



dedicated to finding a cure

**... the experts in
type 1 diabetes**

Media Release

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Boral 'walks the talk', raising \$170,000 for diabetes research

The Juvenile Diabetes Research Foundation (JDRF) is delighted to announce that Boral, Australia's leading international supplier of building and construction materials, is the 2005 recipient of the JDRF Freedom Award.

The Freedom Award is presented annually to the corporate organisation which contributes the highest amount to the Walk To Cure Diabetes fundraising campaign. It is the second consecutive year that Boral has received the Award, an achievement which reflects the outstanding commitment and generosity of Boral's employees.

"Last year Boral, its employees and their families raised and donated \$82,000 for research to find a cure for type 1 diabetes," said Mr Wilson, CEO of JDRF. "To increase their donation to \$170,000 is an astonishing achievement and we are deeply grateful," he said.

JDRF is the largest supporter of diabetes type 1 diabetes research in the world, funding almost US\$100 million of research globally each year. The Foundation is dedicated to finding a cure for type 1 diabetes, the most serious form of diabetes which makes sufferers dependent on insulin injections and at high risk of developing life-threatening health complications. The money raised by Boral and its employees will be invested in diabetes research in Australia.

The Boral team is the first group to have raised more than \$100,000 in a year for JDRF in its 10 year history. The national team was comprised of over 2,500 employees, their friends and family members.

"The Boral team's exceptional enthusiasm and perseverance led to their great result," said Mr Wilson.

The Walk To Cure Diabetes is an annual fundraising event for JDRF. Australia's largest charity walk, it is also the nation's premiere corporate employee engagement event.

Unlike many organisations that make donations to charities from their sales revenues, Boral's contribution was almost entirely raised by the employees themselves with only a small amount provided as a corporate donation.

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Examples of the many fundraising activities held throughout the year include a golf day, jelly baby guessing competitions, raffles, trivia nights, mufti days, baby photo guessing competition, supplier support days, radio station auctions, BBQ's, a swear box, trail of treasure, a meat auction, bake-off, cake stall and handball competition.

“Our participation in the Walk To Cure Diabetes aligns very well with our organisation’s core values of leadership, respect, focus, performance and persistence,” said Mr Rod Pearse, CEO and Managing Director of Boral. “It also sends a strong signal to employees and the public that we care about the health and welfare of the community.”

“I’m particularly proud that this result was driven by Boral employees themselves. We raised an extraordinary \$82,000 last year, which set a new benchmark for Boral and for others. However, to deliver more than double that amount this year was an incredible result. I commend the thousands of Boral employees who participated in the Walk and fundraising activities on their success,” he said.

Progressive organisations like Boral have taken note of research that suggests employee involvement in community charities positively impacts many facets of organisational success, including recruitment, employee retention, productivity, innovation, corporate reputation and profitability.

“While of course we are proud of our financial contribution to diabetes research, the benefits of Boral’s involvement in the Walk To Cure Diabetes extend into many other aspects of our business,” said Mr Pearse.

“Wide involvement in the Walk and fundraising activities promoted a great team spirit and camaraderie amongst our employees. It also enhanced our relationships with suppliers who helped us reach our fundraising targets and has identified some rising leaders within the company who have developed their leadership skills by taking a prominent role in fundraising events.”

“Our partnership with JDRF is an outstanding success story. It deserves to be shared and celebrated and we are proud to accept this year’s Freedom Award from the Foundation. But clearly the real celebrations will come when the fundraising that we have been a small part of results in a cure for juvenile diabetes, which affects over 140,000 Australian children and adults.”, concluded Mr Pearse.

Mike Wilson and Rod Pearse are available for interview.

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The Juvenile Diabetes Research Foundation is the world’s largest not-for-profit supporter of diabetes research, investing over US\$100 million in the search to find a cure for type 1 diabetes each year. JDRF was founded in the US in 1970 by parents of children with type 1 diabetes, a disease which strikes people suddenly, makes them dependent on multiple daily injections of insulin to survive and at risk of devastating health complications like blindness, kidney failure, heart disease and amputation.

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