Since the earliest days of The Walt Disney Company, we’ve aimed to be a positive and productive member of the communities in which we live and work. Walt Disney himself frequently visited children in hospitals and guided the company’s resources and talent toward supporting organizations that help children in need. Disney also has a long tradition of supporting the arts, providing support to institutions and organizations that develop the next generation of artists, and encouraging the arts among youth and communities. The needs of children and the importance of the arts are key components of our charitable initiatives.

RESPONSIBILITY AND IMPACT

The Disney community is truly global. Our brands and products are recognized around the world. We have Cast Members and employees in 42 countries and large resorts on three continents.

In our local communities, Disney has a large impact as a business, as an employer and as a corporate citizen. In addition to charitable giving, Disney supports local economies by contributing significant tax revenue and by consuming local goods and services. As an employer, we hire, train and support a workforce and its families. Our employees are active citizens, who show their care for the communities in which they live and work through civic engagement, volunteerism and tax contributions. The company encourages their good deeds through its Disney VoluntEARS program.

As a global media company, we have on-air, online and print media platforms that are used for public service. Our beloved characters have become ambassadors of key community initiatives, and our television and studio talent frequently help build awareness of social issues. The power of the Disney brands, the broad reach of our media outlets and the appeal of our talent put us in a unique position to promote worthy causes.

Economic Impact

All of the Disney business segments have a signifigant economic impact in the communities in which they operate. Nowhere is this more evident than in the Walt Disney Parks and Resorts segment. Our business conducts periodic economic impact studies to understand our contribution to local communities through direct and indirect employment, taxation and other factors. We share key findings from these studies in local community reports.

For more information about the impacts our sites have on the local community, please see our Suite of Reports.
Community Outreach and Collaboration

We strive to be an engaged and active member of our local communities. Toward this end, Disney and its Cast Members and employees support many outreach initiatives, participate in Chambers of Commerce and collaborate with local government and civic leaders. Many of our Cast Members, including senior leaders, serve on the boards of directors of local and national nonprofit organizations. Organizations served include children's hospitals, Boys & Girls Clubs of America and certain global organizations such as Make-A-Wish Foundation and Starlight Children's Foundation.

Disney also provides expertise to develop solutions to key challenges in the public sphere. Disney Imagineers are active in creating new visions for the use of public spaces such as children’s hospitals and schools. In 2008, Walt Disney Imagineering lent its creative expertise to the U.S. government and the Trust for the National Mall to improve the visitor experience at the National Mall in Washington, DC. Disney Imagineers reviewed potential improvements to facilities, horticulture and movement of people.

To support public diplomacy efforts, Disney created a video entitled “Welcome: Portraits of America” that was given to the US government to create a more welcoming experience for travelers to the country. The video is currently shown at U.S. embassies, consulates and airports and aboard some flights arriving in the country. Disney has also lent expertise to address queue management, customer service and signage for government agencies that serve the public.

CORPORATE GIVING

Disney contributes millions of dollars each year in cash donations, in-kind support and public service airtime, with an aggregate value of more than $209 million globally in fiscal 2008. These contributions support local and global nonprofit organizations focused on children and families, community service, arts and culture, environment and conservation and disaster relief. In-kind contributions and employee volunteerism often enhance cash donations.

Chart 14: Corporate Giving by The Walt Disney Company

<table>
<thead>
<tr>
<th>Type</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash Donations</td>
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</tr>
<tr>
<td>Product Donations *</td>
<td>$42M</td>
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<tr>
<td>Other In-Kind Donations *</td>
<td>$126M</td>
</tr>
<tr>
<td><strong>2008 Worldwide Totals</strong></td>
<td><strong>$209M</strong></td>
</tr>
</tbody>
</table>

*Product Donations and Other In-Kind donations represent estimated dollar values of goods and services contributed to charitable causes.

Cash Donations

In 2008, Disney contributed more than $41 million in cash donations to organizations, communities and causes around the world. We have long been a supporter of:

- Wish-granting and other uplifting programs for severely ill children
- Children’s hospitals
- Programs fostering the positive development of children and families
- Youth and family volunteerism
- Environmental conservation and education
- Arts and creativity programs
- Disaster relief

In addition, Disney provides financial and administrative support to The Walt Disney Company Foundation, which oversees special philanthropic initiatives separate from Disney’s own businesses. In 2008, the Foundation awarded college/university academic scholarships for children of 50 Disney employees and provided matching gifts for qualified higher-education organizations supported by Disney cast members and employees. The foundation also made several contributions to local and national organizations supporting the arts and the well-being of children.
Product Donations

In addition to cash donations, Disney is specially positioned to contribute products and experiences that brighten the lives of children and communities around the world. In 2008, we contributed more than $41 million in Disney products and experiences. We provide toys, DVDs, books and gifts to charitable organizations for children and families in need, as well as tickets to Disney theme parks for charitable fundraising purposes.

Other In-Kind Donations

As a media company, some of our most valuable assets are our intellectual property and airtime. We often provide these creative resources and media presence to support the public good. In 2008, we provided airtime and creative services valued at $126 million for public-service announcements across our media networks and home entertainment segments.

ABC is a leader in this effort through ABC's A Better Community initiative. Many facets of the network deliver messages encouraging volunteerism in local communities. Talent from ABC programs such as Ugly Betty and Desperate Housewives highlight community participation opportunities such as coaching, mentoring and helping the environment. This campaign runs nationally and locally among ABC affiliates. In addition to A Better Community, ABC programs occasionally offer helpful information related to storylines such as emergency preparedness or domestic abuse.

At ESPN, public service is part of the culture, with commentators involved in both on-air discussions and journalism on community issues, as well as lending their talent to public-service messages. In addition to working with The V Foundation for Cancer Research, ESPN launched an acclaimed Men's Preventive Health public service campaign in 2008. Working with the Ad Council and the U.S. Department of Health and Human Services, ESPN stars contributed their talent to public service announcements that ran on ESPN networks, radio and interactive services, and in print.

Public-service themes on Disney Channel encourage kids to express themselves and follow their dreams. Cast Members from the hit High School Musical movies have been featured in The Music In You campaign highlighting the positive effects music and self-expression can have in the lives of children. Supported by short-form and long-form programming and public service announcements, the campaign in 2008 partnered with the National Association of Music Merchants Foundation to award 10 schools with a license and a $5,000 grant to present their own production of High School Musical. Disney Channel also supports the Imagineer That! campaign with public service announcements that encourage viewers to engage their imaginations and hone their creative skills.

Each Radio Disney station broadcasts approximately 1,000 public service announcements each year, in addition to weekly local community-oriented programming. One popular campaign features Timon and Pumbaa from The Lion King teaching kids about safety. Each monthly “Safety Smart” segment provides a safety tip relevant to kids, such as water safety in July or holiday cooking safety in November.

In addition to campaigns like these, Radio Disney is active in encouraging its listeners to volunteer in their communities.

We also actively share our beloved stories to increase awareness around critical public issues such as environmental preservation, public safety, and health and nutrition. Walt Disney Studios Home Entertainment often includes public service announcements in its DVD launch campaigns, using its marketing presence and the appeal of our characters to drive attention to critical public issues. In 2008, two campaigns were launched in collaboration with the Ad Council. One featured characters from The Jungle Book highlighting the “bear necessities” of healthy living – “Eat right, be active, have fun” – and another featured characters from Sleeping Beauty reminding viewers to do their part to prevent wild fires.

2008 Corporate Highlights

Disney provides cash, product donations and in-kind support to community organizations around the world every year. Here are a few examples of our charitable giving efforts in 2008.

Children and Families

- Disney has supported special wishes for children with life-threatening medical conditions for more than 28 years. In 2008, we contributed more than $11 million in cash and in-kind donations, making Disney the largest donor to the Make-A-Wish
Community

During the same year, we granted more than 7,000 wishes for children with life-threatening medical conditions to visit Disney parks and resorts, meet our characters and celebrities, and have other unique experiences involving ABC and ESPN.

- Disney provides significant support to children’s hospitals. In June 2008, for example, Children's Hospital of Orange County (CHOC) celebrated the opening of the new Disneyland Resort Ambulatory Care Center in recognition of a $1 million gift from Disney. In Orlando, a wing of the Children’s Hospital operated by Florida Hospital will be named for Walt Disney to recognize the substantial support received from the company. The facility will feature a three-story interactive lobby for children, designed by Disney Imagineers. Disney also committed to help raise £10 million to support a new children’s medical center at Great Ormond Street Hospital in Great Britain, kicking off the campaign with a £1 million donation.

- In addition to financial support, Disney donates entertainment to children’s hospitals around the world. The Disney Hospital Care Package program sends an annual delivery of Disney-branded toys, games, DVDs, blankets and costumes to children’s hospitals. In 2008, in collaboration with the Child Life Council, we distributed more than 500 Disney care packages in the U.S., Canada and the U.K., valued at more than $2 million. The Disney FunFlix program shared Disney movies with children in 53 hospitals in 2008 by screening first-run animated and live-action films like Hannah Montana & Miley Cyrus: Best of Both Worlds Concert and Wall-E. Disney also serves as the presenting sponsor of the Starlight Children's Foundation’s “PC Pal” program with a donation of $2.5 million over three years. Disney provides content and software to this effort, which brings laptops to children in hospitals and helps kids play games, make friends and support one another online.

- Hong Kong Disneyland has created a HK $1 million Disney Children’s Fund as a pilot program to address the well-being of children in their local community. In 2008, the first set of recipients received grants to implement the proposals, including customized social work service for underprivileged children and social integration for children with disabilities. The activities are expected to touch the lives of close to 3,000 children and families.

- Immediately following the devastating China earthquake in 2008, Disney contributed $1 million in humanitarian aid to the China Youth Development Foundation for immediate relief of displaced and distressed children and to assist with long-term redevelopment of damaged schools in Sichuan.

- Disney continues its long relationship with Boys & Girls Club of America (BGCA). In 2008, we completed our three-year, $2 million sponsorship of the Join the Club campaign which helps BGCA Clubs around the country reach out to and serve more youth in their communities. Many Disney sites have active relationships with Clubs in their local communities and participate in and sponsor activities throughout the year.

- Disney is a founding team sponsor of City Year Los Angeles, an organization that unites young people of all backgrounds for a year of community service. The Disney City Year Corps members provide tutoring, mentoring, after-school programs and service projects at two inner-city Los Angeles schools.

- Since its inception, Disney has contributed millions of dollars to the Elizabeth Glazer Pediatric AIDS Foundation, which works to combat pediatric AIDS around the world. Through support in excess of $500,000 in 2008 alone, Disney continued to help increase the awareness and impact of this vital work.

Last year, thousands of children from wish-making foundations were treated like stars at Disney Parks and Resorts, movie premieres, and other events.
### Arts and Creativity

- **Disney** is a leading sponsor of Lincoln Center for the Performing Arts, its New York City neighbor and leader in the arts. In 2008, Disney made a multi-year $3 million pledge to the Bravo Lincoln Center campaign to support the renovation of this New York City landmark and venerable arts institution.

- Disney worked with local foundations and leaders in South Africa to encourage arts opportunities in coordination with the Johannesburg production of *The Lion King*. Thousands of children enjoyed a complimentary theater experience and Cast Members and staff of the production visited classrooms.

- Our parks and resorts around the world bring the arts and music to young people in their communities. During 2008, Disneyland Resort introduced more than 40,000 second-grade students to music fundamentals and the history of the American band through its annual band concert series. The resort also donated more than $70,000 in grants to local teachers to fund arts education programs in the school districts surrounding the resort. At Walt Disney World Resort, nearly 300 Cast Members performed with the Encore! Cast and Orchestra to raise $25,940 for United Arts of Central Florida. The Disney Scholarships at Hong Kong Disneyland award talented students from the Hong Kong Academy for Performing Arts Schools of Dance, Drama, Music and Theatre & Entertainment Arts with resources to continue their education. Since its inception in 2007, the program has awarded 12 scholarships to students with outstanding academic achievements.

- Disney collaborates with the City of Los Angeles Department of Cultural Affairs and the Mayor’s Office as the title sponsor of the city's Heritage Month celebrations. Each celebration—including Latino, Native American Indian, African American and Asian Pacific Islander American—features a variety of arts and educational events for youth throughout the city. Disney provided financial support for these culturally diverse activities throughout Los Angeles during 2008.

### Community Service

- **ABC-owned local television stations** are community leaders in public service. WTVD-TV Raleigh-Durham’s annual food drive collected a record-breaking 1.5 million pounds of food in 2008 for needy individuals in the community. The annual AIDS Walk San Francisco, sponsored by KGO-TV, most recently raised a near-record $4.5 million for 43 Bay Area organizations. Fundraising by KFSN-TV in Fresno has brought Children’s Hospital Central California $3.3 million over the years. During the massive firestorms that ravaged Southern California in October 2007, KABC-TV in Los Angeles initiated an emergency-relief drive that raised $4 million.

  For more discussion about our ABC-owned stations commitment to community service, please see the [Content & Products](#) section.

- **Disney Minnie Grants** help to support youth-led service projects around the world in conjunction with Youth Service America. In 2008, 68 grants of $500 each were distributed in 22 countries to engage children in meaningful volunteerism. This year’s projects included helping disabled children in Ghana, conducting HIV-prevention training in Georgia, protecting water sources in Azerbaijan and training youth mentors in the United States. Started in 2005, the Disney Minnie Grant program empowers children around the world to make a difference in their communities, while helping cultivate the next generation of caring, service-oriented community leaders.

- **ESPN** has a long history of involvement with the Special Olympics. In 2008, this relationship expanded when ESPN provided daily coverage of the events on ESPN.com and ESPN360.com.
ESPN has a commitment to supporting diversity in athletic efforts both in the community and through its journalistic coverage.

- Disney supports the USO by annually sending Operation Disney Care Packages to USO centers around the world. In 2008, 135 care packages filled with toys, DVDs and magazine subscriptions, valued at a total of $3.1 million, helped to entertain service men and women and their families. During Military Appreciation Month each May, Disney Minnie Grants are awarded to select USO centers to support family events.

- Through ESPN, the V Foundation for Cancer Research, a charitable organization created in 1993 in honor of college basketball coach and ESPN commentator James Valvano, has raised more than $80 million to fund cancer research grants nationwide. Team ESPN stages special events and multimedia fundraising initiatives in support of the V Foundation, such as Jimmy V Week programming on its six domestic television networks, on radio, magazines, and on Internet outlets, and the ESPY Don’t Give Up V Foundation Radio Auction. The V Foundation awards 100% of all new direct cash receipts and net proceeds of events directly to cancer research and related programs. In 2008, The V Foundation awarded $11 million in specific research grants to various cancer centers around the country. For more about ESPN’s men’s health campaign, please see the Corporate Giving section.

**Environment and Conservation**

- In 2008, Disney contributed $500,000 to the Disney Worldwide Conservation Fund. This Fund supports charitable organizations for the study of wildlife, protection of habitats and land-management plans, as well as community conservation and education.

- Disney also announced a grant of $1.5 million to TreePeople, a non profit organization, to help reforest fire-ravaged areas in the mountains surrounding greater Los Angeles. Under TreePeople’s California Wildfire Restoration Initiative, of which Disney is the largest financial supporter, thousands of volunteers will plant an estimated 60,000 new trees over the next three years. Disney is also a supporter of TreePeople’s Million Trees Los Angeles initiative, to help green Los Angeles school campuses, parks and other places where children gather.

**EMPLOYEE VOLUNTEERISM AND GIVING**

Disney provides opportunities for Cast Members and their families to give their time and resources to the community in which they work and live. Disney Cast Members are active VoluntEARS (our employee volunteer program), and donate and raise funds for a number of important causes.

**Disney VoluntEARS**

Disney supports employee volunteerism with a paid staff to organize and manage volunteer projects at our sites around the world. During 2008 alone, Disney VoluntEARS contributed more than 495,000 hours of

<table>
<thead>
<tr>
<th>Region</th>
<th>VoluntEARS Projects</th>
<th>VoluntEARS Hours</th>
<th>Employee Fund Raising ($)</th>
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<tr>
<td>North America</td>
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<td>Worldwide Totals</td>
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<td>$1.7M</td>
</tr>
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*Europe, the Middle East and Africa.
volunteer service. Since the program’s inception 26 years ago, VoluntEARS in more than 42 countries have donated some 5 million hours of service.

To support and encourage volunteer efforts, Disney maintains the following:

- **EARS to You**, a program that provides an opportunity for Cast Members and employees to earn financial support from Disney for the charities to which they volunteer their time
- **Employee team-building events through volunteerism**
- **Self-service website** that matches employee skills and interests with volunteer opportunities
- **Annual awards program** recognizing employee volunteer service

VoluntEARS activities span a range of service issues and types, in many cases supporting the same charitable causes to which Disney provides financial support. VoluntEARS give thousands of hours every year working with and helping children, collecting and delivering toys, preserving the environment and supporting arts and culture.

**Awards and Celebrations**

- Celebrating the 25th anniversary of the VoluntEARS program, Disney business units came together during April 2008 to demonstrate the importance of volunteerism. That month more than 25,000 VoluntEARS participated in 650 projects in 37 countries.

- In 2008, the VoluntEARS program was recognized with the Points of Light/HandsOn Network’s Award for Excellence in Workplace Volunteer Programs.

- In April 2008, The Wonder of Reading, a nonprofit organization dedicated to inspiring in children the love of reading, presented its Visionary Partner Award to Disney for our work in renovating elementary school libraries and funding a family reading education program.

**Cast Member and Employee Fundraising and Donations**

Our Cast Members and employees engage in direct giving and fundraising, supported by the company. Through community funds and campaigns, Cast Members and employees donated and raised more than $8.8 million in 2008. These activities not only contribute much-needed support to the community, but also help build teamwork and a culture of charitable giving within Disney.

Disney employees give to many worthy causes with Disney’s support. Examples include:

- **Disney VoluntEARS Community Fund**: Active in the Southern California and New York City areas, this employee-driven fund accepts donations from Cast Members and employees for the purpose of supporting local charitable organizations. Disney covers the administrative costs to ensure that 100% of the donations are invested in the community.

- **Disney Tri-Team**: For the past seven years, a large group of employees have come together as the Disney Tri-Team to train and to participate in the Nautica Malibu Triathlon. In 2008, the team received the Spirit Award and won the Entertainment Industry Challenge by raising $240,000 for Children’s Hospital Los Angeles. Since its inception, the team has raised more than $1 million for various charities.
With 130,000 employees in more than 42 countries, the efforts of our Cast Members and employees are too numerous to list. Here are a just a few examples of Disney employee giving efforts in 2008.

**Children and Families**

- Disney VoluntEARS spent thousands of hours hosting parties and activities for hospitalized children, restoring and rebuilding rooms and play areas and delivering care packages. VoluntEARS also helped make wishes come true by escorting our special Guests in our Parks and on sets and sharing the Disney magic.

- In September, VoluntEARS from our Shanghai office joined hundreds of school children at the opening of the Disney Hope School in Guangyuan, the third school built in Sichuan after the devastating earthquakes. The team also created a Disney Fun House activity room and a library in each school as part of Disney’s support to the China Youth Development Foundation. Cast Members and employees from greater China also donated more than $9,000 to support the relief efforts.

- VoluntEARS around the world are involved in reading programs for youth. In Hong Kong, the Disney Reading Together program, in its third year, sent more than 100 VoluntEARS to visit eight local school districts to share Disney stories with children.

- In Los Angeles, Disney employees work with local schools through Disney Reading Together. This tutor-based reading program targets second-grade students who are reading below grade level. Disney Readers visit each week throughout the school year to help students develop their reading skills. Disney provides books, games and interactive support materials for the readers.

- Our Cast Members and employees in New York are active mentors to students in their communities, particularly with students interested in the performing arts and in news production. For 16 years, VoluntEARS have mentored students at LaGuardia High School of Music & Art and Performing Arts, building relationships between the mentor and student over a three-year period. The ABC News Division adopts a school each year, where VoluntEARS facilitate workshops in which the students earn academic credit by participating in journalism training. The students complete their requirements by producing news videos that are critiqued by VoluntEARS at ABC News.

**Arts and Creativity**

- During the inaugural World Science Festival in May 2008, Disney Imagineers gave children and families a glimpse of the science behind the magic at Disney theme parks. Three sold-out shows featured the innovation and technology required to create roller coasters, pyrotechnics, artificial intelligence and special effects. Throughout the event, Disney Imagineers and VoluntEARS interacted with students to share the importance of creative thinking and to get students excited about science.

- Through a special collaboration with The Foundation for Hospital Art, Disney VoluntEARS paint murals side by side with children around the world. These brightly colored Disney themed murals help to bring hope to and brighten the walls of children’s hospitals and other places children gather.
Community Service

- For the third year, Disney was the title sponsor of Family Volunteer Day, a program of the Points of Light Institute/HandsOn Network. And so, the Saturday before Thanksgiving, Disney VoluntEARS around the world participated in a variety of family-friendly projects including packing food boxes for the homeless, building homes and doing clean-up projects.

- In December 2007, Disney CEO, Bob Iger, VoluntEARS and community members worked together to build a new playground for the children of the Boys & Girls Club of East Los Angeles. The project was completed in collaboration with KaBOOM! and TreePeople.

- Throughout the year, VoluntEARS and their families participate in a variety of service projects to support the environment and conservation efforts. These events occur around the world. For instance, in Argentina, VoluntEARS planted 100 trees in the Nature Reserve of Vicente Lopez. The activity included education on the importance of planting native species and taking care of the environment.

- In New York, VoluntEARS are active environmental stewards. Working with MillionTreesNYC and the City of New York, Disney is helping to plant trees in areas with limited access to green spaces. In May 2008, Disney VoluntEARS planted 60 large caliper trees in medians along a 30-block span on Broadway. Disney is also active in developing community gardens in blighted New York City neighborhoods. VoluntEARS have begun work on the Generation X Community Garden on the Lower East Side, an urban “backyard,” to reestablish it as an environmentally sound gathering place for local residents.

- A team of 80 executives, led by Disneyland Resort President Ed Grier, took part in rebuilding Rancho Soñado, an outdoor education facility that was badly damaged during the Santiago fire in Orange County, California.

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PROGRAM EVOLUTION

We are proud of Disney’s longstanding and meaningful contributions to local communities and children around the world. We also believe that there is more we can accomplish by further focusing our talent, resources and creativity to help meet community needs. As our charitable-giving strategy evolves, we will be focused on developing tools to demonstrate and evaluate our impact.

While our community investments and focus areas evolve, we will remain faithful to key traditions from the earliest days of Disney. We will continue to support the positive development of children and families and be mindful of the global nature of our business, without losing sight of the local communities where our Cast Members and employees can make an immediate and long-lasting impact. With these tenets in mind, we look forward to continuing Disney’s work to support communities and to reporting our progress.