Caring. Giving. Doing.

Cloudera Cares embodies the collective spirit and values of Cloudera employees around the world, as they work hard to support their communities and improve the lives of those around them.

Cloudera Cares is Clouderans' commitment to giving back, wherever they live, work and serve.

Cover image: Bay Area Clouderans celebrate Earth Day by participating in a beach cleanup.

Table of Contents

"How Far We Have Come"

Welcome to the Cloudera Foundation's first Action Report, which highlights the work of the Cloudera Cares program over the past three years. Helping the employees of Cloudera Inc. to give back to their communities was one of the key goals the company's founders had in mind when they established the Cloudera Foundation. This report details how far we have come since then.

Cloudera Cares was initially created by a few passionate employees in Silicon Valley. Together we have grown it into an essential part of Cloudera's global culture. Whether Clouderans, aka Cloudera employees, volunteer to improve science education in Singapore, help fundraise to advance health research in London, donate to wildfire relief in Australia or learn from the perspectives of nonprofit leaders fighting climate change or advancing racial justice—it is the global scale of our activities coupled with action responsive to local needs and context that makes me most proud.

Employee volunteering and donations might sometimes appear small at an individual level but are impactful when looked at in the aggregate. In the U.S. alone, employees raise an estimated $2 billion-$3 billion each year, and volunteers worked about 8 billion hours in 2019. Nonprofit organizations couldn't fully operate food banks, assist the homeless or advocate for marginalized populations if volunteers, like committed Cloudera employees, hadn't restocked shelves, mentored high school students or helped with IT.

If you or your organization are not yet part of this movement, I hope this report can serve as motivation and an inspiration to join us.

Claudia Juech

Claudia Juech
CEO, Cloudera Foundation

Cloudera's Power of We

At Cloudera, we believe in the "Power of We." That's the power that enables us to break new ground in data solutions together. That's also the power that binds us to take action to support and advance the communities that touch our lives. The Power of We is a driving force behind Cloudera Cares, the Cloudera Foundation's volunteering and charitable giving program.

Today more than ever, corporations and their employees need to take an active role in shaping a better society. With 2,734 employees in 37 countries, it is our obligation as a global corporation and as global citizens to get involved, stay involved and effect meaningful change.

I am proud to be a champion of Cloudera Cares. One highlight for me has been the way the program has raised the profile of promoting racial and social justice, which I have personally committed to supporting.

As you will see in the following pages, Cloudera Cares has achieved notable milestones. In just three short years, the program has raised USD $640k for nonprofits that align with Clouderans' personal values. Hundreds of employees have taken part in volunteer activities in 22 locations across five continents. Yet there is immense potential to do much more. Our employees are our greatest assets, and together, fueled by the Power of We, the Cloudera Cares program will continue to grow its contributions toward a world of greater inclusion and opportunity.

Rob Bearden
CEO, Cloudera Inc.

Core Activities

Net Positive: How Clouderans Give Back

What is a data-driven organization without impact figures? Behind every number, there are people, preparations, contributions, and on-the-ground activities. These essential components of the Cloudera Cares program have created impact far beyond what any single employee could achieve on their own.

Matching Donations

$315k
USD Matched

$325k
USD Donated

760
Causes

Volunteering

62
Events

62
Nonprofits Served

Global Days of Service

22
Locations

9
Countries

Speaker Series

11
Events

120
Ave Participants
Per Event

Image: During the 2018 Global Day of Service, a Cloudera volunteer helps seniors with tech literacy through the Community Tech Network

Driving Cloudera Cares

Clouderans volunteer and donate in over 10 countries across five continents

North America

South America

Europe

Asia

Australia

Dollar for Dollar

The Cloudera Cares 1:1 donation matching program means we support the causes our people support.

In late summer of 2018, Cloudera Cares launched a donation matching program to Cloudera employees across the globe. To support the causes that employees value, Cloudera Cares offered 1:1 matching to a range of U.S. and international charities. In the program's first year, 15% of employees participated, supporting almost 200 charitable causes and raising over USD $70k in matching. In 2019, employees supported nearly 350 charitable causes with USD $100k in matching.

A Palo Alto Clouderan helps mentor high school students during the 2019 Global Day of Service.

"I am grateful to Cloudera for the generosity, and I am grateful to the Cloudera Foundation for making it so easy to participate."

Tom Wheeler | Missouri, USA
Cloudera Inc., Senior Product Manager, Educational Services

A Deeper Look: Matching Gifts

When a need is especially dire, Cloudera Cares responds with special 2:1 matching campaigns. Historically, Cloudera Cares has offered these opportunities in response to natural disasters around the world and to bring awareness to meaningful causes. Since inception, 2:1 matching campaigns have yielded a total of USD $220k in contributions. For example:

After floods devastated Kerala, India, in 2018, Cloudera Cares offered a 2:1 match to support World Vision India, GOONJ, and SEEDS, raising over USD $8k.

In early 2020, Cloudera Cares raised nearly USD $30k for Australia wildfire relief, driven by Clouderans in Australia.

In response to COVID-19, Cloudera Cares offered an extended 2:1 match to support nonprofits across the globe, raising a total of USD $105k.

Doing Good

Cloudera Cares supports Clouderans in volunteering for their favorite causes.

A 2018 survey showed that Clouderans wanted to do more than donate—they wanted to roll up their sleeves and go to work! Expanding Cloudera Cares meant empowering Clouderans to volunteer, and the key was building a committed group of employees to serve as local Cloudera Cares Ambassadors. Today, the Cloudera Foundation supports a dedicated network of Ambassadors in planning volunteer events for Cloudera's offices around the world.

The Cloudera Cares Ambassador in Budapest helped coordinate a volunteering day to refurbish a middle school in June 2019.

"I enjoy being a part of a company that supports their employees to make a mark through giving back to their communities, and I enjoy being part of a group of people in Cork that truly care."

Sandra Franke | Cork, Ireland
Cloudera Inc., Facilities Manager, EMEA/APAC and Cloudera Cares Ambassador

A Deeper Look: Volunteering

Since 2018, Cloudera Cares has led 24 volunteer events. Clouderans in Budapest helped beautify a local school, and in San Francisco they participated in an Earth Day beach cleanup sponsored by the Surfrider Foundation. All around the globe, Clouderans are making significant contributions to their communities.

HomeFirst Services in Silicon Valley received hundreds of comfort kits, assembled by Cloudera volunteers, to distribute to the area's growing homeless population. The kits provided essentials such as underwear, socks and a T-shirt, supplied by the Cloudera Foundation.

Balancing on paddleboards, a team of Clouderans cleared a half-ton of trash from the London area's oldest canal. The pollution cleanup event was conducted in partnership with Plastic Patrol.

The staff at Animal Lovers League in Singapore got a helping hand—actually 60 helping hands—from 30 Clouderans who cleaned out cages and bathed and walked dozens of abandoned dogs and cats at one of country's largest animal shelters.

Skills-Based Volunteering

Clouderans also use their specialized skills and expertise to help nonprofits working on complex data projects. Through its Data4Change initiative, the Cloudera Foundation guides grantees in using data to solve global issues and hosts capacity-building workshops to help nonprofits overcome data challenges.

Clouderan Stephen Snyder, left, an expert in geospatial data, spent several weeks onsite and online assisting data scientists and engineers at AidData. The organization, housed at the College of William & Mary, provides a tool that democratizes access to satellite and other spatial data sets.

Clouderan Ian Brooks, left, a senior solutions engineer, provided one-on-one consulting at a NetHope workshop in 2019. There, he worked with NGO staff from developing countries affected by disaster and managing large refugee populations.

Best Day Ever!

If Cloudera Cares had a favorite day of the year, this would be it. On the Global Day of Service, Clouderans everywhere are empowered to break from work to live out their values in their communities.

With employees dispersed around the world, the Global Day of Service is a day of unity across continents and time zones. Beginning at 9 a.m. SGT (GMT+8), employees in Singapore kick off the volunteering. Almost 24 hours later, employees in California wrap it up. The Cloudera Cares Ambassadors play a crucial role by partnering with the Cloudera Foundation in planning and leading these volunteer events in Cloudera locations across the globe.

Clouderans in Bangalore repaint a school during the Global Day of Service

"Being an Ambassador means coming up with creative ways to connect our employees with the needs of our community. It was rewarding to strengthen our connection and commitment to the city we call home."

Arielle Diamond | Florida, USA
Cloudera Inc. Customer Marketing Manager and Cloudera Cares Ambassador

Global Day of Service

October 17, 2018

400 Cloudera Employees

12 Locations

5 Countries

15 Local Nonprofits

Building Digital Skills

On this inaugural Global Day of Service, nearly 400 Cloudera employees, in 12 locations across five countries, pressed pause on work and pitched in to serve 15 local nonprofits.

The theme of the day was building tech literacy, something Clouderans know well and care about deeply. In a technology-driven world, those without digital skills are being left behind. Partnering with local nonprofits on projects that focus on tech, volunteers empowered seniors and children, especially girls and teens from low-income families, to increase their understanding of and access to technology.

In Palo Alto, volunteers worked with Girl Scouts to foster a love of STEM. Teams of girls and Cloudera employees built and coded robots together.

In Singapore, volunteers kicked off the day at a workshop where they collaborated to adapt computer mice for children with special needs.

Global Day of Service

October 4, 2019

450
Cloudera Employees

19
Locations

9
Countries

23
Local Nonprofits

We Are (One)

On the second annual Global Day of Service, nearly 450 Cloudera employees volunteered in 19 locations across 9 countries to support 23 local nonprofits.

In recognition of the diversity of needs in worldwide communities, this year's event encouraged employees to choose the nonprofit and activities that most inspired them. Employees captured their work on video and photos and shared their experiences across social media so that everyone could be connected, celebrating the day's motto: We Are (One).

In Ireland, Clouderans supported a local soup kitchen with a month-long food and donation drive that culminated in a day of serving meals.

In Hungary, Clouderans engaged special-needs students with games, crafts and other interactive activities.

Watch the Global Day of Service 2019 recap.

Speaker Series

As more Clouderans started to work from home during the COVID-19 pandemic, Cloudera Cares invited nonprofit leaders to share their stories via Zoom, helping Clouderans stay connected to the world's most pressing issues.

How long are the lines at the local food banks? How are West Africa's at-risk communities fighting COVID-19? How can contact tracing help reduce transmissions? These were among the dozens of topics covered in the Cloudera Cares Speaker Series, launched in April 2020 in response to COVID-19. Cloudera Cares invited diverse presenters to bring attention to their critical work and highlight the vulnerable communities they serve. Over time, the speaker series expanded to include organizations committed to social and racial justice.

ACLU Louisiana Executive Director Alannah Odoms spoke about the alarming rates of pretrial incarceration of African-Americans in the state.

"I thought [the ACLU of Louisiana] presentation was very powerful, compelling and engaging. Very grateful for the amazing work you're exposing us to through this series."

Zaf Khan | London, UK
Cloudera Inc. FSI Account Manager

A Deeper Look: Speaker Series

Though the Speaker Series is the Cloudera Foundation's newest initiative, it has already begun to make an impact. Cloudera Cares has hosted a wide variety of U.S. and international charities, such as Second Harvest of Silicon Valley, Resilient Cities Catalyst and the World Wildlife Fund Thailand, drawing on average 120 employees to each 30-minute session. First-person stories have motivated employees to develop deeper connections and have led to a spike in employee donations. In addition, the Cloudera Foundation provides a grant to all presenting organizations.

Terre des hommes (Tdh) is an international children's aid organization. Over 120 Clouderans tuned in to hear Tdh's Anthony Klay Sie, head of programs, describe how COVID-19 is impacting West Africa and affecting Tdh's response in Nigeria.

In honor of Pride, Neill Coleman, board president of Stonewall Community Foundation, and Scott Aronson, Cloudera chief revenue officer, discussed the origin of Pride and how corporations can better support the LGBTQ+ community.

Joining from Tijuana, Erika Pinheiro, litigation and policy director at Al Otro Lado, provided Cloudera employees with a vivid snapshot of the ongoing migrant crisis at the US-Mexico border.

Cloudera Cares: Behind the Scenes

Lilly Giraldo, Cloudera Foundation's first program manager for Cloudera Cares, led its transformation from a string of grassroots activities to a companywide program that mobilizes hundreds of employees around the world each year. Clouderans' belief in helping others was always there; Lilly's leadership helped bring their best intentions and passions to life. In a conversation with Linda Tsai, the foundation's head of communications, Lilly reflects on the past three years of building this program.

Q: One of the biggest challenges of corporate social responsibility programs is getting lots of employees to participate. How were you able to do it?

A: At one point or another, I'm sure many of us have felt this way: I want to give back, but I don't know where to start. With this sentiment in mind, we envisioned a program that was approachable and offered multiple ways to get involved. For employees who wanted to support nonprofits monetarily, we launched a donation matching program. For employees who wanted to go one step further, we held back-to-school and holiday drives—and watched with excitement as the backpacks bursting with supplies and toys for children of all ages rolled in.

The most exciting part has been building a culture of volunteerism at Cloudera. There's a growing body of research that shows volunteering is truly good for your mental and physical health, and we wanted Cloudera employees to share in that joy. That's why we created a Cloudera Cares Global Day of Service and empowered Clouderans to volunteer side-by-side across the globe. These annual events have supported countless charities and united employees. Plus it was fun to see the culture of each office reflected in each volunteering event. Some offices like nothing better than rolling up their sleeves and digging a garden or painting a school while others enjoy building connections with underserved children or seniors.

Lilly Giraldo
Program Manager, Cloudera Cares

Linda Tsai
Special Assistant to the President

Q: What motivates you to mobilize others?

A: I have spent nearly my entire career at nonprofits, so I value having a platform like Cloudera Cares to raise awareness about organizations doing great work on critical issues. Supporting nonprofits became especially important during COVID as service organizations across the field struggled to raise money while demand for their assistance grew. With in-person volunteer events were no longer possible, we developed a virtual nonprofit speaker series to keep employees engaged, and more important, give employees direct access to passionate nonprofit leaders to learn about the communities these nonprofits serve. Even Zoom can't get in the way of these up close-and-personal sessions where employees can pose questions directly to the speakers. I've made it a priority to invite speakers from diverse backgrounds, who are solving problems that employees might not even be aware of. Hearing positive responses from Clouderans who say these talks have opened their eyes to worthy nonprofits has been a rewarding experience.

I'm also motivated by our Cloudera Cares Ambassadors, who are the boots on the ground behind the Global Day of Service and countless volunteer events. We empower Ambassadors with the tools and guidance to plan volunteer activities and celebrate together when meaningful volunteer opportunities that reflect the values of their Cloudera colleagues are carried out. This network is what will keep Cloudera Cares activities alive and sustainable.

Lilly kicks off volunteering with the Bay Area Discovery Museum during the 2018 Global Day of Service.

Q: OK, so a successful CSR program needs activities that meet a variety of styles and values as well as recruiting Ambassadors to lead them. Anything else?

A: Senior leadership support. Motivating and engaging employees starts at the top. It's important to keep close communications with the executive team so they can stay connected with what their employees value. It is also helpful to enlist their involvement as executive sponsors whenever possible for the events that we organize. When Cloudera leaders have expressed their support and commitment to the work we do, employees respond. For example, we saw registration for last year's Global Day of Service jump after a senior leader encouraged employees to participate and stressed the importance of giving back.

Q: What's next for Cloudera Cares?

A: Cloudera Cares will keep evolving with the interest and passions of Clouderans. Currently, I'm transforming the next Global Day of Service to a virtual Global Days of Service. As we've all felt the impact of COVID-19, adaptability and a willingness to try new things have been critical. I'm looking forward to converting what has traditionally been an in-person event to a virtual experience that provides just as much opportunity to learn about causes and one where employees feel they've had a chance to give back and connect with their colleagues. It's a challenge I'm excited to take on.

From left, Jade Wong (Program Associate), Claudia Juech (CEO & President), Lilly Giraldo and Linda Tsai welcome volunteers in Palo Alto with a "We are (One)" t-shirt during the 2019 Global Day of Service.

Acknowledgments

This list recognizes people who have made significant contributions to Cloudera Cares and the Cloudera Foundation over the past three years. On top of their jobs and personal responsibilities, these individuals make Cloudera Cares possible by selflessly volunteering their time, talent and treasure. Thank you for your generosity!

Alex Bleakley
Amelia Garcia
Ana Gillan
Andrew Lim
Anna Eyre
Anthony Vu
Anupam Singh
Arielle Diamond
Arun Murthy
Austin Griffith
Ben Spivey
Bernadett Gal
Bill Kiernan
Bob Mahan
Brett Fisher
Caitriona Snell
Carolyn Duby
Cassandra Busalacchi
Chris Wallace
Christoph Wertz
Cindy Maike
Daryl Ee
Doug Cutting
Eddie Garcia

Edina Feher
Elise Do
Ellee Best
Emalee Smith
Fredrick Louis
Gina Hsieh
Glynn Durham
Gordon Gardiner
Gregory Hom
Guido Oswald
Hanna Wind
Hemal Kanani
Hernan Fernandez Retamal
Ian Brooks
Ifi Derekli
James Tan
Jay Wedge
Jeannene Michel
Jenna Johnson
Jim Frankola
Jordan Hambleton
Julia Tan
Justin Hayes

Justin Mounts
Kate Beale
Kate Ting
Kathleen Merto
Kelley Cristofano
Kelli Lawless
Kerry Flynn
Kevin Pence
Kirsty Munz
Laura Torres
Lisa Fulker
Madge Miller
Manabu Sakurai
Marcus Chan
Margo Tien
Marque Blackman
Marque Chambliss
Medard Sery
Melvin Koh
Michael Taylor
Mick Hollison
Mike Aybar
Mike Billau
Monique Hesseling

Mubashir Kazia
Nadia Keshavjee
Nehme Tohme
Omar Ascofare
Paul Vidal
Paul Wooding
Pooja Nilangekar
Prafulla Deori
Rachel Duran
Raul Gonzalez
Rebecca Ravesloot
Rob Bearden
Romain Rigaux
Sacha Halbguerac
Sandra Franke
Saqi Mehta
Sarah Boltz
Sarah Lamping
Sarah Shin
Sasha Lee
Scott Aronson
Sean Browne
Seema O'Dwyer
Seiji Schoch

Shaun Bierweiler
Shelby Khan
Sreedhar Bolneni
Steeve Boulanger
Stefan Salandy
Stefanie Dombek
Stephen Snyder
Steven O'Donoghue
Suraj Acharya
Susan McNally
Susan Space
Teresa London
Thomas Oldroyd
Tim Spann
Tina Ruonala
Valerie Olmeda
Vanessa Grundner
William Fox
Willie Engelbrecht
Wim Stoop
Yemalin Godonou
Yolanda Davis

Cloudera Foundation Board of Directors

Based in Silicon Valley, the Cloudera Foundation is composed of professionals with deep experience across both nonprofit and private sectors, with backgrounds in tech, business and strategy.
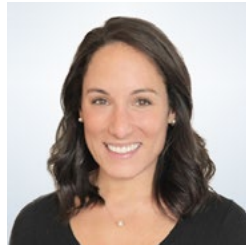
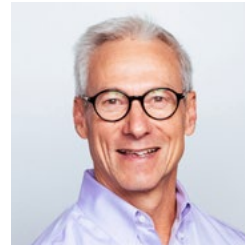**Mike Olson**
Board Chair

Claudia Juech
CEO & President

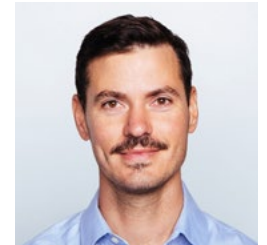**Natalie Harris**
Board Member

Kathleen Khadder
Board Member

Anne Toth
Board Member

John Martinez
Board Member Emeritus

Bill Kiernan
Audit Committee Chair

Jay Wedge
Board Secretary

Cloudera Foundation Staff

Claudia Juech
CEO & President

Lilly Giraldo
Cloudera Cares
Program Manager

Nikita Japra
Senior Program Manager

Hazem Mahmoud
Data Solutions Architect

Ananthan (A.B.) Srinivasan
Data Technologist

Linda Tsai
Special Assistant
to the President

Jade Wong
Program Associate

About Cloudera Foundation

The Cloudera Foundation is a 501(c)3 foundation founded in 2017 with the mission to enable nonprofits across the world to use data and data analytics to improve people's lives and protect the planet.

To learn more, please visit our website at www.clouderafoundation.org or contact us at shareyouridea@clouderafoundation.org

CLOUDERA FOUNDATION