



Community Involvement

Charter

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Introduction

ITP recognises its duties and responsibilities to the wider community. The ITP Group has an active, staff-led community participation programme that aims to support a wide range of causes across the region with a mixture of staff involvement projects, events and direct charitable donations.

ITP aims to participate in community initiatives where the company's involvement makes a difference and where programmes can be created that are ultimately self-sustaining. Wherever possible, it believes that this involvement should be led by staff and supported by the company.

ITP's Community Involvement Committee (CIC) is a staff-led body intended to advise the company and its personnel on appropriate practices and initiatives that will provide positive benefit to the communities that ITP serves and works within. The Committee consists of members from across the company's many different departments, with meetings and decisions presided over by the committee chairperson.

This document aims to clarify the committee's code of practice and offer potential partners and beneficiaries guidance in obtaining the committee's support.

Support methods

ITP is committed to supporting community involvement initiatives and projects in a number of ways:

Services Providing free-of-charge marketing support and awareness building using the company's media. This will be assessed based on the nominal barter value of the media space provided. The company's media incorporates print, online, marketing, printing and the expertise of its staff.

ITP is also willing to consider the use of its media and facilities for staff that wish to undertake their own non-CIC related charity and campaign support, with prior approval.

Corporate Contributions Contributing straight-forward direct financial support and backing for initiatives from ITP's corporate marketing budget. This will be assessed on the total net cash contribution. Financial support can include sponsorship of charitable events (see below).

Events Using ITP's events to raise cash for donations, through activities such as table sales and creating and developing initiatives that create revenues to directly contribute to a chosen charity. This will be assessed on the total cash raised by the respective events and the resulting net cash donations.

Sponsorships Supporting staff in direct action and participation initiatives through financial sponsorships. This will be assessed on the total cash contribution to sponsorships.

Staff-led Initiatives Where appropriate, ITP is willing to allow the usage of facilities to staff with their own community and charity projects, subject to prior approval, that have not necessarily been organised by the CIC. Staff will still be required to meet guidelines and provide support documents, as outlined by the company.

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Activity plans

ITP's Community Involvement Committee (CIC) plans to help the identified charities and causes through the following means:

- Any products received for review, given as gifts to the company over a certain monetary value, or borrowed and subsequently purchased by the company due to damages, may be then used in some form of fundraising activity, provided that the third party who supplied the products gives their permission. All permission and consent forms will be kept on record.
- That those charities and causes identified by the CIC may provide promotional material that will be included by the company free-of-charge in its print, online and marketing products.
- That monies raised from table sales at a majority of the company's events are to be donated to a nominated charity, with other activities encouraged on the night to increase the donatable amount.
- That internal fundraisers such as raffles, auctions and sales be organised to raise money internally across ITP's staff and many departments, with larger fundraisers targetted for internal events.
- The CIC will continually monitor, assess and encourage the development of ITP's involvement in charity and community activity, as dictated by company guidelines.

Transparency

As part of this commitment, ITP has adopted a policy of 100% financial transparency. ITP coordinates closely with the relevant authorities to ensure that an ethical and transparent approach is guaranteed in all its charity-related projects.

In order to aid financial transparency, the CIC has adopted procedures in order to document, report and make public information on its activities via the ITP website. The CIC will make available all reports, documents and also receipts from benefitting charities and organisations to show that all monies raised go directly to a specific cause with no costs absorbed by either party.

Company policy also specifies that none of ITP's community or charity involvement will be used in any form of publicity or commercial gain.

Some of the policies implemented by ITP to support transparency include:

- Only registered UAE charities will be supported
- Advance written approval from the charity, authorising ITP to make collections for them or on their behalf.
- Donations are to be made by bank transfer or cheque where at all possible, thus facilitating auditing. Transfers and cheques are to be made out to the charity, not ITP to ensure direct and timely money routing. ITP will track and record payments for its auditing purposes.
- Where cash sales are collected, a detailed list of people making purchases will be drawn up to report total sales. If this is not possible, in instances such as internal raffle sales, numbered tickets will allow for a reconciliation between tickets printed, sold, returned and revenue generated.

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Support criteria	<p>The CIC has adopted a number of criteria in determining which projects it will seek to support:</p> <ul style="list-style-type: none">• Projects that touch areas of community involvement around the company's business: the Middle East's media and knowledge industries and markets• Projects that are of direct benefit to the communities and markets in which the company operates• Projects that promote learning, both at the formal education and life long learning levels• Projects that map to the activism of the company's employees• Projects that are wholly inclusive and not based on ethnicity or exclusive criteria• Projects that are sustainable and which, through the company's involvement, can be made self-sustaining• Projects that ensure 100% of the funds reaching the supported charity, without any internal or hidden costs being covered by the monies raised <p>In order for a charity or cause to be considered for support, it must supply the following documentation:</p> <ul style="list-style-type: none">• Proof of UAE registration• Information relating to a UAE bank account• A letter of consent that it is willing to be beneficiary of a specific cause• Be able to provide a receipt for all monies received• An update of how the money raised will be used
To Gain Support	<p>To gain the CIC's support for a specific charity, event or any other community involvement activity, enquiries are submitted to a central contact point, along with an initial Application Form (available for downloading on the committee's website http://www.itp.com/cic) at least 14 working days prior to the activity.</p>
Contact the Committee	<p>To get in touch with the committee, please contact:</p> <p>ITP Community Involvement Committee ITP Building, #14, Dubai Media City P.O. Box 500024 Dubai, UAE Tel: +971 4 444 3000 Fax: +971 4 444 3030 Email: cic@itp.com</p>