



Community investment is one of our sustainability commitments and is an integral part of our overall business strategy and 'vision into action'. It allows us to strengthen our business, build our reputation and motivate our people.

Our strategy is about building healthy, prosperous, educated and socially inclusive communities which are good for business and for society. This strategy focuses on three broad themes: employability (education & enterprise), wellbeing (health & welfare) and the environment.

Our global strategy, 'Growing Community Value Around the World' gives our business clear guidelines for managing their community investments to maximise their effectiveness and impact on society. We seek to establish long-term partnerships with the organisations we support in order to make the best use of our resources and maximise our impact.

We contribute to communities through our community programmes, employee volunteering, our 'leadership in the community' skills, direct funding and gifts-in-kind, such as the use of facilities, products and equipment. We actively encourage employees to volunteer by championing a local charity, sharing their skills, taking part in team challenges or fundraising. Critical to the success of the Community programme is the support from Cadbury leadership teams, who encourage employees at every level to take a pro-active approach to volunteering and also volunteer themselves in order to help make 'community' a part of our culture.

We invest in the community because:

It's in our heritage: Even before the creation of Bournville, Cadbury's socially-pioneering 'Factory in a Garden' in 1879, our company worked to improve local communities. This remains true today.

Helps strengthen our company culture: Community investment keeps us in touch with consumers, makes us more adaptable and responsive, gives us new perspectives and skills, and helps us work in more creative ways.

It builds and protects our reputation: Our good reputation has always been important to us – because it is important to our people, our brands, our customers, our regulators and, increasingly, our investors. We feel pride in our company and we believe our community investment helps us attract and retain the best people.

Our overall community commitments

- Contribute 1% pre-tax profit for Community Investment year-on-year
- Encourage at least 25% of our employees to volunteer in the community
- Encourage the inclusion of community objectives in the development of people, brands and reputation
- Build on partnerships to help address social, economic and environmental concerns

We also have specific community programme commitments

- Strengthen our programme with Youth Sport Trust
- Support Business Action on Homelessness
- Grow Ghana for the Source as an integral part of the Cadbury Cocoa Partnership
- Work with Schools as governors and volunteers
- Build upon our World of Work programmes in Birmingham and Sheffield
- Support Young Enterprise and provide leadership
- Encourage environmental Team Challenges in the community and support Purple Goes Green
- Support Cash Match fundraising and payroll giving

Our most recent commitment is to develop a community programme to support the London 2012 Olympics and Paralympics.

Our financial contribution to the community

In 2008, Cadbury in the UK contributed £1,225,409 in community investment and achieved an overall goal of contributing 1% pre-tax profit. This contribution included employee time, cash donations, gifts-in-kind and a small amount of management costs. We follow the LBG model of measuring our community investment.

	2008	2007	2006	2005	2004
Cash support	507,391	679,744	110,822	194,414	491,572
Gifts-in-kind	65,881	69,386	119,522	243,430	167,463
Employee time	482,243	412,585	442,977	348,025	347,622
Management costs	169,894	127,235	159,905	153,391	131,000
TOTALCOMMUNITY INVESTMENT	£ 1,224,409	£ 1,288,951	£ 833,226	£ 939,260	£1,137,657
Leverage (employee giving)*	£ 221,681	£ 282,595			

* Of which comes from employee-led fundraising and payroll giving (Give-As-You-Earn and Pennies from Heaven). We started measuring 'leverage' in 2007.

The Cadbury Foundation

In addition to Cadbury UK's various community investments, we also receive support from The Cadbury Foundation. In 2008, the Foundation granted around half a million pounds in community investment to many of our UK community partners, over and above the £1,224,409 that Cadbury UK contributed. The Foundation is a registered charity and awards grants to community organisations to help tackle issues that address our community themes.

Community Investment in the UK 2008



Employee Volunteering

In 2008, **25% of our employees** in Britain & Ireland volunteered in the Community volunteering is encouraged through our people development programme, giving colleagues the chance to give something back to society, gain new experience, build contacts, take on new challenges and learn different skills. We offer our employees many volunteering opportunities and we communicate these opportunities through newsletters, our intranet, and posters. We have a formal network of site **community champions** who liaise with beneficiary charities and are responsible for recruiting volunteers and helping coordinate activities. They do this on a voluntary basis and we recognise them for their contributions.



Cash Match – Cadbury also operates a Company Cash Match scheme in the UK where the company contributes to employee-led fundraising activities that our employees undertake.

Employability (education and enterprise)

We invest, directly and indirectly, in developing the skills and potential of people. Education is key to everyone's future success. By supporting education projects we help raise standards and develop skills. By building links with individual students, teachers and schools, we can transform aspirations, support learning and help prepare young people for the world of work. We share our skills, knowledge and culture with young people in order to act as role models in the community and encourage students to learn about business and working environments. Various leaders and colleagues sit on boards and steering groups and serve as local school governors.

Enterprising communities generate employment and skills. Our investments can unlock potential and create new opportunities, creating sustainable, long term value.

Schools – We want to continue to volunteer in schools in our local communities conducting **business talks**, as **governors**, **reading volunteers** and **mentors** and through programmes like World of Work or Young Enterprise.

World of Work – We have worked with Birmingham City Council and Sheffield City Council to develop and deliver World of Work programmes targeted at young people ages 14 – 19 years interested in Engineering & Manufacturing and Leisure & Tourism (supported by Cadbury World) who may want to study diplomas in these areas. The purpose of this programme is to help close the gap between education and business needs, develop employability skills such as personal thinking and learning skills and attract young people to want to work in Engineering & Manufacturing and Leisure & Tourism. The Cadbury Foundation helps us support World of Work.



Young Enterprise – Young Enterprise is the UK's largest business, education and enterprise charity. This programme is designed on the principle of learning by doing, bringing employee volunteers from business into the classroom to work with students and teachers. The Cadbury Foundation has provided significant funding to the development of the YE Primary Programme since 2002 and the chair of The Cadbury Foundation sits on the Young Enterprise national UK board.



Wellbeing (health & welfare)

We have a strong interest in wellbeing with activities to help address social issues in this area, especially health and welfare of people.

Youth Sport Trust - We encourage and support initiatives that promote the benefits of a balanced lifestyle and physical activity. For example, since 2006, we have partnered with **Youth Sport Trust** to promote and engage young people to do sport.



Olympic and Paralympic Games - In late 2008, we became the official treat provider and supporter of the **London 2012 Olympic and Paralympic Games**. We are currently developing a community programme to support 2012.

Care of Vulnerable people – Cadbury contributes to organisations that support homeless people, the elderly and ill children. For example, we actively support **Sweet Charity** (The Confectioners' Benevolent Fund), as well as **homeless** charities such as **The Big Issue**, **St Basil's** (Birmingham), **Cathedral Archer Project** (Sheffield), **St Mungos** (London), and **childrens' hospices** including Acorns (Birmingham) and Megan Baker House for children near our Marlbrook site.



Business Action on Homelessness - For several years, Cadbury has played a leadership role in Business in the Community's Business Action on Homelessness Ready for Work programme including offering work placements and job coaching in Birmingham, Sheffield, Somerdale, and Chirk. We also chair the West Midlands Birmingham Steering Group and sit on the Steering Group in Bristol.

Ghana for the Source – We support and fundraise to build fresh water wells in cocoa growing communities in Ghana. Cocoa is a vital ingredient for our chocolate and all the cocoa beans for chocolate made in the UK come from Ghana. We have a responsibility to the communities who help grow cocoa. At the end of 2008, 850 fresh water wells were built with charity partners like WaterAid. Each water well provides potable water to around 150 people. In addition, since 2002, we have organised and hosted an annual **Ghana Wells Fundraising Ball** where we invite retail customers and business partners to attend. We also encourage and support employee fundraising.



In 2008, with the establishment of the **Cadbury Cocoa Partnership** by our parent company, Ghana for the Source has now become an integral part of this global Cadbury community flagship programme. Through the Cadbury Cocoa Partnership,