

CORPORATE SOCIAL RESPONSIBILITY

SANDRIDGE ENERGY'S STRATEGY CHANGES LIVES



PHOTOS COURTESY OF SANDRIDGE ENERGY, INC.

BY SUSAN H. BURNELL

SandRidge Energy's approach to corporate social responsibility (CSR) parallels its oil exploration and production moves: It invests in areas that will produce a high rate of return for the effort made. SandRidge supports projects that positively impact at-risk populations in Oklahoma, Kansas, Texas and Haiti, with a focus on education, child advocacy and basic human necessities.

The strategy makes sense for the Oklahoma City-based company, now in its fifth year under Chairman and CEO Tom Ward. SandRidge recently rebranded itself to reflect its transition from a natural gas production company to an oil-focused operation. Its tagline, "The Power of Us," reflects the spirit of teamwork that characterizes its work ethic and its CSR efforts.

Enlisting Those With Similar Heart and Vision

Community involvement is an integral part of SandRidge's culture. The company's reputation as a good neighbor and corporate citizen helps it recruit employees with a similar heart and vision. CSR also influences the loyalty and stability of its workforce, now 2,400 strong.

"Our shareholders can see that our CSR efforts ultimately benefit them," says Ward. "An employee who is engaged in meaningful volunteer work in the community is more apt to stay with us long term." Outreach opportunities allow SandRidge employees to be more content with their own lives, Ward believes: "As they elevate others, they see how blessed they are. Satisfied workers are more productive and more fun to be around."

Putting "The Power of Us" to Work

In 2011, a six-week-long inner-city summer literacy program engaged nearly 80 SandRidge headquarters employees as "reading buddies." First-, second- and third-graders advanced as much as 4.3 months in their reading skills as a result. The program was so successful that it has been extended into the school term, says Vice President of Communications and Community Relations Greg Dewey.

SandRidge also supports White Fields, a long-term home for abused and neglected boys ages 8 to 18. Its sponsorship of the White Fields Invitational golf tournament, now in its fifth year, helped raise \$350,000 in October.

The company's child advocacy work

meets an urgent community need, says Dewey: "Oklahoma has the highest rate of female incarceration of any state. Seventy-six percent of children with an incarcerated parent will one day be incarcerated themselves. That matters to us. While we don't have all the answers right now, we know we have to use innovation and imagination—just like we use them to get oil out of the ground—to combat those troubling statistics."

Partnering with Compassion International and Mission of Hope Haiti, SandRidge is now building infrastructure in Frettas, Haiti. The village of 30,000 is plagued by waterborne illness and a lack of educational opportunities beyond primary school. SandRidge employees can take time off to serve in Haiti without tapping into their vacation time.

SandRidge alone may not be able to impact every community and population in need, but it is starting to change lives in a significant way, says Ward: "Like any oil play, it's all about strategy." ■

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Optimal performance rides on the choices to work harder, develop better ideas and maintain a single focus. As a team, we're pulling together and making wise choices today in light of tomorrow. Our performance is proving it. This is **the power of us.**



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