

## Community Engagement Summary

REYNOLDS

## 2024



#### Our Community

- 05 Our Impact
- 06 Our Legacy
- **07** Message of Thanks

#### **Our Partnerships**

- **10** American Red Cross
- 12 United Way
- 14 Keep America Beautiful

#### **Our People**

- **18** Kickstarting Careers with Kindness
- 20 Transforming Living Spaces
- 22 Supporting Students to Thrive
- 24 Packing Supplies for Those in Need
- **26** Delivering Services to Seniors
- **28** Encouraging Employee Volunteerism

# Contents

#### Our Giving

- **32** Employee Resource Group Giving
- 34 Corporate Philanthropy
- **38** Reynolds American Foundation
- **40** Santa Fe Natural Tobacco Company Foundation
- 42 American Snuff Co. Trust

Reynolds American Inc. is a member of the global BAT Group and is the U.S. parent company of R. J. Reynolds Tobacco Company; Santa Fe Natural Tobacco Company, Inc.; American Snuff Company, LLC; R. J. Reynolds Vapor Company; and Modoral Brands, Inc. All subsidiaries operate and conduct separate, distinct businesses. References to "Reynolds," Reynolds American'," "the organization," "the group," "the company," "we," "us," and "our" are simply for convenience and are not intended to imply or suggest that the subsidiaries' businesses are operated other than as separate, distinct businesses.

# Our Community

Serving our communities is core to who we are and to our mission to create A Better Tomorrow<sup>™</sup> by Building a Smokeless World. We're grateful to each employee, community member and friend who helped support our work and service throughout the year. Together, we made incredible progress.

66

I am incredibly proud of our employees and extend my heartfelt thanks to our community partners. The passion and purpose demonstrated through community engagement within these pages is integral to who we are as a business and supports our purpose to create A Better Tomorrow<sup>™</sup>."

> David Waterfield President and CEO of Reynolds American Inc.



**Our Partnerships** 

#### **OUR IMPACT**

To maximize our impact, we have clearly defined our philanthropic approach to focus on employee volunteering and giving, corporate giving and foundation giving. We support directed giving focused on impact, and our engagement with employees and community partners has strengthened through this approach.

**IN 2024 WE HAD:** 

employee volunteer hours



employee volunteers

250+

nonprofit partners and grantees

\$5.5 million+

in donations and grants



#### **OUR LEGACY**

#### OUR VISION

To create positive societal impact to deliver a thriving community.

### OUR MISSION

Deliver meaningful change through focused community giving and engagement connecting People, Planet, and Prosperity.

#### 

Connecting with and contributing to our communities is a tradition and point of pride at Reynolds American, dating back to the 1800s. Generously devoting time, talent, and resources, our companies and employees are on a mission to improve lives and support the communities where we live and work.

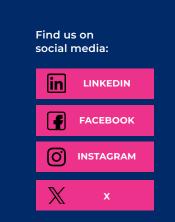
## 

#### **FEELING INSPIRED?**

We continue our volunteer work every day—see what else our employee volunteers are up to!

ရှာ

\$



Our philanthropic approach centers on three essential areas to build thriving communities:

- Supporting the basic human needs of **PEOPLE**;
  - Protecting and restoring the natural resources of our **PLANET**; and,
  - Advancing **PROSPERITY** for all.

#### 66

#### **MESSAGE OF THANKS**

Through collaboration with nonprofit organizations and other entities in our local communities, our employees genuinely embrace giving back and look forward to engaging each year with their fellow Reynolds American teammates. We are honored to support their passion for delivering lasting, positive outcomes in our communities.

To each of our colleagues who dedicated their time, effort, and compassion to strengthening our communities: thank you. Your acts of service create a powerful collective impact, demonstrating the remarkable change we can achieve when we work together."

#### Shay Mustafa

Senior Vice President of Business Communications and Sustainability within the Reynolds American organization

#### **Our Giving**

REYNOL

# Our Partnerships

Our strategic partners are nonprofit organizations with whom we have long-standing relationships including volunteerism, donations and financial support.

#### **STRATEGIC PARTNERS**

The American Red Cross, United Way and Keep America Beautiful represent cornerstones of Reynolds American's long-term commitment to building thriving communities. These strategic partnerships reflect our holistic approach, addressing critical needs across disaster relief, education, economic empowerment and environmental sustainability. By working together, we are investing in a brighter future for generations to come, ensuring our communities have a strong foundation for success.



We are a member of the American Red Cross' Disaster Response program. Following Hurricane Helene's devastation in our home state and beyond, we increased our Red Cross donation to \$1 million in 2024 to aid relief efforts.

=>

**Disaster Relief** 

All American Red Cross disaster assistance is free.

We are incredibly proud of our many employees who stepped up to help those affected, as well as participate in blood drives throughout the year in response to national shortages.



American Red Cross

This year, thanks to the generosity of our employees and the American Red Cross, we collected 124 life-saving blood donations, demonstrating our commitment to contributing life-saving resources to those in need."

**Our Community** 

Debbie Allison Senior Manager of Wellness IN 2024 WE DONATED:

# \$1 million

to the American Red Cross to aid relief efforts



Reynolds American | Community Engagement Summary 2024



United Way of Forsyth County

#### COMMUNITY COMMITMENT CAMPAIGN

The Reynolds American organization has been a proud partner of the United Way of Forsyth County for more than 100 years. Over the past century, we have worked to support the organization's mission to uplift communities, help students succeed, and improve economic mobility.

Our 2024 Community Commitment Campaign saw a boost in employee volunteerism as teams coordinated projects to give back to the communities where we live and work.



Our Community



#### THE 2024 CAMPAIGN INCLUDED:

640

volunteers

**Our Partnerships** 

hours

60

projects



**Our People** 

12

66

It's incredibly rewarding to witness the passion and generosity of our employees during the Community Commitment Campaign. Across numerous projects and service activities at nonprofits, we joined hands to benefit the United Way and created tangible change in our communities through collective action."

ATLANTA

#### Walter Farabee

Senior Manager of Community Engagement within the Reynolds American organization

#### **Our Giving**

## BEAUTIFUL

For over 40 years, we have partnered with Keep America Beautiful (KAB) to enhance the appearance of communities through cleanup events, beautification projects and community education. Through KAB, we support the Cigarette Litter Prevention Program which includes providing ashtrays, distributing pocket ashtrays, and conducting cigarette butt litter cleanups.





Through Keep Winston-Salem Beautiful (KWSB), employees within the Reynolds American organization participate in the following cleanup programs:

- Adopt-A-Street;
- · Adopt-A-Stream; and
- Adopt-A-Park

where our team brings new life to sections of:

- Reynolds Blvd.;
- Mill Creek; and
- the Salem Lake Park.

We have been a corporate partner of KWSB for more than 30 years, improving community appearance through clean-ups, beautification projects and educational events.



IN 2024:



bags of trash were collected

events

739

volunteers

# Our People

We value causes and initiatives that are important to our employees, and we offer various ways for them to increase their personal commitments to organizations they are passionate about.



ß

ஃ



2 days of annual volunteering leave per employee



annual amount that Reynolds American Foundation matches per employee to nonprofits and colleges

#### VOLUNTEERISM

Each year, employees may use up to two days to volunteer at a nonprofit of their choice.

#### **MATCHING GIFTS**

Reynolds American Foundation matches employee gifts to nonprofits and colleges, up to \$7,000 per person, annually.

#### **BOARD MEMBERSHIP**

Employees are encouraged to hold board positions, especially as representatives of the Reynolds American organization.

#### **SCHOLARSHIPS**

Scholarships are available to the children of employees, including National Merit and Vocational scholarships.

\$7,000

#### KICKSTARTING CAREERS WITH KINDNESS

Giving back to the community is a major part of Reynolds American's culture which also resonates in the intern experience. During orientation week, 80 summer interns took on service projects with Senior Services, Second Harvest Food Bank, and Keep Winston-Salem Beautiful. Each of these nonprofit organizations is a long-term partner of Reynolds American.

In addition to supporting important causes, the interns learned more about their community and one another.







#### TRANSFORMING LIVING SPACES

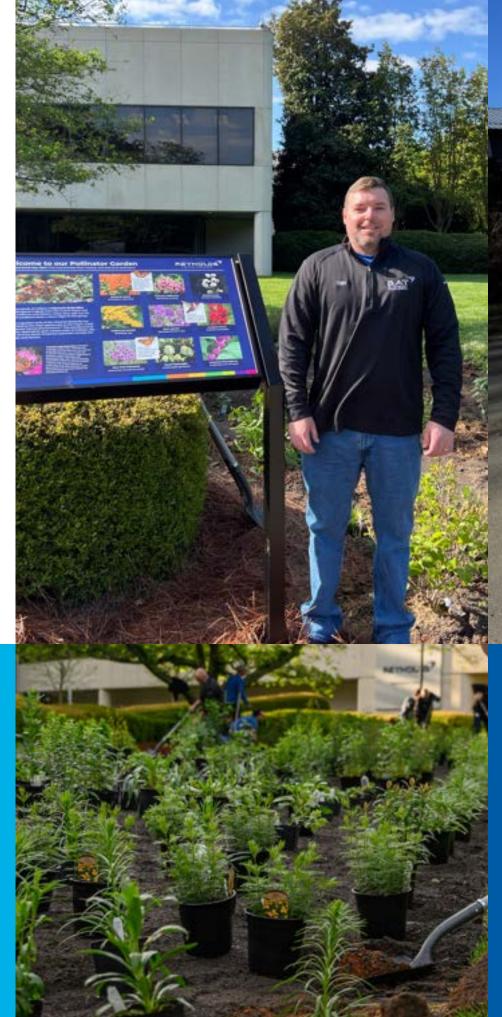
#### **POLLINATOR GARDEN**

On Earth Day 2024, an enthusiastic group of employee volunteers gathered at the Reynolds Operations Center in Tobaccoville, NC. Sporting their best gardening gloves, our colleagues took up shovels and planted 54 species and 519 native seedlings.



It was inspiring to see so many colleagues come together to create this incredible pollinator garden to help make a difference in our local ecosystem."

**Tony Woods** Maintenance Analyst within the Reynolds American organization



#### SAMARITAN'S PURSE

Following Hurricane Helene, many employees donated time, money and resources, making deliveries to mountain communities, and providing service to those in need. A group of Women's Employee Resource Group members traveled twice to Boone, NC to provide relief to homeowners impacted by flooding and storm damage. The volunteers removed mud, cleared out water-damaged personal possessions, removed walls and insulation and applied mold growth inhibitor.

**Our Partnerships** 

Following the devastation in Western North Carolina, the Women's Employee Resource Group had the privilege of helping with home restoration. More than restoring walls, it felt like we restored lives, dignity and a sense of normalcy that everyone deserves. In times of distress and disaster, we rise together as one community."

Somya Qureshi Director of Business Development within the Reynolds American organization

#### **Our Giving**

#### **SUPPORTING STUDENTS TO THRIVE**



Our support for the annual Big Brothers Big Sisters (BBBS) Bowl for Kids' Sake event in Winston-Salem spans 41 years, since the event's inception. Each year, the fundraiser benefits one-to-one and school-based mentoring programs for children ages six to 18.

We've also worked with BBBS to source volunteers for one-to-one mentoring. These volunteers spend quality time doing homework, playing games or just being with their 'little brothers and sisters' up to three times a month.

#### THE 2024 FUNDRAISER INCLUDED:

employee fundraising teams

raised through bowling

corporate donation to support BBBS' mission





Reynolds' commitment goes beyond financial contributions, bringing together diverse communities to support future generations. Their dedication serves as a strong example of corporate responsibility and highlights the significant impact they have on the well-being of our community."

Joni DeLellis Director of Administration of Big Brother Big Sisters Services, Inc.



Our Hispanic Origin and Latin American Employee Resource Group volunteered with Latino Community Services in Winston-Salem, preparing gardening beds for vegetable growing, assembling a playground and swing set, mulching the playground area, replacing damaged ceiling tiles, creating a sensory board, outdoor drawing board and more.

Latino Community Services builds bridges between the Latino community and the broader community, promoting mutual understanding and benefits.



22

**Our People** 





Thanks to the generous contributions from Black Employee Network Yielding Outreach and Unity Employee Resource Group members and Reynolds American organization employees, we donated necessary food items and essential school supplies like tissues, disinfecting wipes, notebooks, folders, pencils, markers, crayons, erasers, glue sticks and glue bottles for students at the Winston-Salem Street School.

#### **Our Giving**

#### **PACKING SUPPLIES** FOR THOSE IN NEED

#### **REGIONAL VOLUNTEERISM**

Employees of our Trade Marketing teams designate time to give back to the communities where they live and work. Four regions held back-to-school supply drives to benefit youth at the Boys and Girls Clubs across Newport, RI; Cambridge, MD; Williamsburg, VA and St. Louis, MO.

In the Chicago Region, 120 team members packed over 60 care packages for Wisconsin veterans cared for by the local Veterans of Foreign Wars in Sheboygan.

66

As a veteran and a member of the Veterans Employee Resource Group at Reynolds American, I have a special connection with the causes and charities across the area and enjoyed being able to activate my team for such a great cause. Hearing from the local chapter that the activities benefitted those in need was special and the Chicago Region looks forward to continuing to make a positive impact."

#### Josh Rzepecki

Senior Director of Chicago Region within the Reynolds American organization





#### IN ONE EVENT:

employees packed

toiletry kits for local community members

**Our Community** 

**Our Partnerships** 

#### Samaritan MINISTRIES

Our Trade Marketing Senior Leadership Team partnered with Samaritan Ministries in Winston-Salem to provide essential items for those in need. Samaritan Ministries is open 365 days and nights a year, serving more than 300 men, women and children daily in the soup kitchen, and sheltering up to 70 people each night.

We're grateful to the Reynolds American team for assembling hygiene bags with basic need items. For someone who has hit rock bottom, this simple act of kindness helps bring comfort and builds trust. Your support is vital to our mission of providing food, shelter and hope through love."

Jan Kelly



#### **DELIVERING SERVICES TO SENIORS**

#### **4C COMMITTEE**

Employees from our Bowman Gray Technical Center in Winston-Salem consistently volunteer through our 4C (Caring, Community, Connectedness & Celebration) Committee. In 2024, the group volunteered and fundraised for nonprofits including:

- Samaritan Ministries:
- Brenner Children's Hospital;
- SECU Family House;
- Winston-Salem/Forsyth County Schools;
- Forest Heights Senior Living Community; and
- Next Step Ministries.





4C partnered with Forest Heights Senior Living Community where they:



Our event at the Forest Heights Senior Living Community brought cheer to the seniors' world while also making time for the volunteers to disconnect from work stress and engage with fellow employees on a more personal level."

#### Lvn Marsh

66

Senior Manager of Validation Compliance within the Reynolds American organization



Each week during their lunch break, a group of employees volunteer to deliver warm, nutritious meals to seniors through the Meals on Wheels program in Winston-Salem. Meals on Wheels helps aging individuals maintain their independence and well-being by addressing hunger and isolation. Our volunteers deliver meals and serve as friendly faces for members of our community, checking in and building friendships.



**Our People** 

IN 2024:

|()()+

hours were dedicated by employees to Meals on Wheels

500 +

meals were delivered to senior citizens in our community

# **SENIOR SERVICES**

#### **ENCOURAGING EMPLOYEE** VOLUNTEERISM

Our Community Engagement team hosted a Nonprofit Board Training session in 2024, open to all employees. The session upskilled interested employees about the fiduciary duties, giving expectations and commitment of board membership, specifically as a Reynolds American representative, empowering our people to provide value to local community organizations.

nonprofit organizations participated in our community engagement fair to spread awareness of their missions and offer opportunities to get involved

## 66

We have an obligation and responsibility to use our skills and resources to give back. Serving on nonprofit boards allows us to contribute our expertise and ensure these vital organizations thrive."

#### Karl Yena

Nonprofit Board Training Facilitator and Independent Consultant





Our downtown headquarters hosted local women leaders from Winston-Salem area nonprofits for an in-person and virtual panel discussion about volunteerism and board leadership. The panel featured representatives from:

- Forsyth Humane Society;
- Kaleideum;
- The Women's Fund of Winston-Salem;
- United Way of Forsyth County;
- The Arts Council of Winston-Salem and Forsyth County; and
- LEAD Girls of NC. Inc.

# NONPROFIT PANEL



#### **Our Giving**

# OurGiving

The following programs are just some of the many examples of community support from the Reynolds American organization, Reynolds American Foundation, Santa Fe Natural Tobacco Company Foundation and American Snuff Co. Trust.



#### **SCOPE OF GIVING**

The Reynolds American organization makes monetary and in-kind donations to support nonprofits, within three areas of focus: Strategic Partnerships, Immediate Needs, and Disaster Relief.











#### ASIAN AMERICAN EMPLOYEE **RESOURCE GROUP**

#### Asian American Legal **Defense & Education Fund:**

AALDLF protects and promotes the civil rights of Asian Americans. It combines litigation, education and organization to work with Asian American communities to secure human rights.





#### HOLA

#### Latino Community Services:

Based in Winston-Salem, Latino Community Services supports Latin families and builds bridges with the greater community by facilitating cross-cultural relationships that bring understanding and benefits.







#### LINK

#### National MS Society:

The National MS Society advocates for those affected by Multiple Sclerosis. The organization provides support materials and programming, funds research and supports equitable healthcare for all.







#### EMPLOYEE RESOURCE **GROUP GIVING**





#### **B UNITED**

#### **Triad Health Project:**

The Triad Health Project promotes sexual health and justice through its work to inform the community and remove the stigma of HIV and AIDS.





#### B.E.Y.O.U.

#### Winston-Salem Street School:

The Winston-Salem Street School is a private, alternative high school that serves at-risk youth struggling in traditional schools due to academic or behavioral obstacles.





#### WOMEN'S EMPLOYEE **RESOURCE GROUP**

#### The Shalom Project's Flourish

**Program:** The Shalom Project's is a Winston-Salem based nonprofit that focuses on eliminating cycles of poverty, particularly through the Flourish Program which helps lowincome women achieve financial self-sufficiency.

**Our Community** 

#### **Our Partnerships**



#### ADAPT

#### Solutions for Independence:

Solutions for Independence supports the independence of people with disabilities through consumer empowerment and community education. It strives to keep people with disabilities fully included within their community.





#### **VETERANS EMPLOYEE RESOURCE GROUP**

#### **Operation North State:**

Operation North State provides recreational outings to wounded warriors and veterans to build opportunities for fellowship, support and accountability.

Employee **Resource Groups** are voluntary, employee-driven groups that foster belonging in the workplace. Each of our eight Employee Resource Groups were given \$5,000 to donate to a nonprofit of their choice in 2024.





#### **CORPORATE PHILANTHROPY**

## happy<sup>•</sup> dirt

We donated \$100.000 to Second Harvest Food Bank of Northwest North Carolina, which was matched with another \$100,000 by the Reynolds American Foundation, to engage with Happy Dirt to collect, distribute and market organic produce raised by NC farmers. This partnership allows current and former tobacco farmers to diversify and expand production, buffer and extend their growing season and significantly improve the sustainability of their farms, both economically and environmentally. The produce supports Second Harvest's distribution of fresh produce throughout Winston-Salem and the surrounding area to food pantries, other nonprofits and needy families.









34



**Reynolds American's** partnership allows the **Piedmont Environmental** Alliance to reach more students with vital environmental education programs and empowers us to drive impactful change beyond the classroom."

Jamie Maier Executive Director of Piedmont **Environmental Alliance** 



Yadkin Riverkeeper tirelessly works to protect and enhance the Yadkin Pee Dee River basin in the Winston-Salem area. Their work includes water quality monitoring, advocacy for policies, public access improvement, sustainable agriculture promotion and ensuring clean water for all. Our corporate donations directly support these vital efforts, benefiting both the environment and the millions of residents who rely on the river.

In 2024, the Reynolds American organization became a supporter of the Piedmont Environmental Alliance (PEA), a source of positive change and education for over 4,000 students annually on energy use, water conservation and climate change.

Beyond the classroom, PEA leads community campaigns—electrifying homes, fostering community solar projects and championing an equitable green jobs economy.







#### INTERNATIONAL BLACK THEATRE FESTIVAL

The International Black Theatre Festival, held biennially in Winston-Salem, is a six-day performing arts celebration that showcases over 100 theatrical performances, workshops, film festivals, a midnight poetry slam, an International Vendors Market and a gala. Our donations directly contribute to sustaining this vibrant festival in our hometown, ensuring the survival and growth of African American theater.





#### LEADERSHIP WINSTON-SALEM

We support Leadership Winston-Salem to educate, connect and energize leaders to serve and improve the community. In 2024, we donated \$10,000 to support Community Day for the Flagship and Insight Programs which expose the cohorts to the assets and challenges that make Winston-Salem unique.







#### WINSTON-SALEM PRIDE FESTIVAL

In addition to a donation to the festival and parade, nearly 100 Reynolds American organization employees, friends and family joined our BUnited Employee Resource Group at Pride Winston-Salem to celebrate the local LGBTQ+ community.



#### 66

Our participation in the Winston-Salem Pride Festival is important to me as it demonstrates tangible actions by the organization to support the LGBTQ+ community. True impacts are made when we proudly show up to actively demonstrate that support."

#### **Chrissy Sherrill**

Lead Manager of Regulatory Process within the Reynolds American organization and BUnited ally

**Our Partnerships** 



#### ATRIUM HEALTH WAKE FOREST BAPTIST

Our donation to Atrium Health Wake Forest Baptist allowed the Maya Angelou Center for Health Equity to establish the STEM Education Fund which focuses on improving minority representation in healthcarerelated careers. Ultimately, the donation will provide benefits for patients, the healthcare system and the community. The fund supports students at the Wake Forest University School of Medicine through mentorship, internships, financial assistance and professional development opportunities.







#### **SCOPE OF GIVING**

The Reynolds American Foundation invests resources in Forsyth County, NC and surrounding communities where our employees live and work. To advance its goals, the Foundation focuses on:

- Capital campaigns;
- Health & education;
- Legacy scholarships; and
- Employee matching.



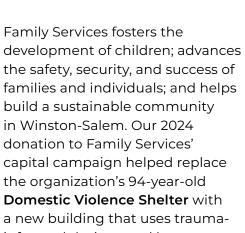
Smart Start of Forsyth County provides comprehensive early childhood development and education services to 15,000 children, families and educators in Forsyth County. The Males Aspiring Long-term Excellence (M.A.L.E.) Initiative provides specialized support to fathers, male caregivers and male early childhood education providers. The program helps them build a support network and provides resources to help build professional, mental and emotional wellbeing.

ůů









informed designs and best practices to meet the needs of individuals and children leaving domestic violence situations.

ůů

#### CROSSNORE communities for children

Crossnore Community for Children in Winston-Salem is a home for children in the foster system and families experiencing crisis. The Reynolds American Foundation supported Crossnore's capital campaign for the **Crossnore** Community Charter School, a new trauma-informed school with a mission to provide tools and strategies to adults and students that promote coping with extreme situations, and to create a culture of respect and support.

ůů

\$

The Vocational Technical Scholarship provides funding for several in-demand programs for the children of employees, including advanced manufacturing and engineering technologies, construction and architectural design and computer programming. In 2024, Vocational Technical Scholarships were granted to four recipients.

(\$)





Goler Depot Street aims to build an empowered and sustained community in urban areas of Winston-Salem through affordable real estate development, workforce training, economic growth and job creation. The organization's **TechCareers** program provides unemployed and underemployed individuals with technical education and career-readiness training to prepare them for careers in the Information Technology field.

The Reynolds American Foundation Scholarship, managed through the National Merit Scholarship Program, was founded in 2000 as a way to help ease the financial burden of higher education for employees and their children. Since 2000, the National Merit Scholarship Program has awarded 330 scholarships valued at combined total of \$2.710.000.



#### **Vocational Technical Scholarships**



#### Learning Everyday

Accomplishing Dreams (LEAD) Girls of North Carolina, Inc. envisions a world where every girl has the confidence, social skills and leadership ability she needs to change the trajectory of her life. Our donations fund support for up to 60 young girls during the school year.





#### **SCOPE OF GIVING**

The Santa Fe Natural Tobacco Company (SFNTC) Foundation is delivering on a mission for the preservation, promotion and advancement of American Indian self-sufficiency in the U.S., with a focus on:

- The development of American Indian entrepreneurism;
- Facilitating American Indian education; and
- The preservation and enhancement of American Indian culture.





#### **INDIGENOUSWAYS**

The annual IndigenousWays Festival celebrates the Diné and Maori/Samoan communities in Santa Fe, NM, including diverse artists and performers. SFNTC Foundation's donation to the festival funded key programming and American Sign Language interpreters, helping to provide broader accessibility.



#### **SKANIKULAT, INC.**

Skanikulat, Inc. provides cultural wellness, language immersion and outreach to the Oneida community in Greater Green Bay, WI. In 2024, with support from the SFNTC Foundation, Skanikulat, Inc. enhanced their **Oneida language** program with digital tools like tablets and software. This aided language learning and supports the creation of multimedia resources, furthering Skanikulat, Inc.'s mission to revitalize the Oneida language and culture.



\$

#### **FUNDAMENTAL NEEDS**

Fundamental Needs, with SFNTC Foundation support, launched the Oasis Project to provide clean water and electricity on the New Mexico Navajo Reservation. High school students received vocational training while installing off-grid water systems. In 2024, nine systems were installed, and 15 students were trained, improving infrastructure and empowering youth.

ůů

#### 66

Freedom Lodge is deeply grateful for the grant from the SFNTC Foundation for our Historical Trauma Master Class<sup>™</sup>. Utilizing Somatic Archaeology<sup>©</sup> in our training provides a unique, culturally relevant approach for students from various Tribal Nations to recover from complex trauma, clear emotional patterns, break cycles of abuse and addiction and heal relational dynamics."

Dr. Ruby Gibson Freedom Lodge

#### **ONE SPIRIT**

One Spirit partners with the Oglala Lakota tribe from South Dakota on Pine Ridge Reservation to address nutrition shortages, high unemployment and lack of community support. SFNTC Foundation's funding for Horse Spirit Camp allowed 20 at-risk Lakota youth to learn traditional horse activities, while also gaining lessons in self-respect, responsibility and confidence.

#### **GLOBAL PEACE TRAIN**

Global Peace Train, funded by the SFNTC Foundation, created **"Ghost** Dance," an interactive program for festivals, schools and museums. Led by Lakota Medicine Man Dave Swallow Jr., the project aims to preserve Indigenous wisdom and raise awareness about the Lakota people and their endangered traditions through a digital library.



#### WISHTOYO FOUNDATION

With funding from SFNTC Foundation, Wishtoyo's **Restoring** Native Food Systems program restores traditional knowledge and food security through a Native-led eco-farm. It includes a seed bank, increased food sovereignty and shared Indigenous knowledge,

promoting sustainable farming and equal access to resources.



#### FREEDOM LODGE

Freedom Lodge in South Dakota leveraged SFNTC Foundation funds for a Historical Trauma Master **Class™**, addressing complex trauma with culturally relevant, somatic methods. The 2024 program involved 14 advanceddegree students from various Tribal Nations, blending in-person and online learning with inter-tribal healthcare collaboration.





#### **SCOPE OF GIVING**

American Snuff Company (ASC) Charitable Trust provides financial support to nonprofit organizations in Winston-Salem, NC and Clarksville, TN, with a demonstrated ability to aid the local community. The ASC Trust focuses on:

- Employee directed donations in ASC areas of operation; and
- Charitable, Scientific, Literary, or Educational Purposes.



#### WINSTON-SALEM

City with Dwellings works to help community members move with dignity from trauma and homelessness to healing and housing stability. In 2024, City with Dwellings welcomed 1,885 individual visitors to the Community First Center for nearly 9,000 instances of support. ASC Trust's donation funded additional outreach services, which meet the immediate needs of people experiencing homelessness in unsheltered locations by connecting them with emergency shelter, housing and critical services.



AMERICAN

AGENT 202

CIA

American Snuff Co. Trust



## ASC CLARKSVILLE

OD AGENT

CLARKVILLE PARKS & RECREATION

AGENT - 202

Φ





#### CLARKSVILLE, TN

Nurses for Newborns provides a safety net for families most at risk of infant mortality, child abuse and neglect by providing free home nursing visits that emphasize healthcare, education and positive parenting skills. The ASC Trust's donations support Nurses for Newborns's Home Visiting Program, including projects to help 350 babies, moms and families through 1,800 home visits in 2024.





REYNOLDS

2024 Commuke



www.ReynoldsAmerican.com

401 North Main Street Winston-Salem, NC 27101