

IDEAS FOR CORPORATIONS

Growing Engagement from Companies

Hundreds of companies around the world are involved with #GivingTuesday and use the day to celebrate their staff's generosity and their company's values and dedication to giving back.

All industries are active in the movement:

- Airlines: Southwest, United, American Airlines
- Consumer Products: JOHNSON & JOHNSON, Unilver
- Hospitality: Hyatt, Kimpton Hotels
- Financial: Wells Fargo, Visa, PayPal
- Retail: Gap Brands, eBay, Home Goods, Home Depot, Walgreens
- Technology: Microsoft, Google, Mashable, UBER, Facebook

Tips to Get Involved

- Make the case for #GivingTuesday with internal decision makers at your company:
 - Share corporate case studies—particularly those of companies in your industry—and impact data to demonstrate momentum of this global platform
 - Position it as a vital part of your corporate societal engagement, aligned with existing, strategic programs. It's a continuation/expansion/offshoot of your programs, boosted by a global platform.
 - If you are not involved, customers and employees will ask why.
- Set your company apart and do more than just tweet:
 - Match donations from the public up to a set amount, solicit nominations/votes to award grants to nonprofits, launch a new program
- Engage your stakeholders:
 - Internal: let your employees determine the direction of the celebration; what matters to them?
 - External: use this day to communicate your company's purpose and commitment to the community.

Tips were provided by CECP.

CORPORATE PARTNERS

JCPENNEY

In celebration of #GivingTuesday, JCPenney Cares made a \$100,000 donation to Boys & Girls Clubs of America. In select cities, they invited kids from local Boys & Girls Clubs to visit a JCPenney store and participate in a special shopping experience that enabled kids to select gifts for their families while being treated to a special visit with a hometown celebrity, like NFL-ers Desmond Trufant and Tony Jefferson.

RUE LA LA

Rue La La partnered with four charities for #GivingTuesday. For 24 hours, each charity had a customized boutique curated with a variety of merchandise that pertained their work. Rue La La donated a minimum of \$10,000 toward each charity. In addition, Rue La La's members had the opportunity to link to the charities' websites for more information or to give an additional donation.

TOYS "R" US

For the 12th consecutive year, Toys "R" Us partnered with the Marine Toys for Tots Foundation to bring holiday joy to less fortunate children across the country. Once again, NBA Legend Shaquille O'Neal—aka Shaq-a-Claus—teamed up to help inspire customers to #PlayItForward. On #GivingTuesday, for every retweet of Shaq's #PlayItForward tweet, the Toys "R" Us Children's Fund donated one toy to the Marine Toys for Tots Foundation (up to \$125,000 worth of toys).

THE GUARDIAN

Guardian US supported #GivingTuesday by donating all advertising inventory on its site on Dec. 1 to six nonprofit organizations focusing on providing relief for those affected by the global refugee crisis—Doctors Without Borders, International Rescue Committee, Mercy Corps, Migrant Offshore Aid Station, Oxfam America and Refugees International. Guardian US also encouraged individual giving from readers through promotional activity on #GivingTuesday.



GOOGLE

In 2015, Google and DonorsChoose worked together to make education more inclusive #ForEveryKid. Google promoted the campaign with a link from the Google homepage that encouraged people to donate to special education projects on DonorsChoose. Google also pledged to match up to \$500,000 to ensure that \$1,000,000 was donated to support this initiative.

GUGGENHEIM PARTNERS

Instead of a specific fundraiser or matching gift for #GivingTuesday, Guggenheim Partners gave each employee \$100 in their giving accounts and provided employees an open choice of the cause that contribution supported. Despite the smaller size of the organization, Guggenheim Partners appeared in the top 5 corporate givers on #GivingTuesday among all Benevity's clients as a result of this approach.

H&M

On #GivingTuesday, retailer H&M partnered with Lauren Bush Lauren's FEED to donate over 400,000 meals to people in need.

KMART

For #GivingTuesday, Kmart partnered with St. Jude's Children's Hospital to create The Giving Hat, a \$5 hat that was exclusively sold at all Kmart stores and online to raise awareness and funds in the fight against childhood cancer and other life-threatening diseases. One dollar from the sale of each \$5 hat was added to the millions of dollars Kmart stores raised over holiday season for St. Jude.

TEXAS INSTRUMENTS

For the third consecutive #GivingTuesday, Texas Instruments (TI) partnered with United Way agencies in North Texas to deliver Meals on Wheels to homebound, elderly and disabled people. More than 400 TI volunteers participated and in delivered more than 1,000 meals to people in need. While TI is committed to giving back to its communities year-round, this event marked the largest single TI volunteer event of the year.



Above and Left:
Texas Instruments volunteers



HSBC

HSBC helped spread the word about #GivingTuesday by placing the #GivingTuesday logo on the company's nationwide ATM system, encouraging their clients to participate in the movement.

DICK'S SPORTING GOODS

DICK's Sporting Goods donated 100 basketball hoops to communities around the country. The campaign launched with a big event at a Cleveland school, where Cleveland Cavalier star Kevin Love joined DICK's staff and local youth to install new basketball hoops.

JOHNSON'S®

On #GivingTuesday, JOHNSON'S® asked people everywhere to share baby photos using the hashtag #SoMuchMore through the Donate a Photo app, which helps people connect to the causes they care most about. Johnson & Johnson donated \$1 to the cause of the donor's choice, and JOHNSON'S® tripled the donation when someone selected Save the Children® (up \$150,000).



Scranton Elementary School in Cleveland where DICK's Sporting Goods' basketball hoops campaign launched.