



Serving Our Communities

Supporting our communities, especially in these difficult economic times, is an important part of The Bank of New York Mellon's company philosophy. We are helping to sustain our communities in the following ways:

- Giving back
- Increasing community involvement
- Complying with the Community Reinvestment Act
- Improving supplier diversity



## Giving Back

Our global philanthropic philosophy in 2008 centered on identifying and supporting initiatives that provide diverse populations with access to services and programs that improve their social and economic condition. Through our corporate philanthropy, we provided funding for programs that promote development of:

- a talented workforce;
- affordable housing;
- health and wellness;
- cultural awareness and diversity; and
- support for special needs populations.

With the economic climate challenging more and more people to cover their most basic needs — such as food, housing, healthcare and utilities — we have refined our philanthropic focus. At least one third of our philanthropic support will go to organizations that help low-income individuals and families in our neighborhoods achieve financial stability.

We want to equip them to succeed — today and into the future.

At the end of 2008 we made our first grant associated with this new focus on financial stability, enabling food distribution programs around the globe to feed more than 100,000 people facing hunger.

## Increasing Community Involvement

To encourage employees to become more involved in their communities, in 2008 we launched our Community Partnership program, which supports employee team volunteering and fundraising activities, and provides corporate matching. There are two major components:

- Our annual Global Giving Campaign encourages employees to contribute their money and time to organizations in their local communities around the world. A critical part of this campaign is our Financial Stability initiative, which supports organizations that provide

individuals with the education, job training and housing they need to achieve long-term financial stability for themselves and their families.

In the first year, the campaign raised \$11.2 million in pledges — a 48 percent increase over the United Way campaigns in 2007.

- The Team Volunteer and Fundraising Program, which offers:
  - Two days of paid volunteer time annually
  - Regional team volunteer project opportunities
  - A corporate match to charities for team volunteer time
  - A corporate match to charities for funds raised by employee teams

To encourage participation and raise awareness, one volunteer team is selected quarterly to receive the Community Partnership Outperforming Team Award.

In the difficult environment of 2009, our goal is to sustain our high levels of participation and generous support.

# Community Partnership

## 2008 Outperforming Teams

### Big Brothers Big Sisters of New York City

#### 3RD QUARTER WINNER

Date: January-May, 2008

Volunteer Hours: 225

# of Employees on Team: 15

Company Match: \$4,750

Big Brothers Big Sisters Workplace Mentoring Program is an educational, vocational and cultural activity program that matches volunteers (Bigs) from a corporation with youth aged 12-17 (Littles) from a local school. The purpose of this program is to expose youth to the world of work and provide them with an adult role model. Fifteen "Bigs" met bi-weekly with their "Littles" for meetings on workplace etiquette, team building, business letter writing, computer/internet skills and future goals. In addition, there were educational and recreational trips.

*Participating location: New York, NY*

### Global Corporate Trust — Municipal Finance's "Muni Month of Service"

#### 2ND QUARTER WINNER

Date: April-June, 2008

Employees Raised: \$10,000

Company Match: \$22,500

# of Employees on Teams: 400

Volunteer Hours: 2,000

This team coordinated more than 40 Community Partnership team projects, benefitting multiple charities across the U.S. Team projects ranged from repackaging donated food at a food bank, to participating in a historic train restoration, to helping to set up for the Special Olympics, to participating in a fundraising walk.

*Participating locations: Atlanta, GA; Austin, TX; Birmingham, AL; Boston, MA; Chicago, IL; Cincinnati, OH; Columbus, OH; Dallas, TX; Denver, CO; Detroit, MI; Houston, TX; Indianapolis, IN; Jacksonville, FL; Los Angeles, CA; Louisville, KY; Milwaukee, WI; Morristown, NJ; New Albany, OH; New Orleans, LA; New York, NY; Paterson, NJ; Philadelphia, PA; Pittsburgh, PA; Point Pleasant, NJ; Providence, RI; St. Louis, MO; Seattle, WA; and Tulsa, OK*

TOTAL NUMBER OF VOLUNTEER AND FUNDRAISING TEAMS 450

TOTAL NUMBER OF EMPLOYEES PARTICIPATING 8,750

TOTAL HOURS VOLUNTEERED 18,934

## The Euromentoring Enterprise Project benefitting the Prince's Trust

### 1ST QUARTER WINNER

Date: January–April, 2008

Employees Raised: €31,403

# of Employees on Team: 20

Company Match: €12,826

Employees in seven cities across Europe used Paid Volunteer Time (PVT) to plan and execute a number of fundraising activities to benefit the Prince's Trust. The Prince's Trust provides training, mentoring and financial assistance to young people from underprivileged backgrounds who have been in trouble and want to turn their lives around. The employee volunteers were part of a European mentoring team which provided training, mentoring and financial assistance to disadvantaged young people.

*Participating locations: Brussels, Belgium; Edinburgh, Scotland; Frankfurt, Germany; London, UK; Manchester, UK; Milan, Italy; and Swindon, UK*

## SOS Children's Village

### 4TH QUARTER WINNER

Date: October–December, 2008

Volunteer Hours: 766

# of Employees on Team: 257

Company Match: Rs202,000

The SOS Children's Village in Pune, India, aims to give orphaned and destitute children the opportunity to grow up in a family, have a permanent home and establish a strong foundation for an independent and secure life. Employees directly engaged with the children in the Village and held team fundraisers to purchase items such as emergency lamps, sweaters and toys for the children. They also invited doctors to provide a free medical checkup for the children and volunteer at the clinic. The thorough checkups uncovered severe heart ailments in three of the children and remaining funds raised during this project, and an additional donation from the Community Partnership Outperforming Team Award, will be used to assist in the children's treatment.

*Participating location: Pune, India*

TOTAL FUNDS RAISED BY EMPLOYEES \$1,038,000

TOTAL COMPANY MATCH FOR EMPLOYEE EFFORTS \$577,000



## Complying with the Community Reinvestment Act

Under the Community Reinvestment Act (CRA), our bank subsidiaries are obligated to serve the credit needs of the communities in which they operate, including the needs of low- and moderate-income individuals and families.

As part of its compliance with this act, The Bank of New York Mellon offers comprehensive financing responsive to affordable housing and economic development needs in the communities where we operate.

In line with our philanthropic focus on financial stability, our community development grant funding priorities include:

- Affordable housing
- Economic development
- Financial literacy and homeownership education
- Human services

All of our banks have achieved “Outstanding” CRA ratings in their most recent public evaluations conducted by their regulatory agencies.



In 2008, our 450 Community Partnership teams served communities around the world.

### Improving Supplier Diversity

We consider minority- and women-owned suppliers to be priority vendors, along with small businesses and disabled person-owned and veteran-owned companies.

In 2008, we increased procurements with priority vendors by 13 percent to \$103 million despite a 27 percent reduction in total competitive supplier spending. Consequently, business with priority vendors represented 17 percent of total spending, versus our goal of 12 percent. Contributing to this outperformance was a 25 percent increase in spending with minority- and women-owned suppliers; this business represents 60 percent of our total priority vendor spending.

To increase our use of priority vendors, during the year we worked to improve data capture around our use of priority vendors and to increase awareness about our program within our company.

To raise awareness, we launched a comprehensive communications campaign to inform employees about the value of the program, targeting key groups of leaders, including chief administrative officers and our employee affinity groups.

Given the difficult economic environment, we expect total spending to decrease and greater difficulties for smaller vendors. For 2009, we look to place 13 percent of our total spending with priority vendors, below our 2008 levels but above prior levels.