

SUSTAINING COMMUNITIES

OUR OPPORTUNITIES

- Creating opportunities for more young people in STEM programs and careers, thereby increasing the pool of available talent to GM
- Working toward safer roads and communities
- Engaging employees through volunteerism and giving opportunities
- Building positive relationships in communities that strengthen our social license to operate

OUR CHALLENGES

- Continuing to reach deep into our communities to make sure that everyone has an equitable chance to succeed
- Measuring social impact in a meaningful and statistically rigorous way
- Balancing our resources between corporate giving, R&D and other priorities
- Creating wider acceptance of the idea of shared value across the automotive industry

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SUSTAINING COMMUNITIES

Social Impact Strategy



To help achieve our vision of a future with zero crashes, zero emissions and zero congestion, our social impact strategy focuses on philanthropic investments that create inclusive and sustainable solutions to common social issues.

We're working to expand access to science, technology, engineering and math (STEM) learning opportunities, provide safer transportation options and create avenues for everyone to thrive.

While our social investments in 2020 supported many COVID-related response and recovery programs, we maintained a robust portfolio of nearly \$35 million in funding to 357 U.S.-based nonprofits. Together, these projects will impact an estimated 5 million individuals through a variety of support services.

Several of our nonprofit programs have a global impact, but the map to the right shows how charitable funds were distributed to projects across the U.S. in 2020. GM also provided in-kind assets to nonprofits valued at more than \$9.8 million.

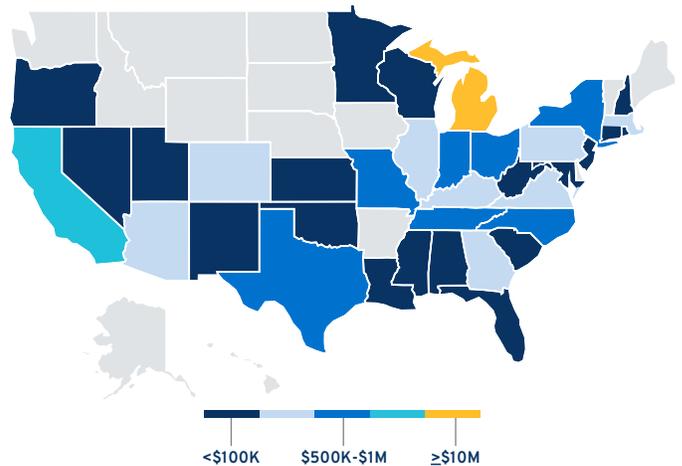
Our work puts people at the center and is structured under three focus areas in alignment with the United Nations Sustainable Development Goals:

3 GOOD HEALTH AND WELL-BEING 	Vehicle and Road Safety	4 QUALITY EDUCATION 	STEM Education ----- Detroit
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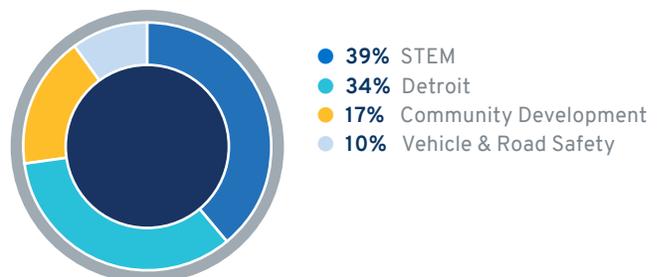
8 DECENT WORK AND ECONOMIC GROWTH 	11 SUSTAINABLE CITIES AND COMMUNITIES 	Community Development ----- Detroit
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Corporate Giving Heat Map

(U.S. Giving by State, 2020)



2020 Focus Area Funding



Creating Equitable Opportunities

We prioritize programs that create equitable opportunities for minority populations. In 2020, more than 65% of our grant funding supported a variety of diverse communities.

43%

Black/African American

13%

Hispanic/Latino

10%

Other underrepresented minorities

For each of our three pillars, we employ a four-step social impact framework to determine areas where we have the most potential for impact:



Potential partners also use this framework when applying for grants. Based on the pillar with which an organization is aligned, each applicant must explain the indicators and outcomes that their program will address. This alignment ensures our community investments are used to make quantifiable positive impacts in their respective focus areas.

How We Measure Progress



Advance STEM Education

- Increase in students who earn a degree in STEM that matches market needs.
- Increase in presence, achievement and persistence for underrepresented minorities in STEM fields.
- Increase in supply of qualified teachers trained in STEM subjects.

Success: More students with employable labor skills for STEM careers.



Fuel Safer Practices in Vehicles

- Increase in seat belt and restraint usage.
- Decrease in impaired and distracted driving.
- Increase in awareness and knowledge of effective vehicle and road safety practices.

Success: Fewer vehicle-related injuries and deaths.



Improve Neighborhoods and Empower Residents

- Increase the number of individuals with marketable technical and vocational skills.
- Decrease the number of individuals facing economic barriers.
- Increase the number of residents positively impacted by innovative community improvements.

Success: More individuals with improved economic opportunity.





SUSTAINING COMMUNITIES

STEM Education



GM worked alongside Girl Scouts of the USA to develop a series of Automotive Engineering Badges for elementary students. The program is now available to girls in every residential ZIP code in the U.S. and aims to strengthen the next generation of female leaders in automotive engineering, design and manufacturing.

General Motors works across the country to bring culturally responsive programs to youth who may not otherwise have robust STEM learning opportunities available to them.

1.4M

estimated individuals impacted by STEM education programs in 2020.

We are helping youth from diverse communities develop a STEM identity and foundation in an effort to increase presence, persistence and achievement in STEM. Through investments in immersive learning, computational thinking, artificial intelligence and the

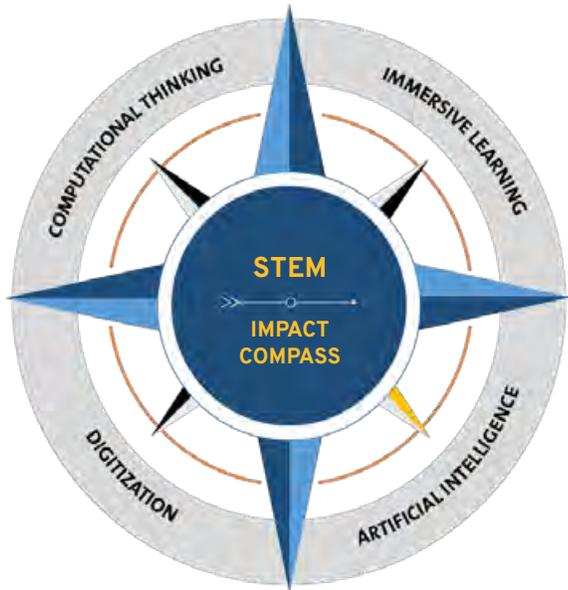
digitization of education, GM is committed to equipping students from all backgrounds with future industry-relevant skills, accelerating the path to an equitable STEM talent pipeline.

Despite the promise of STEM careers, too few students are pursuing STEM-related education and degrees today. This has led to a looming talent gap for our future workforce. This gap exists at all levels of education, especially in the U.S. The most recent Trends in International Mathematics and Science Study, for

example, reports lagging scores for U.S. students as early as fourth grade. By high school, according to the Programme for International Student Assessment, the U.S. ranks 38th out of 71 countries in math ability, and 30th among the 35 Organization for Economic Cooperation and Development member countries.

We choose initiatives and partners using a research-based analysis of various challenges, such as teacher shortages, quality of teaching resources, high attrition rates for underrepresented minorities, low student engagement, and inequities and inequalities in STEM education. Given the strategic importance of STEM education to the long-term sustainability of our business, GM engaged with 72 nonprofit organizations across the U.S. in 2020 in an effort to:

- Increase the number of students who earn a STEM degree that matches market needs.
- Increase the presence, achievement and persistence of underrepresented minorities in STEM fields.
- Increase the supply of qualified teachers trained in STEM-related subjects.



The STEM programs we support fall into four emerging areas with the potential to drive transformative solutions. We call this model the STEM Impact Compass:

Immersive Learning

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

Artificial Intelligence

- Exploring artificial intelligence (AI)-powered technologies with the potential to facilitate teaching and learning.

Digitization

- Using online and digital tools to transform how learning is delivered inside and outside the classroom.

Computational Thinking

- Developing analytical, multidisciplinary skills like experimentation and problem solving.

Zero Barriers to STEM Learning

As we have all witnessed over the past year, students with disabilities, like those in other underserved populations, have been among the most disadvantaged by COVID-19 school closures. This is one reason GM has collaborated with the Smithsonian Science Education Center (SSEC) on a Zero Barriers in STEM Education Accessibility & Inclusion program. The program is focused on accessibility and inclusion in STEM education, especially for students with cognitive and physical disabilities and will help to ensure that all students, no matter their ability level, have access to high-quality STEM education.

SSEC formed a national advisory committee of experts who are working to develop first-of-their-kind guidelines for educators to deliver effective and accessible lessons in the classroom. The guidebook was released in Fall 2020 in a partnership with the District of Columbia Public Schools (DCPS) system. School administration and teachers from 12 DCPS middle schools participated in training sessions to equip them with these best practices and deliver high-quality, relevant STEM education that is accessible and inclusive to all learners.





SUSTAINING
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Vehicle & Road Safety

In keeping with GM’s value that safety and quality are foundational commitments, the second focus area of our strategy supports global efforts to increase safe practices in and around vehicles.

In 2020, during the height of a global pandemic and associated lockdowns, motor vehicle traffic and vehicle miles traveled reduced significantly. However, a preliminary study conducted by the National Highway Traffic Safety Administration found the number of people killed in crashes rose 4.6% from 2019. Authorities from the study suggest that this spike is due to an increase in risky behavior, including not wearing a seat belt, speeding and driving while impaired.

Based on this study, it is evident that GM’s commitment to help bridge the gap between today’s transportation reality and a future of zero crashes must remain a priority. Through programs with organizations such as Safe Kids Worldwide, National Safety Council and National Organizations for Youth Safety, over 2 million individuals were impacted via projects funded in 2020.

810,000

individuals to receive education on seat belt use.

408

high schools to provide road safety programming.

30,000

individuals committed to the Safe Driving Pledge.



SUSTAINING COMMUNITIES

Community Development



Our third focus area encompasses our efforts to enhance the quality of life in our communities around the world.

In 2020, GM focused its community development efforts on workforce readiness, economic prosperity and innovative placemaking. We recognize the importance to not only equip individuals with the essential skills to gain secure employment in a competitive economy but also empower them with the tools to advance economically in communities that positively impact their well-being.

Last year, we engaged with dozens of nonprofits, impacting an estimated 65,000 individuals.

35

small businesses to receive support in Flint, MI, and Buffalo, NY

6,400

free rides to alleviate transportation barriers

1,300

women of color to receive entrepreneurship education



Valley CAN

Committed to reducing air emissions in California’s San Joaquin Valley, Valley CAN is working with local community colleges to promote green jobs skilling through technical automotive programs. In a region with the worst air quality in the U.S., an 11% unemployment rate and 16% of the population living in poverty, there is an abundant need for well-paying, high-tech green jobs advancing GM’s vision of an all-electric and zero emissions future.

For more than 100 years, Detroit has been home to GM's global headquarters.

That's why we have aligned specific areas of focus to the needs of Detroit and its residents. In the last five years alone, GM has invested more than \$50 million with local nonprofits that are delivering lasting change. In 2020, we funded 57 projects that will impact an anticipated 296,100 individuals.

The roadmap below highlights some of the nonprofits we work with to help make Detroit a great place to **LEARN**, **WORK** and **THRIVE**.





SUSTAINING COMMUNITIES

Other Ways We Give Back

In addition to our three focus areas, we address community needs at the local plant level as well as through employee volunteerism.

COVID-19 Response

When the COVID-19 pandemic took the world by surprise in 2020, General Motors acted swiftly to aid the global fight. In the U.S., we quickly transitioned several assembly lines to manufacture ventilators, building 30,000 in 154 days for the federal government. Across our South American operations in Argentina, Brazil, Chile, Colombia, Ecuador and Peru, facilities mobilized to repair ventilators for hospital use, loan GM fleet vehicles to local nonprofits, and donate time and resources to educational organizations and food banks. For example, in Argentina, GM employees volunteered to check in on older adults in need of food, medicine and other necessities. After contacting individuals by phone and learning their needs, city officials then delivered supplies using Chevrolet vehicles on loan from GM.

Our global facilities also produced face shields and gowns, as well as millions of masks in China, the U.S., Canada, Mexico and Brazil. Beyond our delivery of personal protective equipment, GM and its employees made donations to nonprofits on the front lines, including \$715,000 to the Chinese Red Cross Foundation and more than \$1.6 million to organizations in Canada.

GM Community Impact Grants

GM's commitment to our communities helps establish a legacy of trust with key individuals, groups and organizations while demonstrating interest and accountability to community concerns and issues. The Community Impact Grants program, now in its 11th year, enables GM facilities to support neighbors through local nonprofit partnerships. In 2020, GM plants and facilities provided more than \$2 million in grant funding to more than 150 nonprofits that will impact an estimated 110,000 people. Examples include:

- Flint Operations—\$20,000 to the Neighborhood Engagement Hub to establish a community tool shed, allowing residents to borrow tools to help reduce city blight.
- Arlington Assembly—\$25,000 to the University of Texas, which helped 375 minority high school students prepare for the math portion of the SAT.
- Tonawanda Engine—\$10,000 to Buffalo Area Engineering Awareness for Minorities, which enabled 100 children to participate in a Saturday STEM Academy to learn more about engineering careers.



Sustaining Communities

GM Student Corps

Another signature program is GM Student Corps, a paid summer internship program for high school students in underresourced Michigan communities that offers community service, life-skills training, college readiness and team building.

This program has engaged 1,340 high school and college students since 2013. Due to the pandemic, the 2020 program was limited to 15 college students who engaged virtually in personal and professional development, deep dives into GM functional areas and design thinking challenges.

teamGM Cares

From manufacturing and distributing PPE and tutoring students online, to leading neighborhood cleanups and utilizing unique skills to improve nonprofit operations, the global employee volunteer force, known as teamGM Cares, remained engaged in their communities in 2020. To help commemorate a decade of teamGM Cares in 2020, the Corporate Giving team launched an online resource to showcase how the company invests in our communities and how employees could get involved in a variety of activities throughout the year.

Community Support in China

Employees of our SAIC-GM-Wuling joint venture remain committed to helping communities through partnerships that meet basic needs, access quality education and pursue rewarding careers. Recent initiatives include the Promise of a Glass of Water campaign, which encouraged individuals and businesses to conserve water. Volunteers also built wells and installed water purification equipment at eight schools in rural China, helping provide drinking water to more than 2,000 children.

To promote education and career development, the company has a book donation and library program for rural children, with over 15,000 books donated since 2018. In 2020, we funded scholarships for three university students and three middle school students from disadvantaged families. GM China employees also visited the Shanghai office of Junior Achievement (JA) China for a special live broadcast to young university talent. Employees held a panel discussion where they described their daily work and answered questions about career growth.

TEAMGM CARES IN 2020

Our global employee volunteer force encourages employees to roll up their sleeves and help improve our communities around the world.

15,190
employee volunteers

115,610
volunteer hours

21
states and
10
countries

valued at
\$1 million
for nearly 300 nonprofits

Employee Participation

