

Community Involvement Report

December 2008

gettyimages®



All of us at Getty Images believe that images are a catalyst to understanding and have the power to change the world – to inspire, to drive positive change, to educate, inform and entertain.

Our entire business is about creating and sharing the most powerful imagery, music and other digital media to help people understand their world more clearly. Because imagery is the world's unifying visual language, enabling understanding across cultures, time and distances, we are keenly aware that our business affects individuals and society on many levels, every day.

Our belief in the power of imagery to open eyes, hearts and minds shapes the way we collaborate with our communities, customers and contributors in the following areas:

- Celebrating those who create the world's great imagery and music
- Educating young people in the art and craft of visual communications
- Empowering non-profits to tell their stories with compelling images



sb10062177r-001/David Sacks/Stone+



200276703-002/Graeme Montgomery/Stone+

Though numbers never tell the whole story, we're honored to share the following recent results:

- In 2006, Getty Images developed an entirely new way for celebrities to raise money, through the licensing of their imagery with the fees going entirely to charities they support. To date, more than \$20,000,000 has been raised in this manner.
- In the past five years, more than 1,000 non-profits and NGO's have used imagery from our collections to raise awareness about their issues. Many also document their causes and work with new imagery through our assignment services.
- Because we understand the important role that non-profits play in society, Getty Images has gathered a number of resources that help qualified organizations access great imagery, music and services for their communications.
- In its first four years, the [Getty Images Grants for Editorial Photography](#) attracted 1,081 proposals from photojournalists in more than 50 different countries. Independent industry experts volunteer as judges to help us award a total of \$400,000 to 20 grant winners who are pursuing projects of personal and journalistic excellence.



82172146/Pedro Amestre/AFP



71146909/Frank Carter/Lonely Planet

- In 2008, the third class will complete a year-long professional course and earn certificates from the [Photojournalism and Documentary Photography \(PDP\)](#) program in South Africa. Getty Images is honored to have enabled the curriculum development for the first recognized one year photojournalism program in Africa, and to sustain our support as the program develops a new breed of informed, curious and technically excellent African photojournalists.
- In a unique partnership with the [Compassionate Eye Foundation](#), Getty Images supports the work of nearly 100 creative photographers in North America and Europe who are generating revenue through image licensing to fund education and aid programs in the developing world. More than 1,000 CEF images are now available for commercial licensing on [gettyimages.com](#) for this purpose. Since January of 2007, CEF has earned \$250,000 in licensing royalties and additional donations from Getty Images for their good works.
- Getty Images has provided free office space to several non-profits over the years. Currently, in our Seattle headquarters office, Getty Images provides space and a supportive working environment for the staffs of two non-profit organizations – [VillageReach](#) and [Bridges to Understanding](#).



Tolo Pule, Courtesy of Market Photo Workshop



Robert Kent/courtesy of Compassionate Eye Foundation

- In 2008, four Getty Images employees donated their holidays to attend Bridges to Understanding workshops in India, Peru, Guatemala and South Africa, to mentor youth in the art and craft of photography and digital story telling. [See their stories here.](#)
- More than 230 Getty Images employees across all business functions donate their time and talent to make our industry partnerships a success.
- Getty Images also supports many employee-driven community projects in cities across the globe, and amplifies employees' personal charitable donations with matching funds. These programs generated over \$100,000 in 2008.



Sara Guren/courtesy of Bridges to Understanding

Please visit the [‘community involvement’](#) area of gettyimages.com to see how these and other industry and community projects are celebrated through the year.

Questions, comments and ideas about the power of digital media in our world are always welcome at giving@gettyimages.com.

Sincerely,

Jonathan Klein
CEO and Co-Founder
Getty Images



Photo Courtesy of VillageReach