



Intel's passion for innovation is reflected in our strong commitment to social responsibility. Through donations, grants, and volunteer service, we strive to be an asset to the communities where we live and work.

Intel Involved is our corporate volunteer program designed to encourage, support, and recognize employees who volunteer in their communities. Through this program, Intel employees volunteer their time and talent to build strong communities that are inclusive, economically empowered, and environmentally sustainable.

Intel employees have always volunteered using their professional skills to benefit the community. As the community needs have increased, so have employees' interest in providing legal, human resources, marketing, and information technology (IT) expertise to help schools and organizations meet their challenges.

These are our stories.

## Intel Involved Skills-based Volunteering

Doing What We Do Best, Right Next Door

“The Scottsdale Unified School District has been more motivated than ever before to deliver exceptional customer service to our students, parents, and peers. The mentoring provided to us by Intel has been an invaluable resource in our customer service initiative.”

– Sharon L. Grant, Administrative Assistant, Scottsdale Unified School District



### Helping Schools Develop Quality Controls

As the Intel Corporate Manager for Operational Excellence, Rudy Hacker is an expert in defining processes and systems to maximize organizational quality. Intel isn't the sole beneficiary of his skills. Through his volunteer efforts, Arizona schools and nonprofits are also improving their efficiency and productivity.

Hacker and his Intel team developed a skills-based volunteer project in partnership with the Arizona Quality Alliance, an organization dedicated to improving organizational performance in the nonprofit sector. During a pilot, Hacker focused on two organizations.

Rio Salado College, a community college in Tempe, Arizona, needed help improving its training programs and admission processes. After completing and applying Hacker's custom training, an admissions employee improved the college's process for contacting prospective students while saving \$20,000. Overall, Rio Salado realized \$120,000 in direct cost savings within 90 days of the seminars.

The Scottsdale Unified School District (SUSD) wanted to design a more responsive team environment. SUSD focused on improving customer relations, and applying what it learned from Intel to ensure more reliable quality and faster communications among teachers, students, and families. Hacker's collaboration with SUSD is a work in progress but his efforts have the potential to impact thousands of people across 32 schools in the district.

### Employees and the Environment: "Critter Cams" Show Wildlife Up Close

Just west of Boston, Mass Audubon operates Drumlin Farm Wildlife Sanctuary. With the time, knowledge, and volunteer support of a team from the Intel IT professionals, Mass Audubon is well on its way to meeting its goal of using technology to bring people closer to the natural world.

Working with sanctuary educators, the team developed a technology plan and installed mobile wildlife cameras to build a wildlife video library. The cameras capture wildlife movement and sound in full color during the day and in infrared at night. Roaming mammals and birds not usually visible to visitors can be viewed through a new interactive kiosk at the sanctuary's learning center. As its video library grows, Mass Audubon will display these images on its Web site, reaching virtual visitors and children in classrooms throughout New England.

*“There is gratification in using my skills to help Mass Audubon staff implement technology that will improve the services they provide;” explains Kevin Shaughnessy, Intel Massachusetts IT operations manager and a member of an Intel team that helped select and test a high-tech motion-triggered video recording system.*

### LEAN and Mean: Helping New Mexico Food Bank Efficiency

During a volunteer event to fill food boxes at Roadrunner Food Bank of New Mexico, a planning analyst from Intel New Mexico's manufacturing facility noticed that the process resembled a production line.



With the active involvement of the food bank, and support from an army of Intel Involved volunteers, the planning analyst applied an efficiency and effectiveness methodology called “LEAN” to determine if the food box assembly process could be improved.

The “LEAN team” developed and fine tuned the process for filling food boxes and increased the number of food boxes filled in one hour by 50 percent; output went from 198 to 300 boxes an hour.

### Pro Bono: Intel Lawyers in Service

When Mary and Joel Schroeder, the owners of Blue Window Creative, launched their Portland, Oregon photography and graphics business, they had their hands full getting a new business off the ground. Like many new small business owners, the Schroeders didn't concern themselves too much with legal matters.

When business began increasing, however, they wondered about incorporating to protect their assets. In May 2010, with limited financial resources to engage a big law firm for answers, they turned to Lewis & Clark Law School's Small Business Legal Clinic (SBLC) in Portland. One of the ways the SBLC provides services is through its Pro Bono Project, which engages law firms and corporate legal departments to provide free legal expertise.

Attorneys from Intel and Perkins Coie met with Blue Window Creative to talk about protecting Blue Window's interest in its proprietary material and switching from sole proprietors to a corporation to help protect their assets. The attorneys agreed to review existing agreements and advise on filing incorporation papers to protect the owners' proprietary and personal assets.

While Intel employees have been donating their time and expertise performing pro bono legal work for many years, Intel



established a formal Employee Legal Pro Bono program in 2007. By 2009, the Intel Employee Pro Bono Program had grown to 84 lawyers who had donated 2,110 hours of legal services. The pro bono work by Intel's lawyers provided an additional benefit of \$20,000 in contributions to nonprofits; these matching funds were provided by the Intel Foundation through the Intel Involved Matching Grant Program.

### Keeping Quality Day Care Available in Fort Collins

When a Ft. Collins, Colorado day care facility was faltering financially, an Intel engineer stepped in to reorganize the nonprofit and move operations into the black.

The Riversong Waldorf School supports providing high-quality childcare at reduced rates for median and low-income families. The Intel volunteer put together a business plan that helped the school become self-sustaining, locate a new physical facility, recruit teachers, and hire and manage an accountant.

With financial projection and accounting processes in place, Riversong is now thriving and able to extend exceptional child care to Ft. Collins families that otherwise could not afford the best.

## Putting Our Work Skills to Work in Our Communities

There are hundreds of opportunities for Intel employees to strengthen their communities through the Intel Involved Program. Skills-based Volunteering focuses on matching the needs of the community with the professional skills of Intel volunteers. From marketing support to legal assistance, community organizations and schools work with Intel on sustainable solutions to everyday problems. The result of these collaborations enhances the quality of life in communities around the world.

Learn more about Intel Involved at [www.intel.com/community](http://www.intel.com/community)

