

SOCIAL INVESTMENT

Charities and NGOs do vital work with limited resources. We can help increase their impact by providing communications and creative services on a pro bono basis (for little or no fee).

This work can make a significant difference – enabling our partners to raise awareness and funds, recruit members, and achieve campaign objectives.

Pro bono work benefits our business too, providing rewarding creative opportunities

for our people that often result in award-winning campaigns that raise the profile of our companies.

We aim to use our pro bono work and social investment to support progress on the UN Sustainable Development Goals.

OUR FOCUS AREAS

- Providing pro bono creative services to organisations working on health, education, human rights, arts and the environment
- Negotiating free media space for charity campaigns, enabling them to reach a wide audience
- Making charitable donations
- Enabling our people to get involved in volunteering projects

WHO'S IN CHARGE?

We established our Charity Committee of senior executives in 2018 to oversee our approach and help us to target our support effectively.

HOW ARE WE DOING?

£11.3m

in pro bono work
(2017: £12.7m)

£6.2m

in charitable donations
(2017: £7.7m)

1.2%

social investment as a percentage of reported profit before tax (2017: 0.97%)

£23.8m

worth of free media space negotiated by WPP companies (2017: £29m)

£331m

wider social benefits of pro bono work, charitable donations and free media space (2017: £397m)

WHAT WE GAVE IN 2018

Our pro bono work was worth £11.3 million in 2018 (2017: £12.7 million). We also made cash donations to charities of £6.2 million (2017: £7.7 million), resulting in a social investment worth £17.5 million (2017: £20.4 million). Our social investment was equivalent to 1.20% of reported profit before tax (2017: 0.97%).

WPP media agencies negotiated free media space worth £23.8 million on behalf of pro bono clients (2017: £29 million), making a total social contribution of £41.3 million (2017: £49.4 million).

We encourage our people to get involved as volunteers. 41% of our companies have a formal volunteering policy and 56% organised volunteering activities for their people during 2018.

WPP INDIA CSR FOUNDATION

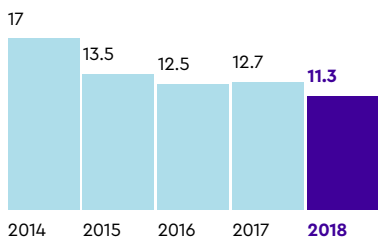
The WPP India CSR Foundation invested £1.2 million in 2018 to reach over 15,000 children from underserved communities. The Foundation's work includes education and vocational training projects focusing on English, mathematics and computer programming, as well as personal development and life skills such as financial management and job interview techniques.



To learn more see wppindiafoundation.com

PRO BONO CONTRIBUTIONS

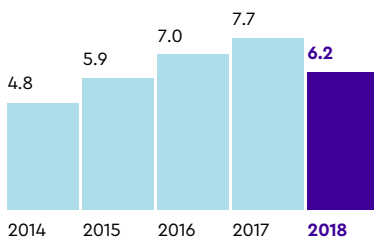
£m



WPP companies undertook pro bono work worth £11.3 million in 2018.

CHARITABLE DONATIONS

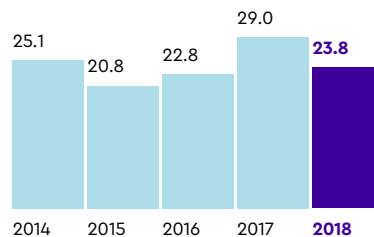
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WPP companies made cash donations worth £6.2 million in 2018.

FREE MEDIA SPACE

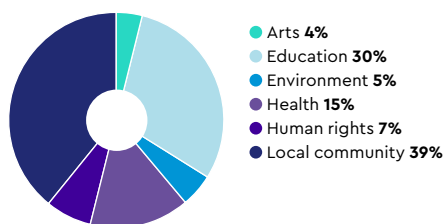
£m



WPP media agencies negotiated media space worth £23.8 million in 2018.

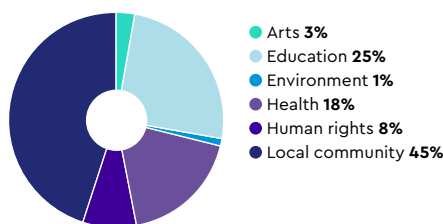
PRO BONO WORK BY SECTOR

%



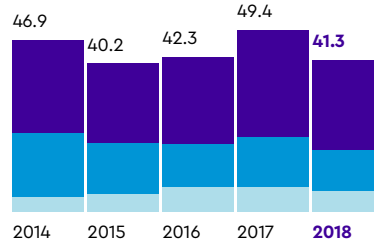
CHARITABLE DONATIONS BY SECTOR

%



TOTAL SOCIAL CONTRIBUTION

£m



- Free media space
- Pro bono work
- Charitable donations

SOCIAL IMPACT

Our support helps NGOs and charities to carry out important work in areas such as improving health and education, and protecting human rights. With pro bono work this can often be worth more than an equivalent cash donation because it enables charities to raise awareness, increase donations, recruit members, impact behaviour and achieve campaign goals. We have conducted research to quantify this wider impact.

Our most recent analysis shows that our pro bono work in 2018 created wider social benefits worth £91 million to society (2017: £103 million). This includes for example, the impact of charities being able to improve health and wellbeing in communities. The wider social benefits created by our pro bono work, charitable donations and free media space is worth an estimated £331 million (2017: £397 million).

COMMON GROUND

We launched Common Ground in 2016 as a collaboration between the world's six biggest advertising and marketing services groups and the United Nations to use the power of communication to accelerate progress towards achieving the 17 Sustainable Development Goals.

At WPP our focus is gender equality (Goal 5), with a focus on tackling gender-biased stereotypes in the media and on promoting equal opportunities for women and girls.

During 2018, GroupM and other WPP agencies launched Creativity for Equality, a strategic partnership with UN Women to help positively impact the lives of girls and women. The partnership began with a 16-day campaign against gender-based violence across six countries.

£91m

wider social benefits created by pro bono work in 2018

£331m

wider social benefits from pro bono work, charitable donations and free media space in 2018



Little by Little.

LITTLE BY LITTLE

Common Ground has partnered with Google to launch 'Little by Little', a global campaign in support of the Sustainable Development Goals. The campaign leverages the power of YouTube and global influencers to mobilise Gen Z (15 to 24-year olds) to carry out 2 billion acts of good. Little by Little illustrates how small individual actions collectively have the power to end poverty, fight inequality, stop climate change and much more. The campaign was launched by an anthem video featuring model and activist Jillian Mercado.



To learn more see wpp.com/littlebylittle

16 DAYS TO HELP STOP VIOLENCE AGAINST WOMEN

Each year, UN Women's 16 Days of Activism Against Gender Based Violence campaign calls on the world to end violence against women and girls. In 2018, we came together with UN Women to bring the campaign to life and raise awareness across six countries: India, Mexico, Thailand, Turkey, the UK and US.

MEXICO



This campaign responded to research by Kantar which found that young Mexicans often find it difficult to talk about their experiences of gender-based violence. It featured four of Mexico's top YouTubers, who called on their 6 million followers to listen to and support friends experiencing violence.

Wunderman Thompson created six unique campaigns which ran across 16 days – the period of time between the International Day for the Elimination of Violence against Women and Human Rights Day.

TURKEY



Women experiencing violence often aren't able to speak up and get help. #fireflies asked people to be their voice and call for an end to gender-based violence. Each social media post would act like a firefly's light – showing women that they're not alone.



KILL ONE. KILL ALL.

AGENCY
OGILVY BANGKOK

CLIENT
FREELAND

Thailand is one of the most lucrative markets for illegal trade in protected species. This print ad for Thai NGO Freeland reveals the ugly truth behind wildlife trafficking and reminds us that when a mother's life is taken, the cubs will usually die as well, hastening the extinction of the species.

RESULT
10m
people reached
July 2018



SIDE EFFECTS

AGENCY
VMLY&R KANSAS CITY

CLIENT
FIRST CALL

The US is in the throes of an opioid epidemic, with millions of Americans becoming dependent on prescription pain pills. First Call is a local charity supporting people impacted by substance abuse in Kansas City. VMLY&R created this print ad featuring a plastic pill case to show the true human cost of opioid addiction.

RESULT
50,000
people reached
April 2018



IRESCUE

AGENCY
VMLY&R BOGOTA

CLIENT
WORLDWIDE AMBLYOPIA CAMPAIGN

Over 50,000 children in Colombia suffer from amblyopia, also known as lazy eye. If not detected early, it can lead to learning difficulties and blindness. VMLY&R Bogota designed and created playful eye patches which help detect the condition and can be used in treatment. The masks were distributed via regional newspapers.

RESULT
13,000
people reached
July 2018



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COLOMBIA SIN ABSESTO, DE LA TORMENTA A LA ESPERANZA

Por: CARLOS ROBERTO CRUZ HERNÁNDEZ
SECRETARIO GENERAL ACORDO
INDIANAMARCA
BOGOTÁ

...periódico. Hola Cundinamarca, se dio a la tarea de consultar lo relacionado con el asbesto (silicatos, calcio magnésico que constituye una variedad impura del amianto). Dicho material se presenta en forma de haces de fibras delgadas, duras y rígidas.

Para el suscrito colaborador, investigador de la nota, genera nostalgia destacar este tema, más aún cuando una de las tantas víctimas fue compañera y amiga suya en el Colegio Superior de Telecomunicaciones, hace 14 años (Ana Cecilia Niño fallecida el 7 de enero de 2017).

A pesar de lo tardío, mediante las nobles líneas de este artículo, pretendemos honrar la memoria de Anita y, aún más, respaldar la incansable efectuada por su esposo, Daniel Pineda González, con miras a que en Colombia cese el uso de este elemento de una vez por todas.

H.C.: ¿Qué consecuencias para la salud humana genera el uso de este elemento?

D.P.G.: El asbesto ha sido clasificado como un cancerígeno humano reconocido (sustancia que causa cáncer) por el Departamento de Salud y Servicios

...otros organismos internacionales. Según la IARC, hay suficiente evidencia de que el asbesto causa mesotelioma (un cáncer relativamente poco común de las membranas delgadas que revisten el pecho y el abdomen), y cánceres de pulmón, de laringe y de ovario. Según el instituto nacional del cáncer, aunque es un cáncer poco común, el mesotelioma es la forma más común de cáncer asociada con la exposición al asbesto. Hay limitada evidencia de que la exposición al asbesto esté relacionada con riesgos mayores de cánceres de estómago, de faringe y de colon y recto.

H.C.: ¿Quién fue Ana Cecilia Niño? ¿Describan su perfil y línea de vida.

D.P.G.: Ana Cecilia, además de ser mi esposa, fue una periodista, la madre de mi hija, mi heroína, a pesar del intenso dolor que genera el cáncer mesotelioma, dedicó sus últimos años de vida a enfrentar sin miedo a los industriales que defienden el asbesto a defender el aire puro por encima de su bienestar personal, para los colombianos fue un ícono, por alzar su voz ronca y débil pero llena de carácter a favor de la vida y la salud de miles de colombianos que

H.C.: ¿Hasta dónde ha llegado con esta lucha?, ¿Quiénes están a favor y quiénes en contra?, ¿Por qué?

D.P.G.: Hemos logrado llegar a la conciencia de los Colombianos, aunque el ministerio de salud no ha movido un solo dedo al respecto, sabemos que está de acuerdo con la necesidad de prohibirlo, firmamos compromiso en acta, creo que la forma como decidimos enfrentar el asbesto tiene que ver con la buena recepción del movimiento, implementamos campañas positivas, llenas de esperanza y fuerza por la vida, donde mostramos que aunque el asbesto es un mineral letal, la fuerza del amor es invencible, tal es el caso del documental Inextinguible en el que se viene trabajando con la fundación IZE desde hace más de 2 años, intento transformar en el amor hacia mi esposa en amor por el aire, por el bienestar de los que vienen después de nosotros. En este momento creo que todos los colombianos están a favor de la prohibición del asbesto excepto los dueños de las empresas que lo usan, ellos están en contra de la prohibición por que dejarían de ganar dinero, lo defienden contratando a las mejores firmas de abogados del país cosa que han

No existen familias perfectas, existen las familias indestructibles: Las que intentan tener todo el tiempo a Dios en su centro

...@AnaNiño & @historiasazules afectados por el cáncer que produce el asbesto en Colombia. Daniel Pineda González junto a su esposa Ana Cecilia Niño. Como tributo a su causa, creó la Fundación que lleva su nombre y sigue vigente la campaña #ColombiaSinAsbesto

H.C.: ¿Cuántas firmas más ciudadanos se unan a esta causa y cuál es el propósito con estas?

D.P.G.: Alrededor de 80 mil firmas, mediante dos plataformas, la primera en change (change.org/colombiasin-asbesto) y la segunda en "Hagamos Eco" (https://www.hagamoseco.org/petitions/latinoamericana-sin-asbesto), en las que se solicita al gobierno prohibir el asbesto mediante un proyecto de ley, denominado #AnaCeciliaNiño, que por octava vez busca prohibir el asbesto en Colombia, por Daniel Pineda González (@historiasazules), el esposo de Ana.

H.C.: A nivel global, ¿Qué repercusión e impacto ha obtenido Colombia Sin Asbesto?

D.P.G.: Constantemente creamos campañas de concientización en pro de prevenir ERA (Enfermedades

...mayoría de colombianos saben del tema y que aunque el gobierno no tome medidas al respecto, nos está escuchando.

H.C.: ¿Qué entidades públicas, de salud u otras podrían contribuir para desestimar el uso del asbesto en Colombia?

D.P.G.: Tanto el ministerio de Salud como el ministerio del medio ambiente, tienen todas las herramientas constitucionales y legales para prohibir el asbesto, creo que no se ha hecho por el temor a que el presidente no esté de acuerdo.

H.C.: La ola mediática sobre el tema que lidera, ¿ha sido útil para prevenir la debacle con el uso de este mineral?

D.P.G.: Aunque el apoyo de opinión y de las redes sociales es total, también es necesario aclarar que la voz con la que pedimos la prohibición está respaldada por

LIVING STATISTICS

EACH NUMBER IS A PERSON



3 OF 10 PEOPLE WHO HAVE HIV AREN'T AWARE OF IT

LIVING STATISTIC

AGENCY
WUNDERMAN THOMPSON
BUENOS AIRES

CLIENT
FUNDACIÓN HUÉSPED

Wunderman Thompson Buenos Aires partnered with Fundación Huésped, a leading AIDS awareness charity, to encourage people to face the facts about HIV and get tested. Volunteers dressed in red took to the streets of Buenos Aires representing HIV statistics. For example, 3 in 10 people who have HIV are unaware they are carrying the infection.

RESULTS

100m
 media impressions
 December 2017-
 January 2018

\$5.5m
 in free media
 December 2017-
 January 2018



FUNDACIÓN HUÉSPED
 PREVENCIÓN · CIENCIA · DERECHOS