

New Balance Athletic Shoe, Inc.

Corporate Giving Guidelines

Working to achieve new balance®

New Balance Athletic Shoe, Inc. manufactures and markets width-sized athletic performance footwear and apparel for women, men and children. With worldwide headquarters in Boston, Massachusetts, the company has more than 1,900 associates around the world.

At New Balance, we feel it is our responsibility as a member of the community to support effective charitable organizations who perform humanitarian services for the betterment of our children and our society. Through the New Balance Corporate Giving program, we support organizations that emphasize local outreach efforts, the involvement of community, and children's initiatives that benefit the communities in which our associates live and work. As with our other endeavors, New Balance focuses its funding on programs that relate to our strategic direction and reflect our Core Values B Integrity, Teamwork, Total Customer Satisfaction.

AREAS OF GIVING

Scholar/Athlete

New Balance supports academic and fitness programs at the elementary, secondary and undergraduate levels that encourage learning, integrate curricula and recognize fitness as a vital link in a balanced, healthy lifestyle. At New Balance, promoting fitness and active lifestyle isn't limited to involvement in traditional sports. Recognizing that athleticism and discipline is required for many other activities, such as ballet and contemporary dance, broadens the definition of sport to include individuals of diverse interests and abilities.

Arts/Sciences

New Balance believes in the lifetime benefits of balanced learning which challenges the mind as well as the body. Supporting cultural, arts and science programs which reach out to under served communities and blend fun with related educational programming, offers opportunity where it might otherwise be unavailable. It is our hope that by promoting programs in the fields of arts and science that future generations will be better prepared to sustain the needs of the global community in which we all live.

Medical/Health/Human Services

Community relations at New Balance is extensive and diverse. Contributing to the health and well being of our New Balance associates and local residents is of utmost importance. In

some of our geographic regions, there is only one hospital serving the community and therefore, our commitment to these health care facilities is even more necessary. We also believe in giving back by supporting health care and human service programs that assist individuals and families who would otherwise be unable to afford it.

Community Development/Improvement

As a member of the community, New Balance seeks to support programs that improve quality of life and that provide sustainable solutions to key community issues. Effective programs intersect the company's mission and values, associate interests and values and community needs.

CRITERIA

Consideration is given to organizations and pursuits which complement New Balance associate involvement and the areas of giving listed above.

Each organization is limited to one grant per year.

Petitioning organizations should have proven continuity; effective leadership and administration; and active, diverse boards.

Previous funding should not be considered as precedence for continued support.

Note: New Balance Athletic Shoe, Inc. would like to fulfill all the requests we receive. Unfortunately, we receive many more appeals for support than we are able to satisfy. While requests for contributions may match the company guidelines, appropriation should not be assumed.

RESTRICTIONS

Funding is not considered for the following:

Political parties, associations and candidates or advocacy groups

Individual pursuits

Capital campaigns

Team sponsorships and sporting events

Film or television underwriting

Organizations that discriminate by race, creed, gender, sexual orientation, age, religion or national origin.

Application for the following may be sent to our Marketing Promotions Group:

Team Sponsorships or Sporting Events

Film or Television Underwriting

APPLICATION PROCEDURE

Requests must be made in writing and are accepted throughout the year. **The Corporate Giving program operates on a calendar fiscal year.** A letter of up to two pages is usually all that is necessary. The following should be included:

- A brief description of the organization and its goals.
- A description of the project and the population to be served, related time frame and budget.
- The amount requested and how it will be used.
- If the request is from a non-profit organization, a copy of the organization's most recent tax exempt letter under section 501 (c)(3) of the Internal Revenue Code.
- Brief information which indicates the stability of the organization, such as a list of board members and other funders that have supported the organization.
- How the outcome of the program/project will be shared with the community.
- How New Balance Athletic Shoe, Inc. will be recognized.

Please submit requests to:

New Balance Athletic Shoe, Inc.
Corporate Donations
20 Guest Street
Brighton, MA 02135-2088

“We must be prepared today for the responsibility that comes with prominence.”

Jim Davis, Chairman and CEO
New Balance Athletic Shoe, Inc.
October 15, 1998