

MISSION

We strongly believe that through sport we have the power to change lives. With our charitable giving activities, we aim to create long-term change and societal progress for our communities.

AREAS OF ENGAGEMENT

Our engagement for our communities globally is purpose-led, impact-driven, and community-focused. To create real impact, our engagement

- Always links to our purpose, through sport we have the power to change lives
- Our communities are focused on: WOMEN, LGBTQIA+, RACIAL AND ETHNIC MINORITIES, PEOPLE WITH DISABILITIES and SOCIO-ECONOMICALLY DISADVANTAGED
- Geographically we look at where we operate as a company (our markets and our sourcing locations)

FORMS OF CHARITABLE GIVING

Serving the different needs of our communities, Charitable Giving at adidas can take the form of:

- Financial contributions
- In-Kind contributions such as:
 - Products
 - Equipment
 - Services
 - Know-how
- Employee volunteering and donations

Through Charitable Giving, adidas only supports projects or programs that are anchored in our areas of engagement. Charitable Giving at adidas is not meant to secure the operations of the project-executing organization. Any form of dependency on adidas as a sponsor should be avoided.

ADIDAS FOUNDATION

adidas has long been committed to making a positive impact in communities and using the power of sport to make the world a better place. To further strengthen this commitment, adidas has taken a significant step in 2024 by establishing the [adidas Foundation](#). It reflects adidas' commitment to making a positive impact on society and the environment.

The Foundation will strengthen adidas' efforts in the areas of fighting discrimination, sport for development and access to sport while engaging people in the challenges of tackling climate change and its implication for the places we play.

IMPACT TRACKING

Creating social impact is the primary goal of adidas' Charitable Giving. To ensure maximum impact, all social initiatives at adidas are tracked and reported across the company. This will allow to focus our activities on outcome rather than input. Outcome-oriented reporting will support informed decision-making, ensure efficient use of company resources, and create transparency.

Restrictions

Charitable Giving activities always aim to support the common good and are not commercially driven. Likewise, adidas does not receive rights or tangible benefits in return.

All Charitable Giving must be transparent and comply with all applicable laws and regulations. adidas does not provide Charitable Giving for the purposes of, in particular:

- Benefitting private interest of any individual.
- Political campaigns, parties, associations and representatives of advocacy groups.
- Benefitting organizations which discriminate on any of the actual or perceived characteristics listed in our [Anti-Harassment and Anti-Discrimination Policy](#).
- Cultural projects in association with film, music and theatre sponsoring.
- Religious causes.
- Advertising and promotion.