

**Reader's Digest "Caring Companies" Report,
in collaboration with the Ad Council**

Special Advertising Section

JPMorgan Chase: Making a Difference, One Computer at a Time

Providing Technology to Students in Need

In elementary school, Joelee Wilson used to beg her parents for a computer. But with her family barely managing financially, she might as well have asked for a jet. Then, in 2000, Joelee's hi-tech wish came true. She entered Brooklyn's Ditmas Middle School just as JPMorgan Chase decided to provide a home computer to every student, teacher, and staff member—provided that they all (including parents) receive training on how to use it.

"I call it a modern day miracle," says Nancy Brogan, principal of Ditmas, where 96% of students qualify for free lunches. Before the computer partnership, Ditmas lost 20 percent of its students in the course of a year—that's been cut in half. Attendance is the highest ever. Suspensions are down more than 50 percent. For the first time, Ditmas students won honors in the district social studies fair—including Joelee Wilson.

With the computers has come help from JPMorgan Chase employees. More than 1,700 have volunteered for ON*DEC (Our Neighborhood Digital Education Community)—the largest number in company history. They install computers in pupils' homes and train students and parents. Says JPMorgan Chase project coordinator Laura Winter, "It goes both ways. This school has entered the JPMorgan Chase family."

In a school where virtually no one had home computers, now all students use them for homework, projects and email. Teachers' lessons now include technology, while parents have learned to communicate with school via computer—sometimes in their native language.

"It's an honor to go to this school," says 14-year-old Joelee. "I think of it as a big opportunity."

“It's an honor to go to this school.

—Joelee Wilson, age 14”



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