

## Meet the Grantmakers in Westchester

April 16, 2009

### Profile Form

**ORGANIZATION/FOUNDATION NAME:**

IBM Corporation

**PANELIST NAME & TITLE:**

Pamela Haas

Manager, Corporate Citizenship & Corporate Affairs

**ADDRESS:**

590 Madison Avenue

New York, NY 10022

**INTERESTS:**

(e.g., Fields of interest, areas funded, types of support or service, geographic region, exclusions, etc.)

The primary objective of IBM's philanthropic initiatives is to use innovative technology solutions in support of the resolution of key societal problems, especially the stimulation of education reform. We have made a concerted effort to focus the majority of our available resources on this critical issue to maximize the impact we can have to effect substantive change.

In addition, we also endeavor to provide similar solutions through our technology solutions to promote early childhood learning through our *KidSmart* program, stimulate workforce development and extend the reach of the internet and technology in the areas of math and science education, adult and family literacy, technology literacy and information access. Our activities are limited to a select number of unique global initiatives to extend the reach of the internet and technology in the areas of global humanitarian research, literacy, arts and science education, technology literacy and information access for individuals impacted by the digital divide. These programs include:

**Reading Companion** is IBM's interactive web-based technology that is helping children and adults around the world gain literacy skills in English. Reading Companion is innovative speech-recognition technology that listens and provides individualized feedback to the user, enabling emerging readers to practice their pronunciation as they acquire fundamental English reading skills.

**¡Tradúcelo Ahora!** uses IBM WebSphere Translation Server software to translate web sites from English to Spanish for schools and community organizations. Aside from translating web sites automatically, we also are focusing on K-12 students, their parents, teachers and administrators to enhance communication by translating emails bidirectionally (English<=>Spanish).

In conjunction with these solutions, IBM developed the *On Demand Community* initiative. This program equips IBM employee and retiree volunteers with a distinct set of on demand tools based on the successful technology solutions created exclusively by IBM for schools and community agencies. These Web-based

tools provide employees and retirees with a myriad of choice meaningful volunteer opportunities, resources and specific activities designed to help make them more effective volunteers and to offer valuable assistance to schools and not-for-profit organizations.

### **CONTRIBUTIONS/SERVICE SUMMARY:**

**(e.g., 2008 disbursements, average grant size or range, summary of technical assistance etc.)**

In 2008, grants in Westchester County, grants of hardware, software and cash included Corporate grants, United Way, Matching Gifts, and Community Grants totaled more than \$840,000.

### **PANELIST BIOGRAPHICAL INFORMATION:**

Pamela Haas is responsible for managing the philanthropic budgets at IBM, in New York City and Long Island. She led an international team in developing one of the first solutions for *On Demand Community* and leads an international team focused on the World Community Grid. World Community Grid's mission is to create the largest public computing grid benefiting humanity. The work is built on the belief that technological innovation combined with visionary scientific research and large-scale volunteerism can change our world for the better. The success depends on individuals collectively contributing their unused computer time to this not-for-profit endeavor.

Pamela is responsible for employee community/volunteer programs and government relations. Prior to joining IBM, Pamela was Senior Manager, Philanthropic Program at American Express Company and has also spent more than 20 years in various development positions in the United Way.

Literacy Assistance Center, NYC, Chair, Board of Directors

Day Care Council of NY, Member, Board of Directors

Contributions Advisory Group, NYC, Treasurer, '05-present, President, 04-05, Program Chair, 03-04

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