

IBM'S ON DEMAND COMMUNITY OF VOLUNTEERS FACT SHEET

- IBM's Celebration of Service builds on IBM's flagship volunteer program known as the On Demand Community. IBM's On Demand Community of volunteers perform service in communities, schools, not-for-profits, and social service organizations all over the world.
- Launched in 2003, the On Demand Community enables employees and retirees to find volunteer activities in which to participate, identifies skills and expertise they can contribute to specific causes, provides proven solutions they can use in their volunteering efforts, and allows them to track their volunteer hours and apply for community grants to the organizations they support.
- Through On Demand Community, IBM is able to contribute technology and expertise to build and sustain strong communities. This is accomplished by combining the strengths and skills of employees and retirees worldwide with access to innovative programs, presentations, IBM technology resources, training, and support.
- Nearly 40% of our global workforce is registered in the On Demand Community.
- In 2010, the On Demand Community surpassed 11.5 million hours of service logged by more than 170,000 participants in more than 84 countries since 2003. That's more corporate volunteers who have logged more hours of service than any other company. Their contribution would be valued at nearly one-third of a billion U.S. dollars if it was offered commercially.
- The Points of Light Institute has identified IBM's On Demand Community as a "program without peer."
- IBM made U.S. \$189.2 million worth of charitable contributions in 2010, comprising donations of cash, technology and services. This includes donations by IBM employees of U.S. \$36.1 million during the company's annual Employee Charitable Contribution campaign.
- Service Jam, a worldwide online dialogue between 15,000 employees, external service leaders, not-for-profit organizations, and government leaders from 119 countries, was held on October 10-12, 2010, and helped to generate breakthrough models for "Service as a Solution" in communities worldwide.
- IBMers are invited to make an online pledge of volunteer community service to be completed in 2011. IBM customers, business partners, family members and other citizens of the world are encouraged to participate.
- Volunteerism is promoted throughout the entire year, but the thematic focal point for the Centennial is June 15, 2011 – the last day of IBM's first 100 years -- when

hundreds of thousands of IBMers will participate in a range of meaningful service projects, bringing the IBM brand to life in communities around the world. We are calling that day "Celebration of Service Day."

- To support the Celebration of Service, the IBM Grants program includes two significant new grant opportunities during 2011 -- Catalyst Grants and Centennial Grants -- plus expanded awards in the IBM Community Grants program. IBM employees are able to propose service projects that address their communities' needs, and that help build smarter communities and cities. A short list of these skills based service projects will be selected to showcase the impact of innovative volunteer engagement. Grant awards, totaling \$12 million, will range from \$500 to \$100,000 for the schools or not-for-profit organizations involved.
- On Demand Community (<http://www.ibm.com/ibm/ondemandcommunity>) provides volunteers with resources such as presentations, tips, case studies, training materials and guides, so that they can effectively provide their time and expertise in a variety of spheres, settings and industries. For example, they include advice on working with students of all ages. To that end, the site provides materials to aid in visits to schools, where volunteers can teach students about careers in the sciences, encourage literacy, discuss Internet safety -- even help students build robots or become more sensitive to environmental sustainability. Modules also include advice for helping communities recover from disasters, volunteering on university boards, or applying technology and project management tools at small businesses.
- There are more than 15,000 IBM retirees that are active participants in the On Demand Community of volunteers.
- Reflecting IBM volunteerism trends over the past eight years, pledges to volunteer time and expertise during IBM's centennial year tend to be most popular for helping students in primary and secondary schools, human services, community and economic development, and health care.
- Organizations and focus areas that IBM On Demand Community volunteers support include:

Animal Protection and Welfare
Arts, Culture, History
Community & Economic Development
Justice System
Disaster Relief
Drug & Alcohol Abuse
Education
Environment / Ecology
Faith based
Family Services
Farming, Agriculture

Fitness, Sports, Recreation
Gay, Lesbian, Bisexual, Transgender
Healthcare
Housing, Homelessness
Human Rights, Civil Liberties
Hunger, Nutrition
Immigrants, Language Training
Legal Services
Literacy, Reading
People with Disabilities
Senior Citizens
Veterans
Voting, civic engagement
Youth Development

