



**2023**

ETS Employee Engagement Annual  
Community Impact Report

# TOWARDS A MORE COMPASSIONATE AND EQUITABLE FUTURE

How our efforts advance social change, empower communities,  
and foster a culture of giving and advocacy.



Dear Friends:

I am pleased to provide you with this year's Impact Report of the ETS Center for Advocacy and Philanthropy (CAAP). As we embark on this journey of reflection, we are delighted to provide you with a comprehensive overview of our organization's accomplishments, initiatives, and the transformative impact we have had in the realm of advocacy and philanthropy.

Since our establishment more than a decade ago, CAAP has been dedicated to advancing social change, empowering communities, and fostering a culture of giving and advocacy. We believe that by combining the power of education, research, and strategic collaboration, we can address some of the world's most pressing challenges. This report not only showcases the significant milestones we have achieved but also highlights the stories of individuals, organizations, and communities that have been positively influenced by our work.

Through the pages that follow, you will gain insights into our diverse range of programs and initiatives, and the strategic partnerships that have propelled us forward. Further, you will learn about the measurable impact we have made, both on a local and global scale, in areas such as education, social justice, health, and environmental sustainability.

As we navigate the ever-evolving landscape of advocacy and philanthropy, we remain steadfast in our commitment to creating a better world for all. This Impact Report not only serves as a testament to our progress but also as a catalyst for continued growth and innovation. We invite you to join us on this transformative journey and discover how, together, we can create a more equitable and compassionate future.

Thank you for your ongoing support and dedication to the ETS Center for Advocacy and Philanthropy.

Yours in Progress,

A handwritten signature in black ink, appearing to read "Jamal Watson". The signature is fluid and cursive, written over a white background.

**Jamal Watson, Ph.D.**

Executive Director

ETS Center for Advocacy & Philanthropy



## 2023 Employee Community Engagement Outcomes

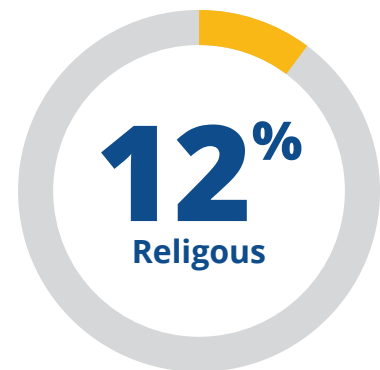
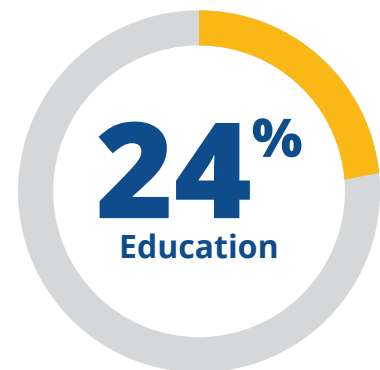
Through their acts of giving and volunteering, ETS's community of more than 2,000 provided relief and hope to families across the nation and around the globe.

EMPLOYEE FALL  
GIVING CAMPAIGN

**300**

nonprofits supported

- **Education (24%)**
- Religious (12%)
- Animal (10%)
- Human and Social Services (10%)
- Food Insecurity (7%)
- Health Care (7%)
- Disaster Relief (4%)
- International (3%)
- Environment (3%)
- Arts (3%)
- Other causes (17%)
  - Civil Rights/Social Action
  - Community Improvement
  - Voluntarism
  - Youth Development
  - Veterans
  - Mental Health
  - Recreation
  - Housing & Shelter





# FUNDRAISING HIGHLIGHTS

## ETS Cares Scholarship Fund

Hundreds of employees participated in fundraisers benefiting this program, donating approximately \$37,000.

### Fundraising events included:

**Drag Queen Bingo**

**Fall Fest**

**Ice Cream Social**

**Quizzo Tournament**

**Cooking Demonstrations**

**Earth Day Shredding Event**

**Virtual Paint and Sip Party**

**and more!**



## DRIVES

ETS employees donated goods valued at approximately \$41,000 to support local students, individuals, and families.

Book Drive benefiting Children's Hospital of Philadelphia

### Reach Out and Read Program

ETS employees donated nearly 200 books to support the program which promotes literacy and increases language through book-reading exposure.

Back-to-School Drive

### Boys & Girls Club of Mercer County (NJ).

More than 130 backpacks were donated to support students served by the club.

### Communities in Schools- San Antonio (TX).

Employees in San Antonio, TX donated school supplies to students served by the organization.

### Sacramento Children's Home (CA)

In Sacramento, CA employees donated supplies for the Fill-A-Backpack Drive.

These organizations work to improve educational outcomes for children and young adults while supporting their overall wellbeing.



### Thanksgiving Drive

## Baskets filled with food

To support families served by [HomeFront](#), New Jersey employees donated more than 150 baskets filled with food for a complete Thanksgiving dinner and [\\$25 gift cards](#).

HomeFront provides shelter and other needed services to individuals and families, the vast majority of those children in Mercer County, New Jersey.

## Holiday meals with their families

Staff in San Antonio made monetary donations to support the [Haven for Hope Turkey Box Drive](#), packing and delivering 50 bags of groceries for transitional residents to enjoy holiday meals with their families

Haven for Hope provides, coordinates, and delivers a system of comprehensive care for people experiencing homelessness in San Antonio, TX.

## 5,000 meals

The Sacramento team raised funds to help provide meals to families and individuals served by the [Sacramento Food Bank and Family Services](#).

The Sacramento Food Bank provides food, clothing, education, parenting supplies, and hope to individuals in living with need in the Sacramento, CA area.





## Holiday Drive

# Holiday wishes of children living in foster care

ETS employees supported the annual ETS Cares Holiday Drive by granting holiday wishes for children served by **One Simple Wish and Center for Family Services**.

One Simple Wish is a New Jersey-based organization serving children in foster care across the U.S.

Center for Family Services serves community across New Jersey by providing compassionate and comprehensive care for families and individuals in crisis.

# Veteran and active military families

ETSers donated holiday gifts to Project Help to help military families and veterans enjoy the holiday season. Project Help serves the families of active service members and veterans living in New Jersey.





## Disaster Relief

# Disaster relief and recovery effort

ETS employees donated to those impacted by national disasters and other crises.

### Employee donations supported:

- Humanitarian Aid for Israel and Gaza
- Morocco Earthquake Relief
- Hawaii Wildfire Relief
- Turkey and Syria Earthquake Relief

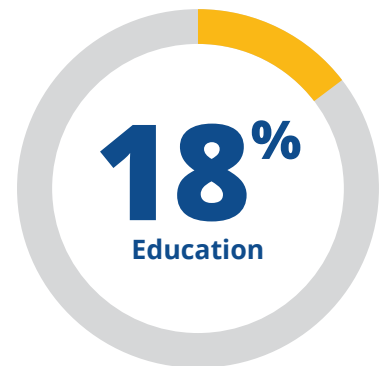
## VOLUNTEERING

# 3,072

Number of volunteer hours recorded

### Top causes supported with volunteer hours:

- **Human and Social Services (45%)**
- Food Insecurity (27%)
- Education (18%)
- Environment (4%)
- Youth Development (4%)
- Medical & Health (1%)
- Disaster Relief (1%)







# DR. MARTIN LUTHER KING WEEK OF SERVICE

In recognition of Dr. Martin Luther King Day, ETS employees and leaders participated in the inaugural Dr. Martin Luther King Week of Service featuring volunteer activities and speaker events honoring Dr. King's humanitarian contributions.

## Kickoff Celebration

Pastor Darrell Armstrong of Shiloh Baptist Church in Trenton, NJ kicked off the ETS Dr. Martin Luther King Week of Service with an inspiring keynote during which he stressed the need to keep the gates of opportunity open to all of America's children. The talk was followed by performances by the Shiloh Baptist Church Choir.

## Featured Speaker: Lisa McNair, Author and Activist

Lisa McNair joined ETS in a heartfelt conversation about her book, *Dear Denise: Letters to a Sister I Never Knew*, Denise was one of the four little girls killed in the 1963 bombing of 16th Street Baptist Church in Birmingham, AL. The bombing helped build support for civil rights legislation and ultimately led to the passage of the Civil Rights Act of 1964 and the Voting Rights Act of 1965. Employees who joined the virtual session each received a copy of Ms. McNair's book, *Dear Denise: Letters to a Sister I Never Knew*.



# DR. MARTIN LUTHER KING SERVICE PROJECTS

Meal Preparation: Rise Against Hunger

## 10,000 meals shipped to Haiti

Prepared by ETS employees and leadership. Where they were distributed in educational settings to alleviate the anxiety young children face around food insecurity.

Hygiene Kits

## 250 hygiene kits

were prepared by volunteers and distributed to Trenton-area homeless individuals served by **Rescue Mission of Trenton**.

Read for Peace

## ETS volunteers read books

in partnership with **Mercer Street Friends** about Dr. Martin Luther King Jr. and other civil rights activists to every student at The Gregory School in Trenton. ETS purchased the books, which were donated to the school's library.

Mercer Street Friends is a New Jersey based organization that provides food, support, and educational opportunities for families.



# VOLUNTEER HIGHLIGHTS

ETS's goal to strengthen communities is supported by its employees, whose generosity provided relief and hope to families across the nation.

Here are just a few of the organizations that ETS employees supported with their time, skills, and talent:

## Habitat for Humanity

A group of ETS volunteers supported Habitat for Humanity's Women Build Event by assisting in the construction of a two-story house for a deserving family.

## Reading Aloud to Students

Volunteers made bi-lingual literacy kits, complete with a bi-lingual book. A group then visited a local day care and engaged young learners in hands-on activities and a read-aloud day. Staff in San Antonio and New Jersey also visited local elementary schools to read aloud to students.

## Rolling Harvest Food Rescue

Volunteers rescued surplus crops from local farms to provide fresh produce to food banks.

## Trenton Area Soup Kitchen (TASK)

Volunteers prepared and served lunch during several days of service. In addition, ETS employees prepared lunch bags and utensils to support additional TASK programs.





## San Antonio Food Bank

Staff in the San Antonio area packed tens of thousands of pounds of produced, food, and sanitary supplies during several volunteer days at the San Antonio Food Bank.

## Be the Match

ETS employees prepared 500 tissue-typing swab kits for potential donors to help Be the Match grow their registry and help save lives.

## Collaborative Mapping

Through the Missing Maps project, ETS volunteers joined the Humanitarian Open Street Map global community to create open map and geospatial data which enabled disaster responders to reach those affected by the devastating earthquake that struck Turkey and Syria. The mapping tools are used by responding nonprofit agencies and programs, as well as government and nongovernmental agencies.

## Lunch and Learns

ETS spotlighted the growing and changing needs of our communities by hosting Lunch and Learn sessions.

### Employees learned about and supported the following causes:

- Food Rescue and Insecurity
- Supporting students at Historically Black Colleges & Universities
- Environmental Stewardship
- Cancer Prevention Awareness
- LGBTQ+ Issues and Inclusion
- Combating Asian Hate
- Immigration Law, Rights and Policy
- Explore Native American Heritage Across the U.S.



# OUTSTANDING VOLUNTEERS

ETS salutes exceptional volunteers and their unwavering commitment to giving back.



## Mary Pitoniak

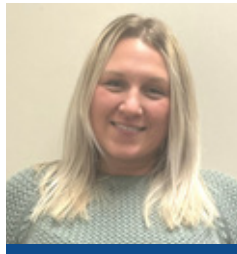
Executive Director, Research & Development (January)

As a volunteer for Penn Medicine Princeton Hospice, Mary Pitoniak provides companionship to people living with a serious illness who might be near the end of life. She spends an hour or two each week visiting patients to read, taking patients on walks, and listening to stories. Whether it's sitting quietly with a patient, reading, or having a conversation, Pitoniak offers support by merely being present.



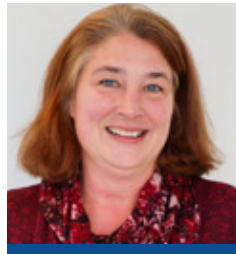
## Kelly Capers

Lead Product Manager (April)



## Tammy Costa

Test Creation Administrator Lead (April)



## Jennifer Fleming

Program Administrator (April)

Kelly, Tammy, and Jennifer were recognized as ETS Outstanding Volunteers for their generous commitment to supporting ETS's annual Back-to-School, Thanksgiving and Holiday drives. This team of individuals has been responsible for engaging their colleagues in 31 drives since 2013.



## Aaron Albin

Associate Research Scientist (May)

Aaron is recognized for developing a food safety technology platform that significantly enhances the success of Share My Meals food rescue program. This innovative system tracks reusable meal containers via barcodes, providing real-time updates on their location—whether with a donor, at the food hub, or with a recipient—and alerts for any deviations from established food safety timelines. Thanks to Aaron's contribution, Share My Meals can scale up its services as they recover and deliver healthy meals to food insecure communities while also fighting food insecurity and the environmental impact of food waste.



### **Kimberly White**

Assessment Specialist (June)

Kimberly is honored for her 13-year commitment to coordinating volunteer efforts and bi-annual trips to Tijuana, Mexico. Her leadership has been instrumental in delivering essential supplies like food, toiletries, and educational materials to orphans, homeless individuals, and members of the immigrant and migrant communities, maintaining these vital services even through the pandemic.

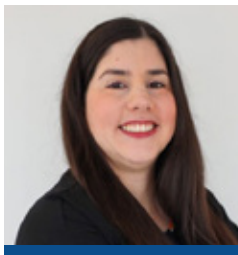


### **Karin Pavlovic**

Senior Manager, Market Research (July)

Karin was named an ETS Outstanding Volunteer for her volunteer work with American Field Service (AFS) where she has served as the Events Coordinator for the New Jersey Team since 2018. A former AFS exchange student to the former Yugoslavia (Serbia), Karin has been a host mom to AFS students from Iceland, Switzerland, France, and Finland. She also serves as a host family for emergency student moves and placements and assists host families in finding and matching with exchange students in need of placement.

Karin was selected to represent New Jersey at the US Dept of State Bureau of Educational and Cultural Affairs student programs workshop in April 2023.



### **Maria Rivero**

IT Data Scientist (October)

Maria is celebrated for her role in motivating low-income Hispanic students by sharing her journey of learning English and pursuing a STEM career through her volunteer work with HISPA since 2021. Her goal is to guide students in setting their educational and professional aspirations, particularly in fields where Hispanics and women are underrepresented.



### **Emilie Pooler**

Assessment Director (November)

Emilie is recognized for her dedication as the volunteer Director of The English School, where she leveraged her ESL teaching experience to revive the school's programs post-pandemic in 2022. Under her guidance, the school has expanded services to accommodate 80 students from Ukraine and Latin America, offering five class levels, and personalized and group tutoring options.



# PHILANTHROPY AND ADVOCACY

At ETS, we are committed to the challenging yet vital task of creating equitable learning experiences. Our dedication to this mission is exemplified by our financial support for community and national partners who share our vision of promoting equity in education for students and teachers.

Through the efforts of our Center for Advocacy & Philanthropy (CAAP), we support organizations that align with our goal of advancing quality and equity in education.

CAAP's work also emphasizes the importance of addressing issues related to educational equity and access, particularly those that are emerging or not widely understood. We engage in advocacy and form strategic partnerships with local, regional, and national organizations, as well as key influencers, to champion solutions.

Our focus is especially directed towards organizations that seek to ensure educational equality for African-American, Asian-Pacific American, Hispanic-American, and Native Indian communities, as these represent the four major groups that are underserved and underrepresented in terms of educational opportunities in the United States.

In 2023 CAAP partnered on the following Initiatives:

## Life Pieces to Masterpieces

ETS's Center for Advocacy and Philanthropy is a proud supporter of Life Pieces to Masterpieces to help them combat the negative depictions and stereotypes of Black boys and young men in the media. Life Pieces To Masterpieces works to change how Black boys and young men are perceived in society through programming efforts and community outreach.





## Education Law Center

ETS's Center for Advocacy and Philanthropy sponsored the Education Law Center's Annual Education Justice Lecture and help to celebrate its 50th Anniversary. For several decades, ETS has been one of the organization's most committed partners. The celebratory event, which drew several hundred participants, included a panel discussion titled, "Promise and Perils in Public School Education: Past, Present and Future," that included education leaders and Ras Baraka, the mayor of Newark, New Jersey.

## Council of Chief State School Officers

At ETS, we know that teaching is the factor that has the greatest impact on student outcomes. That's why serving the teaching community is a strategic priority for ETS. Through our partnership with the Council of Chief State School Officers (CCSSO) we look forward to transforming the way we support our teachers.



## NJ Governor's Hispanic Fellows

ETS volunteers dedicated their time to mentor college students from the 2023 NJ Governor's Hispanic Fellows Program. Invited by HISPA, these ETS employees provided guidance to students recruited from colleges across New Jersey. The summer program offered valuable internships and opportunities to develop leadership skills, empowering the next generation of leaders.

HISPA is a non-profit organization that operates in five states: New Jersey, Florida, New York, Texas, and Pennsylvania. By engaging and mobilizing Hispanic professionals, HISPA aims to inspire students of all backgrounds to pursue academic and career excellence.





## Scholarships

ETS is firmly committed to the transformative impact of education. This commitment is demonstrated by six scholarship programs that ETS and its employees support annually.

In 2023, ETS awarded scholarships totaling \$240,000 to 21 deserving students, aiding them in their pursuit of higher education and contributing to their academic journey.

### The programs are:

ETS Cares Scholarship

Trenton Central High Scholarship

The Presidential Scholarship for HBCU Students

Lenora M. Green Scholarship

Dr. Lillian M. Lowery Scholarship

Robert “Bob” Moses Scholarship

## Student Leadership Retreat

ETS celebrated its 2023 scholarship recipients during a three-day retreat and reception. The diverse group of students from all over the U.S. had the opportunity to network with each other, engage in a service project, and learn valuable lessons for success from ETS staff. The retreat was capped off with a reception honoring the achievements of the students and a special keynote from national social impact leader, Dr. Marcus Bright.



## NJ Teacher of the Year

As a proud sponsor of the New Jersey Teacher of the Year (NJTOY) Program, the ETS Center for Advocacy and Philanthropy has had a strong commitment for many years supporting teachers and the teaching profession, and we devote significant resources each year to helping teachers and students succeed. In 2023 we honored Christine Girtain, a high school teacher at Toms River High School South in Toms River NJ, who was named the NJTOY. As part of this honor, we subsidized for his six-month sabbatical and purchased computer equipment to support her work.

## American Association of Hispanics in Higher Education

ETS's Center for Advocacy and Philanthropy supported the American Association of Hispanics in Higher Education's 18th Annual Conference, making it possible for them to fulfill their mission of advancing Hispanic higher education, promoting scholarship among Latino students and helping to increase the pipeline of Latino scholars in tenure-track faculty and high-level administrative roles on United States college campuses.

## Surplus Computer Equipment and Office Supplies Donated

ETS has donated more than **\$19,000** in surplus computer and office equipment and other office supplies nonprofit organizations in New Jersey and four schools in California. New Jersey organizations include, **Boys and Girls Clubs of Mercer County**, **Camp Fire-NJ**, **HomeFront** and **Fisher Middle School**. These NJ-based organizations are committed to supporting the wellness and academic outcomes of students.

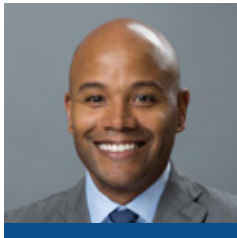


# CELEBRATING DIVERSITY AND ADVOCATING FOR UNDERSERVED GROUPS

We featured a speaker series of notable presenters to shine a spotlight on underserved groups and their respective cultures as they pertain to racial and educational equity.

## Black History Month

Featured Speakers:



**Dr. Peniel E. Joseph**

Professor of History  
and Public Affairs at The  
University of Texas at Austin

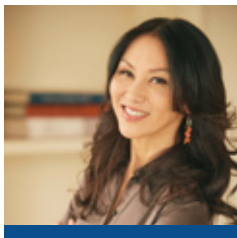


**Dr. David Blight**

Professor of American  
History at Yale University

## Asian American Pacific Islander Heritage Month

Featured Speakers:

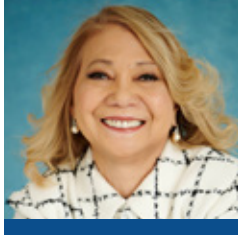


**Amy Chua**

Professor of Law at Yale  
University, and Author

## Hispanic Heritage Month

### Featured Speakers:



**Dr. Mildred García**

Chancellor, California State University, ETS Board of Trustee Member



**Alicia Menendez**

Award-winning journalist, author, and MSNBC anchor

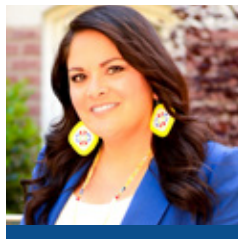


**Nelba Márquez-Greene**

Founder of the Ana Grace Project

## Native American Heritage Month

### Featured Speakers:



**Heather Shotton**

Vice President for Faculty Diversity at Fort Lewis College



# BUSINESS RESOURCE GROUP (BRG) COMMUNITY ENGAGEMENT AND SUPPORT

Supporting communities with understanding and empathy via shared values of justice, respect, and compassion, BRG members worked tirelessly to help the organizations for which they care deeply.

The BRGs are under the umbrella of the ETS Office of Diversity, Equity, Inclusion & Belonging. ETS BRG members supported a number of drives, totaling nearly \$6,000.

## Black Organization for Leadership Development (BOLD) BRG

Back to School & Thanksgiving Basket Drives

## LGBTQ+ BRG

Lunch and Learn on LGBTQ+ Issues and Inclusion Drag Queen Bingo in partnership with ETS's Center for Advocacy and Philanthropy

## UNIDOS BRG

Volunteered at HISPA Imagine Day Donated bi-lingual books to the Children's Home Society Lunch and Learn on Immigration Law, Rights and Policy Thanksgiving Basket Drives

## Women Initiating Success for Everyone (WISE) BRG

Thanksgiving Basket Drives Cancer Prevention Awareness

## V-ETS

Holiday Drive





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