Corporate Social Responsibility
2011 Year in Review
Since 1973, Apollo Group has been investing in local communities. Every day, we are driven by the desire to meet the needs of working learners for their personal and professional career growth. We are passionately committed to serving our students and ensuring, through innovation, that anyone who wants to learn, regardless of obstacles, has that opportunity.

Our commitment to social responsibility is embedded in our company culture. Our founder, Dr. John Sperling, has been a leader on environmental issues and a tireless champion of numerous social causes for decades. Given this rich legacy, we recognize that there are ways we can continue to advance the impact we have on our communities through heightened responsibility, commitment and involvement.

Through focused giving in the areas of school and workforce readiness, community engagement and sustainability, we use our unique business assets for good. Our partnerships, campaigns and initiatives are designed to drive positive community outcomes in these areas and we are passionate about being an outstanding global citizen. We are gratified that our contributions of monetary donations and grants, volunteer hours, scholarships, in-kind giving and thought leadership serve as a testament to our dedication to improving the communities where we live, work and learn.

Our values of responsibility, commitment and involvement are not something we need to renew every year. These are central to the way we operate every day and we structure our social responsibility philosophy to align with the company’s core principles. As we look to 2012, we will continue to focus our giving strategies through the University of Phoenix Foundation and Apollo Corporate Giving. We invite you to join us on this journey and proudly welcome you to our initial year in review report.

Regards,

Mark Brenner  
Senior Vice President,  
External Affairs

Pat Gottfried  
Vice President,  
Corporate Social Responsibility  
Executive Director,  
University of Phoenix Foundation

Seth Mones  
Vice President,  
Sustainability Policy & Programs
Approximately $20 million from Apollo Corporate Giving was focused on providing support in the form of monetary donations, scholarships, in-kind contributions and employee (as well as student, faculty and alumni) volunteers. In 2011, University of Phoenix Foundation grants, totaling more than $2 million, went toward supporting multi-year national initiatives related to schools and workforce readiness.

In delivering on our mission, we strive to remove barriers to higher education for all students and are proud to set a standard of commitment and contribution through the University of Phoenix Foundation and Apollo Corporate Giving.

**Building Community Relationships**

Through our giving efforts funded by the University of Phoenix Foundation and Apollo Corporate Giving, we are able to make a significant impact on the work being done by national and local partners who share our commitment and belief that an educated world is a better world. Our partners, including Boys & Girls Clubs of America, Junior Achievement and Points of Light Institute, share our core values and align with our mission by supporting programs geared toward accessible education, workforce preparation and community engagement.

**Since 1973,** Apollo Group has been creating opportunities for students and employees to reach their full potential, while enriching society as a whole. Today, Apollo Group continues to strengthen and capitalize on its position as a leading provider of high quality, accessible education for working learners around the world.
Making Education Accessible

With more than 200 locations serving communities nationwide, our leaders and volunteers have engaged with local and national partners that support educational programs. In 2011, nearly a million dollars was allocated to support local campus involvement in the communities where our staff, students, faculty and alumni live. Our focus on education is centered on enhancing the accessibility of education and literacy in the community, and building relationships with organizations that value learning.

**PARTNER PROFILE** > Boys & Girls Clubs of America enable young people to reach their full potential as productive, caring, responsible citizens and support 4,000 Club locations serving over 4.1 million young people. Since 2007, we have awarded more than 200 scholarships to Boys & Girls Clubs. Twenty-five students who were awarded those scholarships have graduated. This year, a three-year grant from the University of Phoenix Foundation funded the Be Great: Graduate program. Be Great: Graduate provides high impact educational support for K-12 students at ten Clubs nationwide and has resulted in increased GPA and graduation rates.

Many University of Phoenix campuses have established relationships with local Clubs, and throughout the year students, alumni, faculty and staff provide support and volunteer assistance. In 2011, 20 University of Phoenix campuses received $5,000 engagement grants to support Boys & Girls Club projects that make a meaningful contribution to literacy. Campuses used these funds to hold book and school supply drives, build reading rooms and fund other projects as needed. Our employees, faculty, alumni and students logged more than 1,400 service hours completing these projects.

Each summer, our staff donates generously to ensure students in our communities are prepared for the coming school year. Back-to-School Drives benefiting the Boys & Girls Clubs equip students with the tools they need to drive successful learning experiences. Since 2009, our locations have held annual Back-to-School drives. In 2011, we collected and donated more than 27,000 back-to-school items for use by metro-Phoenix Clubs.

“We are tremendously grateful for University of Phoenix, and their ongoing support,” said Amy Gibbons, president & executive director of the Boys & Girls Clubs of Metropolitan Phoenix. “Their generous donation will ensure that hundreds of children in Phoenix are prepared to return to school with the supplies they need and with added confidence.”

$10,115,647

Value of scholarships awarded by Apollo Corporate Giving in 2011

Back-to-School Drive event at Boys & Girls Clubs of Metro Phoenix
Fostering a Strong Workforce

Education is a critical success factor in building the workforce that our country needs to compete in today’s global economy. K–12 students need exposure to many of the same competencies delivered at the university level—competencies such as leadership, communication, social awareness and innovation. We support organizations, as well as our own staff, in collective efforts to create capable, competent and confident workers of tomorrow.

PARTNER PROFILE > Junior Achievement educates and inspires young people to succeed in a global economy through workforce readiness, entrepreneurship and financial literacy programs. Our support helps Junior Achievement expand access to participating students and schools across the country. In 2011, our staff volunteered over 1,400 hours with Junior Achievement to facilitate curriculum, run events and educate students.

In our company’s headquarters state of Arizona, we co-created and sponsored JA You’re Hired. This new program includes specialized curriculum and concludes with an event where over 350 students from 19 different high schools attended workshops and participated in competitive sessions on networking, interviewing, leadership, ethics and more. University of Phoenix also participates in the local BizTown educational program by sponsoring a simulated University of Phoenix campus where participating students experience working in various sectors and gain hands-on experience in managing a business and their personal finances.

Apollo Group was founded in response to a gradual shift in higher education demographics from a student population dominated by youth to a more diverse population, the majority of which are working adults. It began with the belief that the era of lifelong employment with a single employer was ending, and workers would have to become lifelong learners to stay competitive in the global economy. Lifelong learning requires an institution dedicated to meeting the educational needs of the working learner.
Driving Community Engagement

As one of the largest institutions of higher education in the world, we are able to mobilize and activate more than 55,000 staff and faculty as well as draw upon nearly a million students and alumni.

PARTNER PROFILE > Points of Light embraces the concepts that service and civic engagement are fundamental to living a purposeful life and essential to a healthy world.

“University of Phoenix is an organization that has fully embraced a commitment to service,” said Michelle Nunn, CEO, Points of Light, National Conference on Volunteering and Service. “This organization has applied its unique assets to our HandsOn University, providing scholarships, training tools for service leaders and a Volunteer Leader Award honoring those who are transforming our sector.” In 2011, University of Phoenix collaborated with Points of Light Institute on a new effort to train and activate service leaders, build nonprofit capacity and mobilize volunteers across the country during the Road to the Gulf, a program of HandsOn Network. University of Phoenix sponsored service projects in San Francisco, Phoenix, Washington, D.C. and Chicago, engaged nearly 10,000 volunteers and trained 2,500 volunteer leaders. In 2011, our staff volunteered over 1,200 hours with HandsOn Network.

$1.4 million
Estimated value of volunteer hours in 2011
Respecting our Environment

With physical locations and online classrooms, we strive to deliver a high quality education in an environmentally responsible manner. We seek to prevent pollution, minimize waste, lower our carbon footprint, reduce greenhouse gas emissions, and conserve energy and natural resources.

Environmental Footprint

From 2009 to 2010, Apollo Group’s facilities in the United States reduced:

> electricity usage by 10%
> greenhouse gas emissions by 9%

2011 Phoenix lighting efficiency actions projected to annually reduce:

> over 1.3 million kilowatt hours of electricity usage—enough to power 100 homes
> 750 metric tons of greenhouse gas emissions

2011 Green Philanthropic Highlights included:

> National Education Partnership with Cleantech Open
> Initiating new, direct K–12 environmental curriculum grant programs at two underserved schools

Operations

From 2009 to 2010 Apollo Group U.S.-based locations reduced electricity usage by 10% and overall greenhouse gas emissions by 9%.

In 2011 Apollo Group continued the momentum, and was ranked by Newsweek’s Green Rankings at 83rd among the 500 largest U.S. companies. This year’s initiatives have included energy efficient data center practices, printer centralization, lighting retrofits and other projects. Some recent examples of our sustainable business practices include:

> Phoenix lighting retrofit projects. Projected annual reductions:
  • Over 1.3 million kilowatt hours (enough to power 100 homes for a year)
  • Greenhouse gas emissions by 750 metric tons
> Shifting copy paper purchases in the U.S. to full use of paper with 30% post consumer recycled content
> Adopting three new environmental policies (related to real estate and facilities management, IT operations and procurement); supplementing environmental provisions in the Apollo Group Supplier Guide; and, broadening our general environmental policy
> Environmental transparency:
  • Posting our comprehensive 2011 Environmental Policies and Performance Summary, our environmental policies and our greenhouse gas inventory, on the Apollo Group website
  • Submitting our greenhouse gas inventory to The Climate Registry, an independent, nonprofit organization, for inclusion in its database and posting on its website

Philanthropy

In 2011 our environmental philanthropic relationships continued and expanded, including:

> Implementing a new K–12 direct grant program to assist underserved schools in developing innovative environmental curriculum (underway at two Phoenix schools)
> Entering a National Education Partnership with Cleantech Open, a nonprofit that helps mentor clean technology entrepreneurs
> Collaborating with Green for All to offer free one-day business academies around the country to help small and emerging green entrepreneurs learn basic business and networking skills
> Sponsoring Valley Forward, a key Arizona sustainability organization, and collaborating with its training efforts for K-12 environmental education
> Supporting Discovery Triangle, an Arizona nonprofit focused on advancing sustainability and regional economic development
> Contributing to Earth Day Network’s efforts to advance K-12 environmental education in an Oakland, California school
DEGREE PROGRAMS > We continue to promote environmental stewardship through our sustainability-related degree programs offered at University of Phoenix:

> Bachelor of Science in Environmental Science
> Bachelor of Science in Business with a concentration in Sustainable Enterprise Management
> Master of Business Administration with a concentration in Energy Management

**Investing in the Future**

Since 2009, University of Phoenix has awarded full-tuition scholarships to 140 individuals selected by Teacher of the Year Award recipients, an honor bestowed by the Council of Chief State School Officers (CCSSO). Our long-standing relationship with CCSSO aligns with our core values and affords the perfect platform for further honoring teachers who exemplify outstanding technical competency and passion for education. In recognition of their accomplishment and as an investment in the future, each teacher is given the opportunity to “teach it forward” by nominating a deserving student, colleague or community member for a full-tuition Teaching It Forward® scholarship toward the completion of an undergraduate or master’s degree at University of Phoenix.

“Being named Montana Teacher of the Year was amazing. However, the University of Phoenix Teaching it Forward® scholarship touched my heart. They gave me the most precious gift available to a teacher—the gift of giving.”

PAUL ANDERSON, MONTANA TEACHER OF THE YEAR

**Living our Values**

Today, our on-going commitment to living our social mission in accordance with our values compels us to focus on fostering relationships with partners equally dedicated to making education accessible, strengthening our communities, advancing workforce readiness and preserving our environment.
Apollo Group supports more than 180 local organizations.

With locations in over 200 communities nationwide, we’re invested in our hometown and in yours. Below is a sampling of the organizations we supported in 2011.

**ARIZONA**
- American Heart Association-Phoenix
- American Liver Foundation-Phoenix
- American Red Cross of Phoenix
- Arizona Cardinals Preparatory Academy
- Arizona Chamber of Commerce
- Arizona Diamondbacks Foundation
- Arizona Educational Foundation
- Arizona Foundation for Women
- Arizona Heroes to Hometowns
- Arizona Quality Alliance
- Arthritis Foundation-Southwest
- Banner Health Foundation
- Beat the Odds Institute
- Big Brothers Big Sisters of Central Arizona
- Boys & Girls Clubs of Tucson
- Boys & Girls Clubs of Metropolitan Phoenix
- Communities in Schools
- Discovery Triangle
- Everybody Wins! Phoenix
- Expect More Arizona
- Friends of Animal Care and Control
- Florence Crittenton Services of Arizona
- Foundation for Mesa Parks and Recreation
- Fresh Start Women’s Foundation
- Greater Phoenix Economic Council
- Habitat for Humanity Central Arizona
- HandsOn Greater Phoenix
- Junior Achievement of Arizona
- Kids’ Chance of Arizona
- March of Dimes-Arizona
- Maricopa Community Colleges
- Phoenix Art Museum
- Phoenix Children’s Hospital
- San Miguel High School
- St. Mary’s Food Bank Alliance
- Susan G. Komen for the Cure® Phoenix Affiliate
- Teach for America-Arizona
- The Collaboration for a New Century
- University of Arizona Foundation
- Valley Forward Association
- Valley Leadership
- Valley of the Sun United Way

Apollo Group partners with more than 40 organizations in Arizona. All partners may not be represented here.

**ALABAMA**
- The Salvation Army-Alabama

**ARKANSAS**
- Boys & Girls Club of Benton County
- Downtown Little Rock Partnership

**CALIFORNIA**
- American Chamber of Commerce
- Association of Latino Professionals in Finance and Accounting
- Association of Professional Ball Players of America
- Boys & Girls Clubs of Greater Sacramento
- California Association of Local Conservation Corps
- Cleantech Open
- College Track
- Elevating Soulciety
- Green Capital Alliance
- Green For All
- Linking Education and Economic Development
- MIND Research Institute
- Mission Neighborhood Centers
- Oakland Zoo
- Orange County Public Schools
- Palo Alto University
- Roadtrip Nation
- Sacramento Hispanic Chamber of Commerce
- School of Imagination
- Special Olympics Northern California
- Stockton San Joaquin County Mexican American Chamber of Commerce
- Teach for America-Bay Area
- The Point Foundation
- United Way of the Coastal Empire
- WestEd
- Manufacturing Institute
- National Indian Education Association
- Reading is Fundamental
- American Red Cross

**COLORADO**
- Catamount Institute
- Englewood School District
- Junior Achievement of the Rocky Mountains
- Junior Achievement USA

**DISTRICT OF COLUMBIA**
- AMVETS
- Council of Chief State School Officers
- Earth Day Network

**FLORIDA**
- Broward Education Foundation
- Wounded Warrior Project

**GEORGIA**
- 100 Black Men of America
- Boys & Girls Clubs of America
- Columbia County Family Connection
- Girl Scouts of Historic Georgia
- North Fulton Child Development Association
- Points of Light Institute

**HAWAII**
- Boys & Girls Club of Hawaii

**ILLINOIS**
- Athletes Against Drugs
- Boys & Girls Clubs of Chicago
- Chicago Foundation for Women
- Educare of Chicago
- Jobs for Youth
- Junior Achievement of Chicago
- Lincoln Park Zoological Society
- Teach for America-Chicago

**IDAHO**
- Boys & Girls Clubs of Idaho

**INDIANA**
- Boys & Girls Clubs of Northwest Indiana
- Boys & Girls Clubs of Indianapolis
- Boys & Girls Clubs of Indianapolis
- Carmel Clay Public Library Foundation
- Junior Achievement of Central Indiana
- Junior Achievement of Northern Indiana

**IOWA**
- Boys & Girls Clubs of Cedar Rapids
- Boys & Girls Clubs of Central-Southwest Iowa
KANSAS
Wichita Children’s Home
Wichita Hispanic Chamber of Commerce

KENTUCKY
Boys & Girls Clubs of Kentuckiana

LOUISIANA
Boys & Girls Clubs of Southeast Louisiana
Robert Russa Moton Charter School

MARYLAND
Network for Good

MASSACHUSETTS
Everybody Wins! USA
Everybody Wins! Metro Boston

MICHIGAN
Boys & Girls Clubs of Grand Rapids Youth Commonwealth
Boys & Girls Clubs of Southeastern Michigan
Junior Achievement of Greater Genesee Valley
Junior Achievement of the Michigan Great Lakes
Literacy Center of West Michigan

MINNESOTA
Boys & Girls Clubs of the Twin Cities
Everybody Wins! Minnesota
Junior Achievement of the Upper Midwest
National Foster Parent Association

MISSISSIPPI
Boys & Girls Clubs of Magnolia

MISSOURI
Big Brothers Big Sisters of Greater Kansas City
Boys & Girls Clubs of Greater Kansas City
Boys & Girls Clubs of Springfield
Junior Achievement of Middle America
Junior Achievement of Mississippi Valley

OREGON
Literacy Kansas City
Military Police Regimental Association
Parent Enrichment

NEVADA
American Cancer Society Southwest Division
Northern Nevada HOPES

NEW MEXICO
American Cancer Society New Mexico Division

NEW YORK
Everybody Wins! New York HealthCorps

OHIO
Big Brothers Big Sisters of Central Ohio
Boys & Girls Club of Dayton
Boys & Girls Clubs of the Western Reserve
Cincinnati Public Schools
Daily Dose of Reading
Junior Achievement of Central Ohio
Junior Achievement of Greater Cleveland
Junior Achievement of OKI Partners

OKLAHOMA
Journal Record
Susan G. Komen for the Cure® Central and Western Oklahoma Affiliate

OREGON
Junior Achievement of Columbia Empire

PENNSYLVANIA
Jubilee Soup Kitchen

TENNESSEE
Advance Memphis
Boys & Girls Clubs of Greater Memphis
Dress for Success Memphis
Jacob’s Ladder Community Development Corporation
Junior Achievement of Chattanooga
Leadership Institute Memphis
Terence Newman Rising Stars Foundation

TEXAS
Boys & Girls Clubs of Greater Dallas
Boys & Girls Clubs of the Midlands
Happy Hill Farm Academy
Houston Rockets
Junior League of El Paso
March of Dimes Texas

UTAH
Junior Achievement of Utah

VIRGINIA
Distributive Education Clubs of America
FBI National Academy Associates
Special Olympics Virginia

WASHINGTON
Boys & Girls Club of Greater Washington
Boys & Girls Club of Salem, Marion & Polk Counties
Prevent Cancer Foundation
Seattle Children’s Hospital
World Affairs Council
YMCA Metro Washington

WISCONSIN
Boys & Girls Club of Dane County
Boys & Girls Clubs of Greater Milwaukee
Junior Achievement of Wisconsin
United Way of Dane County

WYOMING
YMCA of Cheyenne

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