

2023

Reynolds American Community Giving Summary



“

It is an honor to lead an organization whose employees sincerely embrace giving and volunteering. The actions of our teams demonstrate our company's core values and our commitment to our purpose of A Better Tomorrow™ for all stakeholders.”

A letter from our CEO

For nearly 150 years, Reynolds American has taken great pride in supporting the communities where our teams work and live. Our employees' generosity and strong spirit of volunteerism represent our values as a company and our commitment to A Better Tomorrow™ for all stakeholders.

In 2023 we sharpened our approach to community engagement to ensure that we continue making a positive impact for years to come. Our refined approach centers on three areas we believe are essential to building thriving communities: 1) programs that ensure **people** have basic human needs, 2) initiatives that protect and restore natural resources on the **planet** we share and, 3) efforts that promote equitable opportunities and economic mobility to advance **prosperity** for all.

As you will read, supporting People, the Planet and Prosperity takes many forms – from increasing access to quality education and job skills training to combating food insecurity and planting trees in open spaces. Behind all our initiatives is a passionate team of employees and dedicated community partners who aim to deliver lasting, positive outcomes in our communities.

It is an honor to lead an organization whose employees sincerely embrace giving and volunteering. We believe that our organization and the communities where we operate are indeed “stronger together” when we collaborate to achieve common goals.

I hope you enjoy learning more about Reynolds American's 2023 efforts to deliver a positive impact in the community as much as our teams enjoyed rolling up their sleeves and making it happen.

Kind regards,



David Waterfield

President and CEO of
Reynolds American Inc.



Our Vision

To create positive societal impact to deliver a thriving community.

Our Mission

Deliver meaningful change through focused community giving and engagement connecting **People, Planet,** and **Prosperity.**

Our Commitment

Connecting with and contributing to our communities is a tradition and point of pride at Reynolds American, where our legacy of community support dates to the 1800s. Generously devoting time, talent and resources, our companies and employees are on a mission to improve lives and shape the communities where we live and work.

Our Focus

People

Meeting basic needs and ensuring all human beings can fulfill their potential.

Planet

Protecting and restoring natural resources to improve the future of our environment.

Prosperity

Promoting equity through diversity, inclusion, and opportunities.

COVER IMAGE DESCRIPTION

In 1875, R. J. Reynolds founded R. J. Reynolds Tobacco Company, in Winston, North Carolina. Winston-Salem was officially incorporated in 1913, merging the towns of Winston and Salem. Featured on the cover is the vibrant skyline of Winston-Salem that continues to represent the history and impact Reynolds American has had on this community.

Our Giving Approach

Through collaboration with a range of groups and nonprofit organizations in our local communities, and to make the biggest impact, we align our giving in three ways:

Employee Volunteerism and Giving

We value causes and initiatives that are important to our employees. That is why we offer various ways for them to increase their personal commitments to organizations they are most passionate about: by providing full-time employees with two days off annually to volunteer during regular work hours and matching donations up to \$7,000 annually per employee to verified nonprofit organizations through the Reynolds American Foundation.

Corporate Giving

Reynolds American makes monetary and in-kind donations to support local nonprofits, emergency needs including disaster relief and economic development efforts in the communities in which our employees live and work.

Foundation Giving

Two independent foundations and a charitable trust have been created, funded, and are managed by three of our operating companies. Each foundation or trust supports programs that strengthen the communities of our employees.

Reynolds American Foundation focuses on supporting communities where employees within the Reynolds American organization live and work through local community campaigns, scholarships, employee matching, capital campaigns, and health equity.

Santa Fe Natural Tobacco Company (SFNTC) Foundation focuses on preservation, promotion and advancement of American Indian self-sufficiency and culture.

The American Snuff Co. (ASC) Charitable Trust focuses its contribution resources on communities where ASC employees live and work: Clarksville, Montgomery County, Tennessee; and Winston-Salem, Forsyth County, North Carolina and the surrounding areas through local community campaigns, education, scientific research, and prevention of cruelty to children.



People

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Planet

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Prosperity

pg. 18



Foundations

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People

Meeting basic human needs

Reynolds American has a long history of supporting the communities where we operate, including Winston-Salem, North Carolina and Clarksville, Tennessee, which are home to our facilities. While progress has been made, there is still much to be done. For example, in North Carolina's Forsyth County where our headquarters are located, over 14% of the population is living in poverty or struggling to afford food, clothing, and shelter.

To help address these issues, a focus on meeting basic human needs is a core part of our giving strategy. Whether preparing meals at the Second Harvest Food Bank, supporting seniors through Meals on Wheels, or volunteering at the Dream Center, Reynolds American is committed to giving that supports those in greatest need.

Preparing meals to nourish our communities

Second Harvest Food Bank

In Forsyth County, North Carolina, approximately one in seven people are food insecure, and one in five children do not receive enough food to thrive. Second Harvest Food Bank works to address this problem by ensuring residents can access the food they need to live healthy and productive lives.

Throughout the year, employees within the Reynolds American organization give their time to assist Second Harvest Food Bank in combating food insecurity. In just one of this year's volunteer efforts, nearly 70 of our colleagues prepared close to 8,400 meals and food boxes as part of the "Stock the Shelves for Summer" program, which provides food for families and students to substitute for meals they normally receive during the school year.

Second Harvest also works to end hunger and poverty through its Providence Culinary Training & Hospitality residency programs. Since inception, these programs have trained nearly 900 graduates for jobs in food service and continue to prepare 14,000 community meals every week. Reynolds American is a proud contributor to the Providence programs and supports their mission to help people develop culinary skills that lead to paths for regular employment.

BY THE NUMBERS

In 2023, employees within the Reynolds American organization contributed over **150 volunteer hours** to Second Harvest Food Bank, helping sort shelves to provide almost **12,000 meals**.



Getting a first-hand look at the impact we can make as an organization is such a rewarding experience. Investing time and resources into Winston-Salem is one of the most meaningful ways I can to continue to reinvigorate our community, and ensure we are always striving to Build a Better Tomorrow."

Ethan Willis

Director of Commercial Finance within the Reynolds American organization



Delivering meals and friendship to local seniors

Meals on Wheels

Each week during their lunch break, a dedicated group of employees within the Reynolds American organization volunteer to deliver warm, nutritious meals to seniors through the Meals on Wheels program. Meals on Wheels helps aging individuals maintain their independence and well-being by addressing hunger and isolation.

Our volunteers deliver meals and serve as friendly faces for members of our community, checking in and building friendships.

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Volunteering for Meals on Wheels is so rewarding for me. Not only do I deliver a meal, but sometimes I may be the only face one of our seniors has seen all day.”

Joanna Reich

Senior Manager of Scientific and Regulatory Affairs within the Reynolds American organization





Supporting local families to access food, clothing, baby supplies, and counseling

Dream Center of Forsyth County

The Dream Center of Forsyth County is a safe place for our community offering food assistance, clothing, and counseling. Employees within the Reynolds American organization lend a hand in a variety of service areas, including preparing new clothing donations, assembling care packages with baby essentials, and packing food items.

The Dream Center focuses on four pillars of service offered at no cost to recipients:

- Care and Share Food Pantry, offering fresh and nutritious food for families
- Redress Clothing Boutique, supplying new and gently-used clothing
- Outreach Alliance For Babies, working to reduce infant mortality rates and promote child well-being
- Family Life Counseling, providing essential therapeutic services

The Dream Center's services have a significant impact in Forsyth County, providing those in need with 30,000-50,000 meals per month on average. The Dream Center's leadership emphasizes the critical role that community volunteers play in achieving its goals.

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When community volunteers, like the team from Reynolds American, step in to support our cause, it amplifies our capacity to make a real impact.”

Pastor Chris Leab
Executive Director, Dream Center

Reynolds American Stories:

Supporting employee causes

Employee volunteerism and giving

Each year, our Reynolds American teammates come together to not only volunteer, but also to raise funds for a range of causes that they personally believe in and make an impact on people in our community. Whether it is a late-night fun run or a midday cookout for a worthy cause, our team is making a difference.

To support our employees' passion for giving back, we offer various ways to increase their personal commitments to organizations, including providing two paid days off each year to volunteer and matching up to \$7,000 of individual employee contributions annually to qualified charitable organizations through the Reynolds American Foundation.

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I've been riding in Bike MS events for 12 years. Representing my organization has been an extra benefit for doing my part to give back to the community and fundraise for such a great organization.”

Dane Pador

Manager of Global Revenue Growth within the Reynolds American organization

Jacksonville and Orlando Division Beach Cleanup



Volunteer Event Cooking For Charity





Los Angeles Division Volunteer Event



Atlanta Division Local Senior Center Volunteer Event



Charity Bike Ride



Pacific Coast Division Thrift Store Event



Cookout to Raise Money for School Supplies



Moonlight Madness 5K & Monster Mile



Planet

Protecting and restoring natural resources

Protecting and restoring natural resources in communities we call home, like Winston-Salem, North Carolina and Clarksville, Tennessee, is an important part of our Reynolds American giving strategy.

We are proud of the neighborhoods where we live and work and strive to take actions that have positive effects on the environment, such as planting trees and hosting cleanups.

A 40-Year partnership of beautification projects and education activities

Keep America Beautiful and Keep Winston-Salem Beautiful

For over 40 years, our organization has partnered with Keep America Beautiful (KAB) to enhance the appearance of communities through cleanup events, beautification projects, and education activities. Through KAB, Reynolds American supports the Cigarette Litter Prevention Program (CLPP) by providing monetary donations to KAB's affiliates across the country, allowing them to engage in litter prevention activities, including providing ashtrays, distributing pocket ashtrays, and conducting cigarette butt litter cleanups.

In addition to supporting the CLPP, employees within the Reynolds American organization volunteer with Keep Winston-Salem Beautiful (KWSB), a local affiliate of KAB. Through KWSB, we have rolled up our sleeves for the Adopt-A-Street, Adopt-A-Stream, and Adopt-A-Park cleanup programs, where our team brings new life to sections of Reynolds Blvd., Mill Creek, and the Salem Lake Greenway.



Environmental preservation programs allow employees within the Reynolds American organization from a variety of functions to gather for the common goal of improving our community's ecological health and appearance, all while having a great time!"

Chrissy Sherrill

Lead Manager of Regulatory Process & Submissions PMO within the Reynolds American organization



Planting trees in support of local ecosystems

Clarksville tree planting

Employees at our American Snuff Company (ASC) facility in Clarksville, Tennessee continue to help improve the local ecosystem and environment with an ongoing commitment to planting trees. Over the past two years, the ASC team has planted approximately 10,500 trees on the acreage of the Clarksville facility.

By planting a significant number of trees on previously barren lands, employees are helping to generate several benefits, including establishing new forests and improving soil and air quality. By planting multiple tree species, we are increasing biodiversity in the forest and in the community for generations to come.



In 2023 alone, employees within the Reynolds American organization planted white oaks, northern red oaks, persimmons, silky dogwoods, shagbark hickories, native sweet pecans, and loblolly pines.





“

Being involved in the tree planting project was highly rewarding as it provided an opportunity to connect with colleagues while collectively contributing to environmental conservation together as a team!”

Alexandra Smith

Director of Manufacturing at ASC within the Reynolds American organization

Reynolds American Stories:

100-year partnership of community giving

United Way of Forsyth County

2023 marked the United Way of Forsyth County's 100th anniversary, and we are proud to have been a partner since the organization's founding. Over the past century, employees within the Reynolds American organization have worked to support the mission to uplift communities, help students succeed, and improve economic mobility. Since 2011, the Reynolds American Foundation and employees have donated nearly \$25 million in support of United Way.

Reynolds American supports United Way through various means each year. Our Days of Giving campaign is focused on rallying employees' generous donations. Employees can direct their donations to support inclusivity through affinity groups, such as Emerging Leaders United, the African American Leadership Society, and Women United.

Volunteerism also plays a big part in our support of United Way. Over one month in the fall of 2023, 86 employees logged over 330 hours across 22 projects and 11 locations, including beautification projects, sorting food, and renovation projects. Our passionate teams mobilized for considerable efforts at The Parenting PATH, Dream Center of Forsyth County, Children's Center, The Enrichment Center, Special Children's School, New Communion, United Way of Forsyth County, and Catholic Charities Food Pantry.





“

The United Way's 100th anniversary stands out, exemplifying the very definition of helping our community be the best it can be. There's a longevity to this partnership between the United Way and Reynolds American that I'm not sure you'll find in many other places. We've been there since the beginning. Being a part of that partnership is one of the things I enjoy about working at Reynolds American.”

Candi Cunningham

Director of Modern Oral Submissions in Scientific & Regulatory Affairs within the Reynolds American organization





Prosperity

Promoting equity through opportunity

At Reynolds American, we are committed to a culture of diversity, equity, and inclusion and that commitment extends to our community. We believe that a community where all individuals have an equal chance to thrive is a strong community. Supporting opportunities for individuals to sustainably

improve their economic mobility and well-being is an important part of our giving strategy. We have developed partnerships with organizations that provide services like education, job skills, and financial management to empower people to lead fulfilled lives.

Helping bridge gaps across academic and recreational life

Crossnore Communities for Children

Building a thriving community for the future starts with helping the next generation access resources to support their success. We are proud to partner with Crossnore Communities for Children on a number of initiatives in support of their mission to help those who have experienced trauma reclaim, rebuild, and reimagine the essential belief in a safe, dependable home.

BRIDGE SCHOLARSHIP

The Reynolds American Foundation provided \$211,000 to Crossnore's Bridge Scholarships program to deliver state-of-the-art trauma-informed services to at-risk children and families. These scholarships bridge the gap to cover the full cost of housing and provide supportive holistic services for children in Crossnore's campus-based foster care program. More than 200 children benefited from the scholarships in 2023.

Bridge Scholarships provide a wide variety of extracurricular and enrichment programs, including:

- Attending recreational activities, supporting all-around health
- Taking part in sporting opportunities for better lifestyles
- Gaining comfort from rescue dogs, placed in every lodge
- Celebrating events that bring happiness, like birthdays and holidays

PROVIDING TRANSPORT

Reynolds American partnered with Crossnore in 2023 to donate six vehicles to their fleet, helping Crossnore expand its reach, enhance its programs, and amplify its impact.

SPIRIT OF PHILANTHROPY AWARD

We are honored and humbled that Crossnore recognized Reynolds American's partnership with a Spirit of Philanthropy Award, acknowledging the progress we are making on our shared vision to make a positive impact in our community and create a brighter future for all.



The generosity of Reynolds American is a beacon of hope and inspiration. The organization's unwavering commitment to social responsibility extends beyond financial support; it embodies a deep-seated compassion for the communities they serve. Crossnore is immensely grateful for this partnership, which is helping provide hope and healing for children and families."

Shana Heilbron

Executive Director of External Relations,
Crossnore Communities for Children

Providing students with school supplies to start the year strong

Salvation Army's "Stuff the Bus" campaign

Approximately one in every five children in Forsyth County lives in poverty, resulting in many parents facing the difficult choice to either buy school supplies or put food on the table. To help alleviate this stress, Reynolds American supported the Salvation Army's "Stuff the Bus" campaign to ensure that local K-12 students have the resources they need to excel at their studies.

Led by our Senior Trade Marketing Leaders, our team helped to stuff backpacks with school supplies for high school students who are often overlooked during back-to-school fundraisers. The team also donated key classroom items for middle schoolers, including much-needed pencil sharpeners, colored pencils, and markers.



Our Trade Team greatly appreciates supporting events that provide more opportunities for others. If just a few people find joy and resolve from our efforts to contribute, our time was more than well spent!"

Anthony King

Senior Director of the Richmond Region within the Reynolds American organization





Connecting future leaders with mentors

Bowling for Big Brothers Big Sisters

Since 1983, Reynolds American has supported and participated in the annual Big Brothers Big Sisters Bowl for Kids' Sake event – marking 40 years of collaboration. The event raises money in support of their mission to create and grow one-to-one mentoring relationships.

This year, funding from the event went to key services such as recruiting the next generation of mentors and professional youth development training. Over 30 teams of employees filled bowling lanes in Winston-Salem, North Carolina to support this cause.

“

Our goal is to serve 500 children in our community through mentoring. The support of Reynolds American and their employees is invaluable in our quest to make this a reality. On behalf of our Board, staff, and families, we thank you!”

Shawan Gabriel

President and CEO,
Big Brothers Big Sisters NC Services Inc.

Reynolds American Stories:

Disaster relief when people need it most

American Red Cross Disaster Response Partner

We are a member of the American Red Cross' Disaster Response program, which ensures they can prepare for, respond to, and help people recover from disasters large and small, including hurricanes, storms, home fires, and other crises.

Critical to any disaster response are first responders — hometown heroes who are there for our communities. In recognition of their selfless service to our communities, Reynolds American made a Red Cross disaster relief donation for the National Association of Convenience Stores (NACS) 24/7 Day, held annually to honor local police officers, firefighters, EMTs, doctors, nurses, health practitioners, emergency professionals, and Red Cross volunteers.

“

We count on Disaster Response members like Reynolds American because they understand the importance of being prepared before a disaster strikes so we can respond immediately. We are extremely grateful for Reynolds American's donation, which will help ensure we can continue to build our capacity and resources ahead of time, keep up with the pace of frequent disasters, and assist people in their darkest hours.”

Anne McKeough

Chief Development Officer, American Red Cross





American Red Cross BY THE NUMBERS

90% of every dollar donated is directly invested in delivering essential services

95% of disaster relief workers are volunteers

60,000+ annual disaster responses

20,000 people are assisted daily

1.4 million weather alerts are sent daily

400,000 children receive a measles or rubella vaccination each day worldwide

13,000 times a day, a person receives lifesaving training



“

Reynolds American and NACS have a long-standing relationship that includes opportunities like 24/7 Day, which gives us a chance to say thank you and give back to our community heroes with another key long-term partner, the American Red Cross.”

Matt Domingo

Senior Director of External Relations within the Reynolds American organization



Foundations

Supporting many needs, including education and culture

Our two independent foundations and charitable trust each operate through a Board of Elected Employees and, sometimes, outside directors. Each supports the overarching mission of delivering meaningful change through focused community giving and engagement connecting People, Planet, and Prosperity, in accordance with their specific missions and bylaws.

The Reynolds American Foundation

The Reynolds American Foundation invests resources in Forsyth County, North Carolina and surrounding communities, where our employees primarily live and work. To advance its goals, the Foundation focuses on education to help students perform their best, capital campaigns to improve socioeconomic outcomes, and programs designed to meet basic human needs for at-risk populations to increase overall wellbeing.

BY THE NUMBERS

The Reynolds American Foundation was **established nearly 40 years ago in 1986**

More than **\$47 million** has been donated to local causes in the past 10 years

Up to **\$7,000 per year** for employee matching donations increasing community impact

The **Crosby Scholars Community Partnership** provides educational support to help students prepare for college. The Reynolds Foundation donation to the Crosby Scholars helps to fund a sustained effort for its Last Dollar Grants. With our support of \$500,000 (\$100,000 annually over five years), these grants help students with unmet needs afford college tuition – a total of 83 students receiving up to \$1,200 per year, up to four years.

Reynolds American Foundation Four Year Scholarship with the National Merit Scholarship Program was started in 2000 as an initiative to help ease the financial burden of higher education for employees and their children. Over 23 years, the National Merit Scholarship Program has awarded more than 413 scholarships valued at over \$3.2 million to the children of our employees in recognition of their academic achievements.

The Vocational Technical Scholarship provides funding for several in-demand programs for employees and their children, including advanced manufacturing and engineering technologies, construction and architectural design, and computer programming.



“

We are proud to support Crosby Scholars Last Dollar Grants, which help deserving students from our community reduce financial barriers to education and instead focus on the life-changing opportunities college provides to increase economic prosperity and mobility.”

Mary Elizabeth Barwick
President, Reynolds American Foundation



The Reynolds American Foundation is also proud to support programs such as:

Winston-Salem Symphony: Classroom to Concert Hall Program supports music lessons, education, and exposure for students in underserved schools, including orchestra experiences for every fifth grader in Winston-Salem/Forsyth County Schools (WS/FCS) in North Carolina.

Arts Council's Arts in Education Grant Program provides art programs, master classes, and more for K-12 students in WS/FCS in North Carolina and supports art teachers with professional development opportunities. Through this fund, Arts Council is the largest funder of arts education for WS/FCS.

Mixxer Community Makerspace offers middle and high school students equitable access to STEAM education that uses hands-on learning to teach new skills and engage students' curiosity as they discover potentially fulfilling career paths.

Total Concepts International increases the academic, functional work, financial literacy, and entrepreneurship skills of youth through key programs, including the C.O.R.E. Essentials Pre-employment Training Boot Camp that prepares youth for employment and the Kidz Biz Training Program that helps students launch their own business.

The Feeling Friends Community Center for Culturally Responsive Emotional Intelligence promotes emotional intelligence in communities by offering resources, workshops, and inclusive narratives. Culturally sensitive approaches and open dialogues cultivate emotional resilience and understanding, empowering individuals to navigate emotions, build empathy, and enhance emotional awareness collectively.

Santa Fe Natural Tobacco Company Foundation

Santa Fe Natural Tobacco Company (SFNTC) Foundation is delivering on a mission for the preservation, promotion, and advancement of American Indian self-sufficiency in the U.S., with a focus on entrepreneurship, education, and culture. The SFNTC Foundation is funded through a portion of all sales from the Santa Fe Natural Tobacco Company's products.

Below are just two of the many examples of SFNTC Foundation's work:

The Society of American Indian Government Employees' (SAIGE) mission is aligned with SFNTC Foundation's and involves hiring, retaining, and advancing Native Americans at all levels of government service and their equal treatment under the law in addition to educating federal agencies and advocating for Native American youth.

The Crow Language Consortium is focused on preserving and revitalizing the Apsáalooke language - a cornerstone of Crow culture - and identity with an enhanced and expanded online dictionary. Ultimately, their mission is not only about language preservation but also cultural preservation by passing on a rich heritage of traditional rituals, dances, music, and language to future generations.



BY THE NUMBERS

Established in 1997, the SFNTC Foundation has been making an impact for nearly 30 years

Over \$5 million has been donated to nationwide Native American causes

Supported 172 organizations serving Native American communities

American Snuff Company Charitable Trust

American Snuff Company (ASC) Charitable Trust provides financial support to nonprofit organizations with a demonstrated ability to aid the local community. The Trust makes employee-directed donations, applying a philosophy of giving that focuses on organizations in the Winston-Salem, North Carolina and Clarksville, Tennessee areas.

BY THE NUMBERS

Established in 1952, the ASC Charitable Trust has been supporting the community for over **70 years**

Nearly **\$6 million** has been donated to local community organizations in the past 15 years

Approximately **\$300,000** donated annually to our local community

Below are two of the many examples of the ASC Charitable Trust's work:

The Salvation Army's 24-hour Clarksville Emergency Shelter is part of a larger program called Pathway of Hope and is one of the Salvation Army's key responses that match Reynolds American's mission to meet basic human needs.

One Love Strong Foundation empowers ASC Charitable Trust's giving mission, meeting basic human and essential needs in Winston-Salem, North Carolina. This foundation supports families who have experienced urgent birth with vital community resources while offering emotional and financial support, advocacy, and education.

“

Having the chance to play a role in giving back to our community, to making a tangible difference to the people around us is incredibly rewarding. The support the American Snuff Co. Charitable Trust provides is important for those in need and our employee-directed giving helps ensure we are making a difference.”

Adriano Rusak
President, ASC Charitable Trust





ONE LOVE STRONG FOUNDATION



“

Serving my community is one of my core values and I'm privileged to work for a company that shares this commitment.

At Reynolds American, we are proud to be fostering a culture of service that is making a difference in people's lives.”

Jordan Wilson

Senior Sourcing Manager of Product Procurement
within the Reynolds American organization





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REYNOLDS
A BETTER TOMORROW