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The adidas Group has been actively supporting communities for many years. Our commitment and strategy is rooted in the Group's core value 'Integrity', expressing that we are honest, open, ethical and fair. People trust us to adhere to our word.

This value has become visible through various programmes like the ongoing support from brand adidas in building SOS children villages, Reebok's track record in supporting human rights groups around the world or TaylorMade-adidas Golf's long-standing programme supporting golf charities.

GROUP PROGRAMMES

With the establishment of the Group's Social and Environmental Affairs team in the late 1990s, additional programmes were designed and put in place to complement brand initiatives and target those countries and regions where the company has major sourcing operations.

To help select projects that respond to local needs we have set up an efficient network made up of local business entities to exchange best practice and ensure mutual support. This network is managed by the Community Affairs function in the Social and Environmental Affairs team. A further key task of Community Affairs is the global management of disaster relief efforts and the management of reporting mechanisms so we can analyse needs, evaluate the impact of our work and report on our initiatives.

BRAND PROGRAMMES

Across all brands and regions our programmes are built on three complementary pillars: Community Involvement, Employee Involvement and Corporate Giving, determined by local cultural, economic and social factors.

At brand level, our programmes are aligned to the brands' missions:

THE ADI DASSLER FUND

The Adi Dassler Fund supports organisations that connect children with coaches and programmes to teach life skills in addition to sport. These organisations use sport to teach self-confidence, respect and teamwork that can break down barriers and help change people's lives. The fund receives assistance from the adidas brand and its employees around the world.

CORPORATE RESPONSIBILITY AT REEBOK

Commitment to Corporate Responsibility (CR) is an important legacy and hallmark of the Reebok brand. Reebok has established a new CR platform designed to address barriers to fitness around the world based on a new focus on 'Access to Fitness'.

TAYLORMADE-ADIDAS GOLF

TaylorMade-adidas Golf's (TMaG) community relations strategy aims to promote brand awareness through partnerships with non-profit organisations, while improving the quality of life for the people and the programmes these agencies represent. TMaG supports local charitable organisations that champion youth, golf and those less fortunate in all ages.

GROUP PROGRAMMES

KIDS SPORTS FUN DAY AT ADIDAS GROUP HEADQUARTERS

Evolving from collaboration between Community Affairs and Human Resources, the apprentices at the adidas Group HQ have been given the opportunity to organise a charitable event every year since 2006.

The aim of this venture is to allow underprivileged children from the region to take part in an exciting sports day at the company's headquarters and to give the apprentices the opportunity to plan and implement a project by themselves.

The Kids Sports Fun Day 2010 had a lot to offer for the kids – from a bouncy castle to sumo wrestling with heavy sumo suits, a chance for the kids to create their own adidas T-shirt, a magician and much more.

Here is what people involved had to say about the event:

SALLY HÖVENER AND SEBASTIAN SCHIELE, APPRENTICES:

"At the beginning of our project we weren't aware how much time and patience organising such an event would require. And to be completely honest, at first we underestimated the extent of the project. There was no way we could have succeeded without the regular meetings to update each other which was essential. Personally, what we learned from the event was that you need to work together as a team if you want such a demanding project to become reality."

KLAUS STAEDTLER VON PRZYBORSKI, KIDS SUPERVISOR:

"The kids and their supervisors had an unforgettable day at adidas. And when the kids got back home they told their parents how much they enjoyed the day. It was perfectly organised by the apprentices which probably wasn't easy given that the agenda was quite packed and they had about 30 screaming kids to deal with. We would love to come back next year!"

JELA GÖTTING, HEAD OF HR EMERGING EMPLOYEES:

"Every year the organisation of the Kids Sports Fun Day poses a great challenge to the apprentices who are in their second year of their apprenticeship at adidas. They have to come up with a detailed plan for the project including administering the budget and of course the actual execution of the event. And every year there is always one condition: make this year's Kids Sports Fun Day at least as good and successful as the one which took place the year before."

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JENS MAY, PROJECT MANAGEMENT TRAINER:
 “It sounds like an easy thing to do but it is quite a complex event that required project management skills from a responsible team. From organising the games and the entertainment to catering and on-site safety and security whilst considering budget and timing the team did a great job. The apprentices can be proud of what they have accomplished and the kids have had a day to remember.”

RELIEF EFFORTS

Natural or other disasters can strike at any moment, anywhere in the world. As a global company, it is especially important to us to do something in the line of relief efforts and work together with humanitarian aid organisations and others to bring supplies – including our products – into affected areas. But not just the company donates money and other items for people in need in these areas, but also our employees are very generous when it comes to organising donation drives amongst themselves. In 2010, the adidas Group provided financial aid and product donations to international aid organisations to support victims affected by the earthquakes in China and Haiti and floods in Pakistan.

SAVE THE CHILDREN ON PARTNERING WITH THE ADIDAS GROUP

“In the past two decades, the total number of natural disasters has quadrupled. Globally, in an average year, natural disasters affect the lives of 250 million people and kill 66,000 people. In 2010, 20 million people were affected by the devastating earthquake in Haiti and the vast flooding in Pakistan alone – half of whom were children.

Save the Children was founded more than 90 years ago to help children and their families in Germany after World War I – our first emergency response. Eglantyne Jebb, our founder, said in 1928: ‘The world’s children stand in urgent need of better protection, because it is they who today pay the heaviest price for our short-sighted economic policies, our political blunders, our wars.’ In 2010, it is our mission to deliver immediate and lasting improvements to children’s lives in more than 120 countries worldwide.

The adidas Group has been supporting Save the Children in emergencies since 2008, when the cyclone Nargis hit Myanmar and led to our – until then – largest emergency operation. With the agriculture and fishing industries along with homes and schools destroyed, 2.4 million people were affected in the delta region. Through being prepared and the coordinated action with our partners, we were able to reach a quarter of all affected children.

In the same year, 28 million people in India were affected by severe flooding, mostly in the regions of Bihar and Orissa. Again, adidas’ quick donation helped us in our immediate response. For example, Child-Friendly Spaces were established which provided children with protected environments in which they participated in organised activities to play, socialise, learn, and express themselves as they slowly rebuilt their lives. Lastly, the adidas Group has also provided a financial contribution towards our emergency response after the heavy monsoon in Pakistan.

Long-term and trusted partners like adidas help us to act quicker and thus save even more children’s lives when disasters happen. Save the Children says a huge ‘Thank you’. You really help us in making a difference!”

LUFTFAHRT OHNE GRENZEN E.V./WINGS OF HELP ON PARTNERING WITH THE ADIDAS GROUP

Frank Franke, CEO Wings of Help and the adidas Group:

“Air traffic today has become the heartbeat of the globalised world: more than 2.5 billion people take to the air every single year and it offers the fastest and most efficient way of transporting relief goods into natural disaster areas.

The above facts not only serve to emphasise the significance of the industry around the world; they also show that the industry has real potential to support those in need.

The basic idea of Luftfahrt ohne Grenzen e.V./Wings of Help is simple and very efficient: we use available air transport capacity to bring aid resources to places all around the world – even to the most remote locations in the furthest corners of the earth.

During the last four years, the adidas Group and Wings of Help have transported relief goods to a:

- Home for blind and deaf children, Romania
- Refugee camp for Ethiopian people, Israel
- Home for blind and deaf children, Russia
- Home for AIDS infected children, South Africa.

Together we have also responded to natural disasters such as:

- Earthquake, Peru
- Cyclone ‘Sidr’, Bangladesh
- Cyclone ‘Nargis’, Myanmar
- Cyclones ‘Ike’, ‘Hanna’, ‘Gustav’, ‘Fay’, Haiti
- Flooding, Pakistan

Most recently the adidas Group’s involvement in humanitarian action was demonstrated during the disastrous Pakistan flooding in 2010. Through our partnership Wings of Help transported clothing, shoes and medical devices into the disaster-affected areas in Pakistan.

For 2011 Wings of Help is very happy to continue the close collaboration with the adidas Group.”

PROJECTS IN SUPPLIER COUNTRIES

QUALITY EDUCATION FOR ALL: SUDHAAR, PAKISTAN

For more than 30 years, the adidas Group has sourced footballs from Pakistan.

Sialkot is the centre of the football stitching industry in Pakistan, which has in the past employed under-age workers. To discourage this, an industry-wide initiative – supported by the International Labour Organization, FIFA and UNICEF – resulted in an independent and self-governing committee to monitor the prohibition of child labour.

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To address the issues causing child labour – which are poverty, unemployment and a lack of education – standards of education and access to schooling have had to be improved in rural communities in the area. That is what the local NGO Sudhaar has done with its Education and School Infrastructure Programme, which the adidas Group has fully funded since 2002.

PROGRAMME IMPACT

Since 2002, the adidas Group support has brought many bright smiles to the faces of no less than 20,990 children enrolled in 125 schools located in four union councils in Sialkot district. About 20% of the children came from football stitcher families.

Children are realising that they are important as individuals, that people care for their welfare and that there is value in being at school. The adidas Group project may have made huge school improvements in terms of infrastructure facilities and teacher skills through various training sessions, greater engagement of school councils etc. But by far its major contribution has been in giving hope and enthusiasm to children simply by making chances for self-expression available to them through various small interventions. Here is what a former football stitcher boy had to say:

“I was so proud to be elected as a group captain,” exclaimed ten year-old Muhammad Asif, Grade 4, and former football stitcher. “It gave me a wonderful opportunity to learn leadership skills and awareness of my responsibilities leading to my contribution in making my school a better place for all the children.”

Miss Shaheen Kokab, a head teacher at a girls primary school said “I have been working as a head teacher since 1985, but it was the adidas project which enabled me to learn School Leadership and Management Skills. I was able to work with the school council members to bring numerous improvements to our school. We have registered an 18% increase in enrolment and our retention has increased by over 40% since last year”.

ADIDAS PROGRAMMES

Here we profile two of 2010’s brand adidas initiatives where sport is used to help young people learn life skills.

SOCIAL RESPONSIBILITY COMMITTEE AT ADIDAS CENTRAL AMERICA & CARIBBEAN (C&C)

Headquartered in Panama City, Panama, adidas C&C oversees more than 27 countries in Central America, the Caribbean, Venezuela, Ecuador and Colombia. Early 2010, adidas C&C officially formed the Social Responsibility Committee under the Championship Culture Committee Concept. The goals of this committee are to promote adidas as an organisation involved proactively with important local social causes, provide support to charitable organisations through fundraising activities, and engage adidas employees in sticking to the adidas values and being part of social activities.

In keeping with the 2010 FIFA World Cup South Africa™, adidas made a donation of UMU bandanas to a prominent local organisation for children, called Casa Esperanza. All children ranging from 5 to 16 years old who belong to Casa Esperanza received a yellow UMU to show their support for the Nelson Mandela Foundation. adidas employees spent a day with the children to interact, play with games, and present gifts.

Another highlight of the year was an alliance with the Foundation of Social Actions. Committee members teamed up with the famous international organisation Success for Kids (SFK). Under the slogan ‘One World, Every Child’, SFK operates in many countries including USA, UK, Mexico and Panama. SFK is dedicated to empowering at-risk children and adolescents around the world to become resilient productive citizens. Through various learning and development programmes in Panama, adidas C&C is helping to improve the lives of children. At adidas C&C, employee volunteers spend several hours a week putting together classroom materials for local schoolchildren. Others make a contribution to the SFK’s funds.

ADIDAS AND AMERICA SCORES TEAM UP TO HELP KIDS SUCCEED THROUGH FOOTBALL

Since 1999 adidas US has been a supporting partner of America SCORES. America SCORES is the nation’s largest after school soccer (football), literacy, and service-learning programme serving more than 6,000 youth in 14 urban, low-income communities. Using the world’s most popular sport as a foundation, America SCORES programmes inspire youth to lead healthy lifestyles, be engaged students, and become agents of change in their communities.

ADDRESSING ILLITERACY AND OBESITY

America SCORES addresses some of the most significant needs facing the USA’s urban youth: illiteracy and obesity. Their programmes use football as a building block for teaching creative writing, leadership skills, and teamwork to at-risk youth. To become an America SCORES team member, participants must commit to literacy workshops every other day after school. The workshops help students express their life experiences through poetry. On days they are not writing these poet-athletes practice football and learn how to translate their teamwork skills from the football field to the classroom and into their communities helping them grow into engaged, active citizens.

adidas provides football products for kids and coaches, leadership on the America SCORES National Board of Directors, sponsorship of special events, such as their annual Poetry Slam, and adidas athlete involvement.

PROVIDING FUNDS TO MEET LOCAL NEEDS

In addition to creative writing and football, America SCORES teaches their team members about community service. To augment their community service learning curriculum, adidas provided financial grants via the ‘Make the World a Better Place’ contest. America SCORES programmes were invited to submit their ideas for a project that would positively impact their community, address a real need, demonstrate creativity in problem-solving, involve the entire team and engage adidas volunteers.

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Winning programmes were awarded a \$5,000 grant for their 'Better World' projects.

The kids from America SCORES programmes in Dallas, Texas and Chicago, Illinois joined teachers, community members and adidas volunteers to renovate existing football fields that had become too dangerous for kids to play on. The results were two newly refurbished fields that now provide safe, accessible and appropriate places for kids from the local schools and nearby community to play football.

adidas values the partnership with America SCORES and will continue to support them in their efforts to help even more kids enrich their lives and their communities using the sport of football as a foundation for learning and contributing positively to the world around them.

ADI DASSLER FUND

Here are examples of initiatives and projects that were supported in 2010 by the Adi Dassler Fund through adidas employees volunteering their time.

ASSOCIAÇÃO DE INTERESSE A HUMANIDADE (AAIH), BRAZIL

AAIH is a neighbourhood association taking care of over 500 children and youth, involving them in sports and educational activities. It is located close to the adidas warehouse in Embü, a suburb of São Paulo.

Please find more information at <http://twitter.com/AIHUMANIDADE>

COACHING FOR HOPE, UK

Coaching for Hope organises courses where professional football coaches from the UK train local youth workers in west and southern Africa to Football Association standards. At the same time, the local coaches learn how to deliver HIV sessions to young people in their communities. So far over 30,000 children have benefited from football and HIV awareness sessions and 700 coaches have been through the courses.

Please find more information at <http://www.coachingforhope.org/>

DIAMBARS, SENEGAL

Diambars is a school in Saly, Senegal that teaches football and life skills. Founded in 2003 by French professional football players Jimmy Adjovi-Boco, Saer Seck, Bernard Lama and Patrick Vieira, the school's objective is to make learning as enjoyable as playing football. Ultimately, the goal is to educate not only great footballers, but also role models and leaders who are ready to take responsibility within their communities.

Please find more information at <http://diambars.org>

DIAMBARS ATTITUDE, FRANCE

In this after-school sport and life skills programme adidas employees help 50 kids with their homework and transmit their passion for sport. The kids from 12 to 14 years old were selected with schools and/or local social organisations from Strasbourg. They all face difficulties either at school, privately or socially.

LOS POTREROS, ARGENTINA

In 2007, adidas Argentina started to regenerate Potrerros – areas of common land – in low-income neighbourhoods around the country. By the end of 2009, 12 Potrerros had been reclaimed.

HOPE WORLDWIDE, SOUTHEAST ASIA

Across several Southeast Asian countries (Singapore, Philippines, Thailand, Indonesia and Malaysia) adidas helps drive social change by supporting organisations that connects children with coaches who teach life values in addition to sport.

Please find more information at <http://www.hopeww.org/NetCommunity/SSLPage.aspx?pid=191>

KIDSCAN STANDTALL, NEW ZEALAND

Founded in 2005, KidsCan StandTall Charitable Trust is a national charity delivering targeted programmes which remove the physical barriers preventing children from low socio-economic backgrounds getting the most out of their education. So far more than 39,000 children in 183 schools across New Zealand have been helped.

Please find more information at <http://www.kidscan.org.nz/>

JUMP SPACE, UK AND IRELAND

Based in Stockport, Jump Space supports primarily disabled people and their families in and around this area, providing meaningful opportunities for disabled people to take part in sport and physical activity.

Please see their facebook page for more information at <http://www.facebook.com/pages/Jump-Space/110609545639841>

MIDNIGHT PROJECT, SWITZERLAND

In the last ten years, this non-profit organisation has opened gyms in almost 100 cities. Along with football and basketball the Midnight Project offers different sports for teenage boys and girls every Saturday evening. Open Sundays help younger kids find a place to play on weekends. Over 275,000 kids have participated to date.

Please find more information at <http://www.mb-network.ch/content/>

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NEHEMIA, ALBANIA

The humanitarian aid foundation NEHEMIA started its work in Albania in 1991, just after the collapse of communism. Ever since it has supported the country's development in many different ways, one of them being through education and sports.

Please find more information at <http://www.nehemia-al.org/HOME.start.0.html?&L=1>

OPERATION BREAKTHROUGH, HONG KONG

This charity introduces sports and related activities, together with positive interaction with role models, to disadvantaged teenagers and first time offenders.

Please find more information at <http://www.breakthrough.hk/>.

RIGHT TO PLAY, CHINA

Soon after the devastating Wenchuan earthquake hit in 2008, the adidas Group China and its employees donated money and products to earthquake relief efforts. We also established a partnership with the leading international children's non-profit organisation Right To Play in September 2009 to implement a long-term development programme for children in Ningqiang County, Shaanxi Province, which was one of the counties hit by the earthquake. The programme focuses on using sport and play-based activities to work towards the holistic development of children.

Please find more information at <http://www.righttoplay.com/canada/our-impact/Pages/Countries/china.aspx>

SCORE, SOUTH AFRICA

SCORE is an African-based Sport for Development non-profit-organisation that uses sport to empower individuals and build stronger, healthier communities. Sports administration and coaching courses include life skills and leadership components that extend beyond the sports field to strengthen community structures and meet broader community development needs.

Please find more information at <http://www.score.org.za>

SPECIAL OLYMPICS, ITALY

Special Olympics uses sport to celebrate the abilities and accomplishments of people with intellectual disabilities.

SPIEL- UND LERNSTUBEN ERLANGEN-BRUCK, GERMANY

Located near the adidas Group Headquarters are the 'Spiel- und Lernstuben' of Erlangen-Bruck, a place for underprivileged children to gather. These children often come from single-parent homes, where alcohol, violence and drugs can be a part of daily life.

TSIMBA CHILDREN HOME AND MWANGAZA VISIONARY SCHOOL, KENYA

Tsimba Children Home is a small orphanage in Kwale near Mombasa, Kenya. adidas employees financially support 10 of the 17 children living in the home.

Mwangaza Visionary School's mission is to transform the community through education, providing a good learning environment physically and mentally.

Read more on Tsimba Children Home at <http://www.kenyahilfe.de/>

and Mwangaza Visionary School at <http://www.mwangazaschool.org/>

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REEBOK PROGRAMMES

A NEW FOCUS: ACCESS TO FITNESS

Corporate Responsibility (CR) and human rights has been an important legacy of the Reebok brand. This legacy led us to make the bold statement in 2010 that we believe that 'Access to Fitness' is a human right, accompanied by a new CR platform designed to address barriers to fitness around the world.

Reebok's heritage in human rights is extensive, going back to 1988. After sponsoring the Amnesty International Human Rights tour, Reebok pioneered the creation of workplace standards in our factories and supply chains and recognised young pioneers and activists with the Reebok Human Rights award.

Today, as part of the adidas Group, each brand's Workplace Standards for the supply chain are centrally developed and monitored by the adidas Group's Social and Environmental Affairs team (SEA).

EMPLOYEE ENGAGEMENT

When looking to expand upon our legacy and extend our corporate responsibility platform, we decided to embark on a comprehensive internal evaluation that would tap into one of the brand's strongest assets – our employees.

Through numerous employee focus group sessions, senior management meetings, ongoing working groups and an extensive online global survey, we engaged employees at every level to help shape the future direction of Reebok's Corporate Responsibility platform.

Two constant themes of the assessment were the strong connection that our employees have to our human rights heritage and the desire to use and leverage the power of Reebok's core competencies and focus on fitness to address these issues. The dedication to this process by so many employees revealed a passionate commitment to our CR legacy and giving back.

DEVisING THE NEW CR PLATFORM

In the context of fitness, we found that there are barriers to fitness, both in the developing and developed world. These barriers directly impact the individual, the family and the community in which they live.

Based on our assessment and research we want to make a statement that goes beyond the usual physical connection to fitness. As a brand, we believe that fitness affects the body, the mind and even the community at large. We believe that healthy people make healthy communities and that access to fitness is not a privilege, nor is it an indulgence, but a human right...and access to fitness can change the world by improving the human condition.

Based on these beliefs, Reebok developed a new CR platform that will strive to address barriers to fitness through four areas:

- Social innovation – using our core competencies to find solutions that offer significant social impact
- Strategic philanthropy – financial support that builds capacity
- Research and advocacy – information to support initiatives
- Business innovation – creating products that may provide solutions.

Our initial efforts to address these issues include a pilot programme in both the developing and the developed world.

PILOT PROGRAMMES

In the developing world, we will address a very basic need. An estimated 300 million people do not have shoes, which can be a major barrier to fitness and health and we are exploring solutions to this crisis. Our first effort is a pilot programme with the goal of building a social business that will give people access to shoes. By addressing this issue, we believe that we can give people their first step towards fitness, a healthy life and dignity.

In the developed world, youth today are facing more and more barriers to fitness, which may have harmful effects on their health for their entire lifetime. Given severe health related epidemics, inclusion of fitness in kids' daily lives is now more critical than ever.

Therefore, we are working to create a movement, with a functional fitness programme that is not only effective but fun and will teach life-long fitness habits. We will be at the forefront of educating parents, educators, and children on the importance of childhood fitness.

Our pilot programme will bring physical activity to as many children as possible, with a before-school programme designed to get kids moving and boost academic performance, overall confidence and well-being. A programme that will transform bodies, revitalise minds and ultimately reshape society.

READY FOR THE CHALLENGES AHEAD

Twenty years ago Reebok pioneered corporate awareness of human rights, so we realise that there is a great deal of work ahead of us. These pilot programmes are the first step on a long journey to bring fitness to the world.

As a brand, Reebok is committed to a whole new movement to provide access to fitness, in an effort to help improve the human condition and bring fitness to all. We understand that by making this new statement we are taking on a whole new challenge in human rights, but we are excited about the future and meeting this challenge.

As well as the new CR platform, Reebok contributes to the community in other ways.

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THE REEBOK FOUNDATION

The Reebok Foundation focuses its philanthropy in communities where Reebok offices are located, with special emphasis on the Greater Boston area. The Foundation promotes social and economic equality by funding non-profit organisations that support underserved groups and help empower youth to fulfil their potential and lead healthy, happy and active lives.

THE REEBOK COMMUNITY RELATIONS PROGRAMME

The Reebok Community Relations activity is intended to maintain and strengthen the reputation of Reebok as a good corporate citizen by participating and supporting community and philanthropic causes primarily in Boston and Canton, Massachusetts.

TAYLORMADE-ADIDAS GOLF PROGRAMMES

CHARITABLE CONTRIBUTIONS PROGRAMME

In 2001, TaylorMade-adidas Golf (TMaG) established the Charitable Contributions Programme in response to the thousands of donation requests received annually from non-profit organisations in communities throughout the United States. The programme provides product donations to qualified charities, as well as offering TMaG products for sale at a significant discount.

Since the programme was launched, TaylorMade-adidas Golf is proud to have supported hundreds of organisations through these partnerships, enabling them to increase profits generated from their fundraising events and surpass their goals. This has helped these organisations to better provide the critical services needed by those who rely on them for assistance.

COMMUNITY CONNECTIONS PROGRAMME

In July 2009, Community Connections was launched at TaylorMade. It is an all-volunteer group of employees interested in getting involved and donating their time to help out in the local community. Their goal has been to select four community events each year and encourage employees to participate by volunteering some of their personal time to plan and implement TaylorMade’s involvement.

COMMUNITY AND CHARITY OPPORTUNITIES PROGRAMME

TaylorMade’s Community and Charity Opportunities programme was launched in July 2009 to enable employees to share information with each other and become involved in community and charity events important to them. Through the Community and Charity Opportunities homepage on the TaylorMade intranet, as well as the Community Connections programme, employees have been able to publicise these causes with instructions on how employees can make donations or volunteer their time to help. Through this initiative, TaylorMade employees will continue to support many causes important to their co-workers in the years ahead. The 2010 combined projects included:

CLEANING UP LOCAL BEACHES:

Hosted by the San Diego Coastkeeper and Surfrider Foundation, TaylorMade volunteers joined forces with other members of the community in July and August to remove rubbish and clean up around Tamarack Beach in Carlsbad and at the South Carlsbad State Beach campground.

DONATING SHOES:

TaylorMade employees came together in June 2010 by cleaning out their closets and donating their ‘gently worn’ shoes to Soles4Souls, a charity that collects gently worn shoes and monies for distribution to those in need. Drop boxes were placed throughout the company headquarters and close to 500 pairs of shoes were collected for various locations around the world, including Haiti to help the victims of the devastating earthquake that struck their country on January 12, 2010.

RENOVATING THE NEW HAVEN YOUTH AND FAMILY SERVICES CAMPUS:

New Haven Youth and Family Services is a residential care facility for at-risk boys between the ages of 12 and 17 in the community of Vista in North San Diego County. In March 2010, 185 TaylorMade employees spent the day renovating the centre, including rebuilding decks, painting and landscaping. TaylorMade provided an estimated monetary value of \$18,000 of in-kind donations of building supplies and landscaping materials, as well as 1,445 employee volunteer hours.