



IT'S MORE THAN BUSINESS

IT'S WHO WE ARE

Growing corporate engagement in the community

A special advertising supplement

Giving Back Is Part Of The Job

Intel supports employees' good deeds in the community

by **NATASHA VONKAENEL**

It doesn't take long to realize that Intel employees care about a lot more than just a paycheck. In the last five years, Intel employees have volunteered more than 5 million hours of their time around the world.

Carolyn Mullins is chair of the board of directors for United Way California Capital Region, a nonprofit organization that works with Intel on its community giving. She says that Intel is an impressive example of a corporate citizen.

"They're known as being incredibly innovative, and what we hope people look at with Intel is not only are they innovative from a business perspective, but they are also innovative in the different ways they engage employees in philanthropy," Mullins says. "This philanthropy and employee engagement directly improves the lives of people in our community, and that's what United Way is all about."

One innovative way Intel does this is through the Intel Involved Matching Grant Program, where volunteer hours are matched with unrestricted grants to local schools and nonprofits. Through the program, an Intel employee can volunteer at any school or qualified nonprofit and generate up to \$15,000 for schools and \$10,000 for nonprofits (one hour equals \$10). In 2012, the Intel Foundation donated more than \$9.9 million to schools and nonprofit organizations where their employees volunteered.

Another way Intel encourages its employees to be a part of the community is through its annual giving campaign, which raised close to \$1.6 million for about 700 charities last year. There are also volunteer days, such as Out of Office for Others

(OO4O), where Intel partners with nonprofits across the Sacramento region to fulfill a variety of volunteer opportunities for an all-site community day. Another event is the Fun Run, where employees and their families run for a cause and donate shoes as their entry fee. Intel also organizes volunteer team builders for their college interns, making community service a part of their internship experience. For employees who are headed for retirement, Intel offers the Encore Career Fellowship Program where workers can use their job skills from Intel to help a local nonprofit build capacity and operate more efficiently. Mullins says Intel employees also make up a large portion of their affinity groups, including Women in Philanthropy and Emerging Leaders.

Mullins emphasizes that Intel's culture of giving permeates throughout the organization and is really energized from the bottom up. "Giving is definitely ingrained in employees, it's just something that they do," she says. "To me, it feels like part of their culture, their DNA." And those employees are proud to be involved with an organization that cares about the impact it has on the community.

Mullins says United Way is pleased to have such a strong corporate partner in its efforts to help solve community problems.

"We are very proud we can collaborate with them on making an impact in our community," she says. "We would not be successful without their leadership."



PHOTO BY DAN ZAHIRA

Intel Vice President Tammy Cyphert and her daughters, also pictured on cover, take advantage of family time through volunteer activities they enjoy together.

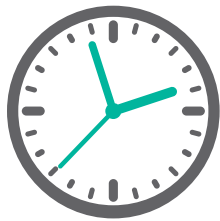
“ To me, it feels like part of their culture, their DNA. ”

CAROLYN MULLINS

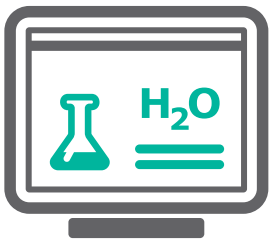
Chair of United Way California Capital Region Board of Directors

INTEL
FOLSOM
GIVING
BROKEN
DOWN

In 2012, Intel's Folsom employees volunteered a record high of
231,381 hours.



In 2012, **1,200** Folsom Intel employees donated during the Community Giving Campaign, donating
\$1.6 million.



Intel focuses much of its corporate philanthropy on improving
math, science and engineering education.

6,000+
employees work at Intel's Folsom campus, making it the city's largest private-sector employer.



Young Professional Is Driven To Give

Emerging Leaders encourages philanthropy while teaching leadership

by **NATASHA VONKAENEL**

Caitlin Wong, 23, is an emerging philanthropic role model for the next generation. "Volunteerism has been a theme throughout my whole life," says Wong, who was an active volunteer with Key Club throughout high school. But, "it really hit me in college when I was in Gamma Phi Beta and was Vice President of Public Relations." She loved the volunteer work she did with her sorority, and when she graduated from UC Berkeley in May 2012, she knew she wanted to work for a company that had a strong spirit of philanthropy where she could continue her volunteering efforts.

Both her parents worked at Intel when she was growing up, and she saw firsthand the benefits that come from working for an organization that supports its employees and the work they do in the community. After interning for the Dell Account Team in 2011, she joined Intel in July 2012 as a business analyst for the Americas Sales and Marketing Group.

She says when she first started at Intel, she attended the luncheon for its Community Giving Campaign, which educated employees about United Way, the nonprofit that works closely with Intel to support employees' volunteer efforts in the community. During Intel's annual Community Giving Campaign in October, Wong donates to the Folsom Symphony, and 100 percent of her gift goes directly to the nonprofit. The Intel Foundation provides a matching gift to the local United Way. Wong says, "It's great. With Intel's match, I get to donate to two nonprofits that I care about at one time."

She became involved in United Way's Emerging Leaders program and soon was in charge of organizing the Emerging Leaders events for Intel's site in Folsom. Emerging

Leaders is a program run by United Way that brings together young professionals for networking events, volunteer opportunities and leadership trainings. She has recruited 61 Emerging Leaders at the Folsom Intel site, where United Way provides events once a month to network, volunteer and build relationships. She has worked to organize a toilet paper drive for local charities, collecting thousands of rolls of toilet paper to be donated to more than 30 local nonprofits. And on Intel's Volunteer Day she spent the whole day helping out at the Folsom Zoo. Wong says that, "Emerging Leaders is a really great vehicle for networking and growing your career," and adds that she is grateful for such a big opportunity at her age. "Not many organizations would allow me to be in this position as Emerging Leaders [Chairperson]."

“ I want to see what difference I can make. It is my civic duty to give back to the community. ”

CAITLIN WONG

Wong says that Emerging Leaders has really helped her leadership skills, but for her the most important thing has been the sense of satisfaction she feels when she thinks she is making a difference. "Growing up with the life that I have had, I want to see what difference I can make. It is my civic duty to give back to the community." And, she adds, at Intel she can make that happen. "Intel prioritizes giving back to the community."



Caitlin Wong, a business analyst at Intel, volunteers serving food as part of Emerging Leaders, which inspires philanthropy and leadership in young professionals.

THIS GENERATION WON'T SETTLE FOR A HIGHER PAYCHECK

Eighty million baby boomers are on their way out the door, and the next generation is coming to replace them. But corporations may have to alter their company makeup to get these new employees to stick around. According to a study conducted by Deloitte, 62 percent of younger workers ages 18 to 26 say they would prefer to work for a company that gives them opportunities to apply their skills at nonprofit organizations. In a similar study, they found that of the students polled, 58 percent were willing to take a 15 percent pay cut to work for an organization that shared their values. And 45 percent of students would sacrifice 15 percent of their pay for a job that makes a social or environmental impact. So it looks like the age of corporate responsibility is here to stay. **NV**



Kenneth Avila found treatment for addiction at the Koinonia Home for Teens. Now he counsels other teens at the group home in Loomis.

A New Start In Life

Helping teens build a better future for themselves

by **AMANDA CARAWAY**

When the Monterey County Justice System sent Kenneth Avila to the Koinonia Home for Teens in 2011, he was a gang member who suffered from alcohol and drug addiction. At Koinonia, Avila engaged in trauma therapy that helped him beat his addiction. For the first time he felt truly loved and cared for and he envisioned a future full of hope and promise.

"I was in a bad place when I went there," Avila says. "Then I met other kids who come from the same path as me. They became good role models, and I figured if they could do it, so could I."

Koinonia runs six homes, a group care facility and a school for kids who suffer from drug and alcohol addiction. They work with teens who have experienced early trauma from domestic abuse, rape or gang violence.

"Teens on drugs die every day," says Bill Ryland, an administrator at the Koinonia Home for Teens. "This is truly a life or death issue."

Avila was encouraged to succeed by earning monetary incentives for good behavior, community service and academic achievement. Through the United Way's \$en\$e-Ability project, supported by Intel and United Way's Women in Philanthropy group, Koinonia creates Individual Development Accounts for the teens to earn money for their future. When they graduate, the total they earn is matched by up to \$500.

"The kids used to leave the program with nothing and now many leave with up to \$1,000," Ryland says. "These kids deserve everything that we can give them. They have been so shortchanged in life."

Thanks to the \$en\$e-Ability program, when Avila graduated from the Koinonia school, he had decent grades and money to help him get on his feet. He became the first graduate of the Koinonia school to go straight into a four-year university.

While at Koinonia, Avila also participated in Intel's Kid to Work Day and the Women in Philanthropy's Life Skill Acquisition program. Through these programs, he learned valuable skills like résumé building and communication, and he had the opportunity to thank those who support the programs at Koinonia. He began speaking at Women in Philanthropy events, where he told his story and demonstrated the positive impact of the programs.

"It was really empowering for Kenny to talk at these events and he received a lot of positive reinforcement," says Justin LaCasse, facility supervisor at Koinonia.

Avila has finished his first year at William Jessup University where he now has the opportunity to give back. Having experienced firsthand the positive impact of community assistance programs, Avila finds time in his busy college schedule to volunteer and help other struggling teens find hope and success.

“ I met other kids who come from the same path as me. They became good role models, and I figured if they could do it, so could I. ”

KENNETH AVILA

Former resident, Koinonia Home for Teens

MAKING A DIFFERENCE FOR LOCAL KIDS

United Way's Women in Philanthropy is a volunteer group founded in 2002 as a way for women to come together to support each other and the spirit of community giving. A focus of WIP is to secure the well-being of local children by supporting programs that prevent child abuse and improve the lives of foster children. Members conduct workshops to help foster youth develop life skills and hold fund drives to supply kids with items like towel sets and toiletries to help ease the burdens faced by kids aging out of the system. Women from the Intel community are a driving force in the program, comprising 146 of the 315 members. Male employees can support the program by sponsoring the membership of a female from their household or a fellow Intel employee, thus helping her grow into a life of philanthropy. **AC**



Women in Philanthropy members sort towels during a recent drive.



Helping Hands

Intel volunteers provide much-needed home repairs by **TINKA DAVI**

Intel employees Suzi and Craig Southwick work on repairing a fence. They have volunteered on repair and remodel projects for 20 houses over the last 10 years.

The home is 76 years old; its owner is 84. She's a veteran who never married. She's maintained her Del Paso Heights home for 50 years, but now needs help.

Enter Rebuilding Together Sacramento and Intel Folsom.

Rebuilding Together is a national, nonprofit organization established in 1991 that preserves affordable housing, increases homeowner independence and reduces energy consumption through home repair services done by volunteers.

Intel Folsom employees Craig and Suzi Southwick have volunteered with Rebuilding Together for 10 years. They're team captains, who get an assignment, meet with homeowners, plan renovations, shop for materials and enlist other volunteers.

“To be able to give back to the community is an awesome feeling. We're blessed with what we have and that we can share good will.”

CRAIG SOUTHWICK

Intel employee

“It takes about three months to get everything lined up,” Craig says. “We're contractors, responsible for doing the job on a limited budget.”

Intel's crew will replace floors, add a bathroom vanity, install grab bars, build a small ramp to the front door, fix the fence and paint the outside.

“We will install security screens on front and back doors so she's safer,” Suzi says. “We'll do a whole bunch of things.”

All work is completed in one day.

Rebuilding Together typically helps elderly or disabled low-income homeowners. Usually the husband took care of the house, Craig says. But once he's passed away and 10 years go by, the house needs maintenance to make it safe. The work volunteers like Craig and Suzi do helps people stay in their homes longer.

“As house captains, we're responsible for making sure all the work is done safely and that no one gets hurt,” he says. “We also make sure we have enough materials to make the volunteers happy and that they get fed.”

Craig says when the volunteers look at their work at the end of the day, they get an “adrenaline rush.”

“We're exhausted, but it's a good feeling,” Suzi adds.

Craig suggested the idea of team captains after doing a project that lacked organization and didn't have enough repair work.

“At Intel, if you find a problem, you own the solution. You are talking to the solution,” he says.

The Southwicks have been married for 43 years. He's a retired auto mechanic and has worked in the Intel Architecture group doing validation hardware for 13 years. Suzi, who has been with Intel for 28 years, appears in commercials as the Intel bunny — the worker in the white suit. She's with the Wireless Communications group.

“To be able to give back to the community is an awesome feeling,” Craig says. “We're blessed with what we have and that we can share good will.”

KIDS GET A GLIMPSE OF THE WORKING WORLD

This summer Intel celebrated the 20th year of their annual Kids to Work Day. The unique event designed for Intel employees and their children offers kids the opportunity to see what mom and dad do at work and why their jobs are important. The kids engage in educational activities, such as informative displays, workshops taught by Intel volunteers and scavenger hunts. One of the most popular activities at the event serves to introduce the kids to Intel's spirit of philanthropy by inviting them to make cards for children in hospitals around the region. Last year, 2,000 children between the ages of 7 and 18 attended the event. Employees without children of their own are encouraged to host the child of a friend or family member. Employees can also sponsor the attendance of a foster child from organizations like Koinonia. Last year, generous Intel employees sponsored between 20-30 foster children. **AC**

A 21st Century Workforce

STEM learning programs encourage innovation in students by **MIKE BLOUNT**

What does one of the largest technology corporations in the region have in common with current education trends? Quite a lot, actually, according to Intel Corporate External Affairs Manager Leroy Tripette.

Since 1989 when the Intel Foundation was created, Intel has provided \$100 million annually worldwide to STEM (science, technology, engineering and mathematics) educational programs. STEM learning presents a problem-solving and project-based learning curriculum that encourages creativity and innovation to find solutions and overcome challenges.

Tripette explains that in today's highly competitive global economy, the demand for a more-skilled workforce is increasing — and that is just one reason why Intel is invested in STEM learning programs.

"The obvious answer to why we support STEM learning is we are a beacon for world innovation and we need qualified candidates ... in our company," Tripette says. "But from a macro standpoint — in order to continue to be innovative — you need highly-skilled people. STEM drives our true economic engine."

“ It gives these students the skills they will need to move on to exciting careers because what’s needed in the workplace today is 21st century learning skills — stuff beyond just facts in a book. ”

LEROY TRIPETTE

Corporate External Affairs Manager for Intel

The technology leader contributes to programs like Project Lead the Way and Intel Teach to inspire local students to learn through experience and help teachers incorporate technology into classrooms that helps their students achieve that goal. Intel also funds regional science fairs in which students receive up to \$3 million in scholarships. The regional fair in the Sacramento area draws from six counties.



Participants in Intel's Girls Who Code Summer Immersion program work on programming robots to draw shapes. After graduation, 80 percent of Girls Who Code participants would pass the AP Computer Science exam.

Tripette says programs like Intel Teach empower teachers to engage their students with STEM-based content using a wide variety of digital learning tools, including personal computers, tablets, online tools and resources, and social networking. He adds that Intel, while fully in support of a STEM learning curriculum, takes a hands-off approach to telling teachers how to use it in their classrooms. For their part, it's more about getting the teacher comfortable with using the technology first and then presenting ways it can be used as a teaching tool.

Tripette says another reason Intel supports STEM learning is because research shows it's a more effective way for students to learn.

"Students learn more by being able to do something in a project activity, and we're trying to find ways to incorporate that into classrooms so kids can learn in a more natural environment," Tripette explains. "It gives these students the skills they will need to move on to exciting careers because what's needed in the workplace today is 21st century learning skills — stuff beyond just facts in a book."

GIRLS WHO CODE

In 1984, women represented 37 percent of all computer science graduates in the United States. Today, that number is 12 percent. Intel is trying to help close the technology and engineering gender gap through the nonprofit organization Girls Who Code.

Launched in spring 2012, Girls Who Code works to educate, inspire and equip young women between the ages of 13 and 17 with the skills and resources needed to pursue an academic and professional career in technology or engineering. This summer, Intel's Girls Who Code Summer Immersion program was the first university model that allowed 20 girls from the Sacramento region to "attend" college at UC Davis for eight weeks. Girls Who Code serves as a gateway for young women to get into the computing field. The program provides extensive instruction in computer science, web design, mobile development, algorithms and robotics. Girls use these skills to develop fully functioning mobile apps and even program robots to draw shapes on a large pad of paper.

Kelly Melanson, 17, of Elk Grove says she enjoyed meeting other girls with similar interests at the program. Melanson says she wanted to learn more about computer science because technology has become ubiquitous in today's world.

"Computers and phones are something we use every day, and something everyone should know how to use," Melanson says. "Computer science is a basic skill for today's world."

Melanson adds she appreciates having a small classroom environment where she can have one-on-one interaction with her teacher. Greenwood resident Violet Dressler, 17, agrees that the skills that Girls Who Code teaches are invaluable in today's job market.

"I think it's the start to a great career. With the way the world is going, technology is going to be everything. If you don't embrace it, you're pushing it away. I don't want to be left in the dust. I'm going to embrace it and use it to my advantage." **MB**

PHOTO COURTESY OF UC DAVIS

Gamers Give Back

Intel's LANFest raises money for charity through gaming

by **MIKE BLOUNT**

In a video game world, there are no limits for 7-year-old Alexander Vargas. But in the real world, he has muscular dystrophy and is in a wheelchair.

"Just because he's in a wheelchair it doesn't mean he's stuck in a wheelchair," his father Antonio Vargas says. "[At LANFest] the world is open to him. There's opportunities out there and there's nothing he can't do."

LANFest brings together gamers for a weekend of competition on top-of-the-line PCs at Intel's Folsom campus to raise awareness and money for charity. This year LANFest raised \$12,000 for the Sacramento chapter of the Muscular Dystrophy Association, a nonprofit committed to sponsoring research seeking the causes of and effective treatments for neuromuscular diseases. To date, the event has raised over \$100,000 for United Way and local nonprofit organizations.

The proceeds from LANFest will go toward paying for an MDA summer camp, which offers kids like Alexander the opportunity to experience activities like horseback riding and swimming with other children affected by muscular dystrophy.

Jamey Wilbur, health care service coordinator and camp director for Sacramento MDA, says the event is the perfect partnership because many children with muscular



Intel software engineer Javier Martinez demonstrates Google Earth to Alexander Vargas inside Intel's Innovation Center during the recent LANFest event, which Martinez helped organize. "I think what Javier typifies is the innovative spirit of Intel," says Andy Sheehy of United Way, which receives proceeds from the event.

“ All of this technology just kind of blows me away. It makes me feel really good to be here. ”

ALEXANDER VARGAS

LANfest participant

dystrophy also are gamers. All of the children were invited to go on a tour of Intel's Innovation Center and test out new technology and Intel products.

"All of this technology just kind of blows me away," Alexander says. "It makes me feel really good to be here."

Intel Software Engineer Javier Martinez began organizing LANFest Sacramento with a core group of five volunteers in 2007. Since then, LANFest has expanded its capacity to include 366 participants.

"I've been doing this for many years mainly because I like

the mission of the project and our organization," Martinez says. "It gets the whole team together to work on something fun for a good cause. Seeing people having fun and the impact it has in the community is the icing on the cake."

Phyllis Towles, Great Place to Work Program Manager at Intel, says Martinez exemplifies the core values of Intel employees. These values of responsibility and community service have led Martinez and his team to donate over 150 hours each year to make LANFest a success.

"What drives an Intel employee to spend 150 hours volunteering on LANFest? Passion, purpose and the commitment to making a positive difference," Towles says. "Javier is passionate about creating space for gamers of all levels and families who want to spend time together in a safe environment having fun. You should see the passion in his eyes when he presents one of the local nonprofits with a donation check raised from LANFest — it truly is inspirational. Javier, and hundreds of employees like him, make Intel a great place to work!"

INNOVATIVE GIVING

Annual campaign encourages everyone to give

Intel is a driving force in the Sacramento community, not only for their economic and technological impact, but for their spirit of community giving. Philanthropy resides at the core of Intel and resides in each of its employees.

"When I think of Intel, I think of a global corporation with a unique focus on supporting the local community," says Andy Sheehy, vice president of Resource Development for United Way. "Intel applies the

same level of innovation in their philanthropic work as they do in the world of technology."

Supported by a solid partnership with United Way, Intel's annual Community Giving Campaign is driven by Intel employees volunteering on top of their work commitments. During the campaign held each October, the entire Folsom campus is humming with philanthropy. Volunteers are swarming around the cafeteria, passing out fliers about activities including bake-offs, gift basket raffles and fundraising challenges between teams of employees. From posters to email blasts, reminders are everywhere of the Community Giving Campaign, which aims to raise employee awareness of the many organizations that need support and the importance of giving.

"Intel has a unique internal focus on engaging employees in philanthropy," says Annette Bachmeier, Director of Global Productivity at the Folsom Intel Campus and Community Giving Campaign Manager. "United Way helps educate us on the vast need in our community and how we can help."

Intel also matches donations made by employees to their nonprofit of choice. Last year, Intel's Folsom employees donated \$1.6 million through the Community Giving Campaign, which was enhanced by a corporate match to the California Capital Region's United Way.

Employees are also encouraged to volunteer, and last year Intel's Folsom employees volunteered more than 231,000 hours of community service. Intel supports their employees by matching their volunteer hours with dollars to the chosen organization. For example, last year Intel generated over \$800,000 for 78 local schools through their e-mentoring program, called PC Pals. PC Pals is an email-based mentoring program where Intel employees encourage students throughout the course of the academic year and do everything from editing college admission essays to guiding them on their science fair projects.

"The more their employees give, the more Intel as a whole supports the community," Sheehy says. "They make Sacramento a better place to live." **AC**

Follow The Leader

Businesses of all sizes can join the LIVE UNITED movement

by **MICHELLE CARL**

You may know Intel as a giant in the computer chip manufacturing world. But United Way's Andy Sheehy says Intel is just as important in the local community.

"The innovation of Intel as an organization really trickles down to how they engage in the community," says Sheehy, Senior Vice President of Resource Development with United Way.

Through efforts such as the annual Community Giving Campaign and LANfest, employees at Intel's Folsom campus have partnered with United Way to find causes important to Intel's core mission.

"Intel has a long history of giving back to the communities in which it's a part of. We're not just part of the community, we're in the community," says Grace Davis, California Corporate Affairs Director at Intel. "The partnership that we have with United Way has really allowed us to reach nonprofits and maximize our impact."

Intel is a driving force in United Way's LIVE UNITED movement, which brings all different stakeholders together to improve the education, income and health of people in our community. The movement is a return to United Way's roots, which grew from the need for civic leaders to solve social welfare problems as cities grew in the early 20th century.

"We've kind of evolved over the years in people's minds into a fundraising organization. We do raise money, that's a main component of what we do, but it's not the reason we exist," Sheehy says. "We exist to improve people's lives and to build strong and vibrant communities."

United Way does that by serving as a nexus for corporations, government entities and nonprofits, helping them to come together to solve big issues facing the community. Using a collective impact model, United Way is able to strategically link many

efforts to have a greater effect on the community.

Sheehy says Intel is "collective impact in action" in the way it leverages United Way's knowledge of the nonprofit community to identify local needs that fit with the corporation's philanthropic goals.

"To have a huge, multinational corporation with a keen, unique focus on what's going on in their local community in which they work and live is something to be applauded and I hope replicated," Sheehy says.

Davis, whose business group oversees United Way's campaign at the Folsom campus, says giving back is part of Intel employees' nature. Employees not only give through their paychecks, but seek opportunities to volunteer in the community and serve on local nonprofit boards.

"From the Intel Involved Matching Grant Program to our Community Giving Campaign with United Way, Intel looks to address the critical needs in our community through multiple channels," she says. "The partnership we have is a win-win — it's great for the company, the employees and the community."

But even if a business isn't an international technology leader like Intel, Sheehy says everyone can be part of the LIVE UNITED movement. Individuals or businesses large and small can have a greater impact when their efforts are done strategically.

Davis believes it's crucial for corporations to see the value of having employees that feel good about their company and their community.

"It really is a business imperative. Employees want to feel good about the company they work for," she says. "I would really encourage any company that wants to get involved with United Way to do so."



From left, Annette Bachmeier and Grace Davis of Intel collaborate with United Way's Andy Sheehy on ways they can positively impact the local community together.

“ The innovation of Intel as an organization really trickles down to how they engage in the community. ”

ANDY SHEEHY

Senior Vice President of Resource Development, United Way



Intel employees are part of the LIVE UNITED movement.



PHOTOS COURTESY OF UNITED WAY CALIFORNIA CAPITAL REGION



To join United Way's movement, contact www.yourlocalunitedway.org/joinus or call 916-368-3000.