



## AT&T Aspire: Expansion of Educational Commitment

Aspire to ... An America where every student graduates high school equipped with the knowledge and skills to strengthen the nation's workforce.

- **The Investment:** \$350 million commitment to education through Aspire
- **The Goal:** Continuing to help more students graduate from high school ready for college and careers, and working toward a country better prepared to meet global competition
- **The Difference:** Using a “socially innovative” approach that goes beyond traditional philanthropy by applying inventive tools and resources to address societal issues in a way that is more effective, efficient and sustainable than ever before
- **The Approach:**
  - **Investing Locally** in organizations making a measureable difference in stemming the high school dropout crisis:
    - Through the **Aspire Local Impact request for proposal (RFP)**, 47 schools and non-profits were selected from among thousands nationwide to share in nearly \$10 million from AT&T. Applicants were evaluated based on their alignment with evidenced-based approaches, their accomplishments in serving students at risk of dropping out of high school, and their ability to use data to demonstrate the effectiveness of their work.
  - **Connecting People** through our employees and customers:
    - **Aspire Mentoring Academy** expands upon the company's job shadow program, which provided more than 100,000 job shadow experiences to students in its first four years. Aspire Mentoring Academy takes these efforts to a new level by offering employees three ways to mentor students across the country who are at risk of dropping out of high school. AT&T has announced a goal of helping raise high school graduation rates by providing students 1 million hours of mentoring by our employees through the end of 2016.
    - **AT&T's Causes.com Community, Connect For Good**, promoted a campaign where Connect For Good community members pledged to take action in their communities to reduce the dropout rate.
  - **Seeking Exponential Change** through national partnerships and technology and innovation:
    - We worked with the **AT&T Foundry innovation centers**, which offer an inventive business approach to bringing entrepreneurs' market-disrupting technologies to life, to host our first-ever Aspire hackathon. Since the initial Aspire hackathon, we have hosted 5 Aspire hackathons in cities across the country.
    - AT&T teamed up with **Genesys Works**, a Houston-based nonprofit, to expand a proven program that gives high school seniors at risk of dropping out the opportunity to work and thrive in a corporate environment and succeed in college and careers.
    - **GameDesk**, a Los-Angeles-based nonprofit out to revolutionize learning, is teaming up with AT&T to make its learning tools and technologies widely available to parents, students and educators. The institute reaches students in new and exciting ways, by embedding academic content and assessment into fun and interactive digital games and simulations, merging academics and entertainment.