


4 Active citizenship



Pearson people are active citizens of any community we operate in, and keen partners of other organisations also wishing to engage in activity to promote access to education and literacy. **Across the company, we focus our charitable giving and activities on improving teacher quality and 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. In 2009, Pearson's charitable giving totalled £10.5m through the Foundation and our businesses (2008: £7.7m). 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.

The Pearson Foundation

Founded in 2004, our **Foundation**  has continued to go 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. Our US literacy campaign, Jumpstart's Read for the Record¹² continued to expand in 2009; Pearson people again helped set a new world record for the largest 'shared reading experience' with over 2 million participants registered across the world to read the official campaign book, Eric Carle's *The Very Hungry Caterpillar*. In conjunction with this year's campaign, we also commissioned the first Pearson Foundation Early Childhood Education Perception poll¹³, exploring Americans' perceptions surrounding the reading inequality gap that exists between children in low-income homes and their more affluent peers. We found that far too few Americans understand how essential early childhood literacy skills are to a life of sustained learning and success. Although the Foundation is based in the US, we support projects on every continent and work with colleagues at Pearson and elsewhere to research



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IN PARTNERSHIP WITH



Fast fact: Penguin Group staff fundraising

Penguin Group UK staff raised more than £66,000 in 2009 (not including company matched funds), benefiting charitable groups for health (£21,000), social welfare (£15,000), education (£4,300), the arts and emergency relief. Penguin Group International staff raised more than \$122,000 (US) in 2009 (not including company matched funds).

¹² See [Read for the Record video](#)

¹³ Read the full poll results [here](#)

Active citizenship continued

and address the many issues facing the future of education, including the 72 million children who do not currently go to school at all.

The Pearson Foundation Snapshots from 2009

What we do


We produced this short summary video in 2009 to give our people a clear overview of the breadth of work undertaken by the charitable arm of Pearson.



Mobile Learning Institute Leadership Summits

Alongside Nokia, we launched new Mobile Learning Institute Leadership Summits to introduce local education leaders to innovative learning approaches that are being made possible by the latest mobile and digital technologies. In 2009, these intensive workshops took place in Cape Town, Chicago, Dar Es Salaam, Los Angeles, Mexico City, Nairobi, New York City and San Francisco.



PeaceJam: Global Call to Action  Following the 2008 launch of this challenge, a student-designed recycling project that reduced waste by 70% and energy consumption by 14% at Ponderosa High School in Colorado, US, has been named as the first winner. In recognition of their efforts, the student body received a congratulatory visit from Nobel Peace Prize winner Rigoberta Menchú Tum.

Together with the non-profit youth voter registration organisation Declare Yourself, we launched the **Pearson Foundation Declaration of Independence Tour**. Until early 2010, one of the few remaining copies of the original Declaration of Independence will be the centrepiece of civic celebrations that bring history to young people and communities in six US states: Arizona, California, Florida, Illinois, New Jersey and Texas.

Focus on: **Developing the Pearson Prize**

The US Pearson Student Advisory Board (PSAB) 2008 came up with an idea to enable Pearson to **give back to the communities of our student customers** – the Pearson Student Activity Fund. We piloted the fund at two universities, allocating \$2,000 per school so that student organisations could apply to receive a grant of up to \$500, before opening up the fund to 11 universities during the 2008-09 academic year. Applications were primarily submitted by students with strong social entrepreneurship. When the new cadre of the PSAB joined in 2009, the Pearson Foundation wanted to establish how we could publicly recognise students who were the driving forces of social entrepreneurship in their community. We suspended the Pearson Student Activity fund and enlisted the help of the Foundation to work with PSAB to start working on the Pearson Prize for Higher Education.

The Pearson Prize will start in 2010 as a two-year award to support up to 70 students already at university and making a difference through community service. Twenty Pearson Prize Scholars will receive \$10,000, paid over two years, while Pearson Prize Grantees will receive \$500, awarded in a single year. We will use a social media platform – the Pearson Foundation Youth Voices initiative – to connect prize recipients with other past and current Pearson Prize winners for a support network, and to inspire other young people. The official launch from the Foundation and **Pearson Students**  will take place in 2010.



Active citizenship continued

Pearson International Education Summit

More than 40 international education leaders gathered for the second summit in Helsinki, Finland, to focus on teacher quality and to learn from Finland's successes.



We continued our sponsorship of the **Citi-FT Financial Education Summit**¹⁴, an annual financial education conference presented by the Pearson Foundation, the FT and the Citi Foundation. The 2009 summit in Singapore gave international representatives from NGOs, businesses and civic organisations another opportunity to share best practices and explore ways in which financial literacy plays a critical role in promoting sustainable economic development around the world.

Jumpstart's Read for the Record Campaign

This year's campaign raised more than \$1.5m to support Jumpstart's early education programmes in low-income communities and raise national awareness on the early education crisis.



Pearson people power

Our staff are passionate about volunteering, with many taking part in the organised reading schemes and other community programmes we offer at company level, in partnership with local organisations. This year, more than 200 Pearson UK people volunteered in schools local to our offices, reading with primary schoolchildren once a week as part of a Booktime reading scheme. In 2008/09, our Booktime volunteers gave over 4,000 hours of their time to help children enjoy reading. We held our annual Pearson Community Awards under the chairmanship of our new director for people, Robin Baliszewski, and learned of the hundreds of people across our company taking on incredible charitable endeavours in their spare time. The variety of activities included running winter clothes drives for the homeless, delivering emergency veterinary care for abandoned animals, performing as a clown in public hospitals and teaching at a community project for young refugees and migrants. We celebrated seven of those volunteers by making a donation of \$2,000 to their chosen charity and giving certificates of Special Commendation to three other volunteer groups.

Pearson people power Snapshots from 2009

Pearson Community Awards

To raise internal awareness and recognition of those giving up their time to help others, we filmed the 2008 Pearson Community Award winner and will do the same for the 2009 winners in the coming months.



¹⁴ See the summit's agenda [here](#)

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Pearson Australia Group staff raised over \$44,000(AUD) for the **Black Saturday Bushfire Appeal**, which PAG then matched, resulting in over \$88,000 going to help those whose lives and livelihoods had been most affected by the disaster.

Helping Read for the Record ⓘ Pearson staff across North America were once again heavily involved in the success of the Read for the Record campaign, with over 1,500 people in more than 50 offices doing their bit to read with children.

Green Teams of volunteers are continuing to grow in size, structure and activity at various Pearson offices in India, the US, Australia, the UK and now South Africa. Several teams have also named specific Green Champions within their areas, tasking colleagues to help each other understand the small steps they can take to make a big difference to reducing the environmental impact of their department or building.

Room to Read ⓘ

Staff at the FT chose Room to Read as the charity for this year's seasonal appeal, featuring a series of articles online, in the newspaper and weekend magazine for almost two months. This raised £2.7m to support the charity in its work with local communities in the developing world to provide schools, libraries and educational scholarships for girls.



Staff at Pearson Education Asia Pacific (Hong Kong) staged a **charity show** at the end of year staff party in 2009, raising over \$1,000(US) for the Hong Kong Red Cross, Oxfam Hong Kong, The Community Chest, The Salvation Army, UNICEF and World Vision.

Corporate engagement

Centrally, we renewed Pearson's membership of the Media CSR Forum¹⁵, the Corporate Responsibility Group and Business in the Community, formed new partnerships with Justmeans¹⁶ and funded our annual corporate



Christmas card through the UK charity **Crisis** ⓘ, donating £20,000 to support the homeless. In partnership with UK charity **Booktrust** ⓘ and the Department for Children, Schools and Families, Pearson gave out over 750,000 free Booktime¹⁷ book packs to every child starting school in England, Scotland and Northern Ireland this year, each containing Ed Vere's *Mr Big*. Children in England also received the *Booktime Book of Fantastic First Poems*, edited by June Crebbin. We continued our support of Book Aid International's East Africa Reading Tents Project, helping to send nearly 17,000 books for 36 tents in Uganda, Tanzania and Kenya, in which 7,326 children and 1,208 adults – including 552 teachers – participated. Each of the three business groups that constitute Pearson receive a charity budget from Pearson plc, which is usually also supplemented from their own coffers and substantial levels of staff fundraising.



¹⁵ See [Media CSR Forum website](#)

¹⁶ See [Justmeans website](#)

¹⁷ Booktime was launched by Pearson in association with independent charity Booktrust, to promote the pleasure of reading and encourage parents and carers to read aloud with their children.

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Corporate engagement [Snapshots from 2009](#)

Media Literacy Campaign ①

As a member of the Media CSR Forum, Pearson submitted case studies from the FT and Penguin on how we work with our audience and use internal procedures to ensure credible information. The launch of the campaign will be held in March 2010.



FT Rainforest

The *Financial Times* joined forces with the Pearson Foundation and Children's Tropical Forests UK (CTF) to invest in and raise funds for the purchase and protection of a substantial area of primary tropical rainforest in Guanacaste, Costa Rica. Together with CTF, we will be calling upon our readers and others to help us raise funds to expand the FT Rainforest to a target area of 100 hectares, the equivalent of 161 football pitches or 60,000 trees, protecting 30,000 metric tonnes of carbon and 130 indigenous species of plants, birds, animals and insects in perpetuity.



Ladybird's Reading Dads' Campaign ①

Ladybird invited dads to upload footage of themselves reading aloud to their children as part of a Reading Idols competition to raise awareness as to the importance of fathers getting involved in reading at home.



Building on the success of last year's UK event, the Penguin Group staged its first global **Penguin Walk**, involving over 1,000 staff members around the world to raise funds for the UN Environmental Programme's 'Plant a Billion Trees' campaign and develop our 96-acre Penguin Wood in the UK. The walkers raised over £56,000, enabling just over 55,000 trees to be planted across the world.

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Unicorn Theatre ⓘ The FT has supported the Unicorn Theatre, Britain's flagship children's theatre in London for a number of years. The theatre hosts Unicorn Access performances, pioneering ways of making theatre accessible to children with sensory impairments and profound multiple learning difficulties.

Family Book Night ⓘ

The Pearson Foundation Family Book Night programme has been introduced by Maskew Miller Longman and Longman in Southern Africa, helping to bring families together to show the importance of reading at home.



A few words from:

Tom Glover



“We take appropriate responsibility for the impact of all our business activities, whether locally or globally.”

Acting Global Director for Communications, FT Group

The FT has a role in raising global awareness of important social and environmental issues to society at large, but also in engaging with our staff, customers and broader stakeholders and partners to ensure that we take appropriate responsibility for the impact of all our business activities, whether locally or globally.

Some highlights from 2009 include FT staff selecting Room to Read as our seasonal appeal partner and the raising of a record \$4.3m through FT reader and corporate matching donations. This sum was sufficient to provide access to quality educational programmes for more than 173,000 children in the developing world, based on its average cost of \$25 for reaching a child.

We have also joined forces with the Pearson Foundation and Children's Tropical Forests UK to invest in and raise funds for the purchase and protection of a substantial area of primary tropical rainforest in Costa Rica.