Corporate Citizenship in Pennsylvania

Transforming business, technology and society

IBM has done business in Pennsylvania since 1914.

Offices in Camp Hill, Philadelphia, Pittsburgh and Wayne.

In 2014, IBM made gifts and grants of cash, technology, and services in Pennsylvania valued at $1 million.

Pennsylvania IBMers donated over $640,000 in 2014 through the annual Employee Charitable Contribution Campaign.

IBM awarded 47 Community Grants in 2014 to Pennsylvania non-profit organizations where IBMers volunteer.

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

Through a grant to the City of Philadelphia, IBM developed a mobile app that was used by hundreds of thousands of visitors participating in the World Meeting of Families. In addition to improving the city visitor experience, the app helped minimize bandwidth usage associated with the large volume of smartphone users attending the event.

Features included curated travel information for visitors to the World Meeting of Families Congress and Papal Mass, information on other landmarks and activities in the region, maps, and content sharing for social media.
In Pittsburgh, IBM provided significant leadership and startup funding in order to establish Pittsburgh Dataworks, an independent local non-profit consortium comprised of private companies, research universities, economic development organizations and investment community leaders. Pittsburgh Dataworks’ mission is to promote and provide access to big data education, projects, talent, technologies, and to help establish Pittsburgh as a leader in big data. More than 15 organizations have joined — with the support of city, county and state government — to help establish the Pittsburgh region as well-prepared to participate in the economic opportunities presented by the growth in big data.

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 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 fights against cancer and Ebola by providing free “virtual supercomputing” power to humanitarian researchers.

**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 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.

**Employee engagement**
Nearly 270,000 active and retired IBMers have donated nearly 18 million hours of volunteer service through IBM’s On Demand Community.® In Pennsylvania, over 60 percent of IBMers participate and have donated 350,000 hours to schools and non-profit organizations. In 2014, 22 Pennsylvania IBMers were awarded President’s Volunteer Service Awards. Over the past three years, IBM employee and retiree volunteers have partnered with The Philadelphia Education Fund to provide hands-on STEM career sessions to over 2,000 middle- and high-school students in the School District of Philadelphia.

**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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