Each Pepsi Refresh Project grantee is required to submit a social impact survey at the midpoint and conclusion of their project. To date, 44 grantees have completed midpoint social impact surveys; 6 of those 44 have also completed final surveys.

- In just a few months, the Pepsi Refresh Project has reached nearly 160,000 people. Over the course of 2010, we anticipate that the Refresh Project will impact as many as 1.1 million Americans.

- Over 35 schools or organizations have been strengthened, on track for 300.

- Nearly 30 communities have received affordable housing, parks or children’s homes, on track for 200 communities improved.

**Helping People**

- Lives directly touched
- People made aware of important issues
- People indirectly benefited

**Strengthening Organizations**

- 20 Schools improved
- 15 Organizations strengthened
- 11 Organizations started

**Improving Places**

- 14 Parks/facilities improved
- 2 Community theaters enhanced
- 2 Children’s homes built

**With 360 projects over the course of 2010, we anticipate reaching**

- >1.1M people
- >300 organizations strengthened
- >200 communities improved
The Ripple Effect

Each Pepsi Refresh Project grantee is required to submit a social impact survey at the midpoint and conclusion of their project. To date, 44 grantees have completed midpoint social impact surveys; 6 of those 44 have also completed final surveys.

- Projects receiving Pepsi Refresh Project funding have reported 750 additional donations totalling $330,000, on track for 5,000 donors and $2.3 million in additional funding.
- 44 projects have increased their visibility because of the Pepsi Refresh Project, on track for 300.
- 11 new or potential partnerships were developed, on track for over 80.
- 4,500 volunteers were engaged by projects so far, on track for 32,000.

<table>
<thead>
<tr>
<th>Expanding Donors &amp; Resources</th>
<th>Creating Visibility &amp; Partnerships</th>
</tr>
</thead>
<tbody>
<tr>
<td>$330,000 raised beyond Refresh grant</td>
<td>44 projects with increased visibility</td>
</tr>
<tr>
<td>750 additional donations</td>
<td>11 new partnerships and the potential for 12 more</td>
</tr>
</tbody>
</table>

WITH 360 PROJECTS OVER THE COURSE OF 2010, WE ANTICIPATE
>5,000 donors and $2.3M leveraged funding

<table>
<thead>
<tr>
<th>Attracting Volunteers</th>
<th>Making Ideas a Reality</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 volunteers</td>
<td>44 projects underway that would otherwise be scaled or non-existent</td>
</tr>
</tbody>
</table>
| = 500 volunteers | WITH 360 PROJECTS OVER THE COURSE OF 2010, WE ANTICIPATE
>32,000 total volunteers and >9,000 newly engaged volunteers |

WITH 360 PROJECTS OVER THE COURSE OF 2010, WE ANTICIPATE
>300 high visibility projects and >80 partnerships