



Your Cause. Your Choice. Create Your Own Custom Cause



Today's workforce is cause-focused. Research shows 83% of millennials and 70% of all U.S. employees are more loyal to companies that help them contribute to social and environmental issues—85% want to help their workplaces reach corporate social responsibility goals (Cone). Plus, our proprietary research shows 75% of consumers surveyed prefer to give to local charities, making a difference right where they live and work. Now, you can create a custom cause tailored for you, your employees, and your local community. It's an easy way to make a big impact on the issues that matter most to your employees and you.

Getting started is simple.

1. CHOOSE YOUR CAUSE:

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| Addiction and substance abuse | Disaster and emergency relief | Kidney disease |
| AIDS/HIV | Environment | Mental health and suicide prevention |
| Alzheimer's | Health inequality and disparity | Military and veterans |
| Asthma | Healthy living and wellness | Premature birth and birth defects |
| Autism | Heart disease and stroke | UN Sustainable Development Goals |
| Cancer | Homelessness | Women and girls |
| Caregiving | Human rights | Add your own cause |
| Children | Hunger and nutrition | |
| Diabetes and obesity | | |

2. CHOOSE YOUR CHARITIES:

You can choose up to five of our national and local charity partners—we'll suggest a few that match your cause and location. Or, choose your own charities outside our network, and we can vet them for you (nominal fee applies).

3. CHOOSE YOUR CAUSE NAME:

It's your cause. You decide what to call it.

WHAT HAPPENS NEXT?

- We'll set up your custom cause online with a Give Now page, or on our Giving Matters 365 platform or on your current platform. Funds raised will be paid out equally to your chosen charities. For details, ask your Community Health Charities representative or contact info@healthcharities.org.
- Consider kick-starting your custom cause with a corporate gift or employee matching gift incentive, or launch a cause marketing campaign to involve your community.
- Increase employee engagement through volunteering, awareness building, helpful health resources, and more. **Talk to us for ideas.**

Need help selecting a cause? Use our survey tool to engage your employees.

Sample: <http://svy.mk/2k57bbq>



Learn More: healthcharities.org/cause