

Supporting active citizenship

Pearson businesses are active citizens of any community we operate in, and keen partners of other organisations also wishing to engage in activity to promote education and literacy.

Across the company, we focus our charitable giving and activities on teacher development and improved education leadership, and in support of literacy and youth engagement projects around the world. We get involved not only through the products and services each of our businesses provide, but also through our charitable arm, the [Pearson Foundation](#), which donated £7.7m cash to its various projects last year and significantly more in terms of the products and people that we can provide.

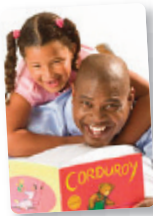
Many of our businesses work regularly with local partners, forging good links with the neighbourhood to achieve common goals. We also provide in-kind support such as books, advertising space and publishing expertise, as well as opportunities for staff to support their personal choice of charities through payroll giving schemes.

[Pearson people have proved to be fiercely devoted to volunteering their time and skills for free, and we support their efforts wherever we can through matched fundraising and volunteer programmes that encourage our people to give their time to community initiatives during the working day.](#)

Supporting active citizenship continued

The Pearson Foundation

Founded in 2004, our Foundation has gone from strength to strength in seeking out partners, creating new initiatives and touching the lives of thousands of young people, families and educators the world over. It allows us to promote literacy, learning and great teaching internationally, bringing together other leading businesses, not-for-profit organisations and experts to share good practice, to foster innovation and try to find workable solutions to the educational disadvantage facing millions of young people and adults across the globe. For example, our US and UK literacy campaigns, Jumpstart's Read for the Record and Booktime¹⁷, continued to expand in 2008, reaching thousands of people across both nations. We have helped Jumpstart grow by more than 20% annually since our partnership began¹⁸, and in 2008 Pearson people took part in setting a new world record for the largest 'shared reading experience' ever during the Read for the Record campaign. Close to 500,000 participants registered to read the official campaign book, the children's classic *Corduroy*, published by Penguin Young Readers Group. The Booktime programme gave 750,000 children free copies of two books, Ian Whybrow's *Harry and the Dinosaurs go to School*, published by Puffin, and a special abridged edition of *The Puffin Book of Fantastic First Poems*, edited by June Crebbin. Book packs also contained a guidance booklet for parents and carers with tips on shared reading, available in 15 community languages.



 Learn more at www.pearsonfoundation.org

Activity summary

We launched the inaugural **Pearson International Education Summit**, developed in conjunction with the US Council of Chief State School Officers (CCSSO), and held in Singapore. This first summit convened delegates from 13 countries and six continents to explore first hand the educational and cultural drivers that consistently help Singapore students to score at the top of international surveys such as the Programme for International Student Assessment (PISA).

We introduced the **Pearson Professional Development Program for African educators** in Kenya, Nigeria, South Africa, Tanzania and Zambia, providing intensive training and support, focusing specifically on early childhood development, literacy and numeracy, and on teacher and student acquisition of key 21st century skills.

We continued our sponsorship of the **Citi-FT Financial Education Summit**¹⁹, an annual conference organized by the Pearson Foundation, the Financial Times and the Citi Foundation. The 2008 Summit was held in Beijing, China.

Snapshots

Voices in 21st Century Education This new video-advocacy campaign launched with partners including the Council of Chief State School Officers, the National Alliance of Black School Educators, and the Consortium for Social Networking, showcasing the efforts and ambitions of leading educators and organizations as they shape the next generation of learning in American schools and universities.

Mobile Learning Institute Earth Day Challenge The Pearson Foundation and Nokia joined forces with the Jane Goodall Institute to launch a global, environmental film-making competition in April 2008, giving young people the chance to share their views on the earth's future and the importance of combating climate change. Year-round, the Mobile Learning Institute again helped young people and educators bring digital and mobile technologies to classroom learning.



National Student/Parent Mock Election We sponsored and supported the NSPME 2008 national voter-education programme for students and their parents giving young Americans the chance to make their voices heard in the electoral process. In the weeks leading up to the 2008 presidential election, we joined together with a consortium of leading partners – including Pearson, Google, USA TODAY, Declare Yourself, Strong American Schools, School Perceptions, and the National Association of Broadcasters – to extend the programme, resulting in more than five million ballots cast in classrooms across the United States.



¹⁷ See this section, 'Pearson people power', p24 for Booktime video

¹⁸ From Jumpstart press release, [September 2008](#)

¹⁹ See video from the [Citi-FT Summit 2007](#)

Supporting active citizenship continued

Pearson people power

People at Pearson tend to get involved in giving back to the community, taking an active interest in the impact of their work and in personal efforts to raise funds for charities of their own choosing. Many take part in the organised reading schemes and other community programmes we offer at company level, in partnership with local organisations. Many others make personal arrangements for their charitable endeavours, with 2008 examples ranging from a staff fundraiser for the Burma Relief Fund from Pearson Education Hong Kong, to an individual from Pearson Brazil volunteering as an ELT teacher for teenagers in São Paulo's favelas, to four members of the FT's Ad Sales team in London growing moustaches for the Prostate Cancer Charity. We celebrated seven of those volunteers through our annual Pearson Community Awards²⁰, making a donation of \$2,000 to their chosen charity and giving certificates of Long Service Commendation to two other volunteers.

Activity summary

Penguin Group staff in the UK raised more than £100,000 in 2008 (including company-matched funds). £25,000 of the total was raised by the Woodland Walk²¹, involving nearly 400 people, while the remaining £75,885 was raised either through individual and team fundraising, four staff charity book sales, or our annual charity carol concert.

Staff at **Pearson Education in Hong Kong donated through the payroll or by donating their lunch money** to help victims of the 2008 Sichuan earthquake, giving \$25,560 (including company-matched funds) to support the relief and reconstruction projects managed by the Hong Kong Red Cross.

Following the tragic death of a close colleague in 2007, several **Pearson Education staff members in the UK have worked tirelessly to raise money to save a local theatre from the threat of closure**. 'The Friends of Johnny Wong' have raised over £50,000 through a series of fundraisers, and hope to save the theatre altogether in the coming period.

Snapshots

Booktime Staff across Pearson companies in the UK took part in our Booktime volunteer reading programme, reading during the working day at local primary schools assisting children with their reading.



Pearson Community Awards The 2008 Awards saw an unprecedented number of applications from candidates right across the Pearson global family, with individuals volunteering their time in a diverse range of ways – assisting a community outreach programme for kids in LA, manning a lifeboat in Kent and embarking on medical missions to Haiti were just a few highlights from the shortlist.

Movember During Movember 2008 (the month formerly known as November), four members of the FT's Ad Sales team in London grew moustaches for The Prostate Cancer Charity, raising over £5,000.



²⁰ See also this section, 'Corporate engagement', p20


²¹ See also 'Sustainable business practice – Focus on: PAPER', p11

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Corporate engagement

Each Pearson company is involved in a number of different initiatives at a variety of levels – from supporting local schools and colleges, to promoting and sponsoring conferences and initiatives with other organisations to raise awareness and foster dialogue on important issues for our times – each promoting literacy in one way or another. In 2008, we supported Book Aid International's Children's Reading Tents Project: touring reading tents held events in Kenya, Uganda and Tanzania, reaching over 9,000 children, with almost 20,000 books donated by Longman, Ladybird and DK imprints. Penguin UK continued to donate money and supply all the books given out by the Letterbox Club, which sends parcels of books and educational materials to foster children in the UK, many of whom will have never received a letter in their life. The pilot schemes have had such success that it is now being rolled out across the nation in 2009. As a company, we also renewed our membership of the Media CSR Forum²², formed new partnerships with JustMeans²³ and held our annual seasonal appeal in December for one major charity in the FT, featuring a series of articles online, in the newspaper and weekend magazine for almost two months.



 Learn more about [Letterbox Club](#)

Activity summary

America's **Corporation for National and Community Service** honoured Pearson with its annual **Corporate Spirit of Service award** for outstanding support of national service and volunteering²⁴.

We established **Pearson Disaster Relief funds for staff wishing to make a personal contribution** to aid the victims of the cyclone in Myanmar (Burma) and the earthquake in China in May 2008, also donating \$200,000 through the Pearson Foundation to support relief efforts.

We ran our annual **Pearson Community Awards for staff**, during which people from all over Pearson were invited to tell us about their regular volunteering activities, both through office-run programmes and personal efforts. A panel of executives representing each business awarded a donation of \$2,000 (or local equivalent) to the chosen charity of each winner.



Snapshots

New primary school in Afghanistan Penguin (USA) worked with the UN Refugee Agency (UNHCR) and the United States Association for UNHCR to build a primary school in Afghanistan, which recently opened its doors to 270 students. The school is a tribute to American booksellers, librarians and educators who supported Khaled Hosseini's bestselling novels, *The Kite Runner* and *A Thousand Splendid Suns*.



FT Seasonal Appeal The FT's 2008 seasonal appeal was in support of WaterAid, highlighting the charity's work in helping communities in Africa, Asia and the Pacific region to find sustainable water sources, sanitation and to provide hygiene education. As the appeal draws to its close, the final total of financial donations has reached £167,389. A total of 1,461 donations were made to the appeal with the highest being \$25,000 from the Prem Rawat Foundation.

 Learn more at www.ft.com/indepth/appeal2008

Student Sustainability Summits

Pearson Higher Education and the Pearson Foundation has created a series of university-based, student driven events in the US, designed to foster sustainability projects, student leadership and media skills using digital film. The first was held in October 2008.



FAST FACTS

Ladybird will launch global reading campaign *Ladybird Read for Life* in 2009. The new look www.ladybird.com will become a one-stop portal to support reading around the world, giving parents and teachers access to a wealth of new free downloadable resources, educational interactive games and podcasts.

²² See [Media CSR Forum website](#)

²³ See [JustMeans website](#)

²⁴ See also 'Recognition and Awards', p30

Supporting active citizenship continued

Focus on: STUDENT/EDUCATOR ENGAGEMENT

We believe that part of our duty is to use our considerable platform to promote education. As with everything we do, we try to interpret that responsibility in the broadest sense of the word – by our definition, it's just as important to celebrate the best teachers as it is to encourage all children to read, and equally crucial to give as many young people as we can the opportunity to take an active role in trying to answer the global challenges of climate change. By helping to facilitate and host digital, online and face-to-face interactions with students, teachers and other stakeholders, we hope to help others play their part in contributing to the discussions surrounding the key issues of our times. **We zone in on a few examples below:**

Why I Teach: As part of our Voices in 21st Century Education campaign, the Pearson Foundation helped Teachers of the Year from across the United States visit New York City, and – with a little help from the Digital Arts Alliance – script, compose, and create their own personal video to explain their motivations for teaching.

Spinebreakers: In September 2007, Penguin launched the UK's first online book community for teenagers, giving them the opportunity to discuss, debate and interact with Penguin's rich source of publishing from contemporary titles. Editorial control of the site is in the hands of a core editorial team of nine teenagers aged between 13 and 18 years, supported by a large network of contributing teen editors from across the UK.

The Pennies for Peace Toolkit: The Pearson Foundation, together with Pennies for Peace and the National Education Association Foundation, announced a new K-12 service learning toolkit designed to help educators in the US create effective penny-raising campaigns as part of their school's curriculum.

Teaching Leaders: This new London-based initiative aims to deliver measurable improvements in pupil achievement by developing a network of excellent, well-supported middle leaders – heads of subjects, year group and other whole-school roles. We recently established the Pearson Excellence Awards for Teaching Leaders, pledging to donate £11,000 worth of prizes to reward participants for effective, well-executed initiatives implemented at their schools at the end of the first year in the programme.

Peacejam Global Call to Action: On 11 September 2008, alongside Peacejam, the Penguin Young Readers Group and the Digital Alliance, the Pearson Foundation introduced the Global Call to Action Challenge, which encourages young people to document in digital film and in writing the projects they've created and implemented to bring about peace in their local communities. An extension of the newly published Penguin Young Readers book *Peacejam: A Billion Simple Acts of Peace*, the Global Call to action encourages young people to commit themselves to 1 billion projects to serve their communities in the next ten years.

A few words from... Mark Nieker

'For Pearson people everywhere, the Pearson Foundation is a reminder of how much we can achieve when we put our heads together. It's another, even more personal way that together, we at Pearson help people improve their daily lives.

We never take for granted the importance of what we're trying to do, and we're always looking forward to the great things we can accomplish together.'



Mark Nieker President
The Pearson Foundation