

# Company giving

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**BAE SYSTEMS**

### **BAE Systems' company giving activity forms part of the company's corporate responsibility programme, encompassing charitable donations, sponsorships and heritage projects.**

As a defence and engineering company, we focus our donations and sponsorships activities in three main areas:

- supporting the armed forces and their families
- education projects with a science focus
- the preservation of BAE Systems' heritage and that of the armed forces.

#### **Sponsorship**

BAE Systems also engages in sponsorship activities and technology partnerships which support the development of its business.

Typically sponsorship may include:

- hospitality – including opportunities to engage with customers and/or free or reduced tickets to an event;
- media engagement opportunities;
- promotion of the Company on web sites and in marketing materials;
- advertising – including opportunities to promote the Company's brand;
- speaking opportunities;
- employee involvement opportunities.

#### **Home markets**

Company giving is a key part of our corporate responsibility activity worldwide, and focussed around our six home markets:

##### **Australia**

The Charity Challenge program is supported by employees at 23 sites around Australia currently supporting the work of the Leukaemia Foundation, through a wide-range of fundraising and volunteering over an 18-month campaign. The work of other charities is also supported, including Prostate Cancer, Beyond Blue, World Vision, Westpac Helicopter Service and MS Society to name a few. During the previous 2006/08 campaign, BAE Systems Australia partnered with The Cancer Council Australia.

##### **Saudi Arabia**

BAE Systems is an important partner of Saudi society in a number of community ventures in the Kingdom. The Company is the main funder of the Saudi-British sports and cultural exchange programme. Started in 1987, this programme has been described as 'the best of its kind between Britain and any other country'. Over 80 events are organised each year ranging from competitive matches to training and educational initiatives. BAE Systems also funds the annual British Council Post Doctoral programmes which arranges for 20-25 Saudi academics to research each year at British universities. The Company is also a major contributor to charity and other worthwhile causes in Saudi society.

##### **South Africa**

Land Systems South Africa recognises its responsibilities in the Corporate and Social arenas. We are committed to transformation and employment equity. Land Systems South Africa supports a local school in many different ways and also has bursary and artisan training programmes. The wellbeing of employees is also of utmost importance.

##### **Sweden**

In cooperation with NGOs, BAE Systems takes part in different programmes with our soldiers returning home from international missions to give them a solid platform for their future life. In cooperation with local and regional authorities, BAE Systems is also a vital player when it comes to developing community relations and various community development programmes.

##### **United Kingdom**

BAE Systems supports awards, schemes and events throughout the UK in support of education and skills. These include The Engineering Magazine Awards, Apprentice of the Year Awards, UK Schools Roadshows, National Apprentice Week, Christmas boxes for the Armed Forces and sponsorship of events such as the Windsor Tattoo and the Royal International Air Tattoo.

BAE Systems in the UK is a technology partner with UK Sport helping British athletes achieve sporting success. It is envisaged that the partnership will provide technology

support to our major medal winning sports. The partnership will also support a number of Paralympic disciplines.

On average, more than 40 charities are supported annually in the UK with donations, including the National Science Learning Centre, the 3 service benevolent funds and the British Forces Foundation, which is one of 3 current relationship charities. Relationship Charities receive a commitment from the Company to donate a certain amount over a specified number of years in order to fund a particular project.

##### **United States**

For US information please speak to your brand champion.

##### **BAE Systems' Company Giving Policy**

The full BAE Systems Company Giving strategy is available here and defines the terms, procedures for the business and includes an application form for sponsorships and donations. All sponsorship and donation activity over £10,000 or equivalent must have prior approval from the Giving Committee at group level.

#### **Company Giving Policy and Application Form**

These two documents are available to download at:  
[Community relations >](#)

#### **For further guidance**

Contact the Brand and Corporate Promotion Manager for more information on company giving:  
[Managing our brand >](#)

#### **Corporate Responsibility**

See our Corporate Responsibility section on the [BAE Systems website](#):  
[Corporate Responsibility >](#)



**The Committee is responsible for developing and monitoring the strategy for the use of the Company's corporate funds in relation to sponsorship, donations and heritage activities.**

**Areas of support**

The Company recognises that it has links and responsibilities to its customers, the communities in which it operates and trades and its predecessor companies and, as a consequence, it will support the work of organisations, charities and other good causes to strengthen those links and assist in discharging some of its responsibilities.

**Sponsorship**

- Armed forces and their families
- Education projects, particularly those with a science, engineering or technology focus
- Support for projects which develop our business
- Technology partnerships.

**Donations**

- Armed forces and their families
- Education projects
- Humanitarian/disaster relief appeals.

**Heritage**

- Support for the preservation of the Company's historic assets providing the opportunity for further education and enjoyment of the history and technology created by the predecessor companies that now form BAE Systems.
- Supporting the efforts of local and national organisations dedicated to the preservation and interpretation of historic aerospace and defence artefacts.

**Charity Challenge**

- As decided by the Company's employees.

The Company shall not provide funds to any individual or non-charitable organisation engaged in fundraising activity.

It is recognised that, as BAE Systems is a global company, the International and US Giving Committees may identify additional areas they wish to support. Authority shall be obtained from the Committee prior to any commitments being made.

**Local Activities**

Pursuant to the Company's corporate responsibility objective, it is expected that individual businesses and/or sites should support local charities or good causes. Each business or site should devise their own process for managing such activity. Decisions to make payments or reject requests should be adequately documented. Any single payment above £10,000 shall be referred to the Company Giving Committee (whichever is applicable) for final approval.

**Operation**

Delegated authority shall be given to the International and US Giving Committees to monitor the implementation of this strategy within their areas of operation.

**Review**

This strategy shall be reviewed by the Committee once every two years, or sooner if deemed necessary.

**Australia and Saudi Arabia**

With reference to company giving activities in Australia and Saudi Arabia, please contact your Communications teams.

**Definitions**

**Company giving\***  
Any financial or other support in the form of goods or services given by the Company to another organisation in the form of sponsorship or donations.

**Donations\***  
Any company giving activity, given to a charitable or other not-for-profit organisation, for which no tangible benefit is received.

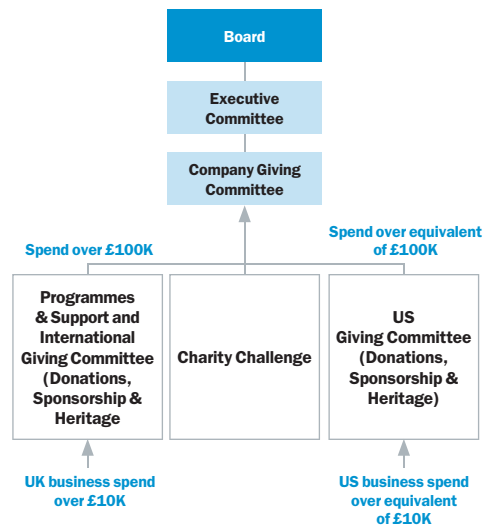
**Sponsorship\***  
Any company giving activity for which a tangible benefit is received and the Company is directly associated with such activity. See page 2 for more information.

**Charity Challenge\***  
A programme which supports and encourages employee involvement in charitable activities.

**Heritage activities**  
Any company giving activity aimed at preserving the historical assets of the Company. Support shall be in the form of either sponsorship and/or a donation and shall provide the opportunity for further education and enjoyment of the history and technology created by the predecessor companies that now form BAE Systems.

\*as defined in the Company Giving Policy

**New governance structure for company giving**



**Strategy approval**

This document was approved by the Company Giving Going Forward meeting on 19 March 2008.

**'The Committee'**

Refers to the Company Giving Committee.

