

# Matching Gift Program

New Kind has implemented a Matching Gift Program as part of its giving strategy. This program aims to support causes that individuals are passionate about by amplifying their monetary donations with a dollar-for-dollar match.

## Program Details

### **Budget**

Annual program budget of \$2,500

New Kind offers a dollar-for-dollar match with a minimum of \$50 per gift and a maximum of \$250 per calendar year, per employee.

### **Employee eligibility**

All full-time employees of New Kind are eligible to participate in this pilot program. The employee must be in good standing. There is no waiting period.

### **Charitable organization eligibility**

To be eligible to receive a monetary donation from New Kind, organizations must operate in harmony with the impact we seek to create and the principles we care deeply about: openness and transparency, employee empowerment, diversity and inclusiveness, responsible corporate governance, and environmental stewardship. Organizations must meet the following criteria:

- + Active 501(c)3 status
- + A “Give with confidence” rating from Charity Navigator or Charity Watch
- + Dedicate less than 30% of its total costs to administration and fundraising expenses combined

### **Requesting a match**

Submit the following information through the form provided:

- + Name
- + Name of the charitable organization
- + Why you are supporting this organization with a monetary gift of your own
- + Attach the receipt for your personal contribution
- + Amount of your personal contribution would you like New Kind to match

- + Confirmation that the organization has an active 501(c)3 status
- + Confirmation that the organization has a “Give with confidence” rating from Charity Navigator or Charity Watch?
- + Confirmation that the organization dedicates less than 30% of its total costs to administration and fundraising expenses combined
- + Additional information to share, for instance, if the gift is in someone's honor, or if there is a time constraint, such as a specific window when monetary gifts are maximized for an organization.

A request does not guarantee that New Kind will match an employee’s personal contribution. If a contribution is matched, the employee will be notified by email.