A Common Goal Drives Our Aspirations

P&G and the Hispanic Community
Dear Friend:

As Procter & Gamble’s customers, suppliers and employees become more and more diverse, our success increasingly depends on understanding the communities where we live and work, and reaching out to people from all walks of life. That is why for many years now we have developed and supported initiatives to help enrich the lives of Hispanics in our community in everyday ways. You’ll find evidence of this commitment throughout our company and in all areas of our business – from our headquarters in Cincinnati, to our manufacturing plants, regional offices, and the neighborhoods where our customers and employees live.

P&G is committed to staying in touch with the needs and issues that matter most to Hispanics. In fact, we strive to understand and meet the needs of all communities - a tradition started with our founders, William Procter and James Gamble. And we are proud to be a partner to the Hispanic community – touching and improving lives today, tomorrow and for generations to come.

Sincerely,

A.G. Lafley
Chairman and Chief Executive
Procter & Gamble
Dear Partner:

Over the last half century, Procter & Gamble’s support of programs in the Hispanic community has steadily grown. Today, the vision and collective actions of our leadership and employees make P&G a positive influence, impacting those who aspire to a better life. The examples found in this booklet are but a few of the many ways in which P&G touches and improves the lives of Hispanics across the country.

Our long-standing relationship and commitment to the Hispanic community is evident in product innovation and marketing programs we develop that benefit the lifestyles, customs and experiences of Hispanics in the United States. That makes us very proud, but our commitment has to extend beyond, to help provide more opportunities and improve life for Hispanics everywhere. Through new initiatives, community partnerships and volunteerism, P&G is making a difference, supporting Hispanic education and health, expanding workforce and supplier diversity, and proactively reaching out to the Hispanic community in a variety of ways.

But we couldn’t do it without you and your support. Together we can look forward to another half century of achievement and success for Hispanics!

Sincerely,

Edgar Sandoval
General Manager, North America Marketing and Multicultural Business
Procter & Gamble
P&G and the Hispanic Community
some milestones along the journey

**Understanding**

1961
P&G airs its first Spanish language TV commercial in the United States, becoming one of the first major corporations to advertise on Spanish International Network (SIN) which later became Univisión.

1965
Secret® is the first P&G brand to conduct product sampling directly to Hispanics via new immigrant gift baskets in Miami. Now as then, Hispanics love the fragrances of Secret!

1984
Through major sponsorship of TV programs during the 1980s, P&G supported new programming for U.S. Hispanics like *Cocina Crisco, Nuestra Belleza* and *Sábado Gigante*.

2002
Gain® Hispanic Advertising campaign wins EFFIE Award by the New York American Marketing Association for “Most Effective Ad Campaign.”

2003
Crest® becomes the first P&G brand that airs a Spanish language commercial during a nationally broadcast television event, the 45th Annual Grammy Awards, which reaches a general audience.

2004
Tide® launches *Tropical Clean/Limpio Tropical* especially created with Hispanic consumers in mind.

2005
Always® develops Always Fresh, a scented line product extension to help fulfill the Hispanic woman’s needs for comfort and freshness.

Hispanic girl Enya Martinez is selected as the next Crest Kid featured in the brand’s iconic *Look, Mom - No Cavities!* advertising campaign, which debuted in People magazine to celebrate Crest’s 50th birthday.

2006
Pantene Pro-V® introduces three new products to the Extra Straight/Extra Liso collection previously launched in 2005, uniquely designed to help Hispanic women tackle frizz and sport the smooth hair they covet.

2007
The Tide® *Thank You Serenades* program was awarded the PRNews’ Platinum PR Award for Best Multicultural Campaign.

Tide was the Gold winner in the Ninth Annual Hispanic Creative Advertising Awards under the newspaper ad category for its “Stains Attack” advertisement.
Commitment... Through Understanding

What started with the first airing of a Spanish language TV commercial in 1961 for KWEX in San Antonio has evolved into a major corporate commitment to the Hispanic market, highlighted by the creation of the Multicultural Business Development Organization (MBDO) in 1999. This group of more than 90 professionals invests its time and energy in understanding and meeting the needs of Hispanics, African-Americans and other ethnic groups in the United States. More importantly, the MBDO is proving to be a fertile ground that helps P&G build diversity and human resources in all areas of the company.

Out of this understanding have emerged a number of dedicated community programs spearheaded by some of America’s most respected brands. Crest Sonrisas Saludables 2010, Tide Soccer Renueva tus Canchas, and Pampers Así Debo Crecer are all making a difference by addressing the critical issues of dental health, community infrastructure, and early childhood development.

But our commitment doesn’t stop there. In 1999, P&G launched avanzando con tu familia, a multi-brand community outreach initiative to help advance the home life, traditions, education and health of Hispanics in our country. Partnerships with organizations as the National Council of La Raza (NCLR), League of United Latin American Citizens (LULAC) and Hispanic Scholarship Fund (HSF) extend our support to the community.

And to celebrate the beauty, health and lives of Latinas in the United States, the Totalmente Latina Tour has visited seven Hispanic markets for the past two years, empowering Hispanic women and reinforcing the importance of total wellness for them and their families.

“Through its continuous support of the Hispanic Scholarship Fund, Procter & Gamble has demonstrated its commitment to the success of latinos and to the economic future of this country.”

Frank Alvarez
President and CEO
Hispanic Scholarship Fund
Caring

1988
P&G begins long-term partnership with Liga Contra el Cáncer, a non-profit organization in South Florida that provides free medical care to the underserved community. In 2002, P&G donates “The Vehicle of Hope” to help spread the word about the importance of early detection in the fight against cancer.

1997
Su Casa Hispanic Center opens thanks to a grant from P&G Fund to help new immigrants become self-sustained, productive members of the Cincinnati community.

1999
The avanzando con tu familia program is launched to provide Latinos information in the areas of vocation and formal education, health, home and traditions. The avanzando con tu familia® magazine reaches more than three million Hispanic households throughout the U.S.

P&G began sponsoring the LULAC National Educational Service Centers (LNESC) Young Readers Programs, created to instill a love for reading in children at an early age and ensure their success in school. The company currently supports six programs in Dallas, Corpus Christi, Miami, Chicago, Los Angeles and Cincinnati. To date, P&G has impacted the lives of more than 800 children.

2000
Tide Soccer supports inner city youth programs by refurbishing playing fields in low income neighborhoods.

The Crest Healthy Smiles program is introduced to provide oral care educational tools and greater access to dental professionals to help improve the oral health of more than 50 million inner city youth by the year 2010.

2001
Fondo P&G is established to support community, non-for profit organizations. To date, Fondo P&G has donated more than $410,000 to 28 nonprofit organizations in Puerto Rico, touching the lives of more than 870 women and 145 children of limited resources and motivating the creation of approximately 60 small businesses, such as bakery shops, housekeeping companies, and child care centers, among many others.

2002
Pampers® As I Grow/Así Debo Crecer is designed as a groundbreaking educational program that empowers parents to monitor their children’s growth at critical development stages.

2005
Crest partners with superstar Dayanara Torres and the Hispanic Dental Association in a national campaign to raise awareness about proper oral health during Children’s Dental Health Month.

P&G and its Tide brand, with the support of Dr. Marcel Deray, Director of the Sleep Disorders Center at Miami Children’s Hospital launch Sweet Dreams (Dulces Sueños), a national campaign for Hispanic parents to help their children achieve a more satisfying sleep.

2006
P&G and its Tide brand join forces with National Latina Organization MANA to empower Hispanic women for a better future with the Tide Thank You financial literacy workshops.

P&G and its Dawn® brand join forces with Dr. Elsa Murano, former USDA Under Secretary and top food safety official, in a national campaign to educate Hispanic consumers on how to handle and store food safely.

2007
Dawn Botanicals implemented the initiative “Mujer Extraordinaria Dawn,” a comprehensive local campaign focused in Houston and San Antonio to honor extraordinary efforts of women in ordinary, day-to-day household dynamics. The program searched for women whose personalities were in line with the three product presentations: Refreshing, Uplifting and Soothing.
At P&G we care especially for those members of our community who need help in opening the doors of opportunity, in accessing better healthcare options or in simply having someone there to help carry the load. As such, we have made a commitment to support better education and healthcare for Hispanics, and to encourage our employees to give back to the communities in which they live and work.

Thanks to P&G’s contributions of more than $1.8 million to the Hispanic Scholarship Fund (HSF) in the past 32 years, hundreds of college students have had the opportunity to obtain an education that they might not have otherwise been able to afford. And because we believe that learning cannot take hold without a proper foundation, we have helped LULAC National Educational Service Centers establish 40 Young Readers Programs across the country during the past eight years.

Nurturing promising talent and developing potential is important at any age. P&G offers employees the chance to make a difference through mentoring programs that target high-risk kids to encourage them to stay in school, while several of our employees serve on the advisory boards of organizations, such as the National Society of Hispanic MBA’s (NSHMBA) and the Society of Hispanic Professional Engineers (SHPE) that aim to build Hispanic participation in higher education.

While we help prepare Hispanics for a more rewarding life, we also want to contribute to making it a longer and healthier one. P&G partnerships with Liga Contra el Cáncer in Southern Florida and City of Hope in Southern California provide information to create awareness and help fund research and care for Hispanic patients who live with the burden of cancer. These are but a few of the ways in which we support the well-being of Hispanics in the United States.

“P&G gave us the wheels to bring hope and resources to cancer patients.”

Adriana Cora
Executive Vice President of
Liga Contra el Cáncer
Southern Florida
Diversity

1963
Former CEO Howard Morgan initiates a diversity effort which later leads to P&G implementing Affirmative Action Plans across all organizations in 1965.

1972
The Supplier Diversity Program is launched at P&G to identify and work with minority-owned businesses. Over the next thirty years, the initiative grows from six to nearly 1,200 minority business suppliers, reaching an annual spending of $1.9 billion in 2008 with minority and women-owned suppliers.

1985
P&G Consumer Relations begins offering bilingual services and promotions.

1998
The North America Talent Supply Diversity Recruiting Organization is created to enable the growth of diverse talent in P&G.

1999
The Multicultural Business Development Organization (MBDO) is created and P&G becomes one of only a few corporations to have an entire division dedicated to meeting the needs of U.S. Hispanic and African-American consumers.

2004
P&G received the prestigious TAMACC (Texas Association of Mexican American Chamber of Commerce) Chairman’s Legislative Award for its role in the University of Michigan’s Affirmative Action stance.

P&G is recognized by Diversity Inc. as one of the top 50 companies promoting diversity among their employees and suppliers.

2005
P&G launches its first website to provide multicultural information to external audiences and ethnic consumers.

2006
The Hispanic Leadership Team hosts its first Latinnovation event, which was created to highlight the achievements and support the business goals of the P&G Hispanic community as well as to continue improving retention levels of Latino professionals for the company in the U.S.

2008
For the tenth consecutive year, P&G was selected by LATINA Style as one of the top 50 companies for Latinas to work for in the U.S.
More than 1,200 minority and women-owned firms have become part of the extended Procter & Gamble family through P&G’s Supplier Diversity Program. To help small businesses grow into successful companies and to nurture entrepreneurs into mentors and community leaders, P&G met its goal of $1.9 billion in spending with minority and women-owned businesses in 2008.

Through its national network of partnerships with educational organizations, business groups, and community groups, P&G supports small businesses and provides opportunities for them to grow.

As a company, we have assembled one of the most diverse workforces in corporate America. By offering opportunities and avenues for advancement, P&G has been repeatedly recognized as a great place to work by its employees and peers – earning the company high rankings on Fortune’s Best Companies for Minorities List, Fortune’s Most Admired Companies List, LATINA Style’s 50 Top Companies for Latinas to Work for, Hispanic Magazine’s Top 100 Corporations to Work for and Diversity, Inc.’s Top 50 Companies Promoting Diversity Among Their Employees and Suppliers. P&G also recruits at professional conferences such as the National Society of Hispanic MBA’s (NSH MBA), and the Society of Hispanic Professional Engineers (SHPE) and maintains mentoring programs for minority and female employees. Our practice is to promote people from within the company.

P&G empowers Hispanics by sponsoring business training for minority and women-owned firms, by employing a number of HSF alumni and by providing internship opportunities through INROADS, a career development program for talented minorities.

“A very positive and far reaching effect on Hispanics and higher education occurred when Procter & Gamble wrote a friendly letter to the Supreme Court supporting the use of Affirmative Action in the admissions policy of the University of Michigan. By doing so Procter & Gamble enhanced the educational opportunities of Hispanic Americans and strengthened the future economic development of the United States.”

Joe Lopez
Immediate Past Chairman of the Board
Texas Association of Mexican-American Chambers of Commerce
Strength... 
Through Partnerships

We have high aspirations for our relationship with the Hispanic community, and our progress towards that goal can be measured in large degree by the partnerships we have developed over the years. Procter & Gamble has worked across the country supporting national, regional and local organizations that benefit Hispanic-Americans. Some include:

- American Advertising Federation – Business Practices Leadership Council
- Boys & Girls Club
- City of Hope
- Consortium for Graduate Study in Management
- Emma L. Bowen Foundation for Minority Interests in Media
- Hispanic Association on Corporate Responsibility (HACR)
- Hispanic Chamber of Commerce of Greater Cincinnati
- Hispanic Dental Association Foundation
- Hispanic Scholarship Fund (HSF)
- INROADS, Inc.
- League of United Latin American Citizens (LULAC)
- Liga Contra el Cáncer
- LULAC National Educational Service Centers (LNESC)
- Mexican American Engineering Society
- Minorities in Mathematics, Science & Engineering
- Minority Women’s Health Initiative
- National Council of La Raza (NCLR)
- National Hispanic Corporate Council (NHCC)
- National Society of Hispanic MBAs (NSH MBA)
- SER Jobs for Progress, Inc.
- Su Casa Hispanic Ministry
- The Society of Hispanic Professional Engineers (SHPE)
- United Nations Youth Organization
- United Way
- U.S. Hispanic Chamber of Commerce (USHCC)

“Procter & Gamble’s investment in young people is a testimony of its commitment to the education of our future business leaders.”

Richard Roybal
Executive Director
LULAC National Educational
Service Centers
Rewards... Through Respect

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Gain®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, and Braun®. The P&G community consists of 138,000 employees working in over 80 countries worldwide. Please visit http://www.pg.com for the latest news and in-depth information about P&G and its brands.
Touching lives, improving life. P&G