Corporate Citizenship in Vermont

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 Vermont in 1957.
- IBM’s cash and in-kind donations and grants in Vermont totaled more than $350,000 in 2014.
- IBMers in Vermont earned 499 patents in 2014.
- Since 2003 IBMers and retirees have volunteered more than 475,000 hours to support Vermont schools and nonprofits.
- IBM employees pledged over $700,000 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. World Community Grid® helped strengthen the fights against cancer and Ebola by providing free “virtual supercomputing” power to humanitarian projects.

IBM Impact Grants bring sophisticated capabilities to nonprofit organizations to help them serve their constituencies more effectively. More than 500 were delivered worldwide in 2014, including these in Vermont:

• In collaboration with the Vermont Council on Rural Development, IBM produced a series of six Impact Grants in support of Vermont's recovery from Tropical Storm Irene, including disaster preparedness workshops for the Vermont Food Bank and its statewide affiliates.

• A Technology Roadmap grant was delivered to Vermont Works for Women, a well-respected organization promoting nontraditional careers including Science, Technology, Engineering and Math (STEM) careers for women.

• United Way of Chittenden County received Project Management Fundamentals and Becoming a Leader of Change workshops, to help increase the effectiveness of their collective impact strategy.

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 Vermont, over 47 percent of employees and 12 percent of retirees participate, having volunteered over 475,000 hours since 2003.

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
• 2014 Vermont Governor’s Award for Environmental Excellence, Photochemical Waste Reduction in the Semiconductor Photolithography Process. IBM Vermont is the only entity to receive recognition every year since this award program's inception in 1993.
• United Way of Chittenden County Key Persons of the Year award to IBMers Curt Guenther and Denise Puisto for their extraordinary efforts to coordinate a successful workplace giving campaign in Vermont (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.

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