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 Code-name: 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.
IBM is actively involved with Innovate Educate, a non-profit workforce development organization based in New Mexico that helped launch Talent Albuquerque — a joint initiative between Innovate Educate, the City of Albuquerque, the New Mexico Department of Workforce Solutions, Central New Mexico Community College and Mayor Richard Berry — to advance Albuquerque's workforce and help employers find talent using Skills Based Hiring.

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 received 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 researchers.

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. Since the program's inception, current and retired employees in New Mexico have volunteered nearly 7,000 hours of time.

Through our annual Employees Charitable Contribution Campaign, New Mexico employees pledged $29,500 to non-profit agencies in 2014. Also, IBM's Matching Grants program awarded more than $40,000 to a range organizations in the state, matching IBMers' own contributions. Among these were the University of New Mexico Foundation, Eastern New Mexico University Foundation, New Mexico State University Foundation and Museum of New Mexico Foundation.

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.

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 New Mexico, contact:
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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

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