Statewide Commitment

- From 1998 through 2002, SBC contributed nearly $32 million through corporate, foundation and employee giving to support Michigan programs and activities that enhance education and community initiatives.

- Through SBC Foundation grants from 1998 to 2002, more than $18 million has been contributed to community-based organizations throughout Michigan.

SBC Communications Inc. takes social accountability very seriously; that is why our programs are robust and multi-faceted, extending far beyond financial contributions. SBC cares about the communities it serves. As the philanthropic arm of SBC Communications, the SBC Foundation supports a number of organizations and programs that enrich and strengthen diverse communities across Michigan, particularly those that emphasize education, community vitality and technology.

Dedication to Diverse Communities

- SBC Foundation programs actively help Michigan meet the needs of its diverse communities and the community-based organizations that serve them. The SBC Foundation increases access to information technologies, broadens technology training and professional skills development and effectively integrates new technologies to enhance education and economic development.

- The people in Michigan who benefit from SBC Foundation-funded projects include low-income residents, people with disabilities, senior citizens and youth.

Michigan 1998-2002 SBC Foundation Direct Grant Giving by Population and Gender

- Hundreds of Michigan-based organizations serving racial and ethnic minorities have benefited from the SBC Foundation funding.

“Answering the call of those in need,” SBC Pioneers is one of the largest company-sponsored volunteer organizations in the United States. In addition, several SBC employee-initiated groups regularly organize mentoring and volunteerism programs. These organizations not only reflect the SBC diversity, but also contribute to the achievement of the company’s goals.

From 1998 to 2002, more than 25,000 Michigan-based SBC employees and retirees volunteered their time to improve the quality of life for all Michigan citizens through the SBC Pioneer program. Volunteer hours have been spent on education, health and human services and environmental projects.

Through these volunteer efforts, SBC Pioneers have donated more than 260,000 volunteer hours valued at more than $4 million* to communities across Michigan.

Examples of volunteer projects include:

- Providing more than 5,000 backpacks filled with school supplies to schools throughout the state during the annual “Tools for Learning” project
- Building eight homes in Detroit and Saginaw in conjunction with a $1M grant to Habitat for Humanity International by the SBC Foundation
- Cleaning and painting cabins and sprucing up the grounds at Bay Cliff Health Camp so that challenged adults and children could have a clean and safe stay
- Sewing and distributing hundreds of heart pillows and hug-a-bears to hospitals and safety organizations throughout the state
- Distributing thousands of pounds of food to needy seniors throughout Detroit through Focus Hope
- Through the “A Book About Me” project, purchasing, donating and reading thousands of personalized books to children in elementary schools throughout the state

*According to Independent Sector, a volunteer hour is valued at $16.54.

Bridging the Technology Gap: Michigan Women’s Foundation

In October 2002, the SBC Foundation awarded Michigan Women’s Foundation a $75,000 grant to develop a new Web site designed for middle school girls that will aid in developing a long-term interest in technology among more girls and women. The Michigan Women’s Foundation is the first and most experienced statewide foundation that identifies, supports and invests in women and girls.

Research has shown that the participation of women in technology-related careers is declining. Numerous studies reveal the period in which young girls lose interest in technology, math and science is middle school — grades 6 through 8. This new Web project is designed to help foster long-term interest in technology among middle school-age girls. By providing information about ways to pursue technological studies through high school and college, this Web site creates a resource to help bridge the technology gap between middle school girls and boys.

Along with the Michigan Women’s Foundation, the project was developed through a collaboration with several leading women’s organizations, including the Girl Scouts, the Athena Foundation and the American Association of University Women.

“After an extensive examination of the issues and the potential remedies, we know that this Web site is a unique response to the needs,” said Barbara Hill, interim president of the Michigan Women’s Foundation.

In addition to the pilot Web site, the SBC grant has helped fund research regarding the trends of female participation in technology studies and technology-related careers.