Executive snapshot
By Amy Haigh, Associate Editor

Patricia Shrader on BD’s volunteer history

History of helping
BD’s legacy of social responsibility goes back to its founding, over 100 years ago, by Maxwell W. Becton and Fairleigh S. Dickinson. They believed that success went beyond product innovation and sales goals and extended to improving the lives of others. Our corporate purpose, “Helping all people live healthy lives,” guides our philanthropic actions. The company’s philanthropic involvement has evolved over time; we formally aligned our programs during the late 1990s to better reflect our global presence. Remarkable NGO (nongovernmental organization) partners worldwide inspire, guide, and accompany us in our efforts.

Philanthropic causes
We contribute to programs and organizations that relate to the company’s purpose. We consider an organization’s reputation, capabilities, experience, approach, and program relevance. We also weigh how our contribution will deliver value, make a measurable impact, and help provide a new or innovative level of service. We work with our “trusted partners” to address challenging global healthcare issues (e.g., HIV/AIDS, maternal and neonatal tetanus, measles).

Disaster relief
We maintain relationships with NGO partners experienced in disaster relief and recovery and designate funds to them to address immediate needs. These partners are adept at assessing healthcare product donation needs and possess extensive networks with clinics, hospitals, and in-country community-based organizations, so our products and grants reach those most in need. As a member of the Partnership for Quality Medical Donations, we follow WHO standards for medical product donations. In the wake of the December 2004 Southeast Asian tsunami, we donated $125,000 each to the American Red Cross and the U.S. Fund for UNICEF to address immediate needs and committed $1 million in product donations (including syringes, needles, and medical equipment) to two “trusted partners” — AmeriCares and Direct Relief International. BD expanded its U.S.-based matching gift program to match associate donations worldwide up to $250,000.

Promoting volunteerism
Our associates have the opportunity to help address global healthcare issues and advance new technologies to meet healthcare challenges in their daily work. We support our associates’ involvement in social investment programs by providing flexibility for approved paid volunteer days and by recognizing exemplary volunteer efforts through grants to volunteer organizations. Our associates worldwide support local agencies that contribute to community educational, cultural, environmental, health, and welfare needs. Corporate offices are involved in their communities and often provide expertise on local boards of nonprofit organizations, provide space to organizations, serve as mentors, and volunteer with first aid and fire services. We are particularly proud of a new volunteer program, conceived in partnership with Catholic Medical Mission Board, that will send 10 associates to Zambia to work with AIDS patients.