

Community

From Montréal to Baie-Comeau, Bécancour and Deschambault, the people of Alcoa Canada Global Primary Products team up with Alcoa Foundation to be a powerful economic and social driver in the communities where we operate.

Although the economic recovery was gradual and sometimes uncertain in 2010, our facilities, Alcoa Foundation and our employees maintained and even increased their contribution and commitment to dozens of organizations and initiatives in the areas of education, culture, health and sustainability.

Alcoa Foundation

Alcoa Foundation, which manages the company's grants worldwide and distributes them together with local entities, has chosen to focus on four main areas of interest in addition to lending its support to the volunteer efforts of employees.

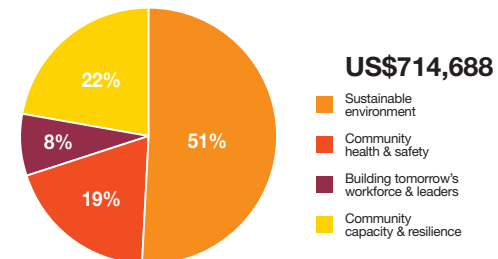
In 2010, Alcoa Foundation was able to increase its support to organizations active in its four areas of interest, bringing its contribution to nearly US\$715,000. This compares to the US\$362,000 given in 2009, a particularly difficult year for the aluminum sector. All of these grants help improve the quality of life in the communities in which we operate and are active in Québec.

Earthwatch expeditions

To help nurture tomorrow's sustainability leaders, Alcoa Foundation enabled some of our partners from communities around the world to participate in Earthwatch expeditions in 2010. Among them were Pierre Lussier, General Manager of Earth Day Québec, who volunteered to accompany a team of researchers into the forests of Puerto Rico, and Claude Poudrier, a teacher and director of the *Programme Éducation Environnement et Citoyenneté (PEEC)* program, who took part in an expedition to study mountain water in the Czech Republic.



Total Alcoa Foundation grants in 2010 for Alcoa Canada Global Primary Products by area of excellence (excluding ACTION and Bravo! Programs)



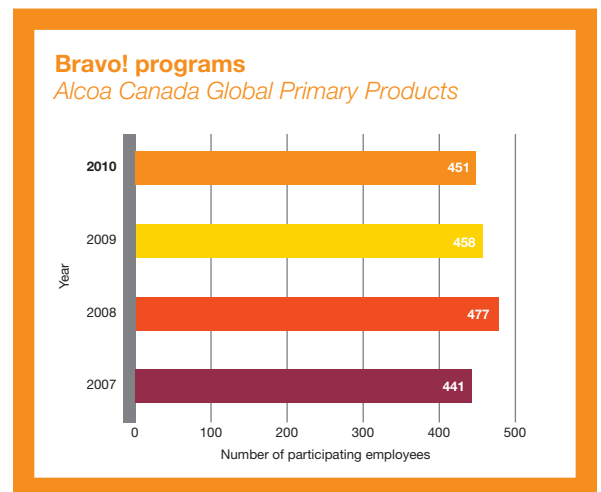
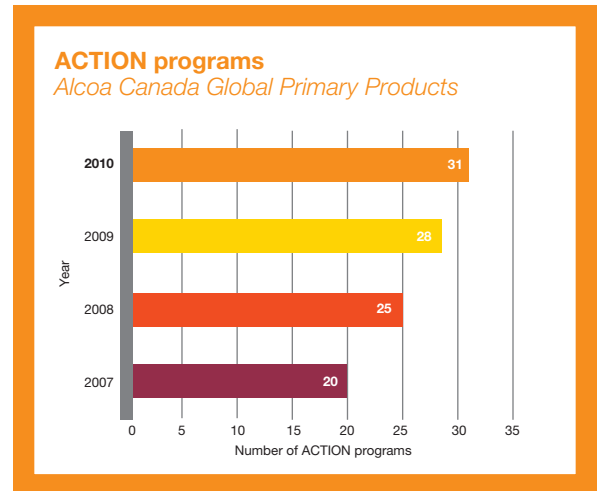
ACTION

ACTION—for *Alcoans Coming Together In Our Neighborhoods*—programs are initiatives that allow groups of Alcoa employees to help their favorite non-profit organization by spending time completing an essential project. In addition to the time and enthusiasm donated by our people, Alcoa Foundation gives the organization an amount equivalent to US\$1,500 or US\$3,000 depending on the number of employees participating in the project. In 2010, Alcoa Canada Global Primary Products employees completed a record 31 ACTION projects for a total of **1,364 volunteer hours** and US\$93,000.

In five years, 150 volunteer ACTION programs and 2,000 Bravo! initiatives have assisted 200 organizations through 200,000 hours of volunteer time... and more than US\$1 million. Alcoa Canada Global Primary Products employees also generously gave time and money to several organizations, including United Way, Opération Enfant Soleil and Operation Red Nose.

Bravo!

The Bravo! program encourages individual commitment among Alcoa employees by donating the equivalent of US\$250 to any non-profit organization to which an employee devotes at least 50 hours of volunteer time a year. The greater the number of Alcoa volunteers, the more Bravo! contributions the organization receives. In 2010, no fewer than 451 Alcoa Canada Global Primary Products employees took part in this program, resulting in a donation of more than **37,000 hours** of volunteer time and US\$112,750 from Alcoa Foundation.



Worldwide Month of Service

In October, Alcoa Foundation took the opportunity to acknowledge the commitment of Alcoa and its people to their communities during the fifth annual Worldwide Month of Service. The success of October 2010 was rooted in the participation of employees in a variety of community activities. The results for 2010: 29 community activities completed in 31 days, including a blood drive, food drives, United Way campaigns, the announcement of new partnerships, etc.

October is also a favorite time for ACTION programs. Nine projects were carried out by Alcoa Canada Global Primary Products' Québec facilities, including six in the same weekend involving 200 employees who donated 800 hours of their time. Participation in the Worldwide Month of Service has grown significantly in the last two years. In fact, in 2010, nearly 2,000 employees took part, resulting in a record **57%** participation rate.

The success of this Alcoa Worldwide Month of Service was rooted in the enthusiastic participation of employees. The results for 2010: 29 community activities completed in 31 days.

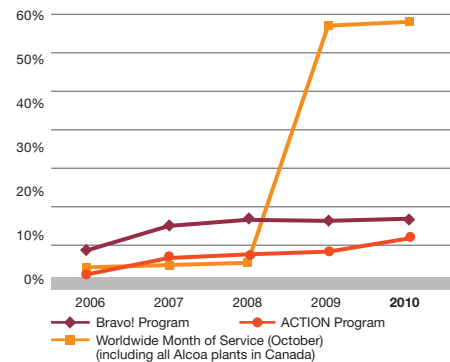
Pedaling for good causes

For several years, Alcoa Canada Global Primary Products employees have combined their passion for cycling and commitment to their communities by participating in four annual competitions:

- The *Randonnée Vélo Santé Alcoa*, initiated by employees at the Baie-Comeau Smelter;
- The *Randonnée de l'Espoir ABI*, launched by the Bécancour Smelter;
- The *Raid Extrême Bras du Nord*, supported by the team from the Deschambault Smelter; and,
- New in 2010, the UCI Para Cycling Road World Championships, of which the Baie-Comeau Smelter and Alcoa Foundation are the main partners.



Evolution of participation rate in volunteerism support programs



In 2010, more than 150 Alcoa employees participated in or volunteered at these events. These activities share a mission to promote healthy life choices, and two of them also help raise funds for non-profit organizations. As proof of their popularity, all of these events are already confirmed for 2011. What's more, Baie-Comeau will host an annual UCI paracycling competition through to 2013.

2010 Objectives	Results	Comments
Implement a new Alcoa Foundation system to measure and communicate the impact of our community engagement, at every stage of the projects.		The system was implemented in 2010; the analysis and study of the impact of Alcoa Foundation's commitments on a dozen partners will be completed in 2011.
Complete 20 community initiatives during the fifth annual Worldwide Month of Service, including a fifth "Signature event".		29 activities were completed in October, including five volunteer projects in Québec in the same week (Signature event).
Carry out 31 employee-driven ACTION programs in Baie-Comeau, Bécancour, Deschambault and Montréal.		
Review how our Community Advisory Committees (CAC) operate in light of our Community Support objectives.		The role of the CAC was defined.

2011 Objectives

- Analyze the impact of Alcoa Foundation's commitments on a dozen partner organizations.
- Achieve a 15% level of employee participation in the Bravo! program.
- Launch Alcoa Foundation's Make an Impact environmental campaign that targets employees and the communities where Alcoa operates.
- Establish, in every community where we are present, a partnership with a non-profit organization to carry out tree plantings in which employees can participate.
- Complete two simultaneous volunteer initiatives with the employees of Baie-Comeau, Bécancour and Deschambault in spring and winter 2011.
- Carry out eight tangible environmental actions as part of the new Alcoa Green Works initiative, taking place between April 21 and June 21, 2011.