

Save the Children: 10 Years of Awards and Recognition for our Corporate Partnerships

Save the Children is proud to celebrate the worldwide recognition we receive alongside our partners for the transformative work we do for children. Together, with and by our partners, we have been recognized across sectors and countries for our comprehensive and innovative approach to addressing the needs of the world's most vulnerable children.



The P&G Social Impact Partnership Award (2016): Awarded by P&G for our

emergencies response efforts through the Children's Safe Drinking Water Program in East Africa and most recently partnering with the Always brand to empower women and girls in Jordan affected by the Syrian refugee crisis.



Save the Children and GSK named 'most admired' partnership:

GlaxoSmithKline (GSK) and Save the Children topped C&E Advisory's Corporate-NGO Partnerships Barometer in 2016, with both business and charities naming them the partnership and organization they most admire.



2016 Brand World Value Rankings:

enSO Save the Children ranked: #6 for Active Support, #16 for Millennials/Gen Z, #11 for Elites, #26 for Gen X/Boomers in Enso's survey asking 3,000 people how they perceived the "world value" of 149 well-known organizations, from Disney to United Airlines. To read entire report: [Brand World Value Index 2016 Report](#).



2016 Halo Award Best Digital Campaign SILVER: Upgrade Your World- *Microsoft and Nonprofit*

Partners (Featured Partner: Save the Children). In recognition of Microsoft's Upgrade Your World, a year-long initiative to celebrate those who inspire and empower others to do great things, led by the vision to help people achieve more through technology.



CSR Awards 2015: Product

Design/Redesign Winner: Recognized for the Toys"R"Us's Save the Children reusable tote bag. A portion of proceeds from each bag sold went to Save the Children's Domestic Emergency Fund. Media coverage garnered millions of impressions, with a Save the Children Huffington Post article bringing in more than 40 million media impressions alone. In 2010, Toys"R"Us received a **Corporate Recognition for Humanitarian Assistance Honor** for its disaster response work with Save the Children from InterAction, a coalition of U.S. based INGOs.



Recipient of Two Silver Halo Awards from the Cause Marketing Forum in 2013: Best Print and Best Video for

"We Can Be Heroes" campaign: A giving campaign designed to raise awareness and funds for the drought and hunger crisis in the Horn of Africa. Using the iconic Justice League characters from DC Entertainment- "We Can Be Heroes" raised nearly \$3 million in 2012-2013.



2012 Halo Award for Best Digital Marketing Campaign GOLD:

Transforming the World Through Games: Zynga & Save The Children. Throughout 2011, campaigns benefiting Save the Children were featured in several Zynga games, including hugely popular CityVille and FarmVille. When Zynga players purchased limited edition virtual items, 100% of the purchase price benefited Save the Children programs.



2012 Berlin, Innovation Award for Partnerships Supporting Youth

Employability: Gudrun Kopp, Parliamentary Secretary & Federal Minister for Economic Cooperation & Development, presented the Innovation Award to Save the Children and s.Oliver for our Work2Learn

partnership project in Bangladesh.

BVLGARI

Bulgari was the **2011 Cause Marketing Forum's Silver Halo Award Winner**

for the **"Best Print Creative"** category. To celebrate their continued partnership with Save the Children Bulgari created a unique silver and ceramic ring priced at \$370, with \$75 from each sale donated to Save the Children, supporting Bulgari's commitment of an additional \$7.4 million.



Recipient of 2011 Best Practices & Innovations Initiative Award for Gender

Integration/Women's Participation and Nutrition

In recognition of the "Working Collectively Mitigates Hunger and Malnutrition in the Philippines" project, which addresses hunger and malnutrition by building the capacity of beneficiaries through food production and the implementation of an integrated community approach to addressing malnourished children.



In 2010 IKEA received Ladies' Home Journal's "Do Good" Stamp for being a company that makes the world a better

place. Programs cited were the IKEA Sunnan lamp and IKEA Soft Toy programs, which both benefit children in need through partnerships with UNICEF and Save the Children. For every SUNNAN solar cell lamp IKEA customers buy, one is donated from IKEA Social Initiative to Save the Children or to UNICEF to give to children who cannot draw, write or read after sunset.



Save the Children received the P&G Live, Learn and Thrive Partnership Award at the 2010 Clinton Global Initiative in New York:

Save the Children has partnered with the P&G Children's Safe Drinking Water Program to provide clean drinking water to school children in Bangladesh, Ethiopia, Kenya, Pakistan, Somalia, South Sudan, and Uganda. **P&G was also awarded a 2010 Impumelelo Sustainability Award**, which identifies, rewards and promotes good governance and service delivery, for their Protecting Futures Program in South Africa, implemented by Save the Children and local partners.



2010 McDonald's Global Best of Sustainable Supply Award to Green Mountain Coffee Roasters: This

award recognizes best practices of companies that demonstrate leadership and innovation in sustainable supply. Save the Children and GMC work together to fight poverty and hunger in the coffee supply chain, serving families in Bolivia, El Salvador, Honduras, Indonesia and Nicaragua. The Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria (GBC) also recognized Green Mountain Coffee at the **GBC 2011 Business Action on Health Awards**.



2008 Cause Marketing Halo Award Winner for the "Best

Use of Social Media" category for their "More than Footprints™" campaign which distributed \$1 million dollars between five travel-related non-profit organizations, including Save the Children. In their winning campaign, TripAdvisor asked travelers to vote on the amount of money each nonprofit would receive.



2007 Halo Award Best Social Service/Education Campaign **GOLD: ClassroomsCare,**

Scholastic Book Clubs, Save the Children, First Book, Reach Out & Read and Hello Friend. This literacy campaign with Scholastic is designed to teach children the joys and importance of reading and giving.