

# GIVING AT MERCK

.....

**In addition to our business actions, we believe a thoughtful and robust philanthropy program** is a key mechanism to help address social problems and an important component of our corporate responsibility approach. The Merck Company Foundation and the Merck Office of Corporate Philanthropy support nonprofit organizations and innovative programs focused on tackling some of humanity's greatest challenges — from healthcare access and educational opportunities to the well-being of our communities.

MERCK VOLUNTEERS FROM THE GLOBAL CUSTOMER STRATEGIES & CHANNELS ORGANIZATION PARTICIPATE IN CLEANING UP A ROSE GARDEN AT THE LEHIGH VALLEY WORKERS' MEMORIAL MONUMENT AND PARK IN PENNSYLVANIA IN JUNE 2010.





- ▲ ELMO AND LILY EXPLORE TOGETHER ON *SESAME STREET'S BIG BIRD LOOKS AT THE WORLD*.
- ◀ MEDICAL CARE FROM MERCK VOLUNTEERS WAS AMONG THE ASSISTANCE PROVIDED TO SUPPORT THE DISASTER RELIEF EFFORTS IN HAITI FOLLOWING A DEVASTATING EARTHQUAKE IN JANUARY 2010.

### ALLIANCE TO REDUCE DISPARITIES IN DIABETES UNITED STATES

Diabetes cases are growing across the United States, but the problem is most prevalent among low-income and underserved adult populations already suffering from lack of access to quality healthcare.

The Merck Company Foundation launched the Alliance to Reduce Disparities in Diabetes to help address this gap in care with a commitment of \$15 million through 2013. The goal is to improve diabetes prevention and management services in collaboration with established national, regional, and community partners.

In Camden, New Jersey, for example, the Alliance supports the Camden Citywide Diabetes Collaborative, which has been developing innovative and accessible approaches to manage patients; improve care, coordination, and quality; and reduce healthcare costs.

Jeffrey C. Brenner, M.D., Executive Director of the Camden Coalition of Healthcare Providers, who leads the Collaborative, illustrates the

challenge: "We asked the providers to refer to us the people who come into emergency rooms. One patient in one year went 113 times, and over a five-year period, another patient went 324 times," he said.

Harry Corn, a patient in Camden, said, "I just came out of the hospital where a nurse came to see me. So now I take my pills to keep my diabetes in check." Better patient management is one reason why Dr. Brenner says the program is "generating millions and millions of dollars in savings."

According to the Alliance's National Program Director, Noreen Clark, Ph.D., projects focus on three core components: "First, help patients with diabetes, or patients at risk, to manage their conditions more effectively; second, learn how to take evidence-based approaches and translate them into a real-life healthcare setting; and third, at a national level, work with agencies in collaboration to increase our influence to bring about needed change. Without the foundation of collaboration," she added, "nothing important can happen."

"Merck funding has galvanized our partners," notes Dr. Brenner in Camden, "and it's launched us into a much higher level of collaboration."

### ZHIMA JIE SESAME WORKSHOP EDUCATION AND OUTREACH PROGRAM CHINA

It's difficult enough for children in impoverished communities to learn without basic resources like desks and books. Add a devastating earthquake, and the lives and learning of children become disrupted in profound ways.

"When we first arrived at the Xiang'e School, you could truly see the sadness in the children's eyes. These kids' homes were devastated by earthquakes, and here were strangers trying to make it better," says Anita Stewart, Senior Vice President of Corporate Partnerships, Sesame Workshop. "We handed the outreach materials to the teachers and then to each of the students. Their faces lit up immediately at being given their own very colorful book. They were holding it like it was gold."

"And then when the volunteers and teachers started demonstrating the

THROUGH OUR PHILANTHROPIC PROGRAMS, WE STRIVE TO DISCOVER BETTER WAYS TO MAKE A POSITIVE IMPACT ON SOME OF THE WORLD'S GREATEST CHALLENGES.

MERCK'S GIVING APPROACH IS FOCUSED ON THREE PRIORITY AREAS:

HEALTH

We support programs that focus on innovative ways to improve healthcare quality, capacity and access, as well as those working to alleviate barriers to good health.

EDUCATION

Through our support of programs that foster educational opportunity and eliminate achievement gaps among disadvantaged people, we are helping to expand quality education in science.

COMMUNITY INVOLVEMENT

Through financial support and the energy of Merck employee volunteers, we contribute to organizations working to address issues that impact the quality of life in communities where Merck employees live and work.

games, the children came alive and were jumping up and down and raising their hands. That's normalcy. It didn't matter that I couldn't speak Chinese. Hearing their laughter transcended any language or geographic barrier."

This heartfelt recollection is the result of a unique partnership between Sesame Workshop and Merck, which has created Zhima Jie, a comprehensive new educational multimedia project in China. The program is committed to creating dynamic content that will provide Chinese children with the cognitive and social skills needed to reach their highest potential.

A key component is a community outreach project that addresses emergency response and preparedness, which is important given that the country has experienced several natural disasters in the past few years. The project includes a popular new television series, *Zhima Jie's Big Bird Looks at the World*, that centers on science and discovery, as well as a website and print materials — all of which have the potential to reach underserved areas.

GLOBAL EMPLOYEE VOLUNTEER PROGRAM (365 MERCK DAYS) HAITI

As part of Merck's global employee volunteer program, Merck employees around the world are involved in volunteer efforts that seek to enhance well-being. Nowhere is this generous spirit of helping more evident than in the response to the Haitian earthquake victims in 2010.

After the initial devastation, Merck allowed eligible employees who were licensed health professionals or allied health services providers, as well as qualified translators (Creole/French), to take one to two paid weeks of release time to participate in disaster relief efforts with approved nonprofit organizations on the ground.

Among those contributing time was Emile Jean-Baptiste, M.D., Ph.D., medical science liaison, Global Medical Affairs. Jean-Baptiste, a native of Haiti who is fluent in French and Creole, was ideally suited to provide immediate and much-needed assistance.

And Howard S. Britt, M.D., former associate director, medical services and clinical risk management, had connected with the Jewish Renaissance Foundation, a group that was among the recipients of more than \$500,000 donated by Merck for Haitian earthquake assistance.

Within 12 hours of landing in Haiti, Carol Van Arsdale, a registered nurse and Merck employee, Britt, and other volunteers arrived at All of God's Children Orphanage, some 50 miles northeast of the capital. With a steady flow of about 200 patients per day, our employees were able to put their skills to use where they were needed most, tending to patients with infections, high fevers, malaria, and amputation after-care. While it was not the emergency health-care they had expected, they knew they were helping people who needed support.

The Merck volunteers have expressed a desire to return to Haiti to help assist in what they agree will be months, even years, of recovery.