



CORPORATE SOCIAL RESPONSIBILITY



At Kellogg, we have a long history of investing in our communities. Our founder, W.K. Kellogg, was not only a successful entrepreneur; but he was also one of the great philanthropists of the 20th century, giving away virtually all of his wealth.

More than a century later, his legacy lives on. We concentrate our philanthropic efforts on the communities where our employees live and work, while simultaneously exploring ways to address broader societal challenges. In early 2013, we unveiled a more targeted social responsibility strategy focusing on hunger relief, particularly breakfast. We also have been focused on community development and programs that support diversity.

STRATEGIC PHILANTHROPY: BREAKFASTS FOR BETTER DAYS™

Kellogg's Breakfasts for

Better Days™

Feeding the hungry has long been one of our core social initiatives. From food donations during times of disaster to breakfast programs for school children, providing food for those who need it is inherent to who we are and what we do. In early 2013, we announced a new corporate philanthropy initiative, *Breakfasts for Better Days™* that makes hunger relief – breakfast programs in particular – our signature cause. By the end of 2016, Kellogg Company will provide one billion cereal and snack servings – more than half of which are breakfasts – to children and families in need around the world¹. To that end, we have:

- Pledged \$1 million in grants through the Kellogg's Corporate Citizenship Fund (KCCF) in the U.S. to nonprofit partners Action for Healthy Kids, Share Our Strength's No Kid Hungry® campaign and the Food Research and Action Center to expand school breakfast programs.
- Donated more than \$39 million worth of food from the company to Feeding America and food banks around the world.
- Provided disaster relief assistance:
 - Donated more than \$1 million in product from the company and cash from KCCF to support victims of Hurricanes Isaac & Sandy and other disasters in 2012.
 - Launched the Disaster Relief Center, a program of KCCF, to provide food assistance to tornado victims in Moore, Oklahoma in May 2013.



COMMUNITY DEVELOPMENT

- Kellogg has supported United Way for more than 80 years. Employee contributions are matched dollar-for-dollar by KCCF. Together with our employees and the KCCF match, we've donated more than \$30 million to United Way over the past five years.
- We are a proud member of the Healthy Weight Commitment Foundation, a CEO-led coalition of more than 160 retailers, food and beverage manufacturers and NGOs working to reduce obesity. Member companies have already exceeded their pledge to remove 1.5 trillion calories from U.S. foods by the end of 2015.

BRAND PHILANTHROPY

- Through our "Be a Good Cookie" campaign, Keebler® will donate six million cookies each year to the American Red Cross to share with blood donors. Historically, the Red Cross has served a cookie to every donor as a way to say thank you—and to replenish the body after giving blood. Keebler® will now be the official cookie at every Red Cross blood collection operation in the United States through at least 2014, helping to save the Red Cross nearly \$2 million each year.
- For the last few years, our Share Breakfast™ program has funded grants to Action for Healthy Kids to support children in need. In late 2012, nearly 70 schools in 25 states received more than \$1,500 each in grants to give school administrators ways to boost participation rates in breakfast programs.



COMMITTED TO DIVERSITY & INCLUSION

To ensure our success in the marketplace, it is essential that we understand our consumers – who they are and what they like and value. We understand our workforce must mirror the diversity of our consumers, and we see both diversity and inclusion as key drivers of success. Kellogg sponsors seven Employee Resource Groups, including those for our African-American, Latino, LGBT, multinational, female, young professional and military veteran employees. Additionally, we made charitable contributions to organizations that advance our diversity and inclusion commitment such as Casa Central, NAACP, National Council of LaRaza, National Urban League, Organization of Chinese Americans, PFLAG and Wounded Warrior Project.

AWARDS & RECOGNITIONS

- Forbes Magazine: 2012 World's 100 "Most Reputable Companies"
- Forbes Magazine: 2012 World's 100 "Most Innovative Companies"
- Newsweek: 2012 "Green Rankings" (both U.S. and global)
- Human Rights Campaign: "2013 Best Places to Work for LGBT Equality"
- Ethisphere Institute: 2012 "World's Most Ethical Companies"
- Fortune Magazine: 2012 "World's Most Admired Companies"
- Interbrand: 2012 Best 100 Global Brands
- DiversityInc: 2013 Top 50 Companies for Diversity

The W.K. Kellogg Foundation (WKKF), founded in 1930 as an independent, private foundation by W.K. Kellogg, is among the largest philanthropic foundations in the United States. A legally separate entity, WKKF is Kellogg Company's largest shareowner. In 2012, The Kellogg Company paid more than \$135 million in dividends to WKKF to support its work with children, families and communities.

¹ The goal of 1 billion servings is based on an approximate serving size of 1 ounce.

For more information, please contact Brigitte Schmidt Gwyn, Vice President, Global Government Relations at 202-624-3900.