

2016 | utah



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

In 2016, Comcast invested more than \$3 million in Utah 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 is the nation's largest and most comprehensive broadband adoption program for low-income families. It 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 12,500 Utah families have connected to the power of the internet through this program.
- Supporting Digital Literacy Programs for Utah youth through a Comcast Foundation grant, Comcast partners with Boys and Girls Club of Greater Salt Lake to offer specialized digital literacy programs to local youth.

### 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 is Comcast 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, more than 100,000 volunteers - including more than 6,000 in Utah - participated in more than 1,000 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

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## the Comcast Commitment

Since our inception in 1963, Comcast has been committed to delivering excellence in products and services to our customers and our communities.

While we are dedicated to bringing a multi-media experience to our customers' homes and businesses, we are most proud of our role in the communities in which we live and work.

From community volunteer projects to opening computer centers to helping to close the digital divide through our Internet Essentials program, we at Comcast are committed to doing our part to strengthen and support our communities in every way we can.

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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, Comcast Utah employees pledged over \$34,000 to United Way agencies across the state.

## 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, 36 Utah students receive one-time scholarships ranging from \$1,000 to \$10,000. 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.

In 2016, Comcast invested more than \$3 million in financial and in-kind resources in Utah to dozens of organizations including:

- Big Brothers Big Sisters of Utah
- Boys and Girls Club of Greater Salt Lake
- Boys and Girls Club of Weber Davis
- Canyons Education Foundation
- Centro de la Familia de Utah
- ChamberWest
- Easter Seals
- FIRST Robotics Utah
- Girls on the Run Utah
- Granite Education Foundation
- Inclusion Center for Community Justice
- Jordan Education Foundation
- Latinos in Action
- NAACP
- Neighborhood House
- Red Cross of Utah
- Salt Lake City Chamber of Commerce
- Salt Lake Education Foundation
- Sandy Chamber of Commerce
- Sundance
- The Road Home
- TRIO Talent Search
- United Way of Salt Lake
- Utah Coalition of La Raza
- Utah Crime Prevention
- Utah Pride
- West Jordan Chamber of Commerce
- YMCA of Northern Utah
- Young Entrepreneurs Academy
- YWCA Utah
- Utah Technology Council
- Utah Cable Technology Association

## Investing in Utah

- More than 1,300 Comcast employees call Utah home.
- Comcast spent more than \$42 million in state and local taxes & fees in 2016. Additionally, with payroll, payroll taxes, healthcare benefits, training and tuition reimbursement, Comcast invested more than \$103 million in Utah employees.
- In 2016, Comcast invested over \$3.1 million in Utah through foundation grants and contributions, public service announcement campaigns, scholarships, and our signature day of service, Comcast Cares Day.