Corporate Citizenship in Nevada

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.

“IBM’s experience in building a Smarter Planet with clients has transformed our approach to corporate citizenship. Our business and citizenship strategies have converged, applying the same technologies and expertise to helping clients, IBMers, and the communities where we live and work. I am pleased to share with you some local highlights of this work,” says Cathy A. Rodgers, vice president and IBM senior state executive, Nevada.

Education
IBM has supported the non-profit Communities in Schools of Nevada since 2014 with grants for their Academy program — a year-long elective class offered at all of the organization’s high schools to students who are at the highest risk of failing to graduate. The class utilizes a comprehensive curriculum of life skills, team-building, and leadership training. This curriculum is combined with opportunities to receive mentoring and academic tutoring, explore college and career options, participate in community service projects, gain workforce readiness training, and engage in job-skill building.

Highlights

- In 2014, IBM and IBMers in Nevada contributed over $79,000 in grants and donations.
- IBMers in Nevada filed for 14 patents in 2014.
Elsewhere, 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 Teacher Advisor Powered by Watson, an advanced cognitive computing system that will provide qualified lesson plans and mentoring to teachers via mobile devices — all free of charge.

**Problem solving**

The Smarter Cities Challenge® (SCC) deploys IBM experts to help cities around the world address their most critical challenges, by delivering recommendations for making the city smarter and more effective. SCC is IBM’s largest philanthropic initiative, with contributions to date valued at more than $50 million. Since 2010, IBM has deployed 700 top experts to help 116 cities around the world. In 2013, an SCC team visited Reno to help craft a data-driven strategy for economic development that applies advanced analytics and open data to improve coordination among policymakers, citizens, higher education institutions, businesses and investors.

Worldwide in 2014, 100 Corporate Service Corps teams worked on pro bono consulting projects to improve women’s health, preserve the environment, and more. World Community Grid® helped strengthen the fights against cancer and Ebola by providing free “virtual supercomputing” power to humanitarian researchers. More than 500 IBM Impact Grants brought sophisticated capabilities to nonprofit organizations to help them serve their constituencies more effectively.

**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. U.S. and Canadian employees also can make cash contributions through payroll deductions. In Nevada, IBM has partnered with Stop Hunger Now, a global humanitarian aid organization, to make volunteerism a cornerstone of its major conferences in Las Vegas. Between IBM’s InterConnect Conference in February 2015 and Insight Conference in October, attendees packed 388,960 nutritious meals of four servings for people in need around the world — enough to feed nearly 13,000 people for a month.

**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](http://ibm.com/responsibility).

For more on IBM corporate citizenship in Nevada, contact:
Mark Stefanos
Corporate Citizenship & Corporate Affairs Manager
mastefan@us.ibm.com