

everybody in.



# 2021

## Social Impact Report



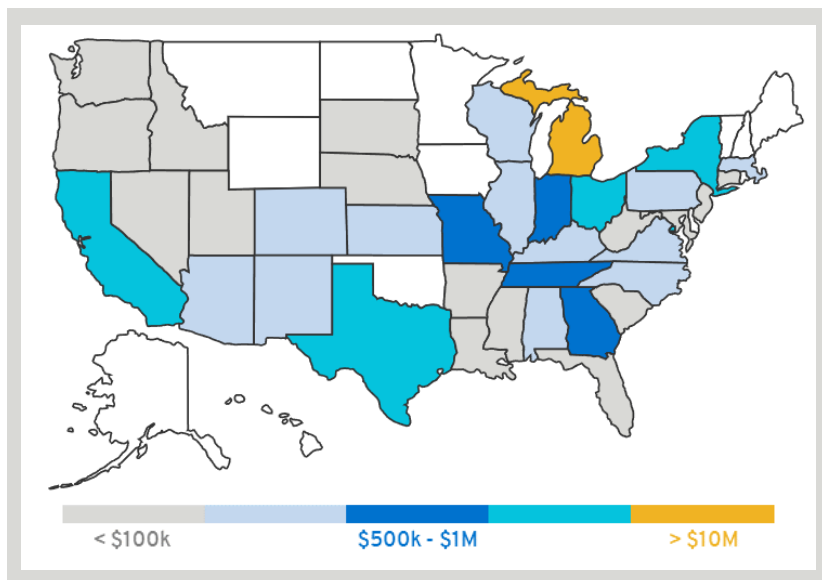
# In our vision for the future, everyone has a role.

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 four focus areas in alignment with the [United Nations Sustainable Development Goals](#):



We're working to expand access to STEM learning opportunities, provide safe transportation options, create opportunities for socioeconomic advancement and help close climate equity gaps.

In 2021, General Motors provided **\$86.7 million** in cash and in-kind donations to nonprofits working to help create inclusive solutions to social issues around the world. This includes **\$46 million** in grantmaking to support a portfolio of **364** U.S.-based nonprofit projects anticipated to impact over **3 million** individuals. The map to the right shows how these funds were distributed across the U.S. in 2021.



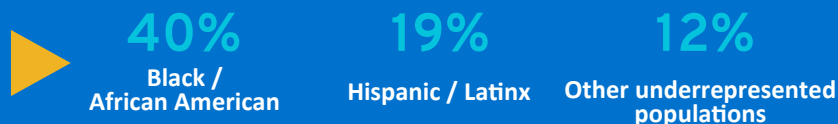
Over the last five years, GM has made philanthropic contributions totaling **\$143 million** toward STEM Education, Vehicle & Road Safety, Community Development, Climate Equity and in the communities in which we live and work.

## 2021 Funding Breakdown by Focus Area



\*As the home to our headquarters, we place a special emphasis on Detroit-based programs.

In 2021, 71% of our grantees that reported participant information intentionally supported programs that create equitable opportunities for underrepresented populations.



# STEM EDUCATION



## Immersive Learning

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



## Computational Thinking

Developing analytical, multidisciplinary skills like experimentation and 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 educators deliver learning experiences inside and outside the classroom.

General Motors works across the country to bring culturally-responsive programs to youth who may not otherwise have access to robust STEM learning opportunities. 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 2021, GM engaged with 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

# \$54M

granted since 2017 to advance STEM education

# 1M

teachers estimated to be impacted by programming to improve STEM qualifications

# 794K

students will be impacted by programming to increase diversity and representation in STEM

Estimated impact: 1.7 million individuals

Nonprofits funded: 74

## Portfolio Highlights



Teaming up with First Book, GM is working to increase diversity and representation in STEM

literature. Through virtual book readings, students from under-resourced communities have the opportunity to learn more about exciting STEM careers and how diversity, equity and inclusion are a cornerstone of STEM education.



## Khan Academy

GM provided \$1 million in funding for programming projected to help 20 million individuals continue STEM education despite barriers such as internet or classroom access. This funding provided teachers with training for virtual teaching and enabled targeted programming benefitting both young students in primary school and individuals in Spanish speaking communities.



In collaboration with GM, the Muscular




Dystrophy Association offered its first ever STEM programming track at its annual summer camp. Students with neuromuscular disabilities attended the virtual camp free of cost to experience immersive, accessible STEM learning. Participants heard from GM STEM experts about the importance of accessibility inclusion in STEM fields and vehicle design.

# VEHICLE & ROAD SAFETY



General Motors takes a holistic approach to safety by viewing it through a human lens. Looking beyond features, this approach brings together research, technology and advocacy for our vision of a future with zero crashes. A hallmark of GM's work is ongoing collaboration with nonprofits to help educate and promote the safety of drivers, passengers, children, cyclists and pedestrians.

The past year also brought unique challenges after pandemic lockdowns ended in 2020. According to the U.S. Department of Transportation, traffic deaths surged as more drivers engaged in unsafe behavior like speeding and driving under the influence of drugs or alcohol. These statistics are proof points for GM to continue to invest in nonprofits to help:

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

## \$13M

granted since 2017 to promote  
Vehicle & Road Safety

## 483K

estimated number of individuals  
increasing usage of seat belts  
and safety restraints

## 98

schools to offer "In One Instant:  
Teen Safe Driving Program"

Estimated impact: 935K individuals

Nonprofits funded: 21

## Portfolio Highlights



With support from GM grant funding, National Volunteer Fire Council works to positively impact vehicle and road safety for volunteer first responders and road users who need emergency services. NVFC accomplishes this through the "slowdown and move over" public awareness campaign, directing emergency responders to participate in traffic incident management training and training responders on electric vehicle incident response.



Teens in the Driver Seat is expanding its programming throughout the country to educate and activate youth in the delivery of traffic safety education covering the top five risks they face. Additionally, the organization provided pedestrian safety educational toolkits to high schools nationwide and developed a guide for peer leaders to advocate for safer travel to school.



A grant to GHSA will help develop an action-oriented report detailing distracted driving challenges, risks, prevalence, policy, countermeasures and technology and automation. Once the report is complete, GHSA will award grants to seven state highway safety organizations to implement the recommendations and suggested actions to combat distracted driving.



# COMMUNITY DEVELOPMENT



In 2021, GM focused its community development efforts around three themes: jobs, resources and places. We recognize the importance of equipping individuals with the essential skills to gain and maintain employment or to sustain small businesses through the unique challenges of the past year. We support programs that empower individuals with the tools to advance economically in healthy and sustainable communities that positively impact their well-being.

Last year, we engaged with dozens of nonprofits to seek the following outcomes:



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

## \$22M

granted to Community Development efforts since 2017

## 19K

individuals estimated to have increased basic literacy, essential technical skills and living wage employment opportunities

## 12

BIPOC-owned small businesses in Western NY received grants and technical assistance to grow operations

Estimated impact: **76K individuals**

Nonprofits funded: **23**

## Portfolio Highlights



With support from GM, Habitat for Humanity is working with 10 neighborhoods in the U.S. to test and refine the Quality of Life Framework by implementing community-led projects.

Funding also supports revamping their community grantmaking process to ensure it is equitable and multiplies the impact of donors' investments through Habitat's network.



GM-funded initiatives will increase awareness of and prepare students for careers in collision repair.

Actions include increasing exposure of career opportunities to school counselors as key influencers for career exploration, increasing current students' awareness about the vast number and areas of opportunity, in addition to providing career resources to bridge the gap for students from school to career.



Support from GM helps military families reduce economic barriers, build resilience and equip families

with the resources and tools necessary to thrive. The Armed Services YMCA uses funding to reduce food insecurity, its root causes and assist with childcare which enables military spouse employment and workforce development. Funds are also used to implement new infrastructure technology across all ASYMCA branches.

# CLIMATE EQUITY



The changes that are driving the transition of our business to an all-electric future represent a seismic shift in our industry. Shifts of this magnitude have a history of leaving communities behind.

As we accelerate that future, we must listen, learn and apply an equitable lens to every action we take. We understand that climate change does not impact every community equally, and that sustainable technology alone is not enough for everyone to benefit from a zero-emissions future. In 2021, this understanding led us to establish a new Climate Equity Fund which provides philanthropic support to nonprofits working to advance climate equity.



In its first year, the Climate Equity Fund awarded grants to nonprofits in an effort to:



Increase the number of people qualified for clean energy jobs



Increase awareness and/or access to sustainable transportation solutions, including EVs and charging infrastructure



Increase access to community-level programs that mitigate the effects of climate change, assist with climate-adaptation and community resilience

## 82K

individuals to be impacted by climate change mitigation programs

## 605

individuals better qualified for clean energy jobs

## 11,600

students, educators and mentors to implement sustainability projects

Estimated impact: 94K individuals

Nonprofits funded: 19

## Portfolio Highlights



The Heat, Health and Equity Initiative

addresses the disparate effects of extreme heat, one of the deadliest impacts of climate change, on low-income communities and communities of color throughout Northern Manhattan. The HHEI works to ensure the community is aware of the impact of extreme heat, and how to access benefits and programs, while also working to advance community-driven policy recommendations to improve federal and state programs.



Valley CAN estimates only 20 percent of the needed zero-emission-vehicle (ZEV) maintenance technicians received training. Valley CAN partnered with community college automotive programs and the California New Car Dealers Association and their members to expand a successful ZEV maintenance pilot, creating a job pipeline for graduates and preparing to implement ZEV maintenance training curriculum statewide.

A grant from GM will help RMI identify electric vehicle “charging deserts” in low-income

communities across major North American cities. With this support, it will also create a large government, industry and community stakeholder effort to streamline residential and public EV charging infrastructure permitting, creating more opportunities to bring EVs to low-income neighborhoods.







# JUSTICE & INCLUSION



As a company with a global footprint, we acknowledge our responsibility to not only seek a deeper understanding of the challenges faced by traditionally marginalized communities, but also to be part of the development and execution of tangible solutions that tackle them head on. It is equally critical and urgent that these solutions are scalable and sustainable, to create real and lasting change for generations to come.



With support from GM's Inclusion Advisory Board, made up of internal and external leaders, we're being challenged to think about the future we're creating as a company and how it will create long-term, sustainable impact. The company's guiding principles, codified by Our Words, Our Deeds and Our Culture, propel our work to increase inclusion not only within our company, but across the global communities in which we operate. With the belief our deeds must back our words, we launched the Justice and Inclusion Fund in 2020 which allowed us to purposefully expand our giving to impactful organizations that play an active role in dismantling equity barriers and providing access to opportunities for traditionally marginalized communities. Through this giving, we aim to:

-  Increase resources that contribute to the health and well-being of communities
-  Increase youth literacy rates and representation within the classroom
-  Increase opportunities that create equitable and fair living and working conditions
-  Increase voter turnout and representation within public administration

**Estimated impact: 1.6 million individuals**

**Nonprofits funded: 23**

## Portfolio Highlights



GM funding supported MLK Memorial Foundation's inaugural class of the Social Justice Fellows Program. Fifty young leaders from across the country convened virtually for eight weeks over the summer with a curriculum centered around building a community of support with like-minded leaders, exploring high-impact practices that move communities to activism and developing an understanding of leadership for long-term sustainable community change.



In collaboration with GM, the Crece incubation program at Prospera responds to participants' needs for culturally and linguistically specific business training, community and a safe space for learning, unlearning and taking risks. As a grantee, Prospera's projects are poised to make generational impact through their vision of a vibrant ecosystem of Latina-owned businesses cooperating to transform communities and local economies and building prosperity for the benefit of all.



**FIRST NATIONS  
DEVELOPMENT INSTITUTE**

With a grant from GM, First Nations Development Institute is conducting research and advocacy initiatives to identify and implement sustainable and systemic fixes to Native communities' food shortages, which COVID-19 highlighted. Research will make evidence-based recommendations on how to increase local and healthy food sourcing for food pantries and how to better empower tribal and Native nonprofits to address food insecurity.



GM provided a grant to GLSEN to support The Rainbow Library, which provides supportive curriculum materials and book sets that are LGBTQ+ centered, racially diverse and multicultural to K-12 schools. This innovative program also provides ongoing support and professional guidance for educators to create inclusive, supportive and identity-safe classrooms nationwide.

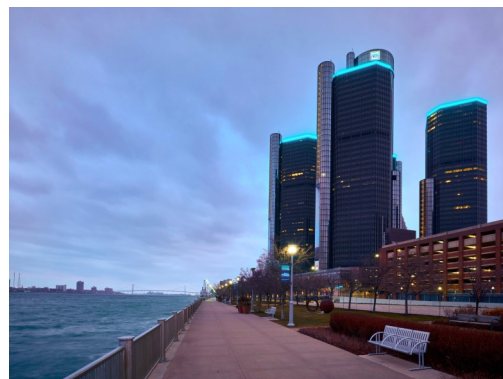
# SUPPORTING OUR COMMUNITIES

Our role at General Motors is not just to direct our own company's transformation. It is to lead and influence others, set the standards for others to follow and take everybody on the journey to a safer, more equitable and all-electric future. We've changed the world before and we're doing it again. That's why in addition to our cause-driven philanthropy, GM supports and engages with dozens of facility communities through grant funding and relationship building with the goal of building stronger, more resilient economies, together.

## STRENGTHENING THE MOTOR CITY

As the longtime home to GM's headquarters, Detroit's continued renaissance remains a priority. In 2021, GM committed **\$50 million** to Detroit, Hamtramck and Highland Park nonprofit programs by 2025.

We've aligned specific areas of focus to address the needs of Detroit and its residents. Last year, we funded **53 projects** that will impact **173K individuals**. Portfolio highlights include:



**1.25M**

pounds of fresh and shelf-stable food provided to families

**129**

individuals to enroll in paid training, internship and full-time employment opportunities

**\$150K**

in grants to be awarded to 10 local small businesses




GM Student Corps is 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 **1,570 high school and 124 college students** since 2013.


The 2021 GM Student Corps program ran successfully, despite COVID-19 safety precautions, with virtual curriculum and a smaller cohort. The program still engaged **6** metro Detroit high schools, **25** high school students, **6** college interns and **13** GM retirees. New for this year, GM Student Corps Alumni will now have access to continued professional development, mentorship, recognition and continued connections with GM professionals.

## ENGAGING OUR COMMUNITIES ACROSS THE U.S.

The 2021 Community Impact Grants program provided more than **\$3 million** in grant funding to **148 nonprofits** that will impact an estimated **112K people**. Highlights from the 2021 program include:

 **Spring Hill Assembly** \$230k to the Foundation for the College System of Tennessee to support a manufacturing awareness and readiness program through Tennessee College of Applied Technology – Pulaski.

 **Dealer Diversity** \$200k to help minority-owned dealerships increase reputations in their communities by providing grant funding to local nonprofits.

 **Austin IT Center** \$20k to support Code2College in preparing and placing 400 diverse, Austin-area high school students into paid, software engineering internships.



# SUPPORTING OUR COMMUNITIES

Building relationships that facilitate communication, engagement and exchanging ideas enables GM and our communities to thrive as our business, and our world, transforms. Highlights in 2021 include:

- **To better communicate**, we created 10 unique quarterly newsletters to connect with more than 400 community leaders in 25 different GM communities across the U.S.
- **To better engage**, we hosted community webinars for more than 100 stakeholders to discuss GM's growth strategy and how our communities play a role in our journey to electrification.
- **To share best practices**, we worked with local Chambers to provide area businesses our COVID safety protocols and employee communication campaigns to promote mask wearing and vaccinations.



Another critical way we lift up our communities is through GM Cares, which expanded in 2021 to include all areas of employee giving: volunteerism, in-kind and monetary giving.

With COVID-19 protocols in place, GM Cares resumed in-person volunteering and ran successful local and national projects. In addition, we launched a new skills-based volunteer program, and finished the year strong with a large holiday giving program in metro Detroit.

GM Cares also quickly reacted to local disasters through a new platform for employee giving. Employees raised **\$10,408** for the Red Cross and United Way to support recovery from tornadoes in Kentucky and Missouri. In response to the school shooting in Oxford, Michigan, employees raised **\$4,460** for Oakland Family Services and Care House of Oakland County.

**15,284**

employee volunteers

**95,648**

hours served

**367**

nonprofit projects

**\$2.7M**

in monetary value  
through volunteerism



## DISASTER RELIEF, RESPONSE AND RECOVERY

To prepare for disasters big and small, GM contributes **\$500,000** annually to the **American Red Cross Annual Disaster Giving Program**. This strategic, pre-investment helps position the organization to respond immediately when disasters strike. In 2021, GM also provided a **\$500,000** grant to the **Center for Disaster Philanthropy** to mobilize resources for long-term recovery in U.S. regions affected by severe or catastrophic weather, including tribal communities and other vulnerable populations affected by low-attention disasters.



In December 2021, GM donated an additional **\$1 million** to the **American Red Cross** in response to the devastating tornadoes that tore through the South and Midwest. This funding enabled the Red Cross to work around the clock with local partners to ensure those impacted by the tornadoes had a safe place to stay, food to eat, critical relief supplies, emotional support and comfort.

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

We are committed to evolution in 2022.

- ▶ We will maintain philanthropic investments under our four key focus areas of STEM Education, Vehicle & Road Safety, Community Development and Climate Equity, with extensive commitment in Detroit and to Justice and Inclusion everywhere.
- ▶ 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 our strategy.
- ▶ We will strengthen our commitment to being a global corporate citizen, reaching further to have positive impact in all communities in which we live and work.
- ▶ We will remain nimble and flexible to meet the needs of our communities as they change and grow.



general motors