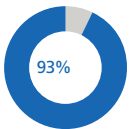




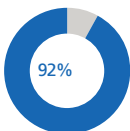
## MATCHING GIFTS

INCREASE THE IMPACT AND SUPPORT A CAUSE THAT MATTERS TO YOUR EMPLOYEES

MATCHING EMPLOYEE CONTRIBUTIONS TO THE AMERICAN CANCER SOCIETY ENHANCES EMPLOYEE ENGAGEMENT PROGRAMS. ALSO, IT ALIGNS EMPLOYEE PHILANTHROPY WITH CORPORATE SOCIAL RESPONSIBILITY, AND CREATES GREATER COMMUNITY IMPACT.



93% OF AMERICANS SAY THEY ARE PROUD OF THEIR COMPANY'S VALUES WHEN THE COMPANY IS INVOLVED WITH THEIR CAUSES.



92% SAY THEY FEEL A STRONG SENSE OF LOYALTY WHEN THEIR COMPANY IS INVOLVED IN THEIR CAUSE.

(Cone Cause Evaluation Study)

### EMPLOYEES MAKING A DIFFERENCE

People choose to give to the American Cancer Society because they want to make a meaningful contribution to a cause they believe in. By matching their generous gifts, your company gives employees the power to increase the impact of their giving.

### EMPLOYERS BENEFIT

Employees who know their employer will match their contributions are highly motivated to give through a company program. Company support of a common cause with employees can improve job satisfaction and increase loyalty. Your program can increase giving levels, and demonstrates your commitment to invest in a cause that matters deeply to employees. Additionally, a matching program can help increase employee involvement

and reach goals in fundraising events, workplace giving campaigns, and other employee giving drives.

### INCREASE COMMUNITY IMPACT

With three million volunteers worldwide, the Society is the largest voluntary global public health organization. By matching employee giving to the American Cancer Society, you will be making a commitment to a cause that matters to employees and communities everywhere.

### ENHANCE YOUR COMPANY IMAGE

The American Cancer Society is a highly trusted source of cancer information with 96 percent brand name recognition. By matching the philanthropy of employees, you associate your company name with a highly visible and respected health organization.



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