

CORPORATE SOCIAL RESPONSIBILITY WEBSITE

January 26, 2015



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Community Relations Intern



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Executive Summary

Genworth received a shareholder proposal, requesting that Genworth issue an annual sustainability report describing its short and long-term responses environmental, social and governance issues, referred to as a Sustainability Report.

Soft Launch

Due to the short deadline, we want to launch a basic CSR site by March with all the content we've gathered for the workplace, community, environment, and marketplace sections. We're using existing web layouts to speed the process of fulfilling the shareholder request.

Launch

After the Soft Launch in March, we'll begin to redesign the CSR site to make it more user-friendly and aesthetically pleasing. We will also assess the need for a Newsroom/Blog page that can be actively updated. This is dependent on the outcome of updates to the current Genworth Newsroom page.

Updating

All tabs will have owners responsible for providing content updates on at least a quarterly basis. All content updates and compliance for all sections will be the responsibility of the Community Relations department.

CSR Main Page

- Our goal is to make the future more secure for the families of today and tomorrow. That's why we strive to do what's right for our customers, employees, and shareholders; enrich the quality of life in our communities; and serve as good stewards of the environment.
- Video? Scroll through of pictures?

CSR Top Navigation Bar

- Workplace
- Community
- Environment
- Marketplace
- Governance

Situation Analysis

Introduction & Background

Genworth received a shareholder proposal, requesting that Genworth issue an annual sustainability report describing its short and long-term responses environmental, social and governance issues, referred to as a Sustainability Report.

Three potential actions

- Fight the proposal – Recommend against the proposal in proxy statement and include an opposing statement
- Negotiate a settlement to have proposal withdrawn – Agree to adopt a policy to issue an annual Sustainability Report as necessary to obtain withdrawal
- Adopt a bifurcated approach – recommend against the proposal in proxy statement and include a more comprehensive and persuasive opposing statement, discussing such items as an annual Sustainability Report on a corporate social responsibility page posted on Genworth's website

Recommendation – Bifurcated approach

- Dialogue with shareholder to assess if there is a path for negotiated settlement that would result in withdrawal of proposal
- Consider creation of a corporate social responsibility website to include an annual Sustainability Report to bolster the arguments that Genworth is sufficiently transparent with respect to sustainability efforts
- If necessary, recommend opposition to proposal in proxy statement and include comprehensive and persuasive opposing statement that references any new Genworth website or publication
- Work with our proxy solicitor to develop cost-effective solicitation strategy that maximizes the changes of proposal not passing or receiving low support level

Key Research Findings

Executive Summary

We researched Corporate Social Responsibility sites of our competitors in insurance as well as some of the Highest Ranked CSR Websites for ideas in website layout and content.

Competitors

- **MetLife**
MetLife has a very simple and straightforward CSR Site. Visitors can access it through a tab on the home page. Their CSR content includes Hope for the Future, Mental Health and Wellbeing, and Redkite Tutoring Program.
- **New York Life**
New York Life didn't have a specific corporate social responsibility site. They had their CSR information spread out through various tabs including the KeepGoodGoing page. The KeepGoodGoing page included information on NYL's company footprint, branding through social media, and employees volunteering. The page is more of a branding campaign however we like their content and page design.
- **Northwestern Mutual**
Northwestern does not have a CSR site however their CSR content shows up in a Google search – CSRhub, CSRwire and SocialFunds
- **Prudential**
Prudential has a strong CSR site that's easily accessible through their homepage. They mapped out the site with simple design that compliments their homepage.

Highest Ranked CSR Websites

- **Microsoft**
Microsoft's CSR site is very interactive and well designed. The Corporate Citizenship site and includes:
 - Youth Spark Hub
 - For youth to expand skillsets (professional and fun)
 - 2014 Citizenship Report
 - Commitments and performance
 - Working Responsibility
 - Overview, Human Rights, Responsible Sourcing, Environmental Sustainability, Integrity and Governance, Political Engagement, Our People, Reports
 - Serving Communities
 - Overview, Youth, Nonprofits, Employee Giving, Disaster Response, Local Language, Washington State
 - YouthSpark
 - Overview, YouthSpark Hub, YouthSpark Stars, Computer Science
 - Nonprofits
 - Overview, Software Donations, Solutions for Good, Office 365

- **Google**

Although Google's CSR site is one of the best rated, it remains clean and simple. The content includes:

- About Google
- Company Overview
- Who we are
 - Our Culture
 - Locations
 - Management Team
- What we believe
- What we do

- **HP**

The site is the Discover Living Progress site and its content includes:

- Overview (Discover Living Progress)
- Human Progress
 - Human rights
 - Supply chain responsibility
 - Privacy
 - Our people
- Economic Progress
 - Economic impacts
 - Social investments
 - Hewlett-Packard Company Foundation
- Environmental Progress
 - Our footprint
 - Products and solutions
 - Product return and recycling
 - Our operations
 - Supply chain environmental management
 - About environmental sustainability

Key Publics

Shareholders, customers and Investors will benefit from a Genworth Corporate Social Responsibility (CSR) site. The new webpage will provide insights on our workplace, involvement with the community, our impact on the environment, position in the market, and corporate governance.

Goals & Objectives

Soft Launch

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Launch

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Updating

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Strategies & Tactics

CSR Website / Proposed Content

Workplace

- Careers, Engagement, and Wellness
 - Careers
 - Working at Genworth – Camaraderie, Rewarding Work, Community Involvement, Well-Being
 - Benefits
- Training and Development
 - Resources on Intranet that can be repurposed/summarized for Internet use. See **Appendix E** (Page 30)
 - Key partnerships with learning and development companies such as MasteryWorks, LearnQuest, PRMIA, Mortgage Bakers Association, CEB, Community College Workforce Alliance, LOMA, and Practicing Law Institute
 - Learning Paths for Early Career Employees, Experienced Professionals, and Managers and Leaders
 - Employee trainings are highly interactive, with hands-on exercises and discussions
- Diversity and Inclusion
 - Genworth recognizes and appreciates the unique beliefs, values, skills, attributes, and characteristics of all employees in an environment that promotes and celebrates individual and collective achievement
 - Highlight each Diversity Forum with their mission – Early Career, African American, Asian Pacific, Hispanic, Veterans, LGBT, Women's

Community

- *Why* Genworth Gives Back
 - In The Community
 - Genworth is dedicated to helping people secure their financial lives, families and futures. One of our most important promises is our commitment to making a difference in the communities where our employees live and work. We believe in empowering employees to be a catalyst for change in their local communities.
- *What* – Highlight partner organizations by location
- *Who* – Employee profiles/interviews about community involvement
- *How* Genworth Gives Back
 - Employee Engagement
 - Link for employees to get to volunteer tracking system
 - Genworth Foundation
 - A site for non-profits to easily get to grant application site, confirm matching gifts, explain what the Genworth Foundation funds, or get in contact with the team.
- *Where* Genworth Gives Back – Highlight locations on an interactive map

- *When Genworth Gives Back* – Highlight June Month of Service but community the year-round commitment to communities

Environment

- Genworth participates in the CDP S&P 500 Climate Change Report 2014
- Provide [link](#) to most recent survey results and highlight score – 77E
- Genworth's leaders and others are involved in the development and implementation of Genworth's Environmental Policy. The team watches for, reports on and discusses risks and opportunities.
- Genworth evaluates and implements programs around various activities that impact the environment, such as, transportation use, business travel, paper usage, and distribution channels.
- Genworth has an employee “Green Team.” Green Team members are able to make suggestions about saving energy and reducing Genworth’s carbon footprint through an online dashboard.

Marketplace

- Highlight Genworth’s thought leadership in long-term care and mortgage insurance businesses
 - [Link](#) to current Cost of Care report
 - Mortgage insurance assets ([Link](#))

Website Plan

Navigation

- Genworth.com
 - Top navigation bar under “About Us” – See **Appendix B** (Page 26)
- Genworth Investors Site
 - TBD

Layout

- Use Existing Format for the March Launch
 - See **Appendix C** (Page 28) for example
- Update Layout after Launch
 - Genworth Canada has a strong CSR Site
 - See **Appendix D** (Page 29) for example
 - Look at Competitor sites for design ideas
 - See **Appendix A** (Page 26)

Content

CSR Main Page

- Our goal is to make the future more secure for the families of today and tomorrow. That’s why we strive to do what’s right for our customers, employees, and shareholders; enrich the quality of life in our communities; and serve as good stewards of the environment.
- Video? Scroll through of pictures?

CSR Side Navigation Panel

- Workplace
- Community
- Environment
- Governance
- Marketplace

Highlights

Gray – Sent to MacWorks

Yellow – Pending MB signoff

Blue – MB signed off but has not been sent to MacWorks

Workplace Tab (A) (New page creation)

Genworth Financial, Inc. is a Fortune 500 company with a global presence in over 25 countries. As a leading financial security company we protect millions of customers' by providing retirement, investment and mortgage insurance services that help meet their individual needs. As an employee of Genworth, we promise you the opportunity to make a meaningful difference in the lives of our customers, our communities, and one another. We believe in camaraderie, rewarding work, community involvement and a focus on your well-being.

Being in the business of serving people, it is only right that we do our best to protect and nurture our own; just ask any of Genworth's employees. We understand that employees contribute in a unique way, and that we must support this to help them reach their full potential. By working in a team-oriented environment, each employee is more encouraged and better able to perform their best and learn from their peers each and every day. With roots back to 1871, these principles have allowed Genworth and our employees to secure the financial lives, families and futures of our customers, communities, and one another.

Learn more about employment opportunities ([Link to existing page \(does not need any updates per Jacinta Princivil\)](#) -

<https://www.genworth.com/corporate/employment/genworth-employment-opportunities.html>)

Learn more about employee benefits ([Link to existing page \(DOES need updated from Eric Gee \(B\)\)](#) -

<https://www.genworth.com/corporate/employment/genworth-employment-opportunities/working-at-genworth/genworth-careers-benefits.html>

Learn more about training and development ([New page creation – see below \(C\)](#))

Learn more about diversity and inclusion ([New page creation – see below \(D\)](#))

Workplace Tab Link / Benefits (B) ([Link to existing page https://www.genworth.com/corporate/employment/genworth-employment-opportunities/working-at-genworth/genworth-careers-benefits.html](https://www.genworth.com/corporate/employment/genworth-employment-opportunities/working-at-genworth/genworth-careers-benefits.html))

At Genworth, our employees make a difference in people's lives every day. That's why we're committed to making a difference in our employees' lives. One important way we invest in our employees around the world is by providing them with competitive and comprehensive benefits that support their needs at different stages.

Benefits Package in the United States

Helping our employees achieve their physical, personal, and financial well-being is key to Genworth's success. That is why we offer career development, personal growth, and health and wellness benefits to ensure our team's well-being in and out of the office. Listed below are some of the benefits available to our employees.

Health and wellness benefits

Physical

- Onsite Fitness Facilities or Gym Membership Reimbursement Program
- Healthy Pregnancies, Healthy Babies Program
- Flu Shots
- Preventative Wellness Programs

Financial

- Personal Financial Counseling
- Financial Education: Seminars and Workshops
- Other Financial Resources

Personal

- Employee Assistance Program (Confidential Counseling Services)

Medical Benefits

- Medical Coverage
- Prescription Drug Plan
- Vision Care Plan
- Dental Insurance
- Flexible Spending Accounts (FSAs), including Health, Dependent Care
- Annual Well-Being Assessment

Disability, Life, and Long Term Care Insurance Benefits

- Short and Long Term Disability Insurance
- Basic and Optional Life Insurance
- Accidental Death and Dismemberment Insurance
- Long Term Care Insurance
- Caregiver Support Services Program

Retirement & Savings 401(k) Plan

- Employee directed 401(k) account with a non-contributory employer matching contributions
- Additional employer contributions through employer directed account

Other Benefits

- Paid Time Off
- Eleven Paid Holidays
- Child Care Subsidy Program
- Adoption Assistance Program
- Tuition Reimbursement Program
- Survivor Support Financial Counseling Services

Workplace Tab Link / Training & Development (C)

The Global Talent Management team offers our employees opportunities for learning and development in and out of the classroom. In addition to helping our employees with traditional training, leadership and development needs, we also partner with others to offer a number of other services – all intended to help drive business performance.

What We Do...

Build Organizational Capability and Employee Engagement Through

Business

Acumen: Establish a curriculum designed to meet learning needs and skill development for our employees aligned to business objectives.

Technical Skills: Mobilize Genworth around the vision for the development of the technical professional.

Leadership and Professional

Development: Identify, plan, and execute learning initiatives to address learning gaps that most impact business performance.

Learning Technology: Use Learning Technology to make training & development activities more flexible, global, cost productive and engaging

Why We Do It...

The pace of change in the marketplace has accelerated from fast to almost instantaneous. Genworth's success is dependent on our response to that change.

We have committed to developing our employees because new strategies and new businesses, developed in response to these changes in the marketplace, almost always require new competencies.

This desire to build further "change resilience" requires a reinvigorated leadership focus on growing our employee's capabilities and attention to the processes that drive development. It requires that all our employees embrace the need to regularly evaluate their own knowledge and skills. We have a history of valuing employee development at Genworth that is evident at every level in the organization.

How We Do It...

Strategic Business Partnerships with Genworth Functions, Businesses, Human Resources Managers and Talent Development Leaders

Expert Skills in Group Process Facilitation and Classroom Instruction

Advanced Knowledge of Training Needs Analysis, Design and Development

Development and Application of Enterprise Wide Learning Technologies

First Class in Training Administration and Facilities

Expert Collaboration and Communication

Key partnerships with learning and development companies

- LearnQuest
- PRMIA
- Mortgage Bakers Association
- CEB
- Community College Workforce Alliance
- LOMA
- Practicing Law Institute
- AHIP
- Mandel Communications
- Better Communications
- Conversant
- WeComply
- KMI
- Saba
- Qualtrics

- BTS
- Edulence
- Sequoia
- Strategic Training
- CLTC
- CPP, Inc
- Leadership Resources
- The Bob Pike Group
- PPS International

Tuition Reimbursement

Genworth Financial's Tuition Reimbursement Program is designed to reimburse employees for expenses incurred in pursuing an undergraduate degree, graduate degree, and/or certain types of certification and/or single educational courses. Certifications and single courses will only be accepted through the Tuition Reimbursement Program if they are directly related to your current job. All courses, including certifications and single courses, must be taken at an accredited college or university. Management approval is required using the online process prior to enrolling in a Program of Study.

Workplace Tab Link / Diversity & Inclusion (D)

Genworth recognizes and appreciates the unique beliefs, values, skills, attributes, and characteristics of all employees in an environment that promotes and celebrates individual and collective achievement

Diversity Forums

- **Early Career**
Founded with the purpose of education, empowerment and career growth, the Early Career Forum (ECF) focuses on providing opportunities for personal and professional development. With chapters in all major Genworth locations, the ECF serves as a medium in which to address relevant issues and create actionable plans that will benefit the Early Career and broader Genworth populations as a whole. The ECF is open to all Genworth employees, regardless of age or tenure.
- **African American**
The mission of the Chapter is to address the professional needs of its members and to build leaders that shape the future of the Company with an unfaltering commitment to inspire the same in their successors.
- **Asian Pacific**
The Asian Pacific Forum is organized to provide a personal and professional network in order to develop our members in a diverse workplace.
- **Hispanic**
The Hispanic Forum is a network of energized employees with a passion

for making a difference our communities while raising cultural awareness and developing our members.

- **Veterans**

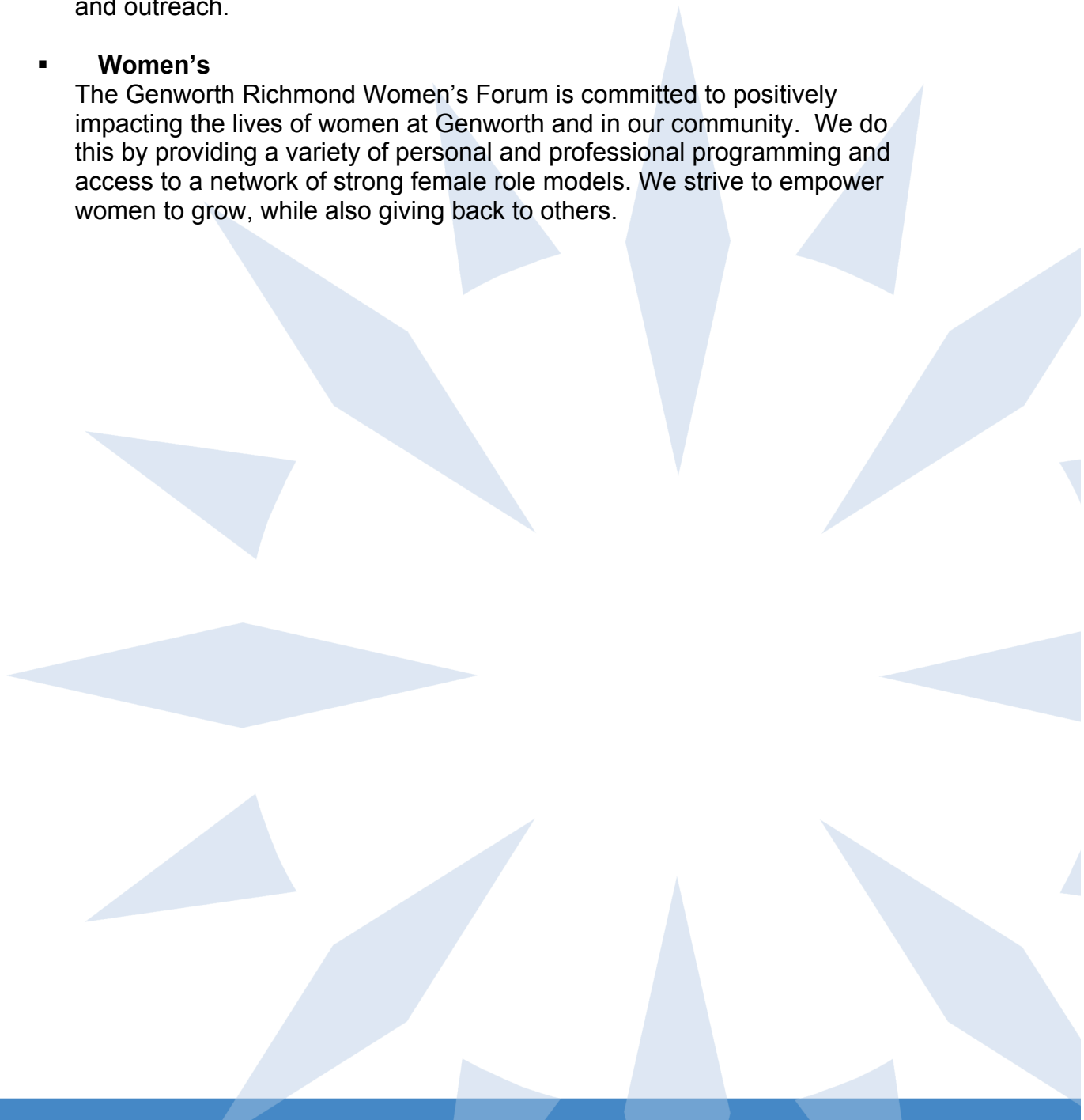
The Genworth Veterans Forum is committed to raising cultural awareness of the value of Veterans within Genworth and in local communities through education and community outreach.

- **LGBT**

The LGBT Forum is organized to cultivate a safe and inclusive environment that supports and celebrates the LGBT community and its Allies within and around the Genworth Family with a focus on education and outreach.

- **Women's**

The Genworth Richmond Women's Forum is committed to positively impacting the lives of women at Genworth and in our community. We do this by providing a variety of personal and professional programming and access to a network of strong female role models. We strive to empower women to grow, while also giving back to others.



Community Tab (E) (New page creation)

Genworth is committed to helping families become more financially secure, self-reliant, and prepared for the future. One of our most important commitments is enriching the quality of life in our communities. Our employees accomplish this giving back time through volunteerism and giving back dollars through the Genworth Foundation and employee giving programs.

Learn more about Genworth employee volunteerism (**Link to existing page with edits Embed Month of Service video into page instead of being a link. See below (F)** - <https://www.genworth.com/corporate/about-genworth/in-the-community/employee-commitment.html>)

Learn more about Genworth Foundation (**Link to existing page with edits. See below (G)** - <https://www.genworth.com/corporate/about-genworth/in-the-community/genworth-foundation.html>)

(Note: This current existing page can be deleted. All information is now included on Section G – Genworth Foundation)

Picture of cover of 2013 Community Report to click through to - 2013 Community Report - [PDF \(Existing Page - https://www.genworth.com/dam/Americas/US/PDFs/Consumer/corporate/FoundationAnnualReport.pdf\)](https://www.genworth.com/dam/Americas/US/PDFs/Consumer/corporate/FoundationAnnualReport.pdf)

Link to past reports (<https://www.genworth.com/corporate/about-genworth/in-the-community/community-reports.html>)

Community Tab Link / Employee Commitment (F)

Employees are the heart of Genworth's community involvement. They are the people that have made commitments to improve the communities where they live and work. Our employees donate their time and funds to support non-profit organizations and volunteer projects around the globe.

Time

Employees make a difference year round through ongoing volunteer projects. Community residents often see the "Genworth blue shirts" out mentoring youth, delivering meals to homebound seniors, or assisting in the construction of affordable housing. In 2014, employees volunteered 20,000 hours across the globe.

While employees continually make a difference year round, all employees come together each June for our Global Month of Service. Reaching out and giving back to our communities is a unifying experience that connects employees from all business locations for one common goal – making a difference! In June 2014, 3,300 Genworth employees completed 14,700 service hours around the world during the Company's 6th annual Global Month of Service. Throughout the month, Genworth volunteers reached out to their local communities, participated

in 288 service projects, and served 150 organizations overall.

Skills-based Volunteering

Genworth believes one of the best ways to help a non-profit is by utilizing business skills and expertise of our employees to help organizations in our communities be more effective. Through skills-based volunteering, our employees can help non-profits by offering their technical skills for activities such as creating a budget or financial plan, developing a marketing campaign, or facilitating strategic planning.

Dollars

Employees in the United States and Canada participate in an annual United Way campaign. United Way focuses on providing long term solutions to the greatest local community needs through effective strategies based on research and expertise. In 2014, \$1,200,000 was contributed by employees and the Genworth Foundation to United Way organizations across North America.

Employees are also eligible for the matching gifts and volunteer grant programs. The Genworth Foundation increases the giving power of Genworth employees and retirees by matching donations to schools, colleges and universities, approved social service and other community-based organizations. In addition, the Genworth Foundation thanks employees for their volunteer work through a volunteer grants program. For employees and retirees to learn more or submit a matching gift or volunteer grant, please visit this [site](#).

Community Tab Link / Genworth Foundation (G)

The Genworth Foundation is committed to improving the communities where we live and work by investing in organizations that are helping build stable families through charitable grants and matching gifts. Established in 2005, the Genworth Foundation has given back over \$30 million to non-profits serving our communities.

The Genworth Foundation provides grants to non-profits globally that are addressing key social issues, promoting collaboration and partnership, and making sustainable long-term impacts. Our focus areas are education for underserved youth, supporting seniors and basic needs.

Grant Process

All organizations should first review the grant funding criteria and eligibility. ([K - Link to Grant Criteria and Eligibility PDF](#))

In order to be considered for funding, organizations that have not previously received funding from the Genworth Foundation or have not received funding within the prior calendar year may [submit a letter of intent](#). Letters of intent can be submitted without an invitation and are reviewed throughout the year.

The Genworth Foundation operates on a spring and fall grant cycle. Full grant applications are by invitation only. Detailed application instructions and invitation codes will be provided to those invited to apply for a grant.

The Genworth Foundation offers two types of grants – program and capacity. Program grants support the activities of an organization that help it achieve its stated mission and objectives. Capacity grants offer the opportunity for organizations to build infrastructure and address important issues of organizational development and effectiveness.

Organizations that have been invited to apply for a grant may access the application using the links below. Grant applications and supporting materials are carefully evaluated by the Genworth Foundation. Notification of decisions will be made by email within 4-6 weeks of submission.

2015 Application Deadlines:

- Spring - April 24, 2015
- Fall – October 23, 2015

[Program support grant application](#)
[Capacity building grant application](#)

Matching Gifts and Volunteer Grants

The Genworth Foundation increases the giving power of Genworth employees and retirees by matching donations to schools, colleges and universities, approved social service and other community-based organizations. In addition, the Genworth Foundation thanks employees for their volunteer work through a volunteer grants program. All organizations must confirm compliance with program criteria to access the matching gifts and volunteer grants system to participate in the program. By law, Genworth can only match gifts to organizations based in the United States. Click [here](#) to confirm a matching gift or volunteer grant.

Community Tab Link / Genworth Foundation / Grant Process (M)

Genworth Foundation Grant Process

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Environment Tab (H) (New page creation)

Genworth recognizes that climate change poses significant potential risks to the environment, the global economy and to human health and well-being. We also recognize that human activity contributes to global warming.

We are committed to reducing impacts on the environment associated with its business activities and to implementing best practices to support environmental sustainability.

As a financial security company, we make promises to customers which often span decades. Sustainability of lifestyle – through financial security provided by Genworth, requires a sustainable environment in which to live that lifestyle in a healthy, safe manner. We believe that a responsible approach to helping preserve the environment is critical to building trust and creating long term value for all of our stakeholders – including consumers, distribution partners, employees and investors.

We do have an Environmental Policy and climate change considerations are integrated into decisions made in several operational areas. For instance, we continually monitor and seek to control business travel and paper usage, consider whether space we lease is located in buildings with LEED or other similar designations and have implemented environmental risk management processes in connection with certain investment classes, most notably with real estate investments.

We also have implemented programs to quantify and mitigate some of the direct and indirect environmental impacts of our operations and to inform and educate employees, customers, suppliers and other stakeholders about environmental issues and our policy and programs.

Also, in an effort for greater transparency, we annually participate in the CDP disclosure project, which we have been doing since 2007.

Downloadable pdfs of our Environmental Policy, our most recent CDP responses as well as the most recent CDP report for our industry can be found below.

Governance Tab (N) (When clicked, link directly to <http://investor.genworth.com/investors/corporate-governance/conduct-and-guidelines/default.aspx>. Direct link approved by Mary Beth)

Marketplace Tab (I) (New page creation)

Genworth is helping families have “the talk” about retirement planning and long term care. “The talk” has been called the adult version of the birds and the bees. Genworth is excited to help families have this important, sometimes awkward conversation with loved ones.

Learn more about “the talk” (**Link to existing page, does not need updates at this time.** <https://www.genworth.com/lets-talk/long-term-care-planning-videos.html>)

Genworth provides an extensive range of information and tools to help people achieve financial security and better understand industry trends.

Learn more about Industry Expertise reports. (**Link to existing page, does not need updates at this time.** <https://www.genworth.com/corporate/about-genworth/industry-expertise.html>)

Our third party providers of goods and services play a significant role in the continued success of Genworth Financial. They not only contribute to building our brand and reputation, but they also help us build and grow our competitive position. (**Link to existing page with updates below** <https://www.genworth.com/corporate/about-genworth/sourcing.html>)

Lobbying Efforts - MB

Marketplace Tab Link / Global Sourcing (J)

(**Link to existing page with updates below** <https://www.genworth.com/corporate/about-genworth/sourcing.html>)

Our third party providers of goods and services play a significant role in the continued success of Genworth Financial. They not only contribute to building our brand and reputation, but they also help us build and grow our competitive position.

We place a high value on the relationships we form with our third parties and we seek a mutually beneficial relationship.

We are looking for third parties who:

- Deliver the best combination of quality and price,
- Demonstrate an interest in mutual continuous improvement,
- Show expertise and innovative capabilities that match with our needs,
- Can demonstrate compliance with all applicable laws and regulations,

and

- Have sound information and physical security programs in place.

Genworth values diverse suppliers. We ensure that our company engages in supplier relationships that align with our business strategy and help create value for Genworth and its various stakeholders. Our track record with a diverse range of suppliers has allowed us to deliver a prudent return to our company and shareholders.

Contractor Code of Ethics

The Global Sourcing Team is committed to the highest standards of integrity. Genworth does not tolerate breaches of its Corporate Code of Conduct and expects its suppliers to adhere to the same standards of integrity. It is against Genworth policy for any employee to accept, request, suggest, or require a gift, payment, or any other benefit, financial or otherwise from a supplier as a condition of conducting business with Genworth. In addition, we have developed and “Integrity First: Contractor Code of Ethics” and expect all suppliers that we contract with to adhere to this policy.

(L – Link to PDF Contractor Code of Ethics)

Supplier Registration

Genworth aligns itself with best-in-class organizations to help drive value and implement strategy. To successfully align partners with the right need, Genworth uses the Ariba® system as our pool of potential suppliers. If your organization has an interest in being considered for future sourcing events, please self-register with Ariba:

1. Direct your browser to <http://discovery.ariba.com/>
2. Click the "I'm selling" tab
3. Complete the "Register Now" section

If you have any questions or difficulties with registration, please contact the Ariba Customer Service team at 1.866.218.2155 for all technical assistance.

Based on the accuracy of your self-registration, we will be able to search and identify potential suppliers as new sourcing events or projects arise. There is no need for you to follow up with Genworth after you have completed your registration. We will proactively reach out to you, or you will be able to respond to an Ariba Discovery opportunity, when a potential event or project is available. If you are selected to participate in our sourcing activities, we will contact you/your organization.

Thank you for your interest.

Phase 2 – Newsroom Tab

(Potentially house on current Genworth Newsroom as it is updated)

NOTE: Community Relations will take ownership of content and editing this section. Please provide a very easily update-able section that CR can control for “Foundation/Non-profit Articles” to post recent field articles, etc.

Note: Each story has a picture. We don't have to have the headers be the location names – location could just integrate in the story if you think it looks better. They can also be like 6 separate blog posts, just to get it started.

Ireland

Employees volunteered at the Clare Crusader's Children's Clinic by painting a building containing three treatment rooms and enhancing the sensory garden. The Clare Crusaders Children's Clinic provides free therapy and specialist treatment to over 350 children with special needs in County Clare.

Richmond, VA

Genworth employees in Richmond, VA collaborated with HandsOn Greater Richmond and Bike Walk RVA to create an educational bike course at Binford Middle School. Volunteers painted bike lanes and signs and built wooden benches to create an area where children can learn to ride safely alongside traffic.

Raleigh, NC

In Raleigh, Genworth volunteers collaborated with Rebuilding Together to renovate a senior citizen's home by eliminating trip hazards and installing new flooring in the kitchen. Rebuilding Together strives to keep owners living comfortably and safely in their homes by making the needed repairs and modifications to houses. The organization's home repair programs also address energy efficiency, veterans housing, and elder home safety.

Finland

Employees in Finland volunteered with SOS Children's Villages by washing windows, gardening, painting, and fully renovating one of the apartments. The role of the SOS Children's Villages is to provide a viable option for children and youngsters in need of long-term foster care in Finland's child welfare system.

Waltham, MA

Volunteers in Waltham, MA worked with Stop Hunger Now to package 20,000 meals for the food insecure around the globe. Stop Hunger Now provides meals to school feeding programs, orphanages, medical clinics, and other transformational development programs in 65 countries.

Lynchburg, VA

Employees in Lynchburg, VA volunteered for the first week of summer camp at the Jubilee Family Development Center. The volunteers spent the week leading

a variety of fun activities for the kids, serving lunch, and even teaching a hip-hop dance class. The Center provides a summer camp that combines academic learning, arts, and sports to stave off learning loss in the summer.



Timeline

Task	Timing	Primary Owner	Status
Key stakeholder input - Janet Gale, Janice Luvera, Amy Corbin	Ongoing	Mary Beth Murphy	Complete
Content creation - Environmental from J.D. Beam	2/2/2015	John Le	Complete
Content creation - Workplace - Diversity and Inclusion from Forum Leaders and Karen Carico	2/3/2015	John Le	Complete
Content creation - Marketplace - Introduction statement to link back to Industry Expertise page from Carolyn Champion	2/2/2015	John Le	Complete
Content creation - CSR vision statement from Mary Beth and Carolyn	2/2/2015	John Le	Complete
Content review - Workplace - Benefits and Wellness by Eric Gee	2/2/2015	John Le	Complete
Content review - Workplace - Working at Genworth, College Recruiting, Early Career by Jacinta Princivil	2/2/2015	John Le	Complete
Content review - Workplace - Learning and Development by Delaney Ogden	2/2/2015	John Le	Complete
Content review - Community - Carolyn Champion	2/2/2015	John Le	Complete
Content Editing All content due to Sam by 2/3. Sam review all content by 2/6.*	Ongoing*	Sam Brown	Complete
Content Compliance All content through Compliance by 2/16.*	Ongoing*	John Le	Complete
First design review with team	2/13/2015	Jerry Hefner	Complete
All content compliance approved to Jerry and Liz	2/16/2015		Complete
Genworth Financial Board Meeting – Update team on results	2/19/2015	Mary Beth Murphy	Complete
Final drafts and mock ups with images from Jerry's team to Mark's team	2/27/2015	Jerry Hefner	Complete
Site Launch	3/13/2015	Mark Laramore	Complete

Content Outstanding/Additions

Category	Content	Section	Owner	Contact	Status
Outstanding	Benefits	Workplace	Joyce O John	Eric Gee	Complete
Outstanding	Diversity and Inclusion	Workplace	John	Karen Carico	Complete
Outstanding	Learning and Development	Workplace	Joyce O John	Delaney Ogden	Complete
Addition	Corporate Governance	Governance	Carolyn	Lisa Turner John Apostle	Complete
Addition	Ethics	Governance	Carolyn	Lisa Turner	Complete (Governance: Investor site)
Addition	Anti-Corruption	Governance	Carolyn	Lisa Turner	Complete (Governance: Investor site)
Addition	Equal Opportunity	Workplace	Carolyn	Ellen Duffy	Complete through: Governance and D&I
Addition	Supply Chain	Marketplace	Carolyn	Kevin Green	Complete (Governance: Investor site)
Addition	Lobbying	Marketplace	Mary Beth	Roger Levy	Complete

Appendix

Appendix A: CSR Site Research Links

Genworth's CSR Competitors

MetLife: <http://www.metlife.com.au/about/corporate-responsibility/index.html>

New York Life: <http://www.newyorklife.com/keepgoodgoing>

Northwestern Mutual: N/A

Prudential: <http://www.prudential.com/view/page/public/31279>

Highest Ranked CSR Websites

Microsoft: <http://www.microsoft.com/about/corporatecitizenship/en-us/>

Google: <http://www.google.cn/intl/en/about/company/responsibility/>

HP: <http://www8.hp.com/us/en/hp-information/global-citizenship/index.html>

Appendix B: Genworth CSR Navigation Menu

The image shows a screenshot of the Genworth website with a navigation menu overlaid. The background features a banner for "Conversations that matter" with a photo of a woman and an elderly woman. The navigation menu is a vertical list of links: Genworth USA, Company Ratings, Employment, Social Responsibility, Forgot username?, Forgot password?, Login, Don't have an account?, Register now, and Financial professional login. The menu is highlighted with a black border and a white background.

United States [Login](#) | [Register](#)

[Home](#) [Products](#) [Claims & Forms](#) [About Us](#) [Contact Us](#)

Conversations that matter

Helping families understand the effects of aging and the need for long term care planning.

[Start the talk](#)

Long Term Care Insurance | **Life Insurance** | Annuities | Other

Why consider long term care insurance?

Long term care can be expensive, and at least 70% of people over 65 will need long term care services at some point in their lives.¹ Having a plan for long term care can help you find practical ways to help pay the high costs of long term care services. Ready to learn more about [long term care insurance](#)?

- What is [long term care insurance](#)?
- What is the [cost of long term care](#) in my area?
- How much does [long term care insurance cost](#)?
- Contact an insurance agent/producer to [learn more](#)

¹ 2014 Medicare & You, National Medicare Handbook, Centers for Medicare and Medicaid Services, Revised 2013.
142515 10/14/14

United States [Login](#) | [Register](#)

[Products](#) [Claims & Forms](#) [About Us](#) [Contact Us](#)

- Genworth USA
- Company Ratings
- Employment
- Social Responsibility
- [Forgot username?](#)
- [Forgot password?](#)
- [Login](#)
- Don't have an account?
- [Register now](#)
- [Financial professional login](#)

Appendix C: Genworth CSR Site Layout



United States [Login](#) | [Register](#)

[Home](#) [Products](#) [Claims & Forms](#) [About Us](#) [Contact Us](#)

[Home](#) / [About Us](#) / [Social Responsibility](#)

Social Responsibility

Social Responsibility

Global Sourcing

Industry Expertise

Company Ratings

Genworth's 10th Anniversary

Workplace

Community

Environment

Marketplace

(Banner or something- this page lacks content)

Our goal is to make the future more secure for the families of today and tomorrow. That's why we strive to do what's right for our customers, employees, and shareholders; enrich the quality of life in our communities; and serve as good stewards of the environment.

(Video? Scroll through of pictures?)



Appendix D: Canada's CSR Site

Genworth Canada's CSR Link: <http://creativeequity.net/genworthcsr/>

Genworth Canada Corporate Social Responsibility

Home Communities Homeownership Employees Education **Investors**

THE POWER OF HOME

the power of people

Heart Integrity Excellence

Build Communities

2012 OAKVILLE COMMUNITY BUILDER OF THE YEAR

Support Sustainable Homeownership

We helped more than **25,000** families stay in their homes through our Homeowner Assistance Program since 1995.

25 000 familles

View 2013 Public Accountability Statement

Making a Difference Highlights

2014 Nonprofit PR awards Honorable Mention

Engage our Employees

Month of Service

During the month of June, Genworth Canada joins their colleagues to take part in a variety of planned volunteer activities ranging from serving meals at local shelters, to painting rooms at the local wellness centre.

Promote Responsible Homeownership

Homebuyer Resources: Homeownership.ca

Digest: A Better Way to Homeownership

New to Canada Resources

SCROLL

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Appendix E: GNW.com Content Links

	GNW.com	Intranet
Employee – Engagement and Wellness	<ul style="list-style-type: none"> • Working at Genworth • Camaraderie • Rewarding Work • Well Being 	<ul style="list-style-type: none"> • Benefits and Wellness • Physical Wellness • Financial Wellness • Personal Wellness
Employees – Training and Professional Development	<ul style="list-style-type: none"> • Well Being • College Recruiting • Early Career Experience • Benefits 	<ul style="list-style-type: none"> • Genworth Career Compass • Learning and Development
Employees – Diversity and Inclusion	N/A	<ul style="list-style-type: none"> • Tony P – D&I Strategy* • Marty’s Message – VA Equality Index*
Social Impact – Volunteerism	<ul style="list-style-type: none"> • In the Community • Community Involvement • Employee Commitment 	<ul style="list-style-type: none"> • Volunteer Hours Tracking • Volunteer Grant Programs
Social Impact – Foundation	<ul style="list-style-type: none"> • Genworth Foundation • For Non-Profits • Community Report (2013) 	<ul style="list-style-type: none"> • Genworth Gives Back
Environmental Impact	N/A	<ul style="list-style-type: none"> • Environmental Policy • CDP* • NAIC Climate Risk Survey*

*Available, but not posted

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