve the chances that children in need will grow up healthy and be able to learn and thrive.

Since 1998, P&G has helped

800,000

children in Uzbekistan live, learn and thrive

P&G's feminine hygiene program reached

25,000 girls

Latin America

Argentina
Brazil
Costa Rica
Mexico
Venezuela

Latin America

Argentina

Live Learn Thrive

- Providing nutrition and health care
- Stimulating brain development

In Argentina, P&G's Pampers brand developed a campaign in alliance with UNICEF to raise funds and awareness for *Redinfa*. *Redinfa* is a project aimed at strengthening low-income families' ability to improve their children's education, health, and development, from the mother's pregnancy through the child's sixth year.

The project builds networks of community leaders trained in a diverse range of child development areas: nutrition, early development, health, etc. Each leader trains 10 mothers and follows up each week with the mothers and their children.

More than 10,000 children in 15 provinces will benefit from this program. In these provinces, more than 85 percent of children under 2 live below the poverty level, and 25 percent of them are at nutritional risk. This program helps overcome those daunting statistics.

The project is based on a successful initiative UNICEF has had in place in Brazil since 1982 – reaching 1.8 million children and reducing child mortality by 60 percent. This program is succeeding at helping children in need live, learn and thrive, and there is hope that it will further expand in Latin America and other geographies.

P&G improves life for 10,000 children in Argentina by providing training on nutrition and development

Brazil

Live Learn Thrive

- Ensuring the well-being of babies and children

P&G Brazil, through its *Mamae Solidaria* campaign, partnered with Champion and Carrefour retail stores throughout Brazil to raise money and awareness about wellness programs for infants and young children. P&G donated a portion of the proceeds from sales of Pampers and Baby Balm products to UNICEF.

To promote preventive health care for children, P&G also helped set up polio vaccine stations in more than 200 Champion and Carrefour stores around the country. As a result of the *Mamae Solidaria* campaign, the public vaccination program message benefited 40,000 children on the first day of the campaign.

P&G partners with UNICEF in Brazil to help the youngest of children get off to a healthy start

P&G employees in Costa Rica volunteered to tutor nearly
900 children

P&G Mexico supports a program that helps children with special needs build skills for life

Costa Rica

Live Learn Thrive • Developing reading and writing skills

P&G Costa Rica partners with the Friends in Learning Association to promote development of reading and writing skills among preschoolers.

International studies show a strong relationship between the reading and writing skills children develop during their early school years and their future performance in school. Children with reading, writing, and comprehension difficulties during the first school years are at greater risk of needing to repeat a grade and/or dropping out of school.

P&G was the first company in the country to involve its employees as tutors for at-risk preschool children. During this year alone, P&G employees have enhanced the learning ability of nearly 900 children in need, and that provides a better opportunity for them to thrive.

Mexico

Live Learn Thrive • Building skills for independent living

APAC (Asociación Pro-Personas con Parálisis Cerebral) is an organization in Mexico that helps children and teenagers with cerebral palsy and other disabilities to improve their quality of life through rehabilitation, education, work, and recreation.

P&G Mexico has supported APAC with product donations and with the construction of two facilities that will provide the children with much-needed medical attention. Those facilities will offer equipment to correct and/or control specific problems such as posture and involuntary movements.

Through rehabilitation, the children can grow up to perform the duties of a regular job, which would not be possible without this kind of support. For example, APAC has an in-house bakery where some patients work. The bakery makes and sells bread and cookies to help generate funding for the organization.

Venezuela

Live Learn Thrive

- Providing access to education

P&G Venezuela and its employees provide resources to help children from a variety of organizations. The number of employees donating their time to *Voluntarios en Acción* is growing every year and focusing on children's education.

In Venezuela, 13 percent of children drop out of school at the earliest ages. By the time they are teenagers, 44 percent are out of the regular education system.

Through Junior Achievement and with massive participation by volunteers in two different schools near the Company's site, P&G concentrates on fostering values and providing tools for a better education. A second program provides scholarship assistance, with donations from P&G employees, to 370 local children who were not able to attend elementary school due to family or economic issues.

In Venezuela, P&G employees participating in *Voluntarios en Acción* worked with children to combat the high dropout rate from school

North America

Canada
Puerto Rico
United States

North America

Canada

Live Learn Thrive

- Teaching children the value of education
- Equipping at-risk youth with skills for life

For 11 years, P&G Canada has been an active supporter of Junior Achievement in Toronto. Junior Achievement is an organization dedicated to making a difference for children by equipping them with skills for life. P&G supports multiple Junior Achievement programs: *Economics of Staying in School, Diversity in Action,* and *Dream Big*.

This year, nearly 150 P&G employees in Toronto spent time in school classrooms around the city, teaching children the importance of staying in school, appreciating differences in each other, and setting goals for success.

To more closely align the Junior Achievement partnership with *P&G Live, Learn and Thrive*, P&G is focusing on children who are at risk for dropping out of school. Special recruiting and training took place to prepare volunteers to manage the various attitudes and academic levels they would encounter. P&G volunteers have already been in the classroom, reaching more than 200 students. P&G Canada will continue with this effort and is even planning to expand to help local youth value and plan for their future.

This year, nearly 1 in 7 P&G employees in Toronto volunteered to teach children important skills for life

United States

Live Learn Thrive

- Instilling a love for reading at an early age

The *Young Readers* program was created by the League of United Latin American Citizens National Education Services Center nearly 15 years ago for Hispanic communities in the United States. P&G participates in this program because it instills in children a love for reading, at an early age. The program also teaches parents the importance of reading to their children as a way to ensure their success in school.

Programs such as *Young Readers* help teach young children the power of knowledge and the importance of self-improvement. Through the *Young Readers* program, P&G has helped improve the reading skills of children in Hispanic communities across the country.

For nearly 15 years, *Young Readers* has taught children the power of knowledge and self improvement

50 million children and their families across Puerto Rico and the United States will benefit from *Crest Healthy Smiles*

"The *Crest Healthy Smiles* volunteering experience was fantastic … This is why I love working at P&G!"

– P&G Oral Care Employee, U.S.

Puerto Rico

Live Learn Thrive

- Teaching essential dental care habits

P&G's successful *Crest Healthy Smiles* program came alive in Puerto Rico to help children in need develop positive dental care habits. Crest celebrated the annual *Give Kids a Smile Day*, partnering with Puerto Rican native and Miss Universe 1993, Dayanara Torres, acting as the *Crest Healthy Smiles* program's spokesperson.

Torres visited the Boys and Girls Club Las Margaritas in San Juan to celebrate *Give Kids a Smile Day* with approximately 250 children. During the event, the children received free dental screenings and Crest products, attended educational workshops, and participated in interactive games relating to oral health.

This successful event strengthened P&G's relationship with the Boys and Girls Clubs of Puerto Rico. In fact, it provided the foundation for a strategic alliance with the organization on another program – *Project Learn* – an after-school tutoring program for at-risk children.

Former Miss Universe Dayanara Torres helped raise awareness of the need for positive dental habits in Puerto Rico and the United States.

United States

Live Learn Thrive

- Reaching 50 million underserved children

Crest Healthy Smiles was created in response to alarming findings from a 2000 U.S. Surgeon General's report on oral health. The report revealed an epidemic of poor oral health among U.S. children. *Crest Healthy Smiles* improves the oral health of U.S. children, bringing *P&G Live, Learn and Thrive* to life in communities across the United States.

Crest Healthy Smiles is designed to improve at-risk children's health by providing education, oral care tools, and increased access to dental professionals to at least 50 million children and their families by the year 2010. This year, *Crest Healthy Smiles* improved the oral health of more than 5 million children through a variety of programs including:

- Increasing Access to Oral Care: As part of its partnership with the Boys & Girls Clubs of America, *Crest Healthy Smiles* initiated several dental access days, bringing dental professionals into clubs to educate children about proper dental care, conduct screenings, and perform free dental procedures. Children received tools for dental care, such as toothbrushes and toothpaste. *Crest Healthy Smiles* also has 10 Crest Smile Shoppes throughout the United States that serve as dental clinics, providing free or low-cost dental care to children.

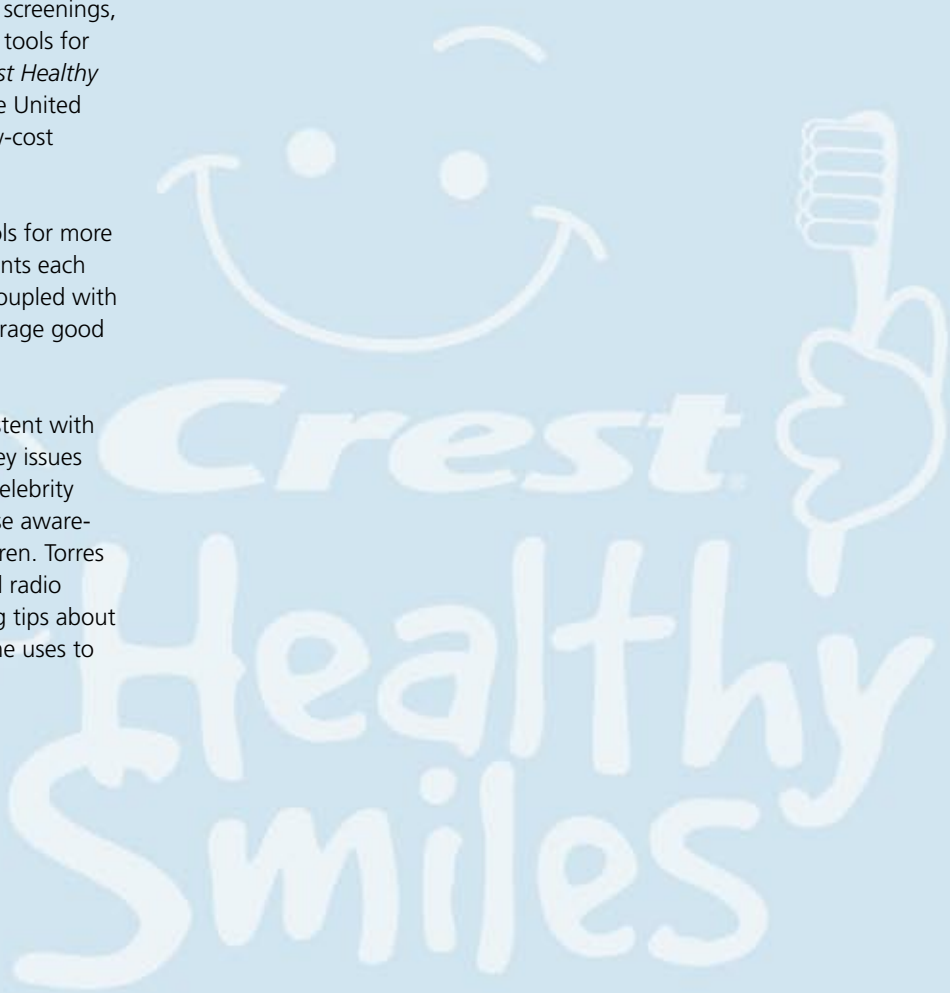
- Crest School Program: This program has been in schools for more than 40 years and reaches 3.7 million first-grade students each year. Crest provides easy-to-use classroom materials, coupled with free toothpaste and toothbrushes, to teach and encourage good oral hygiene habits.

- Raising Awareness of the Oral Health Epidemic: Consistent with *P&G Live, Learn and Thrive's* commitment to elevate key issues facing children in need, *Crest Healthy Smiles* enlisted celebrity mom and former Miss Universe Dayanara Torres to raise awareness of the oral health epidemic facing America's children. Torres conducted a national tour, appearing on television and radio shows, as well as in newspapers and magazines, giving tips about proper oral care. She even shared some of the tricks she uses to get her own children to take care of their teeth.

- In June, employees from P&G North America Oral Care brought healthy, beautiful smiles to children at a Boys and Girls Club in Cincinnati, Ohio.

  Approximately 150 children participated in the event, which featured tours of the Crest Smile Shoppe dental clinic, demonstrations of good brushing techniques, and a discussion of the importance of taking care of their teeth. Employees volunteered to lead a variety of events designed to help make oral hygiene fun.

  According to one P&G employee, "The *Crest Healthy Smiles* volunteering experience was fantastic. The kids wrote stories and drew pictures about people who have great smiles. They were amazing, talking about their grandma, mother, big brother, and the difference a warm and wonderful smile can make! This is why I love working at P&G!"



Western Europe

Austria
France
Germany
Italy
Sweden
Switzerland
United Kingdom

Western Europe

Austria, Germany, Switzerland

Live Learn Thrive

- Helping children get off to a healthy start

In April, the Charmin brand announced a program to donate one polio vaccination to UNICEF for each pack of Charmin purchased in Germany, Austria, or Switzerland. As of June 30, the amount donated to UNICEF was more than 4.85 million vaccinations.

The vaccinations support a huge UNICEF effort in Africa with the challenging objective of eliminating polio completely. By the end of the program, the total donation of vaccinations will be well over 5 million, meaning more than 1.5 million children will have received the necessary medicine to prevent polio. (For full protection, three vaccinations are needed.)

This initiative has made P&G's Charmin brand a pioneer in its business category for charitable promotions. The program is the largest charitable campaign in P&G history in this region, demonstrating Charmin's commitment to helping children in need get off to a healthy start.

In Austria, Germany and Switzerland, more than 1.5 million children will receive polio vaccinations

P&G France contributed to the creation of UNICEF Centers, reuniting families and bringing children back to school

France

Live Learn Thrive

- Making a difference for less fortunate children
- Reuniting children with their families

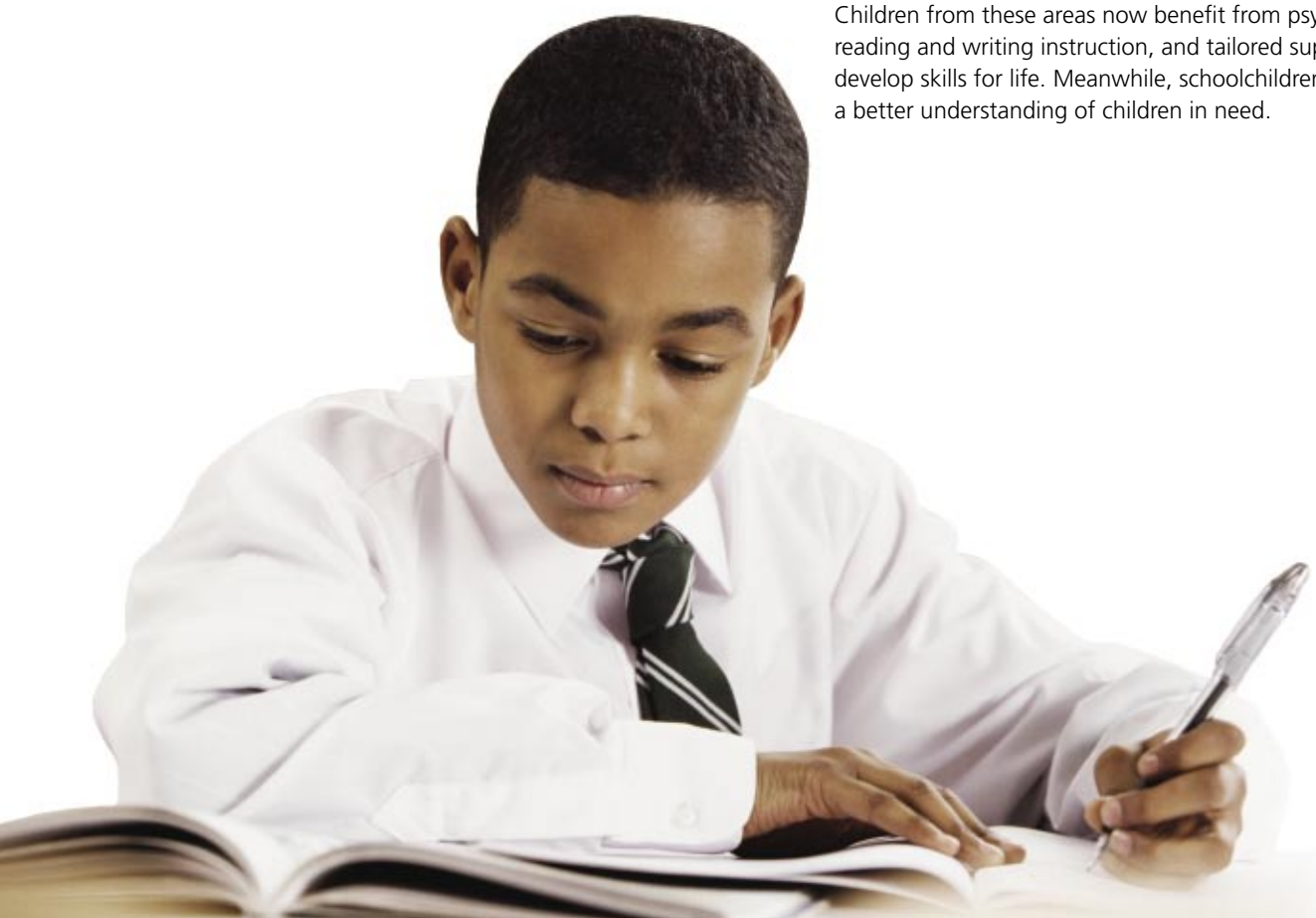
Three years ago, P&G France initiated a partnership with French publisher Nathan to educate schoolchildren about sustainability. This led to the creation of an innovative Web site, offering teachers and children material on sustainability and the opportunity to contribute to projects run by international organizations in developing countries.

This year, P&G France stepped up to include UNICEF in this partnership, in the context of *P&G Live, Learn and Thrive*.

French schoolchildren were invited to work on a community-building project run by UNICEF in the Republic of Congo to bring child soldiers back to school. More than 30,000 Congolese children are enrolled in militias, which represents an estimated 10 percent of all the child soldiers enrolled by force around the world.

UNICEF takes children away from militias, brings them back to school, and tries to reconnect them with their parents to help renew family life.

Through this program, P&G France has financially contributed to the creation of UNICEF centers in the regions of Beni and Butembo. Children from these areas now benefit from psychological care, reading and writing instruction, and tailored support to help them develop skills for life. Meanwhile, schoolchildren in France develop a better understanding of children in need.



Italy

Live
Learn
Thrive

- Providing creative ways to engage in learning
- Fostering imagination that builds independence

In Italy, *Doctors in Colors* was held at Pitti Bimbo – the most recognized children's fashion show in the world. *Doctors in Colors* is a unique event featuring pediatric doctors and nurses walking the runway wearing uniforms created by exceptional designers – children from pediatric wards of hospitals throughout Italy.

Leading up to the event, P&G's Dash laundry detergent brand distributed 150,000 kits to hospitals throughout Italy for children to design uniforms for the doctors and nurses. The intent of this program, part of Dash's *Ospedale Amico* initiative, was to use a fun and playful approach to teach children about health while building their capacity to think creatively.

Selections from among the more than 5,000 designs submitted were made into the uniforms of the "Dash Collection." After the fashion show, P&G Dash had the "Collection" made into replicas that were donated to the Pediatric Hospital of Florence and Milan to become the new "official uniforms" for the doctors and nurses.

Dottori a colori
Dash Missione Bontà – Ospedale Amico

Doctors in Colors is a fashion show featuring pediatric doctors and nurses wearing uniforms created by children from hospitals throughout Italy.

Children in Sweden build self-esteem through fun, interactive activities.

"The interaction with the *Lugna Gatan* youth has given me a totally new perspective on things that I could not get in my day-to-day life. It is a great feeling to be able to use my skills to make a difference."

– P&G Employee Volunteer

P&G employees shared their **management skills** with 120 UNICEF managers to benefit children around the world

Sweden

Live Learn Thrive

- Providing at-risk youth with mentors

Since 1996, P&G Sweden has worked with Fryshuset, an organization that helps young people thrive by pairing at-risk youth with adult role models. P&G Sweden supports three specific projects:

- *Lugna Gatan* aims to decrease violence and vandalism in the Stockholm subway.
- *United Sisters* strengthens young girls' self-confidence and belief in their future through constructive activities.
- *BroBryggarna* provides adult mentors for boys lacking positive role models to help them mature and build a positive social network.

Through P&G's 10-year relationship with Fryshuset, employees have become important role models for young people while having a valuable personal experience. According to one P&G volunteer, "The interaction with the *Lugna Gatan* youth has given me a totally new perspective on things that I could not get in my day-to-day life. It is a great feeling to be able to use my skills to make a difference in the community where I live."

Switzerland

Live Learn Thrive

- Helping children get off to a healthy start
- Providing access to education
- Building skills for life

In an innovative approach to sharing skills with partner organizations, P&G Switzerland started a collaboration with UNICEF in which P&G employees share their business experience and skills with UNICEF managers. More than 120 UNICEF employees have been trained by P&G employees on leadership, people management, time management, project management, and more.

The response from UNICEF has been extremely positive. Giuseppe Fusco, International Marketing & Sales Director of UNICEF Geneva-Switzerland, appreciated P&G's support: "I just wanted to thank all the P&G trainers on behalf of the entire Private Sector Division of UNICEF. The results have been outstanding."

P&G trainers are proud to lead these experiences and look forward to expanding the program in the future. In the end, the real beneficiaries of this partnership are children in need around the world who are touched by P&G/UNICEF programs.

Design: RDG – Ruttle Design Group, Inc.

United Kingdom

Live Learn Thrive • Building one young girl's self-esteem

P&G helps millions of children around the world through *P&G Live, Learn and Thrive*. Sometimes, however, it is powerful to look at how just one child's life can be changed. The following is an excerpt from an article by Jazzmin Jiwa of the Surrey Herald, a weekly newspaper in the United Kingdom, demonstrating P&G's commitment to helping one young girl thrive:

> Fresh air and rides by the river were P&G's real gift to wheelchair-bound Lily Amico when the company bought her a tailor-made tricycle.
>
> The three-wheeler attaches to the back of a bike and has given the five-year-old, trapped inside the mind of a six-month-old, a chance to enjoy the freedom of her favorite hobby again. Born with a rare chromosome disorder which means she cannot sit up by herself, Lily was forced to quit cycling when she got too big to fit in a bike seat on her mom's cycle. [While her mom was pregnant,] a scan showed Lily had stopped growing at 30 weeks. After she was born, they hoped her development would speed up but, at five-and-a-half, Lily is just beginning to talk.

Now, with a rehabilitation buggy, Lily is set to feel the breeze rushing through her hair once again. The [buggy], bought with money from P&G's Christmas raffle, expands as she grows.

Mom Deanna Amico said, "The two things which really stimulate her are swimming and cycling. We thought she would have to give up cycling completely until now." But with the surprise gift, donated through the Children with Special Needs Foundation, the 37-year-old looks forward to a summer filled with family days out.

Thrilled her request for the special buggy was answered, Lily will now be able to join her sister, brother, mom and dad on trips to the riverside. Deanna said: "If we want to go out for a walk in the woods or cycle by the river, Lily can interact with us so much more now. We are so grateful."

P&G provided one young girl an opportunity to thrive and enjoy what she likes to do most with her family.

P&G is stepping up
to help children in need
around the world
Live, Learn and Thrive

For more information about
P&G's commitment to children
and communities around the world,
please visit:
www.pg.com/community.

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