



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
Total (Millions)	\$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](#).