



PMI | U.S.

COMMITMENT IN ACTION

2024 COMMUNITY GIVING REPORT

FEBRUARY 2025

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WHO WE ARE

WHO WE ARE

A Message from Our U.S. CEO



PMI U.S. is on a mission to end cigarette smoking in the United States. We are proud of our tremendous progress in ensuring adults aged 21 and older have access to FDA-authorized smoke-free alternatives.

Ending cigarettes—to the benefit of people who smoke and public health—is not our only objective, however. In the communities in which we operate and across the nation, we aim to support initiatives and programs that will contribute to a more vibrant and fairer future for all. We identify community-based and national nonprofits already making a positive difference and work to amplify and accelerate their progress. Together, we can change things for the better—faster.

I am pleased to present our first annual corporate giving report, which outlines actions we took in 2024 to improve well-being and transform lives and communities. Philanthropy, service, and community engagement are integral to the work of PMI U.S. and will contribute to our success as a business, employer of choice, and corporate citizen.

Our employees take immense pride in our company, our mission, and our philanthropic initiatives in support of military veterans, economic empowerment, and hyperlocal solutions. Their dedication to contributing to a better future with a spirit of innovation and determination is an endless source of inspiration. I am grateful to them and to all our philanthropic partners, who collectively make each day better.

With best wishes,

Stacey Kennedy
CEO, PMI U.S. Business

Our Vision and Journey

Philip Morris International (PMI) has been on a transformation journey for more than two decades. Our vision is simple: We want to end cigarette smoking by giving the estimated 1 billion smokers worldwide better, smoke-free alternatives—to their benefit and the benefit of public health.

Since 2008, we have invested more than \$14 billion in this cause, and it has radically changed the nature of our organization.¹

A decade ago, virtually none of our global revenue came from smoke-free products. As of Q3 2024, 38 percent of it does. Our ambition is for at least two-thirds of our global revenue to come from smoke-free alternatives by 2030.

We are well on our way to becoming a smoke-free business.

Our Portfolio of Better Products

Our affiliate's operational entry into the U.S. marks a critical milestone in this global journey. Until our acquisition of Swedish Match in late 2022, neither PMI nor any of its affiliates had ever sold products in the United States—despite being an American company. Now, our U.S. affiliates will offer two major product brands to legal-age nicotine users in the U.S.

Swedish Match's ZYN oral nicotine pouches are designed as a better option for smokers and other nicotine consumers aged 21+ who choose to continue using nicotine. ZYN has been sold in the U.S. for more than a decade.

Our heated tobacco product, IQOS, is an electronic smoke-free device that eliminates combustion by heating tobacco instead of burning it. The device releases a nicotine-containing vapor that, when inhaled, contains significantly lower levels of harmful chemicals compared with cigarettes. Heated tobacco products don't create fire, ash, or smoke, but still deliver nicotine, which is naturally present in tobacco.

Cigarettes are by far the most harmful way to consume nicotine. We aim to improve public health by encouraging America's estimated 30 million legal-age smokers to leave conventional cigarettes and other traditional tobacco products behind.



¹ As of December 31, 2024. Important Note: This information should be read in conjunction with the Philip Morris International Inc. earnings release dated October 22, 2024, as well as the accompanying glossary of key terms, definitions, explanatory notes, select financial information, and reconciliations of non-GAAP financial measures, both of which are available on our [Investor Relations pages](#). "PMI" refers to Philip Morris International Inc. and its subsidiaries. References to "PMI," "we," "our," and "us" mean Philip Morris International Inc., including its subsidiaries. For more information, please visit www.pmi.com and www.pmisience.com.

Investing in the United States

We are investing in our future in the U.S.—and in the nation’s future. As of the end of 2024, PMI’s affiliates employed approximately 2,500 individuals across America.

We are growing our infrastructure, too, opening up even more jobs and opportunities. In July 2024, PMI announced its U.S. affiliate’s investment of \$600 million to build a nicotine pouch facility in Aurora, Colorado.

In August, the company announced its affiliate’s \$232 million investment to expand the Swedish Match manufacturing facility in Owensboro, Kentucky. This investment is forecast to have a \$280 million annual economic impact on the Bluegrass State.



Meeting Regulatory Expectations

As we pursue our vision, we pride ourselves on operating responsibly and with integrity. PMI has the highest proportion of Food and Drug Administration (FDA) marketing granted orders in the smoke-free product space. In January 2025, the U.S. FDA authorized all ZYN nicotine pouch products currently marketed by Swedish Match in the U.S., with a [news release](#) indicating that ZYN is a better alternative for adults who smoke or consume other traditional tobacco products.

PMI U.S. goes above and beyond legal requirements to ensure marketing is directed only to nicotine consumers 21 and over—and not to adults who don't currently smoke or use another nicotine product. Our comprehensive 10-point responsible marketing plan can be found [here](#). A robust set of standards and integrity expectations govern all our operations, including our science-based product development and assessment. As part of this responsible approach, PMI champions transparency in our work: We make public our methodologies and findings through scientific publications and submit our work for independent review and verification by qualified third parties.

Civic Engagement and Corporate Responsibility

PMI is on a path to better, with an aim of creating a net positive societal impact. That starts with moving away from cigarettes, but it extends beyond that to incorporate

community action and support. We are a mission-driven team, united in our dedication to being good neighbors in the communities where we operate, live, and serve.

**In 2024,
PMI U.S. donated more
than \$10 million
to 327 charitable
organizations
in 35 states.**

Through a process of listening and learning, convening and contributing, and putting our resources to work, we aim to accelerate and amplify the good work of best-in-class organizations that already are making a positive difference in our communities.

On key issues, PMI's U.S. businesses seek to build broad coalitions of action, connecting those who need help with those who offer it. We champion practical and workable solutions to social problems while identifying how best to share best practices to create greater impact.



PMI & PMI U.S. AT A GLANCE

40%

OF PMI'S GLOBAL NET REVENUE DERIVES FROM OUR SMOKE-FREE BUSINESS²



95

MARKETS WHERE OUR SMOKE-FREE PRODUCTS ARE AVAILABLE²



38.6

MILLION ESTIMATED TOTAL ADULT USERS OF PMI'S SMOKE-FREE PRODUCTS³



25

MARKETS WHERE SMOKE-FREE PRODUCTS REPRESENT MORE THAN 50% OF ANNUAL NET REVENUE⁴



PMI | U.S.

0%

OF PMI U.S. NET REVENUE COMES FROM CIGARETTES

PMI | U.S.

>\$10

MILLION DONATED FOR CHARITABLE PURPOSES IN 2024

PMI | U.S.

327

U.S. PHILANTHROPIC ORGANIZATIONS SUPPORTED IN 2024

PMI | U.S.

35

U.S. STATES RECEIVED CHARITABLE CONTRIBUTIONS IN 2024

PMI | U.S.

² As of December 31, 2024. Important note: This information should be read in conjunction with the Philip Morris International Inc. earnings release dated February 6, 2025, as well as the accompanying glossary of key terms, definitions, explanatory notes, select financial information and reconciliations of non-GAAP financial measures, both of which are available on our Investor Relations pages. "PMI," "we," "our," and "us" refer to the entire Philip Morris International family of companies.

³ As of year-end 2024

⁴ Philip Morris International Integrated Report 2023

A photograph showing three women in green t-shirts and lanyards working together to pack supplies into cardboard boxes outdoors. One woman is holding a red shirt, another is holding a striped shirt, and a third is holding a box. In the foreground, there are boxes containing canned goods, water bottles, and bags of snacks. The background is a lush green field with trees.

PMI U.S. CHARITABLE GIVING

PMI U.S. CHARITABLE GIVING

A Message from Our Chief Civil Society & Underage Prevention Officer



Last year marked the launch of PMI U.S.'s Civil Society function, and I am exceptionally proud of the progress we have made. Building upon Philip Morris International's history of charitable giving, we have meaningfully impacted the communities where we live and work.

In our first official year, we adopted a deliberate approach of listening to learn, aiming to make an impact in ways that set us apart from other companies by truly understanding the needs of those who are underserved. Recognizing the importance of providing direct, individualized support and creating sustainable partnerships, we embarked on a journey that led to impactful collaborations and the beginnings of community networks.

PMI's U.S. affiliates and employees contributed more than \$10 million in 2024. Among our notable partnerships for veterans support are several nationally recognized organizations, three legal clinics, and numerous groups offering transitional housing, case management, and the healing properties of music in VA hospitals. These complement dozens of partnerships addressing economic empowerment and hyperlocal solutions in Alabama, Colorado, Connecticut, Kentucky, North Carolina, Virginia, and Washington, D.C. Through these relationships, our company and employees have benefited local communities in these and 29 additional states.

The momentum we have created is just the beginning. As our program matures, we will continually refine our focus and approach to strengthen our community networks and support our overarching mission of a smoke-free and brighter future for all.

Best regards,

J.B. Simko

J.B. Simko
Chief Civil Society & Underage Prevention Officer

OUR MISSION

PMI U.S. is committed to advancing the health and economic well-being of communities across the nation.

We focus our efforts on three distinct pillars:

- Meeting the diverse and growing needs of U.S. military members, veterans, and their families
- Advancing economic opportunity and well-being through entrepreneurship, financial independence, and core social and communal building blocks that serve those in need
- Hyperlocal giving that reflects our conviction that philanthropy must be immediately responsive to local needs and considerations

All PMI U.S. philanthropic efforts are centered on creating lasting, positive solutions and strengthening communities to build a brighter future.



OUR APPROACH TO ENGAGEMENT AND PHILANTHROPY

At PMI U.S., we approach civic engagement and philanthropic action through a strategic framework that seeks to be a force multiplier, creating the greatest impact and opportunity for positive outcomes.

We begin the philanthropic process by **listening**—asking people firsthand about their goals and challenges. It's our belief that understanding the needs of a community is the first step to being a good citizen in that community.

Listening is the window to **learning**, which is how we begin to build awareness not just around *how* we can help but *where* we can be most effective. As with our approach to scientific and technological challenges, we view any problem with the expectation of learning about it fully before creating a strategy to address it.

We look for creative solutions and innovative partners at the local and national

levels. We **track our progress** and measure success by setting and then systematically achieving a set of intermediate and long-range benchmarks. And we continue to self-assess by listening to those community members we aim to help, adjusting our strategies to better meet existing or new needs as they arise.

Our next step is **connection**: PMI U.S. is committed to creating an ecosystem of support. This entails identifying effective nonprofit organizations, aligning missions, agreeing on outcomes, and creating a network to enhance the impact of individual not-for-profits.

Finally, we seek to build a larger **community of action** through gatherings and convenings to amplify the benefits of our fellowship.





2024 PARTNERS

2024 RECIPIENTS OF CHARITABLE CONTRIBUTIONS FROM PMI U.S.

206th Engineer Battalion
 423 Communities
 9/11 Memorial & Museum
 A Barking Chance Animal Rescue, Inc.
 Ability Connection Colorado
 Abraham House
 ACLU of Virginia
 AdvanceCT
 Air Force Aid Society
 Airport-Sorgho Fire Department
 Alaska CHARR Educational Fund
 Alliance for the Chesapeake Bay
 ALS United Greater New York
 American Cancer Society
 American Gold Star Mothers
 American Heart Association
 American Red Cross
 American Society for the Prevention of Cruelty to Animals (ASPCA)
 America's Warrior Partnership
 Amigos en Azul
 Anabi Family Foundation
 Anchorage Gospel Rescue Mission
 Angels of Assisi
 Ark Dothan
 Army Emergency Relief
 Arrow Fund
 Assistance Center of Collin County
 Assistance League of Salt Lake City; Brighter Tomorrows
 Autism Community in Action (TACA)
 Baraka Foundation
 Baroque to Rock
 Bean's Cafe
 Bellevue Baptist Church
 Beyond Boundaries
 Big Sky Bravery Foundation
 Black History Museum & Cultural Center of Virginia
 Blanchet House
 Blue Ridge Area Food Bank (Feeding America)
 Bob Woodruff Foundation
 Borrowed Hearts Owensboro
 Boston Korean Adoptees, Inc.
 Boulware Mission
 Boys to Men Mentoring Network of Virginia
 Brendan Looney Foundation
 Buhl Park Corporation
 Bustin Out of Boise
 Byrd Theatre Foundation
 Canopy Village
 Captains for Clean Water
 Career Resources, Inc.
 CARITAS
 Catholic Charities Community Services of Rockland
 Cat's Cradle—Shenandoah Valley
 Center for Safety & Change
 Center Street Baptist Church
 Central Carolina Community Foundation
 charity: water
 Children's Hospital Society
 Christian Helping Hands
 City of Hurricane, West Virginia Development Authority
 Coast Guard Mutual Assistance
 Coconino Humane Association
 Cokesbury United Methodist Church
 Colorado Freedom Memorial Foundation
 Columbus Coyotes Rugby Football Club
 Community Empowerment Fund
 Community First! Village

2024 RECIPIENTS CONTINUED

Community Foundation of Southern New Mexico
 Community Foundation of Western North Carolina
 Connecticut Business & Industry Association
 Connecticut Foodshare
 Connecticut Retail Network
 Connecticut Women's Hall of Fame
 Conservation Fund
 Creative Enterprises
 Cure SMA
 Dallas Dog Rescue Rehab Reform
 Daniel Pitino Shelter
 Daviess County Animal Shelter
 Davis-Monthan Air Force Base
 Dear Nicholas Foundation
 Deborah's Place
 Detroit Dog Rescue
 DIGDEEP
 Diocesan Council for the Society of St. Vincent De Paul Diocese Phoenix
 Disabled American Veterans Charitable Service Trust
 Diversity Richmond
 Doorways
 Dream Catchers
 Dress for Success
 Duke Annual Fund
 East Tennessee Foundation
 Edmund Rice Christian Brothers Foundation
 Ehlers-Danlos Society
 Elite Sar Training
 El Mirage Firefighter Charities
 Elizabeth Dole Foundation
 Empty Arms of Greater Bangor
 End Violence Against Women International
 Fairbanks Rescue Mission
 Families Helping Families
 Family and Friends Fundraising
 Family Promise of Hall County
 Fannie Lou Hamer Cancer Foundation
 Feeding America
 Feed More
 Fellowship of Christian Athletes
 Femme House
 Ferrodonna Features Inc.
 Folds of Honor
 Food Group
 FORCE: Facing Hereditary Cancer Empowered
 Forever Girlfriends RVA
 Fort Worth Hope Center
 Foundation House
 Friends of Butler County Animals
 Friends of McLean County Public Library
 Friends of the Daviess County Public Library
 Friends of the James River Park
 Full Circle Grief Center
 Fundación Por Ti
 Galloping Acres Foundation
 Gay Men's Health Crisis
 Georgia Foundation for Agriculture
 Give Us Paws
 Gleaners Community Food Bank
 Gleaners Food Bank of Indiana
 Glioblastoma Foundation
 Glioblastoma Research Organization
 Gloria Gemma Breast Cancer Resource Foundation
 Goodwill Acadiana
 Gracefully Broken
 Greater Chicago Food Depository
 Greater Hartford NAACP
 Guide Dogs for the Blind
 Gulf Coast Community Foundation
 Habitat for Humanity
 Harper's Hope
 Harvesters Community Food Network

2024 RECIPIENTS CONTINUED

Hawthorne Cancer Foundation
 Healthcare Alliance for Austin Musicians
 Help Office of Owensboro
 HELP of Southern Nevada
 Henry County Arts & Craft Guild
 Hire Heroes USA
 Hispanic Women's Network of Texas
 H. L. Neblett Community Center
 Hodgesville Volunteer Fire Department
 Hope for the Warriors
 HOPE Helps, Inc.
 Hope Station
 Hudson Institute
 Humane Society of Charlotte
 Humane Society of Forsyth County
 Humane Society of Greater Kansas City
 Humane Society of the United States
 Idaho Wildlife Federation
 Illinois State Police Heritage Foundation
 Impact Now Dove Springs
 It Takes a Village
 John F. Kennedy Center for the Performing Arts
 K9s for Warriors
 Kanbe's Markets
 Keep Missoula Housed
 Kentucky K9 Search and Rescue Foundation
 Kentucky Natural Lands Trust
 Lady Veterans Connect, LLC
 Lambda Legal Defense & Education Fund
 Lanai Cat Sanctuary
 Latino Healthcare Forum
 Leader Dogs for the Blind
 Leashes of Valor
 Lesbian, Gay, Bisexual & Transgender Community Center (The Center)
 Leukemia & Lymphoma Society
 LexArts
 Liberation Veterans Services
 Liberty Rifles
 Lifeworks Services, Inc.
 Lighthouse Recovery Services
 Lions Club International Foundation
 Lonesome Dove Equestrian Center
 Manna Café Ministries
 Mary's Choice RVA
 Massachusetts Society for the Prevention of Cruelty to Animals (MSPCA-Angell)
 Meals on Wheels Association of America
 Mending Hearts Animal Rescue
 MentorKids Kentucky
 Mercury One
 Mercy Mall of VA
 Metro Richmond Flying Squad
 Military Women's Memorial
 Military Writers Society of America
 Mission Barn
 Mission Vision
 Modern Fund
 Moms in the Middle
 Montgomery County Society for the Prevention of Cruelty to Animals
 Murphy USA Employees Disaster Relief Foundation
 Musicians on Call
 My Sister's Keeper
 N Street Village
 NAACP Legal Defense and Educational Fund
 National Ataxia Foundation
 National Down Syndrome Society
 Next Move Program
 National Women's Law Center
 Navy-Marine Corps Relief Society
 Nevada Society for the Prevention of Cruelty to Animals (NSPCA)

2024 RECIPIENTS CONTINUED

New Life for Adults and Youth
 New York Avenue Presbyterian Church
 Obion County Cancer Agency
 Off-Road Outreach
 Opening Doors, Inc.
 Opportunity Center of Owensboro
 Opportunity Finance Network
 Orchestra Lumos
 Outreached Arms
 Ovarian Cancer Research Alliance
 Owensboro Dance Theater
 Owensboro Health Foundation
 Owensboro Regional Suicide Prevention Coalition
 Oxnard Homeless Prevention
 Peace House
 People Center
 Philip Morgan Foundation
 PKD Foundation
 Placer Food Bank
 Pontificia Universidad Católica Madre y Maestra
 Post Falls Food Bank
 Prescott Farmers Market
 project:HOMES
 Prostate Cancer Foundation
 PTSD Foundation of America
 Puzzle Pieces
 RAIIN (Rape, Abuse & Incest National Network)
 Richmond Kappa Alpha Psi Endowment Fund
 Ridgecrest Baptist Church
 RIFF Arts Institute
 Rise Against Hunger
 Roanoke Valley Horse Rescue Inc.
 Roaring Fork Conservancy
 Rocky Mountain Elk Foundation
 Rocky Mountain Veterans Advocacy Project
 ROMBA (Reaching Out MBA)

Ronald McDonald House Charities
 Safari Club International Foundation—Georgia Chapter
 Safe Harbor
 Saint Francis Home
 Salvation Army
 San Diego Humane Society
 Saving Animals in Need Together (S.A.I.N.T.)
 Saving Paws Animal Rescue of Kentucky
 S.C.A.R.S. (Second Chance At Renewing Self, Inc.)
 Second Harvest Food Bank of Northeast Tennessee
 Seed2Need
 Shalom Farms
 Shawnee Community Services
 SnowCap Community Charities
 So All May Eat
 SOAR365
 Social Innovation Forum
 Soldiers' Angels
 SOLVE
 South Carolina Governor's Mansion Foundation
 Southern Pines Animal Shelter
 South Peninsula Haven House
 Special Olympics
 Sportable
 Spring Hill Community Empowerment Center of Virginia, Inc.
 SSMM (SPIKE the Stigma MENd the Mind)
 St. Benedict's Homeless Shelter
 St. Christopher Truckers Development & Relief Fund
 St. Edward the Confessor Catholic Church
 St. Joseph Catholic Church
 St. Jude Children's Research Hospital
 Stamford Chamber of Commerce
 Stamford Partnership
 Stop Soldier Suicide

2024 RECIPIENTS CONTINUED

Storehouse Community Food Pantry
 Street Dog Coalition
 Sunshine Division
 Susan G. Komen Breast Cancer Foundation
 Tell City Regional Arts
 Tennis People, Inc.
 Texas Military Forces Historical Foundation
 Thistle Farms
 Tidewater Volleyball Association
 TKO Parkinson's
 Travis Manion Foundation
 Treasure House Fashions
 Truckers Against Trafficking
 True Vine Discipleship Inc.
 Trust for the National Mall
 Tunnel to Towers Foundation
 Tun Legacy Foundation
 Uganda Rural Fund
 Umbrella of Hope
 Unique Sweets
 United Way
 University of Arizona James E. Rogers College of
 Law, Veterans Advocacy Law Clinic
 University of Florida Levin College of Law, Veterans
 and Servicemembers Legal Clinic
 Upwardly Global
 Urban Hope
 Utah Food Bank
 UT Austin Foundation
 Veterans Center of East Tennessee
 Veterans Community Project
 Veterans Consortium Pro Bono Program
 Veterans Empowered Together
 VetLife
 Volunteer Florida Foundation
 Washington Innocence Project
 Way Station
 Weighted Angels
 Western Kentucky Botanical Garden
 White House Historical Association
 WINGS (Women Involved in Nurturing, Giving,
 Sharing, Inc.)
 Wiregrass Humane Society
 Wiregrass United Way
 Women's Business Development Council
 WOOF! Inc.
 Wounded Warrior Project
 Wounded Warriors of Mississippi
 Wreaths Across America
 Yale University School of Management
 YMCA

A photograph of two hikers on a trail. The hiker in the foreground is wearing military camouflage shorts and tan hiking boots, using a trekking pole. The hiker behind is wearing a red jacket and dark pants, also using a trekking pole. The ground is covered in dry leaves and gravel.

PMI U.S. IN ACTION

SUPPORTING VETERANS AND
THE MILITARY COMMUNITY

PMI U.S. IN ACTION

Supporting Veterans and the Military Community

America has a tacit moral compact with those who have volunteered to serve in our armed forces: Veterans must be treated with care and respect by the nation for which they have sacrificed so much.

PMI U.S. has built a special relationship with America's military veterans over many years. In 2024, we dug deeper, conducting eight listening sessions across the country with members of the military community, including former service members, veterans affairs experts, legal practitioners, and caregivers. Our goal was to determine where gaps in support exist and how best to fill them.

We summarized our findings in a white paper, [Serving Those Who Served](#). The paper not only identifies the areas of greatest need but informed PMI U.S.'s philanthropic contributions of more than \$3 million to veterans' organizations in 2024.

***“As a company, we are throwing our weight behind serving the men and women who have raised their hands to serve in our armed forces, some of whom require additional support as they reintegrate into civilian life.*”**

This is a cause that resonates strongly among our employees. They are eager to make a difference in the lives of those who have sacrificed in support of our nation, its values, and its allies.”

—J.B. Simko,

Chief Civil Society & Underage Prevention Officer

A key area of focus is legal aid. Our listening sessions uncovered that many service members struggle to access the benefits to which they're entitled once their service has ended. PMI U.S. has stepped in to fill the gaps.

Legal Clinics Serving Veterans

The rejection rates for certain veterans' benefits are far too high, especially among veterans with so-called “bad paper,” meaning they received an other-than-honorable discharge. There can be many reasons for this designation, including service members discharged for behaviors that may stem from traumatic brain injuries incurred during service. These men and women deserve access to the benefits they've earned.

In 2024, PMI U.S. supported:



University of Arizona Veterans' Advocacy Law Clinic (VALC) at the James E. Rogers College of Law, Tucson, Arizona

There are more than 150,000 veterans in Southern Arizona, and Tucson is home to the Davis-Monthan Air Force Base.

PMI U.S.'s 2024 donation enabled VALC to hire a full-time staff attorney and clinic fellow to help run the group's new Rural and Tribal Veterans Project, which works to increase access to legal services and VA benefits for veterans living in small towns and rural communities, areas the Arizona Supreme Court has described as "legal deserts."



"As director of the clinic, I have long wanted to expand our free legal services to underserved veterans—those who live in 'legal deserts.'"

—Kristine Huskey,

Clinical Professor of Law and Director of the Veterans' Advocacy Law Clinic at the James E. Rogers College of Law

Last year, the clinic represented 114 veterans in Veterans Treatment Court, four veterans in discharge upgrade cases, two

veterans seeking Purple Heart awards, and one veteran in a disability benefits compensation case. The clinic also assisted more than 140 veterans with referrals and limited legal advice.

Former Army Ranger Jeff Osterhoudt's distinguished military career, including combat tours in Iraq and Afghanistan, was overshadowed by personal tragedies and the harrowing experiences of war. Struggling with undiagnosed PTSD, he experienced a downward spiral that culminated in an arrest on a Colorado military base. This led to a general discharge under less-than-honorable conditions, barring him from full VA benefits.

Jeff sought assistance from VALC. After a three-year battle, including a personal appeal in Washington, D.C., his discharge was upgraded to honorable in 2018. Overwhelmed with emotion, he remarked, "I was actually so happy I ended up in tears." This victory restored his access to full VA benefits and enabled him to proceed with adopting his stepdaughter, symbolizing a profound personal and familial redemption.





Rocky Mountain Veterans Advocacy Project, Aurora, Colorado

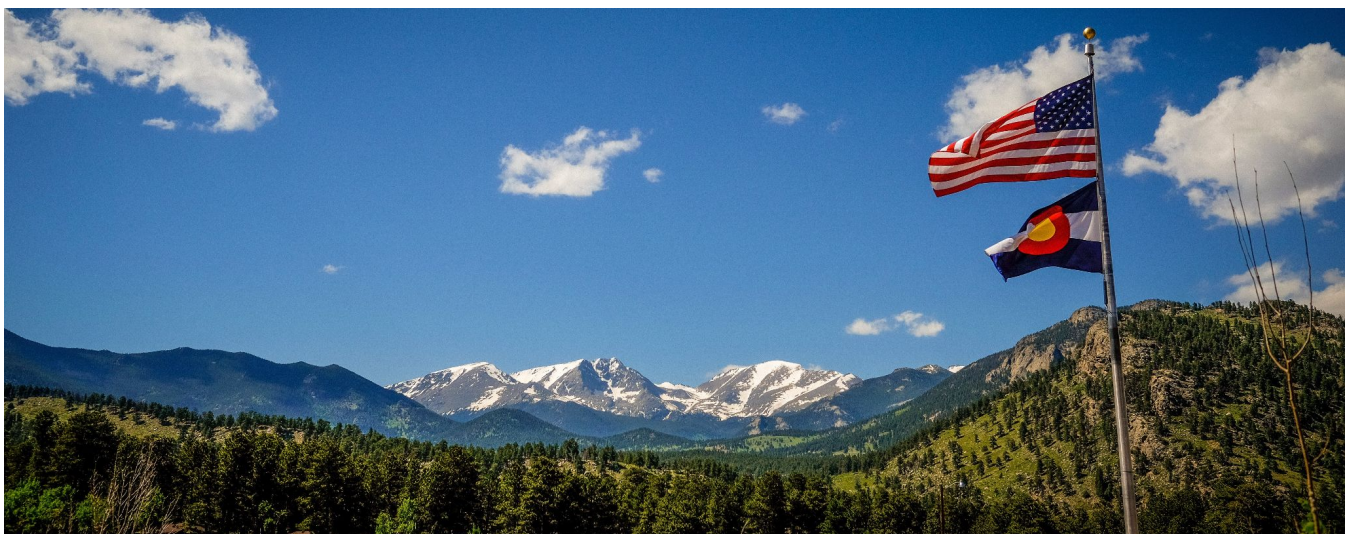
As of 2022, 7.4 percent of adults living in Colorado had served in the military, above the national average of 6.2 percent. Recognizing that the legal needs of many of these veterans were inadequately addressed, four University of Denver law graduates founded the Rocky Mountain Veterans Advocacy Project (RMVAP) in 2020.

RMVAP, which won the Denver Bar Association's 2024 Outstanding Program or Project Award, has helped more than 400 veterans file discharge upgrades with the Department of Defense and obtain compensation and healthcare from the Department of Veterans Affairs, recovering more than \$16.2 million for these clients.

“After 15 years of attempts with other places that said they would help, the Rocky Mountain veterans advocates delivered! The team listened to my issues and kept me informed through the entire process. I couldn’t have asked for more!!”

—Gabriela Gonzales,
U.S. Navy veteran

In 2024, PMI U.S. made a multiyear commitment of \$230,000 in annual funding to RMVAP, enabling it to partner with Dr. Katy Barrs, a distinguished psychologist from the Cactus Flower Center for Resiliency. Dr. Barrs provides on-site mental health evaluations to Navajo veterans. During 2024, RMVAP provided legal representation to 51 members of this underserved community.



CASE STUDY: COLORADO

In Colorado, PMI U.S. has built an ecosystem of support for the men and women who have served our nation in the military—a central tenet of our civil society program. Through listening to veterans and veterans' advocates, we identified a set of essential initiatives in this region. These include veterans housing as well as mental health, legal, and employment support.

Some of the organizations PMI U.S. supported directly in 2024 include:

- Rocky Mountain Veterans Advocacy Project—legal services support

- Veterans Community Project—housing support
- Colorado Gold Star Mothers—volunteerism
- Musicians on Call—mental health support
- Hire Heroes—employment support

By connecting existing organizations with a strong track record, we amplify their impact.



University of Florida Veterans and Servicemembers Legal Clinic at the Levin College of Law, Gainesville, Florida

Since 2019, the Veterans and Servicemembers Legal Clinic (VSLC) has provided legal services to over 50 veterans and service members and their families. Working with volunteer legal advisers, VSLC Director Judy Clausen has taken on 53 cases, achieving a remarkable 97 percent success rate on cases before the U.S. Court of Appeals for Veterans Claims.

On November 13, 2024, the Veterans Consortium Pro Bono Program recognized the VSLC and its director with the prestigious Legal Scholars Award. Judy and her team have been instrumental in addressing the legal challenges faced by veterans, delivering exceptional results and life-changing support.

U.S. Marine Corps veteran Raymond Czyzewski, a veteran of the first Gulf War, came to one of the clinics riddled with debilitating conditions stemming from exposure to burn pits, which had forced him to retire prematurely. VSLC persuaded the VA to upgrade Raymond's disability rating, making him eligible for higher benefits. The revised judgment found that Raymond's service experience had a significant negative impact on his health. Consequently, he was able to recover \$150,000 in retroactive benefits and an estimated \$500,000 in future benefits.

“To have someone fight on my behalf meant the world to me. My health has changed for the better, and, with more financial security, I’m able to provide for my family.”

—Raymond Czyzewski,
U.S. Marine Corps veteran





Active-Duty Military Relief Societies

To help U.S. service members who face emergency economic hardships, PMI U.S. supports military relief societies across all branches: the Navy-Marine Corps Relief Society (NMCRS), Army Emergency Relief (AER), Air Force Aid Society (AFAS), and Coast Guard Mutual Assistance (CGMA).

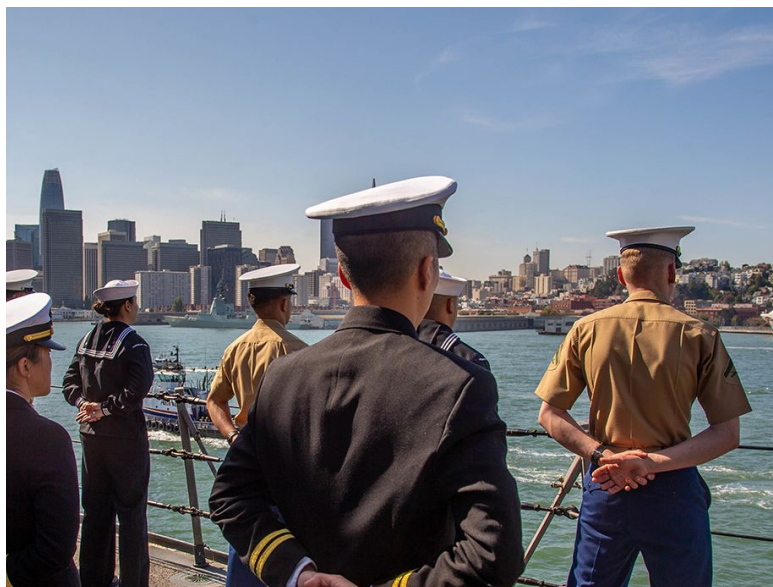
These nonprofits provide financial assistance to service members and their families in the form of interest-free loans, grants, scholarships, and financial counseling.

When Kristen, a Navy First Class Petty Officer, found out she needed a pancreas transplant, she had to travel from North Carolina to Florida for treatment and was unable to work. She and her husband found

themselves in debt and unable to keep up. They met with NMCRS, and Kristen recalls:

“That meeting changed our lives. NMCRS provided assistance with basic living expenses, as well as gas to travel to my treatments, as a grant. We were able to sit down with a caseworker who reviewed our finances and helped create a budget for us.”

Col. Scott Horrigan [shared](#) the story of a young soldier who, with AER’s help, covered the unexpected cost of his father’s funeral. “No one plans financially for something like that, but AER was there,” Scott said.⁶





American Gold Star Mothers

***“We strive to keep the memory of our sons and daughters alive by working to help veterans, those currently serving in the military, their families, and our communities. We are frequently contacted by veterans who have that emotional connection to the people they served with, and they know a group of Moms will help get them connected to resources.*”**

***We are all stronger together:
one team, one mission,
one fight!”***

—Patti Elliott,

National President, American Gold Star Mothers

Founded nearly a century ago, American Gold Star Mothers serves families mourning the loss of a service member. Through the sharing of their grief and service to one another and to the families of active service members, Gold Star Mothers has built a nationwide community of caring and support. Its more than 140 chapters prepare care packages for active-duty service members, celebrate veterans at home, provide assistance to military families in need, and visit VA hospitals and homes.





The Bob Woodruff Foundation

PMI is a long-standing supporter of the Bob Woodruff Foundation (BWF), a highly regarded national organization established to help meet the needs of military veterans, with a particular focus on those coping with the impacts of hidden injuries such as traumatic brain injury (TBI), post-traumatic stress disorder (PTSD), and depression.

The foundation works to meet a variety of needs, from emergency financial assistance and employment to food, housing, and legal support.

Got Your 6 Network

The Got Your 6 Network, named for a military term meaning “we’ve got your back,” was founded by U.S. Army veteran Chris Marvin in 2012. In 2018, the organization was acquired by BWF. With programs in all 50 states, as well as several U.S. territories, Got Your 6 is a diverse web of local and national organizations that can reach virtually all U.S. veterans and their families. As such, it aligns with a core PMI U.S. tenet of philanthropic action: convening. Members of the network can stay connected to one another through a regular newsletter, webinars and other learning opportunities, and in-person events, including an annual summit.





In 2024, Bob Woodruff Foundation grants to Got Your 6 partners:

- Improved the mental health and well-being of 1,806 military-connected individuals, including veterans, surviving family members, and children in veterans' families
- Ensured 6,770 veterans gained or maintained more stable housing
- Provided basic needs assistance such as food, transportation, and utilities to more than 1,033 military/veteran households
- Improved job readiness and secured employment for 880 veterans and military spouses
- Ensured equitable access to education and improved academic outcomes for 1,227 veterans

Additionally, PMI U.S. supported multiple events in coordination with Got Your 6 partners to raise awareness as well as funding. In October, we were a proud sponsor of VETFEST in Nashville, Tennessee. This family-friendly event hosted 703 veterans, active-duty military personnel, and family members and featured live performances by country music stars.

Admission was free and included access to local services provided by Got Your 6 partners—including a job recruitment booth set up and staffed by PMI U.S.



The Elizabeth Dole Foundation

In 2012, following a meeting with military and veteran families at the Walter Reed Army Medical Center, Senator Bob Dole—a World War II veteran representing Kansas—established Caring for Military Families: The Elizabeth Dole Foundation in honor of his wife. The organization has grown into one of the nation’s foremost advocates for members of the military and their families, with a focus on America’s 14.3 million military and veteran caregivers.

These “hidden heroes,” as the foundation calls them, play a vital role in ensuring the well-being of military families but are too often overlooked. The foundation addresses this issue through groundbreaking research into caregivers and their needs, a registry that allows caregivers to receive vital services, and initiatives that offer ways for individuals, businesses, and civic and faith groups to contribute to meaningful change.

Sharon Grassi became her son Derek’s caregiver after his suicide attempt while on active duty. Navigating his complex medical challenges, including the near-loss of his legs, Sharon created a detailed digital medical book that helped doctors pinpoint the issue and save his limbs. The sacrifices were significant—Sharon lost her career and had to adjust her family’s finances—but she persevered.

The Elizabeth Dole Foundation provided critical support, including respite care during a stressful holiday, allowing Sharon to ensure Derek was cared for while creating family memories. Today, Sharon [encourages](#) others to “find a community of support—it makes all the difference.”

PMI U.S. proudly supports the Elizabeth Dole Foundation and is honored to work with this organization to better understand the challenges faced by military spouses and caregivers.





Lady Veterans Connect

Lady Veterans Connect (LVC) is a Kentucky-based nonprofit providing support and transitional services to women veterans, one of the most underserved segments of the veterans population. Phyllis Abbott, the organization's founder, explains,

“After extensive research and discussions with representatives at VA hospitals and the Kentucky Department of Veterans Affairs, I discovered women veterans are the most underserved of the veteran population. They continue to be the fastest-growing segment of the homeless population. The number of women veterans dying by suicide continues to grow as well.”

Since 2016, LVC has connected over 500 veterans in Kentucky with needed resources such as housing, food, financial planning assistance, and connections to substance abuse services and support. In 2024, volunteers gave more than 6,900 hours of their time to support the functioning of this vital organization, which has no paid staffers.

Shirley Hampton, a U.S. Air Force veteran who served as a flight mechanic in the Philippines, overcame challenges as the only woman on the flight line, earning recognition as a master mechanic and an incentive flight on an F-4 fighter jet. Years later, Shirley found herself homeless, living in the woods of Tennessee with her dog. Directed to LVC, she now has a safe place to sleep, food to eat, and support to rebuild her life. Shirley credits LVC for their “outstanding listening abilities” and for connecting her with essential services to help her move toward stability and hope.



VETERANS COMMUNITY PROJECT

Veterans Community Project

Veterans Community Project (VCP) was established in Kansas City, Missouri, by a group of combat veterans. Now expanded to four cities in Missouri, Colorado, and South Dakota, the group builds specialized communities of tiny homes with wraparound social services to help returning service members meet the challenges of day-to-day living, resolve

immediate crises, and move toward permanent stability. Each home is pet-friendly and fully furnished with everything a veteran needs, from furniture to dish towels.

“People like me don’t have any hope. After coming here, I feel like there’s a chance. I can dare to hope again.”

—James,
U.S. Army veteran and VCP resident





9/11 Memorial & Museum

PMI U.S. pledged \$250,000 to the 9/11 Memorial & Museum to make admission free to all U.S. active-duty and veteran service members for a two-year period.

On Veterans Day, members of HONOR, a PMI U.S. employee resource group (ERG) for military-affiliated employees and their advocates, attended a 9/11 Memorial Veterans Day event, where they placed yellow roses on the names of 9/11 victims who were veterans of the U.S. military.

HONOR's mission is to foster a supportive community for all active and former members of the U.S. Armed Forces employed by PMI U.S. as well as their spouses and allies.



What's Next

In 2025 and beyond, PMI U.S. will build on the momentum of the past year's efforts:

We are doubling our commitment to the Bob Woodruff Foundation, which has become a valued partner and co-convenor in our outreach and learning efforts with veterans.

In the Spring, we will convene representatives of our supported veterans law clinics so they can share best practices, learn from one another, and educate other organizations that share their goals. We also will explore supporting legal clinics with a veterans-serving mission in additional geographies.

Our 2024 white paper revealed the critical role of spouses and families in the lives of

active-duty service members and veterans.

In 2025, we will launch *On the Home Front: Addressing the Needs of Military Spouses*, a paper that explores the issues facing military spouses and recommends actions to help this critical demographic.

PMI U.S. is also funding research by the Veterans Spouse Network, a program of the University of Texas at Austin's Institute for Military and Veteran Family Wellness, to better understand the unique challenges military spouses face. We will continue our support of the Elizabeth Dole Foundation, identify additional nonprofit partners, and actively recruit military spouses for employment in the areas in which we operate.





PMI U.S. IN ACTION

ADVANCING ECONOMIC
WELL-BEING

ADVANCING ECONOMIC WELL-BEING

As part of a global corporation, PMI U.S. understands the power of economic opportunity and shared prosperity. When members of a community are able to build careers and businesses, they create jobs, hope, and the institutions critical to healthy and thriving environments.

PMI U.S. wants economic opportunity to be a reality for all. To this end, we support programs focused on entrepreneurship and networking, increasing access to credit and financial capital, and financial literacy. With the right support, individuals can lift themselves out of poverty and live self-sufficiently and with dignity.

Programs in financial education, business advising, mentorship, and funding can make a significant impact. We have learned, too, that women are force multipliers. A community's health, wealth, education, and environmental sustainability are all improved when women enjoy equal access to economic opportunities. In fact, a study by Moody's Analytics found that closing the gap between the economic power of men and women would [add \\$7 trillion annually to the global economy](#).

In 2024, PMI U.S. worked with the following organizations, among others, to advance economic well-being:





Feeding America

Feeding America is the largest charity focused on ending hunger in the United States. The organization works with more than 200 food banks and 60,000 meal programs to give people the food they need without judgment or stigma. It also works with the food industry to rescue food that would otherwise go to waste—roughly 4 billion pounds of food and groceries a year.

When disaster strikes, Feeding America activates as one of the nation's largest relief organizations. The nonprofit also addresses the underlying issues of food insecurity, such as the high cost of living and lack of access to affordable housing.

Retired cardiac technician Arlene Hansey, a former Feeding America recipient, now dedicates her time to volunteering at the Ocean Shores Senior Center in Washington State, packing and distributing food in her community. Arlene [explains](#),

“Back in 1984, I had four little kids and didn’t have any support from my husband. I was working at a newspaper selling ads and making \$100 a month. I struggled, but I don’t struggle anymore. [Volunteering] is something worthwhile to do.”





Opportunity Finance Network

Based in Washington, D.C., Opportunity Finance Network (OFN) coordinates with a national network of 450 community development financial institutions to provide underserved communities and individuals access to traditional loans and financial services.

Through OFN, \$111 billion in financing has reached people in all 50 states and in Native communities, helping 850,000 businesses operate, creating and maintaining 3 million jobs, and supporting 2.4 million housing units.

In Letcher County, Kentucky, OFN member Mountain Association has provided valuable financial support to the Hemphill Community Center, bringing down energy costs by roughly half by making the building more energy efficient and installing solar panels. With those savings, the community center is able to operate an on-site bakery, providing jobs to people who need a second chance.





Women's Business Development Council

In March 2024, PMI U.S. announced a five-year, \$5 million investment to support female entrepreneurship across Connecticut through WBDC. A critical actor in the state's business landscape, the organization helps women entrepreneurs and would-be entrepreneurs refine their plans, access capital, and build their skills so they can attain economic self-reliance.

Connecticut Lt. Gov. Susan Bysiewicz captured our purpose best: "If you uplift women, you uplift families, communities, our country, and the world. PMI gets it." Gov. Ned Lamont added, "Investments in female entrepreneurs and women-led businesses are investments in the future of Connecticut."



A sample of WBDC client success stories:

“I have received help from WBDC on finances, business strategy, social media, and more. The education has been invaluable.”

—Simone Morris,
CEO, Simone Morris Enterprises

“WBDC motivated me to do more, push harder, not accept no as an answer, and most importantly to keep going.”

—ChrissAnn Miller,
Owner, Ital Juicery Company and a participant in WBDC’s nine-week business plan course and e-Learning Library

“Working with WBDC has been transformational. I’ve learned more about myself as a business owner, been given valuable advice and resources from WBDC mentors, and networked with other female business owners.”

—Melissa-Sue John,
Owner, Lauren Simone Publishing House,
which publishes children’s books featuring diverse and multicultural characters, and a WBDC Ignite grant recipient

Since 1997, WBDC has launched or scaled 14,800 women-run businesses and created or sustained nearly 34,000 jobs.





What's Next

For PMI U.S., 2025 will be a year of listening, learning, and convening as we explore and enact ways to expand our economic impact and the geographic footprint of our well-being-focused initiatives.

PMI U.S. IN ACTION

COMMUNITY GIVING

COMMUNITY GIVING

Multiple studies have [shown](#) that local philanthropic efforts—defined broadly by the principle “give where you live”—are particularly effective in areas such as education, health, and economic development, with local knowledge, community context, and stakeholder engagement contributing to success.

Moreover, local philanthropy fosters stronger relationships among donors, nonprofits, and the communities they serve. These relationships encourage continuous engagement and long-term commitment, ensuring the programs are more sustainable.

PMI U.S. reserves a significant portion of our charitable resources for local causes in the communities where we live and work. In 2024, the company gave \$4.99 million in local philanthropic support to fund organizations addressing critical challenges within particular communities.

A sample of our 2024 commitments follows.



NATURAL DISASTER RESPONSE



In October, communities across the Gulf Coast and Southern Appalachia grappled with the destruction wreaked by hurricanes Helene and Milton. Both storms caused significant flood and wind damage, leaving millions without homes, infrastructure, and other vital needs. Helene's severe flooding carried an enormous cost in human lives and damage across Appalachia, while Milton's high winds and storm surges destroyed homes and businesses in Florida.

PMI U.S., via We Care by ZYN, committed \$1 million to disaster relief. Our funds primarily went to established community organizations with a record of effective relief efforts, including the Gulf Coast Community Foundation, Volunteer Florida Foundation, Community Foundation of Western North Carolina, Central Carolina Community Foundation, Tennessee Voluntary Organizations Active in Disaster (aka Citizen to Citizen), the Georgia Foundation for Agriculture, and the United Ways of North Carolina, Southwest Virginia, and Greater Valdosta.



ALABAMA



Wiregrass United Way

Wiregrass United Way

Founded in 1938, the Wiregrass United Way (WUW) works with local health, education, and financial outreach organizations across six regions of Southeast Alabama. Its vision is simple: Reaching out a hand to one can influence the condition of all.

In 2024, WUW supported more than 365,000 individuals and offered hundreds of challenge grants to fund projects designed to meet the basic needs of community members, serve individuals with special needs, and strengthen families.





CONNECTICUT



Career Resources, Inc.

CRI is one of Connecticut's leading workforce development nonprofit agencies. In 2024, it helped more than 1,000 individuals achieve the training, certification, and credentials needed to begin a career and achieve financial independence.

On August 8, 2024, PMI U.S. raised funds for veterans' job training at CRI by sponsoring a concert featuring the incomparable Wyclef Jean. Proceeds from this Stamford event will help veterans transition into the civilian workforce.





CONNECTICUT

FOUND ATION HOUSE

Foundation House

Located on an estate in Greenwich, Foundation House opens its doors to artists and activists working on projects related to its mission of bettering the environment, communities, and mental health.

Creatives of all disciplines—painters, writers, sculptors, designers, visionary thinkers, and doers—are offered an inspiring retreat and the space and time to create individually or with teams. The organization amplifies its impact by providing a safe and inspiring space for community convenings, workshops, lectures, and events.



AdvanceCT

AdvanceCT is a nonprofit economic development organization focused on job creation and new capital investment in Connecticut.

A public-private partnership, AdvanceCT works to help businesses tap into the states' highly skilled workforce and ecosystem so they can thrive.



KENTUCKY



Boulware Mission

Boulware Mission has been a staple of the Owensboro community for more than 100 years. It began as the dream of a local school teacher, Miss Milton Boulware, who sought to feed the poor and shelter the homeless. Today, the organization provides shelter services to displaced men as well as a long-term self-sufficiency program.

Boulware provides clients with three nutritious meals per day, snacks, emergency clothing, personal hygiene items, shelter, case management services, outreach, advocacy, and referrals to local and regional resources, along with follow-up services. The self-sufficiency program includes financial literacy, referrals for GED tutoring, employment skills, and licensed substance abuse treatment.

Every person helped at Boulware comes with their own challenges and struggles—and each person is given a chance to rebuild their life and regain their dignity. Men such as Robert, whose substance abuse destroyed his ability to earn a living, have a family, or keep a home, come to Boulware ready to make a change. Two years of therapy and rehabilitation helped him return to a home of his own: “Boulware gave me the tools I needed to stay clear and the life skills I needed to become independent. Boulware is like my second family.”





KENTUCKY



Daniel Pitino Shelter

Owensboro's Daniel Pitino Shelter provides meals and shelter to 300 residents as well as a path to permanent housing. It's supported by a thrift store, staffed by residents learning life skills. One resident revealed:

“My wife and I came to Kentucky with nothing. The Daniel Pitino Shelter has given us support, hope, and help. We give back by giving support, help, and learning to be better people.”





NORTH CAROLINA



Hope Station

In North Carolina, 11 percent of the population experience [food insecurity](#)—lacking regular access to nutritious food. Hope Station in Wilson supports families in crisis through food, housing, and emergency financial assistance. The group's food pantry can supply up to three days of food for residents and their families. In 2024, the organization served over 3,300 people.

Hope Station also provides emergency shelter and assistance to those in need of

safe and stable housing. In November, Ashley and her children arrived at the organization without a safe place to stay. She and her family were offered a haven in their Westview Shelter. Ashley shares:

“My family was able to stay together in a safe place. Hope Station has helped me get back on my feet again. They’ve given me a chance to start over, and for that, we are so thankful.”





NORTH CAROLINA



United Way of North Carolina

For almost 50 years, United Way of North Carolina (UWNC) has partnered with 47 local chapters to meet the most pressing challenges facing state residents. In 2024, disaster response was a critical focus, with Hurricane Helene causing \$60 billion in damages, including the destruction of thousands of homes.

Months after the hurricane, many state residents were still struggling with the

devastation caused by the historic storm. UWNC distributed funds for clothing, diapers, food, and other essentials, provided broadband support in the face of extended power outages, and operated the 2-1-1 helpline, a free, confidential information and referral system for residents of the state. Callers receive information and support for housing and shelter, utilities, food, healthcare, and transportation.



TEXAS



Community First!

An innovative Austin community designed to provide affordable, permanent housing and a supportive environment for individuals who have experienced chronic homelessness, Community First! provides tiny homes in a planned community, supported by communal spaces and services. It's an initiative of the social outreach ministry Mobile Loaves & Fishes.

Today, Community First! Village occupies 51 acres outside Austin and supplies housing to more than 500 formerly unhoused individuals. The group plans to have 1,900 homes by 2031. By building not only homes but a community, the village creates spaces and a context for conversation, activities, services, and meals—in short, a meaningful and purposeful life.

Tracee Henneke, Director of Relationships & Giving at Community First! Village, explains:



“We don’t believe housing alone will solve homelessness, but we do believe community can and will. We get to know the people we’re serving. Our tiny homes are oriented towards each other; we have community spaces; and we like to say we’re forging family.”



VIRGINIA



CARITAS

Based in Richmond, CARITAS helps vulnerable people dealing with homelessness and addiction get back on their feet. Their Emergency Shelter Program began as a women's emergency sanctuary and has become an all-day resource with round-the-clock staffing. Today, in addition to shelter services, the group operates a 142-bed peer-based recovery program (Healing Place for Women), classroom education, a furniture bank, and 47 sober-living apartments.

Valda Mason found herself homeless—she had a job but faced a mountain of debt. CARITAS offered a bed so Valda could pay off her debt, buy a car, and eventually move into her own home. “If you're homeless and can get to CARITAS, they will help you,” Valda said. “As long as you're motivated and willing to do your part, they will do theirs.”

A graduate of the Healing Place program now employed by CARITAS recalled hitting

rock bottom and turning to CARITAS for help with ending his addiction. He said,

“From the moment I got there, I kept hearing, ‘We’ll love you until you learn how to love yourself.’ I learned I wasn’t the only person in the world going through this. I started working my way through the program and began to feel human again.”

In 2024, the nonprofit began licensing its CARITAS Works workforce training program, which has nearly 1,000 graduates, to other organizations. In 2025, the organizers expect to lead six-week job readiness and life skills development classes for 80 clients and aims to have an 80 percent employment retention rate.





VIRGINIA



RIFF Arts Institute

Established in 2018, the RIFF Arts Institute (RAI) grew out of the Richmond International Film Festival's (RIFF) annual artist programming work to provide production opportunities and train artists. Year-round, RAI provides community engagement programs, networking events, business development programs, artist labs, an artist in residency program, and fellowships. RAI also co-presents the FLOW Collective Conference and annual Outreach Day at the film festival.

“Every artist’s journey has stages, and at the beginning of mine, I was inexperienced, but I was willing and eager [to] learn. ... This program is demanding in both time and personal commitment, but I would not have the knowledge, skill, or artistic discipline that I now do without RAI.”

—Max Curry,
2018–2019 Fellow





VIRGINIA



SOAR365

SOAR365 was founded in 1954 to give Central Virginians better ways of caring for loved ones with disabilities. Its person-centered approach combines education and expertise with kindness and creativity.

In a typical year, SOAR365 serves over 1,500 individuals and families, in both urban and rural areas. The organization is committed to helping people with disabilities play, work, socialize, and thrive as full members of their local communities.

SOAR365 matches services to the needs of their clients, who range in age from infants to elderly. The group offers employment opportunities through its Business Solutions division, which employs over 90 individuals

with disabilities, and operates a summer camp.

Zachary Owens, a client with Asperger syndrome, works at the Defense Supply Center Richmond at Bellwood on a SOAR365 contract. Known for his friendliness and excellent customer service, he moved from a part-time to a full-time role and added new responsibilities, including data entry, capturing fingerprints and photos, and issuing federal identification cards. Working with his manager, Trish Atkins, he has mastered the ability to make careful and appropriate decisions. “Zachary is such an asset to our team, and everybody appreciates his reliability and pleasant attitude,” said Trish.



WASHINGTON, D.C.



White House Historical Association

Founded in 1961, the White House Historical Association (WHHA) works to preserve and make the history of the White House more accessible. The association offers a variety of educational programs to students and teachers, including lectures, tours, and interactive activities that provide a deeper understanding of the building's history and significance.

WHHA's work ensures the White House remains a well-preserved symbol of American heritage. Funding from PMI U.S. helps maintain the building's historical integrity and assures its artifacts are stored and protected for future generations. The organization currently is fundraising to open a large, interactive facility to allow visitors to experience areas of the White House that are normally off-limits to the public, such as the Oval Office and Situation Room.



WASHINGTON, D.C.



Military Women's Memorial

On October 18, 2024, PMI U.S. joined other organizations in sponsoring the Military Women's Memorial Patriot Leadership Award Gala, an event that helps fund the operation and maintenance of the Military

Women's Memorial. Located at the gateway to Arlington National Cemetery, the memorial honors the nearly 3 million women who have served our nation from the Revolutionary War to today.



WASHINGTON, D.C.



New York Avenue Presbyterian Church

PMI U.S. supports the work of Washington, D.C.'s New York Avenue Presbyterian Church. Through its programs, the organization provides meals, clothing, and a sense of community to D.C.'s unhoused

population. This initiative is part of the church's broader mission of social justice, with every dollar donated going directly to those in need.



What's Next

In 2025, in response to the damage incurred by more frequent extreme weather events across the nation, PMI U.S. will make disaster prevention and relief a fourth pillar of our civil society efforts. Through program partners, we'll fund education, training, and material support for first responders and affected communities.



A photograph of several volunteers in light green t-shirts working at a table. They are packing various food items, including jars of jam and bottles of sauce, into cardboard boxes. One woman in the foreground is smiling as she works. In the background, other volunteers are visible, some looking at a laptop. The scene is set in a room with a brick wall and a clock on the wall. The entire image has a blue tint.

OUR PEOPLE IN ACTION

OUR PEOPLE IN ACTION

PMI has a long-standing commitment to support the communities where our employees live and work. Support takes many forms, including monetary contributions, in-kind donations, and employee volunteer work.



Since its inception in 2020, We Care by ZYN has given more than \$22 million in donations to a variety of charitable organizations.



“We Care was started to help people in the communities where we live and work. I am incredibly proud to work for a company that has embraced and supported this cause. ZYN has helped transform our company and the lives of our consumers—giving back is just a small way of showing how grateful we all are.”

—Joe Ackerman,
VP and Chief Marketing Officer,
PMI U.S.



OUR PEOPLE IN ACTION

A portion of the donations distributed by We Care by ZYN are employee-driven. In 2024, every full-time U.S. employee was given the opportunity to fund up to two 501(c)(3) organizations of their choice via a grant of \$2,500. A sampling of this giving is reflected below:



“I nominated Liberation Veteran Services (LVS) to receive a We Care by ZYN donation. This organization helps unhoused veterans secure permanent housing, provides mental health and substance abuse services, and offers training in employment skills and financial literacy. I know veterans who have become homeless and appreciate the respect LVS shows veterans in the Greater Richmond area.”

—Norma Palamarchuck,
U.S. Navy veteran and Executive Assistant to the COO,
PMI U.S.



“I nominated the Airport-Sorgho Fire Department for a We Care donation. This strictly volunteer department covers 35–40 square miles and makes over 600 service calls per year in Daviess County, Kentucky. These services include fire response, medical assistance, search and rescue as well as water and aircraft rescue, which all involve special training, equipment, and gear on a limited budget. This donation will help offset that cost.”

—Lucas Bullis,
Labor Relations Manager,
PMI U.S.

OUR PEOPLE IN ACTION



“After volunteering for the Blue Ridge Food Pantry in Harpers Ferry, West Virginia, I nominated this organization to receive funding. No one should go hungry in America, and We Care helped support a local, small foodbank making a big difference in the daily lives of West Virginia community members.”

—Brandie Davis,

Director, EA and Head of Political Affairs & Strategy,
PMI U.S.



“The We Care by ZYN program offered a simple—and company-sponsored—way to secure funding for an organization that matters to me: the Military Writers Society of America (MWSA). MWSA is a nationwide association of authors, poets, and artists connected by military service and provides support and community to its members.”

—Kendra Simpson,

proud aunt of a U.S. Marine and Director, Campaign Communications,
PMI U.S.



OUR PEOPLE IN ACTION



Projects with a Heart (PwH) is a global grassroots movement established and run by employees and endorsed by PMI. Its internal platform enables employees to donate their time and skills to benefit people in need. A 100 percent voluntary and independent charitable association, PwH aims to make the world a better place by creating a digital bridge that connects those who need help with those who want to help—without anyone in between. Supported by a network of over 100 volunteering ambassadors across the globe, PwH is proving that companies don't change the world—people do.

In the U.S., on International Volunteer Day, 17 employees from our Wilson, North Carolina, factory volunteered at Hearts with Hands. They organized and sorted donated goods, and PwH funds were used to purchase household items for those in temporary housing due to Hurricane Helene.



What's Next

PMI U.S. will expand its employee giving options and volunteering opportunities across all U.S. locations.

PMI | U.S.

Philip Morris International Inc.
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Stamford, CT 06901