

PLEDGE 1% BOSTON

IN PARTNERSHIP WITH



“As businesses, we can be financially successful, and at the same time we can make the world a better place for everyone.”

Marc Benioff | Founder & CEO, Salesforce.com

GIVING BACK—THE RIGHT THING TO DO AND THE SMART THING TO DO—FROM THE START.

JOIN A NEW GENERATION OF BUSINESS LEADERS

Pledge 1% is a global movement that is creating a new normal where giving back is integrated into the DNA of companies of all sizes. Over 750 companies in 20 countries have pledged 1% to support nonprofit causes and programs.

Greater Boston is the “Innovation Hub” of the country.

Pledge 1% Boston makes it possible for individuals and companies to pledge 1% equity of their company for the benefit of Greater Boston or anywhere in the country or the world. Pledge 1% Boston also encourages companies to pledge employee time, products, or profit to worthy causes. Pledge a small portion of your future success today and have an enormous impact tomorrow.

SAMPLE COMPANIES THAT HAVE PLEDGED 1%



www.tbf.org / www.pledge1percent.org

WHY PLEDGE?

Aside from being the “right thing to do,” giving back is the smart thing to do because it’s good for your business.

Appeal to Consumers. 87% of consumers believe corporations should place at least equal weight on business and supporting their communities.

Attract Top Talent. 60%+ of Millennials state that a sense of purpose is a key reason they choose to work for their current employers.

Retain Talent. Companies that integrate corporate citizenship into their businesses have 2.3 times the employee retention.

Taking the pledge helps founders and companies demonstrate their commitment and hold themselves accountable for turning a pledge into action.

HOW DOES PLEDGE 1% BOSTON WORK?

Step 1: Pledge your intent at pledge1percent.org (indicate the Boston Foundation as your referral source; it only takes 2 minutes).

Step 2: Meet with the Boston Foundation’s Pledge 1% team to activate your pledge and learn about

opportunities to engage in our community, as much or as little as you would like. (Not required)

Step 3: Spread the word!

Pledge 1% Boston makes it easy.

Pledge companies and individuals are in total control. You decide the causes and nonprofits you want to support based on your own company and employee interests. We will work with you to build a strategy, engage your employees and have fun in the process.

THE BOSTON FOUNDATION AND ITS PARTNERS OFFER OPPORTUNITIES FOR YOU AND YOUR TEAM TO:

Learn About Innovative Work in all areas of Greater Boston—from education to technology to health to economic development.

Network with Like-Minded Change-Makers through the Innovation Council, TUGG (Technology Underwriting Great Good) events and more than 50 Boston Foundation networking events and forums every year.

Engage with Greater Boston and Global Communities, while identifying the most innovative nonprofits through site visits and other opportunities. Access all the benefits of the Pledge 1% global movement.

SAMPLE GREATER BOSTON VC FIRMS AND PARTNERS THAT SUPPORT PLEDGE 1%



PLEDGE
1%
BOSTON

TO LEARN MORE OR TAKE THE PLEDGE TODAY,
PLEASE VISIT WWW.TBF.ORG OR PLEDGE1PERCENT.ORG

OR EMAIL

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