

# involvement literacy Volunteer Community environment innovation education

Leading Responsibly

# Community

Pitney Bowes is strongly committed to investing in the communities we serve. We believe such investment is most effective when it is aligned with our corporate mission of helping customers grow through better communications. For this reason, we focus our philanthropic giving on support for literacy and education. Through the Pitney Bowes Foundation and corporate contributions, we provide grants and matching gifts to worthy causes. We also encourage direct employee involvement, and every year our employees donate thousands of hours in support of literacy programs and community organizations.

## Literacy and Education

We provide funding to nonprofits working on literacy and education initiatives, with a special focus on programs designed to help close the achievement gap and strengthen the future workforce. Programs funded include national and regional after-school and summer reading programs, school system education investments, and mentoring and job training initiatives.

## Local Community Support

In locales with significant Pitney Bowes operations, we support community work through grants from Local Community Leadership Teams driven by local employee volunteers. Each team receives a budget, which they allocate in support of local community organizations. At least 70 percent of the funding supports local literacy and education programs, with the remainder available to support other priority community needs.

## Employee Involvement

Our employees dedicate time and money to causes they care about. In doing so, they help transform our communities. We support their charitable efforts in several ways:

**Matching grants**—We conduct annual giving campaigns in the United States, the United Kingdom and Canada that permit employees to make charitable contributions via payroll deduction. This program is currently expanding to countries in the Asia Pacific region.

**Volunteering**—We support employees' community service efforts through grants to the organizations where they volunteer, grants to cover the cost of materials and supplies for team volunteer projects, and guidance on volunteering as an aspect of career development.

**Disaster relief**—The Pitney Bowes Relief Fund, a U.S. 501(c)(3) charity financed by employee contributions and Foundation matching funds, helps to ensure that employees and others have access to essentials in times of critical need. We also launch global team fundraising appeals and contribute a Foundation match when a disaster affects a Pitney Bowes community outside the U.S.

## Performance 2011

We report on total giving through the Pitney Bowes Foundation and corporate contributions.

# **Literacy and Education**

All children deserve the chance to grow into healthy, educated and productive members of society no matter where or when they are born. But with almost half of the world's youth not completing or having access to secondary education and only 4.5 percent of world GDP dedicated to education, opportunities abound to develop educational capacity and programs around the world.

As a global leader in helping businesses communicate more effectively, Pitney Bowes has a vital interest in literacy and education. We also believe that by supporting literacy and education programs, we can improve countless lives, strengthen the fabric of our communities and help build a strong competitive workforce for the future.

While the challenges facing education today are complex, Pitney Bowes and other leading companies, in partnership with outstanding nonprofits at the local, national and global levels, are making a very real difference for the benefit of our communities, our young people and our workforce.

Each year, Pitney Bowes grants approximately \$1.4 million to literacy and education organizations, with a particular focus on improving access to books, closing the achievement gap and preparing people for successful employment.

# Pitney Bowes Global Volunteer Program

Pitney Bowes's long partnership with Reading Is Fundamental (RIF) continues to grow. In 2011, our first joint Global Volunteer Program yielded 18 "Share the Message: READ!" events spanning 14 cities in Australia, Canada, India, the United Kingdom and the United States. More than 200 Pitney Bowes employee volunteers provided reading enrichment activities to more than 2,300 children, with additional support from the Pitnev Bowes Foundation and RIF — all with the common purpose of motivating children to experience the pleasures and satisfaction of reading, both inside and outside the classroom. The events also provided a dramatic kickoff to Pitney Bowes's first annual Global Volunteer Month, a unified companywide initiative in support of literacy and education around the world.



Pitney Bowes Volunteers at the Share the Message: READ! Family Literacy Night at Stepping Stones Museum, Norwalk, CT.



Adults and children share the joy of reading as Pitney Bowes volunteers host a spectacular Family Literacy Night at the Stepping Stones Museum for Children in Norwalk, CT. The event presented an opportunity to showcase the new Pitney Bowes Foundation-sponsored Family and Teacher Resource Room at the museum.

Scan this code to view the Share the Message: READ! Family Literacy Night video

Last year, we made literacy and education grants to 55 organizations in the United States. Our grants typically focus on communities where we have a presence and where the population is underserved or at risk. Many of the programs we support focus on children aged 3–12 from the pre-kindergarten level up through elementary and middle school. We support school-year enrichment initiatives such as Head Start, mentoring and after-school homework support, as well as summer learning opportunities to help consolidate gains made during the school year and minimize losses over summer vacation. We also support programs at the high school level and beyond, including mentoring, job training, ESL and GED courses.

Employees also invest their skills and expertise through hands-on volunteerism, tutoring and mentoring activities, special projects, and strategic nonprofit board involvement. Employees at every level of the company are passionate about this commitment and apply their energy and experience to help children, families, schools and related charities through thousands of hours of volunteer time each year.

### Our major philanthropic partnerships include:

- Everybody Wins! USA Project LEAP (Literacy Enhancement Action Plan), supporting local and regional affiliates as well as national mentoring programs for low-income elementary students.
- National Center for Family Literacy programs that help parents and children learn together.
- National Literacy Trust (U.K.) receives funding raised through the Pitney Bowes Pushing the Envelope Campaign, an annual auction of artwork designed by celebrities and executed on envelopes.
- National Urban League youth education programs.
- Network For Teaching Entrepreneurship middle school summer camps and a high school competition to help young people from low-income communities build entrepreneurial skills and launch businesses.
- Reading Is Fundamental early literacy support for children and caregivers through family literacy events, activity guides, lending libraries, and book distribution.

### Pushing the Envelope Pulls High Bids to Support Literacy Programs

Celebrity-designed envelope artworks hit the auction block every spring at Pushing the Envelope, a fundraiser run by Pitney Bowes for the United Kingdom's National Literacy Trust. In the last seven years the event has raised more than £95,000 to help transform lives through literacy.



## Pitney Bowes Volunteers Doing Their Part in Detroit, Dallas and Spokane

Adina Ba is a Pitney Bowes senior analyst for corporate citizenship and philanthropy. In May 2012 she posted a video on the company blog highlighting the work of three local "Share the Message: READ!" initiatives and the leadership teams and partner organizations that made them happen. The Detroit, Dallas and Spokane events were part of a global program that reached 3,500 students with the help of 830 volunteer hours.



Pitney Bowes Spokane Community Leadership Team brings a day of Share the Message READ! to MLK community in Spokane, WA.



Pitney Bowes Volunteers at Voyageur Academy in Detroit, MI, after reading to 120 students.

### One Mentor, One Child, One Book at a Time

Most Tuesdays from September to June, you'll find Pitney Bowes employee volunteers in Troy, NY, enjoying a Power Lunch along with members of half a dozen other business and community organizations. But it's not about gaining new business—it's about providing reading and mentoring for low-income kids who deserve a break. The Troy group, organized by the Literacy Volunteers of Rensselaer County, is part of Everybody Wins! USA's nationwide Power Lunch program, which matches at-risk children with adult volunteers for 30-40 minute sessions of one-onone reading and conversation. After two years, the group now spans four schools, with two more planned for next year. In the words of one volunteer from Pitney Bowes Software, "It seems like a huge commitment but it's not, because what you get in return is priceless."

#### Pitney Bowes Signs Up for A Billion + Change

A Billion + Change is a Washington, DC-based national campaign to mobilize billions of dollars of pro bono and skills-based service to address core issues faced by communities across the country and around the world. Its purpose is to encourage businesses to engage, inspire and mobilize their employees' professional talents to better make a lasting impact on society. In 2011, Pitney Bowes joined the roster of A Billion + Change Pledge Companies by pledging its commitment to skill-based volunteerism and recognizing the many Pitney Bowes employees who regularly donate professional services to educational and charitable organizations.

# Local Community Support

In addition to making contributions at the national and regional levels, we encourage Pitney Bowes facilities to support their local communities. The Pitney Bowes Foundation provides funding for certain local initiatives identified by 14 Local Community Leadership Teams across the United States. Teams allocate at least 70 percent of their budgets to local literacy and education programs, with the remainder available to meet other community needs.

#### A few of last year's achievements by local Leadership Teams:

- A team in Atlanta, GA, worked with First Step Staffing, contributing 5,600 hours to help homeless people gain jobs, housing and self-sufficiency through coaching, transportation and encouragement.
- A team in Dallas, TX, provided 4,600 learning hours of reading, writing, homework help, tutoring and games for young people through Project Learn, in cooperation with the Dallas Boys & Girls Clubs.
- A Washington, DC, team contributed 10,000 learning hours through the Urban Alliance's High School Internship program, which focuses on vulnerable youth with college potential. Program participants have proven to be six times more likely to graduate from college than their DC peers.



LIFE Tutoring program graduation: PB'er Sam Roberts and Alex, student.

### LIFE Tutoring Program Celebrates 20 Years

Learning Is For Everyone: It's a valuable message for kids in elementary school—and the rest of us, too. It's also the name of a weekly tutoring program that brings children from Springdale Elementary School to Pitney Bowes's headquarters in Stamford, CT. for one-on-one homework and coaching sessions with employee volunteers. Last fall the LIFE Tutoring Program marked its 20th anniversary. During that time, more than 600 pupils in Stamford's South End have been mentored and tutored through homework help, reading and educational games.

## Employees Use Social Media to "Give Smart"

A one-hour "Yam-Jam" on the Pitney Bowes Yammer social networking platform yielded 164 posts and more than 40 threads, as a company-wide online conversation helped spark an increase in contributions to United Way and other charities. The use of social media adds a powerful dimension to charitable fundraising, bringing employees together to celebrate the importance of supporting charities such as the United Way and the Pitney Bowes Relief Fund.



# **Employee Involvement**

We know that good corporate citizenship helps us to attract and retain good employees. We also recognize that our people can develop useful skills outside the workplace. And we believe that encouraging engagement in our local communities reinforces employees' engagement in our company. For all these reasons, we encourage employees to get involved as volunteers and supporters of community organizations.

### Matching of Employee Contributions

We encourage employees to make charitable donations, and we support their efforts by matching their contributions to eligible charities in the United States, Canada, and the United Kingdom, and have recently added the Asia Pacific region. We conduct annual giving campaigns and allow employees to contribute through payroll deduction. We match their contributions to eligible charities 100 percent and cover all program administrative costs.

### **Global Grants for Volunteerism**

Each year, we provide grants to nonprofit organizations where our employees volunteer through our individual recognition grant program (with grants ranging from \$125 for 25 hours of service to \$500 for 100 hours). We also cover the costs of supplies and materials needed for employee team volunteer efforts through our competitive team project grant program.

### Volunteering that Supports Personal Development

In keeping with our philanthropic focus, we offer employees structured volunteering opportunities linked to literacy and education initiatives. At the same time, we see volunteer service as an opportunity for employees to develop their skills, and we provide employees with guidelines that map volunteer opportunities to specific skills and core competencies that employees are interested in developing.

### Nonprofit Board Service Program

We encourage employees to serve on local committees and nonprofit boards and provide them with resources to find opportunities in their communities. We also work with grantee organizations and other charities whose missions support our philanthropic goals to identify volunteer leadership opportunities. Our Corporate Philanthropy and Strategic Talent teams work together to match employees' passions and development goals with the opportunities available. We also recognize outstanding volunteer initiatives through our company's highest employee honor, the Pitney Bowes Impact Award.

## Holiday Mail for Heroes brings greetings to more than a million

Once again Pitney Bowes and the American Red Cross combined forces to bring holiday greetings from people all over the United States to military personnel, veterans and their families around the world. The 2011 outpouring of 1.2 million cards through the Holiday Mail for Heroes program was one of the largest in the five-year partnership. A new option allowed people to purchase specially designed cards online, resulting in an extra \$4,000 in donations to the American Red Cross. Since the program's inception in 2007, the public has sent more than 4.7 million cards to hospitals and military installations around the world, including those in Afghanistan, Germany, Japan and Kuwait.

### Holiday Mail for Heroes 2011



## "One rupee a day" from PB India employees adds up for local orphanage

A group at PB India found a painless way to collect funds for children from poor families. The opportunity to make a difference by donating "just one rupee a day" has proved to be a hit throughout the office. So far, they've raised more than 90,000 Indian rupees in support of a local orphanage.



## Friends of Thai Daughters Reaches Around the World to Stop Human Trafficking

Eric Yves Mahe, President, Growth Markets, based in Singapore, has been involved for two years in the fight against human trafficking in the Mekong region. As part of this effort, he recently joined the board of Friends of Thai Daughters, a U.S.-based nonprofit working to prevent trafficking by providing children in northern Thailand with a safe place to live and a quality education. Recently, Pitney Bowes awarded a grant to Friends of Thai Daughters in recognition of Eric's leadership. The funds will support the building of the organization's first school and its first year of operation.

### Disaster relief

The Pitney Bowes Relief Fund, a U.S. 501(c)(3) charity, was established in 1992 to provide for colleagues and others whose lives are disrupted by natural disasters or personal misfortune. Financed by employee contributions and a Foundation match, the Relief Fund gives recipients access to food, shelter, clothing and medical care in catastrophic situations. Pitney Bowes bears the Relief Fund's administrative costs, ensuring that all donations directly benefit those who need assistance. The Salvation Army manages the Relief Fund's grants and refers employees to community-based resources where appropriate. Since its inception, the Relief Fund has distributed more than \$2.7 million in assistance.

In addition, the Pitney Bowes Foundation launches special matching appeals following natural disasters that impact Pitney Bowes employees, customers and communities outside the U.S. In 2011, appeals conducted following the earthquakes in Japan and New Zealand resulted in \$37,000 in donations and matching funds to the Red Cross, AmeriCares, the International Rescue Committee and Save the Children.

## AsiaPacific Employees Respond to a Year of Natural Disasters

From the earthquakes in Japan and New Zealand to the floods in eastern Australia, several disasters wrought havoc across vast areas and populations in 2011. Pitney Bowes Software employees pitched in with software, services, cleanup crews and a variety of related volunteer activity.



In the hard-hit areas of Ishinomaki and Gambaro Tohoku, Japan, 69 Pitney Bowes Japan employees joined volunteer parties working both weekdays and weekends through the spring and early summer of 2011. A second cleanup round in May 2012 also drew more than 60 employee volunteers.







# Performance 2011

• Total Giving (Pitney Bowes Foundation and Corporate Contributions): \$4.8 million

### Literacy and education contributions (by focus area)

- Achievement gap: 55%
- Workforce preparedness: 45%

	2009	2010	2011
Students served	21,774	30,461	31,669
Student hours	625,661	987,935	1,332,617

#### General charitable contributions

• Total match of employee charitable contributions: \$2 million (Includes U.S., Canada, UK and Republic of Ireland)

### Employee volunteerism

- Employees volunteered over 76,000 hours in 2011
- Aggregate value of employee volunteerism: nearly \$1.6 million\* (based on combination of hands-on and skill-based volunteer activities and nonprofit board service)