



The Gillian Reny **STEPPING STRONG** Center for Trauma Innovation

Matching Gifts

1. What is a matching gift?

A matching gift is a charitable donation by a corporation that matches an employee's donation to an eligible nonprofit organization, most often dollar for dollar. Thousands of companies across the United States (and some companies internationally) offer matching gift programs to their employees as part of a corporate giving philanthropy. This means millions of individuals are eligible to participate in a matching gift program. In addition, 65% of Fortune 500 companies offer a matching gift program, and some companies even double, triple, or quadruple donations!

2. Why are matching gifts important?

Matching gifts are valuable because they double gifts for your fundraising and the non-profit. It gives you more bang for your fundraising, so to speak. Your organization will receive two donations for the work of soliciting one, and donors love knowing their gifts went twice as far.

3. How do I receive a matching gift?

Ask your employer if the company has a matching gift program; ask your donors if their company has a matching gift program. If they do, follow the simple steps below to ensure you are maximizing your fundraising efforts.

- **Step 1:** Complete the required paperwork for your company; note that each company has their own form. Make sure your donors have completed any required paperwork as well.
- **Step 2:** Email BWHteam@partners.org the confirmation email or document that a matching gift was submitted from 'X' company, in the amount of '\$X' from 'X' employee/donor. If a confirmation document was not received, please have the donor email the Brigham with the above information confirming they submitted the request.

Frequently Asked Questions

1. What organization should I note on my form?

Brigham and Women's Hospital (Tax ID: 04-2312909)

2. My company has a paper form. Where do I send it?

Follow the instructions on the form and mail to the Brigham and Women's Hospital (The Brigham) Development Office. The Brigham will add the necessary remaining information and mail the completed form directly to the company.

Brigham and Women's Hospital, Development Office
2021 Stepping Strong Team B.A.A. 5K
116 Huntington Avenue, Third Floor
Boston, MA 02116



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3. My company has an electronic form? How to I ensure it is received?

Follow the instructions on the online form and include the Brigham contact info on the form. The company will reach out to the Brigham to ask for verification.

Matching gift contact: Kiran Rai
 Email: BWHteam@partners.org
 Phone: 617-424-4235

Please note: The Gillian Reny Stepping Strong Center falls under Brigham and Women’s Hospital. Please do not add Stepping Strong as a new company or 501c3, please use the Brigham’s 501c3 number and information.

4. When will the matching gift be added to my GoFundMe Charity page?

Matching gifts will be added to GoFundMe Charity pages when the matching gift is confirmed by both the Brigham and the company. Timelines are dependent on the company as matching gift payout times vary by company. Matching gifts can only be confirmed and added to your GoFundMe Page after the original gift is received.

Company List

Please note that this list includes companies the Brigham has worked with in the past; but is not inclusive all of companies with a matching gift program. It is important to ask your company if they have a matching gift program.

| <u>Company Name</u> | <u>Company Name</u> | <u>Company Name</u> | <u>Company Name</u> |
|----------------------------------|------------------------|---------------------------|---------------------|
| Abbott | Cisco | Kirkland & Ellis LLP | PWC |
| Adobe Systems Inc. | Deutsche Bank | Liberty Mutual | Sales Force |
| Aetna | Dodge & Cox | Linkedin | Shell Oil Company |
| AllianceBernstein | Duke Energy Foundation | Medtronic | Silicon Valley Bank |
| American Express | eBay | Merck | State Street |
| Ameriprise Financial | FTI Consulting | MFS Investment Management | Takeda |
| Amgen | Gap | Microsoft | Textron |
| Apple | GE | Millennium | Thomson Reuters |
| BAE Systems | GlaxoSmithKline | Morgan Stanley | TripAdvisor |
| Bank of America | Goldman Sachs | New York Life | UBS |
| BD One | Google | Nokia | Unilever |
| BlackRock | Hewlett-Packard Co. | Novartis | United Technologies |
| Bloomingdale’s | IBM | Oracle | Verizon |
| Blue Hills Charitable Foundation | JC Penney | Pepsico | Wells Fargo |
| BNY Mellon | John Hancock | Pfizer Foundation | William Blair |
| Bristol -Myers Squibb | Johnson & Johnson | Prudential | |