## **Matching Gifts**



Every cancer. Every life.

The American Cancer Society (ACS) is working to end cancer as we know it, for everyone. To make the most impact, we need the support of our community to help us continue investing in breakthrough research and supporting people with cancer by arranging free rides to cancer treatment, providing lodging near hospitals, and operating our live 24/7 cancer helpline.

# What is a traditional matching gift?

Thousands of companies have a matching gift program, which means they may match donations made by their employees to nonprofits like the American Cancer Society.

These matching donations come from the company and can directly benefit your fundraising efforts.

US cancer death rate dropped 33% from 1991-2020.



More than 3.3 million people facing cancer have been served through ACS since 2009.



We have invested more than \$5 billion in research since 1946.

# Where can I find out if my employer has a matching gift program?

Not sure if your employer has an eligible matching gift program? You can search for your employer on our <u>matching gift website</u>-cancer.org/donate/matching-gifts

If your company is eligible, you can follow the instructions on how to request a matching gift from your employer. We'll take it from there!

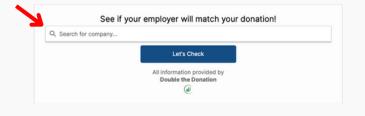
To ensure your matching gift is for the correct organization, use the ACS EIN: 13-1788491

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Many employers sponsor matching gift programs and will match any charitable contributions or volunteer hours completed by their employees. To find out if your company has a matching gift policy, please enter your employer's name below.

If your company is eligible, instructions on how to request a matching gift from your employer will be emailed to you. Complete the steps provided and we will do the rest. The impact of your gift to the American Cancer Society may be doubled or possibly tripled! Some companies match gifts made by retirees and/or spouses.

If you have any questions regarding your matching gift request, please reach out to <a href="matchinggifts@cancer.org">matchinggifts@cancer.org</a>.



### **Unique Matching Gift Fundraising Opportunities**

#### See if your company will match your one-time fundraising.

- Companies may not have a traditional matching gift program, but they may consider a one-time match to your fundraiser!
- Use a fundraiser you already have planned (garage sale, bake sale, etc.), and ask a company to support it by committing to match all funds raised for that fundraiser.

### Ask your company to match donations others have made toward your fundraising efforts.

- Invite your company to help you double their impact by matching donations made to your fundraising efforts.
  - This can be a fundraising challenge for a set time or for your fundraising total.
- Example: "Let's double the impact on cancer! Company X has committed to matching all donations made to my fundraising page on my birthday from 12 a.m.-11:59 p.m.!"
  - If your company only wishes to match a certain amount, you can add "up to \$X,XXX amount."
  - Don't forget to ask your donors if they work for a company with a traditional matching gift program.

If a company is interested in supporting your fundraising via a match, please reach out to your staff partner for any necessary brand guidelines and agreements.