

Bayer



goodneighbours

Science For A Better Life

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Tatenda

Shona (Zimbabwe language)
"thank you"

Zimbabwe, Africa. Home to Victoria Falls, one of the natural wonders of the world. For years, a potential bread basket for surrounding countries. And, now, victim to one of the most tragic health events in recent years. Here, Bayer Inc. is proving that being a good neighbour sometimes means stretching beyond our own backyard, to help those in need even half a world away. Their story, and ours, unfolds in this issue of Good Neighbours.

continued from cover

Our neighbourhood, 12,000 kilometres away

Bayer reaches out with a record product donation

Cholera is virulent. Ruthless. Indiscriminating. It can turn a healthy nation into a sea of suffering, decimating a population. And so it is with Zimbabwe, where an epidemic of historic proportion rages, preying on children, the weak and the elderly. Since the outbreak in August 2008, over 38,000 people have been infected, 1,900 killed. Poor sanitation and lack of clean drinking water have helped the disease thrive, and means to address the sick are severely limited. There is little end in sight. But there is help from afar.

Bayer Inc. has taken action with a donation to Health Partners International of Canada (HPIC) of 214 skids of Cipro IV – an essential antibacterial agent to fight cholera. The contribution, valued at over 2.6 million dollars, is the single largest product donation HPIC has received to date. With the help of World Vision, life-saving shipments of the



Dirk Booy, World Vision Canada; Glen Shepherd, HPIC; Edmund Mushayandebvu, World Vision Zimbabwe; Rajiv Gulati, Pharma Science; Janice Yurovsky, Bayer HealthCare Pharmaceuticals

medicine are reaching Zimbabwe's clinics and hospitals, and in turn decreasing suffering for thousands of families. HPIC President Glen Shepherd expresses the crucial value of Bayer's partnership:

"The dramatic humanitarian tragedy in Zimbabwe touches the hearts of us all. Through the generosity of Bayer Canada, we're grateful to be able to do our part to bring healing and hope."

While the size of the contribution is unprecedented, Bayer's involvement is something of a tradition. "Product donations are a key component of Bayer Inc.'s corporate responsibility program," emphasizes Heather Iaccino, Market Manager, Anti-Infectives, Bayer HealthCare Pharmaceuticals. "Working with HPIC is rewarding for the Cipro team because it ties into our commitment to support patients both locally and abroad."

That commitment is bringing much-needed relief to Zimbabweans, and is a reminder that even when separated by a good distance, nothing stands in the way of Bayer being a good neighbour.



The View from Phil

Welcome to the first issue of Good Neighbours for 2009. Throughout, you'll see example after example of how our Corporate Responsibility (CR) program ramped up in 2008, enriching more lives in so many ways. We saw a rise in volunteerism, events, and donations. We continued to support our community partners as well as 15 other local and national organizations. And with our new *Green Matters* program, we stepped up our commitment to the planet with a decidedly smaller environmental footprint.

It was a phenomenal year, and an inspiring one for the future of CR at Bayer Inc. This year, that future comes to life with more events and opportunities to work with community partners like North Kipling Junior Middle School and United Way, as well as other causes that hit home. New initiatives and our Employee Matching program will offer more ways to make a difference. And we'll celebrate outstanding examples of CR in action with our first *Good Neighbours Employee of the Year Award*. So read on, look back, then get ready. We have a lot to look forward to.

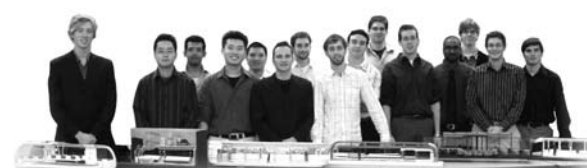
Phil Blake, President and CEO, Bayer Inc.

Applied technology meets applied volunteering

For fall term in 2008, students of the Humber School of Applied Technology gained a technological edge with the help of some bright thinkers from Bayer Inc. For a few hours weekly, teams from Bayer MaterialScience and Bayer HealthCare, Consumer Care brought their smarts, enthusiasm and some challenging projects to class.

Consumer Care had second-year students design point-of-purchase displays for the Bayer brands, Canesten®, One-A-Day® and Aspirin® 81mg, while fourth-year students engaged in a Bayer MaterialScience project to design light rail cars for specific geographical environments. The students' results excited Trevor Topley, Senior Technical Specialist, Bayer MaterialScience who said, "Their innovative thinking is remarkable. It's been an inspiration to work with them."

Bruce Thomson, Professor of Industrial Design at Humber College, sees it as a win-win: "Industry projects like this make the year far more interesting and valuable for the students." By assisting and guiding the class towards impressive results, not only did the volunteers give back to community, but the community gave back to them. As Lisa Blackburn, Sr. Manager, Project Management, Bayer HealthCare, Consumer Care says: "These students are our future. And that's something we all have a stake in."



Kipling Corner



Bayer gives students a brush with environmentalism

On December 2, 2008, an enthusiastic group of young artists assembled at Bayer Inc.'s head office for a unique celebration. The event: a showcase of paintings created by North Kipling Junior Middle School (NKJMS) students for the United Nations Environment Programme (UNEP) 18th Annual International Children's Painting Competition. At Philip Blake's invitation, 120 students gathered to present their entries as part of Bayer Inc.'s first-ever involvement in the global contest initiated by Bayer AG and UNEP. With 132 paintings on the theme of *Climate Change – Our Challenge*, NKJMS produced the largest Canadian submission to date.

Four of the students spoke on behalf of the school, among them grade-sixer Hadassai, who noted: "How we treat our environment today will surely come back to us in the future." Her belief was evident both in the artwork, and in the pride of all the students as they accepted participation ribbons from Bayer Inc.'s Leadership Team. A beaming NKJMS Principal Lesa Semcesen said: "Through our partnership with Bayer Inc., we're helping educate young people on climate change and measures they themselves can take to reverse it." It appears, with Bayer's support, they've already taken some brilliant steps.

Learn more about UNEP's 18th Annual International Children's Painting Competition at www.unep.org/tunza/children

From Human Resources to Humane Resources

For Aileen Rundell, HR Coordinator, coming to the aid of unwanted dogs is part mission, part passion. As board member and supporter of Southern Ontario Sheltie Rescue (SOS Rescue) – a member organization of K9 Rescue Me – Aileen helps in the group's fundraising and other efforts to provide homes and healthcare for abandoned Shetland Sheepdogs. Last year alone, the group rescued 44 Shelties and saved many from the harshness of puppy mills.

Through Bayer's Employee Matching program, Aileen's support goes even farther, an advantage she feels every Bayer employee donating to a cause should embrace. "Employees should definitely make use of the program," says Aileen, adding, "With Bayer getting to contribute to the community, and the organization getting extra funds, it's a win-win for all." In this case, that would include some very appreciative four-legged friends.



To apply for employee matching, visit the CR section on myBay.

greenmatters

Greening the bottom line

In 2008, Bayer became part of the Partners in Project Green, a growing community of businesses working together to create an internationally recognized eco-business zone around Toronto Pearson International Airport. As Leadership Team Sponsor of Bayer's *Green Matters* initiative, Ernie Springolo, Senior Country Division Head, Bayer MaterialScience, joined the partnership's steering committee, helping companies to reduce energy costs, discover green business opportunities and apply eco-thinking to everyday operations.

Stay tuned over the next few months as we announce new *Green Matters* initiatives and details about Environment Week 2009.

Community by Numbers

When it comes to CR at Bayer, 2008 was a year of big hearts and big numbers. Here's a snapshot of some of what we achieved through volunteerism, product/financial donations and global programs:

\$5,466

in employee matching requests

154,380

Cipro IV mini-bags donated for Zimbabwe cholera outbreak

\$100,100

given through 15 corporate donations

132

paintings created by NKJMS for the UNEP 18th International Children's Painting Competition

\$137,000

donated to the United Way

379

toys collected for Toy Mountain

Planet Bayer



Partnering for women's health, planning for healthier lives

Each year, millions of women in developing and emerging nations become unintentionally pregnant, many dying due to complications. Yet over 200 million would use family planning methods given the opportunity. Bayer helps provide that opportunity as a partner in the Reproductive Health Supplies Coalition. Last year the company – the first industrial partner in the coalition – supplied up to 110 million cycles of contraceptives for family planning programs, continuing Bayer's worldwide commitment to women's health.

For more information, visit www.bayer.com/en/Family-Planning.aspx

My Backyard

Clothes make the difference. Inspired by Bayer's commitment to CR, Anne Stevens, Bayer HealthCare Pharmaceuticals, Sales Force West, Vancouver, was seeking to involve her British Columbia team in the local community. The opportunity came in the form of Dress for Success and Working Gear – two organizations that help the disadvantaged seek employment by providing them with work-appropriate attire. Asking her team to donate gently-used professional clothes yielded 40 items for the cause. "I hope to continue contributing to the empowerment of these men and women," said Anne, proud of her team, and comforted to know that emptying one's closet can lead to a fuller life for others.

Service with a soul. Every day at the Calgary Drop-in and Rehabilitation Centre, lives are transformed. Last November 21, that included Bayer employees led by Sarah Schumacher, Business Relations Manager, Western Canada, Hematology.

Moved by the chance to give back to the community, the team prepared and served meals for the centre – an organization that provides shelter and food, and helps reintegrate people back into society's mainstream. "We ended up with an amazing team-building experience," Sarah recalls. For the 1,000 Calgarians served, it was also a hope-building one.



Cooking up community: Sarah Schumacher, Business Relations Manager, Western Canada, Hematology; Bayer HealthCare Pharmaceuticals, Sales Force West: Shannon Norris, Southern Alberta & Manitoba; Christine Daley Calgary SE; Mike Young, Calgary SW; Julie Mabee, Calgary SW

WHERE IT'S AT

Here's what's up for Bayer's CR volunteer opportunities and events over the next three months:

MARCH

- Help Fight Liver Disease Month
- National Colorectal Cancer Awareness Month
- National Kidney Month
- National Nutrition Month
- Red Cross Month

- NKJMS Breakfast Club, Homework Club
- March 8 International Women's Day
- March 10 United Way Bake Sale
- March 22 World Water Day

APRIL

National Cancer Month

- NKJMS Breakfast Club, Homework Club
- April 3 NKJMS Sports Clinic
- April 7 World Health Day
- April 17 Equality Day / World Hemophilia Day
- April 19-25 National Volunteer Week
- April 22 Earth Day / UNEP International Children's Painting Competition winners announced

MAY

Hepatitis Awareness Month Multiple Sclerosis Awareness Month

- NKJMS Breakfast Club, Homework Club
- May 3-9 North American Occupational Safety and Health Week
- May 7 NKJMS Science and Tech Day
- May 12 International Nursing Day / Canada Health Day
- May 15 International Day of Families
- May 21 United Way Car Wash and BBQ

CR Central

Bayer's corporate responsibility approach is built on four pillars.

Philanthropy Bayer forges community partnerships with charitable organizations, providing support such as financial contributions and employee volunteerism. We consider partnership candidates whose needs are seen to be among the greatest. Bayer also offers philanthropic resources to community initiatives in areas of health, wellness, science, innovation and education.

Employee Volunteerism Bayer dedicates employee time to our community partners, encouraging participation in partnership programs and events. Bayer also provides employees time off to volunteer for causes they personally support.

Employee Matching Bayer has a fund dedicated to matching employee contributions, dollar for dollar, up to \$200 per year for charitable initiatives they personally support.

Product Donations Each year Bayer works with partners such as Health Partners International of Canada (HPIC) donating thousands of dollars in health products towards humanitarian and disaster relief efforts internationally.

See how CR activities can fit your schedule by checking out the new CR Calendar on myBay.



For more information on how to get involved in Bayer Inc.'s CR program, contact Tiana DiMichele, Business Communications Specialist, at tiana.dimichele.b@bayer.com or at phone extension 5240.