

# Making a Difference in Our Communities



# We're Passionate about Making a Difference— Our Employees

Our employees are at the heart of Genworth's community involvement. Throughout the year, associates generously donated their time and funds to a variety of causes and community initiatives.

## Genworth Volunteers—Reaching Out, Giving Back, Having Fun!

Whether it's mentoring a child, installing handrails in the home of an older adult or making meals in a community kitchen, there's a wide-range of activities that allow our Genworth Volunteers to take an active role and make a difference in their local communities.

Genworth volunteers in **Sydney, Australia** tackled some big math concepts like explaining the difference between an odd and even number and teaching students how to tell time. In partnership with Learning Links, employees mentored students at Crown Street Public School to help them achieve better results in math. Learning Links coordinator summed up the program by saying, "What a great team of volunteers, they have truly changed a lot of little lives!"



*Genworth Volunteers showed students that math can be fun!*



*Genworth Volunteers planted a community garden at Family Centers.*

## Genworth's Global Month of Service

In June, we launched our first global month of service—dedicated to bringing together employees from across all business locations to work towards a common goal to help those in need. Employees in 25 locations contributed 9,750 hours to more than 100 nonprofit organizations. As one Genworth volunteer shared, "My team fully enjoyed this opportunity to volunteer together. As a manager who continues to seek ways to build my team, this was one of the best things we have done together."

During the month of service, Genworth Volunteers in **Stamford, CT** partnered with United Way of Western Connecticut for its annual Day of Caring. Employees dedicated 300 hours to several projects that helped the United Way with its mission of creating lasting change in the community.

## One Gift Can Make a Difference!

Our Genworth employees reached out and gave back by providing financial support to thousands of US-based organizations, including schools and nonprofit organizations.

**United Way Employee Giving Campaign** Our employees recognized that we all had an important role to play in supporting those less fortunate and funding basic needs in our communities—especially during the past year. In partnership with United Way, Genworth employees donated more than \$655,000 during our 2009 employee giving campaign, an increase of 33% from the previous year.

**Matching Gifts Program** To increase the giving power of our employees and retirees, the Genworth Foundation matches donations dollar-for-dollar to schools, colleges and universities, as well as other eligible community-based organizations. In 2009, Genworth's match totaled more than \$750,000.

# Engaging in Our Communities

We take great pride in being an actively involved corporate citizen. Our civic engagement activities range from local events and community sponsorships to engaging employees on nonprofit boards. The Genworth Foundation makes a direct investment in the community by helping provide nonprofits with the funding and organizational support they need.

## Investing in Thriving Communities

As a part of our community involvement, we support local activities and events where our employees live and work, particularly in our headquarters community of Richmond, Virginia.

In **Richmond, VA**, we sponsored the Genworth Financial Family Area at the Richmond Folk Festival. This annual event takes place on the riverfront to celebrate the roots, richness and variety of American culture. By helping support events that are free to the public, we can help make Richmond a vibrant, welcoming city for our employees and neighbors.

Genworth Financial Canada partnered with Habitat for Humanity in **Oakville, Canada**, to host The Meaning of Home contest. Students in fourth, fifth, and sixth grade were asked to write an essay on what "home" meant to them. Genworth sponsored the construction of a new Habitat house in the winning student's name. The contest gave students a chance to make a difference in their community and taught the importance of giving back to others. To read the winning entry, go to [meaningofhome.ca](http://meaningofhome.ca)



*Children learn the fundamentals of percussion in the Genworth Financial Family Area.*



*Kyle, a student in Newfoundland, Canada won the 2009 Meaning of Home contest.*



*A small team of Genworth Volunteers made a big difference at Jubilee Family Development Center.*

## Giving Back with Talent

Volunteer engagement comes in many forms, and we believe that one of the best ways to get involved is by utilizing the business skills and expertise of our employees to help build high-performing nonprofit organizations. Through our skills-based volunteering program, Genworth employees contribute their professional talents—such as helping to develop budgets and financial plans or creating marketing campaigns.

A team of skilled volunteers worked with Jubilee Family Development Center in **Lynchburg, VA** to help them develop a strategic plan. Volunteers evaluated everything from marketing to finance to their organizational structure. As a result, they developed recommendations, tools and templates for the organization to use. The executive director stated that working with Genworth Volunteers on this project was "A life-changing experience." The outcome of the project meant real change for him and the Center.

# About the Genworth Foundation

The Genworth Foundation, the charitable giving arm of Genworth Financial, has a mission to help build strong communities around the world. The Genworth Foundation makes direct investments in the community through charitable grants and matching gifts each year. Our philanthropic focus includes, helping youth prepare for their futures, enriching the lives of older adults, and supporting access to basic needs.

## Providing Educational Opportunities for Underserved Youth

As a global business, we recognize that investing in quality education and building life skills, especially for those who are underserved, is critical to our future economic success and competitiveness. Through partnerships with schools and leading youth-serving organizations, we help prepare at-risk young people to be productive engaged citizens and workers in a global economy.

In **Brentwood, TN**, Genworth partners with the Boys and Girls Club of Franklin and Williamson County. Genworth and Boys and Girls Club have the same goal of enabling all young people to reach their full potential. The Genworth Foundation supports the Project to Learn program, which provides homework help and tutoring to students at the club, as well as encourages parent involvement and collaboration with schools.



*A Genworth Volunteer serves as a positive role model for young girls at the Club.*

## Enriching Seniors' Lives

As the 65 and older population increases, Genworth is helping prepare local communities for the growing age wave. This includes funding programs that provide access to information on health and aging, offer support and respite for family caregivers, and enable independent living.

In **Raleigh, NC**, Genworth partners with The Center for Volunteer Caregiving. The organization helps Wake County seniors and family caregivers maintain independence, dignity and quality of life. Our funding supported the Connected Safety at Home program, as well as the Friendly Visiting Services program. Genworth Volunteers serve as Friendly Visitors by calling or visiting with an older adult every week to discuss their hobbies, work, or to just talk about life.



*Just having someone to talk to each week can lift the spirits of an older adult living on her own.*

## Supporting Access to Basic Needs

The economic downturn and continued high rate of unemployment has left many communities in distress and increased the demand for health and human services. In an effort to help meet these basic needs, Genworth partners with organizations around the world to support the delivery of temporary food, shelter and clothing for those families and children in crisis.

The Genworth Foundation supported a program that offers nutritional and educational resources to clients served by Monument Crisis Center near **Pleasant Hill, CA**. The program distributes healthy food to kids and their families, and also teaches them how to make smart choices on issues that effect health and well being. The Center's desire is to promote a healthy, safe and sustainable community.

# Promises In Action

At Genworth Financial, our promises help people secure their financial lives, families and futures. We've helped millions of people buy and stay in their homes, achieve peace of mind, build savings and wealth, and secure their retirement—and we're there when our customers need us most.

We've also been there when our communities need us most. During 2009, many communities, families and businesses faced unprecedented economic challenges. Through the Genworth Foundation and the time and talent of our Genworth volunteers, we remained committed to do our part to help those most in need. From mentoring young people to be productive, successful citizens to preparing communities for the growing age wave, we believe community involvement is an integral part of our business responsibility.

## Reaching Out and Giving Back – 2009 Summary



## 2009 Volunteer Summary

**33,149** HOURS  
**3,742** VOLUNTEERS  
**+ 190** PROJECTS

**reach out  
give back  
have fun**  
Genworth Volunteers

\* Includes charitable giving from Genworth Foundation and Genworth Financial.

## Funding Requests

The Genworth Foundation is committed to providing funding and organizational support to nonprofits that address the needs of our communities. Because the Foundation's resources are limited, we do not encourage unsolicited proposals—and we are unable to fund every proposal. An overview of our qualification considerations is available on our website at [genworth.com/foundation](http://genworth.com/foundation).



**Genworth Foundation**

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**Genworth Financial** 

**Genworth Financial, Inc.** (NYSE: GNW) is a leading Fortune 500 global financial security company. Genworth has more than \$100 billion in assets and employs approximately 6,000 people with a presence in more than 25 countries. Our products and services help meet the investment, protection, retirement and lifestyle needs of more than 15 million customers. We operate through three business segments: Retirement & Protection, US Mortgage Insurance and International—and our products and services are offered through financial intermediaries, advisors, independent distributors and sales specialists. Genworth Financial, which traces its roots back to 1871, became a public company in 2004 and is headquartered in Richmond, Virginia. For more information, visit us at [genworth.com](http://genworth.com).