



How Corporate Philanthropy Can Contribute to Advancing the Millennium Development Goals, Particularly for Sustainable Development

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Millennium Development Goals

In 2000, the United Nations established a series of development goals to be reached by 2015 — the Millennium Development Goals.

- ❖ **Goal 1:** Eradicate extreme poverty and hunger
- ❖ **Goal 2:** Achieve universal primary education
- ❖ **Goal 3:** Promote gender equality and empowerment of women
- ❖ **Goal 4:** Reduce child mortality
- ❖ **Goal 5:** Improve maternal health
- ❖ **Goal 6:** Combat HIV/AIDS, malaria, and other diseases
- ❖ **Goal 7:** Ensure environmental stability
- ❖ **Goal 8:** Develop a global partnership for development



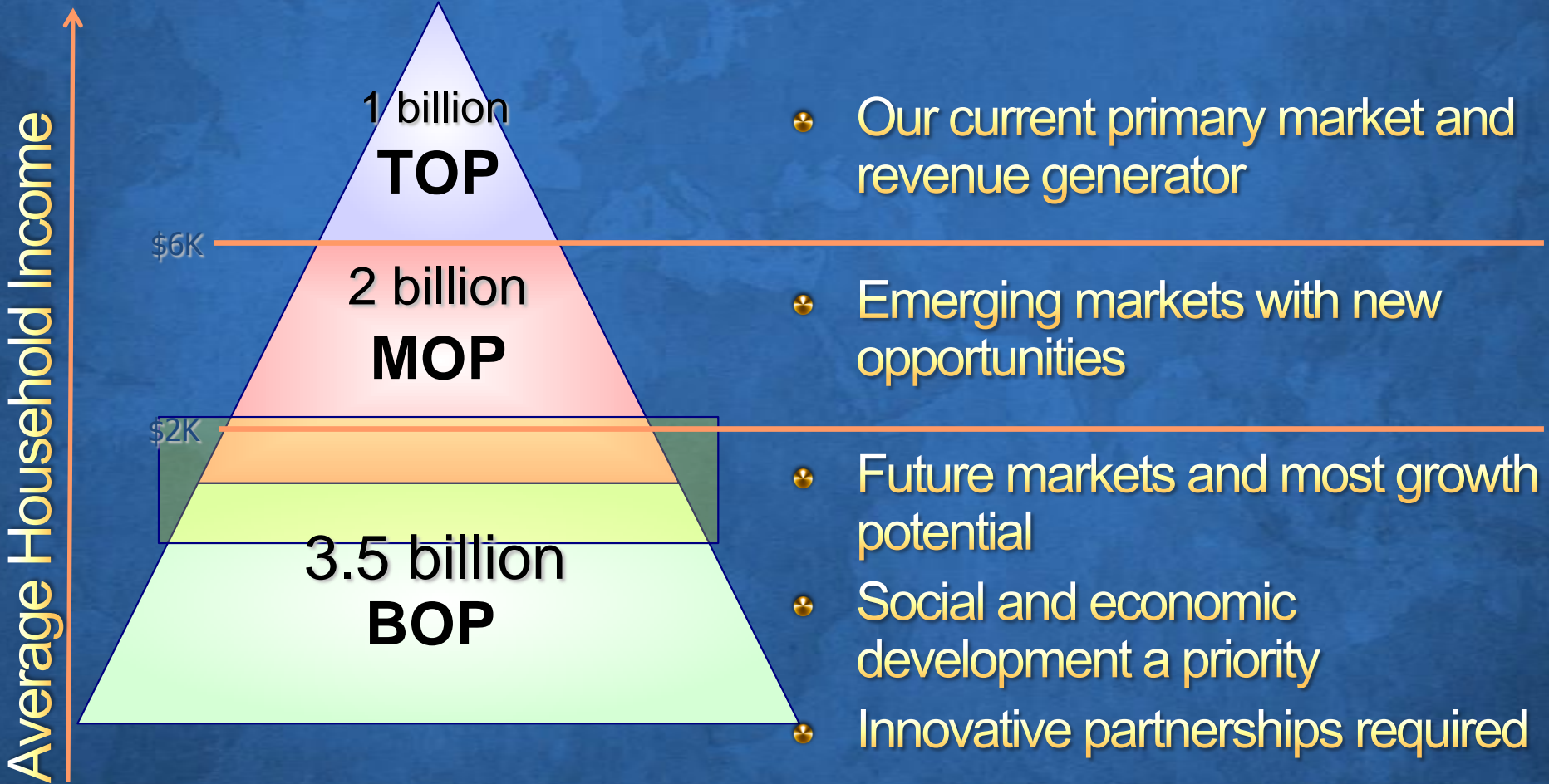
Enabling Sustained Social & Economic Opportunity

Bringing the benefits of technology to the next five billion people... with the goal of reaching the first billion by 2015





The Opportunity





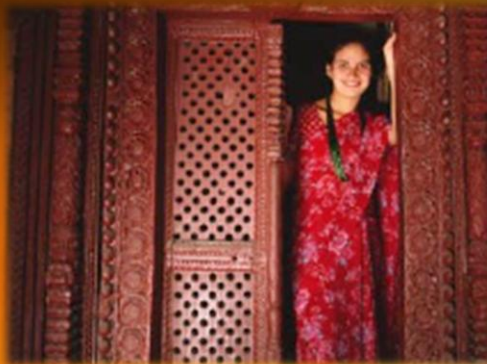
Social And Economic Opportunity

Implementing a blended approach to meet the needs of emerging markets with relevant, accessible, and affordable innovation

Relevance



Access



Affordability





The Knowledge Economy

Community Technology Skills
Program

Partners in Learning

IT Academies

Microsoft Technology Centers

Research Collaborations

Academic / University
Partnerships

Imagine Cup / Students

Transforming
Education

Fostering Local
Innovation

Enabling Jobs &
Opportunities



Microsoft Community Affairs

- Unlimited Potential - Community Technology Skills Program
- NGO Capacity-Building Efforts
- Employee Engagement Programs
- Puget Sound - Local Investment



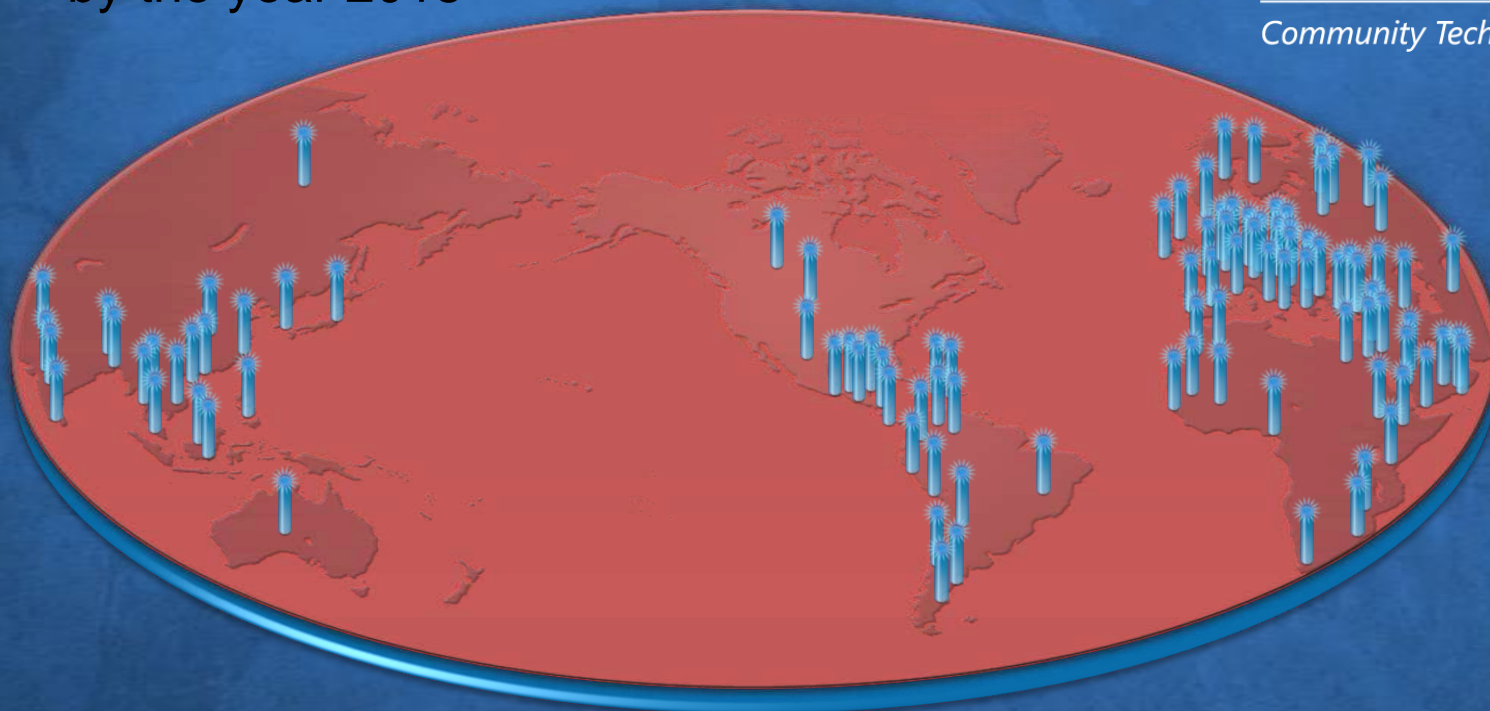


Global Investment Overview

- Currently reaching 86 million people in 102 countries
- Aspiring to reach 250 million people by the year 2015

Microsoft
**Unlimited
Potential™** 

Community Technology Skills Program





Community Technology Skills Program

A global IT skills program
with local implementation

- **Regional Themes**

- **Asia** – Women’s Empowerment
- **MEA** – Youth and Women’s Empowerment
- **Europe** – Employability
- **LatAm** – Accessibility for the Disabled
- **North America** – Workforce Development



1000 NGO partners | 102 countries | 86 million people reached



NGO Capacity

Supporting NGO capacity through breadth and depth programs

- Global software donation programs
 - TechSoup, MAR
- NGO Days/NGO Academy
- telecentre.org
- Humanitarian Assistance & Disaster Response
- NPower
- NGO Portal



Role of Microsoft Technology	Engagement Strategy	Challenges & Solutions	Sample Offerings to NGOs
Transformational Change ↑ Scale & Grow Capacity ↓ Basic Access	Strategic Alliances 1: Few Local Relationships (CAMs & NGO Partners) 1: Several NGO Portal 1: Many	Challenge: Create technology to drive transformational change in the sector Solution: Connect NGOs with Microsoft & Partner resources to drive change Challenge: Integrate technology into business activities to expand reach and impact Solution: Leverage products, solutions, and services available to scale services and impact Challenge: Obtain basic access to technology to establish a stable and secure platform and expand human capacity Solution: Expose the Microsoft product, solutions, and services/support available to help NGOs, including software donations	<ul style="list-style-type: none"> • Microsoft Consulting Services (Custom Development) • Employee Volunteerism • Microsoft Partners • UP-CTSP • NPower (US) • telecentre.org • NetHope • Employee Volunteerism • Live Search Translator, Virtual Earth • MAR • Curriculum • TechSoup - CS • Software Assurance/CSS Support • UPG Offerings - iCafe, Steady State, etc. • Live Community Builder • Office Live Workspace



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