



# Pfizer CARES

Pfizer CARES 2020

5 years of caring through our Corporate Social Responsibility program:

**Community Collaboration**  
**And**  
**Responsible**  
**Environmental & Economic**  
**Stewardship**



CARING FOR PATIENTS



CARING FOR COLLEAGUES



CARING FOR COMMUNITY



CARING FOR ENVIRONMENT



# 5 YEARS OF CARE



**Anne Harris**

Country Manager Australia & New Zealand

**Five years have passed since Pfizer Australia first launched Pfizer CARES. When I look back on all that we have achieved, the people we have met, the lives we have touched, I am incredibly proud of the program and the thousands of Pfizer colleagues who have contributed throughout the years.**

Today in 2020, we find ourselves in a different world where we have all had to adapt to how we care for ourselves and for each other. COVID-19 may have changed how we work and interact with each other but it has highlighted the ever growing need for kindness, care, compassion and the importance of community. Who would ever have thought that one of the most caring and kind things we could do for one another is to stay at home and wash our hands?

This year, amidst all of this adaptation, we are celebrating Pfizer CARES's, fifth year as a signature part of our Pfizer culture. Our corporate social responsibility program is underpinned by the four key pillars; how we care for Patients, Colleagues, Community and our Environment. It is delivered by thousands of our colleagues, who seek to create change and who are filled with joy as they strive to make a difference.

We have had an incredible journey to this point. In this report you will see not only impressive metrics for this period, but hear the stories from the people behind the impact and how their involvement in Pfizer CARES has impacted their lives too.

We have also been deliberate about demonstrating how we contribute to a much bigger picture – a blueprint to achieve a more sustainable future for all, as detailed in the 17 United Nations Sustainability Development Goals (SDG's).

Listening to patients is at the core of our business. It ensures we are placing ourselves in their shoes and understanding the paths they walk. It enables a greater understanding of the challenges health and wellbeing of our community, and helps us fulfil our purpose of delivering breakthroughs that change patients' lives™.

However, it's the work that we do beyond this that makes me smile most. It's knowing that our colleagues care so deeply about our people, our community and our environment that personally gives me joy. I hope hearing these stories makes you smile too.

The five-year relationship we have had with The Smith Family as our Charity of Choice is a particular highlight. Knowing that through our support we have given so many disadvantaged students, right here in Australia, the opportunity to finish school with the support of student sponsorships, to buy the things that many of us take for granted like school shoes, books, pens, glue sticks and access to technology and excursions and learning experiences.

These small things make each day more normal for these kids at school helping create a better environment for them to learn and grow. The program enhances education, social and health outcomes for those students and their families. Many of these students are our Nation's First Peoples and I know the impact of this support is felt deeply.

I am particularly proud that in 2020, Pfizer has entered into our Reflection Reconciliation Action Plan journey and as individuals we are all learning, immersing, reflecting and respecting our Nation's First Peoples in a way we had not before. This will lead to transformation in how we care for and engage with our Aboriginal and Torres Strait Islander community, in true and trusted partnership.

I do hope you enjoy this compilation of highlights over the last five years, and I can honestly say, Pfizer CARES.



**Pfizer CARES**

Pfizer CARES is the corporate social responsibility program for Pfizer Australia. This is our report card and our opportunity to share our work in helping to transform communities and live the four core pillars that shape who we are: patients, community, colleagues and environment.

# Caring for

# PATIENTS



**Krishan Thiru**

Medical Director



Making breakthrough medicines and vaccines is our core business and has been in Australia for over 60 years. In 2018, we celebrated our 60th birthday in Australia and in 2020, Pfizer's global 130th anniversary. Today, we produce medicines to treat a broad range of illnesses including cancer, rare disease, cardiovascular and metabolic conditions, inflammatory diseases, pain, neurological and mental health conditions.

In addition, we have a portfolio of hospital products and anti-infectives vital for critically ill patients. We also support disease prevention through smoking cessation and with life-saving vaccines.

Over the last five years Pfizer has been on an incredible journey to redefine itself as

an innovative medicines powerhouse so that we deliver breakthroughs that change patients lives faster and with greater impact for patients', health systems and the global community.

In refining and focusing our efforts we have had to let some things go such as our much-loved consumer brands including Chapstick, Caltrate, Centrum and Dimetapp, which transitioned into a joint venture with GSK in late 2019. More recently, in 2020 some of our well known Upjohn prescription brands, such as for erectile dysfunction and pain management, have found another home with Viatrix.

We take great pride and joy in knowing that these legacy brands are in good hands, and

that we can focus clearly on addressing important areas of unmet medical need using our sophisticated research capability and scale and our significant manufacturing capability globally, to unlock even more benefits for patients.

This focus is guided by a passion for what we call patient centricity, an unbridled enthusiasm for the interests of patients and what they need from us.

Seeking insights from patients and carers about their lived experience is a fundamental tenet of our approach, so we can bring medicines forward that have maximum impact and invest wisely in support and programs that mean the most to patients.

**Because we want our patient-centric work to be owned by every colleague no matter where in the organisation they are, we have defined three key pillars to guide our thinking:**



### Insights & Immersion:

How we listen to patients and carers, enhancing empathy



### Empowering & Equipping:

How we equip patients and carers with information and know-how about their disease and their treatments



### Supports & Services:

How we partner, collaborate and innovate to support patients



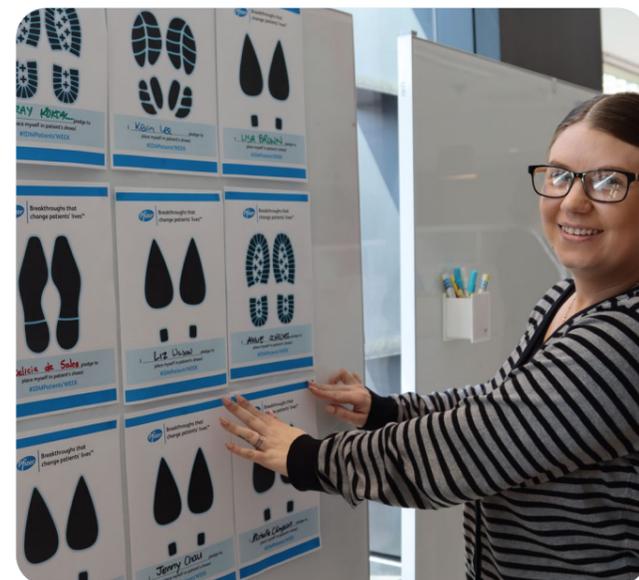
To holistically support patients, in addition to the 250 + lifesaving and life-changing medicines we make;

- We offer a medical information support line and medication app as well as [Get Healthy Stay Healthy](#) website where thousands of people get information they need to support their wellbeing. We have taken close to 100,000 calls in the last five years to help patients.
- More than 4,500 participants have entered Pfizer clinical trials in Australia over the last five years.
- We have supported patient organisations with a total of \$2.8 million dollars over the last five years to advance their work with the patients they serve. This includes a McGrath Nurse supporting metastatic breast cancer in the Northern Sydney region.
- Over 10 years, our Dimetapp partnership has generated over \$1.0 million dollars to the Starlight Foundation, helping sick kids in hospitals throughout Australia.
- Over 360 colleagues around Australia also have generously given blood or plasma to save lives of patients. Over the last 5 years our colleagues have made 1567 blood donations helping to save 4701 lives.

To continually improve our understanding of the patient perspective and celebrate the role our medicines play in their lives, we often invite patients and family members or patient group representatives to share their stories with us. We always learn and grow from these immersive experiences and are grateful that patients so generously share their experiences. We encourage one another to “step into the patients’ shoes” when planning and innovating.

Patients’ lived experience, shared through stories in their own words, are vital to help us understand that perspective.

The following stories from three incredible people, each unique, paint a picture of the many hundreds of patients who share their stories with us through presentations or in-depth research projects each year. These insights not only inform us but inspire us to help these patients and many more just like them.



Introducing Kristy, a mum and psychologist who has battled severe ulcerative colitis for many years.

Introducing Michael, a successful business person and grandfather, who has been crippled by rheumatoid arthritis.

Introducing Lisa, a young mum, diagnosed with a particularly rare form of lung cancer.

**We can learn so much through these personal stories. Hear from Kristy, Michael and Lisa about what our mission of breakthroughs that change patients’ lives means to them too.**

# WALK IN MY SHOES

## the shoes of an ulcerative colitis patient.

**Kristy**

Wife and mother to three beautiful children, Clinical Psychologist

*My name is Kristy. I am a Clinical Psychologist and share three beautiful children – William (nine years old) and my twins, George and Henry (six years old) – with my husband, James.*

### The early days

I had been experiencing all the classic symptoms – bleeding from the bowel, diarrhea, constipation, bloating, extreme fatigue, and weight loss. My Dad had lived with ulcerative colitis his whole life and so my diagnosis of colitis in 2011 was somewhat expected. However, my Dad had experienced a mild and well-managed form of colitis and I had no reason to believe that my experience would be any different. As such, I greatly

underestimated the impact ulcerative colitis would have on my life and the lives of my family.

The course of my illness followed a fairly typical pathway – periods of remissions and flares, the latter of which was managed by medication regimens, of which there were many side effects! Whilst initially very effective in reducing my symptoms, overtime I experienced an increasing number of flares that were becoming more difficult to manage with my usual medications.



### Life takes a turn

Fast forward to the beginning of 2018, I experienced my worst flare yet and I was no longer responding to treatment. Over the course of three months I was becoming increasingly unwell and was finding myself bed-bound at home or repeatedly admitted into hospital. In February 2018, I was diagnosed with toxic megacolon – a life threatening complication of inflammatory bowel disease (IBD) that involved the complete dilation of my large intestine, severe bloating, bleeding, fever, and pain. I was to spend the next two to three months in hospital receiving treatment with high doses of steroids and biologic agents. On one particular day, my gastroenterologist told my husband that he might need to ‘prepare for the worst’.

Throughout my hospital admission, the colorectal surgery team would visit my bedside everyday. They were attempting to prepare me psychologically for the possibility of surgery but my fear of this outcome meant that I was often angry at their suggestion that this might be the only thing to save my life. I had disclosed my concerns with a close family member (who was also a Doctor) and he shared this viewpoint declaring ‘you don’t want to be hit with that bullet’. Little did I know that this ‘bullet’ would be the medical breakthrough in my ulcerative colitis journey.

### The medical breakthrough

On the 9th of March 2018, my bowel perforated in three locations. Within a couple of hours, I was rushed to the emergency room and receiving surgery to remove my colon.

I woke up on 10th of March 2018, with an ileostomy, yet I no longer was experiencing the symptoms of ulcerative colitis and my life had been saved. It has by no means been an easy adjustment; I have since undergone further surgeries and move towards upcoming surgeries in 2020. Life will certainly never be the same for my family or I; it will always be marred by our experiences with this illness. Yet, here I am – alive, working, and able to enjoy my time as a mum and as a wife, thriving in so many ways.

Surgery is not a cure – it is an extreme form of treatment for those living with IBD. Surgery is also not the life sentence that it can often be perceived to be amongst patients and health professionals. I am a living example of someone who continues to experience the challenges of an ileostomy but who will be forever grateful for the surgeons who gave me the opportunity to continue to live a very meaningful life free from the symptoms of colitis.

### Collaborate, educate, encourage

I often wish that I had been better at advocating for my treatment and myself during the course of my illness. Yet it is hard to direct things when you are so ill, in denial about the seriousness of IBD, and lacking in education and awareness about the options available to you. My advice to all health professionals working with patients who experience IBD is to work collaboratively with patients, educate and encourage them to be active participants in the decision-making process; their capacity to be informed enough to self-manage their illness is critical to their overall outcome.

# WALK IN MY SHOES

## the shoes of a rheumatoid arthritis patient.

**Michael Gill**

Very happy Grandfather, mad keen cyclist, retired surfer, founder of patient support charity group Dragon Claw.

### The early days

Gnawing, twisting insidious pain crept in to every hour of every day. Just pulling the bed sheet up would cause me to cry in pain. One of my clinicians really did not understand things in the early days. I had been asking for strong pain relief for some time without success. It wasn't until a neighbour literally carried me in to the clinic in awful pain that he finally understood and action taken.

When I survey the desolate landscape of the first 10 months, the shadow devils and the burnt remains of what was, I am amazed at the journey. Being unwell with rheumatoid arthritis is not a condition I would wish upon my worst enemy. I had absolutely no idea

what was in store for me from that Christmas Eve in 2010. Taking up to seven medications a day, awful side effects and constant change. From needles to tablets, I seemed allergic to many and was not getting much relief.

### The breakthrough

What gave me hope was my wife, the Internet, the stories from others, the research literature and the tools available. I have spent months exploring the nooks and crannies of chronic disease through the Internet. There is a lot on offer and many good people but it is all over the place and sometimes hard to find.

In some odd way, coming down with such a disease has been a privilege. It has humbled

me and made me rethink my relationship with the world. It has deepened my feelings for my local hero, my wife. I can't take anything for granted because I am a small chemical step away from the dragon rearing its head, breaking loose and scratching me badly from the inside with its claws.

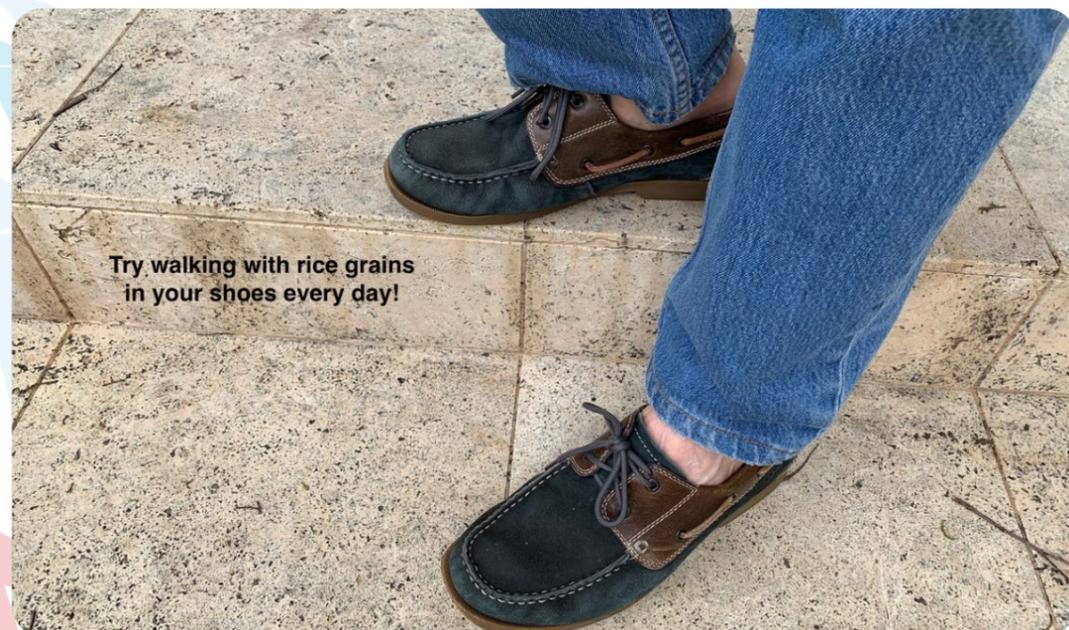
Both the disease and the drugs are exacting a price for my current level of stability and my ability to participate in life's little pleasures. Because I know good things may not last I have learnt to enjoy every moment hugely.

So after failing the conventional drugs (DMARDS) I qualified for the new biologic treatments six years ago. Failed the first, then the second and now finally working with the third, an angel's tear drop every month!

### And today

There are some key issues and discoveries I have made along the way. The disease is serious and has a terrible toll until you become relatively stable. Pain interferes with everything from sex to parties. With some, mental health becomes a major issue and with others the development of other associated medical conditions can be a real concern. The disease seems to relate slightly differently to each person who has it. No two cases are quite the same.

Standing back and letting all the professionals "just do their work" ignores two fundamental observations. The first is that whatever happens you and your partner will end up carrying the pain, bearing the load and taking the risk. The second is that the disease and its impact changes over time and you, by far, are in the best position to track this and to learn from your own history and from every angle of day-to-day life.



# WALK IN MY SHOES

## the shoes of a stage 4 lung cancer patient.

**Lisa Briggs**

Wife and mother to two beautiful children,  
Osteopath and Exercise Physiologist.

*My name is Lisa Briggs and I am a wife and mother to two beautiful children, Jasmine and Alastair. Until recently I owned and operated a sports medicine clinic where I worked as both an Osteopath and Exercise Physiologist. However, my life that I once knew, changed in an instance when I was diagnosed with Stage 4, lung cancer in November 2014.*

### Discovery

I was pregnant with my second child (Alastair) at 32 years of age, fit, active and otherwise healthy. However, in the very early stages of my pregnancy, I developed a wheeze with shortness of breath that became progressively worse as my pregnancy progressed. I was

told I had pregnancy related asthma, but four months after giving birth I coughed up blood and was rushed to hospital. It was there I was told I had bronchitis and sent home. Thankfully I trusted my instincts and went to a different hospital. It was there I was told I had lung cancer. But to make matters worse, I had a significant amount of bleeding in my lungs and required an emergency procedure to stop me from bleeding out.

### Words no one should hear

Words can't describe how it felt to be told 'you have lung cancer' and the questions that go through your mind: how did this happen? All I could think about was my children. What would happen to Kirk as a husband?

How were my children going to cope and survive? I can't afford to die now! My brain was in overdrive and these thoughts were like a playlist on repeat. It was terrifying. Then, further tests revealed the cancer had already spread to eight different locations in my body and I was told there was no cure. Words no one should ever have to hear!

### The breakthrough

Two months later, I was fortunate enough to enrol in a phase II clinical trial for a targeted therapy which saved my life! In the first six weeks all my tumours reduced by greater than 50%. In three months my PET scan was clear, indicating there was no active cancer in my body. However in December 2017, I developed six brain tumours on a routine brain MRI; none of which were causing symptoms. At this point I changed targeted therapies and

have remained stable since. Knowing I had access to a treatment option which would not only prolong my life but help me to live a good quality of life was critical; not just for me but for my young family. Being able to live my life like a 'normal' mum would, shop, cook, play chase or footy outside, do school and kinder drop offs/pickup etc not only takes the pressure off my husband but eliminates the emotional and psychological impact on my children.

Medical research helps keep young mums like me alive long enough to be able to create meaningful memories for my children. It gives me an opportunity to nurture my children and positively influence their lives as the role model we all want to be...but mostly it brings back meaning and purpose into our lives again! Thank you for always remembering the person behind the disease and never forget the real life impact you are making to people like me.



# Get Healthy Stay Healthy

Feisia Dam - Managing Editor

Get Healthy Stay Healthy Australia & New Zealand

We hear the saying often: knowledge is power. When it comes to health information, it is no different...but there is so much information 'out there' that navigating it all for people who are unwell, vulnerable and their family and carers can be very overwhelming.

Get Healthy Stay Healthy is a website Pfizer developed for global access to a credible, science and evidence-based information source on key health issues that people are searching for online. It provides actionable advice to help people have better conversations with their healthcare providers and family members.

In our local version of this site, we seek to bring Pfizer's medical expertise to people in a way that is in everyday language and also links people to other credible resources in Australia and New Zealand including patient group's information, supports and services.

In fact, in 2019 alone, 320,000 people have come to our Get Healthy Stay Healthy website to understand their condition better. We aim to give people the confidence to know what questions to ask their health professional and where to go for more quality information in our geographical area.

We are incredibly proud to play our part in providing this patient-centric information, and most importantly, to support empowered healthcare choices.

Learn more [here](#)



# A book to break down barriers

Monica Collins with My Friend Ben Needs Factor



My Friend Ben Needs Factor helps explain haemophilia to five to eight year olds. It likens the missing clotting factor to a soccer team minus a goalie, something most kids of this age group can relate to. Pfizer colleague, Monica Collins, wrote the book as a resource for families and haemophilia doctors and nurses.

*"There was a gap in haemophilia education materials for this age group so I started writing. The book was reviewed by two paediatric doctors and the Paediatric Australian Haemophilia Nurses Group before it was published,"* Monica said.

Kelly, a four year old boy with haemophilia says My Friend Ben Needs Factor is one of his favourite bedtime books.

*"Kelly now takes part in getting his Factor ready and out of the fridge 'just like Ben does',"* Kelly's mum Tara said.

*"We gifted one of the books onto Kelly's preschool during Haemophilia Awareness Week last year, have one at home and will pass another onto his school. We knew that this would be a helpful tool, but didn't realise how much Kelly would love it!"* Tara added.



# The McGrath Foundation

Supporting services for people with metastatic breast cancer

Starting from a time when there was very little assistance available for patients with metastatic breast cancer, the McGrath Foundation today provides around 20 metastatic breast nurses specifically supporting people and families impacted by advanced breast cancer.

Pfizer has a proud history of researching breast cancer and manufacturing medicines that make a genuine difference in the lives of patients with advanced tumours, and since 2016, has been supporting one of these specialist nurses. However, our partnership goes beyond corporate funds to support the McGrath Foundation.

Pfizer colleagues are active in raising awareness and funds working with the McGrath Foundation. This has included co-ordinating and participating in fun events such as bake sales, pink socks sales and attending the annual Pink Test as volunteer fundraisers. We have also had the great pleasure of hearing from McGrath Foundation nurses and gaining important insights into what these incredible nurses do and how they support patients and families.



# Starlight Foundation

Celebrating 10 years of partnership with Starlight Foundation in 2017

One of Pfizer's longest held community partnerships to support young patients has been with The Starlight Foundation. This is an organisation that provides smiles and diversional therapy in children's hospitals around the country in Starlight Express Rooms. The Team of Captain Starlights help hospitalised and seriously ill kids cope with their stay providing a fun and specialised space to do art and craft activities, play games and be entertained. They also visit the bedsides of children unable to get to the Starlight Express Rooms. Our partnership has been long lasting and goes beyond the funding. Pfizer colleagues have demonstrated their care around the country by volunteering many hours to help with activities in the Starlight Express Rooms and selling merchandise to raise even more funds. Our support over **10 years** has helped over **25,000** hospitalised children.



## Caring for

# COLLEAGUES



## Gaya Srikumar

Human Resources Director



At Pfizer we believe what makes the greatest impact to culture and performance is when our colleagues can make a meaningful difference to the society and communities we serve, and which resonates with our values. Pfizer CARES allows our colleagues to connect meaning to their work in so many ways; how we care for patients, each other, our community and the environment. Enabling every colleague the opportunity to be seen, heard and respected in a way to engage in meaningful work has been in line with our values, but also incredibly energizing to individuals.

Reflecting on the past five years of the Pfizer CARES journey, we have been very deliberate to lean into the colleague pillar of this program and there have been many highlights to share. Two years ago, with new global

leadership came a focused approach to our purpose: “Breakthroughs that change patients’ lives” and a refresh of our values (Courage, Equity, Excellence & Joy) and with this a clear direction for how we care for our colleagues.

Our organisation is constantly evolving and because we are highly matrixed both locally and globally, the need for colleague networks and interest groups to connect, guide best practice and collaborate across workstreams and reporting lines is essential. Also equipping colleagues for agile working or activity-based working has been a critical success factor that we have been working on over the last five years. Our most recent experience of living in the pandemic has seen a seamless shift to working from home and allowing colleagues to work in a way that supports work life balance.

## Living the Values

Colleagues have been encouraged to bring their whole, authentic self to work and we have been working on many of the following strategies to make this possible. Check out this amazing story of one of our colleagues who suffered a significant personal loss and has turned this into part of why she works at Pfizer and also supports organ donation.



Two of our NSW based Pfizer colleagues Michelle and Greg, have an incredible story of living and experiencing the Pfizer values, which started with a Pfizer CARES activity – A mobile blood bank visit to Pfizer at our West Ryde office back in 2016. Michelle gave blood and her routine pin prick test indicated something was wrong and she went straight into hospital for more tests.

From here thriving in her mid 20’s, she was diagnosed with Acute Lymphoblastic Leukaemia and ended up receiving around 17 Pfizer medicines to treat her cancer. But it’s the way Pfizer colleagues cared for her during her treatment that she recalls with gratitude. Now in remission, Michelle and also her father Greg share their reflections.



## Safety, Health & Optimising Wellbeing

Over the last five years we have been focused on the safety of our colleagues at all times and continually seeking ways we can support wellbeing. Colleagues can access a wellness subsidy as well as apps and online programs to support both physical and emotional wellbeing. This has also been particularly helpful during 2020 to support our colleagues. Wellbeing also includes being able to feel safe and cared for while bringing their whole self to work.

## Flexibility & Activity Based Working

We have four sites around Australia located in WA, NSW & VIC. Our head office transitioned from West Ryde in the suburbs of Sydney to the Sydney CBD in late 2018. The new building was custom built and designed to facilitate activity-based working and support flexibility for over 350 colleagues. This was the biggest change to the way a large group of colleagues works since Pfizer was founded in Australia over 60 years ago.

This transition project spanned over two years and was aptly named NURA, an Aboriginal word for meeting place. Check out this video about our transition to Barrack Place – Sydney CBD.



Countrywide, we have been encouraging flexible working where possible to allow people to integrate caring responsibilities

and acknowledging that as a global company, work hours are variable and technology a great mobiliser for working from home.

When COVID changed access to our worksites, this flexibility enabled us to adapt quickly. One of the other key initiatives we have been very proud of is the extension of our parental leave policy to facilitate both parents/carers of newborns to care for their children in the first 12 months. Check out Dan & Lee's experience as new dads taking advantage of Pfizer's new policy.



## Colleague Networks

These networks of like-minded people has been grassroots led with colleagues determining special interests to enhance their work, their wellbeing and foster greater collaboration amongst colleagues. Examples include the emergence of our Women's Leadership Network and Social Committee. These have been valuable instruments of learning, collaboration and great joy.

## Diversity & Inclusion

Given equity is a core Pfizer value, it has been wonderful to work proactively with colleagues to create formalised networks and learning opportunities for LGBTQI+, through a group called Pfizer OPEN. Check out this video about our colleague James Baber and his involvement in OPEN.



Also we have been enjoying great courage and joy with the creation of our Culture & Tradition interest group. This has seen hundreds of colleagues join virtual meetings sharing

cultural and tradition sharing perspectives and traditions from a variety of different cultures. In 2020, we commenced the reflection phase of our Reconciliation Action Planning Process, many colleagues have been involved in cultural safety training as well as opportunities to understand historical context and contemporary inequality still present today. See our Vision of Success for Reconciliation at Pfizer on the next page!

## Leadership & Talent Management

We have flattened our corporate structure in recent years to simplify operations, enable agile decision-making and reduce red tape, and in doing so, been very deliberate in creating opportunities for colleagues to simplify operations and increase agility in decision making and reduce red tape, we have been very deliberate to create opportunities for colleagues to develop in their roles and offer as many opportunities to advance within Pfizer, locally, regionally and globally. This has seen an increase in internal promotions as well as short and longer-term secondments to learn and contribute in new and different ways.

## COVID CARE

Since early March 2020, many colleagues (outside of core manufacturing colleagues), have been working from home. This has presented an incredible opportunity to support and care for each other in ways we had not even thought of before. There has been no greater time than this to focus on keeping colleagues safe, well and engaged in their work. Leaders have been very deliberate to be transparent, inclusive, highly visible and accessible throughout this period. While the pandemic is not over yet, we take great courage from reports of higher than ever engagement and a sense of being supported and cared for.



### Think big

We pursue daring ideas - because breakthroughs favour the bold.

### Speak up

We say what's on our mind - because candour makes us stronger.

### Be decisive

We make choices - because time and resources are precious.



### Focus on what matters

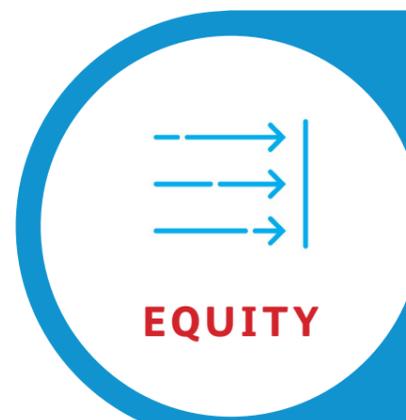
We prioritise what is important - because getting those few things right can make all the difference.

### Agree who does what

We assign clear responsibilities - because effective collaboration depends on clarity

### Measure outcomes

We always use metrics - because you can't manage what you can't measure.



### Be inclusive

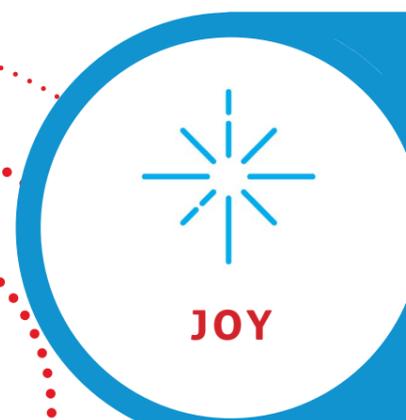
We respect all people for who they are - because diversity raises us all.

### Act with integrity

We always do the right thing - because patients' lives depend on us.

### Reduce healthcare disparities

We strive to serve all patients - because everyone deserves equity in access to healthcare.



### Take pride

We celebrate our impact - because our work changes patients lives.

### Recognise one another

We honour our colleagues' and their efforts - because praise sparks passion.

### Have fun

We can always make room to be playful - because laughter is good medicine, too.

## **COURAGE:** **(Historical Acceptance)**

Pfizer colleagues will acknowledge the wrongs of the past and the impact of these wrongs on our Nation's First People. Pfizer Australia will work together with local Aboriginal and Torres Strait Island communities to advance reconciliation and embed respect for the world's longest surviving culture.

## **Equity:** **(Equality & Equity)**

Pfizer will be a place where every person deserves to be seen, heard and cared for. Pfizer colleagues will serve to reduce any inequalities within the Aboriginal and Torres Strait Islander communities.

## **Our UNITED Vision for Reconciliation**

Pfizer Australia will recognise and collaborate with local Aboriginal and Torres Strait Islander communities to deliver positive health outcomes, sustainable social impact, equity and opportunities.

## **EXCELLENCE:** **(Institutional Integrity)**

Pfizer colleagues will be active in observance and participation in key Aboriginal and Torres Strait Islander community structures and events. They will innovate to maximise healthcare outcomes by collaborating closely with the community to meet their needs.

## **JOY:** **(Race Relations)**

Pfizer will have meaningful, joyful and enduring relationships with our Local Elders. Pfizer colleagues will refer to Local Elders for advice and be aware of cultural safety considerations such as language, appropriate interactions and cultural protocols.

## Caring for

# COMMUNITY



**Elise Kelly**

Pfizer CARES Steering Committee Chair and Oncology Lead ANZ



As we take this opportunity to reflect on five years of colleagues caring for our communities through the Pfizer CARES program, it is inspiring to see just how much work has taken place and how it has grown. Vital to this progress has been our simple strategy to invest in causes our colleagues care about, create meaningful opportunities to engage and provide the flexibility to get actively involved.

Our Charity of Choice, The Smith Family, has been an incredible partnership over the past five years and enabled us to sponsor 75 students in the Learning for Life Scholarship, including 17 who have Aboriginal heritage. Breaking the cycle of disadvantage for these students and their families has measurable and intergenerational impact. We have also volunteered hundreds of hours to support activities from hackathons to Work Inspiration,

work experience events and donated a phenomenal 16,000kg of clothes.

**You can check out our full partnership report [here](#)**

The full list of other community partnerships we have had over five years is long indeed. Over 25 different charities have benefited from our annual Community Collaborations grant program alone. This program allows colleagues to apply for Pfizer donations towards a cause they care for and has led to nearing \$100,000 in donations over the years.

Other partnerships have been enduring over time and engaged many colleagues in their impactful work such as The Starlight Foundation, Variety, The McGrath Foundation, The Food Bank, Red Kite, Ronald McDonald House and The Red Cross.

In 2020 we have responded to the events that have dramatically impacted Australia. We have sought to mobilise as much extra funding as we could to support the bushfire recovery efforts in Australia. Further with COVID limiting our face to face volunteering we have pivoted to virtual volunteering and embarked on a journey with Commuteer to facilitate this. This has been an important shift, and we are all still adapting to a virtual way of caring, but it certainly has its benefits and allows colleagues from any location to collaborate to solve some of our community partners' challenges.

Beyond our simple strategy, the success of the Pfizer CARES community pillar has been driven by the breadth and depth of genuine colleague engagement. Many colleagues have taken a leadership role supporting a cause with passion and are inspiring hundreds of others to join them. We would like to introduce you to just some of these outstanding community leaders, we call them our Pfizer CARES Champions.



*everyone's family*



# SMITH FAMILY

## - Meet Kimberley Henderson

The Smith Family is a national, independent children's charity helping disadvantaged Australians to get the most out of their education, so they can create better futures for themselves.

Over the past five years Pfizer has assisted The Smith Family (TSF) by organising 326 events, totalling 1,438 volunteer hours and raised a total of \$259,253. Meet Kimberley Henderson, the Pfizer CARES champ for The Smith Family. Kimberley has been involved with TSF since 2017.

*“Through my own family experiences, I believe that education is the key to giving young people a path to unlock their potential and break the poverty cycle not only for them, but for their families both current and future”*

- Kimberley Henderson

As Pfizer Australia's Charity of Choice, Pfizer has invested more than \$255,000 to support the education of young Australians in need, and to help them break this cycle of poverty. We have provided financial assistance,

personal support and access to targeted educational programs for 72 students. 26 of these children identify as being Nations First Peoples.

For me personally, the greatest joy of being a Pfizer Champ has been in the Work Inspiration (WI) program. Students arrive to the program with a limited idea of what they may do after school finishes. Over the course of two days I can see the excitement, confidence and energy build on their faces as they start to realise and comprehend the potential for careers and opportunities they never knew existed.

It is a truly life changing experience for students, and one that can change their view of what is possible to dream and achieve. I genuinely feel many students' lives have changed direction as a result of participating in this program and the impact extends to their families as well. The letters I have received from students that attend the WI program has confirmed this and really touched me and all the Pfizer colleagues involved.



# THE STATS



326 Events

1,438 Volunteer Hours



\$259,253 Raised



# Australian Red Cross Lifeblood

## - Meet Jennifer Petkos

Every blood donation at Australian Red Cross Lifeblood can help save three lives. Donated blood is so versatile – it can be made into 22 different medical treatments and is used to treat so many different conditions. People of all walks of life need blood products.

Since 2015 Pfizer Australia colleagues have supported the Red Cross Blood Service through a total of 1,567 combined blood and plasma donations. These donations have helped contribute to 4,701 lives being saved.

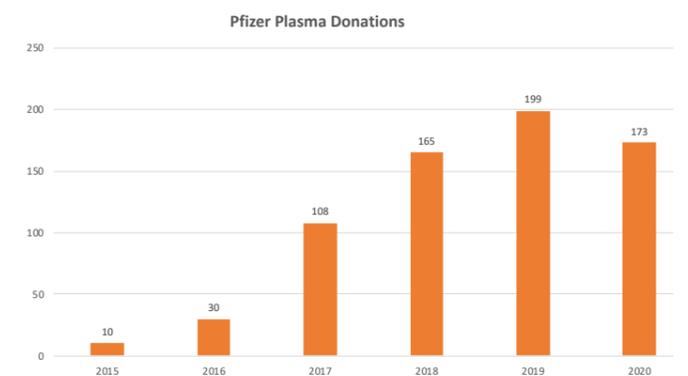
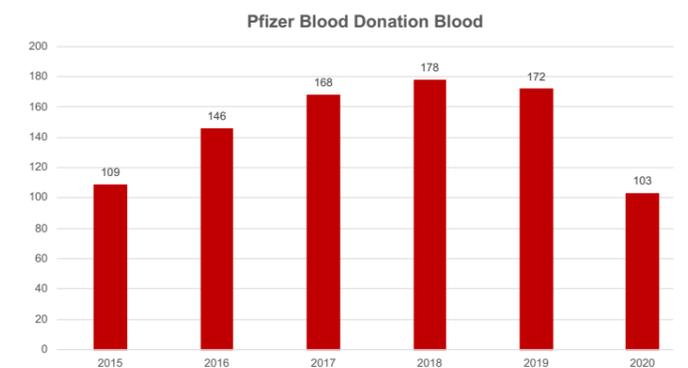
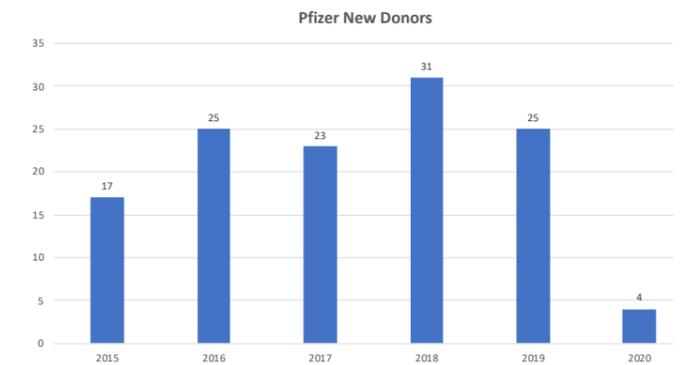
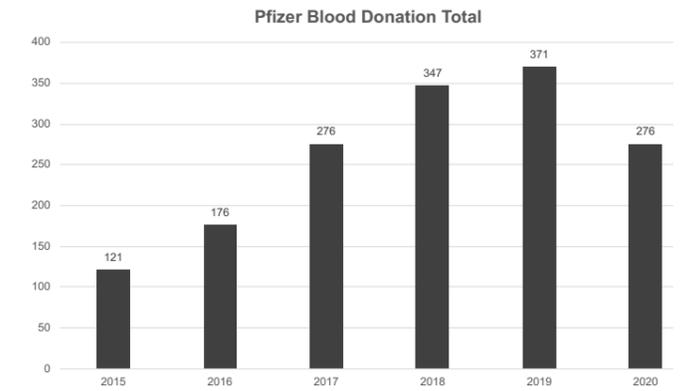
Meet Pfizer colleague Jennifer Petkos, the Pfizer CARES Champ for the Red Cross Blood Service.

*“I became involved with blood donation after my father needed a blood transfusion 20 years ago. I will never forget the moment we received a call from the hospital telling us they had received a compatible blood donation. I made a commitment there and then to donate blood for the rest of my life to repay the precious gift from the unknown stranger/s who had taken the time to roll up their sleeve and save a life” - Jennifer Petkos.*



Despite COVID-19 restrictions, we were still able to increase blood donations for the first half of 2020 by 26%. This is a fantastic result that is indicative of the strong commitment of our Lifeblood team.

Caring is part of who we are at Pfizer Australia. I'm energised and inspired by the many enquiries from colleagues on how to join the Pfizer Lifeblood cause. The need for blood and plasma never stops, so we need to keep inspiring others, sharing our stories and booking those appointments to donate.



We have seen strong growth in donations from 2015. With COVID 19, there has been a notable and understandable decline.

# Daffodil Day & Food Bank

## - Meet Delicia De Sales

The Cancer Council Australia aims to promote cancer-control policies and to reduce the illness caused by cancer in Australia. It advises various groups, including the government, on cancer-related issues, acts as an advocate for cancer patients and their friends, and is a major funding contributor towards health research, prevention and education.

Foodbank is Australia's largest food relief organisation and helps to fight hunger by sourcing food for people in need. They provide more than 70% of the food rescued for food relief organisations nation-wide.

Pfizer Australia and New Zealand started working with Foodbank in 2017 and have donated a total of \$49,140 as well as food donations plus 325hrs of volunteering since 2017. Every dollar donated to Foodbank provides two meals for people in need of a nutritious meal. Pfizer's donation has helped served 98,280 meals across Australia and New Zealand.

*"I believe great initiatives are born from small ideas. If I want to bring about a change in the world for these causes, then it should begin with me,"* - Delicia De Sales.

Over the past five years Pfizer Australia and New Zealand has provided a growing number of volunteers to Daffodil Day. In 2019 we have around 100 colleagues from across the country raising funds for the cause. Meet Delicia De Sales, the Pfizer CARES champ for Foodbank since 2018 and Daffodil Day since 2019.

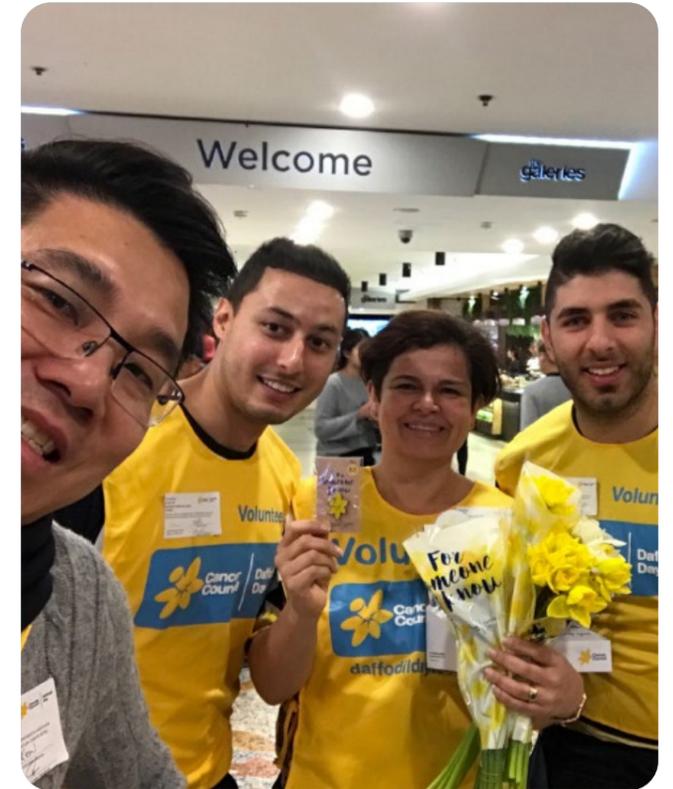
Being involved in the Foodbank program is very important to me because I have seen firsthand the impact of poverty and starvation to adults and children. I was born in a third world country and will never forget seeing people eat from garbage bins.

*"If we can start with finding solutions to end hunger and promote cancer research and prevention in Australia, then it will be a beacon of hope for the rest of the world."* - Delicia De Sales



Hunger is one of the world's biggest health problems and around 9 million people die of hunger or hunger related diseases every year. I find this especially heartbreaking considering the tonnes of food that gets wasted worldwide each day. I have been involved with Foodbank through Pfizer and on my own by assisting with hamper packing on weekends during Christmas and for the drought relief.

During 2019/20 I was particularly proud to be involved in a range of initiatives including the repurposing of morning tea for the bushfire appeal and Daffodil Day.



# COMMUNITY

## Movember & Ronald McDonald House

- Meet Sloane Carvell

Movember aims to tackle Mental Health and Suicide Prevention, Prostate cancer and testicular cancer. Since 2003, Movember has funded more than 1,250 men's health projects around the world, challenging the status quo, shaking up men's health research and transforming the way health services reach and support men.

[Read more here](#)

Ronald McDonald House aims to support the ever-changing needs of seriously ill children and their families. They want to achieve the best outcome for families by reducing the impact of their child's serious illness.

[Read more here](#)

Pfizer Australia first participated in Movember during 2017, raising just over \$1,600. Since then, colleagues have participated in a friendly competition between sites, seeking to grow the most impressive moustache and in 2019, Pfizer raised \$10,477. Movember is a great, fun way to remove the stigma associated with men's health and mental health issues.

*"Participating in Movember has provided colleagues with a great way to build team spirit and get engaged while also raising important funds for the cause. Leading our Movember team has been fun, and I've enjoyed networking with a range of colleagues across different Pfizer sites."*  
- Sloane Carvell.

In 2018 Pfizer's team in Perth became involved with the Ronald McDonald House by cooking meals for their Home for Dinner

program at Nedlands House. Over the years, we have had several groups of colleagues take part in cooking dinners including the Senior Leadership Team and this has been a terrific way to build team spirit and connection to the community. Throughout 2020, COVID-19 limited our ability to volunteer, however colleagues in Perth managed to raise \$20,000 to assist with Home for Dinner and Adopt-a-Room Programs. Every colleague who has participated with Ronald McDonald House has enjoyed the experience and many have moved onto become individual sponsors by donating their time to cook a meal, showing their continued support.

*"Caring is intrinsic to what we do at Pfizer every day for patients and this was a great extension of our caring for the community. By assisting Ronald McDonald House colleagues were able to see first-hand some of the patients and families we support with medicine. It provides us with a reminder of the important work they do every single day."*  
- Sloane Carvell.



# COMMUNITY

## The Ronald McDonald House

- Meet Oliver Leach



Ronald McDonald House aims to support the ever-changing needs of seriously ill children and their families. They want to achieve the best outcome for families by reducing the impact of their child's serious illness.

[Read more here](#)

The Melbourne Pfizer team became involved with RMH in mid-2018 after a colleague was involved in a cooking experience held at their Westmead location in Sydney. Since then we have had a personal partnership with the RMH in Clayton and this has provided colleagues with opportunities to visit the house and see firsthand the impact we have had on their community. The Pfizer team in Melbourne have supported RMH through themed dinners, providing baked goods, running a collection for non-perishable food, Christmas gifts collection, writing letters of support and adopting a family room for a two-year period. In addition to donations the team have volunteered their time which has provided everyone with a more rewarding and engaging experience.

In real time we were able to see the smile it puts on our colleagues' faces, the families at the house and to really see the value of the work we do each day with some of Pfizer's medicines being used at the hospital RMH has established as a house.

*"Colleagues not only have enjoyed their volunteering experiences but have also been more engaged and motivated to do more. Volunteering has left them with a warm fuzzy feeling inside -I believe promoting an engaging volunteering experience is far more valuable than transactional experiences."*  
- Oliver Leach.

# COMMUNITY Redkite

- Meet Neda Taghavi

Providing essential support to children with cancer, and their families, has been Redkite's focus for over 30 years. We're here throughout the whole cancer journey, from the moment of diagnosis until after treatment finishes.

**Read more [here](#)**

Without receiving any Government funding, Redkite is reliant on the generosity of individuals and organisations like Pfizer. Redkite closely aligns with Pfizer's patient centric focus and being involved in this charity helps colleagues see the tangible outcomes of cancer treatment and healthcare.

Pfizer has volunteered to support Redkite through so many events including:

Sponsorship of Corporate Quiz, Donation check to Redkite at Pfizer Gala, Redkite BBQ day, raffle ticket sale and silent auction, Redkite Thank You Evening, Dry July, Xmas card sales and Kilometres for Kids Fundraising Event.

*"It is extremely heart-warming to know that each of the volunteering and fundraising events we are a part of with Redkite helps at least one patient or a family that has been impacted by cancer. Knowing the hardship that they are going through and knowing that through Pfizer CARES we played a hand in lifting some of this burden off their shoulders is the most rewarding part of being involved. It fills me with an enormous source of joy, value and purpose each day"* - Neda Taghavi.



# COMMUNITY Variety, the Children's Charity

- Meet Joyce Teh



Variety, the Children's Charity supports kids (aged 0-18) who are sick, disadvantaged or have special needs. Variety's vision is for all Australian children to attain their full potential, regardless of ability or background.

Meet Joyce Teh, the Pfizer CARES Champ for Variety, the Children's Charity. Joyce became involved with Variety at the beginning of 2015, since then she has helped with a range of events including self-fundraising activities and facilitated the Pfizer CARES Grant Program.

**Watch Joyce's video [here](#)**

Variety has provided Pfizer colleagues with first-hand experience in volunteering at both the Children's Christmas Party and Easter Family Fun Day in 2019. In 2019 alone Pfizer had more than 60 colleagues volunteer over 300 volunteer hours to the charity. It's terrific to know that the efforts of our colleagues have put big smiles on the faces of children at Variety. **Check out the video [here](#)**



*"Variety is all about equity and ensuring disadvantaged Aussie kids with special needs have a fair go in life. The support the charity provides helps these children to experience a more normal childhood through learning, playing and fun activities,"* - Joyce Teh.

## Caring for

# ENVIRONMENT



### Louise Graham

Head of Market Access ANZ



As a global organisation Pfizer recognises the significant responsibility we have for the impact of our people, products and production on our environment. Pfizer's "Green Journey" is defined by six key focus areas: Climate change, preserving natural resources, greener processes, water, waste and recycling.

**Read more [here](#)**

Locally we contribute to these areas of responsibility in a number of ways and over the last five years, colleagues as a collective and as individuals, have become increasingly engaged in caring for our environment.

### Greening our Operations

In addition to the many initiatives to improve energy and water use and solid waste

reduction in our local manufacturing sites, we have focused on our supply chain, purchasing and local re-use and recycling efforts.

We have also extended our partnership with DHL and committed to reduce the environmental impact of our logistical operations through the carbon offset plan.

**Read about the plan [here](#)**

In 2018 we moved our head office from West Ryde, NSW to a greener office at Barrack Place, a next generation, A-Grade Sydney CBD workplace. A commercial office building incorporating the latest technology and focused on sustainability, achieving a 5.5 Star NABERS Energy rating and 4 Star NABERS Water rating. Barrack Place has been awarded WELL Certification at the Platinum level by the International WELL Building Institute.

The activity-based office space means we're able to work with a smaller footprint. The move has also facilitated greater use of public transport for the work day commute contributing to fewer cars on the road. Recycling is strongly encouraged as is waste reduction, across all sites. For example, we shifted to centralised stationery stations, specialised coffee cup recycling stations and "on demand" printing capability to reduce paper and ink wastage.

We worked hard to minimise the impact of the office relocation through effective waste segregation and we repurposed where possible: we donated excess stationery to Reverse Garbage and donated crockery, cutlery and commercial kitchen equipment to charities. We also allowed colleagues to purchase office equipment for home reuse.

For several years we have been offering hybrid options for our tool of trade vehicles and encouraged cycling to work with end of journey facilities for colleagues.

With our wonderful and long-standing partnership with The Smith Family, we have donated thousands of kilos of used clothing

to their clothing recycling business. Pfizer was one of the largest corporate contributors to high quality, resalable clothing items. This kept 16,000 kilos of clothing out of landfill and helped The Smith Family raise valuable revenue to offset program costs.



### Environmental Volunteering

Clean Up Australia Day has been a signature, annual event in which our colleagues have engaged nationwide, having a positive impact in the local environment where our offices or manufacturing is based.

Since 2016, we have been collecting mountains of rubbish from our local surrounds including the foreshore of the Parramatta River at West Ryde. We've collected more rubbish each year, by the roadside and or washed up on the foreshore, including large amounts of



plastic, shopping trolleys, children's toys, car tyres and so much more. It is very satisfying to get out there to clean up the environment, helping to protect our wildlife, ocean life and the health and safety of others. Raising awareness through our volunteering also acts as a catalyst for waste reduction strategies within our worksites.

We also broadened our environmental volunteering opportunities to support OzHarvest on tackling food waste and the Centennial Parklands Sydney NSW on parkland preservation and waste clearing.

## Response to Disasters

### Cyclone Pam

Responses to natural disasters including cyclone Pam in Fiji in 2015. Pfizer Australia provided \$10,000 to the Australian Red Cross who delivered much needed aid, healthcare and support to the Island nation of Vanuatu off the coast of Australia which was hit hardest by the storm. In addition, The Pfizer Foundation\* provided a US\$10,000 grant to the American Red Cross to provide additional support to The Australian and New Zealand Red Cross who were working together to support relief efforts.



### Australian Bushfires

The devastation of the Australian bushfires over 2019-2020 was significant for many communities and businesses. Experiencing extreme natural events close to home and in our own backyard generated an extraordinary response from our colleagues, both locally and around the world.

As the smoke filled the air all around the country through the end of 2019 and well into 2020, our leadership and colleagues swung into action to determine the most effective and timely response to the bushfires. This included a Pfizer Colleagues Australian Red Cross Fundraising page that raised over \$30,000 and was matched by Pfizer Australia. Our Barrack Place Sydney and field-based colleagues also donated boxes of fabrics to be sewn into pouches by Animal Rescue Collective Craft Guild for wildlife injured from the bushfire.

In addition to our local efforts, The Pfizer Foundation donated USD\$100,000 to support Direct Relief International's response efforts which included support of local government, NGOs and other stakeholders on response efforts, shipping 500K N95 masks as well as the distribution of medicines to local communities. **You can read more about their efforts on their website [here](#)**

Our colleagues around the world wanted to help too, so a Pfizer Foundation Disaster Relief Match\* Campaign was initiated. These colleague donations were made by almost 100 colleagues from 6 countries. This created and additional USD\$21,540 and was been split between Red Cross and Direct Relief, all earmarked for Australian wildfires.

Knowing the recovery from the bushfires is far from over Pfizer donated AU \$8,000 funds towards the Foundation of National Parks and Wildlife to support the [Heal Our Land program](#) and [Support Wildlife Volunteers initiatives](#).

As with all of the CARES program, it's the grass roots leadership and engagement, from colleagues throughout the organisation, that brings our commitment to caring for the environment to life, creating positive change.

Josephine and Rosie are two of these special colleagues. They have led Clean Up Australia Day nationwide. Thanks to them and our hundreds of colleagues who have been out there cleaning up, our environment is cleaner.

**Thank you.**

\*The Pfizer Foundation is a charitable organization established by Pfizer Inc. It is a separate legal entity from Pfizer Inc. with distinct legal restrictions.

## ENVIRONMENT

# Clean Up Australia

- Meet Josephine Maltese and Rosie Moffat

Clean Up Australia has evolved into an organisation that works with community, government and businesses to provide practical solutions to help us all live more sustainably every day of the year.

Visit their website [here](#)

*“Clean up Australia Day has shown how far people will go to help the environment, watching our colleagues go the extra mile by going through mangroves and cobwebs to make sure that rubbish does not make it into our waterways or stay hidden for an animal to eat is inspiring,”* Josephine Maltese.



- Josephine Maltese

*“I am proud to be involved in making a difference, I know there is so much more to be done,”* Rosie Moffat.

Each year more colleagues get involved showing a shared awareness between those who care for the environment. Over the years, colleagues have participated in Clean Up Australia Day by collecting rubbish from various sites including our manufacturing sites in Mulgrave Melbourne, Perth and South Australia as well as our Collins Street Melbourne office.



- Rosie Moffat

# Measuring our impact



**Leigh Simmonds**

Manager External Relations, CSR & RAP Lead

At Pfizer Australia, we all hope to make an impact through what we do, especially through our CARES program. But how do we know if we actually do? As CSR lead at Pfizer and Inaugural Chair (volunteer role) of IMPACT2030, I have found new meaning in the words “impact”, and a fabulous way to measure some of it. IMPACT2030 is a global initiative mobilising the human capital (employee volunteers) of corporations around the world, to solve some of the world’s greatest problems, as defined by the United Nations 17 Sustainability Development Goals. (SDGS) Pfizer is a global partner to IMPACT2030.

**About the SDGS [here](#)**

I am really pleased to report that Pfizer has contributed to all 17 of these goals in some way through our CARES program over the last 5 years. While we recognise this is very much a metric of activities and outputs connected to the Global Goals, we believe this is a helpful way for us to know we are applying our efforts and funds in the right direction as determined by the member nations of the UN Global Compact and the SDG’s. Over the next 5 years I hope we can go further with our measurement and work more closely with our patients, colleagues, community partners,

charities, and other stakeholders to measure impact through their perspective and what matters most to them.

**More info about IMPACT2030 [here](#)**



# CARES REPORT

## SDG Social Impact Scorecard



### PATIENTS



### COLLEAGUES



### COMMUNITY



### ENVIRONMENT



# THANK YOU

