

Kelly Schmitt
CEO Benevity



Getting Down to *(Good) Business*



H A A A P I I



Humility

Authenticity

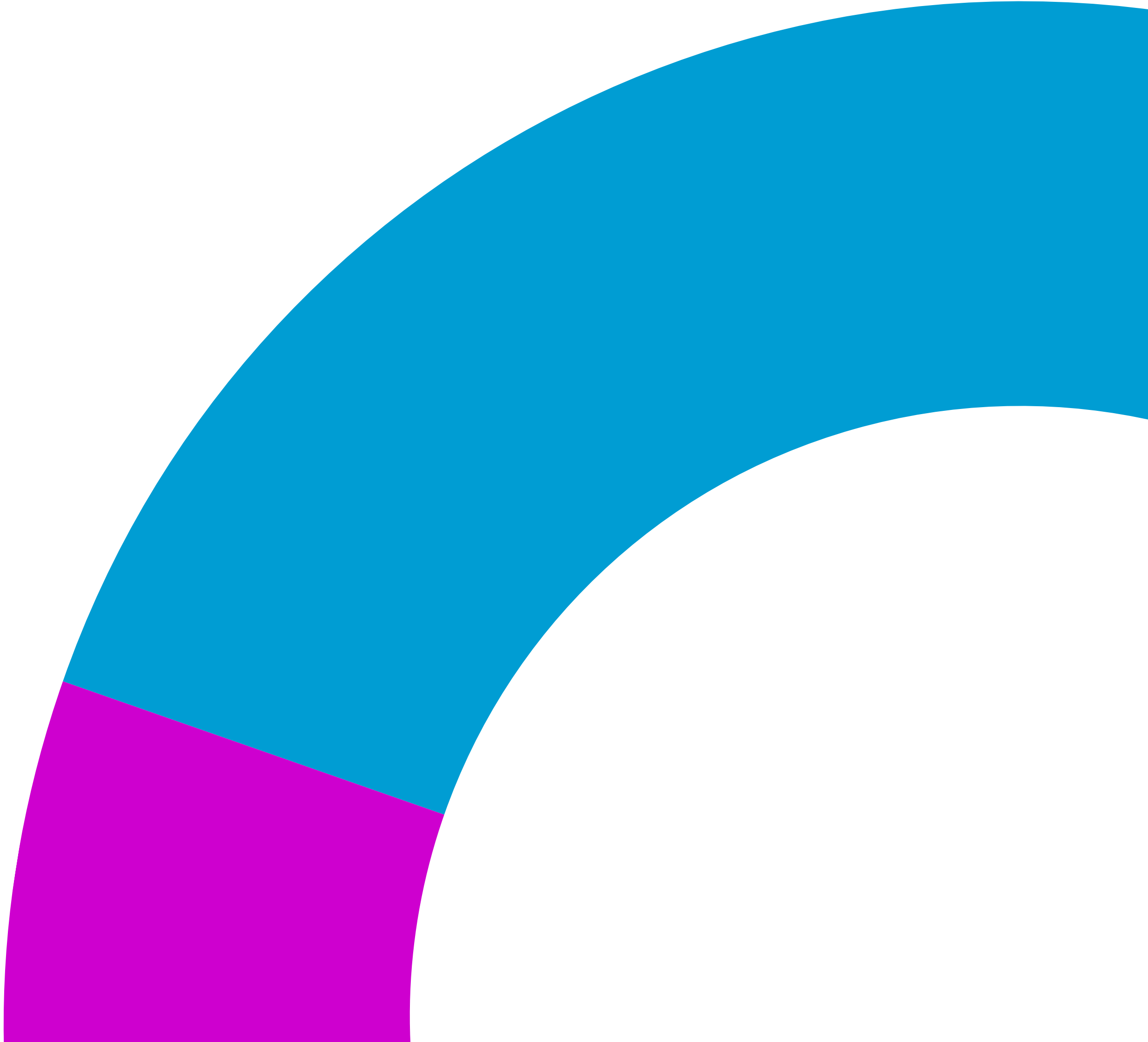
Adaptability

Accountability

Passion

Innovation

Impact



Adapting
Goodness

Some of Our Collective Impact



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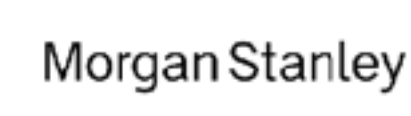
SEBALL



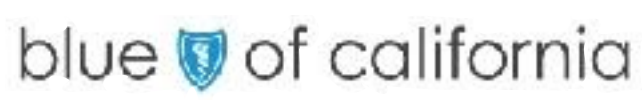
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RIAL



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SS
OR LESS



#GMV2021







Future Movements
Will Be Powered by

You and Me...

Infuse a
Culture of Goodness
Into the World

The (Business) Value of Purpose

A few proven stats on how purpose drives business outcomes

6%

Higher market value

20%

More revenue

22%

More participation

57%

Less turnover

The (Business) Value of Purpose

A few proven stats on how purpose drives business outcomes

↑ **6%**

Higher market value

↑ **20%**

More revenue

↑ **22%**

More participation

↓ **57%**

Less turnover

Culture Matters



Culture Matters



Introducing Benevity

Impact Labs

Global Goodness Is Growing (Even More!)

39%

of Companies Added Users in
Additional Countries in 2020

Global Goodness Is Growing (Even More!)

126

Countries

Special Matching Campaigns

84%

of Companies Ran Special
Matching Campaigns

Special Matching Campaigns ...

Get More Special!



Special Matching Campaigns ...

Get More Special!

5:1

Which Drives Higher User Donation Amounts



41%

More User Dollars per Donation

Which Drives Higher User Donation Amounts



↑ 41%

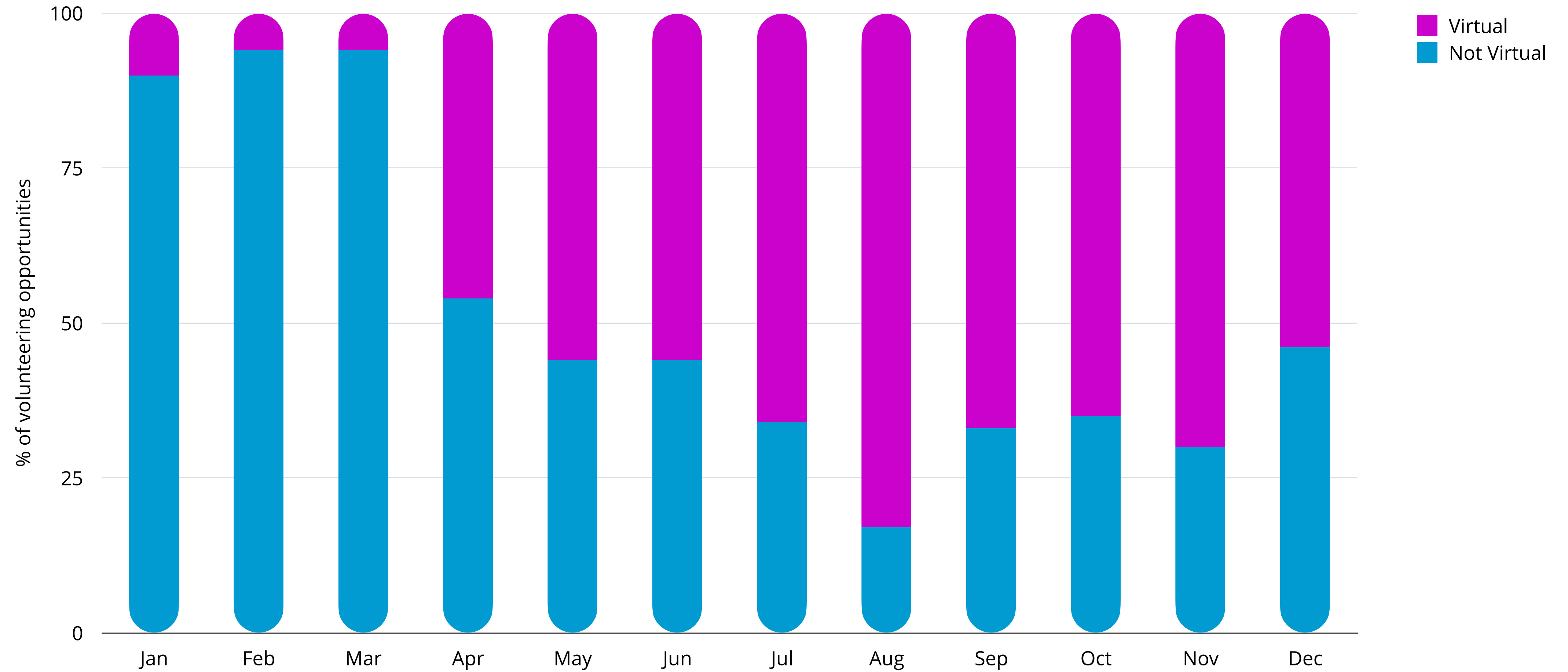
More User Dollars per Donation

Kapow!

2019 **\$46** → 2020 **\$64**

Average User Donation Amount

Shifting to virtual Volunteering



Expanding the Definition of Volunteering

39%

of All Opportunities Are
Volunteering Acts of Kindness

Expanding the Definition of Volunteering



EARN REWARDS

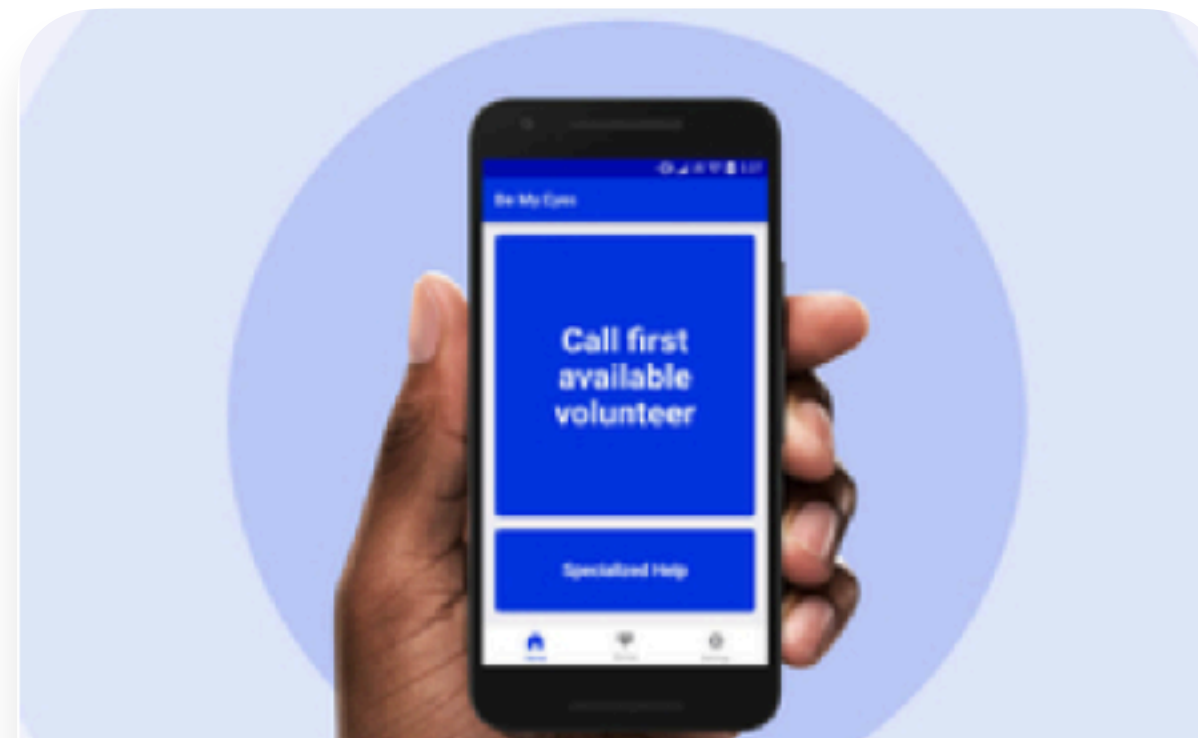
Be A Holiday Helper This Season

Holiday Helpers will bring happiness, connection, and holiday spirit to our seniors

[+ SIGN UP NOW](#)

[VIEW DETAILS](#)

VOLUNTEER OPPORTUNITY



EARN REWARDS

Be My Eyes - remote volunteering!

Make the world more accessible to people who are blind or have a low level of vision

[+ SIGN UP NOW](#)

[VIEW DETAILS](#)

VOLUNTEER OPPORTUNITY



EARN REWARDS

Get Moving for Good

Calling all fitness trackers! Sign up to take part and get moving for a good cause.

[+ SIGN UP NOW](#)

[VIEW DETAILS](#)

VOLUNTEER OPPORTUNITY

Expanding the Definition of Volunteering

2x


Growth in Volunteering
Participation Rates

A Year of Taking Action

↑ 244%

More Companies Using Missions

Top Missions Activities Tracked by Users




Maintain a Healthy Mindset

[View Details](#) [Sign up now >](#)

11 Activities

1. Health & Wellness




Raise Awareness That Belonging Matters

A little learning goes a long way. By taking on this Mission, you're also taking an all-important step towards belonging.

[View Details](#) [Sign up now >](#)

2. Diversity, Inclusion, Equity & Belonging



Conserve Water Throughout the Home

Save up to 5614 gallons of water, enough to fill 112 bathtubs.

[View Details](#) [Sign up now >](#)

3. Sustainability

A New Goodness Game in Town

\$52 million

Donated With Peer Matching

A Whole Lotta Impact Through *Peer Matching*

\$13 million

in Peer Matching Pledges

\$39 million

in Donations in Support of
Peer Matching Giving
Opportunities

37,000

First-Time Participants

Granting and Employee Engagement are Coming Together

25%

of Companies Integrated Grants &
Employee Engagement Programs

Trends in Community Investment

Strategic

Fewer, Larger Grants

Trends in Community Investment

Strategic

Fewer, Larger Grants

Community

More, Smaller Grants

Unrestricted

Funds and Less Administration

Extending the Goodness to Customers

39%

of Companies Launched
Customer Engagement Programs

To Recap...

- Inclusive, global programs
- Special matching campaigns and peer-led matching
- Expanded programs with acts of kindness
- Multi-faceted granting and unrestricted funds
- Engaging customers in Goodness



And that's just the

Beginning



Innov 8

Activ 8

Collabor 8

Corporate Purpose Maturity Curve

From Nascent to Visionary



Innov 8

*Vetted,
Trusted &
Delivered*

Almost 2 million vetted nonprofits

- Southern Poverty Law Center Hate List
- New secondary screening for featured causes
- Enhanced watchlist and sanctions screening
- Adverse media screening

Making Goodness (Even More) Global



 The Benevity
Community Impact Fund

 **Haus des Stiftens**
Engagiert für Engagierte

NASSCOM[®]
FOUNDATION

techsoup

 **Charitable Giving**
we make giving easy



\$7 billion

303,000 causes

>130 countries

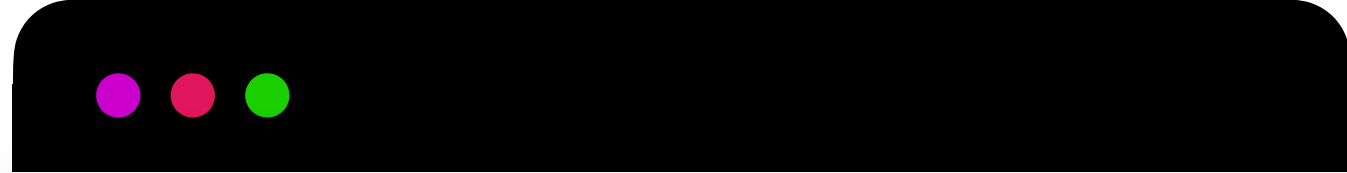
Making Goodness (Even More) Global



Making Goodness (Even More) Global



Collaborate



Help the Victims of Hurricanes Eta & Iota

Recovery and rebuilding are underway across Central America



Just one week after Hurricane Eta cut a deadly swath from Costa Rica to Florida, Hurricane Iota has slammed into Nicaragua. As of Nov. 16, at least 178 people have died from flooding and mudslides. Honduras and Nicaragua were hit the hardest by Eta, and will likely suffer again once the toll from Iota has been taken. Hundreds of thousands of people have been evacuated from their homes. Infrastructure and homes have been destroyed. Damage has also been significant in Costa Rica, Guatemala, Cuba and Mexico. Hurricane Eta is now regarded as the worst storm to hit Central America since Hurricane Mitch in 1998.

Across this wide area, people's lives have been thrown into turmoil, while each country continues to grapple with the continuing COVID-19 pandemic. Rescue efforts are underway to reach people trapped by the floods and mudslides. Emergency shelters are being erected, with tarps and blankets beginning to arrive. Help is also needed in the form of emergency first aid and psychosocial support. When you donate to this giving opportunity, you'll be supporting a multi-pronged effort to bring relief to people in many countries. Your generosity will go a long way to lifting Central America out of this crisis.

Your contribution will help:



AMERICAN NATIONAL RED CROSS

Support shelters across central Florida and assist with psychosocial and emotional help.



AMERICAN NICARAGUAN FOUNDATION INC

Deliver emergency aid such as food and essential supplies to disaster-stricken families in Nicaragua.

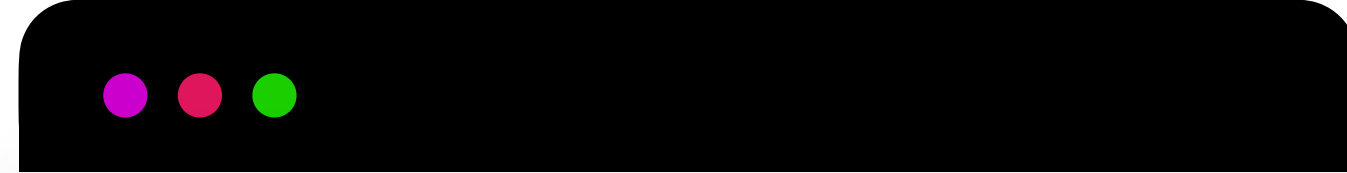
AMERICARES FOUNDATION INC

Provide needed relief items, including personal protective equipment, to shelters across Central America.



Doctors Without Borders/Médecins Sans Frontières (MSF)

Care for people affected by hurricanes in Honduras by providing neighborhood centers.



Help Stop the Spread of COVID-19

Support health workers battling the ongoing pandemic.



As much as we might wish the global COVID-19 pandemic were over, the facts tell a different story. Worldwide cases have surpassed 12 million, and more than 500,000 people have now died. The United States is still contending with the world's worst outbreak, with many states seeing sharp increases in cases and deaths. It is a grim reminder that there is still much work to be done to battle the ongoing outbreak.

We can help support healthcare workers around the globe—here at home, in the hardest-hit nations, and in countries that lack robust healthcare systems capable of facing this pandemic on their own. When you donate to this Giving Opportunity, you will help:

- **Direct Relief** deliver essential medical supplies, including hundreds of thousands of masks and gowns, to frontline healthcare workers
- **CDC Foundation** support health agencies around the world in the efforts to contain and treat the virus
- **UN Foundation** fund the World Health Organization's COVID-19 response efforts
- **International Medical Corps** mobilize specialists and equipment to assist with the situation
- **Center for Disaster Philanthropy** support local community organizations across the country through the outbreak and recovery periods



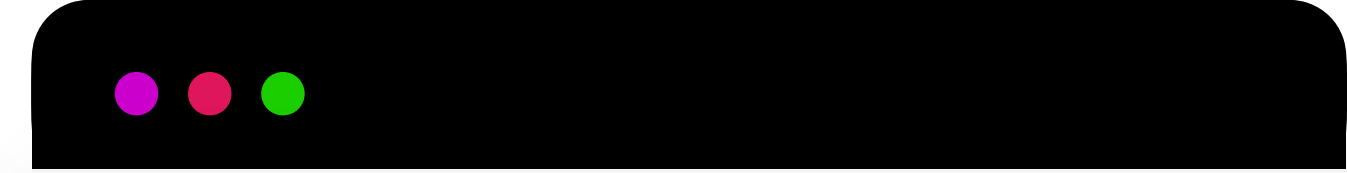
CDP COVID-19 Response Fund by CENTER FOR DISASTER PHILANTHROPY INC



COVID-19 Solidarity Response Fund for WHO by United Nations Foundation



DIRECT RELIEF



Black Women & Girls

Help Create Opportunities and Better Health Outcomes for Black Women.



Black women and girls are often the mainstays in holding families and communities together. At the same time, they're on the front lines facing society's ills and failings first-hand. It affects their health, families and the economy of their communities.

Black women's health is in a state of crisis across the United States. According to the African-American Policy Forum, black women are disproportionately subject to certain risk factors, from poor-quality environments in impoverished neighborhoods to a lack of access to health care, making them more likely to contract life-threatening diseases, from HIV to cancer. Black women face drastic gaps in access to quality and culturally competent healthcare, meaning the diseases they contract are more likely to be lethal.

Black women and girls need our help to fight these challenges. By giving to this appeal, you are supporting organizations like Sister Mentors, who are helping women of color earn bachelor's, master's and doctorate degrees, and Girls for Gender Equity, who are removing barriers and creating opportunities for girls and women to live self-determined lives. When we help Black women and girls take control of their own destiny, we can not only help them achieve better health outcomes for themselves, but we can help these primary caretakers help so many others.



BMORE EMPOWERED INC



Black Girls Code Inc




GIRLS FOR GENDER EQUITY INC-GGE




GIRLTREK INCORPORATED

Our Global Village






Mallory Burke
Atlassian Foundation, Employee Engagement Lead (US)
Atlassian



Erin LaBarge
Head of Volunteer Programs
SAP



Roshini Varma
Director of Social Impact
Visa



Missions Inspiration!

Allisen Gaudet
October 09, 2020 08:00

Hi everyone - I'm looking for some inspiration for Missions content, and can share a few that we've run successfully. Hoping we can exchange ideas that will expand all our programs!

Joanne Jeffreys
October 26, 2020 09:49

Hey **Allisen Gaudet** here are a few ideas from us that really took off.

Katherine Nice
November 04, 2020 11:51

Joanne Jeffreys - That's awesome! Thanks for the ideas. I would love to do something sim

Claire Verrot
Thursday at 17:50

Allisen Gaudet, thanks for sharing further details! I appreciate it, what a great initiative.



Elev8

Allievi 8

The plan to *Allevi*8 burden

Investing in scalability, automation and self-serve — all for greater impact!

AVAILABLE NOW!

Grants Disbursements in Benevity Grants

Automated with industry-leading reliability and accuracy. *Coming soon in Versaic by Benevity.*

Payroll Automation

Streamlining reconciliation, saving you time!

Cause Onboarding

Streamlined onboarding for global causes reducing time from nomination to donation!

QuickStart

Get up and running on Spark in less than 2 weeks.

Volunteer Management

Ability to bulk upload volunteer hours and sign-ups.

MORE TO COME!

Program Reporting

Enhancing benchmarking and reporting in all of our products.

Auto-Track Time

More accurate volunteer time tracking with no work for you or your people!

India 2.0

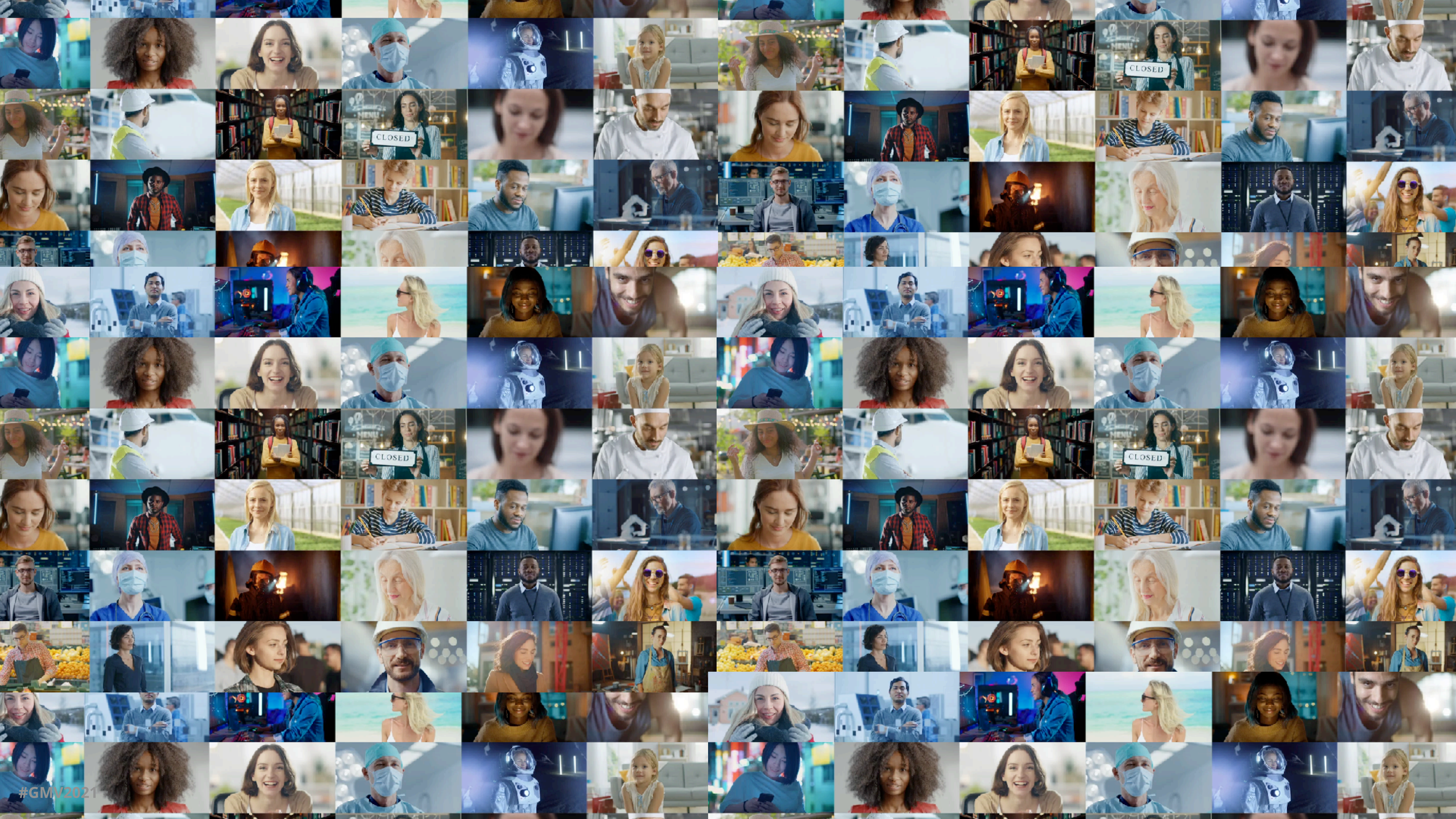
A dedicated foundation in India with faster local disbursements and better handling of foreign funds.

Easy-Access B-Hive

More product help and how-to videos right when you need it.

Auto-Match Request

Making it fast and easy for you to approve match requests!



#GMV2021



7 Billion
Armies of One

Thank You!