



## BBU Sponsorship and Matching Gifts Policy

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<b>TITLE:</b>	<b>BBU Matching Donations and Sponsorship Policy</b>
<b>ISSUE DATE:</b>	<b>January 1, 2022</b>
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<b>SUPERSEDES:</b>	BBU Matching Donation Policy
<b>BUSINESS AREA:</b>	Human Relations

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### I. PURPOSE AND SCOPE

Bimbo Bakeries Inc. (“BBU” or the “Company”) encourages and supports projects and activities which strengthen the communities in which our associates live and work by matching our associates’ donations to eligible organizations and sponsoring initiatives that align with our areas of community focus (details below). All associates are eligible to participate in the Matching Donations Program and request BBU Sponsorships.

### II. DEFINITIONS

- **Matching Donations Program:** BBU will provide a financial contribution match (up to \$500 annually) to an associate’s contribution to an eligible organization.
- **BBU Sponsorship Program:** BBU will provide financial donations to an eligible organization’s initiative, activity or event.

### III. POLICY

This Policy supplements the Grupo Bimbo Global Donations and Social Impact Policy. Grupo Bimbo and BBU recognize the importance of charitable non-profit organizations. To be eligible for a BBU Matching Donation or a BBU Sponsorship, the recipient organization must be a nonprofit organization that focuses in one of the following areas:

- Education
- Health and Wellness
- Promotion of Physical Activity
- Environment

In the United States, the organization must meet the qualifications of a tax-exempt organization under IRS code 501(c)(3). In Canada, the organization must be registered as a charitable organization with the Canadian Revenue Agency.

The associate requesting a Matching Donation or BBU Sponsorship must follow all related processes outlined below.

Religious and political groups are not eligible for a BBU Matching Gift or BBU Sponsorship.



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### IV. MATCHING DONATIONS PROGRAM

BBU will match associate contributions of \$50 USD equivalent or more to a maximum of \$500 USD equivalent in aggregate per associate per calendar year.

To generate the BBU Matching Donation, the associate must submit the [BBU Matching Donations Form](#) according to the application process identified below, with documentation of the contribution.

Pledges of contribution are not eligible—the associate must make their personal contribution before they qualify for the BBU match. Human Relations may also request the associate to provide additional information on any organization which is not easily identifiable as a qualified organization for the BBU Matching Donation.

Associate donations made under this Matching Donations Program should never be made on behalf of BBU via company credit card. Only personal donations will be matched.

Matching donations are at the sole discretion of the Company and are not automatically approved.

#### Contributions Not Covered Under BBU Matching Donations

- Contributions made by spouse or made jointly with other individuals
- Religious (other than educational institutions) or political organizations
- Crowd funded, large group financed events
- Non-monetary contributions (see Product Donation Policy)
- Golf outing fees
- Registration fees
- Corporate Sponsorships (see Sponsorships below)

#### **BBU Matching Donations Request Process**

- Associate makes a financial donation to an eligible organization of their choice within the listed guidelines.
- Associate submits the [BBU Matching Donations Form](#), associate donation receipt and a copy of the recipient organization's W9 to [bbudonations@grupobimbo.com](mailto:bbudonations@grupobimbo.com).
- Within 5 business days, the associate will receive a message from BBU Donations confirming if the request is eligible for a BBU Matching Donation.
- If approved, BBU will send the Matching Donation directly to the nonprofit organization.
- The recipient organization should acknowledge receipt of the BBU Matching Donation to the associate.

### V. SPONSORSHIPS



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BBU will provide financial donations to an eligible organization's initiative, activity or event. In return for financial donations, the recipient organization should provide mutually agreed upon public recognition highlighting Bimbo Bakeries USA's contribution. This can be done through a variety of channels including but not limited to logos featured on onsite signage and/or online presence, verbal mentions of company name, social media mentions, photographs of the event, etc.

Sponsorship requests will be approved at the sole discretion of the Company and do not generate an automatic approval.

Product donations as part of a Sponsorship are approved at the discretion of the local Business and their ability to support the donation and must comply with BBU's Product Donation to Charitable Organizations Policy.

### BBU Sponsorship Request Process

To request a BBU Sponsorship, the associate must submit the appropriate forms according to the application process identified below, with requested documentation. Corporate Affairs or Human Relations may also request that the associate provide additional information on any organization which is not easily identifiable as a qualified organization for a BBU Sponsorship.

- Associate submits the BBU Sponsorship Request Form, a copy of the recipient organizations W9 and any relevant sponsorship details about the organization/event to [bbudonations@grupobimbo.com](mailto:bbudonations@grupobimbo.com).
- Within 5 business days, the associate will receive a notice from BBU Donations indicating whether the request is approved or denied.
- If a monetary sponsorship is approved, BBU will send the sponsorship funds directly to the recipient nonprofit organization.

### *Associate Responsibilities if BBU Sponsorship Is Approved*

The associate requesting the BBU Sponsorship is responsible for:

- Providing recipient organization with all relevant company information and graphics and ensuring all sponsorship obligations are fulfilled by both parties.
- Directing any press inquiries to Corporate Affairs.
- Submitting a summary of the event, any public recognition and photographs from the sponsorship to [bbudonations@grupobimbo.com](mailto:bbudonations@grupobimbo.com) within 30 days of sponsorship completion.

BBU maintains an at-will employment relationship with its associates. This means that the Company or the associate may terminate the employment relationship with or without cause at any time. This policy is not an employment contract and BBU reserves the right to change or discontinue it. When a provision of this policy conflicts with an applicable collective bargaining agreement, the collective bargaining agreement will control. This policy will also be administered consistent with all applicable laws.