



# Philanthropy

*Materiality Assessment Topic: Giving & philanthropy*

## Issue Summary

Community investing not only benefits the community, but the company as well.

## Our Position

AT&T is committed to advancing education, strengthening communities and improving lives. AT&T and the AT&T Foundation support programs and projects that create learning opportunities, promote academic and economic achievement and address community needs. These investments not only strengthen communities, but our company as well.

## Data Highlights

### 2012 Key Performance Indicators

- Amount of corporate, employee and foundation giving:

Priority	Arts and Culture	Civic and Community	Education	Health and Welfare	Total
<b>Total (Millions)</b>	\$7.8M	\$25.4M	\$64.3M	\$33.9M	\$131.4M

- Amount of employee giving through United Way/Employee Giving Campaign: **>\$33M**
- Amount invested toward planned \$250 million commitment over five years to AT&T Aspire: **>\$43.6M**

### 2012 Goal

Invest **\$250 million** planned over five years to drive innovation in education, support effective local programs and create collective impact through collaboration with AT&T business units, national partners, employers and customers to ensure that more students who are at risk of dropping out graduate from high school prepared for college and career.

### 2012 Progress Toward Goal

We invested **\$43,665,918** to date. Of that:

- 71 percent** went toward programs focused on local impact;
- 15 percent** went toward programs focused on social innovation;
- 6 percent** went toward programs focused on connecting people (including our employee volunteerism efforts); and



- **8 percent** went toward other efforts such as research and evaluation.

Among our many recipients were **47 schools**, school districts and nonprofit organizations across the country that competed for dollars through a competitive RFP process. AT&T also engaged consumers around the topic, leading to a **\$90,000** contribution to Aspire programs through a causes.com campaign.

## 2013 Goals

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AT&T Aspire is our primary philanthropic focus. Read more about it [here](#).