



**We partner with organizations to provide funds, food and other resources to help improve people's lives.**



## Corporate Social Responsibility

As a responsible corporate citizen, Kellogg Company invests in the communities where we have significant operations. We partner with organizations to provide funds, food and other resources to help improve people's lives. In keeping with our company's more than 100-year heritage of nutrition leadership, our most important corporate-giving priority is nutrition education and physical fitness. In addition, we support programs that improve opportunities for minorities and women and build stronger communities. Since 2003, Kellogg has contributed more than \$40 million in cash and \$120 million in products to charitable groups around the world.

**Nutrition Education and Physical Fitness.** As a company that produces food products and promotes eating well and healthy living, our commitment to nutrition education and physical fitness includes providing food donations and funds to partner organizations. Organizations and initiatives we support include:

**YMCA of the USA.** Kellogg Company has contributed funds to support *Activate America*, the YMCA's response to the nation's growing health crisis. Kellogg



Company's donation will help the YMCA improve the way it works with health seekers and their families, and with school-age youth in YMCA child-care programs.

In addition, 24 YMCAs received grants to provide physical activity programs for underserved youth in communities where Kellogg operates. The *Kellogg's Opportunity to Play* grants helped fund activities from basketball to wall climbing in 11 U.S. states.

**Action for Healthy Kids.** Kellogg partners with *Action for Healthy Kids* to decrease the incidence of obesity in children by improving nutrition and increasing physical activity in schools. Kellogg has provided grants to help implement mandated wellness policies at public schools in 11 U.S. states.

**Kellogg's Swim Active.** An innovative Kellogg program is increasing access to swimming facilities for youngsters in the United Kingdom. *Kellogg's Swim Active*, a three-year partnership between Kellogg and the Amateur Swimming Association, sets up projects that provide primary school children and their families with easier access to swimming facilities.

**America's Second Harvest.** Kellogg has an extensive partnership with *America's Second Harvest*, the nation's largest charitable hunger-relief organization. Each year Kellogg donates nearly \$25 million of food products, which are distributed through the organization's network of more than 200 food banks and food-rescue organizations. *America's Second Harvest* recognized Kellogg with the Group Volunteer Service of the Year award in 2007.

**The Global FoodBanking Network™.** In 2007 Kellogg became a founding partner of *The Global FoodBanking Network*. Funds provided by Kellogg will further support our commitment to hunger-relief efforts around the world and will particularly assist with food-banking development projects in Mexico, Guatemala and South Africa.

As part of Kellogg's support in Mexico, Kellogg Mexico participated in a food collection organized by the Mexican Association of Food Banks (AMBA). The national collection was called "X un México sin hambre" (For a Mexico without hunger). Employees from Kellogg Mexico, together with their friends and families and Kellogg suppliers, collected more than 140,000 pounds of food for the Food Bank in Queretaro.

**Joint Aid Management.** Kellogg is partnering with South Africa-based *Joint Aid Management* (JAM) to develop *Health Is Vital*, a nutritional intervention program for people living with HIV/AIDS. This program will provide a stable supply of food to strengthen the bodies of those on anti-retroviral treatment, while also increasing the effectiveness of the treatment.

**Opportunities for Minorities and Women.** Kellogg values individuals for their diverse backgrounds, cultures and experiences. We support minorities and women through organizations and programs that encourage excellence and provide opportunities. These include:

**NAACP Law Fellows Program.** Through the *NAACP Law Fellows Program*, Kellogg supports summer fellowships for students who have completed at least one year of law school to work at the NAACP's National Legal Department. The law fellows work with civil rights attorneys on issues such as criminal justice, education, housing, voting rights and environmental justice.

**Girls on the Run®.** Kellogg supports *Girls on the Run* in its efforts to provide experiential learning programs that help enhance self-esteem in young girls. *Kellogg's Frosted Flakes* launched a three-year

partnership with the organization in 2005 as part of its *Earn Your Stripes* initiative. The national partnership encourages girls ages 8 to 13 to be more active, eat right and live a balanced and healthy lifestyle.

**Building Stronger Communities.** We strive to make a difference in the communities where we operate. We support organizations that work to strengthen communities by addressing economic and social development issues.

**United Way.** Kellogg is a long-time supporter of *United Way*. In 2007 Kellogg pledged a total of \$4.65 million to campaigns that will benefit 26 communities. In addition, more than 1,500 volunteers participated in service projects as part of Days of Caring. *United Way* recently recognized Kellogg Company with the Spirit of America Corporate Community Investment Summit Award.

