



Drive Engagement & Impact with *Donation Matching*

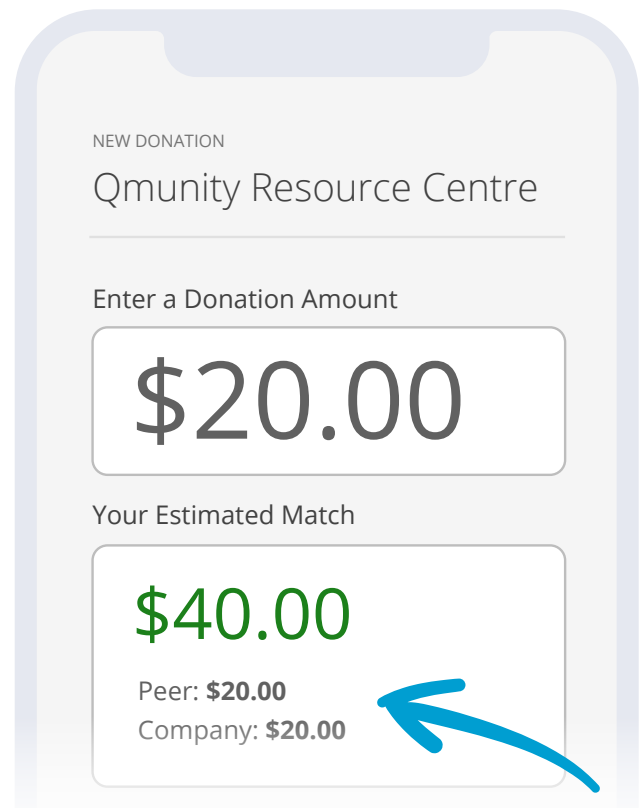
Build meaningful bonds with your people

Go From Perks to *Purpose*

Today's socially-conscious workforce is hungry for meaning and purpose — beyond the office perks. Donation matching is a powerful way to build deeper bonds with your people, while also driving greater engagement and impact in your program.

When you empower your people to donate to a cause of their choosing and amplify their impact with a match, it shows them you care about what they care about.

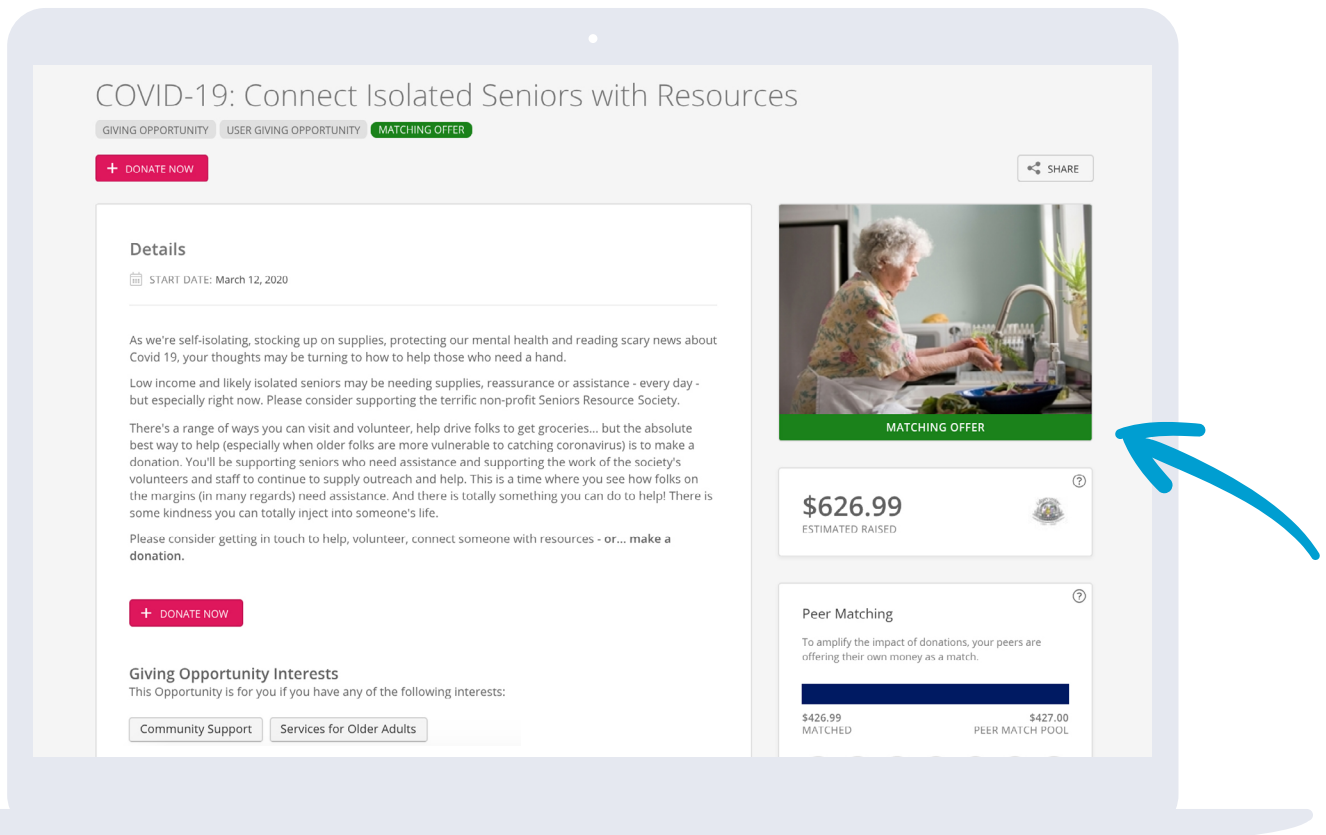
Spark's flexible and automated matching capabilities makes it easy for you to support your employees passions, while also driving more support for your company's cause pillars, partners, and special campaigns.



80%

Companies with matching see 80% higher participation in their giving program than those without.

*BCCCC Community Involvement Study



Add incentives to boost engagement

Matching is proven to drive more engagement and impact! In fact, employees with matching available donate an average 111% more of their own money, compared to those who don't.

Offer flexible rewards

With flexible matching, you can increase match rates for your cause pillars or promote a special match rate for specific campaigns or charity partners (e.g. 100% match to any charity, 150% match to a pillar charity or a disaster relief appeal).

Empower peer-to-peer matching

In addition to company matching, employees can use their own funds to match their coworkers' donations to a cause they care about it. We call it Peer Matching — and it's a powerhouse for fostering connection, building culture, and driving even more impact!

Work with any budget

You can control whose donations are matched and at what rate based on things like location and employee status or level (or even board members), and Benevity's

robust reporting allows you to stay on top of how much budget you have left. Use Peer Matching to boost impact without using additional corporate budget!

Make less work

Real-time matching in Spark eliminates the need to review and approve match requests. And it's great for nonprofits, too, because they no longer need to reconcile donations and matches and all funds come in one aggregated monthly payment that saves them time and money.

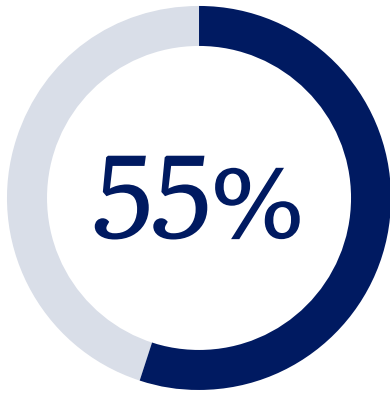
Engage the public

You can also involve your customers, partners, vendors and others (even employee's family and friends!) by matching their donations through Benevity's Community Impact Portal — a web portal that can be branded specifically to you — for even greater community impact.

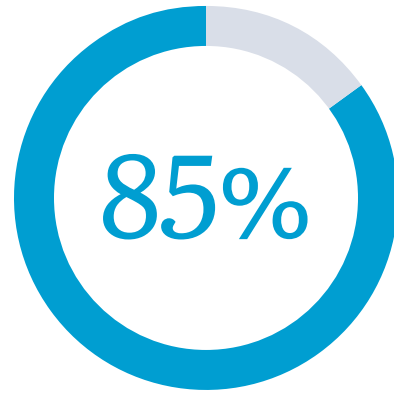
Select eligible charities

Spark's robust filtering ensures only the charities and nonprofits that meet your program guidelines are eligible to receive a match. You can filter by cause category or even by individual charity.

 Did you know?



Clients with matching have on average 55% higher average user donation amount compared to those that don't.



of Benevity clients offer a matching program.



Match “external” donations

If your employees make any donations outside of Spark, they can upload their receipts and you can either approve matches manually or choose to have them approved automatically, in real time.

The image shows two screenshots of the Benevity interface. The top screenshot is a laptop displaying the 'Request a Match' web page. The page has a dark blue navigation bar with links: 'Browse Giving Opportunities', 'Explore Causes', 'International Projects', 'Create a Giving Opportunity', and 'Request a Match'. The main heading is 'Request a Match' with a sub-heading: 'Requesting a match for a donation that you previously made outside this tool is quick and easy! Looking to make a new donation? Search for a cause you love or browse our featured content.' Below this is a form with the following sections: 'Find An Eligible Cause' with a search bar (placeholder: 'No cause attached'), 'Filter by Country/Location' with a dropdown menu set to 'Canada', and a search input field with a 'Search' button; 'Donation Type' with radio buttons for 'Money' (selected) and 'In-Kind'; and 'Donation Details' with a dropdown menu for 'Original Donation Currency*' set to 'CAD'. A blue arrow points to the 'Request a Match' heading. The bottom screenshot is a mobile app interface. It features a 'Make a Donation' button at the top, followed by a 'QUICK ACTIONS' section with two icons: 'Request a Match' (a heart with a hand) and 'Track Volunteer Time' (a clock). A blue arrow points to the 'Request a Match' icon. At the bottom is a navigation bar with icons for 'Home', 'Discover', and 'More'.



A great matching program *boosts impact* for everyone

- ✓ Build an authentic connection with your people
- ✓ Manage your budget with ease
- ✓ Reduce the administrative burden for you and for charities
- ✓ Engage your customers, partners, vendors and the public
- ✓ Empower employees to match their coworkers' donations with peer matching
- ✓ Filter charities and nonprofits to meet your program eligibility requirements
- ✓ Match donations your employees make outside of Spark
- ✓ Get best practices and benchmarking to determine the right matching strategy

Ask us more about Benevity's flexible matching!



Benevity, Inc., a certified B Corporation, is the global leader in corporate social responsibility and employee engagement software, including online giving, matching, volunteering, community investment and purpose-driven actions. Many of the world's most iconic brands rely on Benevity's award-winning cloud solutions to power corporate "Goodness" programs that attract, retain and engage today's diverse workforce by connecting people to the causes that matter to them. With software that is available in 20 languages, to a client community of 18 million people around the world, Benevity has processed more than \$5 billion in donations and 32 million hours of volunteering time and awarded over one million grants to 251,000 nonprofits worldwide.