

BY KIM RIBBINK

Good **CITIZENS**

A Growing Community

Part II

PHILANTHROPY HAS BECOME PART AND PARCEL OF CORPORATE LIFE IN MANY NATIONS. FOR SOME COMPANIES IN THE LIFE-SCIENCES, HOWEVER, THERE IS A GROWING DESIRE TO TAKE THAT ONE STEP FURTHER WITH GRASSROOTS VOLUNTEERISM.

Last month, PharmaVOICE told its readers about some of the remarkable volunteer activities of seven pharma and biotech companies and their employees. This month, we discuss the commitment to communities of more life-sciences companies. Many companies have a long history of philanthropy. Novartis, for example, has established a number of foundations to support global philanthropy and commits to a community partnership day every year, in which affiliates from around the world take part in initiatives to support local communities. Many of the companies in this article have community days where employees are given time off to volunteer.

Volunteering is something employees at these companies feel passionate about and increasingly it's being seen as an integral part of good corporate stewardship. In addition, forward-thinking and philanthropic companies understand that in a world where criticism is rife, community-mindedness has benefits for the company as well as the recipients.

"Doing well by doing good is today the prevailing motive behind corporate giving," says Klaus Leisinger in the report Corporate Philanthropy: The Top of the Pyramid.

Volunteering helps companies build strong relationships with community organizations and also helps to build relationships between colleagues. For the many individuals who give up their time for others — to cheer up sick children, to provide mentoring or support to help less-privileged kids achieve, to help the homeless, to clean up their local environment, or to help others just feel good about themselves — volunteerism is integral to their personal values and provides real perspective.

As one volunteer from Solvay puts it, "When you volunteer, you look outside of yourself and your daily routine. You see how blessed you are and how important it is to help people in need."



EMD SERONO

Community Minded

GOOD CORPORATE CITIZENSHIP TAKES PRIDE OF PLACE AT EMD SERONO WITH SPONSORSHIP, FUNDRAISING, AND VOLUNTEER ACTIVITIES BEING DRIVEN BY THE EMPLOYEE-RUN COMMUNITY SERVICE COUNCIL.

The EMD Serono council was formed in January 2005 and comprises about 15 employees who act as ambassadors for volunteerism and fundraising. The beginning of the council was an initiative in December 2004 called the Spirit of Giving, which that year involved sending supplies and holiday cards to the U.S. troops in the Middle East.

"We got such a great response from employees who wanted to do more, and we felt we really needed to be giving back to the community where a lot of our employees live and work," says Colleen Minden, director of communications, endocrinology, who created the council along with a colleague in human resources. "The response to the Spirit of Giving initiative was proof that there is a need for the council and that employees wanted to get involved and have a voice in what we do."

A key goal of the council has been to develop a more strategic approach to community relations and take a proactive approach to issues in local communities.

"We wanted a coordinated way to identify needs and work toward solutions with some organizations in our community, develop a more coordinated volunteer effort, and assess how our involvement with community organizations would fit strategically with our business objectives," says Wayne Levy, director, U.S. communications and community relations and chair of the Community Service Council.



An EMD Serono volunteer helps out in one of the many activities supported by the company's Community Service Council.

throughout the year. These initiatives are designed to raise much-needed funds and awareness to aid in the fight against MS.

The company also supports similar walks and rides in other therapeutic areas. One example is the annual AIDS Walk Boston.

"It's events like these where a lot of our employees are now taking the initiative on their own to organize and participate in different community events," Ms. Minden says. "It makes you proud of your colleagues as it truly demonstrates their dedication and passion for the patients and the community."

In addition, the company supports the American Cancer Society; the Pine Street Inn, an organization that supports homeless people; the Greater Boston Food Bank; Cradles to Crayons, which provides basic essentials to low income and homeless children; among others.

Aside from the pleasure Ms. Minden gets from giving back to the communities where she works and lives, another great benefit to volunteering is the camaraderie and team building that goes with it.

"Our corporate tagline is Unmet Needs Met," Ms. Minden says. "At every level our employees are looking to constantly meet the needs, whether through research, patient programs, or working with patient organizations. It's refreshing to see that we take this dedication one step further and give back to the community, whether this is through the company or on an individual level. It's something that makes me feel good about coming to work every day."

Last year, the group started a Community Fair with the goal of bringing organizations and EMD Serono employees together and raising awareness for community groups.

Another goal of the council is to track the amount of volunteering EMD Serono employees are doing.

"Last year our employees logged in about 3,000 volunteer hours, and those are just the ones we were able to track," Mr. Levy says. "We know our employees are doing more, so we're trying to do a better job of quantifying their efforts."

The council also organizes two community

service days to make it easier for busy employees to get involved in volunteer activities — one in the summer and one in the fall.

"Historically, we've taken part in local school initiatives in the summer, and in the fall we like to offer a number of choices," Ms. Minden says. "For example, we've helped out at a food bank, a soup kitchen, and a local zoo."

Charitable and voluntary commitments are numerous. EMD Serono has an extensive relationship with the National Multiple Sclerosis Society, participating in an annual two-day, 150-mile ride in June called the Cape Cod Getaway as well as several other events



GLAXOSMITHKLINE

A Lesson in Generosity

AT A GLOBAL, NATIONAL, AND LOCAL LEVEL, GSK HAS LONG BEEN A LEADER IN PHILANTHROPY AND CORPORATE VOLUNTEERISM AND HAS BEEN PARTICULARLY COMMITTED TO PROGRAMS AIMED AT ADVANCING EDUCATION.

From partnerships with organizations

working to further educational achievement, to endowments for science education, to school projects, to a host of science fairs, the company participates in a broad range of education initiatives.

For employees at GSK's Durham, N.C., office, the Durham Rescue Mission's annual

Back to School Party has become an important and exciting day on employees' calendars.

Volunteers prepare backpacks with school supplies and donate clothes and groceries for parents. The day is a fun, carnival atmosphere for the kids, with activities such as tattoo painting, juggling, games with prizes, a slid-



Employees from GlaxoSmithKline's Durham, N.C., office prepare for the annual Durham Rescue Mission Back to School Party.

ing board, as well as a clown and many mascots.

The program, which is in its sixth year, began when GSK's finance department decided to organize the event as a team-building exercise. Since then, the U.S. pharma IT department has taken over the management of the initiative. Employees spend about six months getting ready for the event, with teams meeting every two weeks and each person taking a role to make the day a success. The party is held just before the Durham public schools begin their academic year at the end of summer. While the day itself is all about fun for the kids and their care givers, the focus is on education.

"The Back to School party is all about education, which is one of the company's major areas of focus in the community," says Mary Linda Andrews, director of N.C. community partnerships. "Ensuring that at-need children start out the school year with the same tools — pens, notebooks, rulers, markers, binders — as the other students, puts them on equal ground, makes them feel included, and helps them do the necessary work and learn. Better educated children take better care of themselves and have fewer health problems than less educated ones."

For GSK, the program makes sense on many levels.

"The Durham Rescue Mission is a great fit; it resides in the same county as GSK and it provides a wide range of services for the residents in this area," says Bill Shore, director of U.S. community partnerships.

It's just one way GSK staff members seek to give back to kids in their community. Employees volunteer as tutors in local schools, mentor college students, and participate in other GSK programs, including SPARK!, Sharing Science, and the Sally Ride Festivals.

SPARK (Scientists Participating in Active Research with Kids) is a biology-focused program that takes place at GSK's Center for Science Teaching and Learning in Research Triangle Park, N.C. Students spend a day conducting a research experiment led by GSK scientists and interact with science professionals through a panel discussion. In the Sharing Science program, GSK scientists share age-appropriate curriculum-linked science activities in area schools, supporting the North Carolina, Pennsylvania, and K-12 science standards.

GSK also partners with Sally Ride Science for a hands-on science street fair for middle-

school girls and their parents. The festival visits 10 to 12 U.S. cities each year and serves up to 10,000 participants. Attendees listen to an inspiring talk by a renowned female scientist or astronaut and participate in in-depth hands-on workshops.

Across the business, GSK employees commit themselves to their local communities. For example, some of the company's attorneys, paralegals, and support staff volunteer their services at no fee to people with low incomes, public-service groups, and charitable organizations. These employees help people resolve housing issues, assist individuals with wills, and make time to work on any number of other legal issues.

The list of activities in which GSK and its employees gets involved to improve education, interest in science, as well as community well-being, is extensive.

"The company and its employees believe community involvement is more than just writing a check," Mr. Shore says. "Quite simply, we are part of the communities in which we work and live, and therefore we want to give back, help our neighbors, and do our part."

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INVITROGEN

Learning for the Future



Students conduct experiments, aided by Invitrogen's support for science education as well as the Invitrogen Foundation, which is aimed at increasing the understanding of the life sciences.

VOLUNTEERING AND PHILANTHROPY HAVE A LONG HISTORY AT INVITROGEN AND RECENTLY THE COMPANY DECIDED TO MAKE A FORMAL COMMITMENT TO SCIENCE EDUCATION WITH THE FORMATION OF THE INVITROGEN FOUNDATION.

Launched in February, the nonprofit foundation aims to increase participation in and understanding of the life sciences among students, teachers, scientific professionals, and the public. Invitrogen has granted an initial \$1 million to the foundation and plans to provide additional funding in the future.

"As an active partner in the San Diego community and beyond, we saw a need for a focused, strategic initiative around life-science

education," says Lisa Peterson, community relations manager for Invitrogen. "Science is driving advances in healthcare, environmental conservation, alternative fuels, etc., yet there is no clear champion for this amazing field. Whether through inspiring students to pursue their scientific passions or educating society about how science is changing all of our lives, The Invitrogen Foundation was created to serve as a champion for scientific discovery and advancement."

A key focus of the foundation is to encourage more students to pursue scientific careers.

It is a further string in the company's philanthropic bow. The company sponsors paid time off for employees to volunteer, providing free products to science education programs,

sponsoring scientific lectures from world-renowned thought leaders, and donating hundreds of thousands of dollars to education-focused programs. Among these are The Life Sciences Summer Institute, a program developed by the San Diego Workforce Partnership and BIOCOM that provides exposure for teachers and students to the life-sciences industry; the Genzyme-Invitrogen Biotech Educator Award, which recognizes teachers for outstanding innovation in developing a biotech curriculum in partnership with the Biotechnology Institute; and the West Eugene Wetlands Education Center and Science Laboratory, which supports the construction of a center to provide the Eugene, Ore., area with science-based opportunities to educate the public about how life-sciences technology can help conserve precious habitats and endangered species.

Another initiative is Invitrogen's Global Volunteer Day, which provides employees a half day of paid time off to volunteer in company-sponsored projects.

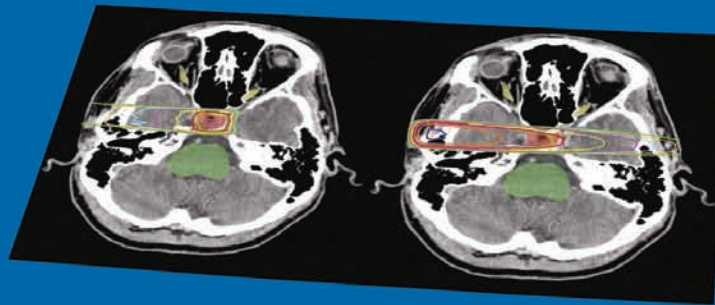
"We have 29 different international sites that participate, and volunteer projects are as diverse, innovative, and compelling as our employees," Ms. Peterson says. "Our colleagues in Israel have built rafts with young cancer survivors and sailed the sea of Galilee; in India we organized a 'kids day' for orphans in temporary housing; and for the last three years, in Carlsbad, Calif., we helped clear the Batiqitos Lagoon of invasive plant life, an effort that will allow the group to plant anew for the first time this spring."

With the launch of the foundation, Ms. Peterson predicts volunteers will become more actively involved in building science awareness.

"In time, I'm sure the foundation will have its own volunteer activities," Ms. Peterson says. "We have an incredible wealth of scientific talent and as many already do, I'm sure our scientists will be involved with supporting foundation initiatives."

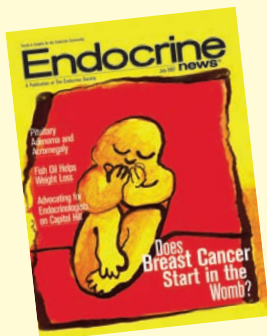
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It's smiles all around for children involved in Sandoz's annual German Down Syndrome Sports Festival, which has been operating since 2003.



NOVARTIS

Best Foot Forward

PHILANTHROPY HAS LONG BEEN INTEGRAL TO NOVARTIS' CORPORATE PHILOSOPHY. WITH MORE THAN 12 CHARITABLE FOUNDATIONS, THE COMPANY IS COMMITTED TO FOUR PILLARS THROUGH ITS CORPORATE CITIZEN PROGRAM: PATIENTS, BUSINESS CONDUCT, PEOPLE AND COMMUNITIES, AND HSE — HEALTH, SAFETY, AND ENVIRONMENT.

Novartis seeks to support communities and society through contributions to schools and universities, research prizes, and the underwriting of cultural events and sports teams and also supports projects in many developing

nations through the Novartis Foundation for Sustainable Development.

One particular program supported by Novartis' generics division Sandoz is the "Down Syndrome — We're a Part!" campaign, which focuses on disadvantaged children, young people, and adults. The program was started by the management of Hexal, which Novartis acquired in 2005 to bolster its generic arm, and continues to receive strong support from Sandoz.

The program began in 2001 with the goals of abolishing prejudice, promoting understanding, and bringing issues to public attention.

"At the time the campaign was started, the

emphasis was very much on communicating a positive message," says Andreas Rummelt, CEO of Sandoz. "Though the campaign tackles extremely serious issues, such as the problem of schooling and occupational training for children with Down Syndrome, the nature of the events mean that participants are left with a happy impression."

In 2003, the program was expanded to include a sports festival, the German Down Sports Festival in Frankfurt. A huge response led to the decision to expand the event in 2005 to a second Down Sports Festival in the city of Magdeburg.

Each year, the festivals continue to grow in

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terms of participants and spectators. The 2006 events, for example, had 565 contestants and 1,350 spectators. Every participant is awarded a medal and gets to enjoy the cheers of the spectators.

"It is a festival in which everybody is a winner and the only festival of its kind in the world," Mr. Rummelt says.

In addition to the financial support Sandoz provides to the program — the festivals cost

around \$250,000 a year — volunteers from the company help out on that day.

Besides being a highlight in the lives of the children and their families, the festival has also helped to bring greater media coverage about the issues faced by those living with Down Syndrome and the social problems involved.

"This media focus in itself is already a major success," Mr. Rummelt says.

Efforts to broaden understanding about the

issues Down individuals face were enhanced at the 2006 festival with a symposium for general practitioners about therapy and ways to promote support for people with the disease.

The program has resonated across the company, and Sandoz affiliates in other countries have developed or are developing similar initiatives after visiting the Down sports festival; one example is the Sandoz Switzerland program for disabled children, Mr. Rummelt notes.



SOLVAY

Building Community Foundations



IN 2003, SOLVAY PHARMACEUTICALS CREATED THE COMMUNITY ACTION TEAM (CAT) PROGRAM TO BACK MONETARY DONATIONS WITH A VOLUNTEER PRESENCE.

The company had long been supporting organizations in the Atlanta area and beyond, but employees wanted to do more. The CAT program is employee-driven, with activities being put forth and led by Solvay staff. Initia-

tives that the company supports fall into four main areas: health (mental and physical), youth and older adults, safety, and the environment. Since CAT began in 2003, employees have logged more than 11,600 volunteer hours.

One early CAT initiative, led by more than 150 Marietta, Ga.-based employees and their friends and family, was to support the 2003 Special Olympics of Georgia Winter Games.

Solvay Pharmaceuticals has supported the

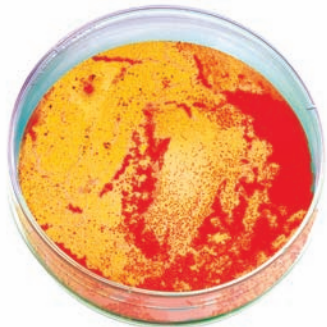
Some of Solvay Pharmaceuticals' CAT volunteers outside one of the houses they helped to build last year as part of the Habitat for Humanity build program.

Marietta branch of the Center for Family Resources (CFR), an organization that helps low-income families with in-kind donations, volunteer hours, and gifts since 2003.

"Our employees donate their time and energy to help with community impact projects, such as sorting, packing, and distributing food to CFR clients during the week of Thanksgiving," says Della Ridley, health, safety and environmental manager and CAT program leader. "Solvay Pharmaceuticals also adopts several of the CFR's housing apartments each year and provides all of the necessary items needed to furnish the apartments. Our employees volunteer to set them up properly before a deserving family moves in."

In 2006, Solvay Pharmaceuticals established the "Solvay Stars" reading program with Sawyer Road Elementary School in Marietta in conjunction with its Partnership in Education program. Employees tutor elementary school children to help them improve their reading skills.

"As our partnership has grown, we have provided the school with a donation for a new playground, participated in a joint adopt-a-mile clean-up program, supported the school's fundraiser for the Cystic Fibrosis Foundation,



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and hosted a field trip to our campus,” adds Neil Hirsch, corporate communications manager and the liaison between the company and the school.

Habitat for Humanity is a favorite volunteer project with Solvay employees. Beginning in 2005, almost 100 Solvay Pharmaceutical employees, along with their family and friends, have worked on five houses and contributed more than 740 volunteer hours.

Mike Beckelic, medical information specialist and CAT team volunteer, has participated in a Habitat for Humanity build program for two years, beginning as a volunteer and this year as team leader.

“Habitat for Humanity is very inspiring,” Mr. Beckelic says. “It’s an honor to work alongside the family we are building the house for and see the impact our work is going to make in their lives. Since my own family volunteered

with me, it also gave me the chance to teach my children first-hand the values of giving back.”

For Mr. Beckelic it’s an opportunity to be inspired by the willingness of colleagues to commit to others.

“I was impressed by the number of colleagues who stepped up to participate this year,” he says. “When the original build was rescheduled due to severe weather and we needed new volunteers, my coworkers rose to the occasion to create a team for the project.”

Another CAT volunteer, Beverly Barrington, safety coordinator, led and participated in a Habitat for Humanity build in 2006 with the entire Drug Safety unit’s assistance and continues to support them every year. She participates in a variety of other CAT projects such as The Bridge Coat Drive and the Center for Family Resources’ “Adopt an Apartment” project.

“The highlight of my volunteerism came last year after delivering coats to The Bridge; a simple handwritten thank-you note from one of the young ladies touched my heart,” Ms. Barrington says.

Ms. Ridley says Solvay employees embrace volunteerism and recognize the value it has on both their personal and professional lives.

“This year we are expanding our corporate vision of philanthropy and offering employees an official Volunteer Day,” Ms. Ridley says. “Each employee will have the opportunity to take one company-paid day off per year to perform community service for a nonprofit organization of personal interest. Although this is separate from CAT activities, it reinforces the importance of giving back. We will also be implementing an Annual Community Service Award to recognize an employee who goes above and beyond.”



STIEFEL LABORATORIES

More than Skin Deep

AS A COMPANY FOCUSED ON DERMATOLOGY THERE IS ALREADY A DEEP AFFINITY AMONG THE STAFF AT STIEFEL LABORATORIES FOR THOSE SUFFERING FROM SEVERE SKIN DISEASES, IN PARTICULAR WHEN THE PATIENTS ARE CHILDREN WITH THE SEVEREST FORMS OF RARE SKIN CONDITIONS.

Therefore the strong involvement between Stiefel’s Palo Alto, Calif., office and Camp Wonder, a medically staffed camp run by the Children’s Skin Disease Foundation (CSDF), was a natural fit. CSDF was founded by a California teenager, Francesca Tenconi, who at 11 had been diagnosed with pemphigus foliaceus, a serious, potentially fatal skin disease. Ms. Tenconi, who has since recovered and is a pre-med student at the University of Pennsylvania, continues to lead the organization with her parents. Jenny Kim, M.D., and Stefani Takahashi, M.D., dermatologists at the David Geffen School of Medicine at UCLA, helped found Camp Wonder and continue to serve as the camp’s medical directors.

For Stiefel, the relationship with Camp Wonder is purely philanthropic — Stiefel has

Stiefel employees join in the fun during the Amazing Race to raise funds for Camp Wonder.



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no products for the majority of conditions these children suffer from. The involvement had its origins with Connetics, which was acquired by Stiefel a year ago.

"The connection goes back to an employee from Connetics who stumbled across the charity, which was in our backyard," says Lyra Myers, global chemical category manager at Stiefel.

What began as a grassroots effort seven years ago has been gaining momentum ever since. For the employees at Connetics the involvement with Camp Wonder has become such an integral part of their lives that continuing the relationship with the camp was listed as one of the top integration priorities.

At both a company and employee level, Stiefel has embraced Camp Wonder.

"In August 2007, Stiefel granted an endowment of \$25,000 per year for five years, ensuring the camp continues to run with funding until 2012," Ms. Myers says. "We also have other ways of raising money; for instance, we raised \$35,000 with the help of some of our valued physician partners at the American Academy of Dermatology's annual meeting in San Antonio in January this year."

Perhaps most inspiring is the passionate involvement of the company's employees. Ms. Myers began volunteering at Camp Wonder

five years ago, and she has returned every year since.

Each year, the company allows its employees to spend a couple of days at the camp, volunteering in a variety of capacities. Events also take place in the evening and several employees choose to help out after work. One such event is the dance that takes place on the Friday night at the end of camp week.

"We've collected donations for makeup and hair products and helped the girls get ready for the dance," Ms. Myers says. "We've also challenged a lot of our business partners to get involved. We had a florist who donated 80 rose boutonniere and corsages for the girls and boys to wear to the dance."

Ms. Myers says excitement in the office about Camp Wonder is infectious. The lead up to camp week begins with a fundraising drive, often with a video from camp, and sometimes with a visit from Ms. Tenconi to talk about the highlights and lowlights, including how to cope with the death of a camper during the year.

Fundraising is done through a silent auction and the annual Amazing Race, which Ms. Myers describes as a four-part obstacle course where teams race to complete a series of fun challenges.

"A highlight of last year's race was a stretch

that required contestants, wearing shower caps and towels, to get into motorized bathtubs with five rubber ducks and race around a track," Ms. Myers says.

Rubber ducks are integral to every race, since the duck is Camp Wonder's mascot.

"The duck theme comes from a sweet but sad story involving one of the children who passed away this past year," Ms. Myers says. "He was walking with the founder's father, Don Tenconi, and commented that he wished he were a duck. When Don asked him why, he said it was because the feathers would hide his skin."

Each year, the camp gives out rubber ducks and other duck-themed items to volunteers as mementos, not that Stiefel's volunteers need a lot of reminding.

"The first time I went to camp it was emotionally overwhelming for me," Ms. Myers says. "I sobbed all the way home in the car after camp that first day because I felt so guilty for ever complaining about anything."

But Camp Wonder is a true bright spot, for both the kids and volunteers, Ms. Myers notes.

"The camp has a remarkable group of individuals who together create a magical place that has an air of excitement and adventure," she says. "At camp these kids are just kids and I feel very blessed to be welcome."



WYETH Child's Play

CHILDREN TAKE CENTER STAGE IN WYETH'S VOLUNTEER AND PHILANTHROPIC ACTIVITIES, AND ONE PARTICULARLY IMPORTANT RELATIONSHIP IS WITH THE BARRETSTOWN GANG CAMP (BGC) IN IRELAND.

Barretstown is a camp specially designed for children affected by cancer and other serious illnesses. The camp, which was founded by actor Paul Newman in 1994, offers activities designed to help the children regain confidence, self-esteem, trust, and courage. Wyeth has been supporting the camp for nine years, providing BGC with more than \$1 million in corporate funding.

"It was started because of a relationship between Paul Newman, who established the Hole in the Wall camps, and our then chairman, who saw the vision and agreed to fund it for five years," says Gill Markham, assistant VP, communications, Europe, Middle East, and Africa.

By the time the original five-year funding commitment was drawing to a close, the relationship had been firmly established and Wyeth was looking for ways to enhance the connection.

"Indeed, the BGC's new CEO wanted a real partnership with the sponsors to engage more fully and access the skills from the different companies," Ms. Markham says. "We relished that opportunity and established support for another five years, and that enabled staff to continue to help at the camp and to raise funds."

The relationship goes much deeper than purely financial support; Wyeth country affiliates enable staff to volunteer to be "caras," which is Irish for volunteers. Wyeth pays the costs for employees to travel to the camp and gives them one paid day off work, and the employees take a day of vacation time and give up a weekend to go to the camps to look after the children and work with their families.

Jolanda Crombach, Pharm.D., manager of corporate and public affairs, Wyeth Pharmaceuticals, the Netherlands, says the Dutch believe that corporate social responsibility is more than just donating money, and that it's important, for example, to give up one's personal time to volunteer.

Dr. Crombach had her first experience with BGC in a 2004 pilot program, in which three staff members from the Netherlands' affiliate traveled to Ireland for an opportunity to be caras.

"The moment we arrived, we saw the castle and met the trainers, it became a very positive atmosphere," Dr. Crombach says.

The camp is designed for the whole family — parents and siblings of the sick children — to help everyone have a relaxing and fun weekend. Volunteers arrive the day before the families do and are prepared for the weekend by the highly skilled and practiced BGC staff.



"We are appointed to a family as a cara and I remember the day my family arrived in a very old car from Ireland with five kids," Dr. Crombach says. "I could see in their eyes they were a bit afraid, and they were very tired."

Soon, though, activities organized for the family helped them to relax, she says. Age-appropriate activities are organized for the children and the parents get a night out while the

caras babysit. It is also an emotional experience for the caras since the parents will talk about their experiences and the difficulty in caring for a very sick child.

"Some have already lost children, so it can be hard emotionally, but as a cara you can help by just listening," Dr. Crombach says. "And soon everyone is having fun; even mealtimes are full of laughter and clapping."

"Caras," including Wyeth's Dr. Jolanda Crombach, paint a welcome sign for families attending Barretstown Gang Camp.

"When recruiting new employees, we tell stories of our experience at the camp and people are really interested in our company and are inspired by the experiences they hear," she says.

The Wyeth, Netherlands, involvement in the program has continued twice a year since the 2004 pilot, with 10 employees a year attending. Those individuals are split into two groups, with one group attending the camp in the spring and the other in the fall.

The Netherlands' affiliate is planning a special program this September, designed by the Dutch team, Ms. Markham, and the BGC staff.

"We are taking 16 kids with hemophilia from the Netherlands, along with their families, as well as Dutch hemophilia doctors and nurses, for a weekend to the camp," Dr. Crombach says. "This is a great opportunity to work together, and our general manager, Edward Lysen, will be joining us as a cara because he believes these projects are key to our corporate social responsibility." ♦

PharmaVOICE welcomes comments about this article. E-mail us at feedback@pharmavoice.com.

The Citizens

EMD SERONO INC., an affiliate of Merck KGaA, Darmstadt, Germany, integrates cutting-edge science with patient support systems to improve people's lives. EMD Serono has a leadership position in fertility treatments and has strong market positions in neurodegenerative diseases, as well as in endocrinology. With a clear focus on the patient and a leadership presence in the biopharmaceutical industry, EMD Serono has more than 850 employees around the country and fully integrated commercial, clinical, and research operations in the company's home state of Massachusetts. For more information, please visit emdserono.com.

GLAXOSMITHKLINE, Middlesex, United Kingdom, with operations based in the United States, is a research-based pharmaceutical company with treatments for a variety of conditions and more than 25 vaccines to protect against many illnesses.

GSK also is committed to investing in health and education programs that aim to bring sustainable improvements to underserved people in the developed and developing world. For more information, visit gsk.com.

INVITROGEN, Carlsbad, Calif., provides life-science technologies for disease research, drug discovery, and commercial bioproduction to pharmaceutical and biotechnology companies, as well as academic and government research institutions. Invitrogen's R&D efforts are focused on innovation in all major areas of biological discovery including functional genomics, proteomics, stem cells, cell therapy, and cell biology. For more information, visit invitrogen.com.

SANDOZ, Holzkirchen, Germany is a Novartis company and global generics leader that develops, produces, and markets medicines that are no longer protected by patents. For more information, visit sandoz.com.

SOLVAY PHARMACEUTICALS, Marietta, Ga., is

the U.S. subsidiary of a research-driven group of companies that constitute the global pharmaceutical business of the Solvay Group. The company seeks to fulfill carefully selected, unmet medical needs in the therapeutic areas of neuroscience, cardio-metabolic, influenza vaccines, gastroenterology, and men's and women's health. For more information, visit solvaypharmaceuticals-us.com.

STIEFEL LABORATORIES, Coral Gables, Fla., is a specialized pharmaceutical company with a singular focus on the advancement of dermatology and skin care around the world. For more information, visit stiefel.com.

WYETH, Madison, N.J., is a global leader in pharmaceuticals, consumer healthcare products, and animal healthcare products, with R&D programs focused on small molecules, vaccines, and biotechnology. For more information, visit wyeth.com.

Corporate Citizens



▲ **AstraZeneca.** Digging in to help out is one of the goals of AstraZeneca's Healthcare Heroes program, which connects volunteers on a grassroots level.



◀ **Aveo.** The inaugural Get Teddy Ready in 2005 resulted in AVEO employees dressing 30 bears; since then, the number has almost tripled to 84 bears. A central part of the program involves reaching out to children from Our Place, a daycare program at the Salvation Army in Cambridge, Mass.



▲ **EMD Serono.** EMD Serono's Community Service Council organizes two community service days — one in the summer and one in the fall — to make it easier for busy employees to get involved in volunteer activities.



▲ **GlaxoSmithKline.** For employees at GSK's Durham, N.C., office, the Durham Rescue Mission's annual Back to School Party has become an important and exciting day on employees' calendars.



▲ **MedImmune.** Putting their muscles to work are Kim Diaz, Senior Director, Sales Operations, and Tom Peters, a Clinical Marketing Manager, two of the 600 MedImmune employees who donated their time to build a playground at the Palomar Family YMCA in Escondido, Calif., as part of the company's partnership with KaBOOM!



▶ **Invitrogen.** In Carlsbad, Calif., Invitrogen employees helped clear the Batiquitos Lagoon of invasive plant life, an effort that will allow the group to plant anew for the first time this spring.



To access a FREE Podcast featuring Eduardo Cetlin, Senior Manager of Corporate Contributions, Amgen, go to pharmavoices.com/podcasts.



To access a FREE Podcast featuring Sherrie Pietranico, Ph.D., Research Leader, Discovery Chemistry, Roche, go to pharmavoices.com/podcasts.



▲ **Novartis.** The annual German Down Sports Festival, part of Sandoz's — Down Syndrome — We're a Part! — was started by the management of Hexal. In 2006, the program drew 565 contestants, each of whom was awarded a medal as they enjoyed the cheers of the spectators.



◀ **Shire.** Matt Cabrey — who oversees Shire's media relations, internal relations, and community relations — presented Wireless Philadelphia with 447 laptops that the company's IS team had cleaned and refurbished and delivered in laptop bags.



▲ **Roche.** Sherrie Pietranico, Ph.D., research leader, discovery chemistry, mentor, and volunteer, explains "Chemistry in the Kitchen" to students from Paterson, N.J.



◀ ▲ **Solvay.** In 2006, Solvay Pharmaceuticals established the "Solvay Stars" reading program with Sawyer Road Elementary School in Marietta, Ga., in conjunction with its Partnership in Education program. Employees tutor elementary school children to help them improve their reading skills and learn about science.



▲ ▲ **Stiefel.** Stiefel employees hop to it as they raise funds for Camp Wonder, a medically staffed camp run by the Children's Skin Disease Foundation (CSDF) that allows kids to be kids (right), at least for a little while.

▶ **Wyeth.** Volunteer Day at Wyeth is enthusiastically embraced by employees around the world, who are dedicated to giving back to local, national, and international communities and organizations.

