

Your Choice

Make Great Things Happen!

September 2011

Through Ashland's Employee Giving Campaign, you can support organizations that address community needs, and Ashland matches your contribution 50 cents for every dollar donated.



ASHLAND

With good chemistry great things happen.™

My vision for Ashland is to become known as the best specialty chemical company in the world. And because of individuals like you, and the difference we make every day at work and in the community, I know we can do it.

Our tagline – With good chemistry great things happen™ – not only reflects the products and solutions we provide for our customers, but also the impact our people make within the communities where we live and work.

Through this year's Employee Giving Campaign, you again have the choice to support a variety of organizations that focus on important needs, both locally and globally. Once again, Ashland will contribute 50 cents for every dollar you give. You can learn more about these organizations by visiting their websites.

The needs in our community and around the world are great. We all experience times in our lives when we may need a helping hand or know someone who does. I hope you will join me in making the choice to Make Great Things Happen for those in need.



Jim O'Brien
Jim O'Brien
Chairman and CEO

Your 10 choices

American Cancer Society

The American Cancer Society is a nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem. Through research, education, advocacy and service, the American Cancer Society strives to prevent cancer, save lives and diminish suffering from cancer.

www.cancer.org

American Heart Association

The American Heart Association is fighting heart disease and stroke, America's No. 1 and No. 3 killers. Your campaign donation will help fight childhood obesity, help prevent strokes and increase awareness that heart disease is America's leading killer.

www.americanheart.org

American Red Cross

The American Red Cross shelters, feeds and counsels victims of disasters; provides nearly half of the nation's blood supply; teaches lifesaving skills; and supports military members and their families. The Red Cross is a charitable organization – not a government agency – and depends on volunteers and the generosity of the American public to perform its humanitarian mission.

www.redcross.org

Big Brothers Big Sisters of America

Big Brothers Big Sisters is the oldest and largest youth mentoring organization in the U.S. Its goal is to help develop positive relationships between adult mentors and children, ages 6 through 18, that have a direct and lasting impact on each child's life. The Big Brothers Big Sisters mission is to help children reach their potential through professionally supported mentoring relationships.

www.bbbsa.org

Community Health Charities

Community Health Charities of America houses a diverse collection of respected charitable health organizations. Providing a choice from among more than 50 charities, including the American Diabetes Association, the Alzheimer's Association, St. Jude Children's Research Hospital, and many more, Community Health Charities enables you to donate to the causes most important to you.

www.healthcharities.org

Note: The American Diabetes Association (ADA) is an affiliate agency of our new member charity, Community Health Charities. So, you can still pledge to ADA through Community Health Charities.

Earth Share

Earth Share is a nationwide network of environmental and conservation charities representing 71 national organizations and hundreds of groups in 19 states. Earth Share works hard every day to protect our air, water and land; save endangered animals and their habitats; and create places for healthy, fun outdoor recreation. Earth Share's charities build a cleaner, greener future.

www.earthshare.org

Feeding America

The Nation's Food Bank Network is the largest domestic hunger-relief organization in the U.S. Its network of more than 200 member food banks and food-rescue organizations serves all 50 states. Together they secure over 2 billion pounds of food and grocery products annually, feeding more than 37 million Americans each year, including 14 million children and 3 million seniors.

www.feedingamerica.org

Global Impact

Global Impact delivers help and hope to the world's most vulnerable people. From emergency disaster relief to long-term, sustainable solutions, Global Impact touches the lives of more than 400 million people each year. Global Impact represents 58 of the most respected U.S.-based international charities, including **AmeriCares**, **Doctors Without Borders**, **Save the Children** and **UNICEF**.

www.charity.org

Habitat for Humanity

Habitat for Humanity is an ecumenical Christian ministry that welcomes to its work all people dedicated to the cause of eliminating poverty housing. Since its founding in 1976, Habitat has built more than 350,000 houses worldwide, providing simple, decent and affordable shelter for more than 1.5 million people.

www.habitat.org

United Way

United Way mobilizes the caring power of communities to create a positive impact in people's lives. United Way identifies what matters most in our communities and works to bring about long-lasting, positive changes through investing in, and collaborating with, various organizations to collectively address the root causes of issues in local communities.

www.unitedway.org

Make your pledge

an easy four-step process:

1. Go to www.easymatch.com/ashlandegc.
2. Log in with your employee ID.
3. Choose your giving plan, charity, pledge amount and agency designation (national, local or program).
4. Submit your pledge.

If you don't have internet access, see your supervisor. You can also submit your pledge manually by completing and mailing the pledge form on the back cover of this brochure.

Things to consider when making your pledge:

- Ashland matches employees' donations 50 cents on the dollar.
- Payroll deduction offers a convenient, easy and cost-effective way to give to the charities of your choice.
- Small payroll gifts add up to big contributions over time.
- You may give 100 percent to one charity or divide your gift among selected charities or all, with a minimum gift of \$1 per pay period, per charity.
- In most cases, you may give nationally or locally, and for selected organizations, you have the option to designate a specific charity, program or agency.
- Payroll gifts are tax deductible.

If you have questions, call Lastenia Fraley at 859-357-3060.



Step 1: Access the form – paper or electronic

To contribute online, go to www.easymatch.com/ashlandegc.

Step 2: Giving plans and charity (pick 1 plan)

PLAN 1 PERCENTAGE PAYMENT I pledge an amount equal to a percentage of my yearly base salary as indicated below, which will be deducted from my paycheck in equal amounts per pay period during the next calendar year. The per-pay deduction is figured on 26 paychecks per year (biweekly). If you are paid on a different schedule, multiply your annual pay by the % of pay below, then divide by the number of checks you get per year. Weekly pay example at .5%: \$25,000 salary x .005 = \$125 ÷ 52 = \$2.40 per paycheck.

.4% .5% .75% 1.0% 1.5% 2.0%

PLAN 2 EQUAL PAYMENTS I pledge \$_____ (minimum amount is \$1 per pay) to be withheld from my paycheck each pay period during the next calendar year.

PLAN 3 ONE-TIME PAYMENT I pledge \$_____ (minimum amount is \$15) to be withheld from my paycheck for the first pay period in the next calendar year.

Please check here if you would like to have a tax receipt for your gift. This will require that we release to your chosen charity your name, home address and the amount you have pledged. Yes No

Select your charity, designation and location. Location is determined by your home Zip Code if not specified. (No personal checks or cash accepted.)

	Pay to:	\$ amount of gift or %	If local, enter City/State/ZIP
American Cancer Society	<input type="checkbox"/> National <input type="checkbox"/> Local		
American Heart Association	<input type="checkbox"/> National <input type="checkbox"/> Local		
American Red Cross	<input type="checkbox"/> National <input type="checkbox"/> Local		
Big Brothers Big Sisters	<input type="checkbox"/> National <input type="checkbox"/> Local		
Community Health Charities	Insert charity name:		
Earth Share	Insert charity name:		
Feeding America	<input type="checkbox"/> National <input type="checkbox"/> Local		
Global Impact ¹	Insert charity name:		
Habitat for Humanity	<input type="checkbox"/> National <input type="checkbox"/> Local		
United Way ²	Insert designated program/agency (optional):		
TOTAL³			

¹ Visit www.charity.org for a listing of member charities.

² United Way (UW) pledges are directed to the UW agency closest to your home.

³ Total must equal the total \$ amount of gift or total % from Step 2 selection.

Step 3: Identify yourself

First Name _____ Last Name _____ Employee Number _____

Home Address _____ City/State/ZIP _____

Pay Schedule: Weekly Biweekly Monthly Semimonthly

Step 4: Send the form

If you use a paper form, it must be received by fax or postmarked by Sept. 30, 2011. Send completed form to:

Ashland Employee Giving Campaign
P.O. Box 2157
Princeton, NJ 08543-2157
Ph: 877-877-2132 Fax: 609-799-8019