



# ETS

## Supporting Our Communities During Challenging Times



# INTRODUCTION



As our nation, and indeed our world has grappled with the COVID-19 pandemic, ETS — guided by the Center for Advocacy & Philanthropy (CAAP) — has continued to support and work closely with organizations across the country, whose work aligns with our mission and core values: advancing quality and equity in education.

ETS encourages a culture of giving, volunteerism and civic engagement and participation. We are proud that our employees have committed thousands of volunteer hours and hundreds of thousands of dollars to causes that they deeply care about.

Even as our nation continues to struggle with racial injustices, class inequities and human suffering, we at ETS should take heed to the sage advice offered by Marian Wright Edeleman, the founding president of the Children’s Defense Fund (CDF) who reminds us all that “Service is the rent that we pay for living; the very purpose of life, and not something you do in your spare time or after you’ve reached your own personal goals.”

Yours in progress,

A handwritten signature in black ink, appearing to read 'Jamal Watson', with a long, sweeping horizontal line extending to the right.

Jamal Watson, Ph.D.  
Senior Director, CAAP

# GIVING AND VOLUNTEERING HIGHLIGHTS

14%

Health & Medical Research



27%

Education



23%

Social & Human Services

ETS's community of more than 2,500 employees, through their acts of giving and volunteering, provided relief and hope to families across the nation.

## 2021 EMPLOYEE GIVING CAMPAIGN RESULTS

In 2021, through the ETS Cares employee giving campaign, ETS employees donated \$650,000 to support more than 800 nonprofit organizations across the United States. The average donation was \$715 per donor.

### Giving Percentage by Cause

#### CHARITY TYPE

Education	27%
Social & Human Services	23%
Health & Medical Research	14%
Animal Welfare	11%
Civil Rights	9%
Crisis Response	6%
Other	4%
International	3%
Art	2%
Environment	1%

### DISASTER RESPONSE

ETS employees donated thousands of dollars to disaster relief and recovery efforts, including those impacted by the Texas winter storm, California wildfires, the COVID-19 surge in India, Hurricane Ida, the humanitarian crisis in Afghanistan, the Haitian earthquake and tornados in the U.S. Midwest.



# GIVING AND VOLUNTEERING



## DRIVE OUTCOMES

ETSers donated goods valued at approximately \$40,000 to support local students, individuals and families.

- New and used bicycles were donated to the Boys and Girls Club® of Greater Mercer County Bike Exchange.
- Over 150 backpacks filled with school supplies were donated to The Latin American Legal Defense and Education Fund, Inc. (LALDEF) in Trenton, N.J., the Boys and Girls Club of Greater Mercer County in N.J., and Communities in Schools in San Antonio, Texas.
- Nearly 300 baskets were donated during the annual ETS Cares Thanksgiving Basket Drive. Staff in New Jersey supported Mercer Street Friends, and in Texas staff supported Haven for Hope.
- ETS employees, in partnership with One Simple Wish®, granted 91 holiday wishes for youth living in foster care.

## VOLUNTEER HOURS

Through their volunteer hours, ETS employees made a financial impact of more than \$55,000.

## VOLUNTEER ACTIVITIES

ETS's goal to strengthen communities is supported by more than 2,500 employees, whose generosity provided relief and hope to families across the nation.

ETSers took part in an array of volunteer events, including:

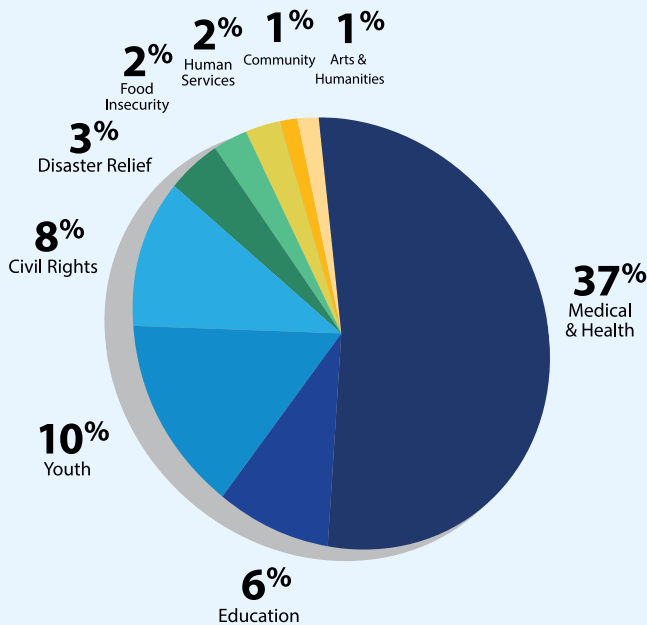
**Read Aloud Days** — Staff virtually read books to New Jersey and San Antonio students.

**Gratitude Grams** — Staff showed their appreciation for medical staff through Heart Needs Art.

**Learning Ally** — Staff acted as quality assurance volunteers for audiobooks designed for struggling learners.

**COVID-19 Phone Bank** — Staff called underrepresented residents of the local community informing them of available COVID-19 vaccination sites and scheduled appointments.

## COMMUNITY SERVICE TIME



*“My staff and I wish to thank you and your readers. We realize how much time and coordination it takes to make such an event like this to happen.”*

— Tara O’Shea, YWCA Princeton, Director, Burke Foundation Early Childhood Center

# GIVING AND VOLUNTEERING

## OUTSTANDING VOLUNTEERS

ETS salutes exceptional volunteers and their unwavering commitment to giving back.

***“Find your passion because that is going to drive you to continue to volunteer, donate and serve.”***

— Yvonne Kuykendall, Senior Director, Regional Global Production Operations, ETS

***“It is important for me to be involved so that when I have the opportunity, I can treat those in need with love, and dignity and respect.”***

— Tracey Dwight, Marketing Associate, Global Strategy & Growth, ETS

***“If I can help one person, no matter how long it takes, or what I’m doing, it can make all the difference in the world.”***

— Jonathan Dipierro, Multimedia Productions Specialist, Global Strategy & Growth, ETS

## LUNCH AND LEARN SESSIONS

ETS spotlighted the growing and changing needs of our communities by hosting Lunch and Learn sessions during which employees learned about and supported the following causes:

**Environmental Awareness** — New Jersey Audubon, New Jersey Department of Environmental Protection and The Watershed Institute

**Foster Care Awareness** — Court Appointed Special Advocates for Children (CASA)

**Heart Health** — American Heart Association

**Hunger and Homelessness** — HomeFront

**Learning Disabilities** — Learning Ally™

**Supporting Vulnerable Youth** — Anchor House and LifeTies Inc.



# GIVING AND VOLUNTEERING

## SCHOLARSHIP PROGRAMS

ETS deeply believes in the life-changing power of education, therefore it's no surprise that ETS and its employees supported three scholarship programs in 2021 with nearly \$300,000 in awards.

- **Cares Scholarship Program** — Scholarships totaling \$50,000 were awarded to high-achieving students facing hardships that could stand in the way of achieving a higher education degree. Since its inception 10 years ago, we have awarded scholarships totaling nearly \$1.4 million — all of which were funded 100% by employee donations. Through this program alone, more than 200 students have continued their education journeys.
- **Presidential Scholarship for Historically Black Colleges and Universities (HBCU) Students** — We awarded one-time, full-year scholarships to eight high-achieving students enrolled in both public and private HBCUs. These scholarships totaled \$125,000 in 2021.
- **ETS-Trenton Central High School (TCHS) Scholarship Program** — The ETS-TCHS Scholarship Program supports outstanding graduating high school seniors in Trenton, N.J. — one of the state's most economically challenged school districts. Each year, ETS pays renewable awards totaling \$120,000 to assist 12 deserving students stay in college through graduation. Since the inception of this scholarship program, ETS has awarded more than \$3 million dollars to 34 students.



## BUSINESS RESOURCE GROUP (BRG) COMMUNITY ENGAGEMENT AND SUPPORT

Supporting communities with understanding and empathy via shared values of justice, respect and compassion, BRG members worked tirelessly to help the organizations they care deeply for. ETS BRG members supported a number of drives, totaling nearly \$10,000.

### BLACK ORGANIZATION FOR LEADERSHIP DEVELOPMENT (BOLD) BRG

American Heart Association Go Red Campaign  
Back to School & Thanksgiving Basket Drives

### LGBTQ+ BRG

Lunch & Learn with Anchor House  
T-shirt Design Fundraiser supporting Anchor House

### UNIDOS BRG

LALDEF Lunch & Learn during Hispanic Heritage Month  
LALDEF COVID-19 Vaccination Site Support  
Back to School & Thanksgiving Basket Drives

### WOMEN INITIATING SUCCESS FOR EVERYONE (WISE) BRG

Volunteered at Junior Achievement® of New Jersey Women's Future Leadership Academy  
Dress for Success Lunch & Learn  
Back to School, Thanksgiving Basket & Holiday Drives



# ADVOCACY AND PHILANTHROPY



United Way  
of Greater Mercer County



## PHILANTHROPY

Creating equitable learning journeys is a difficult but necessary endeavor, and we at ETS feel a responsibility to strive for this goal. One way we do this is by providing financial support to our community and national partners that serve students and teachers, and work to advance equity in education. Some of these partners include:

- Freedom School in Camden, N.J.
- Life Pieces to Masterpieces
- Opportunity Junction
- Boys and Girls Club of Greater Mercer County
- HISPA
- UNICEF USA
- Communities in Schools-San Antonio
- National Urban League
- Parents Step Ahead
- YWCA of Princeton
- The Father Center
- United Way of Greater Mercer County
- The Watershed Institute

## ADVOCACY

ETS's Center for Advocacy & Philanthropy (CAAP) supports organizations whose work is aligned with ETS's mission of advancing quality and equity in education by bringing to the forefront issues in education equity and access that are otherwise emerging or misunderstood. We advocate for solutions through our strategic relationships and collaborations with local, regional and national organizations and key influencers. Particular focus is given to organizations whose missions address educational equality for African-American, Asian-Pacific American, Hispanic-American and Native Indian communities. These groups represent the four major underserved and under-represented groups in this country, in terms of access to educational opportunities.

# ADVOCACY AND PHILANTHROPY

## IN 2021 CAAP PARTNERED ON FOLLOWING INITIATIVES:

### **American Association of Hispanics in Higher Education (AAHHE)**

CAAP supported the AAHHE's 16th Annual Conference, making it possible for them to fulfill their mission of advancing Hispanic higher education, promoting scholarship among Latino students and helping to increase the pipeline of Latino scholars in tenure-track faculty and high-level administrative roles on United States college campuses.

### **Education Law Center Lecture**

ETS sponsored the Education Law Center 12th Annual Education Justice Lecture featuring keynote speaker, Linda Darling-Hammond, Ed.D., the Charles E. Ducommun Professor of Education Emeritus at the Stanford Graduate School of Education and President and CEO of the Learning Policy Institute.

Darling-Hammond was followed by a dynamic discussion which touched on the mental health of children and equitable access to a quality education and a safe learning environment education during, and in the aftermath of the pandemic.

### **Mercer County Community College Closing the Gap Campaign**

ETS was proud to support Mercer County Community College's (MCCC) Closing the Gap campaign to assist the many MCCC students facing challenges exacerbated by the pandemic. In addition, ETS contributed to the college's food bank to help students facing food insecurity.

### **New Jersey Teacher of the Year**

As a proud sponsor of the New Jersey Teacher of the Year (NJTOY) Program, we have a strong commitment to supporting teachers and the teaching profession, and we devote significant resources each year to helping teachers and students succeed. In 2021 we honored Angel Santiago, an elementary school teacher at Loring Flemming Elementary School in Blackwood, who was named the NJTOY. As part of this honor, we subsidized for his six-month sabbatical and purchased computer equipment to support his work.





# ADVOCACY AND PHILANTHROPY

## CELEBRATING DIVERSITY AND ADVOCATING FOR UNDERSERVED GROUPS

We featured a speaker series of notable presenters to shine a spotlight on underserved groups and their respective cultures as they pertain to racial and educational equity. They included:

### BLACK HISTORY MONTH SPEAKERS



**Ibram X. Kendi, Ph.D.**

One of America's foremost historians and leading antiracist scholars, Kendi was named one of *TIME* magazine's 100 most influential people in the world in 2020. He has won the National Book Award and is a *New York Times* bestselling author. Kendi is the Andrew W. Mellon Professor in the Humanities and the Founding Director of the Boston University Center for Antiracist Research.



**Crystal Lynn Webster, PhD., Assistant Professor of History at the University of Texas, San Antonio**

In her presentation "Black Children in the Age of Black Lives Matter: Towards Black Boy and Girl Magic," Webster championed the legacies of Black children who have endured more than children should.

### ASIAN-PACIFIC AMERICAN HERITAGE MONTH SPEAKER



**Helen Zia**

A Chinese-American journalist and activist for Asian-American and LGBTQ rights, Zia shared a presentation focused on the rise in hate crimes against Asians in America, the impact of this on our communities and meaningful steps we can take to initiate change.

### HISPANIC HERITAGE MONTH SPEAKER



**Eduardo Padrón, Ph.D., President Emeritus of Miami-Dade College**

Padrón shared his journey with ETS staff spanning the years since he first arrived in the United States, through his career and a promise he made to himself — to open doors for Hispanic students.

### AMERICAN INDIAN HERITAGE MONTH SPEAKER



**Joy Harjo, 23rd United States Poet Laureate**

As a poet, activist and musician, Harjo uses the power of poetry as her instrument to convey the importance of remembrance and the value in taking a moment to pause and reflect on the contributions of Native American Indians and other underrepresented communities.



Give. Volunteer. Connect.

Learn more about our advocacy and philanthropic work at:

*ETS Inside Now:* <https://etsorg1.sharepoint.com/teams/sif/caap>

ETS.org: [www.ets.org/caap/employee\\_engagement](http://www.ets.org/caap/employee_engagement)

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