



Community Giving Program

BLACK & DECKER IN THE MARKETPLACE

Black & Decker is a leading global manufacturer and marketer of power tools and accessories, hardware and home improvement products, and technology-based fastening systems. Our product lines include consumer power tools and accessories (Black & Decker®), high-performance industrial tools and equipment (DEWALT®, Porter-Cable®, Delta®), electric lawn and garden tools and home products (Black & Decker®), residential and light commercial security hardware and decorative hardware (Kwikset®, Weiser Lock®, Baldwin®), kitchen and bath faucets (Price Pfister®), and technology-based fastening systems (Emhart Teknologies®).

BLACK & DECKER IN THE COMMUNITY

Recognizing that the vitality of the communities in which our employees live and work is an important factor in Black & Decker's success, our headquarters and business sites are involved in their communities by:

- promoting volunteerism;
- sponsoring a payroll deduction program for combined-giving campaigns;
- matching employees' tax-deductible contributions to qualified civic, cultural, educational, health/human services, and youth organizations; and
- making monetary and/or product contributions to qualified non-profit organizations through the Community Giving Program ("CGP").

GENERAL

The CGP is administered by the Corporate Secretary's Department at our corporate headquarters and the Human Resources Department at each of our business sites. Black & Decker does not have an independent charitable foundation. The CGP budget is determined annually by the level of our corporate profits and other considerations. Because we strive to support as many worthwhile programs as possible, grant commitments are limited to one year. Where renewal is considered, evaluation factors include program effectiveness and the impact of previous contributions. We do not publish reports of our contributions.



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FOCUS AREAS OF SUPPORT

The CGP is designed to support programs that reflect the nature of Black & Decker's business and enhance the quality of life in communities where our headquarters and major business sites are located.

The CGP is focused primarily on certain aspects of (1) *Community Revitalization* and (2) *Education*:

- *Community Revitalization* - Our emphasis is on *affordable housing, housing rehabilitation, and ongoing housing renovation* programs, particularly programs that support home ownership, involve the active participation of neighborhood residents and Black & Decker volunteers, provide the opportunity for residents to learn home improvement skills, and put our products to use.
- *Education* - Our emphasis is on: (a) *engineering* (electrical, electronic, industrial, manufacturing, materials, or mechanical) programs at colleges and universities important to our recruiting and training efforts; (b) school-based *math, science, and technology* programs that prepare students for a college education or for positions that provide technical support for engineers; (c) school-based *vocational and skills training* programs for construction and related trades and for home improvement.

OTHER AREAS OF SUPPORT

Although community revitalization and education are our primary focus areas, we also consider grants to established civic, cultural, health/human services, and youth organizations in communities where our headquarters and major business sites are located.



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EXAMPLES

- *Civic* - Organizations engaged in housing-related programs, municipal and statewide improvements, environmental issues, etc.
- *Cultural* - Organizations such as science centers, museums, libraries, music organizations, etc., especially if programs to supplement school-based education in the areas of math, science, and technology are offered.
- *Health/Human Services and Youth* - Organizations with programs that advance community health; promote job skills, education, and values; strengthen the family unit; and/or promote social and economic well-being in the community.

GUIDELINES

CGP contributions in the U.S. are restricted to publicly supported, non-profit, charitable organizations that: (1) are exempt from Federal income tax; (2) operate primarily within the U.S. or Puerto Rico, except if organized as a U.S.-based charitable corporation; and (3) are eligible to receive contributions that are tax-deductible for Black & Decker under Section 170(c)(1) or 170(c)(2) and 501(c)(3) of the U.S. Internal Revenue Code.

We give preference to requests for projects or programs that are within our primary focus areas **and**:

- are supported by our employees;
- meet community needs in innovative ways;
- have specific objectives and mechanisms for measuring results;
- promote cooperation with and avoid duplication of programs and services provided by other organizations;
- provide evidence of and incentive for financial and volunteer support from others in the community; and
- demonstrate the applicant's commitment to fiscal control and accountability.



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GUIDELINES (continued)

The CGP is unable to support:

- campaigns to fund financial deficits;
- cause-related marketing;
- conferences and conventions;
- corporate or “goodwill” advertising in publications or souvenir booklets;
- films, television, or radio programs;
- fraternal, social, or professional sports organizations;
- fundraisers through product sales;
- fund-raising dinners and galas;
- individuals;
- military operations;
- playgrounds;
- political organizations, candidates for political office, and lobbying groups;
- religious organizations solely for sectarian purposes; and
- requests for mementos.

REQUESTS FOR SUPPORT

We prefer that requests for support be submitted in writing on the organization’s letterhead and signed by the Executive Director, President, or Board Chairman. We will, however, consider proposals submitted by e-mail.



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REQUESTS FOR SUPPORT (continued)

Requests should:

- (1) include a brief summary of the organization's history, mission, and objective.
- (2) describe the need or problem to be addressed, the proposed project or program, the timetable for implementation, the population to be served, the level of volunteer involvement, and any affiliations with combined-giving funds or public agencies; and
- (3) specify the amount of money or type of product(s) being requested.

WHERE TO SUBMIT

Requests may be submitted at any time to:

Natalie A. Shields
Vice President and Corporate Secretary
The Black & Decker Corporation
701 East Joppa Road (TW245)
Towson, MD 21286

e-mail: public.affairs@bdk.com

RESPONSE TIME

Requests are reviewed regularly and generally responded to within six to eight weeks. We do not, however, have the resources to respond to mass mailings.