

2017 | New Mexico



## Comcast Invests in Programs and Partnerships that Move Our Communities Forward.

In 2016, Comcast invested more than \$8.1 million in New Mexico focusing primarily on three community investment priorities: **Expanding Digital Literacy, Promoting Service and Building Tomorrow's Leaders.**

### Expanding Digital Literacy

The Internet has the power to transform lives, strengthen communities and inspire a new generation of leaders. We're harnessing that power to expand digital literacy and help conquer the digital divide.

#### ■ Internet Essentials

The nation's largest and most comprehensive broadband adoption program that provides 10 Mbps home Internet service and a Wi-Fi router for less than \$10 a month, the option to purchase an Internet-ready computer, and multiple options to access free digital literacy training. To date, more than 15,000 New Mexico families have connected to the power of the Internet.

#### ■ Supporting Digital Literacy Programs for New Mexico Youth

Through a Comcast Foundation grant, Comcast partners with LULAC National Educational Service Centers (LNESEC) in Albuquerque to offer specialized digital literacy programs to local youth.

LNESEC operates Tools for Youth Empowerment which engages 40 teens ages 14-18 in basic computer skills, financial literacy, computer components and online safety.



### Building Tomorrow's Leaders

Comcast is preparing today's youth to become tomorrow's leaders by investing in mentoring, service and scholarship programs that inspire young people to achieve their goals.

■ Comcast Leaders and Achievers Each year, Comcast asks school leaders to help us identify the best and the brightest high school seniors for recognition through the Comcast Leaders and Achievers® Scholarship Program. In recognition of their community service, academic achievement and leadership skills, 29 New Mexico students receive one-time scholarships of \$1,000 and one student receives a \$10,000 scholarship. This year, the program will award more than \$2 million in scholarships to more than 2,000 students across the country to help them pursue higher education.

## Investing in New Mexico

- More than 870 Comcast employees call New Mexico home.
- Each year, Comcast continues to enhance its products and services to better serve more than 200,000 customers.
- Comcast spent more than \$39 million in state and local taxes & fees in 2016. Additionally, with payroll, payroll taxes, healthcare benefits, training and tuition reimbursement, Comcast invested more than \$55 million in New Mexico employees.
- In 2016, Comcast invested over \$8.1 million in New Mexico through Foundation grants and contributions, public service announcement campaigns, scholarships, and our signature day of service, Comcast Cares Day.
- Comcast provides complimentary video services to 257 New Mexico elementary, middle and high schools, a value of more than \$219,000 annually.

### COMCAST NEW MEXICO CONTACTS:

**John R. Christopher**  
Director, External Affairs  
John\_R\_Christopher@cable.comcast.com  
575.526.0777

**Julianne Phares**  
Manager, External Affairs  
Julianne\_Phares@cable.comcast.com  
505.271.3701

## Promoting Service

As a company, giving back is in our DNA. Every day, we roll up our sleeves, reach out to our neighbors and work hard to make a difference in the communities we serve.



### ■ Comcast Cares Day

Comcast Cares Day is Comcast and NBCUniversal's signature day of service and the nation's largest single-day corporate volunteer effort. It's more than just a day - it's the culmination of Comcast NBCUniversal's commitment to volunteerism that began when the company was founded more than 50 years ago. From using technology to create positive change, such as wiring community centers and libraries and teaching digital literacy skills, to mentoring youth, to beautifying parks, Comcast NBCUniversal employees volunteer on this day, and throughout the year, to make a lasting impact.

This year, the Company expects more than 100,000 volunteers - including more than 3,000 in New Mexico - to participate in approximately 900 projects across the country and around the world. To date, volunteers have contributed nearly 5 million volunteer hours at 7,700 projects since Comcast Cares Day began in 2001.

The Comcast Foundation will also provide grants to local community partner organizations across the country on behalf of everyone who volunteers on Comcast Cares Day. The grants will help Comcast's community partners continue their mission of serving the community throughout the year. To date, the Comcast Foundation has awarded more than \$20 million in grants to local non-profit organizations who have served as partners on Comcast Cares Day.

### ■ United Way

Every year, Comcast employees generously participate in our United Way employee giving campaign, helping United Way agencies across the state provide critical services and support for local citizens. In 2016, more than 450 New Mexico employees pledged over \$74,000 to United Way agencies across the state.

## In 2016, Comcast invested more than \$8.1 million in financial and in-kind resources in New Mexico to dozens of organizations including:

- Albuquerque Chamber of Commerce
- Albuquerque Economic Development
- Albuquerque Family Advocacy Center
- Albuquerque Hispano Chamber of Commerce
- Albuquerque Pride
- Albuquerque Public Schools Education Foundation
- American Indian Science and Engineering Society
- Americans for Indian Opportunity
- Association of Commerce and Industry
- Big Brothers Big Sisters Mountain Region
- Big Brothers Big Sisters of Central New Mexico
- Boys & Girls Clubs of Central New Mexico
- Cancer Support of Deming & Luna County
- Community Foundation of Southern New Mexico
- Deming Luna County Chamber of Commerce
- Equality New Mexico
- Food Bank of Eastern New Mexico
- Gallup MainStreet Arts & Cultural District
- Girls Inc. of Santa Fe
- Goodwill Industries of New Mexico
- Greater Las Cruces Chamber of Commerce
- Indian Pueblo Cultural Center
- Institute of American Indian Arts
- Kirtland Partnership Committee
- Las Cruces Public Schools Foundation
- LULAC National Educational Service Centers Albuquerque
- Mimbres Region Arts Council
- Navajo Preparatory School
- New Mexico First
- New Mexico State University Foundation
- New Mexico Technology Council
- Notah Begay III Foundation
- Rising Stars in the Southwest
- Roadrunner Food Bank of New Mexico
- Santa Fe Chamber of Commerce
- Santa Fe Hispanic Chamber of Commerce
- Silver City Grant County Chamber of Commerce
- Special Olympics New Mexico
- United Blood Services
- United Way of Central New Mexico
- United Way of Eastern New Mexico
- United Way of Quay County
- United Way of Santa Fe
- United Way of Southwest New Mexico
- UPublic TV
- WESST
- Youth Development Inc.