

Working Together
for a Better
TOMORROW



HONDA

The Power of Dreams

Honda's Philanthropic Commitment

Honda is well-known for its diverse lineup of quality automobiles under the Honda and Acura nameplates, and for its motorcycles, ATVs, power products, marine engines and personal watercraft. But the company is about far more than creating innovative products that exceed customer expectations. Since its establishment, Honda has also been committed to giving back to the community.

All Honda activities, including philanthropy, stem from a corporate philosophy built on the basic principle of Respect for the Individual and sharing joy with our customers, associates (employees) and society.

This unique perspective inspires Honda companies in the United States to be involved in a broad range of initiatives focused on youth and education, science and technology. Honda proactively contributes to communities through corporate contributions, associate volunteerism, foundation grants, as well as various unique programs.

Our Vision: *To become a company that society wants to exist.*

Our Mission: *To enrich the social, economic and educational well-being of communities and society through corporate and individual participation.*

Giving & Foundations

The activities highlighted in this brochure are representative of philanthropy carried out by the Honda family of companies in the United States. These efforts range from education to volunteerism, community service, environmental learning, and beyond.

In addition, Honda established two foundations in the United States that for more than 20 years have provided over \$25 million in grants to nonprofit organizations that create lasting benefits for society.

Since its inception in 1984, the **American Honda Foundation** has supported organizations nationally in the areas of youth, literacy, mathematics and scientific education.

Established in 1981, the **Honda of America Manufacturing Foundation** has contributed toward youth and education programs in the specific hiring areas surrounding Honda plant counties in Ohio.

Both foundations provide grants to organizations that offer unique approaches to teaching and developing youth in minority and underserved communities.

“Together for Tomorrow”

captures the essence of Honda's global philanthropic activities — to serve local communities in an effort to create a future in which everyone can pursue their dreams.



Together for Tomorrow

Youth & Education

Providing youth with the opportunity to experience the joy of learning and self-discovery



Eagle Rock School and Professional Development Center

The Eagle Rock School (ERS) and Professional Development Center (PDC) located in Estes Park, Colorado, is a school for both high school students and educators. Opened in 1993, as a wholly-funded initiative of the American Honda Education Corporation, ERS is a residential tuition-free school that offers a second chance to students who have not been able to adapt to the traditional school setting. To help strengthen schools nationally, the PDC also provides teachers with opportunities to develop curricula and teaching methods modeled on the Eagle Rock formula, and learn more about how to address the drop-out problem in America. To date, thousands of educators have had the opportunity to research and learn at Eagle Rock.



National Youth Project Using Minibikes (NYPUM)

Minibikes can transform lives. That is the power of the National Youth Project Using Minibikes (NYPUM) created by Honda which began in 1969 as an innovative way to engage at-risk or disadvantaged youth ages 10 to 18. Through the use of minibikes, youths participate in challenging and fun activities with peers and positive adult role models. NYPUM presently operates more than 50 programs in urban, suburban and rural communities from Los Angeles to Boston.

Ride for Kids®

Started in 1984 to help children with brain tumors, Ride for Kids® events are now the passion of thousands who ride their motorcycles to raise money for the Pediatric Brain Tumor Foundation (PBTf). With the help of the Honda Rider's Club of America and thousands of other motorcyclists taking to the roads in rides across the country, more than \$34 million dollars has been raised to support brain cancer research and family support programs. The PBTf is now the largest nonprofit funding source for pediatric brain tumor research.



Community

Connecting with local communities

The King Arts Complex

The King Arts Complex in Columbus, Ohio, seeks to preserve and celebrate African-American culture through creative expression. The King Arts Complex offers performing, cultural and educational programs on the vast contributions of African-Americans to the culture and history of America and the world. Through Honda's long-standing support of the complex, thousands have been able to experience and learn about African-American history.



Alabama Institute for Deaf and Blind

Where some see disability, the Alabama Institute for Deaf and Blind (AIDB) sees only ability. More than 12,000 infants, toddlers, children, adults and seniors are touched each year by the AIDB's services. In addition to purchasing uniforms and supplies for thousands of associates through the AIDB, Honda also supports a variety of other AIDB programs.



Living Classrooms

Whether they are revitalizing a community or tackling a science project, some 13,000 at-risk youth ranging in age from five to 18 are taking part in the Living Classrooms program in the Washington, D.C. area. With its motto of "learning by doing," Living Classrooms teaches youth, through its experience-based approach to education, invaluable life lessons such as teamwork and self-discipline. Honda's support of Living Classrooms includes associate involvement and program funding that enables children to participate in the program free of charge.



Environment

Encouraging protection of and harmonious coexistence with the natural environment

Keep America Beautiful®

Keep America Beautiful's Great American Cleanup™ is the nation's largest annual community-improvement program with more than 2.3 million volunteers annually picking up more than 150 million pounds of litter and debris. Honda dealers donate in-kind services and products to enable cleanups. The 12-week program involves 30,000 events in all 50 states and includes litter cleanups, beautification and a large variety of community-improvement projects in over 15,000 communities.

Upper Chattahoochee Riverkeeper

Preserving the earth's resources is the purpose of more than 4,600 members of the Upper Chattahoochee Riverkeeper (UCR), an environmental advocacy organization committed solely to protecting and restoring the Chattahoochee River Basin in Georgia — the drinking water source for 3.5 million people. Through financial and in-kind support from Honda Marine, the UCR has provided scientific programs about lake ecology to thousands of students from across North Georgia and Metro Atlanta.

Coastal Cleanup Day

Every September, a team of Honda associates spends a Saturday at Torrance Beach, picking up trash and debris during the Annual California Coastal Cleanup Day. During the one-day event the team joins more than 10,000 other volunteers at more than 55 locations in Los Angeles County to pick up



debris from beaches, creeks, lakes and inland waterways. More than 65,000 pounds of trash are collected annually.

Rider Education and Environmental Learning Centers

Honda has made an ongoing commitment to protect the environment and enhance the safety of riders through its Rider Education and Environmental Learning Centers. The centers were created to provide a real-world training facility where students of all ages can acquire basic riding skills and learn to ride effectively in a safe environment. In addition, an environmental education component allows three of the centers to serve as unique destinations for grade school students to learn about biodiversity.

Ohio Wildlife Center

Humankind meets animals of all kinds at the Ohio Wildlife Center, a nonprofit educational organization that fosters awareness and appreciation of Ohio's native wildlife through rehabilitation and education programs. Students, seniors and caring citizens actively participate in animal care and outreach programs at the center. Honda supports day camps and wildlife encounters that serve children four to 12 years of age with activities that are aligned with the Ohio Academic Science Standards.

Community Volunteer Program

Taking an active part in the well-being of our communities

Rolling Readers

Sharing the joy of reading with young people is near and dear to Honda associates in Southern California who spend one day a month reading to preschool through fifth grade students at Carson Street Elementary School. Since 1997, hundreds of Honda associates have dedicated numerous hours fostering the joy of reading to students each week.

Honda Community Action Team

The Community Action Team is Honda's Southern California community outreach organization. Associates, retirees and family members volunteer at approximately 20 events each year. From sending care packages to our troops overseas, supporting the Special Olympics to serving holiday meals to the underprivileged, the Community Action Team brings Honda spirit to the cities where we work and live.



Honda Heroes

Community involvement at Honda means more than writing a check — it means making a personal investment. In Ohio, Honda Heroes include more than 1,700 associates, retirees and their spouses who have donated more than 400,000 hours to support programs of their choice that serve the community. Associates and their spouses who volunteer a total of 50 hours to an organization within a 12-month period are rewarded with a Dollars for Doers grant that is presented to the community program.



For more information on any of these representative programs visit their websites below. To learn more about other Honda-supported organizations or Honda's foundations visit <http://corporate.honda.com>.

Eagle Rock School and Professional Development Center

www.eaglerockschool.org

National Youth Project Using Mini-Bikes

www.nypum.org

Ride for Kids®

www.pbtfus.org/rideforkids

Alabama Institute for the Deaf and Blind

www.aidb.org

King Arts Complex

www.thekingartscomplex.com

Living Classrooms

www.livingclassroomsdc.org

Coastal Cleanup Day

www.coastal.ca.gov/publiced/ccd/ccd.html

Keep America Beautiful®

www.kab.org

Ohio Wildlife Center

www.ohiowildlifecenter.org

Upper Chattahoochee Riverkeeper

www.chattahoochee.org/index.htm

Rolling Readers

www.rollingreaders.org

Special Olympics

www.specialolympics.org

