

everybody in.



2020

Social Impact Report



In our vision for the future, everyone has a role.

To help achieve our vision of a future with **zero** crashes, **zero** emissions and **zero** congestion, our social impact strategy focuses on philanthropic investments that create inclusive and sustainable solutions to common social issues. This work puts people at the center and is structured under three focus areas in alignment with the **United Nations Sustainable Development Goals**:

STEM Education



Vehicle & Road Safety



Community Development



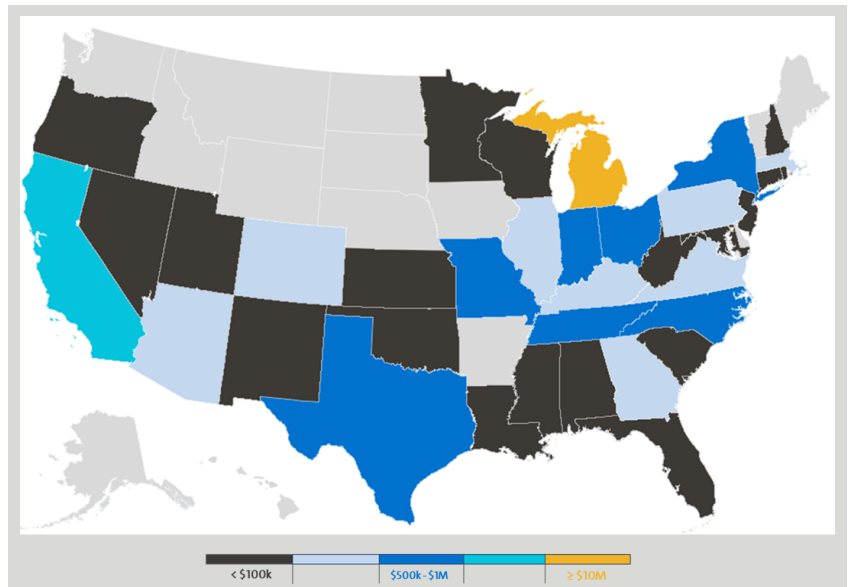

SUSTAINABLE DEVELOPMENT GOALS

We're working to expand access to science, technology, engineering and math (STEM) learning opportunities, provide safer transportation options and create avenues for everyone to thrive.

While our social investments in 2020 supported many COVID-related response and recovery programs, we maintained a robust portfolio of nearly **\$35 million** in funding to **357 U.S.-based nonprofits**. Together, these projects will impact an estimated **5 million individuals** through a variety of support services.

Several of our nonprofit programs have a global impact, but the map to the right shows how charitable funds were distributed to projects across the U.S. in 2020.

GM also provided in-kind assets to nonprofits valued at more than **\$9.8 million**.



Funding Breakdown by Focus Area



*As our headquarters city, we place a special emphasis on supporting Detroit-based programs.

We prioritize programs that create equitable opportunities for minority populations. In 2020, more than **65%** of our grant funding supported a variety of diverse communities.



43%
Black / African American

13%
Hispanic / Latinx

10%
Other underrepresented minorities

teamGM Cares

From manufacturing and distributing PPE and tutoring students online to leading neighborhood cleanups and utilizing unique skills to improve nonprofit operations, GM employees remained engaged in their communities in 2020. This global employee volunteer force, known as teamGM Cares, engaged **15,000+ employees** who volunteered **115,000+ hours** at nearly **300 nonprofits** around the world. In the U.S., this time is valued at more than **\$1 million**.



When the **COVID-19 pandemic** took the world by surprise in 2020, General Motors acted swiftly to aid the global fight.

9,000,000+

pieces of PPE donated to organizations around the world

30,000

ventilators built for the U.S. federal government

“In 150 hours of volunteering, I’m proud to have made 40,000 masks for our community. It was an incredible experience to jump in and support during such a critical time of need for our country.”

- Katie Monaghan,
GM Manufacturing Engineer



China: GM China donated \$715,000 to the Chinese Red Cross Foundation.



United States: Mobilizing more than 5,000 employees, GM manufactured and delivered 8.7 million masks and other medical protective gear across the U.S. GM also committed \$3.6 million to emergency response efforts around food and housing assistance and education, especially for vulnerable populations.

Brazil: GM Brazil led the federal government task force to repair 2,000 hospital ventilators across the country. The team at the Sao Caetano plant also manufactured and donated over 560,000 masks to a variety of organizations in Brazil.



Canada: GM Canada and its employees donated more than \$1.6 million to nonprofits that served over 22,500 Canadians.



STEM EDUCATION



Immersive Learning

Hands-on experiences that encourage active participation and drive engagement.



Computational Thinking

Developing analytical, multidisciplinary skills like experimentation & problem solving.



Artificial Intelligence

Exploring AI-powered technologies with the potential to facilitate teaching and learning.






Digitization of Education

Using online and digital tools to transform how learning is delivered inside and outside the classroom.

General Motors works across the country to bring culturally-responsive programs to youth who may not otherwise have robust STEM learning opportunities available to them. We are helping youth from diverse communities develop a STEM identity and foundation in an effort to increase presence, persistence and achievement in STEM. Through investments in immersive learning, computational thinking, artificial intelligence and the digitization of education, GM is committed to equipping students from all backgrounds with future industry-relevant skills, accelerating the path to an equitable STEM talent pipeline.

In 2020, GM engaged with **72 STEM-focused nonprofits** across the U.S. in an effort to help:

-  Increase the number of students who earn a STEM degree that matches the market needs
-  Increase the presence, achievement and persistence for underrepresented minorities in STEM fields
-  Increase the supply of qualified teachers trained in STEM-related subjects

estimated impact: 1.4 million individuals

Portfolio Highlights

DONORS CHOOSE

GM worked with DonorsChoose to support teachers across the country as they grappled with the switch to distance learning in 2020. Through this program, teachers were able to provide much-needed supplies to students and bring STEM lessons to life in the virtual classroom with the help of the Electrifying Engineering video series created with GM STEM experts.



ELECTRIFYING ENGINEERING



For the 2nd annual STEM for Changemaking Challenge, young changemakers submitted solutions that focused on solving sustainability challenges in their communities around the country. Twenty-five winning teams were selected and more than 50 changemakers had the opportunity to attend a virtual summit event. Attendees also had the opportunity to hear from Dr. Jane Goodall, DBE and UN Messenger of Peace, who delivered the event's impactful keynote on creating lasting change.



GM STEM experts worked alongside Girl Scouts of the USA to develop a series of Automotive Engineering Badges for elementary students. The program is now available to girls in every residential zip code in the U.S. and aims to strengthen the next generation of female leaders in automotive engineering, design and manufacturing.






VEHICLE & ROAD SAFETY



In 2020, during the height of a global pandemic and associated lockdowns, motor vehicle traffic and vehicle miles traveled reduced significantly. However, a preliminary study conducted by the National Highway Traffic Safety Administration found the number of people killed in crashes rose 4.6% from 2019. Authorities from the study suggest that this spike is due to an increase in risky behavior, including not wearing a seat belt, speeding and driving while impaired.

Based on this study, it is evident that GM's commitment to help bridge the gap between today's transportation reality and a future of zero crashes must remain a priority. Therefore, we continue investing in programs and initiatives with goals to help:

-  Increase usage of seat belts and safety restraints
-  Decrease impaired and distracted driving
-  Increase awareness of effective road safety practices

Through programs with organizations such as Safe Kids Worldwide, National Safety Council and National Organizations for Youth Safety, over **2 million individuals** will be impacted via projects funded in 2020.

810,000
individuals to receive
education on seat belt use

408
high schools to provide
road safety programming

30,000
individuals to commit to Safe
Driving Pledge

Portfolio Highlight

Mothers Against Drunk Driving



With GM support, Mothers Against Drunk Driving (MADD) conducted primary research on public attitudes and awareness around the dangers of drugged driving in "The Cannabis Report: America's Perception on Consumption & Road Risk." Upon completion of the report, MADD was provided additional support to research public perceptions on another epidemic—prescription drugs and impaired driving. This combined research will fuel MADD's plan of action to fight drugged driving—a multiyear plan that was unveiled in 2020 as MADD celebrated its 40th anniversary.

COMMUNITY DEVELOPMENT



In 2020, GM focused its community development efforts on workforce readiness, economic prosperity and innovative placemaking. We recognize the importance to not only equip individuals with the essential skills to gain secure employment in a competitive economy but also empower them with the tools to advance economically in communities that positively impact their well-being.



Last year, we engaged with dozens of nonprofits to help:



Increase the number of individuals with marketable technical and vocational skills



Decrease the number of individuals facing economic barriers



Increase the number of residents positively impacted by innovative community improvements

35

small businesses to receive support in Flint, MI and Buffalo, NY

6,400

free rides to alleviate transportation barriers

1,300

women of color to receive entrepreneurship education

estimated impact: 65,000 individuals

Portfolio Highlights



Contributing to the health and well-being of their communities, small businesses create 2 out of 3 jobs in the U.S. and help create local wealth by keeping money circulating locally. Recognizing this value, GM collaborated with *the Flint & Genesee Chamber of Commerce in Flint, MI* and *LISC WNY in Buffalo, NY* to fund and design co-branded small business grant programs that provide technical assistance and capital to businesses in historically disinvested communities, with a priority on women and minority-owned small businesses.



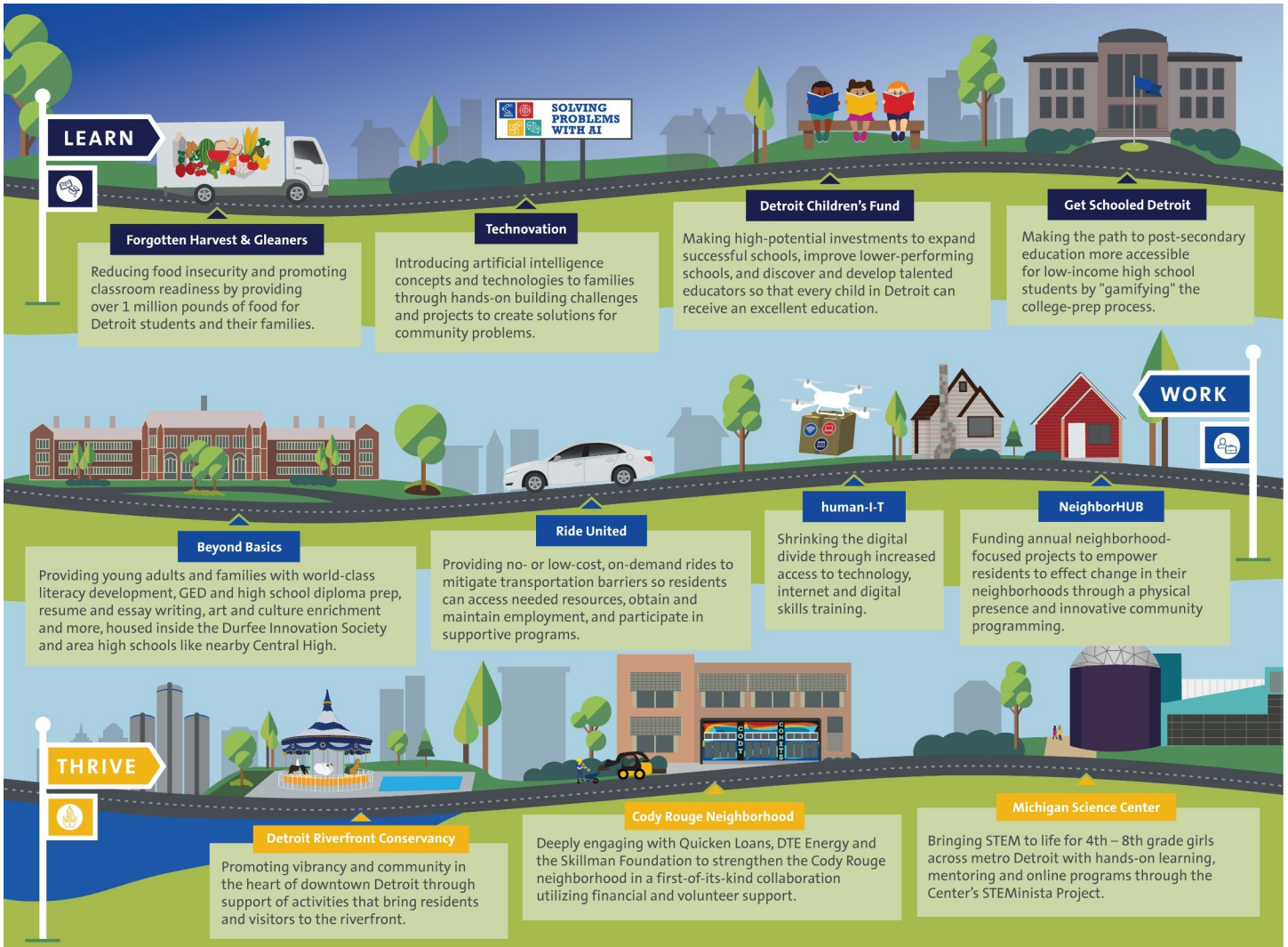
Committed to helping reduce air emissions in California's San Joaquin Valley, Valley CAN is working with local community colleges to promote green jobs skilling through technical automotive programs. In a region with the worst air quality in the US, an 11% unemployment rate and 16% of the population living in poverty, there is an abundant need for well-paying, high-tech green jobs advancing GM's vision of an all-electric and zero-emissions future.

DETROIT



As GM's longtime headquarters city, Detroit's continued renaissance remains a priority. That's why we have aligned specific areas of focus to the needs of Detroit and its residents. In the last five years alone, GM has invested more than **\$50 million** with local nonprofits that are delivering lasting change.

The below roadmap highlights some of the nonprofits we work with to help make Detroit a great place to **learn, work** and **thrive**.



In 2020, we funded **57 projects** that will impact nearly **300,000 individuals**. Portfolio highlights include:


76,100
students and teachers to be provided supplemental academic support

11,000
individuals to receive college or vocational education and support services to gain or maintain employment


172,000
Detroiters to be provided with basic needs support due to the impact of the COVID-19 pandemic

EMPOWERING COMMUNITIES ACROSS THE U.S.


GM supports local issues in each of our facility communities through a variety of programming. A prime example, the 2020 Community Impact Grants program, provided **\$2 million** in grant funding to more than **150 nonprofits** that will impact an estimated **110,000 people**. Highlights from the 2020 program include:



Flint Operations
 \$20,000 to the Neighborhood Engagement Hub to establish a community tool shed, allowing residents to borrow tools to reduce city blight.

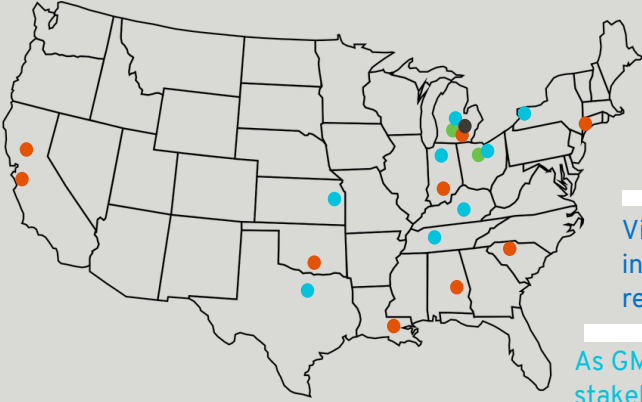


Arlington Assembly
 \$25,000 to the University of Texas helped 375 minority high school students prepare for the SAT math test.



Tonawanda Engine
 \$10,000 to Buffalo Area Engineering Awareness for Minorities for 100 children to participate in a Saturday STEM Academy to learn more about engineering careers.

GM’s commitment to our communities helps establish a legacy of trust with key individuals, groups and organizations while demonstrating interest and accountability to community concerns and issues.



A pilot program was initiated with 10 minority-owned GM dealerships. Each dealership was given \$10,000 to donate to a local nonprofit of their choice.

To celebrate Manufacturing Day, GM manufacturing leaders opened the virtual doors to our Orion Assembly plant to share what it’s like to work in manufacturing at GM.

Virtual community roundtables hosted by GM leadership were held in GM communities to listen to local challenges, share ideas and reinforce GM’s commitment to a sustainable relationship.

As GM resumed operations after COVID-19 shutdowns, 200 community stakeholders in the U.S. (and Canada) joined GM webinars to learn safety protocols and help employees return to work with confidence.

Another signature program is GM Student Corps, a paid summer internship program for high school students in under-resourced Michigan communities that offers community service, life-skills training, college readiness and team building. This program has engaged 1,340 high school and college students since 2013.



Due to the pandemic, the 2020 program was limited to 15 college students who engaged virtually in personal and professional development, deep dives into GM functional areas and design thinking challenges.

DISASTER PREPAREDNESS AND RESPONSE



GM joins approximately 60 companies in funding the **American Red Cross’ Annual Disaster Giving Program**. This strategic, pre-investment helps position the organization to respond immediately when disasters strike. GM’s OnStar division also supports Red Cross by providing critical dispatch services when call volumes peak during disasters.

In response to a record-breaking season of hurricanes and wildfires hitting U.S. land, GM also directed funds to the **Center for Disaster Philanthropy** to support recovery in multiple geographies. In addition, Chevrolet donated 10 trucks and SUVs to support California fire departments’ frontline response.

We're working towards a future with
zero crashes, **zero** emissions and **zero** congestion
...a future that works for everyone.

We are committed to evolution in 2021.

- ▶ We will maintain philanthropic investments under our three key focus areas of STEM Education, Vehicle & Road Safety and Community Development, with extensive commitment in Detroit.
- ▶ We will place a strong emphasis on serving the underserved and reaching deep into our communities to make sure that everyone has an equitable chance to succeed.
- ▶ We will invest in emerging technologies and talent pipelines with the future workforce at the forefront of strategy.
- ▶ We will strengthen our commitment to environmental sustainability projects.
- ▶ We will stay nimble and flexible to meet the needs of our communities as they change and grow.



general motors