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.

**Problem solving**

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 super-computing” power to humanitarian researchers.

**Smarter Cities Challenge®**

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. Dallas received a Smarter Cities Challenge engagement in February 2015, advising the Chief Information Officer and public safety agencies how to better identify, utilize and analyze data sources for improved public safety, neighborhood integrity and citizen responsiveness.
IBM in Texas

- Major locations: Austin, Dallas/Fort Worth, Houston, and San Antonio.
- Texas IBMers registered more than 1,000 patents in 2014.
- IBM Austin has 8,000 patents overall.
- More than $227,000 in community partnership discretionary grants in 2014.
- University partnerships valued at more than $166,000 in 2014.

Awards & recognition

- Red Cross of Central Texas — Public Service Award for IBMers’ consistent support through the Employee Charitable Contributions Campaign.
- Recognize Good (Austin) — Ethics in Business Award, recognizing businesses that use good ethical practices, inculcates those values to employees, and is community-minded.
- Society of Women Engineers — “Spark” award to IBMer Lisa Gable of Austin

Impact Grants

IBM Impact Grants bring sophisticated capabilities to non-profit organizations to help them serve their constituencies more effectively. IBM has delivered more than 1,500 grants worldwide since 2010, with more than 500 delivered in 2014.

- Barbara Bush Houston Literacy Foundation — Social Media Accelerator grant, resulting in the creation of a new literacy campaign (#Discover15) and a social media strategy roadmap for enhanced website brand visibility.
- Austin Pathways — Strategic Planning grant to help strengthen the mission of the Housing Authority of the City of Austin and HUD Secretary Julian Castro’s “Unlocking the Connection” Digital Inclusion initiative.
- Volunteer Houston — Strategic Planning workshop resulting in the launch of Volunteer Houston 2.0 with two key goals: place 50,000 volunteers in service opportunities by the end of 2015, and become a model Points of Light affiliate.
- Texas Alliance for Minorities in Engineering — Strategic Planning grant, continuing IBM’s 12-year relationship.
- Goodwill Industries of Central Texas — technology plan to support the agency’s growth.
- Mobile Loaves & Fishes, Austin — digital marketing strategy roadmap for outreach and communication with funders.
- Boys & Girls Clubs of Greater Dallas — strategic planning.
- Capital Idea, Austin — project management skills.
Employee engagement
Almost 270,000 active and retired IBMers have donated nearly 18 million hours of volunteer service through IBM’s On Demand Community.® In Texas, nearly 70 IBMers received President’s Volunteer Service Awards in 2014, and IBM awarded 135 Community Grants valued at $230,000 to Texas schools and organizations where IBMers volunteer. Through our annual Employees Charitable Contribution Campaign, Texas employees pledged close to $2.5 million to non-profit agencies in 2014. Also, IBM’s Matching Grants program awarded more than $442,000 to a range of non-profit, educational and healthcare organizations in the state, matching IBMers’ own contributions.

• Audrey Romonosky has volunteered for over a decade at the CD Fulkes Middle School, near Austin, sharing her passion for engineering with more than 1,200 students and helping the school receive several IBM grants. In 2014, she received the IBM CEO’s Volunteer Excellence Award.

• Avalyn Pace has volunteered at the Dallas Black Dance Theatre for over 30 years and wrote about her experience for the Citizen IBM blog.

• IBM hosted a two-day IBM Watson™ Exploring Interest in Technology and Engineering (ExITE) camp for 21 middle-school girls, in partnership with Girl Scouts of Central Texas. It featured Watson technology, programming robots, learning code, and dismantling/reassembling computers.

• U.S. Representative Lamar Smith, chair of U.S. House Committee on Science, Space & Technology, joined IBM during a visit at a Central Texas middle school to accentuate the value of STEM and recognize the sustained volunteer efforts of IBMer Samantha Zapalac at the school.

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. In Texas, IBM sponsors a variety of programs and events:

• Dallas IBMers hosted a GIGAWOT (Girls Inspired Greatly About the World of Technology) event for 50 middle-school girls, mostly from Coppell Independent School District.

• The IBM THINK exhibit, demonstrating the role of technology and innovation in history, began a six-month appearance at the Fort Worth Museum of Science and History in 2015.

• Partnering with Corporate America Supports You and Military Spouses Corporate Career Network, IBM held a week-long intensive i2® Analyst’s Notebook® software training program for veterans, hosted by Texas A&M University San Antonio.

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.
Citizenship worldwide
IBM pursues the highest standards of corporate responsibility, from how we support and empower our employees, to how we work with clients and govern the corporation.

Environment
IBM’s comprehensive programs range from energy and climate protection to pollution prevention, chemical and waste management, resource conservation, and product design for the environment.

Supply Chain
IBM buys from suppliers from nearly 100 countries and has infused social and environmental responsibility into the fabric of our business relationships. In the United States, Supplier Connection is a free service, powered by IBM, that helps more than 1,000 small businesses gain access to almost 30 large companies’ supply chain spending.

Governance
Our corporate culture is firmly based on ethics and integrity, guided by a rigorous system of corporate governance.

Global 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

Values
Since its inception, IBM has been a company that defines itself by fundamental values. In 2003, IBMers worldwide came together to renew and define our core values, which now serve as the foundation of IBM’s culture and brand.

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

For more on IBM corporate citizenship in Texas, contact:
Sandy Duchen — dochen@us.ibm.com
Beth Tracy — bftracy@us.ibm.com

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Armonk, NY 10504
U.S.A.
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