

SELECT 2017 #GIVING TUESDAY CASE STUDIES



Anthem: Matched all associates' contributions

BD: Matched all donations made by full-time U.S. associates

Cisco Systems: Gave \$1 for every retweet to local organizations in 17 countries around the world

Citi: Matched all gifts to No Kid Hungry up to \$100,000

Entergy: Matched all donations up to \$500,000 towards The Power to Care

Exelon: Employees contributed 14,000 volunteer hours in communities where they work and live

Goldman Sachs: Matched donations up to a total of £300,000 to Alzheimer's Research UK

Johnson & Johnson: Matched donations up to \$450,000 to Save the Children

Macys: Encouraged participation in their Make a Wish campaign by donating \$1 for every contribution up to \$1M

Mastercard: Matched 2:1 funds cardholders donated using a U.S. Mastercard to Stand Up to Cancer, up to \$1M

Newman's Own: Sponsored Crowdrise annual holiday giving campaign with \$500,000 in funding and matching donations for participating charities

NRG: Unveiled new partnership with Boston Children's Hospital as part of its Choose to Give program, which allows NRG customers to support local nonprofits through their electricity plan

Oath: Doubled all donations to Girl Up's School Cycle initiative

PayPal: Broke world record for most funds raised in a day, providing 1% match to all donations through PayPal Giving Fund. Donated 33% more in 2017 than 2016

Pearson: Contributed \$25 Kiva microloans for 30,000+ employees, \$100,000 in matching Kiva loans to education partners, and Dollars for Doers grants to match employee volunteer hours

PSEG: Employees gave to the charity of their choice and received a 2:1 match

S&P Global: Conducted a \$25,000 grant contest with Global Kiva Lending Team

Wells Fargo: Launched Holiday Food Bank program with \$5M donation to United Way, commitment of 5,000 volunteer hours, and rollout of food donation centers at 5,900 local branches and mobile donation sites