



CommunityAction

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GENERAL MILLS



September 18, 2008

Community Action is the name we give to General Mills, its employees and retirees for what they do to nourish communities.

At General Mills Community Action, we work to Nourish Lives in our communities with breakthrough ideas, and championship people. That means having an impact that enriches the lives of children and families and enhances the health and vitality of neighborhoods and cities across the U.S.

Our strategic objective is to support innovative organizations and programs that improve our headquarters and manufacturing communities, with a focus on youth nutrition and fitness, education, arts and culture & social services.

Yoplait Community Action Council & General Mills

At Yoplait, Reed City, our Community Action Council is dedicated to work diligently by improving our community every day. The CAC works with the community to help enhance their nutritional and wellness programs. The CAC also help provide assistance for church activities for teens, Michigan 4H Foundation, Mecosta County Commission on Aging, City of Reed City (Arts In the Park), Harvest Gathering Food Bank Council of Michigan, Idlewild Music Festival, Ronald McDonald House Foundation, Walk for Warmth, and several other local events.

United Way and Yoplait

General Mills is a corporate leader for the United Way. Nationwide our employees donated over \$11 Million in 2007. This generosity is exemplified on a local level. Yoplait's employee's donated over \$135,000 to the Mecosta-Osceola United Way in 2007.

Each year our Yoplait employee's take such pride in our community that they out do their contribution from the previous year by 7-12%. Each employee realizes the importance of giving back to our community and sustaining the valuable resources of the Mecosta-Osceola United Way.

Yoplait Guiding Principle

Community Involvement: We will strive to enhance the quality of life in our local area through the commitment of our time and resources.

Employees at Yoplait give their time to help better the community by sponsoring health fairs, planting flowers in the spring, picking up trash along the highway, donating product for many, many, events, delivering flowers to the elderly, and providing the Pillsbury Dough Boy (costume) for the local city expo. We look forward to broadening our community partnership and involvement with other organizations in the area.