

Our Corporate Giving Portfolios



Altria’s corporate priorities reflect the interests of our businesses, employees and communities, embedding an ongoing commitment to help advance racial, economic and social equity. We invest for impact and progress in a limited number of focus areas based on our Community Impact principles, ongoing learning and respectful engagement with community members who lead the work. We accept formal proposals by invitation only. [Learn more at www.altria.com](http://www.altria.com)

National Programs



Success360

Underage use of our companies’ products is not good for our business or society. Altria’s investment in leading national evidence-based programs serving youth helps reduce the likelihood that youth will engage in risky behavior like using products intended for adults age 21+, and it contributes to the healthy development of youth aged 12-18.



act. Altria Contributing Together

Drives business and social impact by helping Altria employees engage with diverse community partners for positive social change.

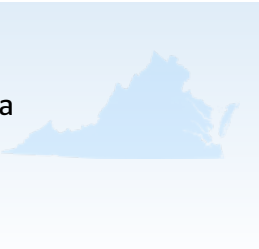
Targeted Programs



Workforce & Economic Equity

Expands access to job opportunities and stimulates inclusive income and wealth growth by investing equitably in the local workforce.

Focuses primarily in:
Central Virginia



Environment

Complements other business investments to help minimize the environmental impacts of our companies’ operations and products and contributes to societal environmental solutions.

Focuses primarily in:
Operating and supplier communities of our businesses



Equitable & Vibrant Communities

Focuses on a community’s ability to help low-wealth and historically excluded communities meet basic needs and remove barriers to family stability; fair treatment within the criminal justice system; and access to diverse and inclusive arts and cultural experiences.

Focuses primarily in:
Central Virginia



Preventing Underage Use

Success360

Positive youth development and underage tobacco use prevention, partnering with national, evidence-based organizations.

Outcomes:

- Middle and high school youth have support and resources to succeed academically, make healthy decisions and avoid risky behaviors like use of products intended for adults 21+
- Engaging youth development workers in professional development that promotes trauma resiliency, mental health and wellness support

Strategies:

- Deepen the impact and sustainability of prevention and adolescent cessation programs at the national level
- Engage Success360 partners to develop a policy framework that addresses underage use of products intended for adults 21+ and promotes evidence-based prevention through positive youth development
- Use the latest research and evidence to promote positive youth development



Employee Giving & Volunteering



act, Altria's network of employee volunteers, donors and civic contributors, drives business and social impact by helping employees engage with diverse community partners for positive social change.

Outcomes:

- Employees engage in community and grow personally and professionally through **act**
- **act** employee leaders strengthen their inclusive leadership and general people management skills
- Employees broaden their awareness of social inequities and environmental challenges

Strategies:

- Provide transformative volunteering opportunities and civic action experiences
- Cultivate civic awareness and corporate citizenship by supporting collective charitable giving and personal gift matching
- Increase employee awareness of service opportunities and deepen community impact
- Provide skills-based volunteer experiences for employees



Workforce & Economic Equity

Businesses and communities need to work together to develop a diverse talent pipeline for local job opportunities, sustain a healthy economy and address systemic wealth imbalances in low-wealth and historically excluded communities.



Priority Outcomes:

- Reduce barriers faced by entrepreneurs to narrow wealth gaps, create jobs and help the economy thrive
- Ensure equitable access to education, skills, and work-based experiences

Supporting Outcomes:

- Help build and retain inclusive, diverse and equitable talent pipelines
- Help create a healthy, inclusive economic climate for businesses to grow and thrive

Priority Strategies:

- Improve economic and financial well-being for small business owners and entrepreneurs by increasing their access to capital, promoting opportunities for supply-chain contracts, and promoting commerce with Black- and Brown-owned businesses
- Increase business and financial acumen to help small business owners grow and scale their businesses
- Equitably equip students for sustainable careers, including the knowledge, skills, competencies, and real-world work experiences they need to enter the workforce

Supporting Strategies:

- Support efforts to attract and retain diverse talent at Altria and in the community
- Help promote local communities as inclusive places to do business

Environment

Responsible environmental business practices and viable supply chains promote long-term business success and sustainability of natural resources.



Outcomes:

- Our businesses and communities have sustained access to the natural resources on which they rely
- Our business operations and our growers' agricultural practices help limit the damaging impacts of climate change
- Helping our companies reduce the negative environmental impacts of their products

Strategies:

- Support water conservation and quality initiatives that contribute to our water neutrality and storm-water management goals
- Invest in sustainable agriculture initiatives that help reduce greenhouse gas emissions
- Support reforestation and air-quality initiatives
- Help our communities prevent cigarette and other product litter and maintain quality public spaces

Equitable & Vibrant Communities

An inclusive, diverse and culturally vibrant community offers equitable opportunities for all residents to thrive.



Priority Outcomes:

- Community members have access to needed essential services
- Communities no longer face disproportionate impact from interactions with the justice system and law enforcement based on race
- Local community residents can access cultural experiences and expressions that are relevant to them

Supporting Outcome:

- Community members understand, respect and value individual differences of fellow community members

Priority Strategies:

- Increase access to affordable housing and home ownership
- Support programs that help residents address harmful impacts of the justice system and receive fair justice treatment
- Support police reform advocacy
- Help make arts and cultural experiences affordable and accessible

Supporting Strategy:

- Increase communities' ability to learn about and address systemic inequities