

# Matching Gifts Make the Difference

A matching gift is a donation made by a corporation or foundation on behalf of an employee. The donation matches a contribution made by that employee to a nonprofit organization.

## **Matching Gift Programs Matter!**

Matching gifts are an increasingly vital resource for nonprofits because of their ability to double, triple or even quadruple an individual's contribution. Frequently, matching gift programs are an introduction for a nonprofit organization to the corporate giving philosophy of a company.

## **Matching Gifts Benefit the Companies!**

### Community Involvement

Matching gift programs provide an opportunity for companies to acknowledge causes and organizations of interest to their employees while giving back to the communities in which they operate. Matching gifts are an effective way to encourage a company's employees to give, and thus expand the base of contributions to a nonprofit.

### Public Relations

Matching gift programs are an effective way for companies to demonstrate their commitment to the philanthropy of their employees' choice while promoting a positive corporate identity to the community. Additionally, matching gift programs allow a company to provide fiscal support to a wide range of nonprofits, and to complement other philanthropic programs.

### Employee Relations

Often, a matching gift program is viewed by employees as a gesture of appreciation from the company for their support of events and nonprofit organizations in the community. Additionally, matching gift programs allow employees to direct corporate funds to nonprofit organizations of their choice. By respecting and reinforcing the interests of its employees, a company can promote and improve relations among all levels in the company.

## **Utilize Matching Gift Programs!**

Make your donations go farther!

Research your employer's matching gift policies.

- The place to begin is with your company's Human Resources department. If your company does not have a matching gift program, you can take advantage of the matching gift programs of other corporations through your team members and donors.

## Companies with Matching Gift Programs

3M	DFS	Kemper Nat'l Insurance Co.	Quaker Oats Company
ABC-7/KGO-TV	Eaton Corporation	Kimberly-Clark Corporation	Quest Diagnostics
Adobe Systems, Inc.	eBay Foundation	Kirkland & Ellis	R. H. Macy & Co., Inc.
A&E Television Networks	Electronic Arts Inc.	Kraft, Inc.	R. J. Nabisco
Aetna Foundation	Ernst & Whinney	Lever Brothers Company	Ralston Purina Company
Altman Foundation	Equitable Foundation	Levi Strauss Foundation	RCA Corporation
Ambac Assurance	Expedia, Inc.	Little, Brown & Company	Reader's Digest Association
American Express Foundation	ExxonMobil	Liz Claiborne Foundation	Reuters
American International Group	Federated Dpt. Stores	Loews Foundation	Rockefeller Brothers Fund
Amgen Foundation	Fleet	Lockheed Martin Corp.	Rockefeller Financial Services
AT&T	Firestone Tire Co.	MAC Cosmetics	Rockefeller Foundation
Autodesk, Inc.	Ford Foundation	MasterCard International	Rockefeller Group, Inc.
Avon Foundation	Freddie Mac Foundation	MBIA Insurance Corp.	Sara Lee Corporation
AXA Foundation	Gannett Foundation	McAfee, Inc.	SBC Foundation
B. F. Goodrich	Gap Inc.	McDonald's Corporation	Scott Paper Co.
Bank of America	Gartner Group	McDonnell Douglas Corp.	Sedgwick James Inc.
Bank of Tokyo – Mitsubishi	G.E. Foundation	McGraw Hill Inc.	Shearson Lehman Brothers Inc.
Bankers Trust Foundation	Genentech	McKinsey & Company	Shell Oil Companies
Barclays Global Investors	General Reinsurance Corp.	MediaOne Group	SmithKline Beecham Foundation
Best Foods	Georgia Pacific	Merrill Lynch	Sony Corp. of America
Bite Communications	Gillette Co.	Microsoft Corporation	Southwestern Bell Corp.
Black and Decker	Gilman Paper Company	Miramax Films	Sprint Foundation
Blue Shield of California	GlaxoSmithKline Fdtn.	Mobil Foundation	Standard Oil Co.
Blount, Inc.	Goldman Sachs & Co.	Montgomery Ward & Co. Inc.	Starbucks Coffee
Boeing Company	Goodyear Co.	MONY Financial Services	State Farm
Borden Inc.	Google	Morgan Stanley & Co. Inc.	Stride Rite Corp.
BP America	Grainger	Motorola, Inc.	Sun Microsystems
BP Amoco	Greenpoint Bank Fdtn.	Multiplan, Inc.	Tektronix, Inc.
Bristol-Myers Squibb	GTE Corporation	Murphy Oil USA, Inc.	The Gap
Budget Car Rental	Guideposts	Mutual of America	The Prudential Foundation
Caterpillar Inc.	Guinness UDV North Am.	Neiman Marcus Group, Inc.	Thompson Financial Services
CBS, Inc.	Hambrecht & Quist	New England Business Services	Tiger Management, LLC
Centre Reinsurance Co.	Harcourt, Inc.	New York Community Trust	Time Inc.
Champion International	Harry Luce Foundation	Newsweek, Inc.	Times Mirror Foundation
Charles Schwab Corporation	Hewlett-Packard	Nike	Tricon
Chase Manhattan Foundation	Home Depot	Nippon Steel U.S.A.	UBS Financial Services
Check Point Software	Honeywell Inc.	Nokia	U.S. Bancorp
Chevron/Texaco	Houghton Mifflin Corp.	Online Resources & Comm.	U.S. West Foundation
Chubb & Son, Inc.	HSBC – North America Inc.	Oracle	Union Bank of California
CIGNA Corp.	IBJ Foundation Inc.	Pacific Gas & Electric	Union Pacific Corp.
Citicorp/Citibank	IBM Corp.	Pacific Mutual Life Insurance	United Business Service
CMP Media LLC	Illinois Tool Works	PC World	United Parcel Service
C.N.A. Insurance Companies	ITG, Inc.	PepsiCo, Inc.	United Technologies Corp.
Coca-Cola Company	J. Paul Getty Trust	Pequot Capital Management	UniTEQ
Compaq Computer	J. P. Morgan & Co.	Pfizer, Inc.	Verizon Wireless
Computer Associates Int.	James Irvine Foundation	Philip Morris Companies, Inc.	Vivendi Universal
Container Corp. of America	John Hancock Mutual Life	Phillips Petroleum Co.	Washington Mutual Foundation
Corbis	John A. Hartford Fdtn.	Pitney Bowes, Inc.	Wells Fargo & Co.
Costco Wholesale	Johnson & Johnson	Polaroid Corp.	World Savings
C.R. Bard, Inc.	Josiah Macy, Jr. Fdtn.	PriceWaterhouseCooper	Yahoo!
David & Lucile Packard Fdtn.	Kaplan	Principal Financial Group	Young & Rubicam
Deutsche Bank Americas Fdtn.	KMart Corp.	Prudential Foundation	Zurich Reinsurance