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## Giving Adobe Style:

### A Partnership with the Boston Foundation

**W**ith Acrobat®, Photoshop®, Dreamweaver®, Flash® and other award-winning technologies and software, it is not hyperbole to say that Adobe Systems Incorporated has revolutionized the ways in which the world engages with ideas and information. One of the company's great strengths always has been its ability to determine just what organizations and individuals need in order to thrive—and Adobe approaches its philanthropy in the same way. In the geographic areas in which Adobe does business, the company engages in innovative community partnerships with the goal of making communities better, stronger and more vibrant places to live, work and do business.

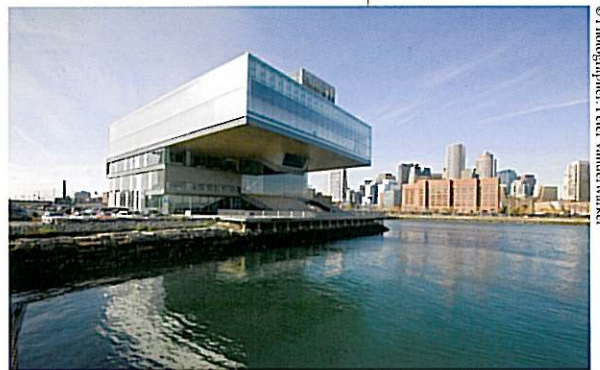
When Adobe acquired Macromedia, Inc. in 2005, the company extended its commitment to the Greater Boston area by opening the *Adobe Foundation Fund* as a Donor Advised Fund at the Boston Foundation. To conduct its giving in a strategic and effective way, Adobe developed four focus areas: hunger and homelessness; arts and culture; the preservation of public spaces; and access to technology for people with disabilities.

Using those focus areas as guidance, the Foundation put together a Request for Proposals to nonprofits that fit Adobe's focus areas. After receiving proposals, Michelle Mann, senior group manager of corporate affairs and community relations at Adobe, went on site visits to some of the nonprofits recommended by the Foundation. "It was a wonderful experience and the beginning of a good partnership for us," said Ms. Mann. "The Boston Foundation knows the challenges and opportunities for its communities better than we could, since we don't have professional philanthropy staff on the ground in Boston. The Foundation did great research and recommended agencies that best fit our interests—and they were right on. We hope we can expand our giving in the future."\*

\*The above is an edited excerpt from an article in a Boston Foundation newsletter.



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Above: Two of Adobe's initial grants went to Project Hope and the Institute of Contemporary Art.



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