

# Cooper Social Responsibility

## Cooper Giving

Philanthropy is an important part of Cooper's social responsibility efforts. In these challenging economic times, all companies have had to make difficult decisions regarding how best to allocate scarce resources. Cooper has focused its philanthropic efforts close to home. Additionally, through programs like the Matching Gift Program and Jeans Day, Cooper provides its employees with a powerful voice in deciding where and how monetary donations should be allocated.

Cooper's charitable giving Vision Statement focuses on its commitment to our communities:

*Cooper Tire & Rubber Company is committed to and encourages its employees to support the communities where we live and work. Our mission is to improve lives, strengthen our communities, and foster civic engagement through employees volunteering for community service. Championing "The Cooper Way," the Company is doing the right thing and helping others to succeed by supporting charitable causes, programs and organizations that provide guidance, educational opportunities, and leadership development, concentrating our efforts on those objectives which return the greatest value to Cooper people and their communities. We do so through direct contributions, event sponsorships and the volunteer efforts of our employees.*

*Our support and contributions will benefit the communities where our employees live and work. To accomplish this, our charitable giving programs focus on communities in the areas in which Company facilities are located, and to those organizations which promote the family, healthy lifestyles, and service to others. Cooper encourages and supports volunteerism and community service to enhance the health and well-being of our communities by active outreach and involvement.*

## Haiti Earthquake

On January 12, 2010, Haiti was struck by a devastating earthquake, affecting millions of people and the death of thousands. This earthquake caused an unimaginable amount of damage and ruin. As a result of the staggering need to provide immediate and future life-saving care, Cooper Tire pledged up to \$25,000 to support the humanitarian relief effort from around the globe. The Company will also match up to \$25,000 in employee donations through a special Haiti disaster-relief matching gift program.

## Findlay, Ohio, Flood Mitigation



Cooper's Findlay, Ohio, facility was hit by a "100 year flood" in August 2007. While Cooper's facilities were not affected, many people suffered devastating losses. On the heels of the August 2007 flood, another severe flood occurred in February 2008. Cooper, with other area companies, formed a partnership, working with government entities to help mitigate future flood damage. Roy Armes, Cooper's CEO is co-chair of the Northwest Ohio Flood Mitigation Partnership. The purpose of the Partnership is to expedite a solution to the flooding problem.

# Cooper Giving (continued)

## Hurricane Relief



In the wake of Hurricane Katrina, Cooper and its employees donated \$118,000 to the American Red Cross Disaster Relief Fund. Cooper's Albany, Ga., facility donated \$12,000 to the relief effort after the employees chose to cancel their Christmas party and donate the funds to the American Red Cross. When the Texarkana, Ark., plant held its 10th annual Family Day Picnic in September 2005, more than 200 Katrina evacuees enjoyed a day of nice weather, good food and family fun. In addition, Cooper provided the freight expenses for transporting supplies collected in the Los Angeles, Calif., area by a Cooper customer and donated \$2,000 to support two Cooper dealers' efforts to assist Katrina victims.

## United Way

Cooper has always been a leader in all aspects of United Way at Cooper facility locations. Cooper employees volunteer countless hours to United Way agencies and to leading United Way annual fund raising drives. Cooper is a pacesetter company for United Way. It also organizes and sponsors United Way support events such as the Cooper battle, an annual golf outing, chicken barbeque and garage sale and many jeans days which contribute directly to United Way agencies.

The United Way is a worldwide network in 45 countries and territories, including nearly 1,300 local organizations in the U.S. that focus on the three key building blocks of education, income and health.

## Solve Project of the Melksham First Organization

Cooper Europe is a financial sponsor of the Solve Project of the Melksham First Organization of which it is a member. This program makes monetary grants to worthy projects such as "toddler groups," job skills development and youth activities.



## Donate tires for "Blood Bikes"

Cooper Europe has donated motorcycle tyres for fitment on motorcycles that are used to transport emergency out-of-hours test samples and medical supplies in England's "West Country."

## Melksham House

Cooper Europe owns a Sports and Social club which enables hundreds of employees and community residents to play sports, dance and socialize. The clubhouse called Melksham House was once the residence of a former chairman of the company and the grounds of the club are a beautiful green space in the heart of Melksham. The clubhouse is also used for charitable activities.

## Jeans Day

Employees at Cooper's Findlay, Ohio, facilities have raised money for local civic organizations and charities through Cooper's Jeans Day program. Cooper's Jeans Day program is an extremely popular program because it permits our employees to select a charity every Friday and to rally the generous giving spirit of Cooper employees to support that organization. Cooper employees are permitted to wear jeans on Friday and are asked to make a small, voluntary donation to the selected charity as they arrive to work. During the past two years, Cooper's Jeans Day program has benefited over 60 organizations.

## Cooper Giving (continued)

### Matching Funds

Cooper administers a Matching Gift Program, the purpose of which is to enable employees to increase the impact of their contributions to eligible educational and cultural organizations. Cooper matches dollar-for-dollar an employee's charitable contribution, up to \$2,000 per year. During the past five years, Cooper has matched charitable contributions of more than \$430,000 and 150 organizations have benefited from the program.

### People's Republic of China Earthquake Relief



To assist with the rescue efforts from the May 12, 2008, earthquake in Wen Chuan, Si Chuan Province, Cooper Chengshan donated 100 Cooper Discoverer tires. Cooper employees also made a cash donation to the relief effort.

### People's Republic of China Tires for Guizhou Province Snow Storm

Cooper donated dozens of Cooper Discoverer tires to the Public Police and Fire Brigade to assist with the relief efforts in connection with the February 2008 national snowstorm in the Gui Zhou Province.

### People's Republic of China Education Fund

Since 2002, Cooper Chengshan's senior management team has contributed to an education fund established to assist poverty-stricken children with their studies. Moreover, Cooper Chengshan has aided more than 50 less fortunate primary and high school students through the government sponsored program called "Show Love to Help Dropouts Return to School."

### Happy Room on the Wheel



In May and June 2009, Cooper Chengshan combined the Happy Room on the Wheel program with its long-distance, cross-country campaign throughout Du Jiang Yan in Si Chuan Province, Urumchi in Sinkiang, Lanchow, Xi An in Shan Xi Province. Cooper delivered music, movies, books and cartoons to the children living in those areas.