



# Philanthropist

Adobe in the Community





Darryl Wong is a senior UNIX® systems administrator at Adobe Systems Incorporated — and a philanthropist. Darryl volunteers at Seattle’s FamilyWorks food bank, unloading pallets, delivering food to the line, and cleaning up. He and dozens of other Adobe employees spent hundreds of hours helping their communities during the past year.



*Adobe employees work closely with partners in the community to help fight hunger and homelessness, clean up and preserve the environment, support the arts, provide technology access for people with disabilities, and bring creativity to education.*





## To our friends and partners in the community:

Just like successful human beings, successful companies also live by a core set of values. One of Adobe's core values is to make a positive impact on our surrounding community, which we do in many different ways. We believe it is critically important to share our success by giving back to the communities in which we live and work. And, I am proud to say, we act on that belief both collectively — via grants, scholarships, donations, and other philanthropic programs — and individually, through the charitable giving and volunteer efforts of Adobe employees worldwide.

With our growing success, we are able to give back even more. For example, having posted record revenue and profits in fiscal year 2004, we were pleased to contribute an additional US\$1 million in cash grants at year's end to community partner organizations around the globe.

Beyond donating funds and software to those in need, Adobe truly brings a human face to our work within the community. We partner with nonprofit organizations, local governments, schools, and community groups that share our values and priorities, helping them fight hunger and homelessness, clean up and preserve the environment, support the arts, provide technology access for people with disabilities, and, with our newest area of community focus, bring creativity to education.

I thank our partners in the community, who give of themselves every day in such important and needed ways. And I thank all the Adobe employees who donate their time and money to the community endeavors they believe in so passionately. While you may rightly be called philanthropists, humanitarians, or simply good neighbors, to me, each of you is a true hero.

A handwritten signature in black ink, appearing to read "Bruce R. Chizen". The signature is fluid and cursive.

**Bruce R. Chizen**  
*Chief Executive Officer*  
*Adobe Systems Incorporated*

*Our company tagline is “Better by Adobe.” It applies to everything we do, from creating new software to volunteering in the community. So no matter what we’re working on, we always strive to do it better, to have a more positive impact on those whose lives we touch.*

## People Make the Difference

Adobe’s decades-long history of philanthropy and volunteerism began with our employees. Their grassroots efforts—the foundation for our now comprehensive community relations program—were rooted in the basics: helping to provide the food, clothing, and shelter people need to survive.

Today, Adobe continues to provide funds and outreach for these very basic human necessities, and we have expanded our support to yet more areas that we believe are essential for building thriving 21st-century communities: arts and culture, the environment, access to technology for people with disabilities, and, most recently, creativity in education. This newest priority, which stems from Adobe’s mission to help people and businesses communicate better, encourages young people—the business and community leaders of tomorrow—to think creatively, communicate effectively, and work collaboratively.

At the heart of it all are, of course, individual people—people who work at Adobe and at our partner organizations in the community. Whether it’s by contributing financially or by inspiring a child, feeding the hungry, connecting with a teenager, or preserving a hiking trail, these individuals are the ones who make a real difference to how life is lived in the communities we all share. On the following pages, we share some of *their* stories with you.



# Explorer

“Adobe’s new focus on creativity in education is in perfect alignment with the museum’s goals. Unleashing creativity is core to our mission, and Adobe’s enabling technology helps us to educate and inspire children through interactive exhibits and programs.”

— Connie Martinez, Executive Director, Children’s Discovery Museum

*Adobe has been a long-term supporter of education in our communities. Our newest philanthropic charter focuses specifically on creativity in education, helping children learn to think creatively, communicate effectively, and work collaboratively—all critical skills for the world’s next generation of business and community leaders.*

What does a 52,000 square-foot purple building say to a child? Come explore! Since opening in 1990, the Children’s Discovery Museum in San Jose, California, has welcomed over four million explorers. Explorer-in-Chief (aka Executive Director) Connie Martinez speaks glowingly about the positive experiences she witnesses daily. “Kids come here to have fun,” she says. “They don’t even realize how much they’re learning in the process. Adobe’s support helps us create this magic.”

A diverse group of local middle schoolers love using Adobe multimedia software to publish their own magazine, make videos, and create special projects as part of the museum’s after-school Discovery Youth Program, funded in part by Adobe.

The museum also uses Adobe software to design a variety of its more than 150 interactive exhibits and programs, which provide learning experiences in the arts, sciences, and humanities that build upon a child’s fundamental need to learn by doing. Adobe software helped create the museum’s nationally recognized *Alice’s Wonderland* exhibit, which teaches kids about science from Alice’s eye-opening perspective (through the looking glass, for example). This exhibit, which is currently traveling around the country, received the prestigious Excellence in Exhibitions award from the American Association of Museums.

Using Adobe software, museum staffers recently created an interactive Web version of its popular *Streets of San Jose* exhibit, helping youngsters learn to navigate city streets as they “virtually” hop into an emergency vehicle, push the crosswalk button and “go” on green, or insert the right coins into a parking meter—all from the safety of their school or home computer.



“Adobe’s leadership grant enables us to continue to focus on and implement key arts and cultural initiatives here in Silicon Valley. Their gift was integral to allowing us to move forward with this critical endeavor that will have a significant impact on our region.”

— Bruce W. Davis, Co-Chair, First ACT; Executive Director, Arts Council Silicon Valley

An entirely new kind of muse for the needs of 21st century Silicon Valley, Bruce W. Davis truly is a source of inspiration for the growing arts world in this high-tech community. Executive director of Arts Council Silicon Valley, Bruce is also co-chair of First ACT (Arts, Creativity & Technology), a collaborative of regional nonprofit groups and leaders working to connect the viability of Silicon Valley arts and cultural organizations with the economic health and well-being of the community.

In other areas of the country, like Boston, New York, Houston, and Minneapolis, the business sector has rallied to support arts and culture in their respective communities. “Silicon Valley is a big geography and an internationally focused business center, so arts and culture here in our own backyard often get overlooked,” says Bruce. “Adobe’s seed funding of First ACT, plus Adobe CEO Bruce Chizen’s involvement as a founding member of the First ACT Leadership Advisory Council, are helping to remedy that in significant ways.”

First ACT’s three initial initiatives are to: 1) build audiences in the most diverse region in the world; 2) engage more business and civic leaders in the arts; and 3) establish downtown San Jose as the cultural hub of Silicon Valley.

“Through First ACT, we’re building a network of networks,” says Bruce, “an appropriate structure for making things happen in Silicon Valley. And things definitely *are* happening, thanks in large part to Adobe’s generous gift.” So rather than continuing to *muse* about how to make the arts a more integral and meaningful part of life in Silicon Valley, Bruce and the other First ACT participants can now really *act* to make it happen.

*“There is a growing body of international research connecting creativity with innovation. At Adobe, we believe that fostering creativity in our community will support innovation both in our company and throughout Silicon Valley.”*

— Bruce Chizen, CEO,  
Adobe Systems Incorporated



Muse



**Protector**



“Our work with Puget Soundkeepers Alliance is very rewarding. It’s great to stroll along the Fremont Canal, seeing all the waterfowl that live along that waterway, and know that we’re helping to keep their environment clean and safe.”

—Erin Gollwitzer, Quality Engineer, Adobe Systems Incorporated

*Adobe also supports other protectors of the environment, notably the Friends of Guadalupe River Park and Gardens in San Jose, California. This major flood protection project features an urban park and acres of public gardens, adding immeasurably to the area’s quality of life.*

Protecting the environment is not part of Erin Gollwitzer’s job description at Adobe, but it’s become an important part of her life. Her first volunteer effort with the Puget Soundkeepers Alliance—a coalition of citizens and organizations concerned about the health of Puget Sound, and the sixth of the now 125 local “Keepers” in the nation’s Waterkeeper Alliance—involved inserting filters into the storm drainage system at Adobe’s Seattle site to keep rainwater from carrying pollutants into Fremont Canal. Erin also participated in the nonprofit’s spring Lake Union Clean-Up. “Lake Union is close to our campus,” explains Erin. “We hopped in kayaks and cleaned up garbage in the water and along the shores. Not only was this event helpful to the environment, it was also fun.”

Erin and other Adobe volunteers also work with Earth Share, a network of leading nonprofit environmental and conservation organizations, whose goal is to expand opportunities for working people to get involved in protecting the environment. Volunteering during Earth Share Day last summer, Erin and her Adobe cohorts helped restore a hiking trail along the Puget Sound coast.

In addition, Erin leads Adobe Seattle’s Adopt-a-Street Program. “Adobe employees volunteer their time once a quarter to pick up garbage along the streets near campus,” says Erin. “The impact is seen instantly, and we get a warm response from others in our neighborhood who see us working to improve the immediate environment.”

“TransAccess helps people with disabilities prepare for — and take advantage of — higher education and competitive employment opportunities. We appreciate Adobe’s support of our goals to help people with disabilities achieve *their* goals.”

— Maria Nicolacoudis, Executive Director, TransAccess

TransAccess champions the interests of the disabled, assisting people with disabilities — mostly high school students with learning disabilities — to stay on track and reach their goals. Or, in many cases, to simply identify their goals for the first time.

“Our School-to-Career Program is designed to help students with disabilities navigate the difficult tasks of career and education planning and skill development,” explains Maria Nicolacoudis, executive director of TransAccess, based in San Jose, California. “The funds from Adobe enable us to provide transition training and technology services to these students, and train instructors to incorporate and use specialized technology in the classroom.”

Students can take advantage of a variety of TransAccess programs that help them advocate for the accommodations they may need, and are entitled to have, to achieve academic and career success. “We help students with disabilities understand that it’s acceptable to ask for what they need, and we show them how to do it. The Adobe funds help pay for our staff to go into the classrooms and work directly with students with disabilities and their teachers to address these critical life issues.”

TransAccess services include self-assessments and access technology assessments, pre-employment classes, classroom integration of technology such as text-to-speech and other specialized software, and the real-life experiences of internships, job shadowing, informational interviewing, and mentoring. “We’re starting a career skills program with Adobe now,” says Maria. “It’s another way that Adobe enables us to help people with disabilities access a whole new world of opportunities.”

*Technology programs in California high schools are severely underfunded, and access to technology for students with disabilities is even more limited. Adobe helps TransAccess bring appropriate technology — and opportunities — to students with disabilities in Santa Clara County, California, classrooms.*



**Advocate**



**Humanitarian**

**“My biggest joy besides helping our partner organizations is seeing Adobe employees in action with the community. We sponsor activities each month, which provides multiple opportunities for Adobe employees to participate.”**

— Paul Cohen, Global Supply Chain Manager, Adobe Systems Incorporated

*The three employee-run Adobe Philanthropy Councils contribute their time and talent to organize company-sponsored employee volunteer activities, from clothing and food drives to home repair and mentoring programs. The Councils focus on helping Adobe make the largest possible impact on the community.*

Paul Cohen was born to serve. It started with scouting and continues through today. In addition to his job as global supply chain manager at Adobe, he also serves as chairperson of Adobe’s San Jose, California, Philanthropy Council. “I’ve been involved in community service for a long time,” says Paul. “I feel fortunate to work at a company that places such a high value on giving back to the community.”

One organization long supported by Adobe’s San Jose Philanthropy Council is EHC LifeBuilders, the largest provider of shelter, housing opportunities, and support services to people in crisis in California’s Santa Clara County, where Adobe is located. Paul has organized teams of Adobe volunteers to help EHC LifeBuilders staff prepare, cook, and serve dinner to those in need at least two days each month. So the agency can count on Adobe’s help throughout the year rather than just during the holiday season.

Paul also organized the collection of used eyeglasses for the Gift of Sight program sponsored by the Lion’s Club. “As a global supply chain manager, I look at all possible links between things and see how to add value—whether it’s for my job at Adobe, or my work in the community,” says Paul.

Recently, Paul and other Adobe volunteers spent several hours sorting 10,000 pounds of food for the Second Harvest Food Bank. Paul’s job was to load boxes of canned food onto shipping pallets— not surprising for someone who has done his share of heavy lifting.



**“A couple of years ago, I attended an employee briefing about Adobe’s Philanthropy Council. The enthusiasm was infectious, and I knew immediately that I wanted to become part of the Council and an active participant in Adobe’s community relations program.”**

— Debbie Brittain, Senior Administrative Assistant, Adobe Systems Canada

You couldn’t ask for a better neighbor than Debbie Brittain. In addition to her job at Adobe Systems Canada, Debbie finds time to volunteer at a variety of organizations throughout the neighborhood. “I take ownership of approximately four or five requests for volunteer support from Adobe’s community partner organizations during the year,” explains Debbie.

Many of the community activities Debbie gets involved in focus on Adobe’s mission to fight hunger and homelessness. She volunteers for numerous projects sponsored by the Coalition of Community Health and Resource Centres of Ottawa — from an Angel Tree gift program during the holidays (Debbie coordinates the collection of gifts for underprivileged children) to a clothing drive (she helps collect and sort donated clothing for people in need) to a food drive (she spurred her Adobe teammates to win the company’s competition to provide the most food and monetary donations for one of the Coalition’s food banks).

Adobe’s support of the Coalition — which includes 14 Centres that deliver neighborhood-based services throughout Ottawa — stems from a three-part relationship among Adobe, the City of Ottawa, and the Coalition to support community initiatives focused on homelessness, hunger, and K-12 education in Ottawa.

“It’s really a win for everyone involved,” says Debbie. “Being part of Adobe’s Ottawa volunteer activities enables me to work with people I might otherwise never get to know. And knowing that we’re helping people in need makes it particularly worthwhile.” Spoken like the good neighbor she truly is.

*Adobe’s commitment to fighting hunger and homelessness extends worldwide — from working with the Coalition of Community Health and Resource Centres of Ottawa to supporting the United Nations World Food Program, which directed part of Adobe’s 2004 grant to The Country Program for India, home to Adobe’s Noida office.*



**Good Neighbor**

## Adobe in the Community

### 2004 Adobe Community Investment Partners

#### *San Jose/Silicon Valley*

Children's Discovery Museum of San Jose  
City Year San Jose/Silicon Valley  
Downtown College Preparatory  
EHC LifeBuilders  
Foundation for a College Education  
Boys and Girls Club of the Mid-Peninsula  
Healthtrust Meals on Wheels  
Housing Trust  
InnVision  
Loaves & Fishes  
Mount Pleasant High School  
Resource Area for Teachers (RAFT)  
San Jose Family Shelter  
San Jose Museum of Art  
San Jose Repertory Theater  
San Jose Unified School District

Second Harvest Food Bank  
TransAccess  
Unity Care Group  
YMCA of the Mid-Peninsula

#### *Seattle/King County*

B.F. Day Elementary School  
Catholic Community Services Youth  
Tutoring Program/Seattle  
FamilyWorks  
Fremont Public Association

#### *International*

Community Resource Centres/City of Ottawa  
Habitat for Humanity  
U.S. Fund for UNICEF

### 2004 Awards

- > 2004 Outstanding Corporate Grant Maker, Association of Fundraising Professionals, Silicon Valley Chapter
- > #3 on the 2004 Top Corporate Philanthropists List, *Silicon Valley/San Jose Business Journal*<sup>1</sup>
- > #19 Most Generous Company (In-Kind Giving) and #29 Most Generous Company (Cash Giving), 2004 *BusinessWeek* Philanthropy Special<sup>2</sup>

While recognition is always nice to receive, Adobe's work in the community isn't really about awards. It's about people helping people.

We welcome opportunities to support and form relationships with organizations that share our philanthropic goals. Visit the Adobe Community Relations site — [www.adobe.com/aboutadobe/philanthropy](http://www.adobe.com/aboutadobe/philanthropy) — for details regarding the selection criteria and application process for our four main channels of giving: community investment grants, software donations, volunteer support, and software training.

1. 2004 Executive Philanthropy Special Supplement, *Silicon Valley/San Jose Business Journal*, December 10, 2004

2. "How Corporations Hand It Out," *BusinessWeek*, November 29, 2004

## 2004 Adobe Giving

*When a tsunami devastated South Asia in December 2004, Adobe immediately committed \$200,000 to the relief effort, including specific donations to UNICEF and Charities Aid Foundation, both doing relief work throughout the affected region. Adobe also established the Tsunami Emergency Relief Match program, committing an additional \$300,000 toward matching employee donations to Adobe nonprofit partners.*

Total cash contributions to the Adobe Foundation Fund at the Community Foundation Silicon Valley:

**\$4,358,200\***

Total cash contributions to 37 community organizations in San Jose, Seattle, and Ottawa:

**\$2,281,726**

Total fair market value of software donations:

**\$2,902,362**

Recipients: 1,003

Packages/seats: 6,023

Scholarships:

**\$50,150**

International: \$24,000

Domestic high school: \$13,500

Diversity organizations: \$12,650

Cash grants for volunteer activities from Adobe Philanthropy Councils:

**\$106,250**

Number of volunteer activities: 66

Software training classes: 55  
Teach the Teacher classes: 31  
Nonprofit classes: 24

Number of participants: **502**

Matching Gift Program:

Number of employees: 1,116

Number of organizations: 1,621

Employee donations: \$757,127

Corporate match: \$725,380

Total donations: **\$1,477,506**

Payroll Giving Program:

Number of employees: 256

Number of organizations: 331

Total donations: **\$78,929**

\* All currency in US dollars.

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