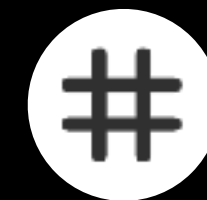


Eio8ht



Get social with #GMV2021

Share your favorite insights and a-ha moments using the conference hashtag.

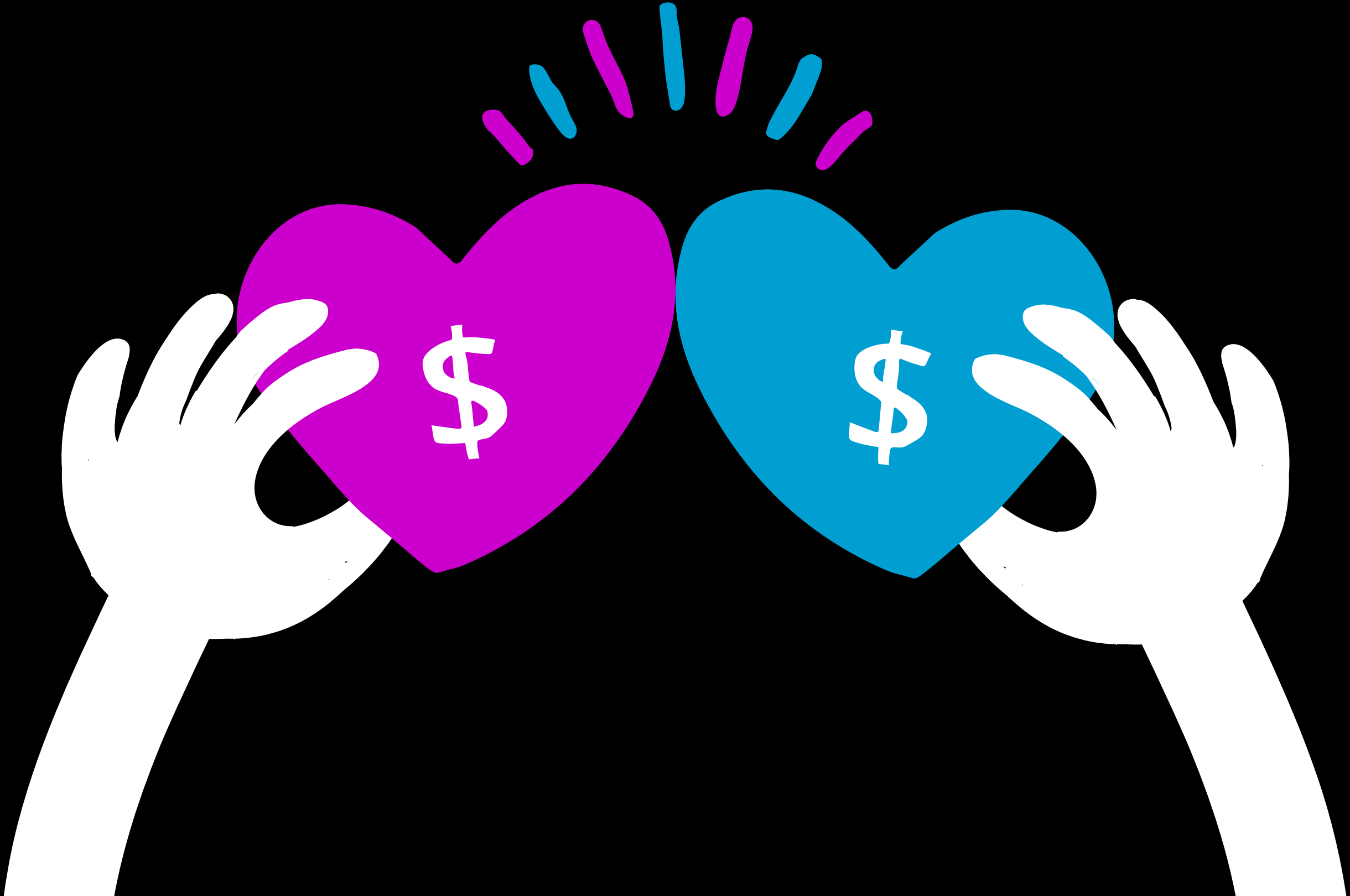


We want to hear from you!

Use the chat/question function to interact with your peers and ask questions to panelists.

Goodness Goes Viral

Turn a Moment into a Movement with Peer Matching





Laura Christensen

Client Success Manager, Benevity



Renee Matsalla

Sr. Product Manager, Benevity

Have You Ever Wanted To

Change The World?



\$1,500

Eleven 8



Enter a Donation Amount in CAD

25.00

Convert Currency

Your Estimated Match

\$50.00

Peer: \$25.00

Company: \$25.00

Edit Company Match

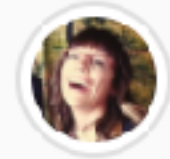


Help Save Vital Legal Programs for Marginalized Women

GIVING OPPORTUNITY USER GIVING OPPORTUNITY **MATCHING OFFER**

+ DONATE NOW

SHARE



CREATED BY
Renee Matsalla

Details

START DATE: January 25, 2021 END DATE: February 5, 2021

The Elizabeth Fry Society is an incredible organization that helps thousands of women and youth engaged with the legal and justice systems by providing practical programs, basic necessities and connections to community resources. E Fry especially helps indigenous people who are the victims of systemic social issues get back on their feet and thrive.

Sadly, E Fry is facing big budget cuts this year due to the pandemic. This means that their courts programs, which help marginalized people navigate the legal system, may be scaled back or cut across Alberta.

E Fry is one of the effective organizations at combating systemic racism and breaking the cycle of poverty. It is actually a top [5 charity in Calgary for demonstrating the highest value per dollar spent](#).

So please join me in helping this amazing organization continue their vital work in our community.

+ DONATE NOW

Featured Cause



THE ELIZABETH FRY SOCIETY OF CALGARY ALBERTA
Calgary, Alberta, Canada
[View this cause](#)

Official Website
elizabethfrycalgary.ca/

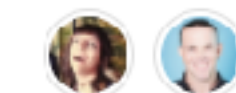


\$8,372.38
ESTIMATED RAISED



Peer Matching

To amplify the impact of donations, your peers are offering their own money as a match.



2 Peer Matchers



Viral Engagement

5K

Peer Matches

82

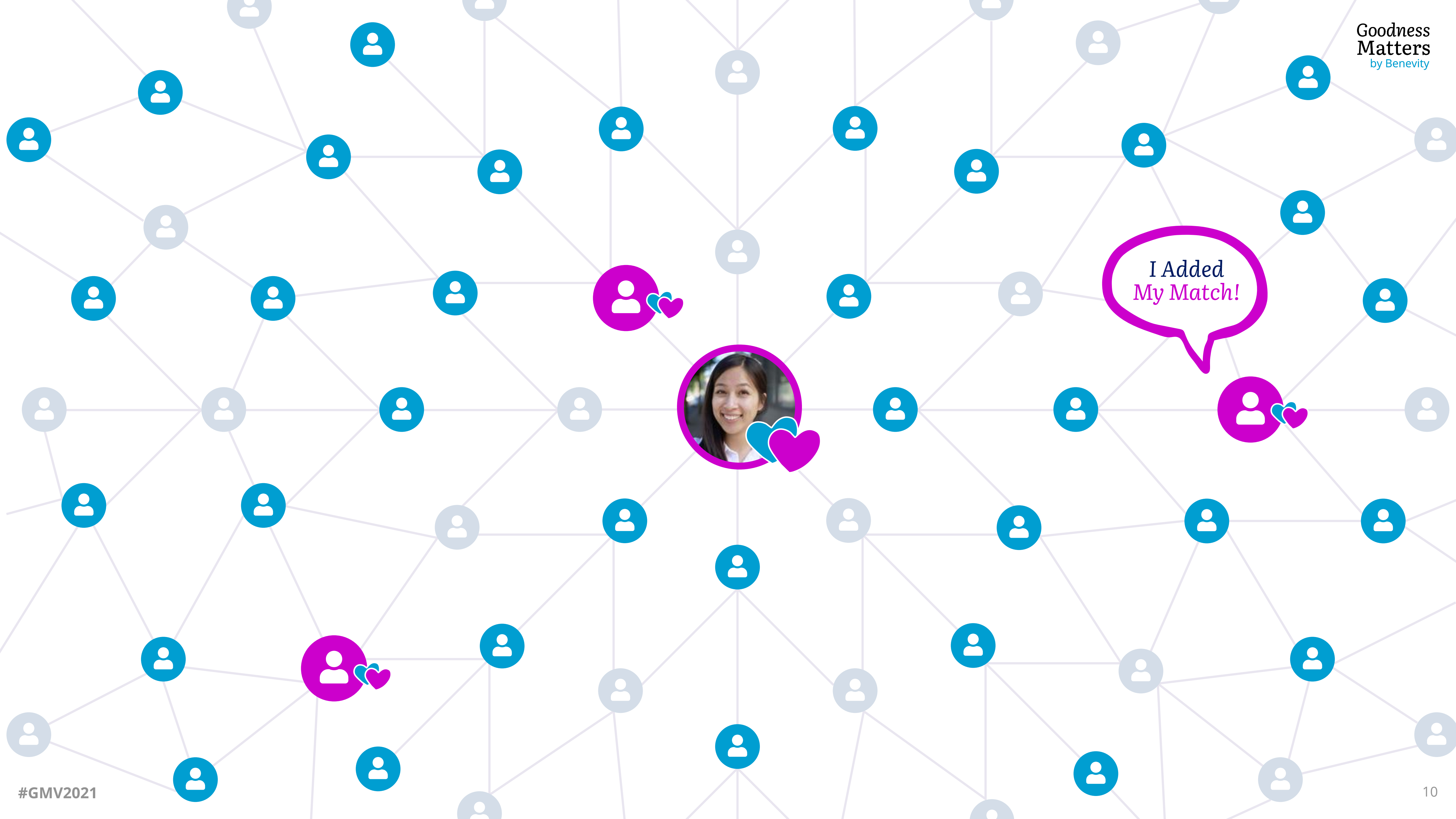
Companies With
Peer Matches

\$52M

Raised in 3 months



Hi team!
Check out my
Peer Match



I Added
My Match!



I Added
My Match!

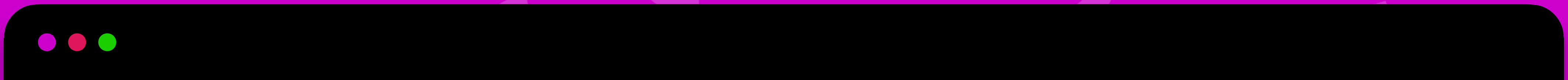


This
Cause
is
Amazing!



Empower Grassroots

Movements



CREATED BY

Details

START DATE: October 14, 2020 END DATE: December 31, 2020

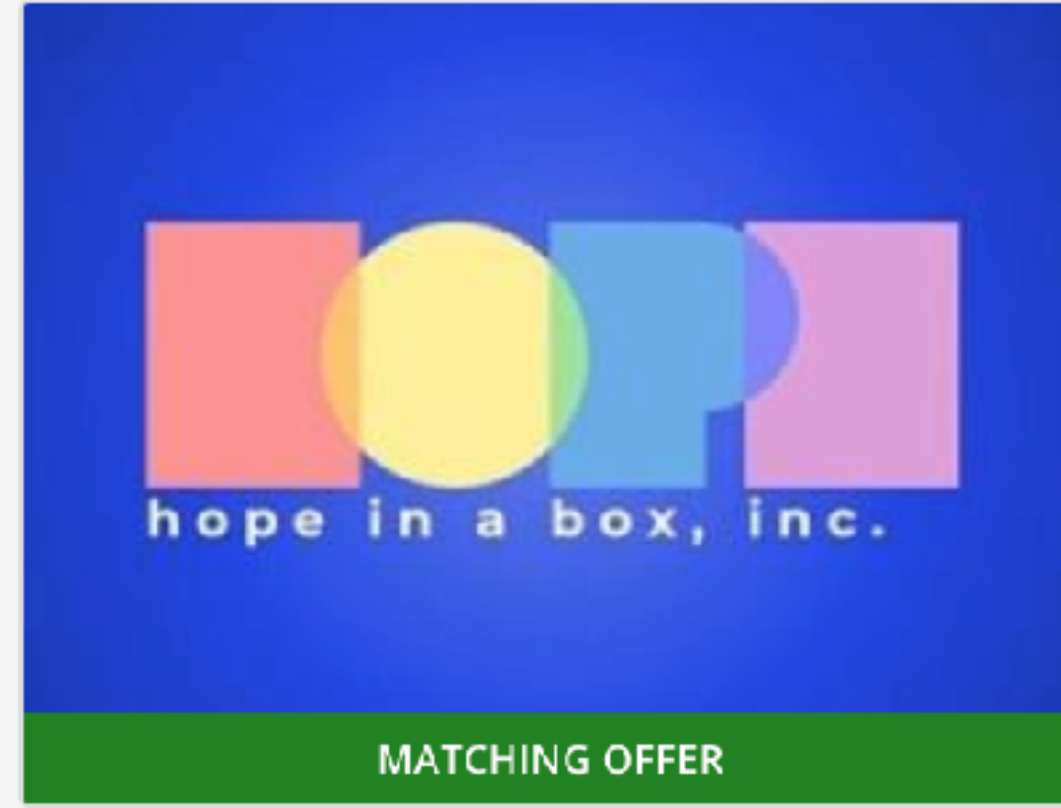
It's important because we need to see our selves represented amongst what we already see predominantly in the culture. Hope in a Box enables kids to themselves represented in books and media. More importantly, they get to see a representation that isn't negative.

+ DONATE NOW

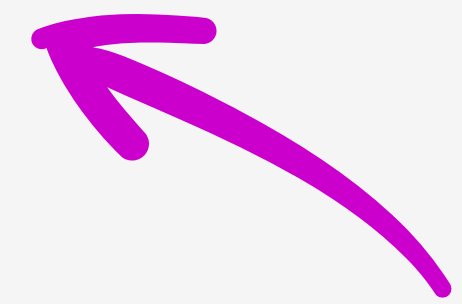
Featured Cause



HOPE IN A BOX INC
Brooklyn, New York, United States
[View this cause](#)



\$21,256.40
ESTIMATED RAISED



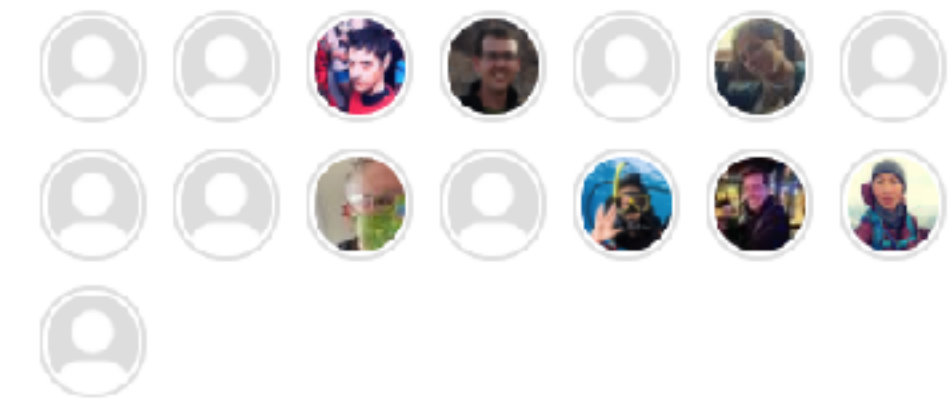
Peer Matching

There's no money left in the pool. Add a match to keep the momentum going!



\$5,931.20
MATCHED

\$5,931.20
PEER MATCH POOL



15 Peer Matchers

Support a
Colleague

Remembering September 11th

SHARE

GIVING OPPORTUNITY USER GIVING OPPORTUNITY **MATCHING OFFER**



CREATED BY
Christine Gillies

Details

START DATE: September 7, 2020 END DATE: October 30, 2020

Nineteen years ago, I was lucky enough to escape the 9/11 terrorist attacks on the World Trade Center in New York City. I was living in Manhattan and working for a small tech company, Thor Technologies, located on the 87th floor of the North Tower. As a survivor of such a horrific tragedy, I'm motivated to ensure we never forget the 2,977 victims and their families.

Please give to the September 11th Memorial & Museum, a place for remembrance, reflection and learning. The organization "shares stories of hope and resilience, sacrifice and service, good will and community in the aftermath of 9/11." They also offer programs that support and connects victims' families. This organization has offered a lot of healing for me along with my dear friend & fellow survivor, Yvette Thompson. My goal is to raise \$5,000.

Featured Cause



NATIONAL SEPTEMBER 11 MEMORIAL & MUSEUM
New York, New York, United States
[View this cause](#)

Donors will receive a donation acknowledgment for this gift, not an official tax receipt. [Learn more.](#)

Giving Opportunity Interests

This Opportunity is for you if you have any of the following interests:

- Community Support
- Education
- Mental Health
- Museums
- Victims' Services



MATCHING OFFER

\$8,740.98
ESTIMATED RAISED

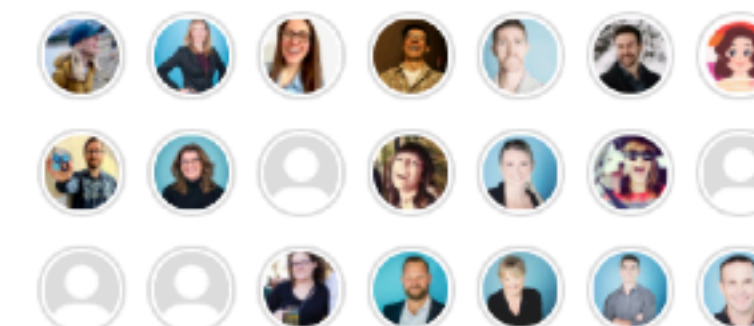


Peer Matching

There's no money left in the pool. Add a match to keep the momentum going!

CA\$2,573.97
MATCHED

CA\$2,573.93
PEER MATCH POOL



25 Peer Matchers [View All](#)

Engage Your *Executives*

Nicaragua Emergency Relief Effort

SHARE

GIVING OPPORTUNITY USER GIVING OPPORTUNITY CREATED BY [GEORGE YOUNG](#) MATCHING OFFER



CREATED BY

Details

START DATE: November 19, 2020 END DATE: January 14, 2021

Elastic has participated in the past in providing clean water and a well to an orphanage and school in Puerto Cabezas Nicaragua. The organization on the ground operates an orphanage for over 300 children and a feeding center which provides one meal a day for 500 children whose families live in poverty. (they are providing 1500 meals a day right now due to the humanitarian need but 500 is their usual capacity).

This is a place where I have personally traveled many times, and have deep personal relationships with the leadership and we know exactly how/where the funds are used without any overhead. They are working on complex issues of not only alleviating poverty but also things like micro-enterprises and job skill training for long term solutions to poverty.

Tragically, two major hurricanes have hit the area back to back in less than two weeks battering them with 150mph winds and over 40 inches of rain. This has caused massive flooding and destroyed over 90% of all housing according to recent news reports. The average house is wood frame with a tin roof so one can imagine how well those are able to withstand the kind of devastation of twin hurricanes of category 5 power. The needs are massive to just meet basic living requirements.

[Here is a video of the general area](#)

Our first priority is to rebuild a house for the family which runs the feeding center as well as the people running the orphanage. Without their service to the community, the feeding center and orphanage will not continue and it is a critical lifeline to the poorest of the poor. We estimate it will cost around \$30,000 to build them a concrete structure that will bear up better against future storms. The remaining funds above and beyond \$30,000 will be deployed to help rebuild the orphanage facilities and support food and relief efforts.

Our partner organization has agreed to pass through the funds directly to the people on the ground in Nicaragua which is incredibly generous. I (George Young) am going to put in the first \$15,000 as I believe this is a critical need. I hope to personally go help with the rebuilding efforts in the spring or summer of 2021 when international travel is allowed



ESTIMATED RAISED

\$51,498.18

QUESTION MARK



Peer Matching

To amplify the impact of donations, your peers are offering their own money as a match.

\$14,367.36 MATCHED

\$15,400.00 PEER MATCH POOL

3 Peer Matchers



[Community Impact Portal](#)

[Make a Donation](#)

[Redeem a Gift Card](#)

[Search](#)



Giving Opportunity

Nicaragua Emergency Relief Effort

Rebuilding after back to back hurricanes



Donate Now



About this Giving Opportunity



Be the Change
You Want to See



Get your toolkit on the

b.hive by benevity

Employee Communication Templates

Creating awareness around your Peer Matching campaigns will be critical to your success! To make it easy, you can copy, paste and tailor the copy below to promote your campaign internally.

Below are four templates to help you engage your people in Peer Matching, including:

- Before the campaign:** Call for peer matchers
- During the campaign:** A call for donors to join the pool
- After the campaign:** Sharing your impact
- Messaging to add to giving opportunities to explain Peer Matching**

Peer Matching
Turn a moment into a movement

Your people want to take action on the issues that matter to them, and share their passion with their peers. They also want to support their teammates' passions to show them that they care and to be a part of something bigger than themselves. Peer Matching helps them do that — without any additional budget from you.

It's a fun and engaging way to turn individual passion into collective action by enabling your employees to:

- ✓ Create a giving opportunity for a cause they care about and then add a match from their own funds — for any amount, big or small
- ✓ Support their coworkers by joining the match pool to increase the overall match amount
- ✓ Donate and receive a match from the pool
- ✓ Amplify their impact even further when combined with corporate matching for a 2x match

When you empower and amplify your people's passions and purpose, not only will you drive more participation in your program, but you'll help your people gain a sense of purpose and connection as they see the collective impact they're making together.

Hi team! Check out my Peer Match

Me too!

I added my match!

What a great cause! I donated :)

Before the campaign: Call for peer matchers

Are you passionate about **[insert cause]**? We're looking for employees to share their passion and help create more impact by joining this giving opportunity as a peer matcher **[insert giving opportunity link]**

Peer Matching enables our employees to create a giving opportunity and add a match from their own funds. Then other coworkers (like you self!) can join by adding funds to the matching pool. And other folks can join the matching pool or donate and receive a match from the pool. It's a great way to show your peers you care and help people learn more about this important cause!

If you're interested in joining as a peer matcher by adding funds to the matching pool, reach out to **[program admin email]** or head to the giving opportunity at the link above.

During the campaign: A call for employees to join the pool or donate

We've launched a Peer Matching campaign to support **[insert profile]**! Peer Matching enables our employees to create a giving opportunity and add a match from their own funds. Now, you can join in on the Goodness by adding funds to the matching pool, or donating and receiving a 100% match from the pool!

Let's work together to amplify the impact for this important cause! Find out more about **[insert profile]** and join the pool or donate today!

[Link to peer match giving opportunity]

*You will receive a 100% match as long as there are enough funds in the pool. Pool running low? Add your funds there instead to amplify your peers' impact!

After the campaign: Sharing your impact

Wow! Through our Peer Matching campaign, we raised **\$X for [insert profile]**! It was incredible to see you all support each other while amplifying the impact for this amazing cause. And we got it felt good too. It sure did for **[employee name]**:

[Insert quote from a peer matcher]

Don't forget that you can add Peer Matching to any of the giving opportunities you create! Reach out to **[program admin name and email]** if you have any questions.

We can't wait to see all the good you'll do together!

Thank you!

Thanks for attending!



Don't forget to take the feedback survey



Keep the conversation going on Slack



Visit our Demo Stations!