Corporate Citizenship in Massachusetts

*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.

**Education**

IBM’s innovative P-TECH grades 9 to 14 model connects education to jobs. In the 2014-15 school year, P-TECH’s first six graduates finished high school and college in just four years, as the P-TECH network expanded to 27 schools across three states. IBM also unveiled Codename: Watson Teacher Advisor, an advanced cognitive computing system that will provide qualified lesson plans and mentoring to teachers via mobile devices — all free of charge.

---

**Highlights**

- IBM was established in Massachusetts in 1914.
- Major locations: Littleton (IBM Mass Lab), Cambridge (IBM Health; IBM Security; IBM Research’s Center for Social Software; IBM Accessibility and the IBM Innovation Center).
- Opened in 2008, the IBM Mass Lab is our largest software development facility in North America.
- IBM’s cash and in-kind donations and grants in Massachusetts totaled more than $880,000 in 2014.
- IBMers in Massachusetts earned 283 patents in 2014.
- Since 2003 IBMers and retirees have volunteered more than 250,000 hours at Massachusetts schools and nonprofits.
- IBM employees pledged over $1 million in charitable giving through the Employee Charitable Contribution Campaign.
Problem solving
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 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 projects — including the Clean Energy Project at Harvard, where it helped researchers discover over 35,000 materials with the potential to double carbon-based solar cell efficiency.

Employee engagement
Nearly 270,000 active and retired IBMers have donated nearly 18 million hours of volunteer service through IBM’s On Demand Community,® and IBM’s Volunteer Excellence awards bestow CEO-level recognition on those employees who, through their actions, best personify IBM’s culture of service. In Massachusetts over 60 percent of employees and 20 percent of retirees participate, having volunteered over 250,000 hours since 2003.

• IBM has a 40-year partnership with Boston Latin Academy, conducting annual job interview workshops and other activities, serving more than 300 students.

• MentorPlace programs in Cambridge have served more than 500 middle-school students.

• eWeek school activities involve more than 150 employees and reach more than 1,800 students annually.

• In 2014 Massachusetts IBMer Diane Statkus and her volunteer team received the Volunteer Excellence Team Award for their multi-year effort to support the New England Center for Homeless Veterans. Through this initiative, dozens of volunteers have provided veterans with individualized assistance with career, job search and technology training.

Disaster relief
Integrating advanced technologies with the expertise of IBMers, IBM delivers essential components of what it takes for affected areas and individuals to regroup, rebuild and recover. Joining the global fight against Ebola and responding to the devastation of Hurricane Haiyan in the Philippines, with both immediate and long-term solutions, were just two examples of IBM’s agile and sustained 2014 disaster relief efforts.

Awards & recognition
• Fortune — Most Admired Companies
• Corporate Responsibility Magazine 100 Best Corporate Citizens
• Boston Business Journal Corporate Citizenship Award, listing IBM among the state’s top corporate contributors (2015)
• 20th Anniversary Recognition Award from the Cambridge School Volunteers, for our MentorPlace program that has served hundreds of Cambridge youth (2014)

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.

For more on IBM corporate citizenship in Massachusetts, contact:
Cathleen Finn
New England Manager
IBM Corporate Citizenship & Corporate Affairs
cathleen_finn@us.ibm.com

© Copyright IBM Corporation 2015
IBM Corporate Citizenship & Corporate Affairs
New Orchard Road
Armonk, NY 10504
U.S.A.

Produced in the United States of America, August 2015
All Rights Reserved

IBM, the IBM logo, On Demand Community, Smarter Cities Challenge, World Community Grid and ibm.com are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. Other product and service names might be trademarks of IBM or other companies. References in this publication to IBM products and services do not imply that IBM intends to make them available in all countries in which IBM operates.