

GOOD CITIZENSHIP

Corporate Social Responsibility In Action

(NAPSA)—Even in a tough economy, five of America's largest corporations have been recognized for their incredible corporate citizenship and community involvement. Beyond financial and product contributions, these companies pledged in 2007 to demonstrate how to "Live United" through leadership, monetary grants, results, partnerships, in-kind donations and community volunteerism.

United Way of America has recognized the efforts of these philanthropic giants, who together pledged nearly \$50 million—as part of a yearlong involvement giving time, money and products, etc.—to communities through their United Way campaigns. United Way of America president and CEO Brian Gallagher called the companies "models of corporate social responsibility in action." Here's what they accomplished:

- Nationwide Insurance has more than 170 volunteers serving on more than 200 nonprofit boards, and more than 5,500 Nationwide associates have logged more than 72,000 volunteer hours through the company's "On Your Side" Volunteer Network. Nationwide has also partnered with United Way to provide housing and services for 200 homeless men and women in central Ohio, volunteers to help hardworking people receive their Earned Income Tax Credit in Delaware County, Ohio, and call-center support to help Gainesville, Fla., establish 2-1-1.

- Likewise, 78 percent of General Mills employees volunteer, including nonprofit board service and participation in United Way Days of Caring, with more than 500 employees serving as mentors. General Mills is also helping Greater Twin Cities United Way reduce hunger by 20 percent by



Many corporations are working to give back to their communities and the nation at large.

2009, including putting food on the table for 2.3 million people in 2007.

- Similarly, more than 9,000 Eli Lilly and Company U.S. employees will participate in the Day of Caring, as well as employees representing 47 global affiliates. Lilly partnered with United Way to recruit volunteer reading tutors for ReadUP, a citywide effort to assist struggling 4th graders in central Indiana, with more than 365 Lilly employees volunteering as tutors.

- In addition, more than 1,500 Kellogg Company volunteers participated in United Way Day of Caring service projects, doing everything from distributing fresh food for the hungry to collecting school supplies for underserved children to building homes.

- Kimberly-Clark also stepped up, with everyone from hourly plant and mill employees to the CEO and global senior leadership team actively raising money for communities through pie-throwing contests, dunk tanks, bake sales, teddy bear drives, pumpkin-decorating contests, volunteer days and much more.

To learn more about United Way and its corporate awards program, visit www.liveunited.org/ncl.