



Rebuilding Peru's School

On August 15, 2007, a powerful earthquake left much of the Peruvian coast in ruins, paralyzing that country's infrastructure and causing widespread damage to thousands of homes and schools. However, the children living in the small rural community of El Senor De Los Milagros were able to celebrate the grand opening of a brand-new schoolhouse, just one year after the disaster, largely due to a small group of Intel employees' efforts.

At Intel Corporation in Oregon, the Recent College Graduate employee group (RCGnet), launched a campaign: "RCGnet Rebuilds Peru" in October 2007, to raise money to help rebuild the school in El Senor De Los Milagros. Their goal was to collect \$30K. The campaign kicked off with an office flyer to 16,000 Intel employees, followed by weeks of employee communication efforts to increase awareness of the project and build employee support.

Through Intel's annual United Way Community Giving Campaign employees raised money for construction of two new classrooms, serving 100 students in the small Peruvian community. The team was able to collect over \$25K in donations for Mercy Corps, targeted specifically for the relief efforts in Peru.

To complete their fundraising goal, RCGnet members partnered with a local Oregon restaurant, to organize several charity poker tournaments. The tournaments were a huge success, raising an additional \$5,000 for the campaign.

Mercy Corps, in coordination with local officials in Peru, applied the \$30K towards reconstruction of the school. On the one year anniversary of the earthquake disaster, the community of El Senor De Los Milagros celebrated the grand opening of its new, 1,300 square foot schoolhouse—complete with seismic resistant features and environmentally friendly materials. The success of the "RCGnet Rebuilds Peru" campaign is a reminder of the astounding generosity of Intel's employees and of Intel's commitment to making change that has a lasting impact on people's lives.

Intel employees engage with communities throughout the world, through the Intel Involved volunteer program and community leadership activities. In celebration of Intel's 40th anniversary in 2008, our employees contributed over 1.3 million volunteer hours to their local communities around the world. Their outstanding commitment also raised \$8M for local schools and non profit organizations through the Intel Involved matching grant program. Through donations, grants, volunteer service, and other contributions, such as disaster relief, we strive to be an asset to communities worldwide. At Intel, we put our corporate values into everyday practice.

