



COMMUNITIES

We aim to use the power of our creativity and voice to create healthy and vibrant communities.

WHO'S IN CHARGE?

Most of our charitable giving and pro bono work is managed within our companies, based on their values and their employees' passions. At a global level, we work with partners, including the UN, to drive sustainability at scale.

IN THIS SECTION

GIVING CREATIVITY BACK AT SCALE

Our approach to investing in communities, including our support for the WHO and an update on our racial equity programme.

WHAT WE GAVE IN 2021

Breakdown of our social investment.

VOLUNTEERING

Encouraging our people to volunteer their time and skills.

SOCIAL IMPACT

Increasing charity and NGO impact through pro bono support, including Common Ground and our partnership with UN Women.

HOW ARE WE DOING?

- \$9.3m** allocated to inclusion programmes as part of our commitment to invest \$30m over three years.
- 10,000** vaccines donated to celebrate the launch of the \$5V campaign to fund Covid-19 vaccines for lower-income countries.
- £257m** wider social benefits of pro bono work, charitable donations and free media space (2020: £649m).

THE HOMELESS BANK ACCOUNT

To help HSBC UK reconnect the homeless back into society.

OFFER
COMMUNICATIONS
DATA

AGENCY
WUNDERMAN THOMPSON,
LONDON

CLIENT
HSBC UK

Rates of homelessness in the UK have skyrocketed in the past ten years. Figures from Shelter, a charity focusing on homelessness and housing justice, show that more than 274,000 people are homeless in England – the equivalent of every 1 in 206 people.

Traditionally, banks require photo identification and proof of address to open an account. But these are documents that many people experiencing homelessness may no longer have. HSBC UK wanted to help reconnect these people back into society, so the bank along with national and local homelessness charities, including Shelter, launched a ground-breaking new initiative. The No Fixed Address service provides bank accounts for people without a fixed address – the charities provide the referral and act as an identity verifier for the individual and HSBC UK provides the bank account. To raise awareness of the service, Wunderman Thompson launched an out-of-home campaign using data to pinpoint locations with the highest levels of homelessness that were also in close proximity to an HSBC UK branch that offered the service.

What started out in two branches has spread to 185 branches nationwide – with HSBC now partnering with over 200 local charity partners who can act as an identity verifier. HSBC UK has laid the groundwork for a platform to encourage other big banks to embark on a similar mission. During the two-week campaign, uptake of HSBC UK's No Fixed Address bank accounts grew by 52%. The donations generated from the campaign's QR code helped Shelter get over 100 people off the street, with one in five scanners signing up to become regular donors. And it has impacted positively on the brand too, contributing to positive growth in brand associations.

100
people off the street

52%
growth in HSBC UK's
'No Fixed Address'
bank accounts

12%
more people agreed
that 'HSBC UK cares
about customers'

Awards
Cannes Lions,
Gold Epica Awards,
Grand Prix



IF YOU'RE IN TEMPORARY ACCOMMODATION, HOW DO YOU FIND A PERMANENT HOME FOR YOUR MONEY?

HSBC UK is working with local charities to provide bank accounts for people without a fixed address, helping to break the cycle of financial exclusion.

Search HSBC UK No Fixed Address. Together we can build the new different.

Shelter | HSBC UK

Together we thrive



INVESTING IN COMMUNITIES

We aim to use the power of our creativity and voice to support healthy and vibrant communities.

We can help boost the impact of charities and non-governmental organisations (NGOs) by providing marketing and creative services, often on a pro bono basis (for little or no fee). Our pro bono work and social investment can also support progress toward the UN Sustainable Development Goals.

This work is mutually rewarding. While enabling our voluntary sector clients to raise money and awareness, recruit members and achieve campaign objectives, pro bono work also provides opportunities for our people to work on fulfilling, impactful and sometimes award-winning campaigns that raise the profile of our companies.

GIVING CREATIVITY BACK AT SCALE

The work we do has the power to bring about change – in the way people feel, the way they think, and the way they behave. We encourage our people to use their creativity and expertise to support the local causes they are passionate about, and we have a long tradition of pro bono work covering a range of issues from the arts, to conservation, health and human rights. At the same time, WPP is proud to partner with the United Nations, including the World Health Organization and UN Women, to provide our skills in creativity, communications, data and technology to help effect positive change for society.

WORLD HEALTH ORGANIZATION

During the pandemic, WPP has worked with governments, commercial clients, NGOs and international health bodies to produce public awareness campaigns to help limit the spread and impact of Covid-19. We have been proud to partner with the World Health Organization (WHO) and WHO Foundation on a pro bono basis.

In the early days of the pandemic, common messages (such as wash hands or stay inside) were critical to limit the spread and impact of Covid-19. But there was no one media that could reach everyone. So WPP adopted a media-first approach: GroupM secured media inventory, working with Wavemaker to determine where and how to deploy that inventory for maximum impact, then a creative agency worked alongside Hogarth to produce relevant content for a local WPP media agency to deliver.

This global-local approach allowed us to create made-for-market campaigns which reached tens of millions of people across 167 countries in more than 20 languages. For example: a Weibo campaign reached over 300 million people in China; in Africa, telco partners sent more than two million public health SMS messages every day; and in Western markets, TV and digital connected with hundreds of millions.

We continue to support the WHO Foundation with their vaccine fundraising initiative (see page 46).

RACIAL EQUITY PROGRAMME

In 2021 we committed \$9.3 million in inclusion programmes as part of WPP's commitment to invest \$30m over three years to use the power of creativity to build more equitable futures for our people and communities impacted by racism.

We are committed to funding initiatives that will deliver immediate results while also laying the foundation for meaningful and sustainable change.

Our Racial Equity Programme was crafted across three pillars, encompassing our internal initiatives, pro-bono work, charitable donations, free media value and longer-term market-specific programmes led by our operating companies:

- 1. Investment in internal equity and inclusion initiatives** such as Elevate – an initiative supporting the advancement of high potential Black female employees – and Next Gen Leaders – a virtual learning series generating a pipeline of creative and operational talent. Pillar 1 also includes our efforts in hiring, retaining, developing and promoting talent to ensure that our employees reflect the diversity of the communities and markets within which we work.
- 2. Creative use of media value and pro bono work** in support of non-profit organisations and charities with antiracist objectives, such as GroupM UK's extraordinary campaign for the Stephen Lawrence Day Foundation to support National Stephen Lawrence Day on 22 April. Pillar 2 also includes charitable giving and our Donation Match Programme. WPP will match employee donations to over 90 pre-selected organisations that are fighting racism, developing minority talent, and addressing issues that affect racially and ethnically marginalised communities. Employees can donate up to \$1,000 per person, to a total of \$1 million.

3. Funding for "bold, audacious and creative" initiatives that will create meaningful and lasting change in racial equity around the world. In 2021, we allocated \$5.1m over three years to programmes ranging from providing training to encourage racially marginalised groups to enter our industry, to supporting efforts to create structural and systemic change to advance racial equity benefiting wider parts of society. Find out more about the first round of projects on page 47.

\$9.3 million

allocated to inclusion programmes as part of our commitment to invest \$30m over three years: **\$5.9 million** invested in 2021 and a further **\$3.4 million** committed

⦿ This metric was subject to independent limited assurance procedures by PricewaterhouseCoopers LLP ('PwC') for the year ended 31 December 2021. For PwC's 2021 Limited Assurance report and the 'WPP Sustainability Reporting Criteria 2021' for assured metrics, see page 58.

WHAT WE GAVE IN 2021

Our pro bono work was worth £7.6 million (2020: £12.6 million), for clients including UN Women and the World Health Organization.

We also made cash donations to charities of £4.8 million (2020: £4.3 million), a small increase year-on-year.

During the year, WPP matched employee donations to a number of causes including our India Covid-relief fund (see page 28), Go Give One Campaign (see page 46) and Racial Equity Donation Match Programme (see page 44).

Our pro bono work, combined with cash donations, resulted in a total social investment of £12.4 million (2020: £16.9 million), equivalent to 0.9% of headline profit before tax (2020: 1.6%).

WPP media agencies negotiated free media space worth £17.3 million on behalf of pro bono clients (2020: £59.3 million). Our total social contribution, taking into account cash donations, inclusion programmes, pro bono work, in kind contributions and free media space, was £41.0 million (2020: £76.2 million). This year-on-year decrease brings our contribution back in line with pre-pandemic levels: in 2020, free media space was unusually high as we supported public health campaigns to help limit the impact of the Covid-19 pandemic.

VOLUNTEERING

In addition to providing donations and pro bono services, we encourage our people to volunteer their time.

Our agencies provide volunteering opportunities for our employees. For example, to mark its Foundation Day, VMLY&R continued its annual tradition and ceased normal business operations for a day in September to give more than 12,000 employees around the world the opportunity to support causes and non-profit organisations of their choice through volunteer projects. Each VMLY&R full-time employee has 16 hours of paid volunteer hours – in addition to Foundation Day – to take advantage of annually.

SOCIAL IMPACT

Our support helps charities and NGOs to continue to grow their work in critical areas such as improving health and education, reducing inequality and protecting human rights. Pro bono work is often worth more than an equivalent cash donation as it raises awareness of our partners' work while helping to increase donations, recruit members, change behaviour and achieve campaign goals.

We have conducted research to quantify this wider impact. Our most recent analysis shows that in 2021 our pro bono work created wider social benefits worth £110 million (2020: £108 million). This includes, for example, the impact of charities being able to improve health and wellbeing in communities. Adding in our charitable donations and free media space as well as our pro bono work, the wider social benefits created in 2021 were worth an estimated £257 million (2020: £649 million), a significant decrease versus 2020 as investments, particularly in free media space, returned to pre-pandemic levels.

i Find out more in Quantifying our impacts, pages 13 and 14

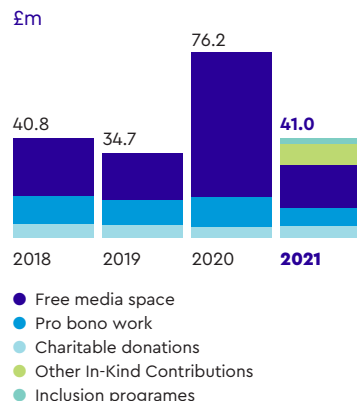
COMMON GROUND

Good communications are essential to bring about the shift in attitudes and behaviour needed to end extreme poverty, inequality and climate change by 2030 through the UN Sustainable Development Goals. Common Ground is a collaboration between the world's six largest advertising and marketing services groups and the United Nations, created to serve that purpose.

WPP's focus is on gender equality (Goal 5). We partner with UN Women to tackle gender stereotypes in the media and promote equal opportunities for women and girls.

Through our collaboration with UN Women we have set a new agenda for utilising our pro bono work to further equality through creativity. This year, we launched #ActForEqual on International Women's Day to mobilise people and businesses ahead of UN Women's Gender Equality Forum.

TOTAL SOCIAL CONTRIBUTIONS



£257m

wider social benefits from pro bono work, charitable donations and free media space in 2021 (2020: 649m)



WHO FOUNDATION

We aren't safe until we're all safe.

It costs \$5 to vaccinate someone against Covid-19, but much of the world still lacks access. So WPP partnered with the WHO Foundation to create and deliver Go Give One, a fundraising campaign with no borders which calls on everyone, everywhere to play their part in helping to vaccinate the world by donating the price of a coffee for a shot that could save someone's life.

The money raised goes to the Gavi COVAX AMC, which funds Covid-19 vaccines for lower-income countries, helping protect those who need vaccines the most.

To celebrate the campaign launch, WPP donated 10,000 vaccines on behalf of our clients, and is matching every \$5 vaccine bought by our own people.

Go give one and help fight vaccine inequity at gogiveone.org



RACIAL EQUITY PROGRAMME

Our Racial Equity Programme brings WPP's wider commitments and actions to life to help combat racial injustice and support racially and ethnically marginalised talent for our people and communities.

In June 2021, we invited our agencies in four of our top ten markets (Brazil, Canada, the UK and United States) to apply with bold, audacious and creative initiatives to advance racial equity. We selected these countries in the first round based on their histories of public and progressive discourse around race and legal frameworks that make measuring progress possible. The next round of funding will open to all countries in which we operate.

All first-round applications were independently assessed by employees who volunteered as peer reviewers from different operating companies in those markets. The rigorous assessment criteria prioritised a definitive commitment to advance racial equity, measurable impact on a specified target audience, and sustainable design. Proposals with the highest aggregated scores were shortlisted and reviewed by the Commissioning Council through a short pitch process.



For a full list of successful projects, visit wpp.com/racialequityprogramme



EFFECTIVELY ENGAGING BLACK, ASIAN AND MINORITY ETHNIC CONSUMERS

COUNTRY
UK

AGENCY
GROUPM, OGIIVY, WPP ROOTS

COMMUNITY IMPACT
BLACK, ASIAN AND MINORITY ETHNIC PEOPLE

This pioneering research project will break boundaries by ensuring we are wielding our talents both for business growth and meaningful inclusivity in our industry, with clients and for consumers. Avoiding stereotypes, homogenisation or anecdote, we will be applying all the marketing and creative talents we have to gain deep meaningful data-driven insights into what it actually means to be a Black, Asian or Minority Ethnic consumer in the UK today.



HEALTH4EQUITY

COUNTRY
UNITED STATES

AGENCY
WUNDERMAN THOMPSON HEALTH

COMMUNITY IMPACT
BLACK, INDIGENOUS AND PEOPLE OF COLOUR COMMUNITIES IN THE UNITED STATES, UK AND BRAZIL

This project formalises the Health4Equity Centre of Excellence, focused on internal organisational development and external impact via cultivating meaningful partnerships and producing innovative programming for lasting societal progress against multiple racial health inequities.



SOMA+

COUNTRY
BRAZIL

AGENCY
AKQA

COMMUNITY IMPACT
BLACK, INDIGENOUS AND LOW-INCOME STUDENTS IN BRAZIL

The SOMA+ platform is an official partner of UNICEF 1MiO and is focused on three pillars: education, internship, and transformation.

Education: 1,000 recent graduates of public universities serving students from different regions in Brazil to receive online classes in production, strategy and creative.

Internship: Five students will be selected to work in AKQA São Paulo's office for nine months and receive mentoring and career development.

Transformation: In the final two months, students will develop a project identifying adversities they see in the world and proposing a creative argument and possible solution to that through the lens of communications.

