

Small Actions Drive **Big Change**

Use Missions to help employees take positive actions that can add up to major social, personal and business impact!

Create agents of change

Missions empowers and motivates your employees to make an impact through gamified and easy-to-complete activities. Whether it's taking shorter showers or registering to vote, Missions activities can promote awareness, build new habits and encourage socially conscious behavior.

Infuse your culture with purpose

Build a purpose-driven culture and a richer experience for your people by amplifying your giving, volunteering and community investment initiatives. Use our pre-built content or create your own Missions to increase awareness and action around your company's cause pillars or campaigns.

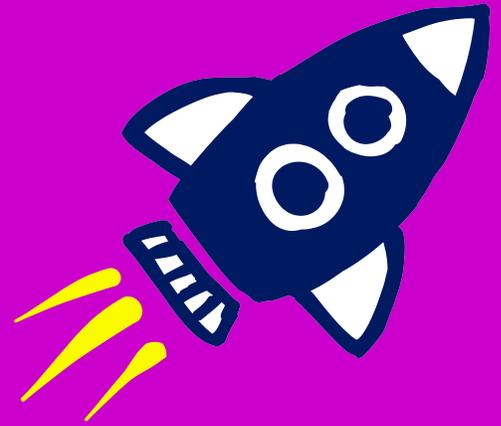
Did you know?

Donations increased by

60%

when giving was paired with Missions

Source: Benevity Engagement Data



Break down participation barriers

Missions is the great engagement equalizer. Anyone can participate, no matter how much time or money they have or what kind of job they do. That's why Missions is often the first point of entry for many employees in their company's program. And when you pair it with the Benevity app, it's even more accessible for your remote employees, retail workers and digital natives!

Did you know?

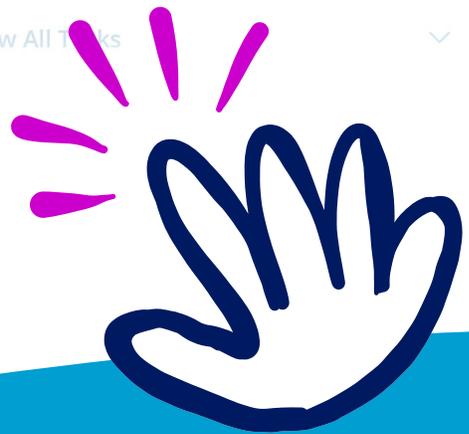
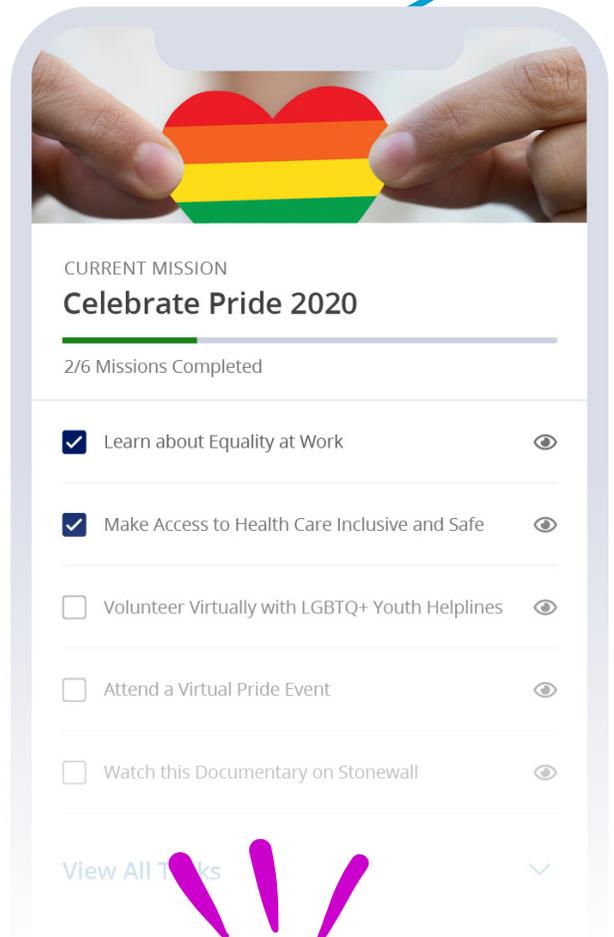
32%

of first-time participants went on to give or volunteer after completing Missions

Source: Benevity Engagement Data

Integration and tracking

Easily integrate Missions with existing programs or employee resource groups. You can use activity tracking to measure progress and use those insights to inform your strategy. And if your company is committed to supporting UN Sustainable Development Goals, you can track that progress, too.



Client Spotlight TC Energy

TC energy uses Missions to engage their evolving workforce in doing good, without giving time or money. They launched their first challenge over the holidays to encourage employees to complete small acts of kindness in their communities. And it was a huge success — 691 individuals participated, completing over 4,000 activities and earning over 85,000 points!

Since their start, the company has launched seven Missions total and have engaged more than 1,300 unique participants. And for 8% of their users, Missions was their first-ever activity in the program and an impressive 80% went on to give or volunteer. That's a whole lot of impact!

Engage employees in today's issues with Missions

Benevity's ready-made Missions challenges make it easy to engage people in the issues that matter most to your company and employees. Get access to thoughtful, actionable content to help you drive more engagement in your program, without the manual time and effort. Simply upload the content and go!

Sustainability and Climate Action

Encourage your people to adopt new habits and behaviors to promote a healthy planet, like reducing carbon emissions or conserving water and energy. By engaging your people in small actions that reduce their footprint, collectively we can create behavioral change and turn climate change into climate action!

Missions Challenges

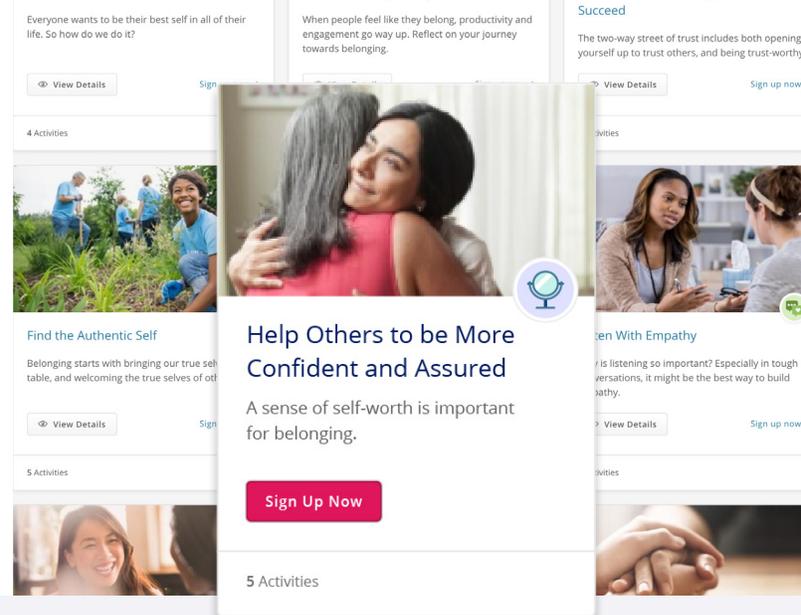
- Take a Stand on Climate Action
- Reduce Your Waste
- Save on Water
- Lower Emissions
- Reduce Your Energy Consumption
- Switch to a Sustainable Lifestyle

Health and Well-Being

Health and well-being has become front and center for businesses across the globe. Help people take small actions to stay safe, maintain a healthy mindset and support their communities during these challenging times.

Missions Challenges

- COVID 19: Stay Safe, Smart and Supportive
- Mindfulness and Well-Being



Diversity, Inclusion and Belonging

Foster a positive company culture and help your employees feel supported, connected and accepted at work. By empowering people to make small changes, you can help create a culture of belonging from the bottom up and move towards achieving your company's D&I goals in an authentic way.

Missions Challenges

- Authenticity: The Person Within
- Empathy: The Bridge to Belonging
- Harmony: The Relationship Builder
- The Each for Equal Challenge
- Pride 2020: Celebrating Resiliency, Community and Love

Civic Engagement

Empower your people to make a difference in the upcoming 2020 U.S. election. Through Missions, you can encourage your employees to be active citizens, learn the facts and make their vote count — regardless of what side of the ballot they're on.

Missions Challenges

- Behind the Headlines: Consuming Media
- Your Vote Matters
- State-by-State Voting Guide



Benevity, Inc., a certified B Corporation, is the global leader in corporate social responsibility and employee engagement software, including online giving, matching, volunteering, community investment and purpose-driven actions. Many of the world's most iconic brands rely on Benevity's award-winning cloud solutions to power corporate "Goodness" programs that attract, retain and engage today's diverse workforce by connecting people to the causes that matter to them. With software that is available in 20 languages, to a client community of 18 million people around the world, Benevity has processed more than \$5 billion in donations and 32 million hours of volunteering time and awarded over one million grants to 251,000 nonprofits worldwide.