



Social investment



Our companies have a long tradition of pro bono work – providing creative services to charities at little or no cost. This work can be invaluable, helping raise money and awareness for hundreds of good causes every year.



Pro bono work also benefits WPP by showcasing our creative skills and ability to create compelling communications on a wide range of social and environmental issues. Our people gain a breadth of experience and the chance to contribute to their communities.

We also support charities through cash donations and employee volunteering.

Examples of recent visual pro bono work by our agencies are included in the pro bono showcase on pages 73 to 86 of this report.



In their own words

WWF is a long-standing pro bono partner for Ogilvy & Mather. Our team at Ogilvy & Mather Japan was asked by WWF to create a new website to raise awareness of global warming, increase membership and encourage donations to the charity.

We decided to base the website around images of polar bears. These amazing creatures are often used to symbolise the threat of global warming and can inspire strong emotions in people. However, just knowing about the dangers of climate change doesn't necessarily mean people will act. The site balanced facts about the threat of global warming with endearing images of the bears so that viewers would feel affection for the bears, gradually learn more about their plight, and then be inspired to join WWF.

Everyone working on this project including the photographer, musician and technical staff at the production house did so for free. There was a great spirit and sense of common purpose. We were all there because we cared about polar bears and wanted to help WWF reach as many people as possible.

Before we began, we all knew about climate change and WWF, but working on this project has taught us much more about these issues and the steps we all need to take to save the planet.



Kaori Mochizuki
Yoko Otsuka
Hono Nakano
Ogilvy & Mather, Japan



An external view

Environmental awareness in China is on the rise but many people still don't know what they can do to help tackle climate change. WWF's Earth Hour reminds everyone that small individual actions can make a big difference.



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This is the first year WWF has promoted Earth Hour in China and we were determined to get more people involved. Ogilvy Advertising and Ogilvy PR gave us invaluable support in all aspects of the campaign from the creative ideas to media relations and launch events.

With their help, we developed a print ad featuring actress Li Bingbing, won a coveted spot on a popular reality TV show, and convinced the Olympic Park to turn off the lights at the iconic Bird's Nest stadium. These actions helped generate interest among a much wider audience and reach people who may not have previously got involved. One of the highlights for the whole team was being featured on the influential China Central Television 7:30 news program.

The project was a labour of love, with everyone working to tight schedules, over the holidays and on a small budget. We really appreciated the experience, commitment and enthusiasm Ogilvy brought to the project. Their expertise was invaluable in helping us generate levels of media coverage well above what we had hoped for.

Xiaowei Su
Project Manager for Earth Hour China
WWF

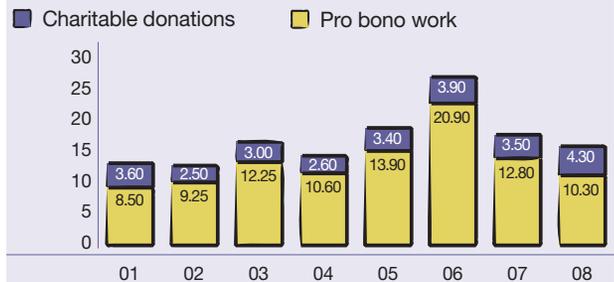
Performance

In 2008, the total value of our social investment was £14.6 million compared with £16.3 million in 2007. This is equivalent to 0.19% of revenue (2% of reported profit before tax) and includes direct cash donations to charities of £4.3 million and £10.3 million worth of pro bono work. These figures are based on fees the organisations would have paid for our work.

The reduction in pro bono work on last year is due to the worsening economic conditions which placed pressure on our companies to focus on fee-paying work.

In addition, WPP media agencies negotiated £13 million of free media space on behalf of pro bono clients.

Social investment 2001-2008 £m



Charitable donations 2008 %





Pro bono work 2008 %

Local community	25
Education	11
Health	19
Environment	6
Arts	8
Alcohol abuse	1
Other	30



- Media Trust (which provides media support to over 5,000 charities)
- The Institute of Business Ethics

For a number of years, donations from WPP have been used to support the Lower Basic School in Sanyang village and the regional health clinic at Medina Salaam, both in Gambia. During 2008 WPP funding provided PCs and laptops for the school's internet centre and enabled the school to join the Eden Project Gardens for Life. This program educates children about basic biology and plant nutrition and enables them to share their experiences with other schools around the world over the internet. An acre of local land has been reclaimed and turned into gardens for the school. The funding has also covered new gardening equipment and seeds for the first year's crops. During 2009 the live internet feed will be established from the school garden and classrooms, enabling the children to keep in touch with their partner schools.

Charity donations

Collectively, the Group gave £4.3 million to charity in 2008. Individual companies made donations to many organisations, benefiting projects that range from supporting the homeless to improving the health of children in developing countries.

WPP: Parent company activities

WPP, the parent company, supports a range of charities, with a particular focus on education, the arts and young people. These include:

- Education Africa UK
- Gambian Education Development Trust
- INSEAD Trust for European Management Education
- NABS (a charity which offers financial, practical and emotional support to those in the advertising industry)
- The London Business School
- The National Portrait Gallery
- The Paley Center for Media
- The Roundhouse Trust
- University of Oxford
- Woodrow Wilson International Center For Scholars

WPP is also a member of:

- Business in the Community (an organisation that promotes responsible business practice)
- Employers Forum on Disability

Employee volunteering

Many of our people volunteer in their local community, organise fundraising events or use their skills to benefit charitable causes. This can help increase job satisfaction and boost morale.

Many of our companies support this activity by giving employees paid time off to volunteer or by organising team volunteering events. Recent examples include:

- Bates 141 raised money to help the victims of the Sichuan earthquake. The proceeds went to the rebuilding of Hong Qi School.
- BM US is a National Partner for the Leukaemia & Lymphoma Society's Annual Light the Night Walk. Employees from all US offices participate by raising money for the LLS and taking part in the walk, which is held every autumn.
- CommonHealth participated in a toy collection benefiting Hale House. This is a non-profit organisation dedicated to building better futures for children and families in need of 24-hour infant and toddler residential care.



■ JWT Ho Chi Minh City is the annual sponsor of the Saigon Children's Charity Cyclo Challenge event and the entire agency participates in the race. Chairwoman Chu Thi Hong Anh and Managing Director Chris Von Selle led the JWT delegation in 2008. JWT also produced banners to raise awareness for the event.

■ MVI-Management Ventures participated in the Greater Boston food bank drive.

Many WPP and company executives give pro bono advice and support and serve as charity trustees and advisors. For example:

■ Jesse Green, Executive Director, H&K Japan is Head of the Communications Steering Committee for Run for the Cure Foundation.

■ Jordi Alavedra, Group Vice Chairman, Ogilvy is a Board Member of the Special Olympics.

■ Jorge Rodriguez, President, JWT Puerto Rico is a Board Member of Drug-Free America.

■ Michael Parisi, President, Altum is a Strategic Advisor to Breast Cancer Network of Strength.

■ Richard Powell, Chief Operating Officer, BM is a Director of Global Action for Children.

■ Steve Madincea, Group Managing Director, Prism is a Board Member of the Vasculitis Foundation.

Sir Martin Sorrell is an active participant in programs at the following international business schools: London Business School; IESE, Spain; Indian Business School; Harvard Business School and Boston University School of Management.

Unusual pitch raises funds to provide fresh water for children in Lesotho

More than one billion people worldwide lack access to safe drinking water. Dirty water and poor sanitation account for the vast majority of the almost two million child deaths each year from diarrhoea. Access to clean water and sanitation can reduce the risk of a child dying by as much as 50%. Lesotho is an extremely poor African country where the life expectancy of a newborn is just three years.

One Water sells branded bottled water, with all profits used to provide free, clean water to people in Africa. They set GroupM an unusual challenge as part of a pitch to promote One Water to the Asia Pacific market – sell as much One Water as you can for as much money as possible.

Offices got involved in the three-hour event, and one Hong Kong office alone sold 2,016 bottles raising approximately US\$10,000. The money has been used to install a water pump at a children's school in Lesotho.

