

We Are
Involved
Neighbors

Volunteerism
Community
Service
Charitable
Giving



The PBG WINs (**W**e Are **I**nvolvement **N**eighbors) program supports organizations in the communities where PBG employees live and work.

The people of The Pepsi Bottling Group care about their communities. It's part of a deep respect for our neighbors, our surroundings and each other.

PBG shares this commitment. That's why the PBG Foundation, our charitable giving organization, is designed to support employees' favorite charities through a program called PBG WINs. WINs stands for **W**e are **I**nvolvement **N**eighbors. When you support the charities that help your hometown, PBG will pitch in, too. This brochure highlights the different ways that you can impact your community.

Neighbors who witness your generosity are seeing PBG at its best – it's a great way to give back to your community and drive local market success.

To qualify for any of the PBG WINs Grants, U.S. organizations must be recognized as tax-exempt 501(c)(3) by the Internal Revenue Service. In Canada, they must be registered charities. Please see the PBG WINs forms for additional program guidelines.

Individual | Volunteer Grants



PBG encourages employees to give their time and talent to the causes they support. In towns throughout the PBG system, our employees generously give their time through activities such as working at soup kitchens, leading Boy and Girl Scout troops, coaching baseball teams, or mentoring youth at local community centers.

If you're a full-time employee or a retiree in North America, you have two different volunteer grant opportunities:

- ▶ If you volunteer 20 hours at a qualified organization, the PBG Foundation will donate \$250 to that organization on your behalf.
- ▶ If you volunteer 40 or more hours at a qualified organization, the PBG Foundation will donate \$500 to that organization on your behalf.

Please note you may only apply for one grant per organization, per year. If you plan to volunteer at least 40 hours, please only submit for the \$500 grant when you have completed all the hours.

How to apply: Complete the appropriate sections of the Individual Volunteer Grant form when you have completed 20 or 40 volunteer hours. Be sure to fill out the Volunteer Activity log, which keeps track of your volunteer hours. Then send your form to the eligible organization, which will complete its part and return the form to PBG.

Team | Fund Raising Grants

The PBG Foundation recognizes employees that choose to fundraise for a worthy organization as a team effort. When teams of three or more full-time employees and/or retirees raise money for eligible organizations as part of a one-time activity, the PBG Foundation will match the funds the PBG team raises up to \$1,000. Friends, relatives and co-workers who share your enthusiasm can donate to the team effort.

Some examples of a team fundraising event include walk-a-thons, bowl-a-thons and bicycle races for charities. If you have questions about whether your event qualifies, please contact the PBG Foundation for assistance.

If you collect money under Team Fundraising Grants, you can still make a separate personal donation to the same organization under the Matching Gift program. Please note that contributions that will be matched by a Team Fundraising Grant cannot also be matched by the Matching Gift program.

How to apply: The PBG employee team leader completes the Team Grant form and Volunteer Activity log and sends it with the funds raised to the eligible organization. The organization will then fill out its part, verify your team's contribution, and return the form to PBG for processing.

Team | Volunteer Project Grants



The PBG Foundation is proud to support employees that choose to complete a “hands-on” team volunteer project. Teams of employees can choose to participate in a one-day event or an ongoing project with an eligible non-profit. The following are the grant opportunities available for your teams' efforts:

One-Day Team Volunteer Project Grant

- ▶ A team of three to nine employees/retirees is eligible for a \$500 grant.
- ▶ A team of ten or more employees/retirees is eligible for a \$1,000 grant.

Ongoing Team Volunteer Project Grant

- ▶ A team of three or more employees who volunteer with an eligible organization on three or more separate occasions may be eligible for a \$2,500 grant.

Some examples of a one-day activity include assisting at a local food bank or repainting a playground for a school. Examples of ongoing team projects include renovating a youth center or revamping a charity's computer system. If you have questions about whether your activity qualifies, please contact the PBG Foundation for assistance.

How to apply: After completing the activity, the PBG employee team leader completes the Team Grant form and Volunteer Activity log and sends the form to the eligible organization. The organization will then fill out its part, verify your team's contribution, and return the form to PBG.

Matching Gifts



When you contribute \$25 or more to any approved organization, the PBG Foundation will match your contribution(s) up to \$10,000 per calendar year. If you serve on a qualified institution's Board of Directors, we'll double match your donation up to a maximum of \$20,000 each year.

Regular full-time employees, retirees, spouses of eligible individuals and members of our Board of Directors may participate. Please refer to the Matching Gift instructions for additional program guidelines.

Outside the United States, the Matching Gift program is administered through Charities Aid Foundation America (CAF America). CAF America determines the eligibility of non-U.S. charities and issues the Matching Gift checks, which are funded by the PBG Foundation.

How to apply: Write a check, fill out your portion of the Matching Gift form, and send it with your check to the eligible organization. If you make an online contribution, please print out the confirmation receipt provided by the organization and send it with the Matching Gift form. The organization will fill out its part, confirm your contribution, and return the form to PBG. The Foundation will issue a check to match what you have donated to the organization.

PBG
WINS



WE ARE INVOLVED NEIGHBORS

Helpful Information

To qualify for any of the PBG WINS Grants, U.S. organizations must be recognized as tax-exempt 501(c)(3) by the Internal Revenue Service. In Canada, they must be registered charities. If you're not sure if a charity qualifies, just ask them.

The PBG Foundation issues checks quarterly, based on receipt of completed application forms from eligible organizations.

As a volunteer, you may personally want to present the check from the PBG Foundation to the organization you support. Let us know by marking the special box on the form.

Questions?

Please contact PBG WINS at **(914) 767-1303** or e-mail us at **PBGWINS@pepsi.com**.

PBG supports and applauds your efforts to get involved and make a difference.

PBG WINS says it all:

We are Involved Neighbors. When we improve the quality of the communities where we live and work, everyone wins.



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