

Community Investment Report

Fall/Winter 2016 | New Mexico

COMCAST  NBCUNIVERSAL

15,000 Low-Income New Mexico Families Now Connected Through Comcast's Internet Essentials Program

According to a [five-year progress report](#), Comcast's acclaimed [Internet Essentials](#) program has helped nearly 15,000 New Mexican families to low-cost, high-speed internet service at home. Nationwide, Comcast has connected 750,000 families, or 3 million low-income Americans since the program's inception in 2011.



"In the last five years, we've worked proudly with local community partners as part of the national movement to bridge the digital divide that exists among low-income families everywhere," said Chris Dunkeson, Comcast Area Vice President. "With the announcement of our expansion to HUD-assisted homes, we look forward to bringing this essential connection to even more families and homes."

The progress report comes on the heels of a [recent announcement](#) by Comcast to expand the program's eligibility to households receiving HUD-housing assistance, including public housing, Housing Choice Voucher, and Multifamily programs. In New Mexico, there are approximately 18,000 families living in HUD-assisted homes in Comcast service areas who will now have access to low-cost internet service through Internet Essentials. In total, there are up to 2 million HUD-assisted homes in Comcast's service area across the country, which, according to HUD, account for approximately 40 percent of all its households. The announcement means even more individuals, including seniors, veterans, and adults without children, are now eligible to apply to the program.

Internet Essentials from Comcast is the nation's largest and most comprehensive high-speed internet adoption program. It provides low-cost high-speed internet service for \$9.95 a month plus tax; the option to purchase an internet-ready computer for under \$150; and multiple options to access free digital literacy training in print, online and in-person.

INTERNET ESSENTIALS
from Comcast 

Commitment to Community

- More than 713 Comcast employees call New Mexico home.
- Each year, Comcast continues to enhance its products and services to better serve more than 207,000 customers in New Mexico.
- Comcast spent more than \$36 million in state and local taxes & fees in 2015. Additionally, with payroll, payroll taxes, healthcare benefits, training and tuition reimbursement, Comcast invested more than \$40 million in New Mexico employees.
- In 2015, Comcast invested nearly \$7.6 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 298 New Mexico elementary, middle and high schools, a value of more than \$253,000 annually.

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In 2015, Comcast invested more than \$7.6 million in New Mexico focusing primarily on three community investment priorities: **Expanding Digital Literacy, Promoting Service and Building Tomorrow's Leaders.**

Community Outreach

Comcast NBCUniversal Named One of the Most Community-Minded Companies in America

For the third consecutive time, Comcast NBCUniversal was recognized as one of the most community-minded companies in the nation as part of the Civic 50, an initiative of Points of Light that sets the standard for corporate civic engagement. Honorees were selected based on four dimensions of their U.S. community engagement programs, including investment, integration, institutionalization, and impact.

Comcast NBCUniversal uses its global media and technology assets to help connect and strengthen

local communities, with a particular focus on programs supporting digital literacy, encouraging community service, and building tomorrow's leaders. In 2015, Comcast NBCUniversal invested more than \$521 million in cash and in-kind donations to local and national nonprofit organizations that share the company's commitment to improving communities and enriching lives, including \$76 million in New Mexico. Since 2001, Comcast's overall giving has exceeded \$4 billion in cash and in-kind contributions to support nonprofit organizations and other charitable partners across the country.

Philanthropy & Partnerships

Comcast Foundation Awards More Than \$61,000 in Comcast Cares Day Grants in New Mexico



This year, the Comcast Foundation distributed \$61,102 in grants to 12 community organizations in New Mexico. The organizations receiving grants participated in Comcast Cares Day on April 30, 2016. The grants will help Comcast's local community partners continue their mission of serving the community throughout the year.

[Comcast Cares Day](#) began in 2001, and has since become one of our company's best traditions. Fueled

by our employees' passion for giving back, Comcast Cares Day is now the largest single-day corporate volunteer effort in the nation.

In New Mexico, more than 3,000 volunteers gave a helping hand at project sites across New Mexico including Albuquerque, Deming, Farmington, Gallup, Las Cruces, Portales, Santa Fe, and Silver City.

Youth Education & Leadership

Comcast Leaders and Achievers Scholarship Program Accepting Nominations

The Comcast Leaders and Achievers® Scholarship Program is now accepting nominations from school leaders to help us identify the best and brightest high school seniors. The program provides college scholarships to students who strive to achieve their potential, who are catalysts for positive change in their communities, who are involved in their schools, and who serve as models for their fellow students.

The philosophy behind the Leaders and Achievers Scholarship Program is to give young people every opportunity to prepare for the future and to engage them in their communities. The program also demonstrates the importance of civic involvement, and the value placed on civic involvement by the business community.

This year, a total of \$39,000 in scholarship funding was awarded

to [30 New Mexico students](#), with 29 students receiving \$1,000 each, and one student – Annette Cortes of Atrisco Heritage Academy High School in Albuquerque – receiving \$10,000.

To date, Comcast has awarded \$25 million to nearly 25,000 Leaders and Achievers Scholarship winners.