CORPORATIONS

LINKEDIN
LinkedIn for Good’s #GivingTuesday initiative encouraged LinkedIn employees to donate to coworkers’ favorite nonprofits via a crowdfunding campaign. Donations made between November 29 and December 2 were matched 3:1 by LinkedIn for Good. The campaign was amplified through a global employee email that went out to all 10,000 LinkedIn employees, as well as through a print piece that was placed on everyone’s desk on #GivingTuesday. Together they raised approximately $600K ($150K from employees, $450K from LIFG) for 163 different organizations that were championed by their employees.

TEXAS INSTRUMENTS
Texas Instruments worked with United Way of Metropolitan Dallas and VNA Dallas (the nonprofit in the region that works on Meals on Wheels initiatives). Together, they had 250 teams of volunteers delivering 2,000 meals to help homebound seniors throughout Dallas County. In addition, they supported Meals on Wheels deliveries at other Texas Instruments sites across the US from Santa Clara, CA to South Portland, ME.

JET.COM
Through Jet’s diaper program, over 1,000 participating nonprofits can purchase deeply discounted diapers in bulk. The nonprofits then redistribute the diapers either for free or for a small price, but not for a profit. In order to engage Jet customers in this community initiative, they launched the Give A Pack program, where customers could purchase a pack of diapers for a participating nonprofit at checkout. In honor of #GivingTuesday, Jet matched every diaper contribution made by a Jet customer.

ZIPCAR
From #GivingTuesday to December 9, Zipcar, the world’s leading car sharing network, donated 1% of revenue from its members’ reservations to Meals on Wheels, up to $50,000. They promoted the campaign on social media, helping to educate their members about the nonprofit’s work.

HEINZ
Heinz launched a ‘Selfie for Good’ program for #GivingTuesday and donated $1.57 (an homage to Heinz 57) to Stop Hunger Now for every selfie taken with the Heinz Ketchup bottle at participating restaurants nationwide. The brand surpassed their original goal and donated more than $200,000 to help families facing hunger.
EQUINOX
On #GivingTuesday, Equinox donated $1 to Cycle for Survival every time a spot was booked for any of their classes across the country. They also had a special #GivingTuesday selection of goods for sale in all of their gym stores, with the proceeds benefiting one of five other nonprofit partners.

T-MOBILE
On #GivingTuesday, T-Mobile matched all text donations to Boys & Girls Clubs (up to $80 per person), regardless of whether or not the donor was a T-Mobile customer. There were additional opportunities for T-Mobile customers to win additional donations for their local Clubs.

CNN AND SUBARU
CNN and Subaru worked together on a 2016 #GivingTuesday campaign tied to CNN Heroes, an annual awards show which recognizes 10 individuals for their good works. Launching on #GivingTuesday and extended through the end of the year, the two companies asked individuals to support the 2016 Hero’s associated nonprofits. Subaru then matched every contribution up to $500,000. They also aired video content about a previous CNN Hero to demonstrate how donations can impact an organization’s work.

DISNEY, TARGET AND STAR WARS: FORCE FOR CHANGE
As fans counted down to the premiere of Rogue One: A Star Wars Story, Disney, Target and Star Wars: Force for Change launched a fashion-meets-fundraising initiative inspired by the movie’s themes of rebellion. Ten influential names across film, music, fashion and sports came together to support UNICEF Kid Power by creating a line of “Force 4 Fashion” T-shirts available exclusively in the US at Target. Five dollars from the sale of each shirt was donated to the US Fund for UNICEF in support of UNICEF Kid Power.

CARTER’S
In honor of #GivingTuesday, Carter’s ran a “One for One” campaign. For every pair of pajamas purchased on #GivingTuesday, Carter’s donated a pair of pajamas to a child in need through the Pajama Program.

SQUARESPACE
On #GivingTuesday 2016, creative tools company Squarespace and coding bootcamp C4Q teamed up to kick off an initiative that helped highlight the diversity of the tech community in New York City. Starting on #GivingTuesday and then every Tuesday for the rest of the year, a C4Q alum was highlighted on a Squarespace microsite. Squarespace also donated $70,000 to C4Q to support their work.
**JC PENNEY**
In celebration of #GivingTuesday, JCPenney Cares made a $100,000 donation to Boys & Girls Clubs of America. In select cities, JCPenney invited kids from local YMCAs to visit a JCPenney store to shop for gifts for their families, while being treated to a special visit with a hometown celebrity.

**QVC**
On #GivingTuesday, QVC celebrated the spirit of entrepreneurship and its charitable mission to support the success and wellness of women through the power of relationships. The global retailer teamed up with Peace Love World, a women-led enterprise, and Nest, a global nonprofit supporting women artisans who might not have the resources they need to flourish. Consumers were able to purchase an exclusive Peace Love World product on QVC or QVC.com with 60 percent of the purchase price supporting Nest programming. QVC also encouraged consumers to give love this holiday season and support Nest.

**PALANTIR TECHNOLOGIES**
Palantir Technologies collected hundreds of care packages for local homeless shelters around the world on #GivingTuesday. This was a global effort, with employees from offices in Seattle, New York, California, DC and London coming together to give their time under a single mission. The company donated the goods (including blankets, shoes, ponchos and other clothing), then employees donated their time to assemble the care packages. They also wrote cards with words of encouragement.

**CASPER**
Casper, the e-commerce online mattress company, donated over 25 mattresses and 50 pillows to five firehouses across New York City — one in every borough. They highlighted this generous donation through social media.

**AOL**
AOL asked consumers to vote on one of four causes to receive a donation of ad space from AOL. The nonprofit with the most votes was featured 100% pro bono on AOL.com. And the Huffington Post supported dozens of additional nonprofits by publishing a #GivingTuesday blog post every day throughout November.

**JPMORGAN CHASE**
JPMorgan Chase encouraged employees to donate through the firm’s workplace giving program with a $2 for $1 matching gift promotion and a giving competition across the U.S. Employees donated more than $1.4 million to nonprofits in communities around the county, nearly doubling the previous year’s commitment.

**PRINCIPAL**
On #GivingTuesday, Principal promoted its fourth consecutive record-breaking United Way campaign. Over 73% of employees participated with more than $8.3 million donated to 230+ communities in 45 states. They also tied the enthusiasm around #GivingTuesday to launch their inaugural Global Volunteer Week project (December 5-9), a focused effort to engage employees in global community volunteerism through organized projects at major office locations in six countries.
#GIVINGTUESDAY™

To learn more contact Info@GivingTuesday.org.

Follow us on Twitter @GivingTues and on Facebook at www.facebook.com/GivingTuesday.