

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.