ELEVATING As A Force for Good

In 2020, WLI ELEVATE embarked on a journey to transform and inspire the women of Johnson & Johnson to pursue leadership roles by creating a more inclusive organizational environment and providing enhanced support in the form of community, inspiration and a safe place to be open and vulnerable about personal and professional challenges.

After 25 episodes of WLI ELEVATE we are proud to share, how by empowering women to be a catalyst for change in communities across the world, we made a positive impact as a force for good.

WLI ELEVATE’S 25th Episode

We could not have achieved this milestone without our dedicated team of volunteers who worked tirelessly to create unforgettable experiences, and our loyal audience members who embraced WLI ELEVATE programming.
Our ‘Watch for Women’ Campaign
CHARITABLE ORGANIZATIONS

The launch of our ‘Watch for Women’ campaign in Season 3, allowed WLI ELEVATE to expand its reach to elevate women outside of Johnson & Johnson. This initiative supported charitable organizations that advance the health, education and welfare of women and girls around the world. WLI ELEVATE highlighted six charitable organizations to help its audience discover and make meaningful choices to support an organization that uplifts and empowers women.

Today, over $150,000 has been donated to the following charities of focus for Season 3:

- CARE
- INTERNATIONAL RESCUE COMMITTEE
- MOTHERS 2 MOTHERS
- ONE SIMPLE WISH
- TORY BURCH FOUNDATION
- UNICEF KIDS IN NEED OF DESKS (K.I.N.D.)
Our ‘Watch for Women’ Campaign
WOMEN-OWNED BUSINESSES & COLLABORATIONS

The partnership with our ‘Watch for Women’ campaign women-owned businesses, as well as other businesses with similar values and interests, created opportunities for collaborations in support of charitable organizations:

TIFFANY & CO.®

- Donated 10% of the total retail value of any purchase made by U.S.-based Johnson & Johnson employees (up to a total corporate donation of $25,000) to international humanitarian organization, CARE, and its H.E.R. (Health Equity and Rights) Program.

$1,900 Raised

TORY BURCH

- Tory Burch offered a 10% discount for all in-store purchases following her WLI ELEVATE episode, with these proceeds being donated to the Tory Burch Foundation in support of small, women-owned businesses.

$7,000 Raised

LINGUA FRANCA

- Donated $100 from every WLI ELEVATE branded sweater purchased to One Simple Wish to grant 160 life-giving wishes to girls and young women in foster care who have experienced abuse and neglect.

Nearly SOLD OUT IN 1 week! $1,300 Raised.
THE IMPACT OF OUR ‘WATCH FOR WOMEN’ CAMPAIGN

International Rescue Committee

Just as the pandemic revealed inequalities in our society, it also highlighted how coming together to create an equal world can have a significant impact on those in need.

As part of its ‘Watch for Women’ campaign, WLI ELEVATE featured the International Rescue Committee (IRC) as one of its charitable partners. Through the support of the WLI ELEVATE audience, this global alliance provided:

- 17,000 women and girls with group-based psychosocial support services
- 7,800 women and girls with gender-based violence case management support

With the financial support of WLI ELEVATE’s ‘Watch for Women’ campaign, the women and girls the IRC serve globally, will be able to reclaim their dignity and power—and ultimately thrive.
THE IMPACT OF OUR ‘WATCH FOR WOMEN’ CAMPAIGN

One Simple Wish

WLI ELEVATE has created a safe community for the women of Johnson & Johnson to be open and vulnerable about personal challenges. In that same spirit, One Simple Wish, one of the WLI ELEVATE ‘Watch for Women’ campaign’s charitable partners, delivers the gift of caring and connection to children in our nation’s foster care system.

With more than 500,000 children each year spending time in the U.S. foster care system, the opportunities to empower kids in need are limitless. One Simple Wish delivers gifts that challenge children to dream bigger by providing love, hope and joy.

Through the financial support of the WLI ELEVATE’s ‘Watch for Women’ campaign:

- 148 women and girls had wishes granted, including these highlighted below:
  - 16 young ladies received their wish of a laptop to further their education
  - New car tires to ensure reliable transportation to travel to work
  - A stethoscope was gifted to a young woman who is starting nursing school
  - A young girl received a tablet to help with verbal development, and learning shapes and colors
  - An 8-year-old was gifted with a new winter coat and winter clothing
  - Nursery bedding and accessories were given to a family of a newborn who is coming home after a stay in the NICU
  - Healthy food was provided for a young woman who has food insecurity while struggling to attend college and work part-time
ELEVATING Through Partnerships

Our ‘Watch for Women’ Campaign
WOMEN-OWNED BUSINESSES

Building upon the ‘Watch for Women’ campaign, WLI ELEVATE also elevated 26 women-owned businesses to showcase creative women empowered to follow their dreams and to transform and inspire the next generation of women leaders.

In addition to spotlighting one of the women-owned businesses during each of our Season 3 episodes and including their products in speaker/co-hosts gifts, we also harnessed the reach of our social media platforms and our paid social ad campaigns to allow for greater exposure to these businesses.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Impressions</th>
<th>Reach</th>
<th>Clicks</th>
<th>Post Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>be</td>
<td>494,146</td>
<td>409,120</td>
<td>1,528</td>
<td>227,961</td>
</tr>
<tr>
<td>KAYU</td>
<td>507,989</td>
<td>402,804</td>
<td>1,379</td>
<td>268,436</td>
</tr>
<tr>
<td>THE CHAI BOX</td>
<td>293,903</td>
<td>213,092</td>
<td>870</td>
<td>136,722</td>
</tr>
<tr>
<td>CUP of TE</td>
<td>238,221</td>
<td>202,346</td>
<td>644</td>
<td>123,649</td>
</tr>
</tbody>
</table>
Our ‘Watch for Women’ Campaign
LINGUA FRANCA X WLI ELEVATE

Once again, we deployed our paid social media ad campaign to help increase awareness of these collaborations.

OCTOBER

<table>
<thead>
<tr>
<th>PARTNER</th>
<th>IMPRESSIONS</th>
<th>REACH</th>
<th>CLICKS</th>
<th>POST ENGAGEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ELEVATE x Lingua Franca Carousel ad</td>
<td>385,473</td>
<td>277,781</td>
<td>3,393</td>
<td>2,788</td>
</tr>
<tr>
<td>ELEVATE x Lingua Franca Video ad</td>
<td>536,276</td>
<td>344,742</td>
<td>10,930</td>
<td>121,179</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>921,749</strong></td>
<td><strong>592,319</strong></td>
<td><strong>14,323</strong></td>
<td><strong>123,967</strong></td>
</tr>
</tbody>
</table>

NOVEMBER

<table>
<thead>
<tr>
<th>PARTNER</th>
<th>IMPRESSIONS</th>
<th>REACH</th>
<th>CLICKS</th>
<th>POST ENGAGEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ELEVATE x Lingua Franca Carousel ad</td>
<td>385,747</td>
<td>219,855</td>
<td>2,489</td>
<td>2,446</td>
</tr>
<tr>
<td>ELEVATE x Lingua Franca Video ad</td>
<td>495,089</td>
<td>325,093</td>
<td>8,153</td>
<td>86,432</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>880,836</strong></td>
<td><strong>544,948</strong></td>
<td><strong>10,642</strong></td>
<td><strong>88,878</strong></td>
</tr>
</tbody>
</table>