

## **SOCIAL INVESTMENT**

**In 1954 the founder of De Beers, Sir Ernest Oppenheimer, said that the purpose of De Beers is and will remain to make profits, but to do it in such a way as to make a real and lasting contribution to the communities in which we operate. Corporate social responsibility remains one of De Beers' core business principles and characterizes the company's conduct in Canada.**

One of the ways in which De Beers makes a lasting contribution is through judicious and well considered sponsorships and donations to events and initiatives which meet the needs of the communities in which we operate, and which support the values and objectives of the company.

**De Beers Canada's social investment philosophy emphasizes working with local communities to contribute to those initiatives and events which:**

- improve the quality of community life,
- contribute to capacity building and the development of transferable skills,
- reflect the priorities of local people,
- support and enhance the company's commitment to social, economic and environmental sustainability.

De Beers Canada will evaluate requests for funding against a set of criteria and the availability of funds. The Evaluation Criteria and Funding Application Guidelines will be available on the company's website ([www.debeerscanada.com](http://www.debeerscanada.com)) or a copy can be requested from one of the company's offices in Canada.