

2022 SOCIAL

IMPACT

Brand Book

 millie

2022

THE DECADE OF THE CHANGEMAKER

As we - fingers crossed - begin to emerge from a global pandemic, the question on everyone's mind is, "What's next?"

The pandemic shook our understanding of "the workplace" to the core. Hiring managers across the country are scrambling to hire, engage, and retain talent post-Great Resignation. Social impact and HR leaders everywhere are grappling with how to make their DEI efforts effective and their impact programs mean more than mere marketing.

Bob Dylan said it best in 1964: The Times They Are A-Changin'

Let's take a look at how our culture has evolved since then:

- 1970s - The Decade of the Hippie
- 1980s - The Decade of the Yuppie
- 1990s - The Decade of the Fashion Icon (jk!)
- 2000s - The Decade of the Hipster
- 2010s - The Decade of the Influencer
- 2020s - The Decade of the Changemaker

Individuals are no longer content to maximize their own lives, whether that's by dropping out of mainstream culture like the hippies and the hipsters did, or by leaning into it like the yuppies and the influencers. Today, people feel the necessity to live lives of meaning by serving others.

And companies, run by and employing these individuals, are adapting in droves. Those who don't evolve will be left in the dust. And those who do will lead us into a new era that's better for all humans and our shared planet.

The 2020s are the Decade of the Changemaker. Get on the change train!
Choo choo!

TO BRAND OR NOT TO BRAND?

Many social impact programs are organic off-the-cuff programs put together by people who just want to make a difference. Sometimes, these programs grow and become an essential part of the company they grew out of.

Cons to branding:

- You'd like to keep the program under the radar
- Your graphic designer doesn't have time to help.*

Pros to branding:

- Low effort to brand
- Recognizable across the company
- Employees and executive leadership will think about the program with more weight and importance
- Customers will hear about the work your company is doing and the brand alone will help relay the good you are doing

On the next 15 pages, we're going to walk you through some of our favorite social impact programs and their brands. You will see these aren't the huge Fortune 500 brands making the top of our list. These companies are small and medium sized businesses working hard to make impact in the world, and not just because shareholders are urging them to. The teams leading these initiatives are changemakers within their companies and their executives are making impact a priority.

*We have a solution for this! We love branding, design, and companies doing good. Our designer will help you create your social impact program's brand for \$1. (\$1, because free sounds like this would be a hoax). Email design@milliegiving.com, they'll be pumped!



TOP 15

Impact Brands

TOP 15 IMPACT BRANDS: 1

COMPANY



EMPLOYEE COUNT

2050+

SOCIAL IMPACT BRAND

Elastic Cares

MISSION

Elastic Cares believes in "goodness engagement." The program focuses on employees' passions and leverages them to support charitable organizations.

PROGRAMMING

A mighty team of four women composes the Elastic Cares team and they have completely changed the company's outlook on giving initiatives. They kicked off the Elastic Cares Hour, which is a series of virtual sessions where employees learn everything from volunteering to ways of giving back. In addition, Elastic employees are allocated 40 hours to volunteer for their favorite causes every year. By partnering with Habitat for Humanity, they have traveled from Indonesia and El Salvador all the way to Costa Rica with Reserva Tortuga. Giving has no limits with the Elastic Cares team.

WHY WE LOVE THEM

During the COVID-19 pandemic, Elastic took a step back at their giving efforts and effectively adapted to the circumstances. By building a better communication network, employees are less at risk to face burnout as the company holds a stronger support system. With the employees being actively engaged in Elastic Cares, they are more excited to give back to causes they align with, which we know makes a great recipe for social impact!



25 MARCH 2021 CULTURE

Series | Diana Tuck and Wolf

Elastic Cares: Pandemic challenges to goodness engagement and what we learned

By Diana Tuck, who works at Elastic Cares, and Wolf

In this post, we learn how the Elastic Cares team is continuing to do great work during the pandemic by rethinking how Elasticans



TOP 15 IMPACT BRANDS: 2

COMPANY

GoodRx

EMPLOYEE COUNT

600+

SOCIAL IMPACT BRAND

GoodRx Helps

MISSION

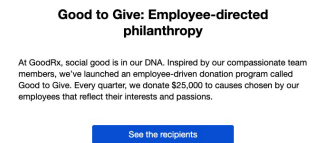
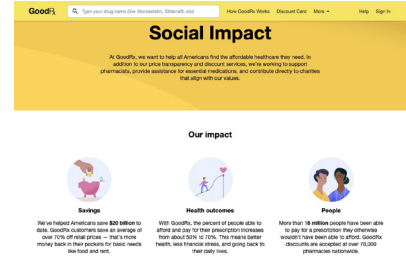
GoodRx assists with finding affordable healthcare at a price people can pay. With the company's new social impact initiative, GoodRx Helps, they are dedicated to helping solve the country's public health crisis, specifically within underserved communities.

PROGRAMMING

Partnering with the National Association of Free and Charitable Clinics and joining the Pledge 1% movement, GoodRx is spearheading their social impact efforts. Their first effort by GoodRx Helps includes the "GoodRx Helps Medication Assistance Program," which is fully subsidizing prescriptions for a thousand medications by working with numerous clinics across the country - funded entirely through their company's shares. Furthermore, GoodRx is partnering with nonprofit organizations to provide volunteer opportunities for their employees.

WHY WE LOVE THEM

GoodRx has consistently proven themselves to be a strong and innovate force within the healthcare industry, and with their new social impact efforts tackling health inequalities, they are just getting started!



TOP 15 IMPACT BRANDS: 3



EMPLOYEE COUNT

5600+

SOCIAL IMPACT BRAND



MISSION

Throughout their 90-year tradition of giving back, Hasbro has been putting a smile on children's faces using values such as hope, kindness, and joy. Hasbro strives to improve the lives of the world's most vulnerable children and catalyze positive change on a global scale through strategic partnerships and the impact of toys.

PROGRAMMING

BE FEARLESS BE KIND: focuses on empowering kids to have empathy, compassion, and courage.

Gift of Play: partners with nonprofit organizations worldwide to bring gifts and toys for children in crisis, including shelters, military bases, and hospitals.

Hasbro's Children Fund: provides local community grants for causes such as hunger security, educational stability, emotional learning, and programs that empower youth.

Power of Service: allows employees the opportunity to volunteer with programs and organizations like Service for Schools, Operation Playspace, Game Day, and much more.

WHY WE LOVE THEM

Hasbro has planted philanthropy within the company's roots since 1923 and we couldn't be more excited for what the future holds for more innovative charitable giving. By investing their own assets and focusing on their strengths, Hasbro is making the greatest effect on children's happiness!



TOP 15 IMPACT BRANDS: 4

COMPANY **EMPLOYEE COUNT**

Checkr 450+

MISSION

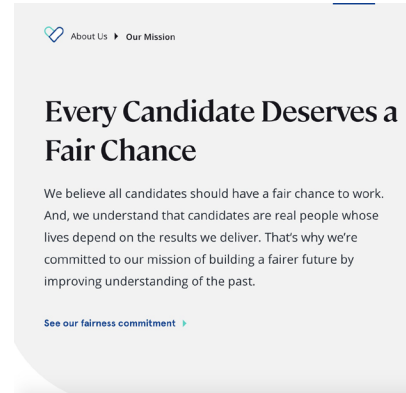
Checkr works toward a general mission: to give everyone a fair chance. Almost 77 million Americans have a criminal record, which come with a myriad of restrictions. Checkr is committed to breaking the stigma. They empower people with tools and data to yield better hiring outcomes with the important element of a fair chance. Checkr provides a database that includes criminal justice data that is infused with historical biases and discrimination information. Instead of emphasizing only the background checks, they additionally spotlight the existing inequalities that are persistent within certain demographics.

PROGRAMMING

Checkr presents various resources highlighting their mission of remolding traditional background checks. They provide an educational eBook on their website (available to anyone) breaking down their fair chance hiring system and how companies can implement it into practice. Checkr also created their Power Adjudication Matrix which allows people the ability to clear irrelevant charges from their background check for each job. Checkr advocates for formerly incarcerated people by combining data and education to help develop an unbiased perspective.

WHY WE LOVE THEM

What made us really excited was Checkr's fascinating Reentry Challenge, a simulation based on Americans who attempt to reenter the workforce while providing a "step in their shoes" experience. This eye-opening experience allows anyone to gain empathy for the difficult reality many formerly incarcerated people live through daily.



Our Fairness C

Checkr pledges to maintain trust while giving all candidates a fair



Checkr Mission Partners

Partners in education and employment opportunities to expungement resources, organizations who empower people to tackle the challenges surrounding fair



TOP 15 IMPACT BRANDS: 5

COMPANY



TaskRabbit

EMPLOYEE COUNT

550+

SOCIAL IMPACT BRAND

TaskRabbit for Good

MISSION

To connect vulnerable individuals and communities to essential services. TaskRabbit for Good bridges communities together to volunteer for those in need.

PROGRAMMING

Supporting grassroots organizations: Gives grants, TaskRabbit credits, and work opportunities to nonprofits in local communities.

Creating work opportunities: Partner with organizations to aid people in making an income as Taskers on the platform.

Connecting volunteers: Connects Tasker volunteers to nonprofits through Tasks for Good.

TaskRabbit is a proud Pledge 1% partner, which makes giving a top priority. They pledge 1% of company equity, employee time, product, and profit to cultivate a culture of social responsibility within local communities and partnerships.

WHY WE LOVE THEM

A network of volunteers through the TaskRabbit database links them to their neighbors. This simple initiative has been perfectly implemented during the COVID-19 pandemic and has brought a new meaning to the definition of community.



Community Grants

TaskRabbit is donating \$100k a year to organizations helping our neighbors need it most.



Workforce Development

Our partners connect job seekers to economic and skill-building opportunities on the TaskRabbit platform.

30+

community partners supported

18,000+

bags of goods donated to local charities

740+

hours volunteered annually by TaskRabbit employees

TOP 15 IMPACT BRANDS: 6

COMPANY



EMPLOYEE COUNT

4650+

SOCIAL IMPACT BRAND

The LyftUp Program

MISSION

Millions of people in underserved communities lack the necessary reliable transportation needed for everyday life. The LyftUp program is focusing its efforts on tackling inadequate transportation in order to boost economic and employment opportunities for low-income communities. Lyft is mobilizing nonprofit organizations and local businesses as well to assist with free rides.

PROGRAMMING

The LyftUp Program is a collection of initiatives that tackle gaps in underserved communities. The program is centered around five main access programs:

Jobs: providing free car rides for job training programs, interviews, and the first three weeks of new employment.

Grocery: discounted car rides for low-income families and seniors to grocery stores, farmer's markets, and food pantries.

Bikeshare: partnered with Uninterrupted to bring more bike-share docks to lower-income communities.

Voting: free rides to the election by teaming up with nonprofit organizations

Disaster Response: rides for urgent services, shelter, and other critical emergencies.

WHY WE LOVE THEM

No matter where you live, the LyftUp program is accessible to all. We love how Lyft invests the necessary resources back into local communities and highlights a crucial issue needed to break down barriers for those in need.

DISASTER RESPONSE

Providing relief in the aftermath

Natural disasters strike hardest at low-income communities. We team up with local organizations and first responders to provide rides to help those in need access urgent services, shelter, and other critical resources.

[Learn more](#)



LyftUp ride access programs

Grocery Access



Gain access to healthy food for those who live in areas limited in grocery options

Jobs Access

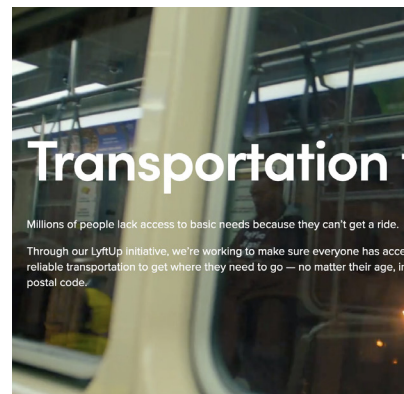


Get a ride to job interviews, job training, and the first few weeks of work

Voting Access



Participate in meaningful civic life - especially in special



Millions of people lack access to basic needs because they can't get a ride. Through our LyftUp initiative, we're working to make sure everyone has access to reliable transportation to get where they need to go — no matter their age, income, or postal code.

TOP 15 IMPACT BRANDS: 7

COMPANY

**BUTCHER
B — O — X**

EMPLOYEE COUNT

150+

MISSION

“Believe in better” is a phrase that ButcherBox actively uses within their team. ButcherBox focuses on rethinking the food system. With a transparent and sustainable supply chain, ButcherBox’s mission is to deliver the highest quality meat accessible to all by prioritizing the support of farmers and workers.

PROGRAMMING

ButcherBox truly puts its values into action. Back in 2015, the company connected with local cattle farmers to learn more about a new way to revolutionize the food system in America. ButcherBox partners with suppliers who practice sustainable methods, such as implementing animal safety, minimizing their carbon footprint, and having a living wage, with an overall focus on diversity and inclusion. ButcherBox commits itself to helping an entire network by directly working alongside the animals, farmers, and everyone in-between. This undoubtedly allows them to cultivate the highest quality products right to America’s doorsteps.



WHY WE LOVE THEM

We find it inspiring how this mighty force of a company is completely transforming the meat business, an industry that is infamously known for massively contributing to climate change. ButcherBox activates a leadership mindset within all of its employees and thinks of their partners as a part of the company. Weaving in values such as transparency, sustainability, and community, ButcherBox is a pioneer in setting higher (and innovative) standards within the meat industry to allow for a more sustainable future!



Workers

Our partners and we’re ever thankful creating an environment where everyone is treated equally and with respect.



Our Giving Philosophy

Part of our charitable giving program included the rollout of our internal employee matching program.

TOP 15 IMPACT BRANDS: 8

COMPANY EMPLOYEE COUNT

 1,350+

SOCIAL IMPACT BRAND



MISSION

SurveyMonkey's commitment to social impact has only grown since 2018. Using "People Powered Data," SurveyMonkey for Good's platform is advocating for equality with the power of technology. SurveyMonkey for Good is committed to giving a voice to the voiceless.

PROGRAMMING

SurveyMonkey for Good builds upon an existing initiative called SurveyMonkey Contribute, which offers charitable giving per completed survey to a nonprofit of the survey respondent's choice. The company is working internally to collect findings from its employees and stakeholders to build the pillars of SurveyMonkey for Good's mission to encapsulate everyone's passions. The company is also expanding its partnership with Listen for Good, an initiative listening to the nonprofits people want to help in order to develop a feedback tool for nonprofits to better their services. SurveyMonkey for Good partners with organizations to engage within communities, to empower voices, to create a more inclusive society, and to champion human rights.

WHY WE LOVE THEM

SurveyMonkey has been a dedicated company in the social impact realm for years now and they are not stopping anytime soon. Continuing to lead with innovative programs, SurveyMonkey is a technology powerhouse that knows how to skillfully implement social responsibility within its software.

HOW TO CONTRIBUTE TO THIS CHARITY

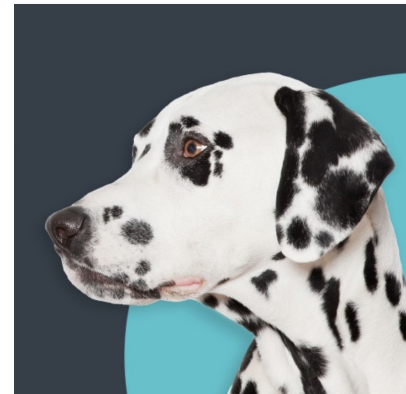


PFLAG National Providing support, advocacy to LGBTQ+ people, their families, and allies.

Raised so far

\$259

[Choose a different charity »](#)



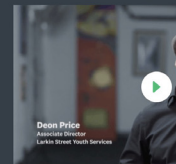
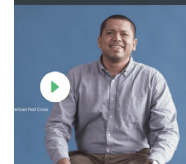
Using People Powered Data to Improve our World

Technology can make a difference

SurveyMonkey uses its platform to promote social change and supports the initiatives most important to our company, stakeholders and partners.

SurveyMonkey Contribute

One way that SurveyMonkey for Good makes an impact is through SurveyMonkey Contribute, a program that enables survey respondents to take surveys in exchange for a SurveyMonkey-sponsored donation to a nonprofit of their choice. SurveyMonkey Contribute has raised over 15 million dollars for participating organizations. Here are some of their stories.



TOP 15 IMPACT BRANDS: 9

COMPANY

alteryx

EMPLOYEE COUNT

1,300+

SOCIAL IMPACT BRAND



alteryx for good

MISSION

Alteryx for Good wants to drive academic institutions, students, and nonprofit organizations to come up with better data-driven decisions and solutions. Through Alteryx for Good, Alteryx offers free and discounted licenses in hopes of helping organizations optimize their strengths through the power of analytics.



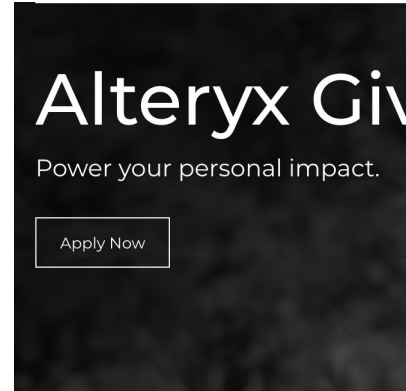
PROGRAMMING

Aside from providing licenses, Alteryx for Good runs the Alteryx for Good Co-Lab. The Co-Lab allows for nonprofit organizations to be connected with an Alteryx expert that specializes in the specific subject matter. Alteryx volunteers dedicate their time to working alongside organizations to aid them with their projects using

data science from start to end. In 2020, Alteryx had a combined total of over 1,400 hours of volunteering as they let their employees take 20 hours of paid time to volunteer for a cause of their choice.

WHY WE LOVE THEM

Technology is only growing and Alteryx is using data for good to make a change. Alteryx's passion for pushing the boundaries of traditional volunteering is truly inspiring!



TOP 15 IMPACT BRANDS: 10

COMPANY EMPLOYEE COUNT



1,800+

MISSION

Zovio has one main goal -- to activate ambition. Zovio's CSR Program transforms the meaning of the saying "learning isn't confined to the classroom" and uses its resources to offer services to community members, volunteer, and educate their own employees about important causes. Zovio commits its company to make education transformational and a right to all individuals by tackling the lack of skill-based education, disparities in school facilities, inequality in education in low-income communities, and more.

PROGRAMMING

Zovio's CSR Program is split into four sectors:

Giving: Supports programs to ensure that all people, from all backgrounds, have the necessary tools needed to receive an equal and quality education.

Volunteering: Provides volunteer opportunities through their program, Z Crew, which empowers employees to volunteer within Zovio's focus areas of Access for All and Learning Beyond the Classroom.

Sustainability: Optimizes resources with mindful practices through industry-leading technology and sustainability metrics.

Waste Initiatives: Eliminates Styrofoam materials in all break rooms and cafeterias and have recycled 70 tons of waste per year.

WHY WE LOVE THEM

Focused on engaging their employees first, Zovio has mastered social responsibility to ensure everyone is committed to tackling equality within education. By partnering with local organizations such as Jobs for Arizona's Graduates and Arizona SciTech Festival, Zovio continues to inspire people to aim higher for their goals.



TOP 15 IMPACT BRANDS: 11

COMPANY

vizient

EMPLOYEE COUNT

4,000+

SOCIAL IMPACT BRAND

Community Contracting Program

MISSION

Vizient is the nation’s leading health care performance improvement company with the mission of uniting health care organizations and providers with better resources, knowledge bases, and solutions to help build their operational performance. Vizient is solely committed to advancing and implementing health care solutions for the greater good.

PROGRAMMING

The “Community Contracting Program” is an initiative that allows for women-, minority-, and veteran-owned businesses to become suppliers and service providers for hospitals. The goal is to support more diverse and local suppliers to reinvest wealth back into the communities to promote economic development.

WHY WE LOVE THEM

Zovio has been a leader in times of the COVID-19 pandemic. They have successfully created a COVID-19 Surge Demand Calculator, which is offered to all U.S. hospitals free of charge. They have also donated 19 million gowns and 700,000+ reusable masks by investing in their own capital to expand PPE resources. In times of a crisis, Zovio has proven to represent its values and become a stronger force within the healthcare industry.



- Be Bold**
Embrace an inquisitive mindset and drive innovation
- Be Accountable**
Make informed choices and commit to own the results
- Be Inclusive**
Reach across boundaries and value diverse perspectives
- Be Purposeful**
Create meaningful experiences that make a positive difference



TOP 15 IMPACT BRANDS: 12

COMPANY



EMPLOYEE COUNT

2,000+

SOCIAL IMPACT BRAND

Bombas Giving Back

MISSION

Bombas's initiative encompasses a simple saying -- "a more comfortable world is a better world." Bombas has built its company's structural framework around social impact and giving back to the community. They aim to help those experiencing homelessness with apparel donated with each customer purchase.

PROGRAMMING

Buy a pair = give a pair. Bombas partners alongside shelters, nonprofits, and organizations to help deliver clean clothes to at-risk communities. Currently, they are working with 3,500 Giving Partners across the country to achieve their mission. Through their partnerships, Bombas has already donated 49,000,000 million items and this number keeps growing every minute!

WHY WE LOVE THEM

Using a mission-based model, Bombas has successfully turned socks into a product consumers would be coming back to, especially because of the meaning. The brand has successfully cultivated a culture where people feel good about their purchases and know they have made an effective impact on their local community. Bombas is revolutionizing the apparel industry one pair of socks at a time.



49,775,096
Items Donated

Bombas was founded on the philosophy of donating to those in need, but has evolved to go deeper into the community. The more clothing items we sell, the more we donate. As we grow, our giving and community efforts will continue to grow right alongside us. One purchased = one donated.



3,500+
Giving partners across all 50 states

TOP 15 IMPACT BRANDS: 13

COMPANY EMPLOYEE COUNT

▶ Sentinel Benefits & FINANCIAL GROUP 150+

SOCIAL IMPACT BRAND



MISSION

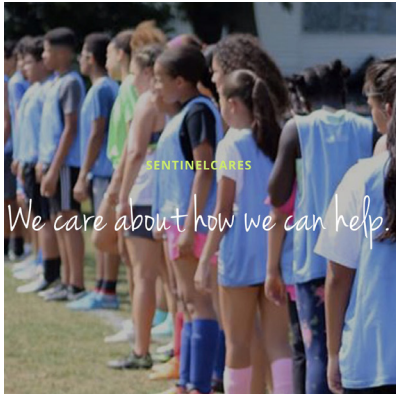
SentinelCares works to actively enroll its employees within local communities to provide a positive impact. The company culture breathes actions such as raising awareness, giving back, and volunteering into communities they work and live in. Engaging one another in philanthropy is their top priority!

PROGRAMMING

Recognized as one of Massachusetts Top 100 Charitable Companies, SentinelCares supports nonprofit organizations in missions supporting education, community, and health & wellness. They prioritize volunteering by allowing employees to dedicate a paid day of service every year to explore causes they are passionate about. SentinelCares had 91% employee participation in 2019, 2,200 volunteer hours in 130 organizations across 4 states, and over 4,000 pounds of food donated to local pantries.

WHY WE LOVE THEM

We love how SentinelCares' employees are dedicated to representing their company's values and culture outside of the office. Extending values into the communities through dedication in volunteering and donating makes for a better world!



TOP 15 IMPACT BRANDS: 14

COMPANY	EMPLOYEE COUNT
	18,500+

SOCIAL IMPACT BRAND



MISSION

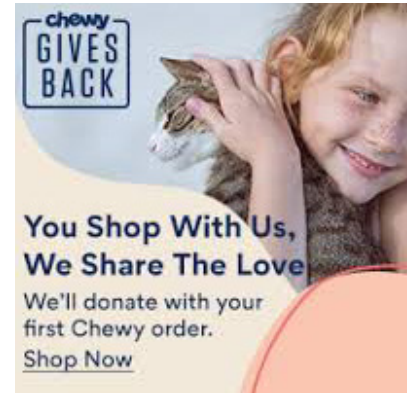
Through Chewy Gives Back, Chewy's promise to giving back to communities has created a strong support system for both people and animals. Chewy partners with local animal shelters and nonprofit organizations to not only donate but dedicate their time to participate in the shelter community. Their mission is to fulfill the needs of shelters by providing them with basic meals and supplies.

PROGRAMMING

Chewy has launched a tool where shelters can curate a list of supplies they need to make donations easier and more effective called a "Wish List." Each nonprofit shelter across the country has its own wish list of unique necessities they need. Chewy has also matched up to \$2 million on every customer purchase on Giving Tuesday, as well as donated another \$27 million in products using Chewy Gives Back. During the pandemic, Chewy partnered with GreaterGood.org to direct resources to pets in highly critical situations and areas.

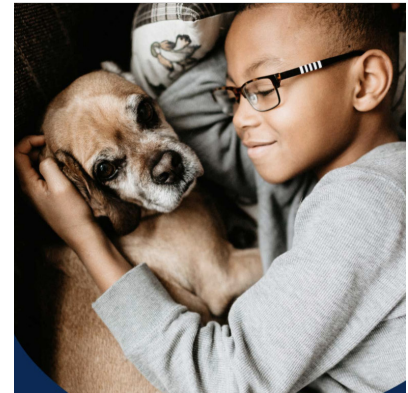
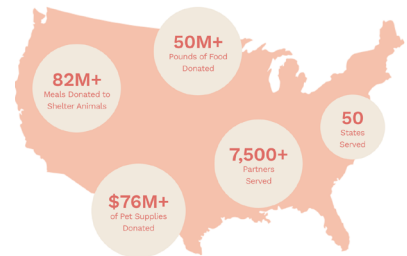
WHY WE LOVE THEM

A simple, yet effective initiative allows for more pet families to help out within their local shelter communities. Chewy not only offers only the highest quality products but constantly develops meaningful connections with the communities their customers live in.



You Give Hope, We Give Back

Since 2012, we've donated more than **\$76M in products** to ensure that shelter and rescue animals get the quality care they deserve.



TOP 15 IMPACT BRANDS: 15

COMPANY

THRIVE
- MARKET -

EMPLOYEE COUNT

450+

SOCIAL IMPACT BRAND



MISSION

54 million Americans have a lack of access to healthy food each day. Thrive Gives has a simple mission -- making healthy food a priority. Whether you are a teacher, student, veteran, first-responder, or family in need, you qualify for a free Thrive Market Membership.

PROGRAMMING

For every paid membership, Thrive Gives donates one membership to someone in need. Partnering with FoodCorps and Baby2Baby, the program works with high-need communities and families living in poverty to directly connect them with access to healthy groceries and essentials. Furthermore, Thrive Market has launched the Food Equality Now campaign with a pledge to raise \$10 million in healthy groceries by 2025.

WHY WE LOVE THEM

The commitment to transforming healthy foods into an accessible option for many families is amazing! Healthy living is now being offered to all. We love how Thrive Market is able to leverage its customer base and revolutionize it as a giving back program simultaneously involving everyone in the charitable process.

\$24 Average Thrive Gives member's food budget per week

70% Eat 2 or fewer servings of produce a day because they don't have access to fresh foods



Power in Partnerships

As nonprofits in the fight for Food Equality, we're able to make an even greater impact.

FOODCORPS
Partners with communities across the country to create better-for-you food hubs and schools.

BABY2BABY
Provides children (ages 0-5) living in poverty with healthy groceries.

We Need Food Equality Now

Millions of Americans are hungry. We're committed to closing the food gap.

Our goal: \$10 million in healthy groceries donated to those who need them most.

\$4.5M+ Donated in healthy groceries

Branding Your

SOCIAL IMPACT PROGRAM



LET'S DO THIS!

WHERE TO BEGIN SETTING UP YOUR SOCIAL IMPACT BRAND

WHAT TO SET UP WITH YOUR BRAND

You're ready to build out and formalize your social impact program. Where do you begin? If you haven't put pen to paper on these seven things, this is where we would start:

- 1. Mission Statement:** clear and concise is best. Lots of great examples in these 15 brands listed.
- 2. Focus Areas + Programming:** will you be more focused on specific cause areas or broad? Will these cause areas tie into your work as a company? What will your programming be in each of these areas? Volunteer initiatives, donations, drives, product?
- 3. Employee Involvement:** what type of involvement will employees have? How will the program be communicated internally?
- 4. Community Involvement:** what will your community engagement look like? Will other stakeholders like customers be involved? How will the program be communicated externally?
- 5. Team:** who's going to be helping on these initiatives? What are their roles?
- 6. Executive Champion:** who will champion social impact and make it a priority in executive meetings?
- 7. Budget:** It's okay if this is zero dollars, but good to know what you're starting with and what you're working towards.

3 BRANDING PATHS

Now that your creative juices are flowing thanks to these amazing 15 brands, we wanted to give you some tools to frame a branding exercise for your own social impact programs. There are three potential paths for branding your impact work:

1. Sticking to "unbranding" and keeping things simple
2. Using a common name such as the templates below so it's easily recognizable as your social impact arm
3. Creating an out of the box name that fits your company and program

COMMON NAME TEMPLATES

"_____ Gives"

"_____ Cares"

"_____ for Good"

"_____ Foundation"

"_____.org"

EXAMPLE NAMING EXERCISE

To kickoff the creation of this eBook, our team at Millie decided to do an exercise to brand (just for fun!) the social impact work of four amazing companies with out-of-the-box, custom brands.

Here are the four companies whose social impact programming we brainstormed around:

1. **WordStream** - charitable matching and volunteering
2. **LEGO** - pillars of children, environment and people in the workplace and supply chain
3. **Wayfair** - paid volunteer days, charitable giving, and a partnership with Habitat for Humanity
4. **Alyce** - charitable giving, nonprofit partnerships and volunteering

THE BRAINSTORMED IDEAS

Some of our favorite options from the brainstorm were:

1. WordStream: *because they're an ads, search, and social company...*

- SocialStream
- Search for Good
- Wordstream Adds

2. LEGO: *because we love their work, name and building bricks...*

- Let's Go Foundation
- People, Planet and Play
- LEGO Builds Impact

3. Wayfair: *because we couldn't resist a play on "way"...*

- Waycares
- Give Way
- Make Way

4. Alyce: *because they're a company about gifting...*

- Alyce Gifts Back
- Protect the Present