

CREATE WITH PURPOSE

Adobe

YOUTH VOICES



Adobe's signature philanthropy program: A global \$10 million commitment

Adobe Youth Voices is Adobe's global signature philanthropy program designed to provide youth in underserved communities with the critical skills they need to become active and engaged members of their communities and the world at large.

Adobe has committed to providing financial, software, and global volunteer support amounting to more than \$10 million over five years for this critical issue. The program will start in 36 sites in six locations around the world, including the United States, India, and England.

With a focus on empowering youth, Adobe Youth Voices supports young people in and out of school and encourages the use of cutting-edge multimedia tools to communicate and share their ideas, demonstrate their potential, and take action where they live.

"Today's education system faces irrelevance unless we bridge the gap between how students live and how they learn."

— Partnership for 21st Century Skills

Meeting a critical need: Serving youth in underserved communities

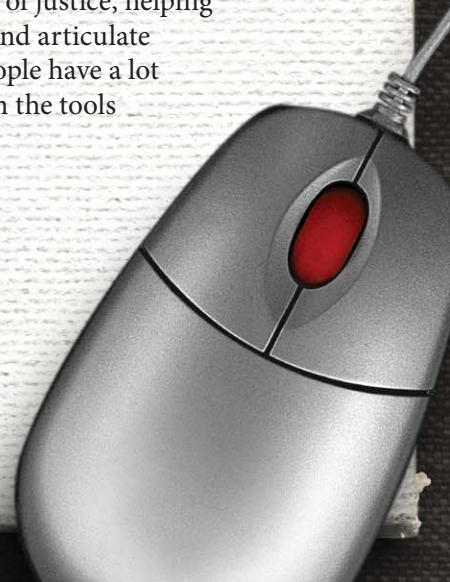
Adobe Youth Voices is built on research showing that motivation and engagement are prerequisites for learning. In a recent study of high school dropouts*, almost half of the students said they dropped out because their classes were not interesting and they were bored.

Demonstrating the power of technology to engage middle- and high-school-age youth, Adobe Youth Voices provides breakthrough learning experiences using video, multimedia, digital art, web, animation, and audio tools that enable youth to explore and comment on their world. The program is designed to capitalize on young people's innate optimism and sense of justice, helping to transform disengaged youth into creative and articulate contributors in their communities. Young people have a lot to say, and Adobe Youth Voices provides them the tools and the stage to be heard.

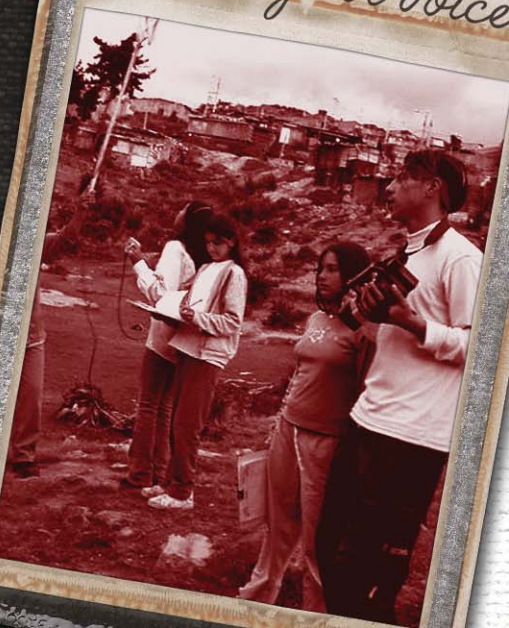
CHANGE MINDS



* "The Silent Epidemic—Perspectives of High School Dropouts," a report by Civic Enterprises in association with Peter D. Hart Research Associates for the Bill & Melinda Gates Foundation, March 2006.



Share your voice



Partnering with experts: Leveraging leadership to deliver a powerful program worldwide

To make it all happen, Adobe has organized a unique collaborative of leading youth media nonprofit organizations—iEARN, Listen Up! Educational Video Center, What Kids Can Do, and Arts Engine, Inc.—all passionate youth media experts with strong track records, global experience, and a common vision. With Adobe's support, these organizations have now joined forces on a single initiative, bringing together their best practices to create and implement Adobe Youth Voices.

A program with three guiding principles: Engage, Enhance, Exhibit

Engaging young people in exciting and meaningful new ways, Adobe Youth Voices provides an unparalleled opportunity for middle school and high school youth to communicate their concerns, aspirations, and vision. Young people who may have been feeling disengaged learn how to think creatively, communicate effectively, and work collaboratively—all critically important skills that can help them attain a competitive edge in school, career, and life.

Enhancing educators' skills and resources, the program provides comprehensive professional development in teaching strategies that incorporate cutting-edge digital tools. Those who work with youth can learn new ways to encourage the use of 21st-century communications skills in telling stories that make a real impact.

Exhibiting participants' work is a key element of the Adobe Youth Voices program. The program provides youth with forums in which to share their vision and voice for a public purpose—via traveling art exhibits, at film screenings and festivals, on the Internet, in publications, and through other local and global venues.

To learn more about Adobe Youth Voices, please visit www.adobe.com/go/youthvoices

"Without the voices of students, schools serve no purpose."

— High school student



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