Corporate Citizenship in Colorado

Transforming business, technology and society

IBM's longstanding, global commitment to corporate responsibility is a demonstration of our values and the priorities that guide them. By integrating corporate responsibility with business strategy, we contribute to the communities in which we do business while engaging our clients, partners and employees. IBM's technology and talent have the power to help transform governments, institutions, communities and the quality of life for people around the world. Whether it's improving education, revitalizing cities, protecting the environment or driving economic growth, IBM and IBMers contribute innovative solutions to the world's toughest societal challenges.

“To build a smarter planet — and to run a smarter enterprise — your business and citizenship strategies must be more than aligned. They must become one. This is very different from traditional notions of ‘giving back’ or CSR. Speaking as an IBMer, I believe this comes from the core of our culture, values and purpose as an enterprise — to be essential to our clients and to the world,” says IBM Chairman, President and CEO Ginni Rometty.

Problem solving
A partnership between IBM and United Way called Teaming for Technology (T4T) has been bringing Colorado non-profit agencies into the information era since 1997. Aided by IBM technology and knowledge, T4T provides equipment and training to develop leadership and technology skills in Denver, Boulder and Colorado Springs for staff from more than 100 nonprofit agencies.

Worldwide in 2014, 100 Corporate Service Corps teams worked on pro bono consulting projects to improve women’s health, preserve the environment, and more. Sixteen cities benefitted from Smarter Cities

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Highlights

- Colorado IBMers have volunteered 281,000 hours of service since 2003 via On Demand Community.
- IBMers in Colorado contributed $770,000 to non-profit organizations in 2014 through the IBM Employee Charitable Contribution Campaign.
Challenge® engagements. More than 500 IBM Impact Grants brought sophisticated capabilities to nonprofit organizations to help them serve their constituencies more effectively. World Community Grid® helped strengthen the fights against cancer and Ebola by providing free “virtual supercomputing” power to humanitarian researchers.

Education
Employees at IBM's Boulder site have a close relationship with the school district that serves many of their children. Their constantly evolving Science, Technology, Engineering and Math (STEM) initiative has earned national attention and two federal education grants — Investing in Innovation Fund ($3.6 million) and Race to the Top ($16.6 million) — over the past two years. The partnership with St. Vrain School District includes:

• Innovation Academy for a Smarter Planet — In 2014, 200 students learned about engineering design at both the IBM Boulder campus and Longmont’s Skyline High School.
• Spark! Discovery Preschool — This new, district-wide effort promotes STEM disciplines through an accelerated, rigorous, comprehensive early learning program.
• Trail Ridge Middle School Social Network — A collaboration created a social network used to teach Internet etiquette, how to post content, how to use social media to create interest groups, and other activities related to social media.

For nearly 20 years, IBM Boulder’s National Engineers Week (EWek) activities have drawn more than 1,000 student visitors annually from many school districts, with employee volunteers running hands-on STEM activities.

Employee engagement
Nearly 270,000 active and retired IBMers have donated nearly 18 million hours of volunteer service through IBM’s On Demand Community.® Since the program's inception in 2003, Colorado IBMers have volunteered 281,000 hours of service. In 2014, IBM awarded Community Grants valued at $73,000 to the schools and non-profits our volunteers support, and 34 Colorado IBMers received the President’s Volunteer Service Award for their sustained efforts.

Through our annual Employees Charitable Contribution Campaign, Colorado employees pledged $770,000 to non-profit agencies in 2014. Also, IBM’s Matching Grants program awarded $147,000 to a range organizations in the state, matching IBMers’ own contributions. Among these were the University of Colorado Foundation, Colorado State University, University of Denver, Colorado Music Festival, Boulder Philharmonic and Denver Museum of Science and Nature.

Awards & recognition
• Fortune — Most Admired Companies
• Corporate Responsibility Magazine 100 Best Corporate Citizens
• U.S. Environmental Protection Agency Climate Leadership Award (2012–14)
• European Diversity Awards — Supplier Diversity Programme of the Year

For more information
For more information on IBM corporate citizenship programs, policies, strategies and achievements worldwide, and to read or download our current IBM Corporate Responsibility report, visit ibm.com/responsibility.

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