



do more
feel better
live longer

A photograph of a woman with dark curly hair, wearing a white shirt and gold hoop earrings, smiling warmly while holding a young child. The child is wearing a teal shirt and looking towards the camera. The background is a warm, textured wall. A large, semi-transparent orange oval is overlaid on the bottom left of the image, containing the title text.

**Employee Volunteering
Annual Report
2019-2020**

Zina
2019 PULSE Volunteer



Photo by Karolina
2019 PULSE Volunteer

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Methodology

This annual report summarises the impact of our corporate volunteering schemes. The qualitative data cited in this report has been gathered through testimonials and case studies from volunteers, non-profit partners and our key GSK stakeholders. The quantitative data has been collected from surveys conducted on volunteers, GSK line managers and non-profit partners.

CEO's statement

Our company has an important purpose: to help people do more, feel better, live longer. Volunteering enables our employees to support society's most pressing needs and, in return, develop and enrich themselves.

Since we launched PULSE, our flagship volunteering programme, in 2009, 814 employees have volunteered with 127 non-profit organisations at home and abroad. These PULSE volunteers have created positive, sustainable change in communities all around the world. They role model our expectations of courage, accountability, development and teamwork, building trust within and outside the company.

When PULSE volunteers return to GSK, they are more confident, resilient and better leaders who bring fresh perspectives and outside ways of working to their roles as a result of their experience.

Emma Walmsley
Chief Executive Officer



About GSK

We are a science-led global healthcare company whose purpose is to help people do more, feel better and live longer.

In 2019, we had 99,000 employees across 95 countries within our Pharmaceuticals, Vaccines, and Consumer Healthcare businesses, which together generated a combined turnover of £33.8 billion.

We are driven by our purpose and our goal is to become one of the world's most innovative, best-performing and trusted healthcare companies. Our long-term priorities are designed to create lasting value for patients, consumers and shareholders.

We invested £4.6 billion in R&D in 2019 focusing on science related to the immune system, human genetics and advanced technologies.

Our values and expectations define our culture.

Our Values

Patient focus
Transparency
Respect
Integrity

Our Expectations

Courage
Accountability
Development
Teamwork



99,437
employees



£4.6bn
R&D investment

GSK's approach to volunteering

Our commitment is to extend volunteering opportunities to employees across GSK, enabling employees to volunteer with non-profit organisations in the communities we live and work in. At GSK, we believe that when employees feel their best, they perform at their best. We view volunteering as a way for our employees to keep growing their skills and capabilities, as well as feel good about giving back to local and global communities.

We aim to achieve this commitment through our two flagship volunteering offerings: Orange Day and PULSE.

Orange Day

Orange Day allow every GSK employee 1 day (up to 8 hours) to volunteer with a non-profit organisation on a local community project. An employee can complete either a hands-on or skilled-based volunteering activity and many employees chose to undertake their Orange Day as part of a team-building opportunity. Typical activities include community clean-up projects or painting and gardening at local schools or care homes.



PULSE

PULSE is GSK's skills-based volunteering opportunity for eligible employees to step away from their role at GSK for three to six-months to work full-time with a non-profit organisation. Employees draw on their professional skills to provide skilled-services to meet a need, challenge or opportunity faced by the non-profit partner. They immerse themselves in a new working environment to enhance the capabilities of colleagues and serve patients and beneficiaries. In return, they develop their own skills and capabilities to bring back to GSK.



Orange Day 2019

Orange Day is a great way to engage employees, while giving them an opportunity to give back to their local communities.

Here are some examples of different Orange Day activities completed in 2019 from around the world:

Costa Rica

In the Cartago province in Costa Rica, 200 employee volunteers split into three groups. Together, they collected 1.5 tonnes of trash, planted around 150 new trees as part of a reforestation project, and painted 4 classrooms at a local school.



United States

Between August and December 2019, our Rockville Biopharm colleagues undertook 8 Orange Days to support their local communities, including:

- Cooking meals for the Montgomery County Coalition for the Homeless;
- Hosting dinner and a bingo party at the Interfaith Works shelter;
- Sorting goods at a local foodbank and helping their fundraising efforts;
- Loading trucks of school supplies and backpacks for the Homeless Coalition Back-to-School fair; and
- Gleaning over 1200 pounds of apples for 2 food pantries and shelters in their local county

Denmark

In Denmark, colleagues spent the whole day at the Julemærkehjemmet, a charity helping children who have social disabilities. Employees spent the day gardening around the local grounds and painting playground equipment for the children. They finished the day out by playing ball games: kids against adults.





South Africa

30 volunteers supported the SOS Children's Village, south of Johannesburg, participating in activities such as painting, gardening, building wooden benches and packing goodie bags for children. SOS Children's Village provide family strengthening programmes and community centres, building families for children in need and helping children strengthen their futures.

India

105 volunteers in India partnered on a campaign to eliminate lymphatic filariasis, working with 200 families, 2 hospitals, 5 schools and colleges, as well as 10 local communities to support Morbidity Management and Disability Prevention (MMDP). The aim of the campaign was to encourage people to take preventative treatment through Mass Drug Administration (MDA) to reduce lymphatic filariasis cases across India.



United Kingdom

Employees from our Pharma Digital Data and Analytics and Tech teams completed their annual Orange Day painting and refreshing the building at the Springhallow Sixth Form in preparation for the enrolment of their first ever cohort of sixth form students with autism.



PULSE 2019

PULSE allows GSK employees who have been with GSK more than 3 years and who are sponsored by their line managers to spend 3 to 6 months away from their day jobs to volunteer with a non-profit organisation, either in their home country or internationally. Each assignment is aimed at tackling an opportunity or problem faced by partners, supporting them to fill a talent gap in their organisation.

Since 2009,

814



PULSE volunteers

from

65



countries

have worked with

127



non-profits



based in



77

countries

PULSE has a 3-fold change mission to:



Change **communities**

By giving our greatest resource, our people, to support non-profit organisations around the world, we aim to contribute real and lasting value to society.

83% of NGO supervisors agree their organisation is doing things differently due to the volunteer at the end of the PULSE assignment



Change **employees**

Employees step out of their comfort zone and gain greater understanding of the global healthcare landscape, increasing their energy, motivation and resilience.

100% of volunteers agree that PULSE is a unique development opportunity to keep growing skills and competencies



Change **GSK**

PULSE volunteers are part of how we evolve GSK to stay in step with society. They represent a cadre of employees who return with a bigger view of the world to change us for the better.

83% of line managers agree that their employee brought reinvigorated energy, spirit and motivation back to those they work with

In 2019, **40** employees from 17 countries volunteered with 15 non-profit partners in 22 countries.

Educating to improve lives

Smile Train is a world-leading charity that empowers local medical professionals to provide free, life-changing surgery and comprehensive cleft care to children with cleft lip and palate in more than 90 countries. In 2018, GSK Consumer Healthcare proudly partnered with Smile Train in a 5-year commitment to provide them with valuable funding, support and expertise to help more children living with clefts lead full and productive lives.

Ingrid, one of our first ever PULSE volunteers to support Smile Train, spent 5 months in the Philippines as a Community Health Program Specialist. Her role included assessing whether a hospital qualified as a treatment centre to belong to Smile Train's portfolio of certified hospitals, understanding the local need for a nutritional program and developing a patient booklet.

Ingrid created a range of materials, including a video tutorial on preferred Feeding Practices to be shared with front-line workers who support parents of children with cleft lip and palate. She also designed and delivered the first nutritional workshop to coach mothers on the optimal feeding practices for their babies to gain weight in preparation for surgery.

"PULSE was an incredible learning experience that enhanced my flexibility, creativity and empathy. It is indescribable how it feels to touch the lives of families in need. Adapting to the patients' needs without changing them to therefore enable solutions to be tailored, successful and, ultimately, to be sustainable."



Ingrid, Panama
Smile Train, Philippines

£1.8m

of skilled-services
donated to our
partners in 2019

100%

of volunteers agree
they have acquired,
improved or developed
skills or competencies

"The #First1000Days program aims to educate parents on the best health, nutrition and caring practices from pregnancy until a child's second birthday. I spent six months looking for a way to ignite change in the mindsets of young parents and help them change their behaviour during these critical years. The program evolved to highlight the positive role fathers play in children's upbringing and it felt uplifting to collect evidence of positive change as an answer to confronting the negative statistics I had encountered on family dynamics. Celebrating stories of change with parents was the most precious part of my role as a Communications Manager with Save the Children, Vanuatu."
**Karolina, 2019
Volunteer**



Photo by Karolina, Australia
Save the Children, Vanuatu

"Disability is one of the most significant forms of educational marginalisation and is associated with long-term poverty. In many cases, children with disabilities have to stay at home, not getting the chance to attend school for an education, build friendships and dream of a career. I worked with the Tanzania Cheshire Foundation on enhancing the roll-out of the Inclusive Education initiative, which works to train teachers to enable children with disabilities to learn effectively. I analysed over 200 surveys from schools to find areas of improvement and monitor progress of children with disabilities."

**Elodie, 2019
Volunteer**



Elodie, France
Leonard Cheshire, Tanzania

Fostering collaboration to achieve a shared goal

Kiren, completed his 2019 assignment with Save the Children International (SCI) in London, UK. He spent 6 months as a Senior Advisor for SCI's Survival Breakthrough team, focusing on collaboration to prevent deaths from childhood pneumonia.

SCI's Pneumonia Centenary Commitment aims to ensure that by 2030 no child dies from preventable causes before their fifth birthday. Kiren worked on activities related to pneumonia in 9 beacon countries: Bangladesh, Democratic Republic of Congo, Ethiopia, India, Indonesia, Kenya, Nigeria, Somalia and South Sudan. His work included:

- Planning and delivering a beacon country meeting in September 2019 in Kenya to identify activities to fight pneumonia in these 9 countries.
- Carry out analysis of the country plans, reviewing the key objectives and activities each beacon country defined to determine synergies and where further support was required.

For Kiren, the impact of not responding was not an option. He states, "If we do not intervene, the anticipated death rate in children under 5 is 730,000 deaths per year, which would equate to the potential of 5.3 million lives saved by 2030. The translation of these pneumonia plans into action is therefore vital, but it will need all partners and governments to work together and share in Save the Children's commitment."

Kiren's GSK line manager, Clint, says "Kiren, and as a result our entire team, have benefitted from the experience and leadership growth obtained from his PULSE assignment. He came back with a wider view of the business, a deeper appreciation for people, and a lasting impact of the importance of healthcare products for the global population. It's clear that the 6-month commitment of his time has resulted in personal growth that would have otherwise taken years for a leader to gain within GSK."

92% of volunteers believe their work will have a beneficial impact on their non-profit organisation

96% of line managers feel sure that PULSE was a development opportunity for their employee



Kiren, UK
Save the Children, UK



Lisa, Australia
Save the Children, Australia

"Lisa provided Save the Children International with much-needed global pharmaceutical experience and expertise to assist with our strategic aim to implement a Good Distribution Practice Quality Management System (QMS) and quality improvement plans to improve medicines delivery as part of our health programmes." **Marie, Save the Children International**

"I was tasked with the unique responsibility of integrating a level of quality assurance normally only used by pharmaceutical businesses. These upgraded processes and training materials allow for greater education and support of distribution practices across SCI, as well as ensure the safe and reliable supply of medicines to people globally, especially vulnerable children."

Lisa, 2019 Volunteer, Save the Children International, Australia

As a global programme, PULSE values diversity within each volunteer cohort, as well as across the wide range of non-profit partners we work with. Our volunteers work across different sectors to serve patients and beneficiaries in many areas, such as increasing healthcare access, supporting disability agendas, and creating awareness campaigns for disease prevention.

Building inclusive work environments



Tisha, USA
Open for Business, USA

88% of NGOs agree that their PULSE volunteer was a change agent for their organisation

63% of volunteers have taken on a new role with increased scope or responsibility since returning from PULSE

In 2019, we matched our first ever PULSE volunteer to Open for Business. Open for Business is a coalition of leading global companies dedicated to LGBT+ inclusion, presenting the country and business-level rationale on global LGBT+ inclusion: successful, enterprising businesses thrive in diverse, inclusive societies and the spread of anti-LGBT+ policies run counter to the interests of business and economic growth.

Tisha completed her PULSE assignment in Washington DC, as a Research Strategy Partnerships Lead and Research Fellow mapping the current research landscape and building relationships across three stakeholder groups - academics, business, civil society. One area Tisha supported was around working extensively with civil society organisations, particularly in Costa Rica and the Czech Republic, to develop the economic case for marriage equality.

She attended the UN General Assembly and worked with several Ambassadors to eliminate 'Hate Speech', as well as participated in Executive Dialogues focused on developing strategic approaches to promote LGBT+ equality in South East Asia. Tisha did this by building a network of multi-national companies and civil society organisations, while considering the variances in country culture.

Tisha also contributed to the development and publication of several Open for Business reports:

- **New Global Champions: Why Fast Growing Companies From Emerging Markets Are Embracing LGBT+ Inclusion** – Tisha was a participant at the report's launch in India.
- **The Economic Case For Marriage Equality In The Czech Republic** – This report was presented to the Czech Republic Prime Minister.
- **Open For Business City Ratings 2020** – Tisha collated the data to support the development of the conclusions.

"I learned so much about the discrimination of LGBT+ persons and the profound economic impact of providing basic human rights to this group of people. I conducted research that quantified the cost of discrimination, in terms of national GDPs, outside of the US and the UK which opened my eyes to the vast differences in the status of inclusive policies of the LGBT+ community across an array of countries."

"Tisha was a highly valued team member at Open For Business. She played a critical role in developing content for key reports and in expanding the network of relationships our organisation holds. She created two fantastic research outputs focused on the economic benefits of marriage equality in the Czech Republic and Costa Rica, both of which continue to draw attention and serve as blueprints for future work. The PULSE programme is an excellent initiative and we would be delighted to welcome another GSK employee in the future." **Drew & Kathryn, Open for Business**



South Africa
2019 Orange Day

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