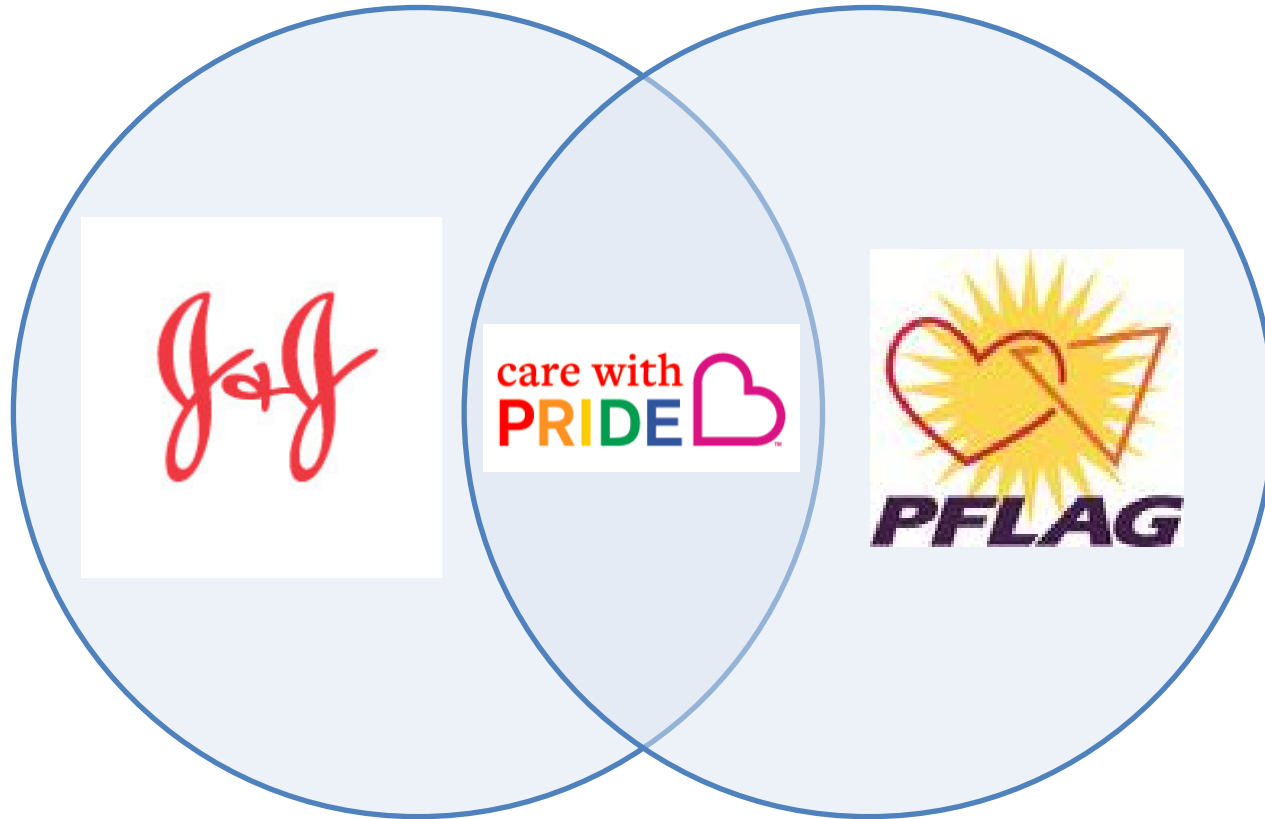


Building Meaning Impact Through LGBT Community Partnerships

Corporate / Nonprofit Partnership



Partnership Origins

- Began with J&J Employee Resource Group
- Started as corporate workplace training on LGBT training issues through PFLAG's Straight for Equality in Workplace efforts
- J&J approached PFLAG about developing workplace curriculum training around safe schools as a way to engage more allies



Partnership Design

- Educational and awareness campaign on the harm of bullying, violence and discrimination of LGBT students
- Communications across multiple communication channels
- Activation in Pride celebrations across the country through Safe Schools Action Pak to drive awareness to more stakeholders of the issues impacting LGBT youth
- Family friendly focus of products
- Grant to PFLAG National with majority of funds redistributed to local chapters to support coordination and volunteer engagement

SPECIAL CARE: NOT TO TAKE AWAY FROM PFLAG @ PRIDE



Care with Pride Overview

Purpose:

To openly champion love, equality and care for all people within the LGBTQ community.

Objectives:

- To build brand love and loyalty for J&J brands
- Provide support to beneficiary organizations
- Build awareness of organizations & issue awareness

Target:

LGBTQ community and allies



2012
Anti-bullying



2013
Remembering
Jeanne Manford



2014
Caring for all
Families
Featuring a J&J Family



2015
Our Youth have
the Power to
Ignite Change



2016
Love Has No
Labels
Social Campaign

Initial Success!

- Mainstream Awareness
- GLAAD Amplifier Award
- Other advertising award that it won
- Unexpected Activation Opportunities
- New Conversations
- Surprising Allies



Johnson & Johnson FAMILY OF CONSUMER COMPANIES

Stand up to make schools safe. For all.

care with **PRIDE** 

To get over \$70 in brand savings and learn more, visit Walgreens.com/PRIDE or text PRIDE to 467467.

Bullying affects everyone. Half of all children are bullied at some point in their school years, including 90% of LGBT (Lesbian, Gay, Bisexual, or Transgender) youth. Let's stand up to end bullying and make schools safe for all.

For each "Care with Pride" coupon or rebate redeemed at Walgreens, PFLAG, including their "Cultivating Respect; Safe Schools for All" program will receive \$1 from the Johnson & Johnson Family of Consumer Companies.*



PFLAG

*PFLAG will receive a minimum of \$20,000, and up to \$200,000, from The Johnson & Johnson Family of Consumer Companies for coupon/rebate redemption. © 2013 Johnson & Johnson Family of Consumer Companies

Celebrity Influencers



Olivia Holt Twitter & Instagram post ,reach of 1MM



I #carewithpride Find out how you can too at carewithpride.com #jnj #donateaphoto bit.ly/1mbmVpf

Demi Lovato

@ddlovato

3 weeks ago



Follow @ddlovato

8603 retweets | 509 replies

CARE WITH PRIDE™ initiative on the HEALTHY ESSENTIALS® website - support PFLAG Help us support PFLAG. Donate \$5 and we'll match your charitable contribution. Together, we can stop bullying in schools.

Read more at www.healthyessentials.com



Brand & Issue Awareness

2011

- 6.7M circulation Ladies Home Journal, Family Circle
- 28 million PR Impressions
- 40 million Advertising Impressions

2016

- 5 week Face book campaign
- 25MM Impressions vs. 13MM Goal
- 54K CTs, 15K Likes and 2K shares across just 25 posts



Volunteer Engagement

“In my 12 years at J&J, I have never been so proud to have been associated with the company as I did while marching in Philly with Care with Pride. **Actions speak louder than words** and this project sent a powerful message to the doctors I visit, the clinics I see and the community we serve.” Pharma Rep

“Being out on the West Coast, I have never felt such a strong connection to the “Mothership” of J&J as I did while working on this campaign. It is everything that the Credo encourages us to do.”

Nuetrogena Marketer

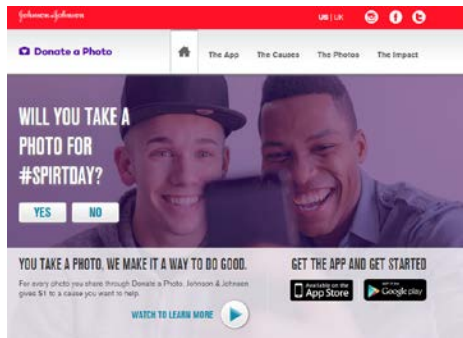


The best addition to this year's PrideFestivities for Metro DC PFLAG was Evania... She embodies the values of your CREDO and our philosophy of extending love and acceptance to everyone in the LGBT community and including everyone in the PFLAG family....**Her on the ground involvement took our partnership to a whole new level.**



Organizational Impact

- Strong J&J employee and brand engagement behind fall CWP Spirit Day activities



Care with Pride Three Tiered Business Model

Communication

Drive Awareness of Brand Support and Care for LGBT Community via paid Facebook Campaign



Activation

Promote J&J consumer brands real time in market at 65 pride events via PFLAG Partnership



Retailer Partnerships



Advocacy

Drive engagement with LGBTQ community and JNJ Employees via events and Donate a Photo call to action



Donate a Photo

Johnson & Johnson



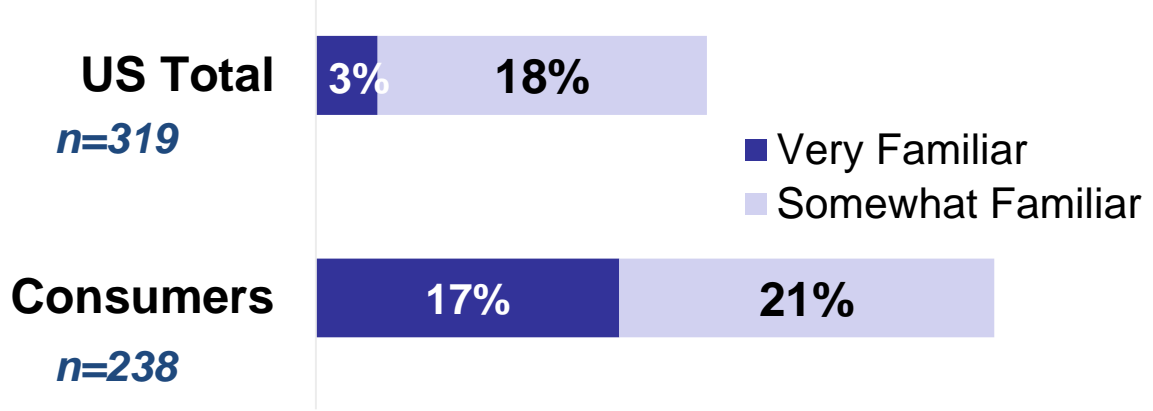
Johnson & Johnson



Donate a Photo

One in five US respondents are familiar with the “Care with Pride” Program and those who are aware are inclined to discuss CWP with others

% Familiar With “Care With Pride”



% With Positive Opinion of J&J (Much More/Somewhat More Positive) After Learning About “Care with Pride”




Inclination To Discuss “Care with Pride” With Others (% Strongly/Somewhat Inclined)



Safe Schools Action Pak: Top Ten Tips to Make Schools Safe for All

Johnson & Johnson FAMILY OF CONSUMER COMPANIES



save up to \$65

care with PRIDE

Help make schools safe. For all.

Front Cover

You save. We give. Together, we will make a difference.

Bullying affects everyone.

Half of all children are bullied at some point in their school years, including 90% of LGBT (Lesbian, Gay, Bisexual, or Transgender) youth. Let's stand up to end bullying and make schools safe for all.

Start making a difference today

Step 1: Use the enclosed savings offers.

Step 2: For each offer you redeem, PFLAG including their "Cultivating Respect: Safe Schools for All" program will receive \$1 from The Johnson & Johnson Family of Consumer Companies.

Step 3: PFLAG will receive up to \$300,000 to support their work including their efforts in communities to work directly with schools to provide support, resources, training, model policy and creative programs to create an environment of respect that makes schools safe for all children.

Your participation is helping to make schools safe. For all.

care with PRIDE



Visit www.pflag.org to learn more about PFLAG and its programs.

First Spread

Get the free TYLENOL[®] PM Sleep Tracker App

- Track your sleep hours and moods
- See your sleep history over time
- Add notes and customize icons
- Get tips to help you sleep better




TYLENOL[®] PM

MANUFACTURER'S COUPON | EXPIRATION 3/31/2012

SAVE \$200

on any (1) ZYRTEC[®] product (14 ct or larger)



MANUFACTURER'S COUPON | EXPIRATION 3/31/2012

SAVE \$100

on any (1) Children's TYLENOL[®] product (Excludes this pack)



REDEEMABLE ONLY AT Walgreens

SAVE \$100

on any (1) CLEAN & CLEAR[®] product (Excludes this pack)

098137 027079

REDEEMABLE ONLY AT Walgreens

SAVE \$100

on any one LUBRIDERM[®] Men's product (Excludes this pack)

0052800 027082

REDEEMABLE ONLY AT Walgreens

SAVE 50¢

on any (1) JOHNSON'S[®] Baby product (Excludes this pack)

038137 027080

Last Spread

Nothing works faster or longer to relieve pain and high fever.



Children's Motrin

care with PRIDE

PFLAG

Top ten ways to make schools safe. For all.

- Learn the Facts**
Students who are, or thought to be, LGBT are at a higher risk for depression, self-harm, and dropping out of school.
- Understand the Language**
Respectful and appropriate language sets an understanding tone.
- Stop Bad Behavior**
Don't ignore discrimination or harassment, or be paralyzed by help. Inaction makes the classroom unsafe.
- Set the Policy**
Strong anti-harassment policies protect students and the school.
- Plan School-wide Activities**
Fairs, books and other activities offer opportunities to build community and understanding.
- Be Public**
Adults must publicly oppose bullying and support diversity.
- Address Cyber Bullying**
Include cyber bullying in all anti-harassment policies.
- Train and Educate Everyone**
Train all adults—parents, teachers, administrators—to respond to bullying in ways that support every student.
- Work for Comprehensive Health Education**
Youth must have a clear understanding of their bodies and health.
- Provide Resources**
Visit www.pflag.org/safeschools for a full set of resources you can use to make your school safer.

Johnson & Johnson FAMILY OF CONSUMER COMPANIES Walgreens Family of Companies

©MARCH 2012 PFLAG, Inc. 2012

Back Cover

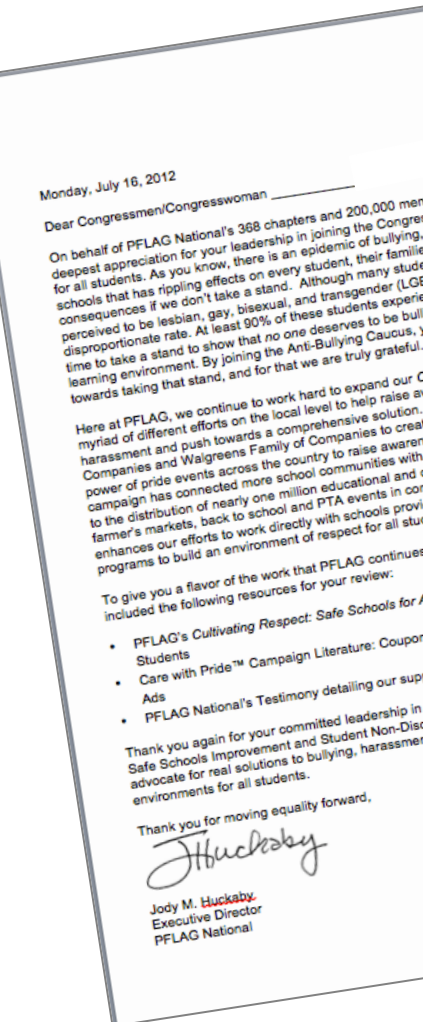
For every coupon/rebate redeemed, PFLAG, including their "Cultivating Respect: Safe Schools for All" program will receive \$1 from Johnson & Johnson Family of Companies. Minimum Pledge: \$200k/Maximum Pledge \$300k



High Impact Communications!

PR/Events

Congress




CONGRESSIONAL
ANTI-BULLYING
CAUCUS

“We’ve partnered with Johnson & Johnson Family of Companies and Walgreens Family of Companies to create the Care with PRIDE™ campaign, which leverages the power of pride events across the country to raise awareness for the need to build safer schools for all students.”

Jody Huckaby/PFLAG Executive Director
Congress, July 2012

care with **PRIDE**  Participating Brands

