



Community Impact

As a Company committed to being a force for good and a force for growth, we believe we have a responsibility to give back to the communities around the world. Helping communities is one of our Citizenship priorities and rooted in who we are as a Company. As a result of COVID-19, we stepped up to provide support for communities around the world in addition to the work our brands and people are doing to make a tremendous positive difference in the lives of so many. These pages share just a few of the many community impact stories from fiscal year 2019/2020.

Community Impact

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MARC PRITCHARD
Chief Brand Officer

Message from Marc Pritchard

For generations, we've united to support consumers and communities through unexpected challenges, providing the brands people count on to take care of their personal health and to create clean and healthy homes. In light of this year's pandemic, we've stepped up even further to ensure we are protecting our employees, serving consumers and supporting communities.

We are using our brands and people to help bring a sense of normalcy in these uncertain times, and our brands are uniquely positioned to help those in need, especially those in underserved communities who are disproportionately impacted by the pandemic.

In the following pages, we will share just a few of the many stories about how we are making a difference in the communities everywhere—bringing clean water to those in need, being there in times of disaster and using our brands, our voices and our talents to give back.

Being a good corporate citizen is core to who we are as a Company, and our founders made giving back a priority and a bedrock principle in how we do business. It remains a priority now, and in the future, as we are committed to making a meaningful difference in peoples' lives each and every day.

Bringing Clean Water to Communities Around the World

Nearly a billion people do not have access to clean water and that is exactly the challenge that U.N. Sustainable Development Goal #6 and our Children's Safe Drinking Water (CSDW) Program works to address.

In 2004, we launched the non-profit program that uses a P&G-invented technology—P&G Purifier of Water packets—that can transform 10 liters of dirty and potentially deadly water into clean, drinkable water in only 30 minutes.

Working with more than 150 public, private and non-profit partners, we have delivered more than 17 billion liters of clean water that has helped transform communities through improved health, access to education and better economic opportunities. We've set a new goal of providing 25 billion liters by 2025. To learn more about the CSDW Program, visit our website.

[CSDW PROGRAM](#) ↗



We have provided more than
17 billion liters
of clean water using our P&G Purifier of Water packets.



Bringing Clean Water to Communities Around the World

The Power of Clean Water in Argentina

P&G Argentina continues supporting the CSDW Program in the vulnerable regions of the country lacking access to clean water. This year, we expanded our program and delivered more than 7.5 million liters of water, reaching a total of more than 12,000 families. Last March, we celebrated World Water Day and included new families in the Salta province who were in desperate need after a river overflowed. With the support of many local NGOs of Salta, we were able to support them and help them get access to clean water. We are proud to share that we have surpassed our goal of delivering 25 million liters of clean water in Argentina since the program began, and we are looking forward to expanding the program.



In Argentina, we've surpassed our goal to provide 25 million liters of clean water.

Photography Exhibit Features the Power of Clean Water

As part of our fifth anniversary of the CSDW Program in Central America, we launched a photography contest in alliance with Walmart. In August 2019, consumers in Central America were able to see the power of clean water through the lens of their local artists. Photographers from Guatemala, Honduras, Nicaragua and Costa Rica visited a community that benefited from the CSDW Program and showed their photos in a regional exhibition in different Walmart stores in these countries.

The exhibit told the stories of Petrona, a grandma supporting five grandchildren in Jalapa, Guatemala, who has seen her community transformed by the power of clean water; Rosa in Honduras who sends her husband to work every day with clean water thanks to the program; Olmara in Nicaragua and Saray in Costa Rica who use P&G's water purifier to transform the water of their rivers into clean drinking water.



Bringing Clean Water to Communities Around the World



Celebrating Our 17 Billion Liter Milestone with Mary and Her Family In Kenya

In June, we reached a significant milestone for our CSDW Program—providing 17 billion liters of clean water on our way to 25 billion by 2025. We recognized this milestone with Mary, her husband Daniel, their two daughters, Celline and Lupita, their son Keith, as well as Vena, who is just nine years old, immune-compromised and staying with Mary to have access to medical care. They live in western Kenya and benefit from the clean water brought to them by our CSDW Program through our partnership with [CARE International](#).

Mary's life was forever changed when her sister was diagnosed with cholera after drinking untreated water. "Since then, my family only drinks water treated using P&G water purifier," she said.

For Mary, the transformation has been significant. "Clean water means that my children who are still very young have access to safe water at all times. We have not experienced any cases of diarrhea in this household since we started using P&G Purifier of Water."

According to Mary, her community used to experience a lot of cholera cases; however, since 2016 when they started using the packets, they have not had any cholera issues.

[MARY'S STORY](#) ↗

Partnering with Our Customers in Vietnam to Bring Clean Water to Those in Need

P&G's CSDW Program started in Vietnam in 2016 with the partnership of Red Cross Vietnam. After four years, the program has touched and improved the lives of more than 580,000 people by providing 90 million liters of clean drinking water in 10 provinces of Vietnam. P&G Vietnam has partnered with our customer, Saigon CO.OP, to bring this meaningful program to Vietnamese consumers.



We reached a significant milestone for our CSDW Program—providing 17 billion liters of clean water on our way to 25 billion by 2025.

Disaster Relief



When faced with unexpected conditions following a disaster, P&G products can provide comfort and restore a sense of normalcy to those who are recovering. Working with a global network of trusted disaster relief partner organizations, we provide everyday essential products and critical aid to families around the globe. This year, we provided aid and direct support in response to more than twenty disasters, including the Australian bushfires, flooding in India and Thailand, Hurricane Dorian in the Caribbean, devastating earthquakes in Puerto Rico and Turkey, and floods and tornadoes across the U.S. And when faced with a global pandemic, we shifted our resources to assist frontline workers and health care providers while also reaching communities most disproportionately impacted.



We provided emergency aid grants to organizations providing critical services in the Bahamas.

Providing Aid to the Bahamas After Hurricane Dorian

Hurricane Dorian made landfall in the northwest Bahamas as a Category 5 storm on September 1, 2019. As the strongest storm in the history of the Bahamas, it caused catastrophic damage to infrastructure and massive flooding on Abaco and Grand Bahama Islands.

We partnered with local organizations to provide P&G products, including Pampers donations, in collaboration with local retailer Price Smart. We also provided emergency aid grants to organizations providing critical services on the island, including International Medical Corps, Water Mission and World Central Kitchen.

With our support, Global Medic's Rapid Response team delivered family emergency kits to the Bahamas. Kits contained P&G Purifier of Water packets, soap, toothbrushes, toothpaste, solar lights and oral rehydration salt sachets to keep families clean and healthy while they recovered from the disaster.

Matthew 25: Ministries shipped many pallets of aid to the Bahamas, which included P&G personal care kits and products from Bounty, Charmin, Mr. Clean, Pampers, Pantene and Tide. Additional product supplies were also provided to communities in the U.S. flooded by Hurricane Dorian.

Helping Out Down Under

From September 2019 to March 2020, Australia experienced its worst bushfire crisis in decades. It is estimated that the fires destroyed more than 12 million hectares, taking human lives, damaging homes and killing many native animals. Many people suffered from a heavy smoke haze which lasted for months.

To assist the community and recovery efforts, P&G with our partner Foodbank donated more than 100,000 products, including Fairy detergent, Gillette razors, Head & Shoulders shampoo, and Oral-B toothbrushes and toothpaste. Our teams in both Sydney and Melbourne volunteered in the Foodbank warehouses to help distribute the much-needed supplies. We also donated money from our global disaster relief fund to Habitat for Humanity to assist in critical rebuild and recovery projects. The Aussie hair care brand donated more than \$100,000 to WWF-Australia and WIRES WildLife Rescue, and Vicks Australia partnered with Direct Relief to donate more than \$20,000 to help distribute N-95 masks to assist those exposed to poor air quality and smoke haze.



Disaster Relief

Elazig Earthquake Donations

The city of Elazig, Turkey, was shocked by a 6.7 magnitude earthquake on January 24, 2020. P&G Turkey was one of the first corporate responders to deliver aid to the people and families in need. Our teams deployed more than 33,000 products with the Turkish Red Crescent, helping impacted families in Elazig.

Additionally, one of the 30 Olympic athletes P&G Turkey supports as part of the Olympic Moms project for the Tokyo Olympic Games, Aliye Demirbag, lost her home as a result of the earthquake. We helped cover accommodation expenses for Aliye and her family.



Flooding Support

In August 2019, floods hit the western region of India, impacting and displacing countless families. We provided disaster relief to more than 2,500 families helping with brand donations. We also distributed more than 100,000 Whisper sanitary pads to women and girls impacted by Cyclone Amphan that struck West Bengal in May 2020.



We provided disaster relief to
2,500+ families
 affected by flooding in India.

COVID-19 Relief Efforts



**PROTECTING
P&G PEOPLE**



**SERVING
CONSUMERS**



**SUPPORTING
COMMUNITIES**

P&G has a long history of supporting communities in times of need all around the world. Since the onset of the COVID-19 outbreak, P&G has stepped up its commitment to be a force for good and has been working with long-standing partner organizations around the globe to provide support to communities, relief agencies and people impacted by this challenging situation.

During these uncertain times, we have found ourselves faced with a pandemic that has forced us into an everchanging 'new normal' as the situation continues to evolve. While our communities have been through a lot in the past few months, it is important to remember that while many things have changed, one thing has remained the same—P&G's commitment to protect and support our consumers and our own P&G employee family.

Our intent from the beginning of the pandemic has been to ensure a safe and healthy work environment for our employees, and to continue to serve our consumers and the communities where we operate.

In the next few pages, we will highlight some of the contributions made by P&G and our brands around the globe during this trying time.



COVID-19 Relief Efforts — North America

Cincinnati

In our headquarters city, we provided product donations and financial support to our local community as we:

- Joined forces with the Greater Cincinnati Foundation, the United Way of Greater Cincinnati and other companies to raise money for food banks, shelters, child and senior services and organizations as part of the COVID-19 Regional Response Fund.
- Donated monetary gift cards from Olay to the local United Way for distribution to local agencies.
- Continued our work with our Disaster Relief partner, Matthew 25: Ministries, to get brands such as Crest, Gillette, Pampers, Secret and Tide to those impacted by the pandemic.
- Sponsored the Cincy Card Connection designed to help support local businesses in partnership with the Cincinnati Center City Development Corporation (3CDC).
- Donated thousands of medical masks to four local hospitals, the City of Mason's public service department, multiple emergency teams and a police department through our P&G Chinese employee community and their partnership with the Greater Cincinnati Chinese Association (GCCA).



Puerto Rico

P&G Puerto Rico provided hospital workers and their families the essentials they needed to take care of their personal health and hygiene and keep their homes clean and healthy through significant product donations. Ace laundry pods, Bounty paper towels, Crest toothpaste, Gillette and Venus razors, Head & Shoulders shampoo, and Secret deodorant were distributed to hospital workers through the American Red Cross, Puerto Rico Chapter.

P&G Puerto Rico delivered a message of gratitude, appreciation and motivation to hospital workers and other emergency first responders through an inspiring online video featuring young professional Puerto Rican athletes, including four Olympians.

[PUERTO RICO GRATITUDE VIDEO ↗](#)

Canada

P&G Canada donated millions in cash and hygiene kits to Canadian families and communities in need through shelters and foodbanks and donated product to frontline health care workers in appreciation of their efforts.

We made hand sanitizer and masks at our Brockville and Belleville sites for employee use and for donation to local communities. This included a donation to Ornge, a provider of air ambulance and medical transport services in Ontario.

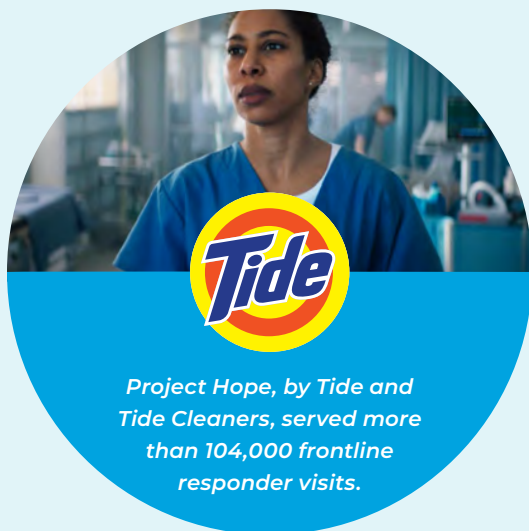
When We're Out, It's 'Masks On, Ohio'

During COVID-19, P&G leveraged our marketing expertise to support public health measures to help flatten the curve and slow the spread of the virus. One key initiative was "Masks On, Ohio," a campaign created for the state where our headquarters is located.

Chief Brand Officer Marc Pritchard enlisted advertising agency partner Grey to create assets, such as outdoor advertising, social media visuals and radio ads, to remind Ohioans about the importance of wearing masks.

We then joined forces with state and local government contacts and businesses to share the assets as broadly as possible with a very direct message: While we wait for a cure for COVID-19, wearing masks is one we can help protect ourselves, family, friends and neighbors.





Tide Cleaners Provided Loads of Hope for Frontline Responders

Tide and Tide Cleaners franchisees created a program in the midst of COVID-19 to provide free dry cleaning and laundry services to frontline workers and their immediate family members affected by the extreme working conditions of the pandemic. The effort began in late March and within weeks, Project Hope was operating in more than 26 cities. By the end of June, Project Hope served more than 104,000 frontline responder visits, cleaning more than 1.8 million garments—all for free and giving our frontline responders some of the hope they give us every day.

COVID-19 Relief Efforts—North America

Personal Health Care

The North America Personal Health Care family of brands made significant contributions to the health and well-being of people around the world through our support of several relief organizations. In March, the Vicks brand donated \$1 million to Direct Relief. These funds were used to equip frontline health care workers with protective gear and provided medicines and equipment needed to treat ICU patients. In April, Vicks joined the family of P&G brands who supported Global Citizen's "One World: Together at Home," a virtual event benefiting the World Health Organization's COVID-19 Solidarity Response Fund and regional relief organizations. In addition to tune-in social posts, Vicks leveraged their social channels to raise awareness of Direct Relief's work in support of frontline health care workers. Vicks also raised awareness of the "Altísimo! Live" Music and Pop Culture Festival with tune-in posts and donated \$50,000 to the Farmworkers' COVID-19 Pandemic Relief Fund.



The Vicks brand donated \$1 million to Direct Relief.

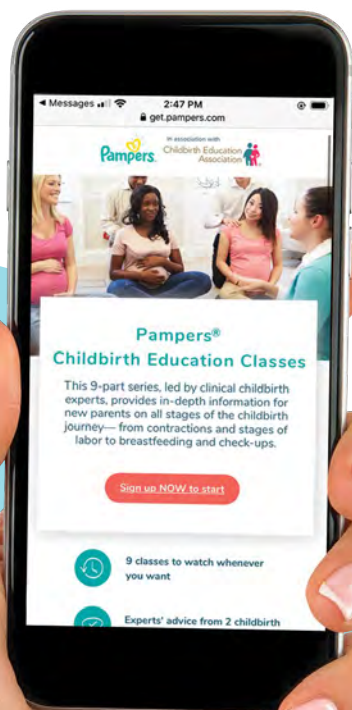
In May, P&G's digestive wellness brands supported the virtual comedy show, "COVID is No Joke," benefitting AmeriCares. Pepto Bismol donated \$25,000 to AmeriCares after sponsoring the "Pepto Cares Song & Dance Challenge." Pepto Bismol closed out the fiscal year by donating \$50,000 to Feeding America and \$50,000 to the National Restaurant Association Educational Foundation.

Charmin and Bounty

To meet the spike in demand for toilet paper, our Family Care Team has been hard at work, and our responsive workforce took incredible ownership of the business. Our team in the Albany, Georgia, plant, with significant support from teammates from the Cape Girardeau and Mehoopany plants, started up idle equipment in just two weeks—a process that typically takes months—to make sure consumers could find what they needed on store shelves.



COVID-19 Relief Efforts — North America



Pampers

In North America, Pampers recognized the impact COVID-19 safety measures would have on new parents and their babies. In addition to the diaper donations we make year-round, the brand wanted to do more through its Bright Beginnings program. It's critically important for parents-to-be to feel ready and prepared for their new arrivals, but many in-person childbirth education classes were canceled in early 2020. Thus, Pampers announced they would provide free online video classes for expecting parents. Hospital restrictions also made it more difficult for new parents to stay with their littlest fighters in Newborn Intensive Care Units (NICUs). To keep families and babies connected, Pampers provided \$400,000 in technology grants to eligible hospital NICUs across North America. With the money, NICUs purchased technology solutions that allow parents and families to talk, read and sing to their infants in the NICU, even when they can't be physically together.

Safeguard

In June, Safeguard announced a hygiene education and product donation initiative to help reach the estimated 48 million kids under the age of 12 who were reentering playgrounds, parks, recreational facilities and schools in the U.S. Safeguard committed to donate \$10 million to promote handwashing habits among kids and provide more underserved communities and families with free hygiene products through organizations like Save the Children, Americares and Feeding America.

Actress, entrepreneur and new mother, Shay Mitchell, advocated the importance of instilling hand hygiene habits at home starting at an early age. Family physician, Dr. Jen Caudle, joined the initiative to help parents understand how to follow CDC guidelines and advise on how children can safely remain active.

Save the Children serves as a catalyst for providing basic health and hygiene resources like hand soap to U.S. communities in need. Cosmic Kids Yoga and other social media personalities participated in the initiative, reaching children and families to introduce an interactive handwashing routine in the form of a song.



Pampers provided free online video classes for expecting parents.

[SAFEGUARD HANDWASHING SONG ↗](#)

COVID-19 Relief Efforts — Europe

In Europe, P&G's donations totaled more than \$25 million in financial aid and product. P&G Europe helped protect the dignity of vulnerable people by providing financial aid and millions of P&G products to families in need, the homeless and the elderly. We joined forces with relief partners, such as the Red Cross Red Crescent movement and food banks, donated food baskets during Ramadan and Easter meals to the homeless and helped fund temporary emergency centers.

We found solutions to keep essential workers healthy and safe, commissioning lines at our plants to start production of masks and repurposing some perfume-making equipment to manufacture surface disinfectant and hand sanitizer—for our people and partners as well as for hospitals, health authorities and relief organizations.

We showed solidarity with frontline heroes, donating razors to health workers, offering hygiene products to health care services, as well as support for vital lifesaving work and medical supplies. We used our voice to thank them and joined the #keepclapping campaign on World Red Cross Red Crescent Day on May 8, 2020.

In the next few pages, we will highlight some of the country-specific efforts.

#KEEPCLAPPING ↗



COVID-19 Relief Efforts — Europe

Bulgaria

P&G and our brands Ariel, Fairy and Always made financial and product donations to the Red Cross Bulgaria. The donation supported several initiatives aiming to help mitigate the consequences of the COVID-19 pandemic in the country, including protective equipment for medical staff. The campaign was implemented under the hashtag #StrongerTogether.

Czech Republic

To combat COVID-19, the government of the Czech Republic introduced a mandatory use of face masks and recommended frequent use of hand sanitizer. However, there was a shortage of masks and hand sanitizer in the local community.

The P&G team at our Fabric and Home Care plant in Rakona, Czech Republic, quickly started in-house production of disinfectants and organized on-site and in-home production of textile face masks to help. These much-needed items were provided to professionals at the frontline in local hospitals, ambulances, police offices and local doctors' offices, as well as at-risk populations in retirement homes, foster homes, elderly care services, and prisons. In partnership with our dish bottle supplier, the Rakona plant also donated empty bottles to a company producing disinfectant that had run out.

France

P&G Amiens plant donated thousands of masks to health authorities, as well as mobilizing production capabilities to provide sanitizer. The site also donated hundreds of kits composed of masks, gloves, Mr. Clean sanitizer and hydroalcoholic gel produced on site to health facilities, nursing homes and homes for the elderly. The Blois plant donated PPE to local health authorities and medical centers, along with lab coats, hygiene caps and gloves to hospitals.

France and Benelux communities donated more than 100,000 P&G products per week to our long-standing partners, Dons Solidaires, Agence du Don en Nature, as well as to the French Red Cross, hospitals and local public and health institutions.

We committed funds to the French Red Cross to support its actions and enable the volunteers and staff to continue their essential work on the frontline of the fight against COVID-19 and also through a call for donations—#EnsembleaveclaCroixRouge ("Together with the Red Cross").

P&G France has been partnering with SOS Villages d'Enfants (SOS Children Villages) since 2014 with yearly cash donations. During the pandemic, we made an extra cash donation to help with the educational and emotional support for hundreds of children.

Germany, Austria and Switzerland

In Germany, we created the #GemeinsamStaerker (#StrongerTogether) program that brought together health care, home care, beauty and parenting advisors to offer consumers help and advice during uncertain times. With Nina Ruge, German journalist, TV presenter and anchor, as moderator and our team of experts, we wanted to provide answers for the people in Germany, Austria and Switzerland that are of practical use to everyone. The ad-free live talk focused on reliable information on hygiene, children and family life, fitness and mental health.

P&G partnered with journalist Nina Ruge to help German consumers be #StrongerTogether.



COVID-19 Relief Efforts — Europe

Greece

P&G and our brands Always, Ariel and Fairy provided financial support to the Ministry of Health for equipping intensive care units of hospitals, as well as supporting tens of thousands of people with personal health, hygiene and household products. Medical personnel received personal hygiene and laundry products, and we helped people at home with everyday essentials. For the homeless, Fairy delivered meals to many in partnership with Solidarity Center of Athens, and Ariel assisted by offering free laundry.



always



Hungary

Budapest's biggest sports arena was used by the Hungarian Red Cross as a warehouse during the pandemic. P&G's support arrived in the earliest stage of the response, as the staff our Budapest General Offices and two local plants donated brands like Always, Ariel, Jar, Lenor, Naturella, Pampers and Tampax to local partners, including the Hungarian Red Cross, UNICEF, Habitat for Humanity and hospitals in the area.



Italy

Our people at the plant in Gattatico volunteered four free hours of additional work to produce extra cases of Mr. Proper with bleach, which was then donated to local hospitals. The Pampers team developed an educational music video to help parents teach their children the proper handwashing technique, a necessary first line of defense against the virus spread.

DOBBIAM LAVAR LE MANI ➤

Poland

P&G Poland donated products to the Polish Red Cross, the Association of Nurses and Midwives and numerous hospitals and care institutions. We financed the equipment for a temporary epidemic hospital, helped with the operation of a help line for nurses and paramedics and purchased PPE for medical personnel.

In addition, two plants in Poland launched production of PPE in record time. The Aleksandrów Plant celebrated the fastest new product production ever, launching manufacturing of sanitizer. The Targówek plant installed and started operating a mask production line in a record time. The resulting sanitizer and masks were shared with employees, P&G locations in Poland and our local communities.

Two plants in Poland, Aleksandrów and Targówek, launched production of PPE in record time.

COVID-19 Relief Efforts — Europe

Portugal

P&G Portugal donated cash and products to the Red Cross to support health care professionals and medical centers—including tens of thousands of products from brands such as Dodot, Evax, Fairy, Gillette, Head & Shoulders, Pantene and Tampax. We also helped promote awareness and donations for the Red Cross fundraising campaign #EuAjudoQuemAjuda (#IHelpWhoHelps) aimed to support health professionals and hospital units through the financing of health initiatives, projects and operations, as well as humanitarian aid developed to prevent and control COVID-19. As one of the biggest advertisers in the Portuguese market, we also gave advertising slots to promote the campaign #EuAjudoQuemAjuda.

Fairy partnered with the Portuguese Food Bank special network created for this relief period (Food Emergency Network) and the biggest media group in Portugal (Media Capital) to create the initiative, “With Fairy, Help Cannot Stop.” This campaign lasted 11 days and consisted of a kickoff TV show with spokespeople from Food Bank, Fairy and the ambassadors of the campaign, as well as a strong digital element, many radio spots and a synchronized instore execution. The campaign raised more than \$230,000 with the Fairy brand contributing another \$50,000.



We gave advertising slots to promote the #EuAjudoQuemAjuda campaign, which supported health professionals and hospital units.

Romania

P&G Romania and our brands Always, Ariel and Fairy provided financial support, personal health and hygiene and household products to Red Cross Romania. The Company supported frontline medical staff by providing the local health system with funds to purchase the medical equipment needed to fight the pandemic. Part of the donation supported the Emergency Hospital in Ploiesti at the frontline of the pandemic fight. In parallel, P&G products have been donated to those most impacted. The campaign was implemented under the hashtag #StrongerTogether.

Russia

P&G Russia activated our COVID-19 disaster relief program under one corporate umbrella “Care to Every Home.” Brands designed and executed initiatives to help the local community. Head & Shoulders launched a social campaign, #ApartButUnited, to encourage people to stay in touch with one another. The campaign

started with an online concert by Head & Shoulders ambassador Basta, who sang from his home, resulting in tens of thousands of people tuning in. Gillette's plant in St. Petersburg—the only major razor manufacturing site in Russia—held a “charity shift.” All products during that shift—500,000 disposable razors—along with 500,000 donated by the brand, were sent to medical staff across Russia via our NGO partner Foodbank. P&G Russia also donated substantial quantities of products to help support basic needs for people across different regions in the country.



COVID-19 Relief Efforts — Europe

Serbia

P&G and our brands Always, Ariel and Fairy announced donations to Red Cross Serbia in financial support, and in personal health and hygiene and household products. The Company supported local communities by providing funds to purchase food packs for those in need. We also donated everyday P&G product essentials.



always



Spain

P&G Spain and our brands provided financial aid to the Spanish Red Cross Plan “CRUZ ROJA RESPONDE” to help construct temporary emergency medical centers during the health emergency. Our brands, such as Ausonia, Dodot, Evax, Gillette, Head & Shoulders, Old Spice, Oral-B and Pantene were included in personal care kits distributed by the Spanish Red Cross to provide families and those in need with basic goods.

With the Spanish Red Cross, their volunteers and our sponsorship, we created a service—“Tu farmacia más cerca”—to deliver products to those in need. Pharmacies and users from all over Spain could request the shipment of pharmaceutical products and medicines through the Red Cross. From there, a network of volunteers delivered supplies to the corresponding homes.

Health care workers also received help from P&G brands that were sent directly to hospitals. Olay helped workers take care of their skin damaged by the use of glasses and masks, Hair Care and Old Spice allowed workers to have a shower before going back home, and Fairy helped workers clean their protective goggles.



P&G Spain and our brands provided financial aid to the Spanish Red Cross RESPONDE Plan.

COVID-19 Relief Efforts — Europe

Turkey, Caucasus and Central Asian Republics

P&G Turkey, Caucasus and Central Asian Republics (CCAR) has been actively working during the COVID-19 outbreak to ensure that people who stayed in a temporary quarantine residence had access to necessary personal care products and the comforts of home. Working with the Turkish Ministry of Youth and Sports, we delivered packs of Ariel and bottles of Fairy and Flash to the Turkish Red Crescent to be distributed to the residences. We also worked with the Turkish Red Crescent to provide P&G multi-pack kits to those living in quarantine. Through these efforts, we reached thousands of people staying in the quarantine dorms.

Together with the Food Rescue Association, Fairy created the “Don’t Waste” project to finance basic food needs and donate Fairy products during the month of Ramadan.

Metro Grossmarket Turkey started the “For My Small Business” program to aid small and mid-size businesses that were shut down due to COVID-19. P&G Turkey donated one cleaning pack per business to support this movement.

We also launched the “Stepping Up For Hope, Under the Same Roof” project to support families whose lives have been adversely affected. Within the scope of the project, with the cooperation of the Turkish Red Crescent, we delivered Hope 2020 hygiene packages consisting of basic hygiene, health and personal care products to tens of thousands of families across the country. The same initiative was then applied in Azerbaijan.

Finally, our Gebze Plant workers volunteered their time to increase production. The result was the donation of thousands of bottles of Fairy and packs of Ariel to the Turkish Red Crescent to benefit the neighborhoods in the Gebze community.



Our Gebze Plant donated thousands of bottles of Fairy and packs of Ariel to the Turkish Red Crescent.



COVID-19 Relief Efforts — Europe



UK

In the UK, we have stepped up to help those impacted by the pandemic through various brand and business unit contributions. Here are just a few of the initiatives we supported:

- We donated more than \$1 million in products from brands such as Fairy, Gillette and Pampers to our long-standing partner, In Kind Direct.
- Our Fabric Care team donated 3,000 units of laundry products to Great Ormond Street Hospital to help keep health care workers' uniforms clean.
- Gillette, after learning health care workers were being asked to shave for their safety to allow a closer fit of respiratory masks, established a free donation mechanic to NHS staff in the UK and Health Service Executives in Ireland, donating many razors as a result.
- UK manufacturing and R&D plants manufactured much needed hand sanitizer and face shields, donating tens of thousands of liters of hand sanitizer and more than one million face masks.
- We transformed our end of year celebration this year allowing us to support three charities, Macmillan, Refuge and Calm, who each received a grant of more than \$45,000.
- Our site teams expanded grants and donated more than \$130,000 in total to local charities.

- Always and Tampax donated hundreds of thousands of products to frontline workers at NHS Nightingale hospitals.
- Our hair care brands, Olay and Oral-B collectively donated almost \$1 million worth of products to frontline workers at NHS trusts across the country.
- Our brands created unique ways to help, such as home haircut tips from Braun, healthy handwashing habits from Pampers and the British Skin Foundation, encouragement to Bring Nature In and support of the Global Citizen "One World: Together at Home" campaign from Herbal Essences and their ambassadors.

Ukraine

P&G Ukraine teamed up with Caritas Ukraine Charitable Foundation to benefit the elderly with the "Care to Every Home" program. Caritas volunteers picked up their laundry and returned it clean, thereby minimizing the need for outside contact. By using brands like Ariel, Fairy, Lenora, Mr. Proper and Tide, we worked to make this service useful and effective. P&G Ukraine also helped the Ukrainian Red Cross set up a hotline to inform Ukrainians about the pandemic, giving them useful information on how to protect themselves.

COVID-19 Relief Efforts — Asia Pacific, Middle East and Africa

India

P&G India launched its COVID-19 response and relief program, P&G Suraksha India, to support consumers and communities. Suraksha is the Hindi word for “protecting.” Through our efforts, we supported government and NGOs via product donations and PPE, leveraged the voice of our brands to create safety and hygiene awareness, utilized our reach with in-store counselors and direct-to-consumer capabilities to connect with consumers to raise awareness about hygienic practices to help avoid the spread of COVID-19, raised safety and hygiene standards across our end-to-end supply chain and provided additional financial support to partners for their vulnerable employees.

In partnership with the government and relief organizations, we distributed Whisper sanitary pads to women and girls from underprivileged and migrant communities, childcare institutions, frontline healthcare workers and sanitation workers across the country. We partnered with NGOs to distribute Tide detergents to thousands of health workers nationwide. Vicks India, through its #ShowWeCare initiative, donated \$100,000 to HelpAge India to provide rations and hygiene kits to disadvantaged elderly people. The initiative also included advertising to drive community awareness about the importance of physical distancing, not emotional distancing.

We extended our support to migrant and underprivileged families in our neighboring communities by distributing thousands of grocery kits. In partnership with NITI Aayog, we supported

self-employed women entrepreneurs in Gujarat, Rajasthan and Punjab and helped restart their businesses.

We also extended our support to the barber community who were among those greatly impacted by the lockdown through Gillette Barber Suraksha Program. The program aimed to educate, protect and provide resources to them as they return to business.

On Mother’s Day, we launched the #ThankYouMa (Ma meaning mother in Hindi) to thank mothers who, irrespective of distance or circumstance, continue to care about the smallest of things in the lives of their children. The campaign featured stories of real-life mothers who help their children with laundry, shopping for essentials, ensuring personal hygiene, checking on their meals and more—all while taking care of the big things on the frontlines of the pandemic.

Through our Suraksha Circle program, we shared our learnings and best practices on the highest standards of health, hygiene and safety measures at manufacturing sites with others in the industry.

P&G employees in India donated to the PM Cares Fund to support India’s fight against COVID-19. In addition to the in-kind donations, P&G India also made financial contributions to the state governments to support their response efforts.



We launched the #ThankYouMa campaign to thank mothers who help their children amidst being on the frontline of the pandemic.



Dr. Suvyl Fernandes Rodricks
Doctor, Delhi

COVID-19 Relief Efforts— Asia Pacific, Middle East and Africa

Indonesia

P&G Indonesia delivered essential supplies for children and families around the country. The team shared hundreds of packages that consisted of rice, food supplies, disinfectants, masks and P&G products. These supplies were sourced from the local community, helping to keep businesses running while in turn delivering a care package to families in need. We also provided PPE kits for the medical frontline workers. The Personal Health Care team in Indonesia provided thousands of care kits to employees of our distributor partner with Sangobion® (iron supplement) as a part of these packages.

Japan

The Shiga Plant, home to the production of SK-II, was able to do a quick start up and begin producing critically needed masks. With production up and running, masks were initially donated to employees and their families while masks were difficult to find in Japan. Mask donations have expanded to the government, business partners and contractors at our P&G sites.

Philippines

Medical frontline workers have been the unsung heroes amidst the COVID-19 pandemic. They work around the clock as they risk their own lives to care for the sick, while many others are encouraged to stay at home. What is left unsaid, however, is that they

are also real people with families waiting for them. Through the “Frontliner’s Sacrifice” online video, P&G Philippines showed how we can be a #ForceForGood as we #CareForFrontliners and encourage the public to do its part to help them come home soon.

The video captured real clips and footages from frontline workers and in just 48 hours, the video received one million online views and the total continues to grow today. We are inspired to see our consumers join us in sharing the gratitude.

[A FRONTLINER’S SACRIFICE ↗](#)

We also launched the #PhilippinesCares campaign founded on the idea that care goes beyond the physical touch we give. Linked with this campaign, Vicks donated hundreds of cases of Vicks inhaler to the Cabuyao City health office.

Safeguard Philippines supported the nation’s health care frontline workers by teaming with the Philippine Red Cross to create the P&G Safeguard’s BayaniHands Project. Coined from the Filipino term ‘bayanihan,’ or the communal unity of working together to achieve a common goal, the brand encouraged Filipinos to become everyday heroes by embracing the power of safe hands and to come together as a nation helping each other. The BayaniHands Project encourages consumers to support the

Red Cross frontline workers’ efforts by donating online through an e-commerce platform.

Safeguard launched the campaign with a heart-warming online video that tells the story of Filipino bayanihan in these unprecedented times. Shot entirely while adhering to Enhanced Community Quarantine (ECQ) protocols, the team pieced together a story that stems from the spirit of bayanihan with clips shot by different filmmakers from across the region.

[SAFEGUARD BAYANIHANDS ↗](#)



P&G Safeguard’s BayaniHands Project for the Red Cross encouraged consumers to support frontline workers.



COVID-19 Relief Efforts — Asia Pacific, Middle East and Africa

Singapore

We have donated thousands of care packs to vulnerable families and frontline workers and hundreds of sets of cleaning products to social service agencies and preschools. We have also launched a fundraiser with each dollar matched by the Company for the National Council for Social Services. In partnership with the Singapore government, we extended our support to migrant workers and helped curb further transmission of the virus by distributing hundreds of thousands of care packs. Employees prepared care packages and were joined by Ms. Josephine Teo, Minister for Manpower and Second Minister for Home Affairs and Ms. Low Yen Ling, Mayor of South West District and Senior Parliamentary Secretary, Ministry of Manpower and Ministry of Education. Oral Care also donated products for inclusion in the P&G Care Packs to migrant workers.

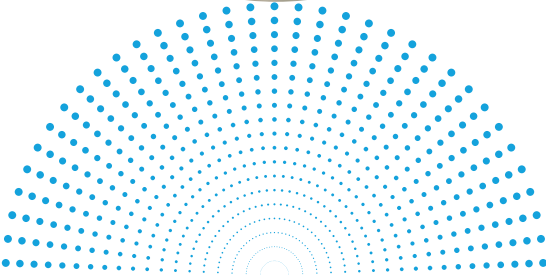
United Arab Emirates

With employees juggling home responsibilities as well as work responsibilities, we adapted quickly to empower them to succeed. We established “No Meeting Zones” so our people would have increased flexibility. We helped employees whose homes were not set up with the tools required to work from home full time, providing them necessary IT tools and ergonomic furniture to work from home effectively.

We also stepped up to provide support for communities and relief agencies under our Protect Our Heroes COVID-19 Relief Mission. We expanded our manufacturing facilities to produce PPE for donation to organizations supporting frontline workers across Middle East and Africa, as well as a donation of Safeguard antibacterial soaps and handwashing stations in Nigeria. We also donated products like Always, Fairy, Gillette and Safeguard to frontline relief workers and communities in need across the region.

Vietnam

P&G Vietnam closely worked with Vietnam Red Cross and People's Committee of Binh Duong to provide thousands of Safeguard soaps and handwashing liquid to support communities and people in need, as well as organizing hygiene training courses. We also supported the Vietnamese Fatherland Front Central Committee with cash donations, PPE for the medical frontline workers and P&G personal hygiene kits that included Ariel, Gillette, Head & Shoulders and Safeguard products for those staying in temporary government-provided quarantine residences.



COVID-19 Relief Efforts— Asia Pacific, Middle East and Africa

Nigeria

In Nigeria, we committed to providing more than \$250,000 worth of humanitarian aid to support the Nigerian government in combating COVID-19. This aid included hygiene products, handwashing stations and PPE for frontline health care workers in all 36 states and the Federal Capital Territory. As part of this contribution, we also launched a nationwide media awareness campaign to promote handwashing amongst Nigerians.



South Africa

P&G South Africa stepped up during COVID-19 and donated \$950,000 in cash and product to various organizations, including UNICEF, Department of Women, Youth & Persons with Disabilities and the Mamas Alliance. We also expanded our Always Keeping Girls in School program to not only provide young girls with access to sanitary pads but also food items and educational materials because we believe that nothing should get in the way of girls' education—not even COVID-19.

Kenya

In Kenya, we provided the government with more than \$60,000 worth of PPE to help curb the spread of COVID-19. Across our Africa expansion markets, we provided the governments of Uganda, Cote d'Ivoire and Ghana with humanitarian intervention valued at more than \$35,000.



P&G South Africa donated \$950,000 in cash and product to various organizations.

We provided the government in Kenya with
\$60,000+
worth of PPE to help curb the spread of COVID-19.

COVID-19 Relief Efforts — Greater China

Health care workers in China have been at the forefront of fighting the COVID-19 virus, forging new directions for others around the globe to follow. We were among the earliest donors, and we made our donations in waves to answer the evolving needs in a timely way at the frontlines.

Our P&G China team worked with long-time partners and provided product donations and financial aid worth millions of dollars. Our brands such as Always Discreet, Ariel, Braun, Crest, Gillette, Head & Shoulders, Olay, Oral-B, Pampers, Safeguard, SK-II and Whisper actively supported relief efforts and ensured continued access to products. The China team contributed to our vital P&G partners, the Wuhan Municipal Charity Foundation, the China Youth Development Foundation and One Foundation.

Ariel and Safeguard donated thousands of packages of laundry liquid, liquid hand soap and body wash sanitizers to hospitals, fire departments and communities. Head & Shoulders and Olay donated shampoo and skin care products, while Crest and Oral-B donated toothpaste and brushes to mobile hospitals in Wuhan. SK-II funded ventilators, while Always Discreet and Whisper donated sanitary products to support female doctors and nurses. Braun and Gillette provided shavers and razors for male medical workers.

In addition, the Pampers team reacted quickly to help the kids of health care workers on the frontline, donating diapers and wipes.

SK-II

In support of the global relief and recovery efforts around COVID-19, SK-II announced “WE STAND TOGETHER,” an initiative to support medical professionals and health care workers on the frontlines. It started with a partnership with the China Women’s Development Foundation and a donation of more than \$290,000 and included ventilators and PPE for health care workers in Hubei, China. SK-II “WE STAND TOGETHER” was shared in Times Square, New York City, as a symbol of hope, encouragement and solidarity.

In addition, SK-II pivoted from its Olympics campaign “Beauty is No Competition” during the pandemic to share human stories of hope as part of its brand purpose #ChangeDestiny, which seeks to inspire women to overcome pressures and shape their own destiny. SK-II partnered with swimmer Ikee Rikako who shared her personal journey battling leukemia and finding strength and resilience in challenging times to give strength to everyone.

SK-II partnered with swimmer Ikee Rikako who shared her personal journey.



COVID-19 Relief Efforts — Latin America

Helping Our Communities and Our Health Care Professionals in Latin America

In Latin America, we focused our efforts on serving the most vulnerable communities and supporting frontline health care professionals. We donated more than \$2 million worth of PPE to health care institutions and associations. We developed and launched the “Thank You Doctor” video to recognize their heroic efforts with thank you messages directly from our teams.

THANK YOU DOCTOR ➤

Argentina

P&G Argentina donated millions of products to vulnerable communities and people on the frontlines. This was done in conjunction with our key partners—United Way Argentina, Red Cross, Foodbank—and many other NGOs. This was the most significant contribution, done in record time, in P&G’s 30-year history in Argentina.

We were part of the most important social program in Argentina, #SeamosUno, where we donated our home care products to hundreds of thousands of

families. We stepped up to provide much needed product donations, P&G Purifier of Water packets, virtual volunteering hours and financial support to help hundreds of women in vulnerable situations put their sewing skills into practice making face masks. Our brands also supported consumers by offering different activities, such as Pantene working with hair dressers and Pampers helping parents.

Brazil

P&G Brazil donated millions of dollars in products, hygiene kits and food baskets to vulnerable communities and frontline professionals. Donations were executed thanks to our strong partnerships with Red Cross, United Way, the São Paulo Government Secretary and Fundação Amazonas Sustentável.

Our brands also supported consumers by offering free workshops and courses online. Pampers offered parents ideas on how to play with babies at home during quarantine and an online baby shower platform; Oral-B Professional offered lectures with experts to help dentists with COVID-19 doubts; Downy offered yoga and dance lessons; and Gillette deodorant created a platform to help gym teachers with online classes. In addition, Always and Vicks donated more than \$100,000 to support research and innovation in the context of the COVID-19 crisis.



Gillette

*Gillette deodorant created
a platform to help gym teachers
with online classes.*





COVID-19 Relief Efforts — Latin America

Chile

Through our NGO partner World Vision, P&G Chile donated thousands of hygiene and home products kits to health care personnel. The #HéroesSinCapa campaign helped with products from Ace, Always, Gillette, Head & Shoulders, Herbal Essences, Oral-B Pampers and Pantene to family health centers.

We also worked with World Vision on the “Feeding Hearts” campaign. The initiative sought to raise funds to support vulnerable households with food boxes.

In addition, each box had a book and a calendar developed by World Vision. The educational material contains suggestions for daily activities that seek to help children understand what the virus is and the importance of maintaining hygiene to avoid spreading it.

The Company also participated in the #YoTeCuido initiative, led by the Geriatrics Society, that benefitted health professionals. The goal of this program was to help doctors and health personnel from hospital centers across the country through the delivery of Gillette brand face shields and razors. Both donations sought to take care of the personnel who are focused on safeguarding the health of Chileans.



“We see it as very important to make this donation possible, since it is about reaching health centers with many difficulties and that, at the same time, have the mission of serving vulnerable families. It is also part of a global campaign by World Vision called #HéroeAnónimo, which highlights worldwide the work of all the people behind an emergency, coinciding with that of P&G.”

—*Johanna Montero, Country Manager of World Vision Chile*

Colombia

When Colombia needed to reopen hospitals, we partnered with government institutions and our trade associations to help. We donated detergent and shaving products for hospitals. Also, through the National Food Bank, we donated products to the elderly and vulnerable population.



Head & Shoulders donated PPE to HCPs and shared supportive messages from consumers.



COVID-19 Relief Efforts — Latin America

Head & Shoulders #CabezaEnAlto

Head & Shoulders decided to shift its campaign, #HeadHeldHigh, to support Ecuador and Panama health care professionals (HCPs) during the COVID-19 crisis. Through social media, Head & Shoulders invited its consumers to send positive messages to HCPs in those countries and invited local artists for virtual live concerts to continue driving awareness of the campaign.

For each consumer post with the #CabezaEnAlto hashtag, Head & Shoulders donated PPE to HCPs. Thanks to so many supportive messages from consumers, we exceeded our goal and donated more than 2,000 pieces of PPE in Panama and 1,400 in Ecuador.

[#HEADHELDHIGH ↗](#)

In Mexico, Head & Shoulders helped by donating the equivalent of more than 1,300 protective kits for HCPs through our disaster relief partner CADENA and invited consumers to join and donate a peso to match each one donated through the program. Mexicans helped us raise enough money to buy approximately 330 more protective kits and protect more than 1,630 health care workers.

[HÉROES EN MÉXICO ↗](#)

Peru

During the 2019 Pan American Games, the Villa Panamericana in Peru was home to hero athletes. Due to the pandemic, it became home to COVID-19 patients and heroic health care workers. As the situation in the country became critical, the accommodations had to be adjusted quickly but required many resources to work properly. To help, we gathered our brand teams and in less than 48 hours we provided three months worth of hygiene and cleaning products from Ariel, Gillette, Head & Shoulders, Old Spice, Oral B, Pantene and Venus.



In Peru, we donated products from brands like Ariel, Gillette, Head & Shoulders, Old Spice, Oral B, Pantene and Venus.

Habitat for Humanity

P&G's Habitat for Humanity Partnership

P&G has worked with Habitat for Humanity around the world for more than a decade. Throughout that time, the foundation of our partnership has been the generous spirit of our employees, who embrace Habitat's mission of bringing people together to build homes, communities and hope. By partnering with the homebuyers, Habitat uses shelter to help build strength, stability and self-reliance, creating a hand up to a better life.

Many plans for our employees to help build homes were canceled due to the pandemic. However, before the pandemic hit, we brought to life a number of important projects in Brazil, Indonesia, Kenya, Mexico, Romania, Thailand, Vietnam and our global headquarters in Cincinnati. We also continued to support Habitat financially.

P&G's partnership has helped sustain Habitat for Humanity of Greater Cincinnati through the pandemic and has helped continue a legacy of racial justice and inclusion. Habitat was founded on a deep belief of racial collaboration and equal opportunity for homeownership, and its work continues to address longstanding inequities.

Habitat homeowner Kiki exemplifies the families whose lives are improved through P&G's support. A mother of four, Kiki works at Cincinnati Children's

Hospital Medical Center. She is most thankful for her new home because her youngest daughter, a 1-year-old with health issues, will struggle to learn to do things like walk on her own. Kiki wanted a home with a first-floor bathroom and bedroom to make caring for her daughter easier. She now has a home that meets all of her children's needs and is looking forward to raising her "miracle baby" in the new home with her siblings.

In Thailand, P&G engaged the local community and Habitat for Humanity to create a new house made from plastic waste. Employees teamed up with local government, teachers and students to clean a local beach. The plastic waste collected was added to more than 10 tons of material to be upcycled into pellets used to build a house. The intent was to help the local community and the environment, while educating children on the importance of sustainability.

We also partnered with Habitat for Humanity in Kenya to build a shelter for economically disadvantaged girls at high risk of gender-based violence in rural Kenya. The building provides a home to many girls who use the shelter as a safe place to learn and pursue their dreams. The community, including the girls and their parents, elders and government representatives, commissioned the facility last year.



Regional Impact—North America

Helping Families Thrive in P&G's Backyard

United Way of Greater Cincinnati, with P&G's strong financial and volunteer support, brings together resources to tackle deep-rooted problems throughout Greater Cincinnati. United Way changes systems and creates new models of support, achieving results no one entity can achieve on its own. United Way's core efforts help families meet their basic needs and achieve financial stability, pursue quality education opportunities and access services promoting strong physical and mental health. Last year alone, United Way handled 136,000 requests for food, housing and other services through its 211 resource and referral line. The organization's work led to nearly 2,000 children enrolling in quality early childhood education programs, more than 10,000 individuals accessing regular health care and almost 10,000 families maintaining stable housing for at least a year. P&G, along with our employees and retirees, made the single largest contribution to the 2019 Cincinnati United Way Campaign, nearly \$10 million, of all Cincinnati workplace giving campaigns.



We are United Way's single largest contributor with nearly

\$10 million
donated in 2019.

Just as important, our employees volunteer, serve on United Way-related boards and provide critical advice and counsel. This year, P&G CEO David Taylor is leading United Way's annual campaign, promising to help the community recover and revitalize from COVID-19.

Flying High

Arlene has a rare form of cancer, and she needs to travel hundreds of miles to Boston for her treatments. In May 2020, due to COVID-19, this journey quickly became more complicated. That's when P&G's Flight Operations Team, with the help of Corporate Angel Network, arranged for Arlene to fly to Boston roundtrip on a private P&G jet.

Arlene appreciated the lift. "I was treated like a VIP. The kindness and thoughtfulness of the flight crew, physical comfort, cleanliness, sense of security in the aircraft and the speed of trip was well beyond anything I had experienced previously in any form of travel in my lifetime. This experience is especially valuable in my world of complete uncertainty, always achy feeling with other less-than-desirable physical feelings from these chemical treatment effects."

Since 1989, P&G has partnered with Corporate Angel Network to provide private air travel for cancer patients like Arlene.

Canada

As the kick-off to our P&G Gives Back employee engagement campaign, P&G Canada hosted our third annual Park Clean-Up event. Hundreds of Toronto employees cleaned up a local park, which included removing invasive species and planting native wildflower and grasses to improve biodiversity in the region and help restore essential wildlife habitat.

Canada employees also worked with our longstanding partner Global Medic and helped pack more than 50,000 personal hygiene kits that are distributed to Canadians in need at food banks, shelters and other community organizations.



Regional Impact—North America

2020 Cincinnati Music Festival

P&G was proud to continue our sponsorship of the Cincinnati Music Festival (CMF) in 2020, and the festival didn't skip a beat with the #FeelsLikeCMF Virtual Weekend Experience, despite having to postpone the in-person event to 2021 to be mindful of health and safety during the pandemic. The innovative, engaging and free virtual weekend experience was available on the CMF website for all to enjoy from the comfort of home. It focused on celebration, community and local impact to bring people together through music. Featuring music from Triiibe, Aprina Johnson, Regina Belle, DJ DNICE and more, the #FeelsLikeCMF virtual experience helped uplift spirits during uncertain times. A digital program booklet was created with a letter from Shelly McNamara, Chief Equality and Inclusion Officer, and ads from P&G's Olay and My Black is Beautiful brands, as well as our Supplier Diversity program. Also, P&G's Take on Race videos "The Talk," "The Choice" and the Ohio "Masks On" campaign were aired during the weekend. As one of the largest music festivals in the United States for the past 58 years, the Cincinnati Music Festival has been a staple in Cincinnati, especially the African American community, and the diversity it brings enhances the fabric of the city and its culture overall. The national support of the festival each year creates tremendous economic impact by benefitting local businesses and helping create new jobs for those in our community.

The festival also helped to bring awareness to organizations that support the African American community and to drive commerce to Black-owned businesses and restaurants in a time when support in this community is needed. P&G also partnered with ArtsWave to create the CMF Outdoor Museum as a new feature to this year's virtual event. The CMF Outdoor Museum was an outdoor public art installation featuring works from 15 artists of color, all focused on the themes of community, unity, music and celebration. By bringing this event to life, organizers hoped to stay focused on the fight for racial equality, while highlighting the need for joy and positivity during challenging times. As a result of all creative efforts, more than 20,000 viewers tuned in to the show throughout the entire CMF Virtual Weekend, spanning an impressive 39 states nationwide.



The festival focused on the fight for racial equality, while highlighting the need for joy and positivity during challenging times.



Regional Impact—Europe

Product Sales Help Provide Shelter for Families in Austria

In honor of Mother's Day, P&G and retail partner BIPA partnered together to support the Caritas #wirtun initiative. Through product sales of Ariel, Gillette, Oral-B, Pampers, Pantene and Venus in BIPA stores and online, consumers raised money that benefitted homeless mothers and children staying in Caritas homes in Austria. With increasing demand for sleeping places in Caritas facilities, the funds supported renovation of rooms and expanded the range of psychological support for women returning to work.

In addition, P&G made an in-kind donation, providing Caritas tens of thousands of face masks and thousands of liters of hand sanitizers produced at our plants.

"We are very grateful for the reliable support of strong and committed partners from the business world. Together with P&G and BIPA customers, we are giving hope and confidence to children and their mothers in need."

—Klaus Schwertner, Caritas Secretary General of the Vienna Archdiocese.

Building Inclusive Playgrounds in Germany

The idea of "A Piece of Happiness" or "Stück zum Glück" started in April 2018 with a program that helps build inclusive playgrounds. It reached a major milestone this year with total donations exceeding one million euros—a year earlier than expected. Donations come from the joint fundraising campaign sponsored by P&G, REWE and Aktion Mensch.

Many children with disabilities are limited in where they can play as a result of their disability. Through this special program and thanks to the support of many REWE customers, "Stück zum Glück" has implemented 23 inclusive playground projects in Germany with plans for four more to be built in 2020.

With every purchase of a P&G product, including brands such as Always, Ariel, Oral-B and Pampers, REWE customers throughout Germany are supporting the project.

"It is important to us to maintain the playgrounds and sports facilities that we build together with REWE and Aktion Mensch in the long term. Our goal is to support the children's future in the best possible way," said Astrid Teckentrup, Senior VP Sales of P&G.



Regional Impact—Europe

Helping Families Together

#FamilienChancen (Family Opportunities) has been drawing attention to the everyday challenges faced by families. The goal is to relieve the burden on parents as much as possible and to enable children to participate in more sporting activities by helping “Stiftung RTL—Wir helfen Kindern e.V.” and nearly 20 RTL children’s homes. RTL is a TV broadcaster in Germany with a foundation supporting families and children in need.

The campaign, supported by FC Bayern Munich, raised more than 500,000 euros this year through some amazing activities. P&G and FC Bayern München partnered to provide an unforgettable day with #FamilienChancen where children from the RTL Kinderhaus München visited FC Bayern München. Together with FC Bayern Munich Ambassador Giovane Élber, the children were able to get a behind-the-scenes look at the FC Bayern Munich training grounds and attend a match in the Allianz Arena.

In addition, P&G supported the RTL Donation Marathon through advertising with TV spot placements of brands such as Ariel, Gillette, Lenor, Pampers, Pantene, Head & Shoulders, Always, Blend-A-Dent and Oral-B.

“We use our strong voice in advertising with great pleasure to achieve something positive for society. Commitment to families with children is a matter of the heart for us at P&G. We are pleased to be able to support the ‘Stiftung RTL—Wir helfen Kindern e.V.’

with some of our brands in a targeted and powerful way,” said Susanne Kunz, P&G Media Senior Director and mother of three.

Employees Supporting Aldeas Infantiles SOS in Spain

Our employees are committed to supporting Aldeas Infantiles SOS. The Aldeas SOS work addresses many of the United Nations Sustainable Development Goals by helping to care for children who need a home and some of life’s necessities.

In addition to donations, employees organized other activities to raise funds. Additional creative efforts enabled children to experience special activities such as a night at the ice circus during the holidays. Through its consumer activation platform, Próxima a ti, P&G Spain created a channel for consumers to help.

“These 13 years of collaboration by P&G have had a huge impact on the lives of children in our programs. Many children who, thanks to partnerships like P&G, have been able to improve their situation and their future.”

—Aldeas



Regional Impact—Europe

France Solidarity Day

In July 2019, we celebrated another Solidarity Day in France with a mix of social and environment activities. About 30% of Paris employees participated in one of the five activities—supporting an LGBT community center in Paris, addressing poverty needs in a shelter in Asnières; cleaning up the environment in association with Project Rescue Ocean in Canal de l'Ourcq; helping children in need in the Plaisir area in association with SOS Villages d'Enfants; and coaching people in the Paris area with SOS Villages d'Enfants and Proximité. Check out the inspiring highlights from that day here.

[SOLIDARITY DAY HIGHLIGHTS ↗](#)



QUOTES FROM THE BENEFICIARIES:

“It is fantastic what happened today.”

“Given our limited resources, it is a blessing that P&G comes to help us.”

“It was so good to feel valued. It was good to see that there was no difference when P&Gers talked to us.”

“The young adults from SOS Villages d'Enfants have highlighted the simplicity and quality of the exchanges they have had with P&G employees.”

But sometimes it is those who are doing the giving who get the most from the experience.

“I am proud to have helped and was so touched by the welcome we have had.”

“A lot of positive energy, wonderful! Thank you for the day.”

“The action with Project Rescue Ocean was a great opportunity to educate us on environment matters.”

Ariel Donation in Turkey

Ariel, together with retailer Migros and Community Volunteers Foundation (TOG), ran another successful Clothing Donation Campaign. The campaign invites consumers to bring their gently used clothes and donate them in Migros stores. These clothes are then washed and cleaned by Ariel and distributed to children across Turkey.

The campaign took place in November and December and more than 45,000 pieces of clothing were collected, among which 10,000 children's clothes were sorted, washed and prepared for distribution. The distribution, originally planned for March, had to be postponed due to COVID-19.

Olympic Moms #StayHomeDoSports

P&G Turkey is sponsoring Olympic athletes through the 'Olympic Moms' initiative, which recognizes that “every mom helping her children to do sports is an Olympic Mom.”

This year, our sponsored athletes who were supposed to perform in Tokyo had to #StayHome due to COVID-19 precautions. While the whole country had to #StayHome, we wanted to share some healthy tips. Along with our sponsored athletes and their families, we created social media videos showing how to do sports in the comfort of your living room as a family.

Regional Impact—Europe

Pantene Beautiful Lengths

Our Pantene brand supports women who have lost their hair due to cancer treatments and helps them regain their self-confidence.

For three years, Pantene worked with customer Globus on the Beautiful Lengths program. This year, we needed to make adjustments due to the many lockdowns in the Czech Republic. For every Pantene product sold, a donation was made to help produce and donate wigs for cancer patients. The brand also sponsored a virtual fundraising concert. The concert was headlined by local ambassador Marketa Konvickova, a popular Czech singer, who overcame cancer herself in 2019 and received a wig from our charity partner. Other performers included singer and model Jitka Boho, as well as Ivana Jiresova, a stage actress who also overcame cancer and was the ambassador when we originally launched the Beautiful Lengths program in the Czech Republic.

BEAUTIFUL LENGTHS ↗

In southeast Europe, Pantene helped women struggling with the challenges of cancer through the "Give Strength" campaign. We received more than 23,000 hair donations to provide more than 500 wigs to women who have lost their hair due to the impacts of cancer treatment.

Prima Preemies Donation Campaign

For the third year in a row in Turkey, we worked with retailer Prima on a preemie diaper donation campaign together with El Bebek Gul Bebek Foundation. Prima donates preemie diapers to hospitals across Turkey in support of families and raising awareness for premature babies. One in 10 babies born in Turkey is considered premature. With this year's campaign, Prima donated more than 500,000 premature diapers to families in need.



A Classroom Called Home

P&G has transformed another classroom into a totally new space for children in a small town in Romania. Thanks to the creativity of a renowned Romanian designer, the classroom has been fully renovated and redecorated to welcome kids for their first experience with primary school in a place that feels like home.





We are committed to breaking gender-biased barriers to education for girls in India.

Regional Impact—Asia Pacific, Middle East and Africa

P&G Shiksha in India

We are improving access to holistic education for millions of underprivileged children across India through our flagship community impact program 'P&G Shiksha.' Since its inception in 2005, P&G Shiksha has focused on improving education infrastructure, empowering marginalized girls through education and improving learning outcomes. Over the years, in partnership with NGOs and experts, we have built and supported nearly 2,300 schools.

We are partnering with leading NGOs and partners who serve as specialists, lending their expertise to aspects of the educational system.

We are looking at improving three areas:

1. Improving education infrastructure

We partnered with the NGO Round Table India (RTI) to build, refurbish and renovate school buildings, classrooms and playgrounds. We are improving health and hygiene by increasing access to clean drinking water and building separate toilet facilities for boys and girls. We are also providing smart classroom technology across schools for interactive audio/visual-base learning.

2. Empowering marginalized girls through education

We are committed to breaking gender-biased barriers to education for girls in India. We have partnered with Save the Children to support the government-run residential Kasturba Gandhi Balika Vidyalaya's (KGBV) in Rajasthan to provide quality education

to girls through holistic infrastructure and learning interventions.

3. Improving learning outcomes

We are working with partners to implement unique and innovative solutions that help bridge learning gaps and improve learning outcomes in children. We are also working in early childhood education to build foundational skills in children so that they are set up for success as they enter the formal education system.

Education During COVID-19

Schools around India temporarily closed as a preventive measure to contain the spread of COVID-19 affecting millions of students, particularly from underprivileged communities. To facilitate continuity of learning, we partnered with Pratham to pilot new platforms of learning. We connected with students via phone calls, SMSs, video calls and WhatsApp to encourage them to continue learning from home. For children in their formative years, we encouraged mothers to engage their children in simple hands-on activities focused on building their child's cognitive and language skills.

For students in grades 1-8, we provided academic content and engaging activities in math, science and English to help them continue learning. Along with partner Education Initiatives, we provided students access to the Mindspark software to enable them to continue learning. We also set up a toll-free hotline for students to hear educational stories and solve questions over the phone.

Regional Impact—Asia Pacific, Middle East and Africa

Gillette's 'Safalta Apni Mutthi Mein' Program Grooms the Next Generation in India

Gillette wants to help youth to develop skills they can use as adults in their profession through our youth-grooming program 'Safalta Apni Mutthi Mein.' The program is composed of practical training, such as seminars and workshops on resume writing, interview skills and how to succeed in the professional world. In the more than three years since it launched, it has reached more than 8,000 colleges and universities.



Gillette's youth-grooming program 'Safalta Apni Mutthi Mein' has reached more than 8,000 colleges and universities.

For Our Smallest Consumers—“S6 Size” Pampers

Our passion to do the right thing has led us to create a project team to create a superior neonatal intensive care unit (NICU) diaper for the smallest of babies. After the successful launch of a smaller sized diaper, 4S for 1-1.8kg babies and 3S for 1.8-3kg, we started the challenging production of 5S for babies 500g-1,000g and 6S for babies around 500 grams. These sizes have never been made in a P&G plant before but we knew it needed to be done. Thanks to the technical mastery of our team and collaboration across multiple functions, we were able to bring these diapers to the market.



Regional Impact—Asia Pacific, Middle East and Africa

P&G Health's SEHAT on a Mission to Help India

SEHAT (meaning Health) is an umbrella program by P&G to channel all its community impact efforts towards building a healthier India.

Projects under SEHAT include preventive health, community health and public health interventions; health awareness, screening and education; financial support for health care needs of marginalized and underprivileged communities; capability-building of health care professionals, health care infrastructure and health care assistance as part of disaster relief and support. All projects under SEHAT are co-created and implemented with reputable public health and non-profit partner organizations.

Here are our three flagship SEHAT projects:

With the twin-fold objective of helping build a public health cadre to address India's complex public health challenges and supporting interested candidates to choose public health as a career opportunity to improve health conditions and quality of life for Indians, the P&G Public Health Scholarship was instituted in partnership with the Public Health Foundation of India (PHFI). In FY19/20, 34 P&G Health Scholars, deserving students from socially and economically challenged communities, initiated their master's in public health across PHFI's Indian Institutes of Public Health (IIPHs) with the aspiration to become tomorrow's change makers.

Access to affordable screening, diagnostics and epidemiological data continues to be a major hurdle in India. To help improve the delivery of reproductive and maternal health services, the Company in partnership with PHFI, instituted the 'Swasthya Sakhi' (meaning Health companions) project in select districts of two Indian states—UP and Goa. Under this project, Swasthya Sakhis selected from district communities and empowered with PHFI's technological Innovation Swasthya Sahayak—a portable, backpack sized, point-of-care information gathering and diagnostic tool—have been deployed to seek and digitize health information of families including conducting diagnostics of pregnant women and refer high-risk cases to Primary Health Centres. The Swasthya Sakhis reached more than 60,000 households and 200,000 people with the goal to reach 700,000.

With the objective of supporting health needs of vulnerable children under institutional care, the Company joined NGO Catalysts for Social Action as its 'Health Care Partner' providing support to more than 2,000 children residing at Child Care Institutions across four Indian states. Activities included regular health check-up camps, distribution of hygiene kits, awareness sessions and a treatment contingency fund.

Along with focusing on health, our employees have been enthusiastically participating and contributing to national giving programs like the Joy of Giving Week with partner NGO HelpAge India and the annual Mumbai Marathon where employees ran for partner NGO 'Catalysts for Social Action' to help children in need of care and protection.



P&G HEALTH INDIA ↗

Regional Impact—Greater China

P&G Hope Schools: Sowing New Hope

This is the third year our Hope School Program has partnered with the National Center for Performing Arts (NCPA) through the China Youth Development Foundation (CYDF). We kicked off the season under the theme of “Listen to the Kids, in Arts We Believe to Sow New Hope of Health.”

The highlight of the season is always the event day at NCPA. Despite the unprecedented challenges of COVID-19, students from the P&G Hope School in Qianshan county in the Anhui province performed “A Little Wish.” This children’s drama is based on true stories from other P&G Hope School students in the Hunan province. The event had nearly 30,000 viewers

on site and via livestream. The in-person audience included P&G, CYDF and NCPA management, government officials, P&G partners, influencers and employees.

The kids and teachers from a P&G Hope School in the Anhui province led a P&G Happy Health Class under the Theater in Education (TIE), a cutting-edge teaching methodology leveraging art empowerment and new technology. Instead of the traditional one-way teaching approach, teachers from the P&G Hope School used TIE training to create an innovative curriculum that utilizes student-created visual and performative art, such as handmade 3D playbooks, hand shadowing and theater to learn and remember health tips.

Safeguard’s Journey to Spread Health Across China for Hygiene, Health and Life

More than 97% of the population in China are aware that handwashing helps prevent diseases, but only around 10% of people apply the right handwashing habits, according to the latest Chinese People Handwashing Habits Research done by Health Education Center of Chinese Academy of Medical Sciences. Safeguard has been focusing on kids handwashing education for more than 13 years in urban and rural areas, benefitting millions of children.

Beyond education in rural areas and schools, Safeguard supported China during the critical “Back to Work and Back to School” period by activating “Safeguard Health Charging Stations” across the nation to drive education on the right hygiene behaviors and provide access to the right products. In 2020, Safeguard initiated the “Spread Health Across China” Program to provide hygiene education to 100 million people and develop correct hand washing habits via the Health Charging Stations activation.

During the COVID-19 outbreak, we donated more than 100,000 products to the Hubei province and helped more than 2,000 children of frontline workers with donations of kid’s foaming body wash. Since April 2020, we also launched Health Charging Stations in Shanghai, Hangzhou, Guangzhou, Shenzhen and 10 other cities across the country to help schools with health education and control measures.



Regional Impact—Latin America



A Better Day—Helping Moms, Babies and Families in Panama

We want to provide #UnMejorDía (A Better Day) to those who need it most. That is why we seek to strengthen the care and services provided by maternal homes administered by the Panamanian Ministry of Health in the Ngabe Buglé Region. The goal is to provide professional care to pregnant women categorized as “high risk” due to the economic and geographical barriers they face to access professional health services.

The program provides training to women responsible for the five maternal homes, strengthening their knowledge over subjects, such as prenatal care, the importance of professional delivery, postpartum care for both moms and newborns, recognition of warning signs and newborn care. Additionally, the program provides packs loaded with P&G products for nursing women and their newborn babies that promote hygiene habits to help prevent illness.

“Mamás Seguras” empowers these women by giving them training and economic independence as they are hired to serve as trainers to the women who visit the homes. The program stems from a multisectoral agreement between the Ministry of Health, NGOs (Panama Volunteers and United Way Panama) and P&G. Recently, Smurffit Kappa (one of P&G’s biggest paperboard suppliers) joined to help provide easy-to-assemble cribs.

The “Mamás Seguras” program was awarded the “2019 Sustainable Leadership” recognition by Pan AMCHAM. The program celebrated its fifth anniversary and has improved the lives of thousands of indigenous mothers and their babies.

Brazil Social Projects Accelerator

In the face of many challenges and changes, P&G Brazil launched the Aceleradora P&G Social, a platform that was designed to support initiatives focused on mitigating the impacts generated by the COVID-19 pandemic in the country. The platform creates connections and accelerate innovative ideas, seeking projects from consumers, NGOs, small companies or professionals from any sector and from the most diverse parts of Brazil. The projects are segmented into diversified categories, such as gender equality, racial diversity, social inclusion, impact on the community and sustainability.



The Aceleradora has accumulated more than 240 projects. The startup Coletando was the first successful partnership and created a system that provides cash-in/cashback payments for collected recyclable content. The new initiative will continue to explore 20 additional concepts for the future.

Regional Impact—Latin America



Giving Back in Peru

Once a year, as part of our holiday celebration in December, we close the doors at our Lima offices to dedicate the morning to give back to the community. This year, we separated our employees into two groups for volunteering activities.

The first group of employees shared their morning reading stories, making crafts and celebrating with children from a public school. Volunteers donated books to the school library. The second group went to clean a beach where they collected waste which was then given to recyclers so it could be used again.

Virtual Volunteering

Due to the pandemic emergency in Peru, the “Learning at Home” program was activated by the government to ensure that students attend classes virtually. However, many teachers from vulnerable communities did not have the knowledge or digital tools to effectively teach online. Our ally, United Way Peru, identified the problem and organized a series of online sessions led by P&G volunteers in which they trained teachers on a wide range of digital tools. As a result, more than 80 teachers benefitted from these workshops and their students can now take advantage of higher-quality online education.

Additionally, United Way Peru opened a virtual library consisting of videos of our volunteers reading short stories to children. Thousands of children from vulnerable communities in Peru, Argentina and Chile

benefitted from this initiative and can now access books anytime without having to rely on physical ones.

Oral-B Joins “Caring Smiles Campaign” to Provide Free Dental Services in Chile

As a way to reinforce aid to Chileans in the current health crisis, Oral-B joined the campaign “Caring Smiles,” an initiative led by Fundación Sonrisas, a nonprofit organization to help recover the smiles of Chileans, together with the NGO TECHO.

The campaign provides primary care benefits through free dental operations, including oral health exams, family prevention and the delivery of Oral-B kits that include toothbrushes and toothpastes, all to help thousands of Chileans living in vulnerable sections of the Metropolitan and Valparaíso regions.

Oral-B has worked with Fundación Sonrisas since 2019, and their work has benefitted hundreds of children, delivering 120 comprehensive rehabilitations at no cost and performed 1,800 free dental services to children and adults throughout the country.

Lucas Álvarez, Oral-B Director Chile shared, “Both at Oral-B and P&G, we know the importance of having healthy teeth, both for self-esteem and for the confidence of children and adults. We are happy to be able to collaborate with Fundación Sonrisas and TECHO through the free delivery of oral hygiene and care kits because we know that today, more than ever, Chileans need to recover their smiles.”



Employee and Consumer Programs

Supporting Employee Wellbeing

P&G has invested in the health and wellbeing of our employees since the Company's beginnings in 1837. From an 8-hour workday in 1919 to the introduction of disability insurance in 1994, employee wellness has been a continued focus from one generation to the next.

Today, a host of health care professionals lend occupational medical expertise to support the safety and wellbeing of employees in every country and site where we operate. We've built a strong foundation to enable our employees' physical and mental wellbeing with initiatives like creating robust workplace health and hygiene standards that comply with local regulations, partnering with Human Resources on wellness strategies and programs and cultivating external networks providing expertise on societal health issues impacting our employees or business.

Never was the importance of this work more evident than during the COVID pandemic. Facing an urgent need to prevent its spread and an unprecedented demand for the health, hygiene and cleaning products we make, we built upon our strong foundation of wellness strategies and resources to act quickly to ensure the safety and health of our employees—and our ability to serve consumers.



We acted quickly to ensure the safety and health of our employees—and our ability to serve consumers.

Protecting Our Employees

Our Human Resources and facilities personnel collaborated to establish robust safety protocols for working at our sites including creating access protocols like temperature scans, shift rotations, queueing avoidance, physical distancing and handling incoming and outgoing shipments of raw materials and goods. We also provided personal protective equipment like hand sanitizers and masks and initiated comprehensive, methodical cleaning.

We also provided employees expanded benefits and support such as no-cost access to virtual medical and mental health support and COVID-19 testing and treatment and health counseling where we encouraged employees to make appropriate choices such as staying at home if they feel unwell, responding to employee questions and concerns and assisting employees directly impacted by COVID-19.



Employee and Consumer Programs

Vibrant Living Program

Our Vibrant Living global health and wellbeing program equips employees with offerings in the areas of fitness, nutrition, mental and emotional resilience, and health education and training.

At an 80%+ participation rate, the program's offerings are familiar to, and valued by, employees. Our first step was to bring greater visibility to the many resources available. We did this on our Vibrant Living website and through a series of postings on a global COVID-19 Employee Information Hub, which provided employees up-to-date information about the pandemic and resources available to them.

Serendipitously, we celebrate Global Vibrant Living Awareness Day each April in conjunction with World Health Day. This was our sixth year celebrating the importance of our health and wellbeing. Vibrant Living teams at P&G sites ran mostly digital campaigns behind the theme "Healthy Body, Vibrant Living," encouraging employees to take small steps to improve personal health, increase physical activity and focus on mental wellbeing. Sites were creative in bringing attention to stress and resilience resources, virtual workouts, healthy eating and minimizing the spread of illness.



With 94% of sites around the world participating, our highest rate yet, employees showed us how dedicated, resilient and creative they are, even during uncertain and stressful times.

P&G Good Everyday: Turning Everyday Actions into Acts of Good for the World

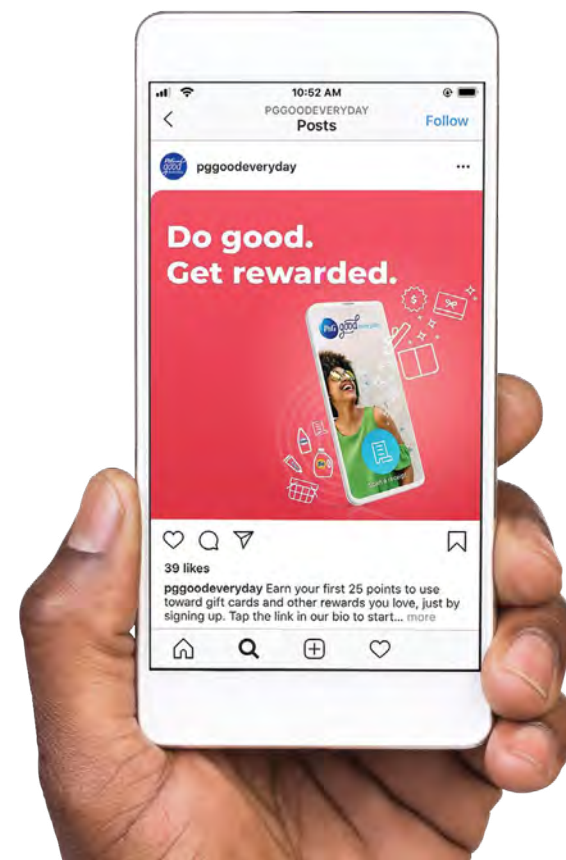
In May, we launched P&G Good Everyday, a new consumer rewards program enabling people to make a positive impact with their purchases. Powered by trusted P&G brands such as Crest, Dawn and Tide, this program is helping turn everyday actions into acts of good for our consumers, their families, communities and the world.

By joining the P&G Good Everyday rewards program and engaging through the website, consumers can earn rewards they'll love — and P&G automatically makes donations to the consumer's cause of choice. The website also features stories about P&G causes, partnerships and inspiring good news articles with helpful tips on how people take action to make a difference.

P&G and our family of household brands have a longstanding commitment to doing what is right — making a positive community impact, driving equality and inclusion and promoting environmental sustainability in the world.

We will continue to use our global reach and resources, but we know we can accomplish more together. With P&G Good Everyday, we're pairing consumers' desire to do good with our ongoing efforts to help solve challenges around the world.

[P&G GOOD EVERYDAY ↗](#)



Recognitions and Awards

Here are just a few of the external recognitions we've received this year in our Citizenship priority areas.



Community
Impact



U.S. CHAMBER
OF COMMERCE
FOUNDATION

*Social Responsibility
in Action*

ACTIVATE
THE GLOBAL CITIZEN MOVEMENT

*Among Fast Company's
2020 World Changing
Ideas in Creativity*



Equality
& Inclusion



Environmental
Sustainability

MEMBER OF
**Dow Jones
Sustainability Indices**
In collaboration with **S&P**
a RobecoSAM brand

5 years in a row



FTSE4Good

Since 2001



Ethics & Corporate
Responsibility



Ranked in Top 20



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Data in this report covers the period of July 1, 2019, to June 30, 2020. Financial information is given in U.S. dollars. Questions related to this report can be directed to mediateam.im@pg.com. This report references GRI 102: General Disclosures 2016 and specific disclosures from other GRI Standards as specified in the GRI Content Index for this report which can be found [here](#).