

Pharmaceuticals Europe

# GSK making a difference to European communities



## A commitment to society

**We have a challenging and inspiring mission: to improve the quality of human life by enabling people to do more, feel better and live longer. To meet this mission, every day we are involved in a race to find new medicines and vaccines to address unmet medical needs, and to improve access to these new medicines for all patients, regardless of their financial circumstances.**

Our Global Community Partnerships programme provides money, medicines, expertise, time and equipment to help improve health and education in under served communities. We support public health initiatives and local community projects around the world, and donate medicines to support disaster relief efforts and impoverished societies.

In 2006 our total community investment was valued at €438 million, equivalent to almost 4% of our pre-tax profits. Donations are made by our corporate contribution committees at a company level and by individual GSK sites to support their local communities.

- **We donate money, medicines and expertise to help under served communities around the world**
- **The focus of our investment is on programmes that are relevant to our business and the skills of our people – improving healthcare and education.**

## European programmes

**Our European community programmes focus on children's health. The selection criteria are need, sustainability, leverage, measurable outcomes, partnership and innovation. These ensure the programmes we contribute to have the best chance of creating maximum benefit:**

Our flagship is the 'Hole in the Wall Association' providing therapeutic recreation for children with serious illness. We are a founding partner of **Barretstown in Ireland**, the first 'camp' of its kind in Europe, enabling 1,500 children from 22 countries to participate in a medically endorsed programme of arts and outdoor adventure that is based on having fun, whilst also aiding their emotional recovery. GSK's funding has supported the European Liaison Network that enables children across the region to go to Barretstown through referral by their specialist doctor.

**France – L'Envol:** L'Envol follows a similar model to Barretstown but provides a medically-orientated environment for children who are undergoing treatment such as chemotherapy.

In 2007 we are extending our support to new camps, Bator Tabor in Hungary and 'Over the Wall' in the UK. This enables many more children to participate in a unique experience which is increasingly being recognised by healthcare professionals as an essential part of children's treatment.

**Russia – Multi-Coloured Lives:** this community-based programme aims to improve the quality of life for children with disabilities by encouraging their integration into mainstream activities and by reducing the number of babies with disabilities who are placed in institutions. The programme is a partnership between the Regional Charity Community Foundation, the Government of Moscow and GSK Russia. Six thousand children aged nine to 12 years old with limited health capabilities are taking part.

**Slovakia – Change in Advance:** through the promotion of exercise and healthy eating, this programme aims to tackle the increasing growth of obesity and cholesterol levels in Slovakian teenagers. The programme, known as '4.85 Game Over', is aimed at 11,000 children aged 11 to 16 living in the eight largest post-communist housing estates in Slovakia, where recreational facilities were traditionally rare.

Around 50 street ball playgrounds are now being constructed throughout the estates to encourage more activity. Game Over training materials are being developed for 190 teachers and volunteers to help them promote healthy lifestyle messages to children living in these areas. The programme is being implemented by GSK in partnership with the Central European Foundation, the Ministry of Health and the Slovak Paediatric Society.

**Spain – Healthcare in Children's Shelters:**

The Mensajeros de la Paz project helps teenage migrants who find themselves with small children to support with basic healthcare provision, parental training and safe houses for those at risk of more than just poverty. The project has two key areas. Eight home shelters run by "Mensajeros de la Paz" have been provided for young people who have been mistreated or abandoned. Additionally, the Child Centre in Madrid is providing overall medical support and social integration to young children and their mothers through educational activities in a programme entitled "Knowing your Child."





**Italy – Reading for Growing:** focuses on children’s psychological health and well-being through the practice of reading aloud in everyday family life. The programme is promoted through General Practitioner surgeries and antenatal clinics to encourage parents to read to children from birth.

**PHASE (Personal Hygiene And Sanitation Education):** one of our global health education programmes, already successfully run in Africa, Asia and Latin America, has been extended to Tajikistan, part of the former Soviet Union. PHASE helps children to understand the importance of hand-washing and supports the promotion of healthy behaviours in the wider community.

**Romania – Beacon of Hope:** is the first organisation to provide palliative care for children with life-limiting or life-threatening illnesses in Romania and South Eastern Europe.

**Portugal – “Operação Nariz Vermelho”:** Clown Doctors are professional artists, trained to adapt their work to the hospital environment, helping children and their families to overcome the fears and anxiety associated with hospitalisation. There is widespread enthusiasm and involvement for Clown Doctors among GSK employees, many of whom give their own time to the programme.

**Poland – Health Development Centres:**

a network for children living in some of the poorest rural communities. Children participate in specially designed after-school activities, following a curriculum which promotes good physical and mental health, and well-being. This is a new start-up initiative which addresses the growing problem of social exclusion for children living in rural areas.

**UK** – we support a broad range of organisations focusing on healthcare/medical research, science education, arts and the environment. These include Asthma UK, The British Retinitis Pigmentosa Society, Deafness Research UK and the Muscular Dystrophy Campaign. The GlaxoSmithKline IMPACT Awards, now in their tenth year, recognise small to medium-sized UK health charities for providing excellence in community healthcare. We award over €350,000 annually to ten charities that deal with diverse social issues such as domestic violence and mental health disease.

**Italy, Portugal, Romania, Russia and Spain: The Romanian Angel Appeal:**

led by a Bucharest-based NGO, this programme is changing the way young people living with HIV and AIDS are perceived in their communities, and provides them with the services they need to live healthy, positive lives. The aim is to alleviate HIV associated stigma and discrimination among young people living with HIV and AIDS by educating healthcare providers and involving young people in advocacy.





## Across the world

**Globally, we have active community partnership programmes in over 100 countries. Major international public health initiatives include our global alliance to eliminate lymphatic filariasis, GSK's Positive Action programme of HIV education, care and community support and the GSK African Malaria Partnership. Other programmes such as (PHASE), and the Children's Health Fund Referral Management Initiative to improve the quality of care to thousands of children in poor and medically underserved communities in the US, illustrate the breadth of GSK's commitment to social investment.**



## Key facts

- GSK has been the largest charitable giver on the FTSE 100 since the company was formed in 2000
- GSK is a member of the UK's Percent Club for companies which donate at least 1% of their pre-tax profit to charitable causes
- In 2006 we donated 155 million albendazole treatments worth €23 million to help eliminate lymphatic filariasis, a disabling tropical disease
- In 2006 we donated life-saving antibiotics and other medicines worth €32 million to support disaster relief efforts in 99 countries
- In addition to company donations in 2006, GSK employees contributed more than €5.5 million to charities in the UK and US through employee-organised giving programmes.



For more information please see [gsk.com/community](http://gsk.com/community)