

## **Mission**

Striving to be the global leader in the sporting goods industry with sports brands built on a passion for sports and sporting lifestyle, the adidas Group is a global organisation that is socially and environmentally responsible.

Our Community Affairs efforts drive social improvement activities to help the communities where we live and operate to reach the fullest potential while enhancing our reputation as a responsible brand.

When we make decisions on how to act, we use our core values to help us decide what is right or wrong:

- Performance
- Passion
- Integrity
- Diversity

These values constitute the foundation for our Corporate Giving.

## **Areas of Engagement**

Our Corporate Giving will be provided selectively and focuses on the following areas of engagement:

- o Sports within a social context
- o Kids and Youth
- o Education
- o Preventive Health Projects (preferably sports related)
- o Relief efforts

The adidas Group supports projects which show sustainable benefits to the communities where we live and operate.

## **Potential Partners**

Consideration is given to organisations which complement our corporate philosophy and the core values of the adidas Group. They need to hold a recognised reputation for integrity in programme implementation, financial management and project effectiveness.

### Restrictions

In order to comply with our core values, we do not utilise our Corporate Giving Programme for the following purposes:

- o Private pursuits
- o Political parties, associations and representatives of advocacy groups
- o Organisations that discriminate by race, creed, gender, sexual orientation, age, religion or national origin
- o Cultural projects in association with film, music and theater sponsoring
- o Religious causes
- o Research projects
- o Advertising and promotion

In addition, no grants will be made if there is a relevant risk that products will be perceived as bribery or if our brand name or brand images could be jeopardised or misused.

### Forms of Corporate Giving

Serving the different needs of requesting organisations and projects, Corporate Giving at the adidas Group can take the form of:

- Cash donations
- Donations in kind
  - o Products
  - o Equipment
  - o Services
  - o Know-how
- Corporate Volunteering

Corporate Giving should not be understood as an initiative to secure the operations of the project-executing organisation. Any form of dependency on the adidas Group as a sponsor should be avoided.

To meet our requirement on executional excellence and to reflect our passion in Corporate Giving, we strive to cater for specified projects rather than to invest money in the administrative machinery of an organisation.

### **Application Procedure**

Requests must be submitted in writing and are accepted throughout the year. The request should be sent to the organisation's closest subsidiary or Liaison Office.

The adidas Group asks for a project proposal of no more than two pages.

The following information needs to be included:

- A description of the organisation and its goals and the specified project
- Brief information which indicates the stability of the organisation, such as a list of board members, financial statements and other funding sources for the fiscal year/project
- The amount, product, equipment or service requested
- The specific purpose for which the donation is to be used
- Confirmation that the donation is tax-deductible
- Proof of the impact and results of the project
- Format of reporting and post-event-documentation for the adidas Group

### **Grant Requirements**

- Requesting organisations need to complement the core values of the adidas Group.
- The requesting organisation must clearly describe the intended use.
- The requesting organisation must acknowledge in writing that products donated by the adidas Group are used only for the intended purpose.
- Projects to be supported must be limited in time and the content needs to be defined clearly.
- In case of any competing projects we will apply the following criteria in order to make a decision: Geographic's, timeliness, quality and sustainability.
- The requesting organisation must organise and conduct the logistical process for product donations themselves and they must guarantee that they will bear the respective costs.
- The requesting organisation must clearly state how a cash grant has been allocated and must be able to provide proof that the amount was used for this purpose.
- The organisation must provide us with post-event-documentation (project report, photographs, CD, video) within 4 weeks after the project closes.

### **Acceptance of application**

Project organisers may submit informal requests for donations to the adidas Group in writing.

Applications are accepted and reviewed throughout the year in the order in which they are received.



**Corporate Giving Guidelines**  
- Group Level -

Decisions on acceptance or refusal depend on the relevance in relation to our Corporate Giving Guidelines and funding availability.

All applications are reviewed on an individual basis. Notification regarding the status of the decision is normally sent within four weeks of submitting a proposal.