

# ETS

## Giving Back with Gratitude Strengthening Our Communities



# INTRODUCTION

## LIFTING AS WE CLIMB



In May 2013 — 10 years ago — former ETS President and CEO, Kurt Landgraf, announced the creation of the ETS Center for Advocacy & Philanthropy. The Center was created to focus on activities aimed at bringing about solutions and long-term results for students and groups with the least resources and educational opportunities. The Center replaced and built upon ETS's Social Investment Fund (SIF) in connecting ETS's philanthropic giving to education advocacy for disadvantaged groups in the United States.

"Using philanthropy and advocacy to help mitigate educational challenges for disadvantaged populations is precisely what ETS should be doing to help bring about change," Landgraf said at the time. "Major groups now see ETS not just as an assessment company; they now understand that we have a strengthened social mission, which is at the heart of everything we do."

When the SIF was established in 2006, its primary focus was on philanthropy and local community service throughout New Jersey. With the creation of CAAP, the community relations work has since evolved to a broader and more strategically focused program. As a result, CAAP serves as an educational advocate and clearinghouse for disadvantaged groups by identifying, supporting and helping to replicate high achieving programs. It provides philanthropic support to organizations whose goals are aligned with our mission: advancing equity and opportunity in education.

As CAAP expands its focus, our commitment to our local communities, volunteerism and employee giving has remained a cornerstone of our work. At the same time, we have leveraged our presence in key partnerships with national organizations like the National Urban League, Life Pieces to Masterpieces, the American Association of Hispanics in Higher Education and President Obama's My Brother's Keeper initiative.

CAAP continues to:

- Serve as a central point at ETS for gatherings, organizing and assuring the coordinated use of programs, outreach and other initiatives.
- Gather and disseminate external research and program initiatives on the education needs of disadvantaged populations.
- Employ strategically focused grants to selected organizations to recognize their success and promote the sharing of best practices.
- Anticipate, respond to and helping marshal resources to address the educational implications of rapid demographic growth in disadvantaged communities.

CAAP collaborates both internally and externally with organizations on studies, conferences and other initiatives to promote solutions to education needs. And in the process, CAAP now spearheads a successful and robust scholarship program, awarding about \$200,000 annually to college students from across the nation.

Over the next 10 years, CAAP is poised to build upon its success and to align with the ambitious agenda of our new President & CEO, Amit Sevak. We're lifting as we climb.

Yours in progress,

A handwritten signature in black ink, appearing to read "Jamal Watson". The signature is fluid and cursive.

Jamal Watson, Ph.D.  
Executive Director, CAAP

# GIVING AND VOLUNTEERING HIGHLIGHTS



## SCHOLARSHIP PROGRAMS

ETS deeply believes in the life-changing power of education, so it's no surprise that ETS and its employees supported three scholarship programs in 2022 with more than \$180,000 in awards.

- **Cares Scholarship Program** — \$50,000 in ETS Cares scholarships were awarded to five outstanding New Jersey public high school seniors. Funded exclusively by the donations of ETS employees, the scholarship program is designed to recognize students who have achieved academically despite facing extraordinary life challenges.
- **Presidential Scholarship for Historically Black Colleges and Universities (HBCUs) Students** — We provided nearly \$100,000 in financial assistance to outstanding students attending a private or publicly supported HBCU. This need/merit-based scholarship awards up to eight rising juniors and seniors with a full year of tuition.
- **ETS-Trenton Central High School (TCHS) Scholarship Program** — Continuing an 18-year tradition, ETS provided scholarships to TCHS graduating seniors for demonstrating academic achievement, school leadership and community service. These scholarships — up to \$10,000 each — will assist the recipients in pursuing their education without the burden of financial insecurity.



# GIVING AND VOLUNTEERING HIGHLIGHTS

**28%**  
Education



**20%**  
Social &  
Human  
Services



**16%**  
Animal  
Welfare



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.

## 2022 EMPLOYEE GIVING CAMPAIGN RESULTS

In 2022, through the ETS Cares employee giving campaign, ETS employees supported 633 nonprofit organizations across the United States. The average donation was \$733 per donor.

### Giving Percentage by Cause

#### CHARITY TYPE

Education	28%
Social & Human Services	20%
Animal Welfare	16%
Health & Medical Research	12%
Civil Rights	7%
Crisis Response	7%
International	4%
Environment	1%
Art	1%
Other	4%

## DISASTER RESPONSE

ETS responds when disaster strikes. In a year filled with natural disasters and crises, our staff poured their hearts into charitable and philanthropic endeavors, raising money for people and causes who needed help around the world, including:

- Ukraine humanitarian aid
- Hurricane Fiona
- Hurricane Ian
- Buffalo, N.Y. shooting
- Jackson, Miss. water crisis
- Pakistan flooding
- Uvalde, Texas school shooting



**ETS**  
CARES

# GIVING AND VOLUNTEERING HIGHLIGHTS

## VOLUNTEER HOURS

Through their volunteer hours, ETS employees made a financial impact of more than \$75,000.

## 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** — reading to students in Princeton and Trenton, N.J., and San Antonio, Texas

**America's Grow-a-Row** — participating in crop harvest in Pitman, N.J.

**The Watershed Institute** — taking part in the spring cleanup in Princeton, N.J.

**Food Banks** — sorting food donations at the Food Bank of San Antonio, Texas and Mercer Street Friends Food Bank, Trenton, N.J.

**Trenton Area Soup Kitchen (TASK)** — preparing and serving lunch in Trenton, N.J.

**Junior Achievement®** — empowering girls through mentoring sessions at the annual Women's Future Leadership Academy

**Habitat for Humanity®** — revitalizing neighborhoods



# GIVING AND VOLUNTEERING HIGHLIGHTS



## DRIVE OUTCOMES

ETSers donated goods valued at approximately \$35,000 to support local students, individuals and families.

**Back to School Drive** — ETS employees donated nearly 100 supply-filled backpacks as well as additional boxes of school supplies to the Boys and Girls Club® of Mercer County, N.J. In San Antonio, Texas monetary donations of approximately \$2,100 were made to the Stuff the Bus drive to help the purchase of supplies for students.

**Thanksgiving Baskets Drive** — New Jersey-based employees donated nearly 200 baskets with \$25 gift cards, as well as several bags of additional groceries, to support Trenton, N.J. residents served by the Salvation Army® of Trenton, N.J. In San Antonio, Texas ETS employees purchased and donated 67 bags of Thanksgiving groceries to support families served by Haven for Hope®.

**Holiday Drive** — ETSers across the United States rallied to provide more than 200 gift wishes for youth receiving services from Better Beginnings Child Development Center and NJ RISE in N.J. In addition, employees granted wishes through the national One Simple Wish® database.

**CUNA Drive** — CAAP and the ETS UNIDOS Business Resource Group partnered to support young families served by The Children's Home Society CUNA Program. Donations included, new baby items such as onesies, socks, bibs, receiving blankets, safety kits, towels, diapers, wipes and newborn toys.

**Dress for Success** — CAAP partnered with volunteers from the Women Initiating Success for Everyone (WISE) BRG under the umbrella of the Office of Diversity, Equity & Inclusion, to collect and sort 16 boxes of clothing donations to benefit Dress for Success in Lawrenceville, N.J.

# ADVOCACY AND PHILANTHROPY



## 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:

- Big Brothers Big Sisters of Mercer County
- Children's Home Society
- Communities in Schools-San Antonio
- Education Law Center
- Isaiah House
- Lenora M. Green Freedom School of Trenton
- Life Pieces to Masterpieces
- National Network of State Teachers of the Year
- San Antonio Food Bank
- Urban Education Collaborative
- UNICEF® USA
- YMCA® of Princeton (a branch of the Somerset YMCA)

## ADVOCACY

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. Recent advocacy initiatives include:

- International Conference on Urban Education — CAAP was a co-sponsor of the only conference of its kind focused on solutions-based issues in K-12 urban education.
- My Brother's Keeper — CAAP is an advisory member of President Barack Obama's national initiative aimed at improving outcomes for young boys and men of color.
- American Association for Hispanics in Higher Education — CAAP is a long-time supporter of this national organization focused on supporting Latinx scholars in higher education.

# ADVOCACY AND PHILANTHROPY

**CAAP HOSTED SEVERAL NATIONALLY RECOGNIZED SPEAKERS TO COMMEMORATE FOUR NATIONAL HERITAGE MONTHS.**

## BLACK HISTORY MONTH

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**Martin Luther King III**  
Human rights advocate and son of Dr. Martin Luther King Jr. and Coretta Scott King



**Nikole Hannah-Jones**  
Pulitzer Prize-winning creator of *The 1619 Project*

## ASIAN PACIFIC AMERICAN HERITAGE MONTH

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**Gary Locke**  
Former United States Secretary of Commerce and U.S. Ambassador to China



**Jackson Lu**  
Massachusetts Institute of Technology professor

## HISPANIC HERITAGE MONTH

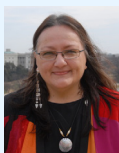
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**Julián Castro**  
Former United States Secretary of Housing and Urban Development

## NATIVE AMERICAN HERITAGE MONTH

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**Suzan Shown Harjo**  
Award-winning activist, poet and author



**James Bruchac**  
Abenaki storyteller and Director of the Ndinakina Education Center





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](http://www.ets.org/caap)

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