

# GUIDE TO APPLICATIONS FOR PROJECT FUNDING

Munich Re’s corporate re-  
sponsibility strategy is based  
on binding criteria set out  
by the Board of Management  
and on specific guidelines  
for our support activities. The  
following guide provides  
information on the guidelines  
for our social commitment  
and our concrete support  
criteria and categories.

## 1 Guidelines for corporate citizenship

Munich Re sees its responsibility as a member of society (corporate citizen) in issues closely related to its core business and, at its locations, in the areas of culture and social affairs.

- Munich Re supports projects whose long-term and sustainable aim is to resolve concrete challenges faced by society.
- In selecting issues, Munich Re considers business-relevant issues (link to core business) and corporate locations and concentrates on only a few, relevant areas of promotional focus.
- Munich Re strives for partner-like cooperations with charitable institutions.
- Munich Re is increasing its support for large-scale projects which show a measurable effect in meeting societal challenges and which are regularly evaluated with regard to their effectiveness.
- Munich Re is interested in involving its own staff members in corporate volunteering measures relating to charitable projects.

## 2 Support categories

Categories	Description
Science and education	Contributions to universities and schools
Social projects	Support projects at corporate locations; focus on “Helping people to help themselves”
Demographic change	For example, inter-generational equity, migration, diversity
Natural catastrophes	Focus on preventing catastrophes, but also measures to provide aid in the event of catastrophe
Culture	Visual arts, performing arts, music and literature
Health	Promotion of preventive projects or selected projects promoting sports
Environment	For example, power generation and supply, climate, dwindling natural resources, biodiversity

### 3 Support criteria

#### **Projects/initiatives/organisations are recognised as worthy causes if they**

- are compatible with our guidelines and support categories;
- are associated with business-relevant issues or a Munich Re office;
- are high-quality, have a good reputation and are authorised to issue confirmations of funding;
- show they are of lasting benefit because of the objectives defined; in the case of major projects, the benefit also needs to be measured and an evaluation carried out;
- are transparent as far as the appropriation of funds is concerned, in particular if they make donations themselves.

#### **Projects are recognised as particularly worthy causes if they also**

- provide opportunities for long-term support within the framework of a cooperation or partnership (around three to five years),
- allow employees to become involved via corporate volunteering projects,
- provide for stand-alone sponsorships,
- have a qualitative project plan and provide interim and final reports.

**Individuals are not eligible for funding.**

### 4 General information about applications

- Charitable projects are eligible for donations or sponsorship by Munich Re.
  - **Donation:** The donor (i.e. Munich Re) does not receive any consideration from the recipient in return for its donation.
  - **Sponsorships:** The sponsor (i.e. Munich Re) receives a contractually defined consideration (e.g. advertising services) in return for its sponsorship.
- **Application format:** Ideally by e-mail (responsibility@munichre.com) together with all the relevant documents, or by post to the following address:

*Münchener Rückversicherungs-Gesellschaft  
Corporate Responsibility  
Königinstrasse 107  
80802 München*

#### **- Information to be provided in your application:**

- Name of institution
  - Name of applicant
  - Address
  - Telephone
  - E-mail
  - Name of project
  - Support category (see above for details)
  - Project objectives
  - Brief description of project (for details, please attach the relevant documents)
  - Type of support desired (donation, sponsorship, both are possible)
- **Approval:** Your application will be reviewed upon receipt by the relevant department. You will receive a response from us within due course by e-mail or post.