

With Local Communities

Social Contributions Activities in Europe

Bringing Smiles to Children Visiting a Hospital (UK)

BIUK employees volunteer to revitalize children's health centre

Employees at Brother Industries (U.K.) Ltd. (BIUK), a manufacturing facility in Europe, have been actively engaged in volunteer activities to fulfill BIUK's social responsibilities in local communities. In 2010, BIUK employees undertook a project to renovate the Child Health Centre at Wrexham Maelor Hospital in Wrexham, North Wales.

The Child Health Centre is an important facility that offers medical services to children aged under five who have development, communication, and other needs. However, the facility could not afford to properly look after its interior. An arrangement was made so that BIUK employees can work with Business in the Community (a charity organization dedicated to matching the needs of local communities with social contribution activities by companies) to improve the facility.

On a holiday, a volunteer team comprising 10 BIUK employees created a seating area, painted the children's toilets, and redecorated the baby changing area, while keeping in mind the needs of users.

In particular, renovation of the playroom reflected the creativity of the BIUK team, all of whom felt that the playroom was dull. So, they painted murals with rolling hills, trees, and underwater creatures in soft colors.

The children, families, and Child Health Centre staff were delighted with the bright, joyful atmosphere of the playroom. Derek Bowyer, the team leader of BIUK, said, "This project has proven to be a great boon to employees who volunteered; obviously, they felt a sense of fulfillment to see children pleased. This project certainly brought out their creative side and encouraged thinking outside the box. Indeed, this project was a great opportunity to build teamwork, boost morale, increase motivation, and encourage personal development at BIUK."



Playroom in the Child Health Centre before (above) and after (below) being painted to completely change the atmosphere



BIUK volunteer team members who joined the project

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Brother France Supports Children in Distress

Assisting activities in and outside France in partnership with four NGOs

Brother France SAS, which considers social contribution as an important corporate mission in promoting CSR management, supports four NGOs which focus on helping disadvantaged children. The activities of these organizations are outlined below.

Les Enfants de l'Ovale carries out educational projects for children who are discriminated against in France and Africa. Through playing rugby, children learn about courage, generosity, compassion, and other important human characteristics so that they can adapt to various circumstances.

A Chacun son Everest, founded by Dr. Christine Janin who became the first French woman to reach the summit of Mt. Everest, assists children who suffer from serious diseases such as cancer and leukemia. The organization helps children overcome diseases and return to normal life through hiking and mountain climbing. To date, about 2,000 children have succeeded in climbing to the top of their chosen mountains.

Parrain par 1000 helps to protect children and young people from various risks and problems. Specifically, guardians are appointed for children who have to live separately from their families for various reasons and thus are mentally damaged or cannot receive a proper education.

Cameleon started to support children more than 15 years ago in the Philippines, a country that has had close links with France throughout history. The organization helps children who are struggling to survive due to abuse, neglect, and other reasons, to enable them to receive an education and support themselves in future.

Brother France runs the Employees' Committee for Solidarities Actions (an in-house organization) to continuously support these four NGOs and evaluate their activities, and Brother France employees are also encouraged to actively get involved in the activities. As a result, Brother France donated money and goods worth about 60,000 euros in total in FY 2010 for the second consecutive year.

Meanwhile, Brother France Ecovention is held once a year to help employees learn more about CSR activities and encourage them to take socially and environmentally responsible actions. This annual meeting, attended by members from the four NGOs, presents reports on the importance of activities and accomplishments.

Brother France also works hard to eliminate any discrimination in the workplace, assists senior employees to improve their skills for long-term employment, and promotes the employment of individuals with disabilities. In October 2009, the company obtained a Top Employers certification seal under the internationally recognized program.



An NGO member giving a presentation at Brother France Ecovention



Children with cancer and leukemia who climbed to the top of their chosen mountains

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Brother Iberia Donates Van to Food Bank Foundation

First step made by the Social Help Committee

In March 2010, Brother Iberia, S.L.U., a sales facility in Spain, donated a van to the Food Bank Foundation of Madrid for collecting and distributing food. This marked the first activity by the Social Help Committee that was set up in Brother Iberia in 2009.

As part of its social contribution activities, Brother Iberia decided on a policy to support, without focusing on financial limits, NPOs that provide humanitarian aid in Spain. Employees were invited to recommend organizations; the Social Help Committee comprising three volunteer members from employees reviewed the organizations' activities in detail, and then selected one organization to support.

The selection process considered three aspects:

- (i) A lasting partnership can be established with the recipient organization, beyond a single donation;
- (ii) The organization's activities are unique and attractive; and more importantly,
- (iii) Employees share the vision of the organization and are moved by its activities.

In the first year of the Social Help Committee, the Food Bank Foundation of Madrid was selected as a recipient organization.

Food bank activities started in the US about 50 years ago to distribute food products which can no longer be sold (because of improper packaging, etc.) but are still edible without quality problems, to the poor and needy. The activities then spread to Europe. The Food Bank Foundation of Madrid provides food free of charge, via more than 600 charitable organizations, to people who do not have enough to eat due to various circumstances.

Impressed by such activities, the Social Help Committee of Brother Iberia decided to donate a van for collecting food donations to the Food Bank Foundation of Madrid and distributing the food to recipient facilities. The van is expected to be used for a long time, and markings on its exterior show that the van was donated by Brother Iberia thus widely publicizing Brother's social contribution activities.

The Brother employees are gratified at the fact that the van is helping generous people who continue to deliver food for nothing day after day. The company hopes that this humanitarian aid to the underprivileged, weak and children will continue to produce great results.



The van donated to the Food Bank Foundation of Madrid



Managing Director of Brother Iberia (back row, right) and Social Help Committee members