

## Meet the Corporate Grantmakers

September 23, 2009

### Profile Form

**ORGANIZATION/FOUNDATION NAME:**

The McGraw-Hill Companies  
Corporate Contributions & Community Relations

**PANELIST NAME & TITLE:**

Louise R. Raymond  
Senior Director, Global Corporate Responsibility

**ADDRESS & PHONE:**

The McGraw-Hill Companies  
1221 Avenue of the Americas  
NY, NY 10020  
212-512-2001

**INTERESTS:**

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

The McGraw-Hill Companies primarily supports initiatives that enhance financial literacy skills and advance economic empowerment. Many of the groups we support provide professional development to teachers to assist them in incorporating financial literacy into their daily lives and classroom instruction.

Priority consideration is given to organizations and projects that:

- Further economic empowerment through financial literacy and micro finance in the communities and markets where the many diverse businesses of The McGraw-Hill Companies operate.
- Serve more than one geographic market area.
- Utilize unique applications of innovative and developing technologies.
- Extend internationally.
- Can be evaluated and provide demonstrable results and impact.
- Can serve as models elsewhere.
- Have been determined tax-exempt under Section 501(c)(3) of the U.S. Internal Revenue Code and qualify as public charities under IRS rules; or are the local country-specific equivalent of a charitable nonprofit organization.

The McGraw-Hill Companies does not sponsor courtesy advertising, pledges for walk-a-thons and similar activities. In addition, the following types of organizations are not eligible for direct grants

from The McGraw-Hill Companies.

- Institutions and agencies clearly outside the primary geographic concerns and interests of The McGraw-Hill Companies.
- Libraries and schools of higher education and K-12. Since so many excellent libraries and schools are customers of The McGraw-Hill Companies, it would be inappropriate to say yes to some and no to others.
- Political activities or organizations established to influence legislation; sectarian or religious organizations; member-based organizations, i.e., fraternities, labor, veterans, athletic, social clubs.
- Individuals.
- Endowment funds.
- Loans of any kind.

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

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

In 2008, The Corporation contributed approximately \$5.8 million in direct giving and \$30 million through in-kind contributions. The corporation also operates an employee volunteer program that includes a capacity building pro-bono project called Writers to the Rescue (WTR). WTR matches nonprofit organizations with the services of writers, editors, communication and/or graphic design specialists from The McGraw-Hill Companies on a volunteer basis. WTR helps to develop and support the infrastructure of many nonprofit organizations that do not have the staff or skills to produce important communications materials such as press releases or annual reports that fit within their larger fundraising, and capacity-building strategies.

#### **HOW BEST TO CONTACT:**

Contact Susan Wallman, Manager, Corporate Contributions, for questions about the corporation's grantmaking

By email: [Susan\\_wallman@mcgraw-hill.com](mailto:Susan_wallman@mcgraw-hill.com)

Contact Amna Khawar, Project Coordinator, for questions about the corporation's employee programs including Writers to the Rescue

By email: [Amna\\_Khawar@mcgraw-hill.com](mailto:Amna_Khawar@mcgraw-hill.com)

#### **PANELIST BIOGRAPHICAL INFORMATION:**

Louise Raymond is Senior Director of Global Corporate Responsibility for The McGraw-Hill Companies. Ms. Raymond's responsibilities include oversight of the corporation's entire philanthropic program, domestically and abroad. Ms. Raymond's department is responsible for the corporation's direct and regional grantmaking and all of its employee workplace giving programs.

Ms. Raymond is also responsible for oversight of implementation of The McGraw-Hill Companies' Corporate Responsibility & Sustainability strategy and programs. Ms. Raymond's role encompasses management of the corporation's Corporate Responsibility & Sustainability Committee, implementation of employee initiatives including a "Green Team" project, centralizing collection and tracking of key CR-related performance data, and serving as the chief liaison with the business units and corporate departments charged with accountability in the primary areas of the Corporation's CRS activities.

Prior to joining The McGraw-Hill Companies Ms. Raymond had a more than 20-year background in New York City government. Her Public Sector positions included serving as Special Assistant to former City Council President Carol Bellamy and Deputy Director of the City Council President's Ombudsman's Office, and Special Assistant and Chief Speech writer to former Queens Borough President Claire Shulman.