

Half a million zlotys to assist the socially excluded

The fourth edition of a call for proposals, part of a social initiative “For What It’s Worth” has commenced. Kompania Piwowarska will earmark half a million zlotys for activities undertaken by Polish public benefit organizations involved in supporting individuals socially excluded on account of poverty. A special debate was held to discuss joint activities of businesses and the third sector.

For what it’s worth: talking

The launch of the fourth edition of the “For What It’s Worth” initiative was combined with a debate “Whether activities undertaken jointly by businesses and public benefit organizations offer an opportunity to change the destiny of the socially excluded?” The answer to this question was provided by nun Małgorzata Chmielewska from the Bread of Life Community House Foundation, Pof. Jolanta Szaban, Paweł Kwiatkowski - Kompania Piwowarska’s spokesman and Magdalena Maruszczak of KPMG.

“Slowly, we are transforming into a civic society. Business people are also citizens of this country who have relevant responsibilities. If our intention is to build a truly civic society we should pay attention to the most needy”, said nun Małgorzata Chmielewska.

The discussion held yesterday had been preceded by a presentation of results of a survey conducted by Pentor Research International with reference to the ‘For What It’s Worth’ social programme. *“We do realize that as a robust representative of the business sector, we are responsible for our environment”,* said Paweł Kwiatkowski, Kompania Piwowarska’s spokesman.

For what it’s worth: helping

The call for proposals as part of the social initiative “For What It’s Worth” relies on experts, the Programme Council and public opinion and local communities which ultimately decide who should be granted assistance. *“It is extremely important for us to continue activities which genuinely transform the picture of social exclusion and support specific individuals with specific problems”,* commented Małgorzata Wałędzińska, CSR Manager at Kompania Piwowarska.

At stage one of the call of proposals, experts will verify the substance of the submitted projects, resorting to their knowledge of social exclusion and the instruments stimulating and preventing social exclusion. Then the Programme Council of “For What It’s Worth” will shortlist 15 best evaluated projects which will be subjected to general voting. Votes in favour of specific projects can be cast on the initiative’s dedicated website www.warto.eu and by sending text messages. This system ensures that seven best projects will be selected.

For what it’s worth: attending

Between 1 July and 31 August 2009 public benefit organizations from all over Poland can submit their applications for grants to support socially excluded individuals. Grants will be awarded within two contest categories referring to the amount of financial assistance: PLN 100 thou. and PLN 50 thou. Half a million Polish zlotys will be earmarked to execute the 7 best projects. The beneficiaries of assistance projects submitted as part of the submitted projects include the homeless, unskilled unemployed, children and adolescents from dysfunctional families or growing up outside their families and the handicapped. The contest’s regulations are available on the programme’s website www.warto.eu.

To date, the programme has attracted nearly 230 organizations. Twenty nine winning projects have been selected and granted total financing of PLN 4.5 million. The diversified assistance activities undertaken as part of these projects have directly or indirectly reached approximately 11 000 people. The beneficiaries have been the homeless, the unemployed as well as children and adolescents from dysfunctional and disfavoured families, the handicapped and single mothers. *“The social initiative ‘For What It’s Worth’ assists individuals in need. Irrespective of the size of the grant, from the organization’s point of view any financial assistance for project execution is extremely valuable”,* said nun Małgorzata Chmielewska, president of the Bread of Life Community House Foundation.

Among the programme's winners is the Powiśle Social Foundation which has supported over 120 individuals socially excluded on account of poverty. On top of numerous skills training sessions, the beneficiaries attend workshops and therapeutic sessions. *"What we try to do is to show them that normal life is within their reach. Owing to the financial support, we could suggest a very wide array of affecting their situation"*, said Katarzyna Pakuła, the project's coordinator. The programme encompassed entire families: both the parents and the children. Models of desired conduct have been communicated to all family members. As the coordinator added, *"This is the only way to ensure they will work."*

The winning projects of the third edition included activities supporting single mothers, the handicapped and the unemployed. In early June 2009, an integration playground was opened in Chodzież.

Notes to editors:

Kompania Piwowarska - leader of the Polish beer industry

Kompania Piwowarska is the largest brewer in Poland. Hundreds of years of experience in brewing, state-of-the-art technology and rigorous adherence to the World Class Manufacturing principles guarantee the highest quality beer. The company's product portfolio includes Tyskie - Poles' favorite beer, Żubr - the second largest Polish beer brand, Lech, Dębowe Mocne, Redd's, Wojak and international premium brands Pilsner Urquell, Peroni Nastro Azzurro and Miller Genuine Draft. Kompania Piwowarska was established in 1999 as a result of a merger of Tyskie Browary Książęce and Lech Browary Wielkopolski. In 2003 Dojlidy Brewery in Białystok was acquired by KP and in 2008 a brewery in Kielce. In the fiscal year F09, ended on 31 March 2009, KP sales volume amounted to 15.1 mill hectoliters.

SABMiller - one of the largest brewers in the world

Kompania Piwowarska is part of SABMiller plc. SABMiller plc is one of the world's largest brewers with brewing interests or distribution agreements across six continents. The group's wide portfolio of brands includes premium international beers such as Grolsch, Miller Genuine Draft, Peroni Nastro Azzurro and Pilsner Urquell, as well as market-leading local brands such as Aquila, Castle, Miller Lite, Snow and Tyskie. SABMiller is also one of the largest Coca Cola bottlers outside the US. In the year ended on 31 March 2009 the group reported US\$ 3.4 billion in adjusted pre-tax profit and group

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