

Case study

United Way campaign reaches new heights



BHP Billiton Houston employees host a Book Bash for elementary school kids as part of the United Way campaign.

In FY2016, nearly 700 employees pledged donations to the United Way of Greater Houston, contributing to the Company's largest campaign total to date and raising \$555,000 for the organisation. The United Way campaign aims to raise funds to transform individual lives and bring long-lasting, systemic change to social issues.

Even more employees contributed 'sweat equity' by volunteering at United Way agencies in Houston through a range of activities on 'Impact Days'. Our Petroleum Leadership Team helped kick off the campaign in October, with high-energy performances at the Lip Sync Battle. For the following three weeks, employees continued the energy commitment at Impact Days through activities ranging from landscaping, painting and other facility improvements, to working with children and students from low socio-economic neighbourhoods.

The United Way Campaign Committee led the Impact Day projects, which included a Book Bash where volunteers played educational games and gave books to children, and different events at The Center, YMCA Camp Cinco, Jewish Community Center, Wesley Community Center, Fort Bend Service Center, Davis Family Center, and many other organisations, benefiting the Greater Houston community.

Our Gulf of Mexico team hosted a standout campaign with 100 per cent participation (for the second consecutive year) across all onshore and offshore sites for the United Way of South Louisiana and four agencies benefiting local women and children.

Our Haynesville office in Shreveport, Louisiana participated in six projects with the United Way of Northwest Louisiana, volunteering more than 150 hours of their time. Employees increased their donations by almost 80 per cent from 2014.

These combined efforts and financial contributions make a significant impact on the local community.

Children and youth **33%**

420,000 children and youth received help to develop their full potential

Seniors **10%**

92,000 seniors received support to remain independent

Families **28%**

842,000 family members received help building a strong foundation

Rebuilding lives **29%**

Over one million individuals received help rebuilding their lives