

Adobe® Community Relations Backgrounder

MISSION

Adobe's Community Relations programs are designed to help make our communities better and healthier. We seek to improve the quality of life by addressing critical needs, primarily through schools and non-profit organizations reaching underserved populations in areas where Adobe employees live and work. Our funding priorities are twofold:

- Improving the performance of students in primary and secondary schools
- Breaking the cycle of poverty, specifically fighting hunger and homelessness

HISTORY

To be a healthy company, Adobe must operate in healthy communities. This simple philosophy has been a corporate value since our founding in 1982, and Adobe employees have a long history of philanthropy and volunteerism. Their grassroots efforts over the years inspired executive support that led to the formation of the Community Relations department in 1996. As Adobe has grown in size and geographic scope, the Community Relations programs have broadened beyond the company's San Jose, California, headquarters to extend worldwide. For the most recent information on Adobe philanthropic activities, partnerships, and results, see our Community Relations Annual Report at www.adobe.com/community/focus2001.

MILESTONES

1982 John Warnock and Charles Geschke found Adobe Systems Incorporated in Palo Alto, California.

1988 Adobe conducts its first weeklong Community Relations Awareness campaign for employees, the precursor to the Community Involvement Month volunteer outreach, conducted each October.

1991 Adobe launches the Matching Gift Program for employee charitable donations.

1993 Adobe forms its first Philanthropy Council of employee volunteers to help manage charitable requests and organize local philanthropic activities.

1994 The acquisition of Aldus Corporation introduces Adobe to the Seattle, Washington, community. An existing employee charity committee at the Seattle site becomes Adobe's second Philanthropy Council.

1996 Adobe moves its corporate headquarters to downtown San Jose and forms the Community Relations department.

Adobe forms a partnership with Gifts In Kind International to manage the Adobe Software Donation Program throughout North America.

The company's first community relations survey of employees and community leaders focuses programs on improving childhood education and fighting poverty in Silicon Valley and Seattle.

1997 Adobe formalizes its software training programs for K-12 teachers and staff members of nonprofit organizations.



- 1998** Adobe opens a major corporate facility in Seattle's Fremont neighborhood and launches expanded philanthropic programs and partnerships in the area.
- 2000** Adobe forms its first global partnership, with the United Nations World Food Programme, through the Hunger Site.
- Adobe extends the Matching Gift Program to employees and charitable causes worldwide.
- Community Involvement Month becomes a global event.
- Adobe's Software Donation Program grows to include schools and nonprofit organizations in France, Germany, Japan, and the United Kingdom.
- 2001** Adobe makes the largest single cash grant in its history to the Food and Agricultural Organization of the United Nations for its TeleFood 2001 campaign.
- Adobe establishes the Adobe Fund with the Community Foundation Silicon Valley to build a self-sustaining endowment for its worldwide philanthropy programs.
- The first global survey of employees and community leaders affirms Adobe's philanthropic focus on improving childhood education and fighting poverty.
- 2002** Adobe acquires Accelio Corporation of Ottawa, Ontario, broadening the company's community presence in North America.

TWO SOURCES OF GIVING

Adobe's Community Relations programs provide a range of giving opportunities in the form of cash grants, software donations, software training, volunteers, and other support.

Corporate Support

- **Community Investment Grants:** Each year, Adobe makes strategic contributions designed to develop lasting partnerships with specific nonprofit organizations and local schools. These grants include cash, software, software training, use of corporate facilities, and employee volunteer support.
- **Software donations:** Adobe makes the latest versions of its software available to nonprofit organizations and primary and secondary schools in many countries. Adobe's Software Donation Program is administered through Gifts In Kind International. In areas where Adobe has a substantial employee population, the Special Request Program can offer software in larger quantities than those offered through Gifts In Kind International.
- **Software training:** Adobe underwrites software training for K–12 teachers and staff members of nonprofit organizations in Silicon Valley and Seattle. The Teach the Teacher and Nonprofit Training programs help donation recipients make the most effective use of their Adobe software.
- **Facilities use:** Adobe selectively donates use of its company facilities, including meeting space, presentation equipment, and catering services, to qualified schools and nonprofit organizations.
- **Scholarships:** To promote careers in science, technology, and education, Adobe annually awards college scholarships to graduating seniors of Mount Pleasant High School, Adobe's partner school in San Jose. A multinational scholarship program is under development.
- **Community Involvement Month:** Each October, Adobe conducts a monthlong community outreach that encourages employees worldwide to volunteer their time, participate in special events, and make cash donations to support the charitable causes that matter most to them.
- **Equipment donations:** Adobe regularly donates surplus computer hardware, office equipment, office furniture, and office supplies to schools and nonprofit organizations, distributing materials primarily through San Jose's Resource Area for Teachers (RAFT) and the Seattle Public Schools.

Employee-Directed Support

- Adobe Philanthropy Councils: Teams of employee volunteers in San Jose and San Diego, California, in Seattle, and in Ottawa organize company-sponsored volunteer activities and allocate small cash grants to a select number of schools and nonprofit organizations.
- Matching Gift Program: In partnership with the JK Group and Charities Aid Foundation, Adobe matches up to US\$2,000 per employee per calendar year in personal cash and securities donations to qualified charities worldwide.
- Adobe eGiving: Every year during benefits open enrollment, Adobe's U.S. employees may pledge a portion of each paycheck to the charitable causes of their choice. The company automatically doubles their donations through the Matching Gift Program.
- Employee software donations: Employees may use their employee discount to purchase Adobe products and donate them as personal gifts to philanthropic causes.