

CLOUDERA Cares

Cloudera Impact Report 2022



Caring. Giving. Doing.

Cloudera's mission is to make data and analytics easy and accessible, for everyone.

In 2022, we defined our social mission to democratize access to the technology sector of the future.

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Messages from Cloudera's Executive Leadership Team

The year 2022 was another year of global, disruptive change and for me, highlighted the need for continued growth and support of Cloudera's Social Responsibility work.

Technology companies across the world have been subject to change this year, from hiring and talent, diversity and inclusion, to new changes in customer requirements. Innovation and revenue are words never far from our thoughts, and something often overlooked in driving these factors is impact and inclusion.

Following on from the pandemic, we've seen a resurgence in interest and drive to "do good." Whether that's mentoring, volunteering, donating or showcasing work, Clouderans across the world are demonstrating every day that a company's value lies in its people.

This year, we focused our impact around "democratizing access to technology." Globally, we supported initiatives from partners to increase access to technology for people from non-traditional backgrounds. Locally, we did everything from volunteering and donating to performing with "random acts of kindness."

I'm delighted to introduce Cloudera's 2022 Impact Report, which showcases impact by our employees and partners throughout the year, both global and local.

Whatever the cause, Clouderans care.

Amy Nelson
Chief Human Resources Officer



Messages from Cloudera's Executive Leadership Team

With the advent of more and more futuristic technologies, it's easy to de-prioritize creating positive change. In 2022, the data-technology industry saw enormous shifts, from the move to hybrid cloud to the use of technology to accelerate economic mobility.

However, creating positive change should stay at the top of our agendas, and it is at Cloudera. Committing to global impact is something personally important to me and is why I choose to be executive co-sponsor of Cloudera's Social Responsibility work.

With my own non-profit work, I always focus on impact. Where can my knowledge, skills and network make the biggest impact? And that's the approach we take here at Cloudera too.

In the year 2022, Cloudera demonstrated our vision for big impact by announcing our focus on "democratizing access to technology." With this in mind, we set up 11 impactful partnerships and spent over 3,000 hours volunteering globally.

I am grateful to be in the position to share our 2022 successes with our customers, partners and peers, as this only deepens our commitment to creating global impact.

It's with this long-term vision and focus that I encourage and support all Clouderans to continue making an impact in 2023.

Cloudera is committed to making an impact.

Abhas Ricky
Chief Strategy Officer



Key Stats at a Glance

\$ TOTAL DONATIONS
(by Cloudera & Clouderans)



\$682,882

Total Donated

\$436,111 Total

\$243,154 from employees

\$192,956 from Cloudera

\$246,771 Grants to Orgs

\$219,880 from Cloudera Cares

\$26,891 through other donations

**776 causes were supported through
947 donors and 460 volunteers, for
a total of 3,131 hours**

 benevity Thanks to our partner, Benevity, for insight into these stats

Introduction to Cloudera Cares

Cloudera is realizing our mission to make data and analytics easy and accessible, for everyone, by improving access to digital skills, mentorship, and resources to help diversify the technology sector and drive sustainable career and economic growth opportunities.

[Introduction to Cloudera Cares by video](#)
[Cloudera Cares website](#)

Cloudera Social Responsibility Framework

Our people

Cloudera Cares programs that allow employees to make an impact **through giving and volunteering.**

Our society

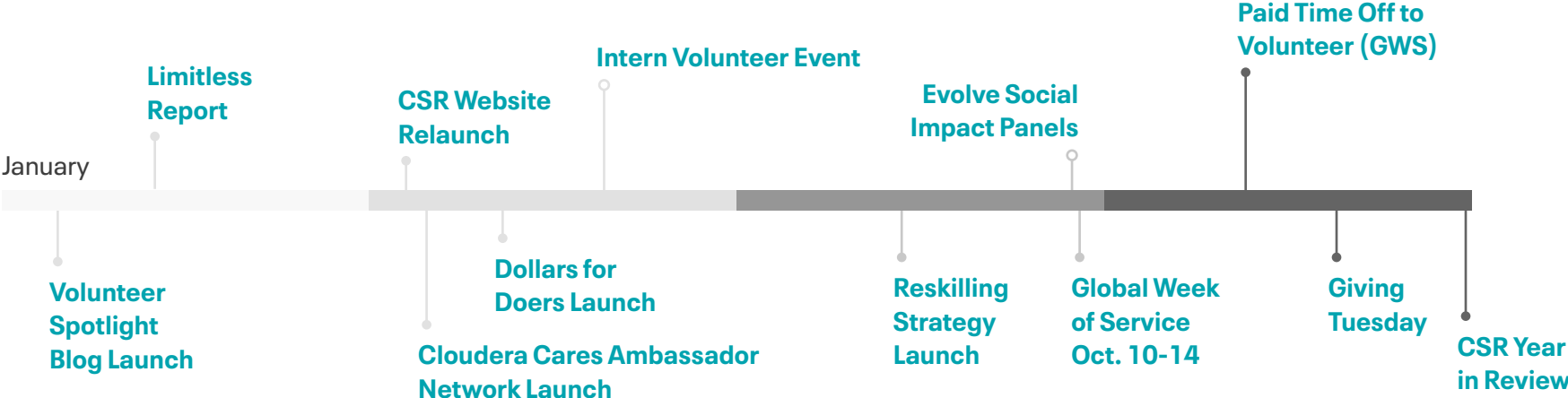
Support organizations that are diversifying the **tech workforce of the future.**

Our brand

Leverage “our people” and “our society” to position Cloudera as a **purpose-driven company** with products that allow our **customers to do good.**

Reinforce our mission, to make data and analytics easy and accessible, for everyone.

Key Moments at a Glance



Q1
 Volunteer Spotlights blog is launched, highlighting global Clouderans that spend some of their time volunteering. [Read the highlights from 2022 here.](#)

Cloudera releases [Limitless: The Positive Power of AI](#), a market research report, reporting that “52% of business decision makers agree that profit and ESG are no longer mutually exclusive pursuits.”

Cloudera’s new [Social Responsibility website](#) is launched, celebrating highlights of our work across the business.

Q2
 Cloudera Cares launches its Ambassador Network, bringing together 41 global Clouderans to drive impact in different regions, through donations and volunteering.

Cloudera Cares launches its Dollars for Doers initiative, incentivizing volunteers with rewards on the Cloudera Cares platform to donate to a nonprofit of their choice.

Cloudera hosts a [Global Intern Volunteer Event](#), partnering with [Career Village](#), so that Cloudera Interns can give education and career advice to students across the world.

Q3
 Cloudera announces its reskilling strategy, working with global partners [Generation](#) and [Per Scholas](#) to democratize access to the technology industry.

Cloudera Cares hosts a social impact panel at flagship event, Evolve, with IBM, Intel and Retrain.ai and facilitated by Aman Kidwai of Morning Brew.

Q4
 Cloudera releases blog with partner [Generation](#).
 Cloudera Cares and global employees contribute over \$80,000 in one day, during Giving Tuesday.
 Cloudera Cares releases its report reviewing our impact in 2022!

Our People

Cloudera Cares programs that allow employees to make an impact through giving and volunteering.

Introduction to Cloudera Cares

Cloudera Cares programs that allow employees to make an impact through giving and volunteering.

\$682,882 Total Donated

776 causes were supported through 947 donors and **460 volunteers**, for a total of 3,131 hours

Cloudera's Ambassador Network

Cloudera's Ambassador Network is made up of regional co-chairs and committee members that serve as representatives for their local regions and departments, ensuring everyone at Cloudera has the opportunity to give back.

This year, Cloudera Ambassadors raised the bar with a number of giving back events, including a food donation drive integrated into a customer event, a blanket and

shoebox drive and even an online trivia quiz with a giving back twist.

Thanks to all Cloudera Ambassadors in 2022!

Why Clouderans Volunteer

In 2022, we ran spotlights on several Clouderans that spend time volunteering. Read a summary of our 2022 volunteering efforts [here](#).



41

ambassadors globally in FY23, located in 12 countries.



Donating 1 hour a month equals

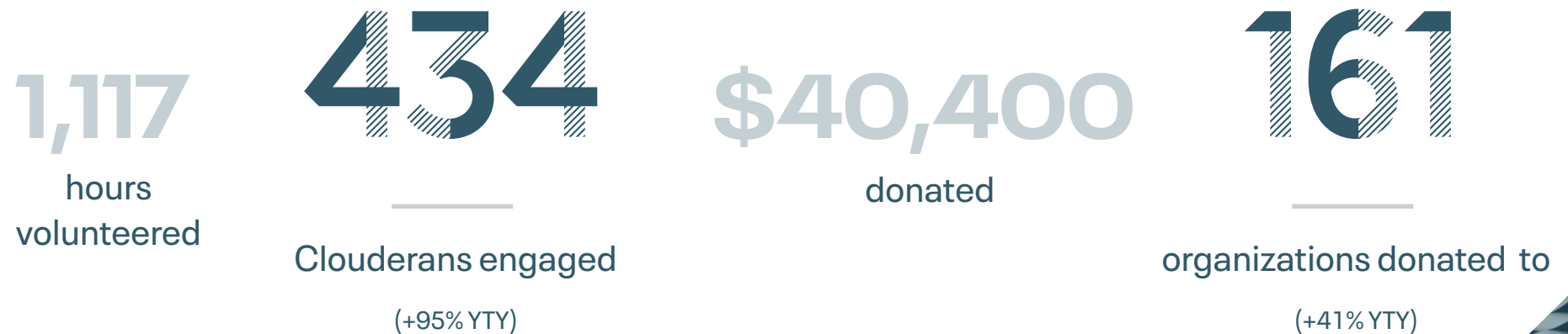
480

hours dedicated to boosting Cloudera's impact

Global Week of Service 2022

Global Clouderans in 2022 engaged in Global Week of Service from October 10-14, with company-wide and locally organized volunteering, donations and giving back.

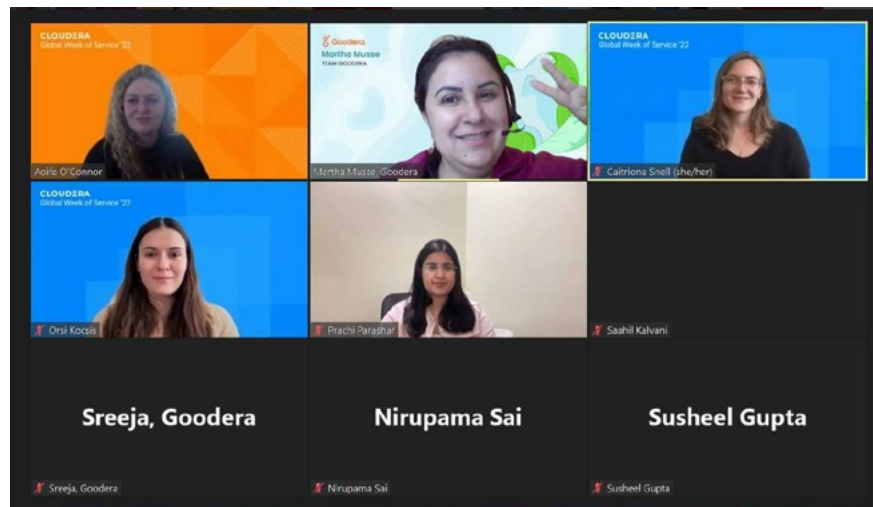
[Watch our video wrap-up here!](#)



36 events in 20 global cities
Over 70 acts of kindness

Global Week of Service Volunteering Highlights

Global Week of Service Volunteering Highlights



Educating the next generation on climate

Global, virtual

Global Clouderans came together to create educational materials for young people to learn about climate change and small actions they can take in their everyday lives to combat it.



In partnership with Goodera

Goodera is the world's largest volunteering platform. Its volunteering platform allows companies to access various curated virtual, hybrid, and in-person volunteering opportunities and social causes. Goodera's 400+ clientele list includes 60 Fortune 500 companies, and it works with 50,000+ non-profit organizations across 100+ countries. Since its inception, Goodera has onboarded and engaged up to 7 million corporate volunteers with various in-person, virtual, and hybrid activities worldwide.

Volunteering Highlights



Supporting veterans with motorsport

UK, EMEA

Cloudera's Veteran+ Employee Resource Group (ERG) supported [Mission Motorsport](https://www.missionmotorsport.org/), which rehabilitates veterans in the UK through the team hobby of motorsport.

<https://www.missionmotorsport.org/>



Supporting college students to enter tech careers

India, APAC

Cloudera India's objective is to provide industry exposure about open source, and bring an awareness about Cloudera products to college students before their graduation. This not only helps the students to ignite efforts and ideas towards open source, but also to bring awareness about Cloudera's open source products to the college students.

Volunteering Highlights



Reforestation to protect the local ecosystem

Costa Rica, AMER

In Costa Rica, Clouderans participated in a reforestation activity, along with the local government. The main goals are to recover the river area and protect the sources of water, and to plant autochthonous species, which in some scenarios are difficult to reproduce and grow.



Writing notes in Chinese for elderly Asians getting meal deliveries

USA, AMER

Cloudera's (Asian American and Pacific Islander) AAPI+ ERG got together to write and decorate notes in Chinese. The [Heart of Dinner organization](#) delivers meals and groceries to elderly Asians in New York City and includes a handmade note with each delivery.

Volunteering Highlights

Random Acts of Kindness

On Friday, October 14, Cloudera had an Unplug day - a day where all employees took the day off from work. To integrate this into Global Week of Service, Clouderans were encouraged to take part in [Random Acts of Kindness](#).



"Sharing my joy, took the unplug day as an opportunity to feed & do our bit for abandoned/rescued cattle at [Mysore's Pinjrapole](#) along with my family."



"Random Acts Of Kindness was a great success. We had an opportunity to meet a few elderly people at [Birds Nest Old Age Home](#). Thank you for the opportunity by allowing us to meet these amazing souls and make their day special."

Other Highlights and Initiatives

Giving Tuesday

Giving Tuesday 2022 (29th November) gave Clouderans the chance to boost their impact coming into the holiday season.

This Giving Tuesday, Clouderans donated \$81,467.

Global Intern Volunteer Day

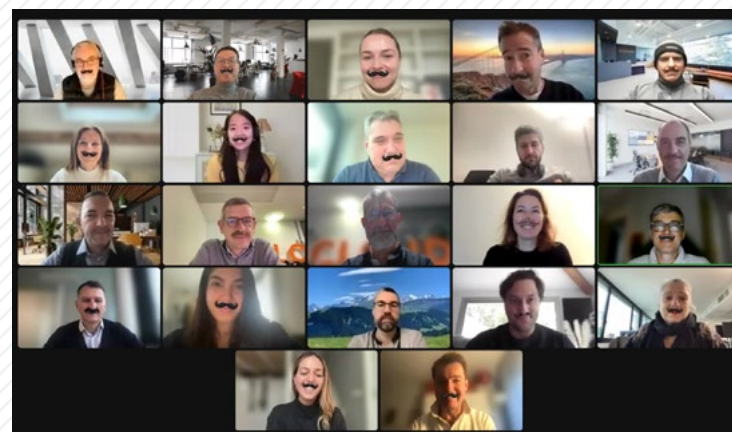
Cloudera's Interns of 2022 took part in a virtual volunteering day, via our partner Career Village. This gave them the chance to offer advice to students about how to get into technology and navigate entry-level work.

Read more in this [blog](#), or this [Twitter thread](#).



CareerVillage.org

CareerVillage.org is a nonprofit dedicated to preparing the next generation to become career ready! This online volunteering program is an awesome opportunity for busy professionals like us to give career advice to students who are just starting out on their career path, are exploring different interests, and want advice on how to get to their dream job. Mentors volunteer online – anytime, anywhere – and provide college and career advice to young people who need it most.



November

Several EMEA employees took part in Movember, which asks men to grow their mustaches for charity, raising awareness of men's health issues, including prostate and testicular cancer and suicide.

Clouderans across EMEA raised and donated \$3,048 to Movember.

Holiday Giving



Shoebbox Drive

Budapest, Hungary - 5 December

The Budapest team worked with two nonprofits to pack, decorate and donate shoeboxes filled with gifts for in-need children during the holiday period. The team collectively donated about 65 shoeboxes, which were distributed over the holiday period.

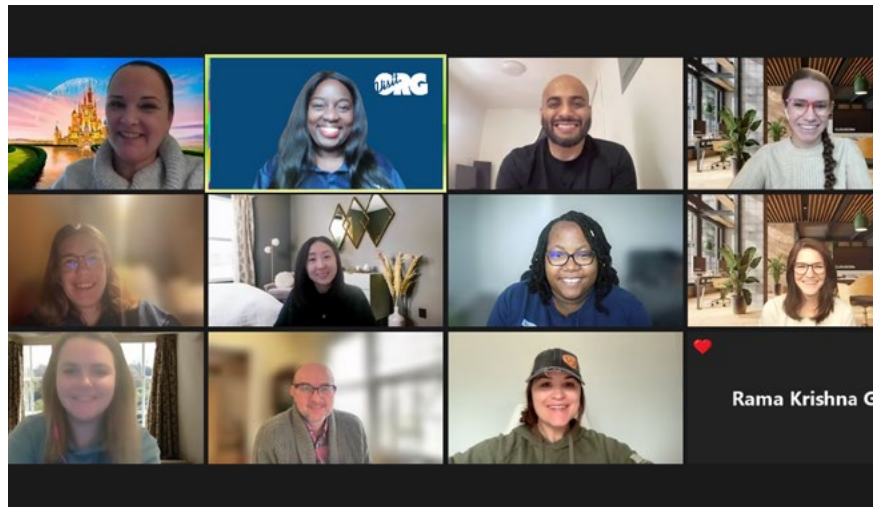


Gift giving for children in refuge

London, UK and Cork, Ireland - December

[KidsOut](#) and The Society of [St. Vincent De Paul](#) support in-need children to build confidence and happiness at their most vulnerable. Every year, both nonprofits run a Giving Tree, where people are asked to buy certain gifts and donate. These are distributed to children in refuge over the holiday period.

Other Highlights and Initiatives



Trivia quiz to support [Make-A-Wish Foundation](#)

Virtual - 7 December

Clouderans from across the world came together for a fun holiday activity, participating in a Disney trivia quiz. This supported the global Make-A-Wish Foundation.



In partnership with [Visit.org](#)

Visit delivers purpose for a more engaged workforce by providing access to an exclusive global library of social impact experiences designed to foster belonging and individual wellbeing in the workplace. Through virtual, in-person, and on-demand events designed with global nonprofit partners, employees participate in experiences such as volunteering, team building, learning and development, wellness activities, and more — giving them a powerful reason to keep showing up.

Other Highlights and Initiatives



Food pack distribution

Singapore - December

The Singapore team banded together and packed daily necessities for the community as part of the year-end celebrations. The groceries were distributed to families across Singapore to spread festive cheer.



Volunteering at a local food bank

Santa Clara, CA - 12-14 December

The Engineering team in CA organized to help out at a food bank during one of its busiest times of year.

Diversity Survey 2022

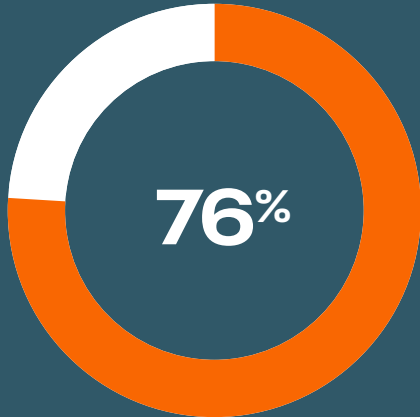


The Diversity, Equality and Inclusion (DE+I) team’s mission is to better understand who Cloudera is as an organization, to recognize unique experiences, and to influence change so everyone has an equal opportunity to thrive. As part of this commitment, Cloudera’s Workplace Diversity Survey asks employees to share individual experiences around diversity, equality, belonging, and inclusion.

The DE+I team reviews the data by comparing scores to industry benchmarks and analyzing the experiences of different demographic groups.

Even with great progress in many areas, there is still room to grow, and Cloudera is committed to doing the work needed to create a more equitable and inclusive Cloudera.

Some highlights include:



participation rate
company-wide

11% increase YoY

19% increase in employee satisfaction with Company Decision-Making communication

10% increase in Clouderans’ Security to Experiment

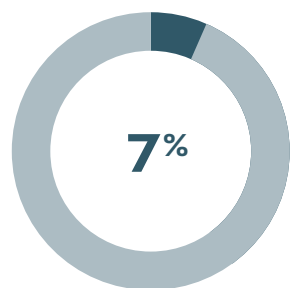
Nurturing Talent and Careers

Sponsorship

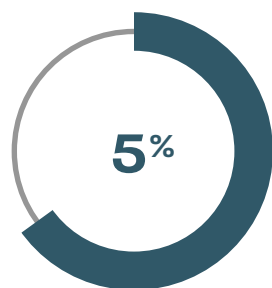
Cloudera's Sponsorship Program is a 6-month cohort based opportunity that aims to amplify high-potential talent, increase visibility, and actively open doors for diverse leadership pipelines. Proteges are matched with Sponsors (executive leaders) and have the opportunity to build a unique relationship over the course of the program.

2022 marked Cloudera's third and fourth cohort's experiences — bringing the program total to 70 proteges across the organization, ranging from individual contributors to senior directors, in every function and every region. The program has shown not only a marked difference in career trajectory for the proteges, but also increased engagement from both proteges and sponsors.

This program received an NPS score of 80 by participants.



increase in belonging



increase in voice



NPS

“This experience has been great for me. This is the first time in a long while that I set aside time for my career. The coaching, the training, and the mentorship of the sponsors has been nothing short of a blessing.”

Protege Feedback

“This was the most valuable program I have been involved with in my career!!! The stories and experiences we shared were incredibly memorable. Held a reflection session with my leadership group regarding the program as well as my own experiences throughout my career — not sure this would have happened without this program.”

Sponsor Feedback

Pay Equity

Cloudera remains committed to pay equity for all by continuous review of our equitable pay practices and policies. Our learning teams built awareness through Interview Excellence training and certification to ensure that all candidates and hiring managers are aware of building an inclusive and equitable experience; in 2022, 535 Clouderans were certified.

We continue to make progress in leveraging technology to understand where we are today, continue improving transparency, and holding ourselves accountable to the highest standards of equality in the workplace, including pay equity.

Demographic Representation

Transparency has been one of Cloudera's biggest goals since the DE+I team was established in 2020. In order to inform and assess DE+I impact, Cloudera is internally and externally measuring representation across available demographics - gender and race/ethnicity (US) - and publishing these numbers quarterly on our external [website](#).

Cloudera continues to make progress reviewing diversity metrics at all levels of the organization and identifying opportunities for growth for all employees, including women and underrepresented groups. In this changing environment, Cloudera has maintained an employee population made up of more than 20% women, and with 28.7% women and underrepresented groups in leadership through the end of 2022.



Cloudera recognizes that demographic data is only possible if employees are willing and comfortable to self-identify where legally permissible. We are encouraged to see improved voluntary disclosure rates: more than 90% of employees self-identified their race/ethnicity (US only) and more than 90% of employees self-identified their sex/gender globally. Cloudera is committed to increasing the ability of employees to voluntarily disclose their race/ethnicity identities globally where its legally permissible.

Our Society

Support organizations that are diversifying the tech workforce of the future.

Our Society

Support organizations that are diversifying the **tech workforce of the future.**

Cloudera has continued and developed a number of partnerships in 2022:



Jobs for the Future (JFF) drives transformation of the American workforce and education systems to achieve equitable economic advancement for all.



Boys and Girls Club of America provide a world-class Club Experience that assures success is within reach of every young person who enters our doors, with all members on track to graduate from high school with a plan for the future, demonstrating good character and citizenship, and living a healthy lifestyle.



Generation transforms education to employment systems to prepare, place, and support people into life-changing careers that would otherwise be inaccessible.



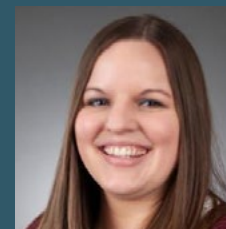
Per Scholas provides skills training and access to employer networks to individuals often excluded from tech careers.

Teen Accelerator

The Teen Accelerator Program was developed by Cloudera's DE+I team, in partnership with Boys & Girls Clubs of Middle Tennessee and Boys & Girls Clubs of the Peninsula, with a vision to work with high school youth in underserved communities to provide them with skills utilized in the corporate workplace. This program consists of three phases, beginning with online learning, progressing to mentorship by Cloudera employees, and ending with a summer internship at Cloudera.

"The experience truly changed my life as it gave me a different view of the world around me and taught me that there are things that I am privileged to that others are not."

Kylie Drake
Teen Accelerator mentor 2022



Democratizing Access to Technology

Headline Stats

150 non-traditional background trainees offered free technology education globally

\$125,000
grant donations

“We believe that high-quality, industry-informed, no-cost skilling opportunities can open doors for people with historically limited access to the technology sector and drive them toward sustainable careers. Moreover, we understand the importance of supplementing that classroom education with social and behavior skill building, which have been proven to be strong determinants of job placement and professional growth.”

Abhas Ricky
Chief Strategy Officer



Democratizing Access to Technology

Generation

Generation prepares, places and supports people into life-changing careers. In Cloudera's case, Generation supports trainees from non-traditional backgrounds through technology training and into employment. Through the program, trainees are offered mentorship and coaching, as well as introductions to hiring employers and interview guidance and practice.

38 learners

56% female, 67% Black, 13% Asian, 44% without a 4-year degree, 56% parents

29 graduates

(76% graduation, exceeding 75% target)

Targeting 85% of graduates

(25 people) into employment after 180 days

14 CLOUDERA MOCK INTERVIEWS, BUILDING CONFIDENCE AND HIGHLIGHTING GROWTH AREAS


Ayodeji Ogunsolu Atlanta, Georgia, US

JUNIOR CLOUD PRACTITIONER
COHORT THROUGH ATLANTA
TECHNICAL COLLEGE.



Determined to find a career pathway to fit his needs, Ayodeji Ogunsolu researched online until he came across Generation USA's Junior Cloud Practitioner program. Ayodeji was drawn to the free, 10-week, tech-bootcamp training and certification program. He felt excited about the program because it was designed to work with individuals with a range of technical skills.

Ayodeji took a chance on himself. Over the course of the program, he developed a growth mindset, a positive attitude and confidence in his abilities. Ayodeji is thankful for all the opportunities available to him in the classroom and additional resources such as career and social support wraparound services to support him during his journey. He is currently in the process of interviewing for IT roles and is optimistic that he will be employed soon.



Ayodeji is one of the most committed and disciplined learners I had in the JCP Atlanta cohort. He consistently made visible progress during our ten weeks of class. He is courageous and I think of this quote that best describes him: 'Courage is the most important of all the virtues because, without courage, you can't practice any other virtue consistently.' - Maya Angelou".

Generation's Atlanta Tech Lead Instructor

Democratizing Access to Technology

Generation



Remote, Ireland
Partnered with AWS.

- **20-25 learners** starting in Q1 2023 and graduating Q2 2023, 12-week program.
- **Average placement rate 75%, average salaries of 45k euros.**

Australia
Data Analyst cohort.

- **39 learners:** 45% female and 50% with dependents
- **26 graduates** (70% graduation rate)

"Just had my first zoom call with my mentor. I'm very grateful for the number of supports [sic] this program provides us with. It's amazing, thank you.

Different layers of support, ensuring we are successful in landing that DA role.... Again, incredibly grateful to be in this program."

Data Analyst trainee in Australia, 2022



Per Scholas gives learners the skills they need to start or grow a career in technology. In Cloudera's case, Per Scholas also supports trainees from non-traditional backgrounds into employment. Per Scholas is focused in the US and in its first year with Cloudera:

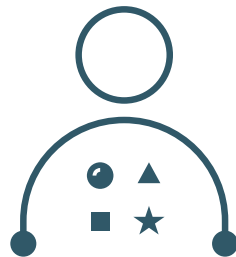
- **50 software engineering trainees**
- **80% graduation**

Supplier Diversity

In 2022, Cloudera's DE+I and Procurement teams started creating a supply chain with inclusive and diverse suppliers by formally launching our [Supplier Diversity Program](#). The mission is to build a diverse supplier base, emphasizing the inclusion of suppliers from minority-owned, women-owned, LGBTQ-owned, veteran-owned, disability-owned, and small enterprise businesses.

The long-term vision for this program is to introduce a data-driven approach to supplier spending that encourages supply chain diversification. This means capturing and recognizing suppliers as 'Diverse' suppliers through third-party certification. That definition includes businesses that are 51% owned, operated, and controlled by a diverse person or group.

Over 2022, a data baseline was measured and verified to form sustainable plans that will create a future with organic and holistic progress at the forefront.



Our Brand

Leverage “our people” and “our society” to position Cloudera as a purpose-driven company with products that allow our customers to do good.

Our Brand

Support organizations that are diversifying the **tech workforce of the future**.

Position Cloudera as a **purpose-driven company** with products that allow our **customers to do good**.

Cloudera has continued and developed a number of partnerships in 2022:



Reboot Representation's Tech Coalition will double the number of Black, Latina, and Native American women receiving computing degrees by 2025.



Skillup helps workers transition to a better career with coaching, training, and job resources aligned to the fastest-growing industries in the country.



National Skills Coalition fights for a national commitment to inclusive, high-quality skills training so that more people have access to a better life, and more local businesses see sustained growth.



ReadyAI promotes and provides artificial intelligence education for K-12 students around the world.



A Fresh Squeeze on Data

Educating the next generation on the power of data and AI, this ebook and video series has been translated from English into eight additional languages and is available to download and print for anyone, globally.

<https://freshsqueezekids.com/>

At a Glance:

- Already formally incorporated into the Baltimore Public School System curriculum.
- Included in AI4K12 official resource tools for educators.
- Included as the Model AI Assignment by AAAI and EAAI.
- Included in the Australia NSW Region and CSTA Australia curriculums for 3rd Grade.
- Included in New Zealand and French Polynesia lessons for 2nd and 3rd grade students.

Partnering to Affect Social Change

Using data to inform talent strategies and achieve DEI

October 12, 2022

Joined by thought leaders in leading technology organizations, Cloudera integrated social responsibility, data and impact into its flagship event, Evolve, in New York City in October. Thanks to our panelists:

Aman Kidwai, Morning Brew

Amy DeCicco, Retrain.ai

Madison West, Intel

Hemanth K Manda, IBM



Customer References



Limitless Power of AI

How has the global pandemic shifted attitudes about using technology for good? In 2022, Cloudera and research firm Sapio conducted a research project into the changing attitudes around social responsibility and AI, ML and data analytics for good.

Results include 52% of business decision makers agreeing that profit and ESG are no longer mutually exclusive pursuits.

[Read the full report here](#)

Customer References



Urban Institute

Using data to build informed policies in education has long been a goal of educational institutes globally. Think about bullying, a long-standing issue in schools across the world. Analyzing over 30 years of data points has allowed the Urban Institute to generate actionable insights that translate into policy and social changes.

[Read the blog](#)

[Urban Institute](#)

Customer References



Power of Nutrition

Childhood malnutrition affects one in five children globally, which can have a knock-on effect on employment and economic opportunities later in life. For the private sector, the motivation to support community nutrition initiatives is driven by improving bottom lines.

With technical partner Modern Scientist Global, data from 108 countries was analyzed using Cloudera Data Platform, resulting in proof that \$1 invested in fighting childhood malnutrition would return \$34 in revenue which is currently lost because workforces are malnourished.

[Read the customer story](#)

[Power of Nutrition](#)

Celebrating Cloudera's Volunteers in 2022

We summarize
our volunteering
efforts in this
blog for 2022

[Click here to read more](#)

“I believe it is important to work with people and organizations that share common values to achieve their goals.”

Carlos Zorzin, Australia

“Coming from a first-generation in the US family, I was also provided with programs like this one as a kid, so I want to give back to kids in similar situations!”

Sharon Li, USA

“Once you see how even a small amount of work can impact someone's life, it's hard to stop volunteering.”

Glaucia Espenchutz, Portugal

Summary

Thanks for reading Cloudera's Impact Report 2022. For the latest updates on Cloudera's impact work, [please visit our website](#).

Thank you.

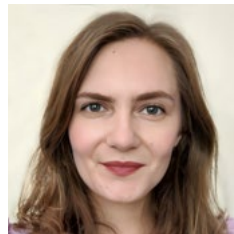
About Social Impact at Cloudera

At Cloudera, we believe that data can make what is impossible today, possible tomorrow. We empower people to transform complex data into clear and actionable insights. Cloudera delivers an enterprise data cloud for any data, anywhere, from the Edge to AI. Powered by the relentless innovation of the open source community, Cloudera advances digital transformation for the world's largest enterprises.

Learn more at cloudera.com | US: +1 888 789 1488 | Outside the US: +1 650 362 0488



Debbie Kruger
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