

SAN FRANCISCO BUSINESS TIMES

# 2022 CORPORATE PHILANTHROPY AWARDS SUMMIT

## THE SHOW MUST GO ON

S.F. Ballet and other arts organizations scramble  
to adjust to corporate philanthropy's new normal

ELIZABETH MOSS, 6

THE LIST

THE BAY AREA'S TOP 100 CORPORATE PHILANTHROPISTS, 34

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FROM THE PUBLISHER

# LEADERS RISE TO MEET THE MOMENT

Congratulations to the generous companies recognized in this publication as the region’s top corporate philanthropists.

We hope documenting how – and how much – companies give inspires more companies to do more.

Our region is blessed with generous corporate citizens that provide needed cash, economic and political influence and a workforce that mobilizes to do good.

We rank the annual list of the top 100 Bay Area corporate philanthropists by local cash giving. We unveiled the list at our Corporate Philanthropy Awards and Summit on July 28.

This annual event is an opportunity to connect nonprofit leaders to corporate philanthropy grant makers to discuss partnership, innovation, vision, and action. We were delighted to again gather in person this year.

Also honored in this edition are five companies and partnerships that gave their time, talent and resources to go “Beyond the Check” in the categories of Community Health, Workforce Development, Climate Change, Community Impact and – new this year – Beyond the Bay Area.

At this year’s summit, our philanthropy and nonprofit leaders discussed what the next generation of corporate citizenship will look like, acknowledging that we are at an inflection point. The cost of not solving intractable challenges in our region and beyond is great; solutions require innovative thinking, long-term commitments, deep resources and partnerships.

The challenges have never been in more stark view – from homelessness, housing affordability, health, climate, jobs and crime to the systemic racial inequity that underlies it all. After 2½ years of disruption, uncertainty, unrelenting societal shocks and concerns about freedoms that may be lost, there is a fear that exhaustion will set in and impede progress.

The hope is that the level of crisis and disruption we have experienced will be the impetus for action and scalable solutions, and that we have the will and collective resources to see it through to meaningful change. Change comes



Mary Huss is Publisher and market president of the San Francisco Business Times and Silicon Valley Business Journal.

when businesses partner with nonprofits, government, foundations and private philanthropy to forge big solutions.

We are heartened by companies whose leaders use their influence and leverage resources to have an impact that goes wider and deeper in tackling our most pressing problems. These leaders raise the bar on giving and challenge their peers with creative solutions and bold partnerships.

The Corporate Philanthropy Awards and Summit was founded in partnership with Northern California Grantmakers. Thanks to CEO Dwayne Marsh and Steve Barton, vice president of strategic initiatives. Some proceeds help fund NCG’s Corporate Philanthropy Institute, which educates companies about effective giving and best philanthropy practices. Watch for the Corporate Philanthropy Institute, a powerful event, on Nov. 2.

Thanks to researcher Ari Mahrer for their work on this list, and to Managing Editor Jim Gardner for his work on the publication. Thanks to Felicia Brown and her team, who produced the event.

Special thanks to community partnerships manager Kierstyn Moore, who missed the event this year as she was busy welcoming baby Eliza into the world. On behalf of Eliza and children everywhere, the time is now to each do our part to ensure they have a safe and equitable world and a flourishing planet, with freedom and opportunity for all.

Our generous sponsors make this project possible. Thanks to Partner Sponsors Kaiser Permanente, Gilead, Workday and Ripple. Thanks to Gold Sponsor Wells Fargo and Silver Sponsors Blue Shield of California and Oracle.

Congratulations and much gratitude to our corporate citizens and nonprofit leaders for working together to forge a better future. **■**

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ABOUT THE COVER



Danielle St. Germain, executive director of the San Francisco Ballet, worries that as arts and cultural groups resume in-person performances and installations, they are doing so without some of the sources of support upon which they long relied. Photo by Stan Olszewski / For SFBT

## A WORD FROM OUR SPONSORS



**CARRIE VAROQUIERS**  
Chief philanthropy officer,  
Workday

**A**t Workday, our purpose is to inspire a brighter work day for all.

In a time when ongoing health, economic, and social crises remain prevalent in our daily lives, our company’s purpose serves as our compass in serving our community. This, combined with the Workday Foundation’s mission to transform lives by creating career pathways that unleash human potential, underscores our commitment to accelerating economic mobility for all.

At Workday, we support efforts that take a skills-based employment approach, increasing incentives for employer-led training, and pushing for real-time labor force data to ensure training can be focused on in-demand roles. As part of this, the Workday Foundation recently agreed to invest \$1 million in upskilling people for green jobs.

We know talent is everywhere, but opportunity is not. It’s our commitment to bridging the gap between talent and opportunity that helped us launch the Opportunity Onramps movement, which provides candidates from diverse, nontraditional backgrounds with training, internships, and job opportunities. Additionally, the Workday Foundation has invested more than \$20 million in organizations focused on closing the opportunity gap for workers. We remain committed to working closely with both nonprofits and companies that share our desire for a more equitable Bay Area.



**KORAB ZUKA**  
Vice president, public affairs,  
Gilead

**P**atients and communities often face challenges in accessing the best possible care. We know Gilead alone cannot solve these challenges — so we are committed to being an important part of the solution. By joining forces with people in communities throughout the world, we support programs and initiatives that meet unique local and regional needs. Through our work with community organizations, corporate grant programs, and funding from the Gilead Foundation, we aim to make the world a healthier place for all people.

Gilead’s corporate giving programs fund projects that help improve access to care, reduce disparities, improve education and support local communities. We build relationships with patient advocates, nonprofits and healthcare professionals around the world, including here in the Bay Area, who work tirelessly in local communities to improve people’s lives day after day.

We also understand that there are broader or deeper socioeconomic and systemic factors that contribute to health outcomes. The Gilead Foundation focuses on these issues that go beyond clinical access and care, including social determinates of health and education.

At Gilead, we value giving back to the communities in which our employees live and work in order to promote the well-being and development of local neighborhoods. In the Bay Area, a region where thousands of our employees reside, we supported many important organizations last year, including foodbanks, legal aid and social services, STEM programming and initiatives addressing social stigma and healthcare disparities.

We dedicate time, resources and passion to manage programs, collaborate with leading organizations and spearhead initiatives to provide education, prevention, and social and financial support for those who need it most.

We are thrilled to be a sponsor of the 2022 San Francisco Business Times Corporate Philanthropy Awards.



**DWAYNE S. MARSH**  
President and CEO,  
Northern California  
Grantmakers

**T**hese past two years have reminded us that a desire to return to “normal” is insufficient – normal was already a problem! In this transformational moment we have our strongest opportunity yet for philanthropy to advance racial equity and we must ask ourselves how we can bring our sector together with shared responsibility and collective action.

NCG creates space for business, foundations, government and nonprofits to learn together and leverage our strengths. We’re a community creating collective impact that far exceeds what we can do alone. We collaborate with each other and with partners, centering the lived experience of communities most directly harmed by pervasive inequities across our region.

We are pleased to once again to co-sponsor the SF Business Times’ Corporate Philanthropy Awards, where we celebrate the companies that are doing the work to address the issues that face our communities improving the lives of residents throughout the Bay Area and beyond.

These awards embody our deep belief in the power and reach of companies and their philanthropy. Its more important than ever that we strive to ensure that the voices of the most vulnerable shape our collective discourse.

We commend the San Francisco Business Times and sponsors Workday, Gilead, Wells Fargo, Ripple and Oracle for their leadership in demonstrating that we all have a part to play in making choices that shape our community and cultural legacy for generations.

We’re also excited to continue the conversation in partnership with SFBT at the upcoming Corporate Philanthropy Institute: Doing the Right Thing, November 2nd at Salesforce in San Francisco. In its 20th year, the Institute is a space for corporate philanthropy and CSR Professionals to discuss leading in this moment. We’ll explore re-imagining an equitable recovery, addressing issues that stem from systemic inequities, explore our role in protecting democracy and civic engagement, discuss how we protect our environment, and think deeply about the future of corporate engagement.

Our ongoing partnership with the San Francisco Business Times and the many partners who come together to inspire, celebrate, and most importantly challenge one another is a point of pride. May we embrace our responsibility to make our communities better!



**YVETTE RADFORD**  
Vice president, external  
and community affairs,  
Kaiser Permanente

**S**ince 1945, Kaiser Permanente’s mission has been to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. We are one of the nation’s largest not-for-profit health plans serving 12.4 million members.

At Kaiser Permanente, we know that good health requires more than high-quality medical care. It begins with healthy environments: fresh fruits and vegetables in neighborhood stores, successful schools, clean air, accessible parks and safe playgrounds.

We make direct investments to address the root causes of poor health and the greatest needs in the communities we serve. We also leverage the full range of Kaiser Permanente’s assets, using our resources, reach and partnerships with other organizations to improve community health.

We are currently focused on improving community health in numerous ways including: ensuring that people who are disproportionately affected by the COVID-19 pandemic have easy access to the lifesaving vaccine; supporting local businesses and wealth creation in underserved areas; and addressing food security, affordable housing and homelessness and community safety.

We understand that systemic racism and its accompanying stress and trauma on individuals and communities of color contributes to poor health outcomes. Our investments and partnerships are designed to create healthier, more equitable communities for all.

Kaiser Permanente is proud to work with and learn from local businesses and community organizations that share our vision. It is our honor to be a sponsor of the 2022 San Francisco Business Times Philanthropy Breakfast and to present the Beyond the Check Award.



**KEN WEBER**  
Head of Ripple Impact  
VP, Social Impact & Sustainability  
Ripple

**R**ipple’s founding idea is to enable the world to move value as easily as information moves today, by building breakthrough blockchain and crypto solutions for a world without economic borders. Ripple enables global financial institutions, businesses, governments and NGOs to move, manage and tokenize value, helping to unlock greater economic opportunity for everyone, everywhere.

“Everyone everywhere” means more than 1.5 billion people who are considered unbanked, excluded from the formal global financial system - until now. In addition, there are about 2 billion people in the middle - people who are underbanked, without easy or equitable access to the financial services many of us take for granted.

Financial exclusion is a global problem, prevalent in emerging economies in far away places, but it is also a reality for many Americans. Up to a quarter of U.S. adults are either unbanked or only partially banked, often preventing them from saving and building wealth and from fully participating in economic opportunity.

Ripple is a global company but our origins are here in the Bay Area, where our San Francisco office is home to the majority of our employees. As a tech company in a region where more than 1.1 million people do not have the resources they need to meet their basic needs, we are acutely aware of the opportunity we have to help make life more liveable and equitable for our fellow community members.

Ripple and its employees are proud to be recognized as Bay Area corporate social impact leaders. We are guided by our partnerships with local community based organizations like Tipping Point, long-serving area food banks and new forces for good like Eat. Learn. Play. We are also grateful to Silicon Valley Community Foundation, which has helped Ripple distribute more than \$150 million in grants over the past five years.

Thank you to the San Francisco Business Times and thank you to everyone here for incorporating giving back and helping others into the work of your companies and organizations. We look forward to working together to make the Bay Area a better place for all.



# Gilead is a proud sponsor of the SFBT Philanthropy Breakfast



For more information, please visit [www.Gilead.com](http://www.Gilead.com).







**ARTS FUNDING THE AGE OF DEI:**  
THE RULES ARE CHANGING

# CULTURE CLASH



MICHELLE ARCHULETTA

*As corporations focus their giving on diversity, equity and inclusion, where does that leave arts and culture?*

BY ELIZABETH MOSS  
Contributing Writer

**A**t the height of the pandemic, Emma Moon, director of development at SFJazz, started getting a lot of similar emails.

“To be transparent, our situation has changed a lot,” they typically began. The emails, from some of her organization’s biggest corporate contributors, went on to say that the effect of new and evolving coronavirus variants on their operations left them uncertain when, or if, they would be able to resume their philanthropy. Left unsaid: They had bigger things to worry about at that moment.

For Moon, this was the beginning of a shift in corporate giving that she knew

would leave arts and culture organizations scrambling to keep the show going. Now, as many organizations resume in-person performances with live audiences for the first time in two years, some have been left in the lurch for donations that are integral to their operations.

The lingering economic effects of Covid have played a part. So has the rise of remote work and distributed workforces that have weakened some corporate donors’ ties to their traditional geographies. And in the meantime, the national reckoning touched off by the 2020 murder of George Floyd has moved racial redress to the top of many corporations’ philanthropic priority list. It all means the environment for giving is very different from a few years ago.

*SFJazz Director of Development Emma Moon on DEI initiatives: “SFJazz falls into that. Jazz is based on African-American tradition ... that we’re trying to keep alive.”*

“Corporations and people are reassessing where they lend their support,” said Danielle St. Germain, executive director of the San Francisco Ballet. “There is certainly a warranted call for action where many organizations have said they’ve set diversity guidelines for DEI [diversity, equity and inclusion] initiatives so that an organization can qualify for a grant.”

The state of corporate giving is so uncertain that SF Ballet decided not to fill a position dedicated to corporate giving until trends become more clear in the city and around the country.

## **Corporations aim for impact**

The messaging, Moon said, is that companies want to support and advocate for DEI initiatives. And this affects arts and cultural organizations in different ways.

“SFJazz falls into that. So when they realize that jazz is based on African Amer-

CONTINUED ON PAGE 8





# Fintech for people and the planet

Ripple and its employees are proud to support the Bay Area's vibrant and diverse community of nonprofit organizations, as we work together to build a more inclusive and sustainable world for all.





ARTS FUNDING THE AGE OF DEI:  
THE RULES ARE CHANGING

CONTINUED FROM PAGE 6

ican tradition, this genre that we’re trying to keep alive and well not only here in the Bay Area, but globally, people realize more and more the impact that our community engagement, our education programs have, not only nationwide but also world-wide,” Moon said.

Social change has been moving up company agendas for a while. According to a 2015 report from Americans for the Arts, a nonprofit organization, corporate social responsibility priorities included investing directly in communities, health and education.

Lori Fogarty, executive director of Oakland Museum of California, has observed this trend over her 30-year career in the arts. Fogarty and her team have noticed a more recent shift in companies asking more questions about racial and ethnic diversity among their board and staff.

“We now talk about our social impact, about the diversity of our audiences, about being a place of gathering and connection,” she said.

St. Germain previously worked at the Guthrie Theater in Minneapolis, which has one of the highest concentrations of Fortune 500 companies in the nation.



OAKLAND MUSEUM OF CALIFORNIA

Lori Fogarty, director and CEO, Oakland Museum of California: “We now talk about our social impact.”

In that place and time, big companies believed that enriching the local culture through support of arts programming at the opera, theater companies and the orchestra helped them to recruit and retain better international talent, she said. The return on investing in local arts and culture was obvious.

That’s not so much the case in San Francisco as companies emerge from the pandemic. At SF Ballet, total corporate support comes to around \$1.5 million each year. That support remained constant until two years ago, when many slowed their spending. And those that remain expect more bang for their buck.

“When a corporation has dollars to spend, whereas it might once upon a time been like, ‘Here, our name’s in the program book,’ now it’s, ‘We want to give you this money, but we want to entertain 10 clients,’” St. Germain said. “It really is about hospitality. It really is about, especially coming out of Covid, being in the room.”

What’s the ROI?

For the Oakland Museum, corporate philanthropy makes up a small portion of its overall support – less than 8%. Last year, it received just over \$365,000 in restricted corporate grants, and another \$125,000 in unrestricted grants. With the money, Fog-



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arty said, companies want more.

"They want to see impact. They want to see a return on investment, even if that's philanthropic investment," she said. "They shy away from general operating support, which is, of course, what arts organizations most struggle with and most need. It doesn't pay the staff and pay the overhead and the operating costs."

The SF Ballet and SFJazz also rely on in-kind giving, a form of philanthropy that covers necessary expenses, like travel or hotels. For both organizations, in-kind giving represents almost half of the philanthropy they receive from companies. Moon said over the last 10 years, SF Jazz has counted on in-kind donations to help lower costs. Before the pandemic, Delta Airlines covered up to \$200,000 worth of travel for their artists.

"That actually significantly cuts expenses for us. We really rely heavily on these in-kind donations from these corporate entities," Moon said. "During the pandemic, a lot of it just disappeared. I'm not exaggerating by saying that."

SFJazz works with an approximately \$20 million budget, half of it from "contributed revenue," meaning gifts, donations or grants. Looking at its tax forms, the impact of the pandemic is obvious: from 2019 to 2020, SFJazz brought in \$38.5



ATHENA PELTON | THE SAN FRANCISCO BALLET

*Danielle St. Germain, executive director, SF Ballet:*

*"Corporations are reassessing where they lend their support."*

million less in contributions and grants. SF Ballet lost \$1.5 million over the same time period.

Moving forward, arts and culture will have to come up with creative ways to attract corporate dollars. St. Germain and Moon have their sights set on the tech industry, which is already a large investor in arts around the region. Virtual performances – even metaverse experiences – are not off the table.

"There's got to be a lot of outside-of-the-box thinking," Moon said. "I'm noticing that the tech industry, as they get back to the office, they want ways to engage their employees, whether it's corporate volunteerism, whether it's having a party and having a rental at SFJazz."

"My prediction for next year is that events will be where they were [pre-pandemic]," St. Germain said. "And my hope/prediction is that the more straight philanthropic support comes back."

Fogarty believes a collective conversation among arts organizations and companies is needed to highlight what's at stake in continued corporate support.

"I think there are organizations in real danger of either really scaling back or going out of business," she said. **Z**

*Elizabeth Moss is a Berkeley-based writer.*

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**AN UNCERTAIN ECONOMY:**  
DONORS, NONPROFITS WEATHER CHANGES

# STAYING THE COURSE



JIM GENSHEIMER | FOR SFBT

*The economic climate for corporate philanthropy — like everything else — has suddenly turned chilly*

BY JEFF HOWE  
Contributing Writer

**A**t the end of 2021, the Association of Fundraising Professionals conducted a survey among its membership regarding their confidence in giving prospects for 2022. What they found was immense optimism, and it was easy to see why: The stock market had cruised to an all-time high, the majority of pandemic-related restrictions had ended and according Giving USA said total charitable giving grew to \$484.85 billion that year, a 4% increase from \$471.44 billion in 2020.

Then in February of 2022, Russia invaded Ukraine. Gas prices raced to new highs and the stock market slumped as inflation surged to levels the country hadn't seen in 40 years. Meanwhile, a succession of new Covid variants that were quicker to spread and harder to avoid proved yet again that the evolving virus is a foe that will not easily be defeated.

Even as the looming specter of a reces-

sion is keeping economists and politicians up at night, those working at the intersection of nonprofits and corporate giving say it's even more important to nurture strong relationships between the two when economic skies turn gloomy.

"We have a lot of optimism," says Esther Landau, president of the Golden Gate chapter of the Association of Fundraising Professionals and senior director of advancement for The Arc San Francisco, a nonprofit that provides education and career programs for individuals with developmental disabilities. "In economic downturns, you still have to maintain connections between you and your donors and give them the opportunity to be generous — you can't make that decision for them."

Those connections have proven to be fruitful not just for ARC, but also the companies with which it and other regional nonprofits partner.

"The sheer amount of money and valuations Bay Area companies garner creates a unique environment for nonprofits," she

*Esther Landau, president of the Golden Gate chapter of the Association of Fundraising Professionals: "In economic downturns, you still have to maintain connections between you and your donors."*

said. "Corporate partnerships add a sense of legitimacy to a nonprofit in the eyes of the public, which is crucial for increasing their overall donor base. At the same time, companies that sponsor nonprofit events get a lot of bang for their buck marketing-wise, so the relationship can certainly be symbiotic in that regard."

## **The right thing is the smart thing**

Amy Lesnick, chief executive of Pledge 1%, a global leader in facilitating sustainable philanthropic practices for companies both large and small, said surveys show employees want to work for a company that has a positive impact on society — and are willing to switch jobs if necessary.

"Investing in social impact is not only the right thing to do, it's the smart thing to do," Lesnick said.

"Company values are a vital aspect to attracting and retaining that talent," Lesnick said. "Employees and customers care a lot about the role that companies play in addressing inequalities in society. It's as much about mitigating risk as it is about being a force for good."

While the C-suite's increased focus on

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## ***Celebrating steadfast corporate philanthropy***

Oracle is proud to sponsor the 2022 San Francisco Business Times Corporate Philanthropy Awards recognizing companies giving back in the Bay Area and beyond.

To learn about Oracle's investment in the community, visit [\*\*oracle.com/citizenship\*\*](https://oracle.com/citizenship).







**AN UNCERTAIN ECONOMY:**  
DONORS, NONPROFITS WEATHER CHANGES

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addressing societal issues is an encouraging sign for nonprofits, there are occasional disconnects that need to be ironed out – by both parties.

“You can’t just walk up to Google HQ, knock on the door, hold your hand out and expect to receive anything,” Landau warns. “Corporations have their own agendas and goals with philanthropic efforts, and sometimes those reasons change year-to-year.”

Lesnick agrees. “There’s always a bit of a blend between core issues a company is passionate about, like social justice, and responses to current crises, like the war in Ukraine, for example.” She was quick to point out, however, that while current threats of instability and recession have made corporations search for greater efficiency in their social impact, it has not deterred them from keeping pledges made at the beginning of the year or earlier.

This is important momentum for fundraisers, as the total number of donors in 2021 declined by almost 6% from the year prior, while the amount they gave rose 4%. This trend toward fewer but larger gifts reflects the country’s widening wealth gap and tax changes that removed tax benefits



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The Delta Dental Community Care Foundation, the philanthropic arm of Delta Dental of California, provides funding to nonprofit organizations that serve the most vulnerable in our community.

In 2021, we provided more than \$20 million to nonprofit organizations throughout the 15 states and the District of Columbia in which we operate. We placed a special emphasis on underserved rural communities and homebound seniors, which represents a part of our broader commitment to serve those most in need.







LIPO CHING | SFBT

of charitable giving from many middle-income donors.

The desire to diversify their revenue streams is giving nonprofits a new incentive to add or bolster corporate partnerships.

**Avoiding the ‘Hunger Games’**

Traditionally, corporate giving has been a small slice of the philanthropy pie – in 2020 and 2021 corporations accounted for about 4% of all money given to nonprofits, according to Giving USA. But the total amount of money they gave rose to \$21.08 billion – an 18 percent increase between 2020 and 2021.

“It’s very important to not fall into the nonprofit ‘Hunger Games,’ as I call it,” Landau says. “We don’t need to scratch and claw at each other to receive donations. There’s so much money, especially in the Bay Area. The better the community is holistically, the better it is for the folks we serve. There’s plenty of resources to go around.”

Lesnick and Pledge 1% aim to increase those resources by working with early-stage companies to embed a sense of giving back into a company’s DNA. Using the model first outlined by Marc Benioff at Salesforce, one of the nonprofit’s initial corporate partners, Pledge 1% works pri-

**HOW PLEDGE 1% WORKS**

*From its founding in 2014 by Salesforce, Atlassian and Rally for Impact, Pledge 1% has grown to include more than 15,000 companies in more than 100 countries who agree to meet that threshold in contributions of equity, employee time, products and/or profits to nonprofit causes. It has also become a community within which ideas, best practices and challenges are shared.*

- *Equity can come from the company, its founder(s) or a combination of the two*
- *Time can be traditional hands-on volunteering or pro bono technical or specialized services*
- *Product can be existing products or licenses, or packages specifically designed for nonprofit use*
- *Profit can be substituted with 1% of revenue for companies that are not yet profitable*

*Amy Lesnick, chief executive, Pledge 1%: “It’s as much about mitigating risk as it is about being a force for good.”*

marily with companies to set aside at least 1% of stock equity, employee time, product and/or profits to fund current and future philanthropic efforts.

In 2021, the nonprofit worked with companies across the globe on the cusp of their IPOs to generate over \$2 billion in equity for philanthropic efforts. “We see ourselves as a force multiplier to change the norm of what it means to be IPO-ready, and we welcome any company to join the movement.”

That welcome is echoed by Landau – with an important caveat. “Oftentimes a corporation has the best intentions, and they see a nonprofit as a way to do that. The best thing they can do is ask that organization what they need. It’s important to remember that nonprofits are the experts in their respective fields, and respecting that expertise makes the partnerships much more fruitful and efficient.”

Each year younger generations make up a greater portion of the workforce, bringing with them a change in corporate culture. The call for their employers to be a force for social good – not just a place to collect a paycheck – grows louder each day. In 2022, it seems the companies are listening. ✍

*Jeff Howe is a Walnut Creek-based writer.*



This ad donated by Cisco

# Business goals and social responsibility goals.

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Genesys Works supplies major companies with a dedicated talent pool of emerging young professionals who lack equitable access to career opportunities. Partnering with local school systems across the country, including Oakland and San Francisco Unified School Districts, we source ambitious high school seniors. They receive vital technical and soft skills training in disciplines like data analytics and business operations. Then we place them in yearlong, paid entry-level internships, freeing up your staff to focus on more complex projects and gain meaningful experience in people management. At the same time, your team expands a young person’s scope of career possibilities and provides valuable work experience at a critical juncture in their lives. Let’s change their future trajectories.

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**CLIMATE CHANGE:**  
TURNING TO TECHNOLOGY

# TAKING CARBON OUT OF THE EQUATION



FRONTIER

## Major companies are joining Stripe's Frontier initiative to scale permanent carbon removal technologies

BY WILLIAM HICKS  
whicks@bizjournals.com

**M**ost climate experts agree that reducing emissions alone will not be enough to prevent global temperatures from rising above 1.5 C, a threshold international climate agreements aim to prevent. With traditional methods of capturing carbon under threat of wildfires and deforestation, a report by the Intergovernmental Panel on Climate Change concluded that carbon removal would be necessary to meet the target, anticipating high-tech solutions that can permanently trap carbon to prevent it ending up in the atmosphere.

However, these technologies are expensive and largely untested, and as of 2021

have only managed to sequester a total of 10,000 tons – a tiny fraction of the estimated 6 billion tons per year the sector must remove by 2050 to make a dent toward global warming targets. These include technologies that can use electricity to capture carbon out of the air, mineralize carbon to store it in the earth, and even turn biomass into oil and inject it into the ground.

To jump-start this nascent industry, a consortium of major tech companies led by San Francisco fintech Stripe has laid out a quasi-philanthropic effort to ensure carbon removal companies have the buyers they need to scale these technologies.

Taking the model from Covid vaccines where the U.S. government promised purchases of vaccines still in development to ensure timely supply, these large tech firms have promised to buy \$925 million

*Joanna Klitzke, head of strategy and operations at Frontier: "When we talk to founders of carbon removal startups ... they were looking for confidence from the market."*

in carbon removal purchases by 2030 at varying prices to incentivize development of the sector.

Stripe created a subsidiary, Frontier, to lead this effort, partnering with Alphabet, Meta, Shopify and McKinsey Sustainability, while actively soliciting additional pre-purchase agreements from other companies.

"When we talk to founders of carbon removal startups, they were looking at the purchases that we were making today, which are small-dollar kind of first pilot purchases, and saying, 'This is awesome in today's world, but who is going to be out there to buy our second deployment or third deployment for the rest of this volume?'" said Joanna Klitzke, leader of strategy and operations for Frontier. "They were looking for confidence from the market to say, 'Should I actually go after this, quit my job, start a company, build hard tech and actually make this happen?'"

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Corporate

Philanthropy

Institute

2022

Doing the Right Thing

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## CLIMATE CHANGE: TURNING TO TECHNOLOGY

CONTINUED FROM PAGE 14

### The 'there' there

Stripe began its carbon removal initiative in 2019 by building out a function on its payments ecosystem allowing companies to buy high-quality carbon removals. It has expanded this approach with Frontier by onboarding heavy hitters in the tech space to make purchases well into the future.

Currently, the costs of removing carbon through Frontier's portfolio of partners is \$500 to \$1,800 per ton, but the goal of the project is to scale these technologies down to a few hundred dollars per ton.

"These kinds of commitments are absolutely fundamental to us, because they give us the confidence to continue to deploy extensive capital ramping up our operations," said Alexa Dennett, head of marketing and communications at Heirloom, a San Francisco carbon removal company that uses minerals to capture CO<sub>2</sub> from the air. "So if you think about what we're trying to do, we're a lot like a Tesla or Toyota in that we need huge factories or facilities to remove carbon at scale, and need forward looking future revenue streams to make those really big capital investments."

Heirloom received a \$1 million grant from another major player in the philanthropic effort to scale carbon removal, XPRIZE, an organization funded by Elon Musk and the Musk Foundation that awards grants to companies with convincing technological carbon removal methods in a competition framework. The grant will be shared with Carbflix, an Icelandic startup that will take the carbon captured by Heirloom and store it in the ground.

Along with the purchase agreements, Frontier also provides grants, like one to San Francisco-based Living Carbon, which is working to genetically engineer plants to capture more CO<sub>2</sub>.

"We're grateful for the grant from Frontier that will enable us to develop plant cell systems that can capture and sequester carbon for more than 1,000 years using only power from the sun," said Living Carbon CEO Maddie Hall. "Without Frontier's early commitments, these projects either would not happen at all or would not happen within the time scales needed."

### Getting beyond offsets

Maura McKnight, executive director at The Business Council on Climate Change, a San Francisco nonprofit that works with corporations to meet their climate goals, says there is still a ways to go before corporations start getting comfortable spending money on carbon removals, due to costs and the lack of maturation in the space.

"Corporations have gotten comfortable with the avoidance offsets market over the years, but removals offsets are different, because it's so nascent" McKnight said. "The verification entity has not quite caught up with it that it's not as well regulated as the avoidance market."

However, she says companies' long



HEIRLOOM

term strategy should be to move toward carbon removals as part of their initiatives to go carbon neutral and away from avoidance markets, where companies can buy and sell promises to use less carbon. Established carbon offsetting guidelines by the University of Oxford suggest organizations move their efforts toward full removals over the long term as part of their climate goals and strategies.

Peter Reinhardt, CEO of Charm Industrial, estimates the vast majority of carbon offset purchases currently are not achieving their intended goals. Reinhardt used to run a software company and was a customer of these markets to bring his firm towards its set climate goals, but found the options lacking.

He founded Charm, based in San Francisco, to offer companies higher quality

*Engineers work on Heirloom's carbon capture device. The company has received a \$1 million grant in an effort to scale its technology.*

carbon removal options and had Stripe as one of its first customers. The company takes biomass from farming and turns it into oil before it decomposes and releases carbon back into the atmosphere. The company then injects the oil back into the ground.

The process currently costs about \$600 per ton of carbon, but Reinhardt is seeking to get it the price down to \$50-\$150, what he estimates to be the social cost of emitting a ton of carbon.

"As a founder, I wanted to buy removals because it's the ethically right thing to do," he said. "If you're trying to hire young, talented people at your company, this is their future that we're talking about, right? And so if you're a company that isn't doing something to support their future, why would someone come work for you?"





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**Q&A:**  
NCG'S DWAYNE MARSH

# MEETING CHALLENGES OF TODAY



*Corporations need to play a bigger role addressing social issues, and that goes beyond just philanthropy*

BY JIM GARDNER  
jgardner@bizjournals.com

**D**wayne S. Marsh became CEO at Northern California Grantmakers in September 2020. It was a homecoming on several levels for the Oakland native. He had spent part of his career on the East Coast – and more years based here in theory, but traveling so often that he kept clothing at friends' houses in at least six cities around the country so that he didn't have to pack each time. It also brings him back to the front lines of philanthropy, where he started his career more than a quarter century ago, after stints at foundations, government agencies and advocacy groups. Marsh talked with me about where corporate philanthropy stands coming through and out of the pandemic – and how corporations can more effectively address societal challenges ranging from income inequality to racial justice to the climate crisis. His remarks have been edited for space and clarity.

*Northern California Grantmakers President and CEO Dwayne Marsh: "There are increasingly sophisticated advocacy groups and community members, frankly, who are expecting more from corporations."*

**I thought it might be most helpful to briefly explain for the uninitiated: What it is that Northern California Grantmakers does, and how does it fit into the universe of corporate philanthropy?** We really work to bring foundations, nonprofits, government, business together to take on the region's most pressing social issues. Our goal is to improve the practice of philanthropy in the region so that people on the ground get better results in their lives. And so we recognize it's a unique sector the Bay Area has.

There is a great desire from virtually everyone to be engaged, to make sure that investment has the highest possible impact on the ground. And so we try to figure out how can we be sharpened, especially in this time where the need





STAN OLSZEWSKI | FOR SFBT

is so great, our systems are in question. What kind of nation we’re going to be really is on the table right now.

**And specifically with regard to corporate philanthropy, what services does Northern California Grantmakers provide?** One of them is information exchange, to make sure that most current practices are available to practitioners across the sector. We do a lot of convening work where people can actually strategize together. Often those convenings lead to joint action, collaboratives that we will actually manage as well. And then we bring the voice of the community into this. But we also recognize that corporate philanthropy is a distinctive ecosystem. One of our premier events, our Corporate Philanthropy

Institute, is coming up this fall and we’re excited this year because we’re starting to really lean more into what’s the continual chain of support that corporations could use to figure out how they move in this moment. We’re going to be able to lay some of that out. In some ways our corporate offerings are meant to help in the same way that our philanthropic offerings are, but to be attentive to the differences that corporations face.

**We’re in a perilous time: Coming out of the pandemic, with economic uncertainty, social unrest on a variety of fronts, regression on some things that were considered settled matters. How does this affect corporate philanthropy? Are there new causes that are moving up the priority list? Are there new programs? Are companies looking at different things than they would have looked at even a few years ago?** There’s a growing desire from folks to see corporations think about the breadth of their impacts on community. That’s ranging from what kind of conditions workers are dealing with, how they’re investing in the communities where they serve, what’s the governance of corporations. How are they seeing their consumers, the environmental impacts of what they do? These are all active conversations, and there are increasingly sophisticated advocacy groups and community members, frankly, who are expecting more from corporations. I think at this point, investing in long term change in our communities is considered good governance. We’re seeing evidence of folks thinking of issues around equity as being good for business. The racial reckoning that was kind of fully amplified in 2020 led to a ton of commitments from corporations to say they’re going to make a difference. We spent the last 15 years convincing folks that racial equity is an important issue to be addressed. We can’t afford to spend that much time figuring out how to do it.

**Indeed, after the murder of George Floyd and the things that followed, we did see a raft of new commitments from companies, not just philanthropically, but operationally as well, that things were going to be different going forward. Two years on, how would you judge the success or otherwise in keeping and meeting those commitments?** It’s not just simply checking the boxes. It’s a matter of transforming your corporate practice. We try to work with corporations who are asking that question, with convenings, with programming, with peer support. For those who aren’t asking that question, we try to get that front and center for them. We have to also accept that we are part of the reason we’re in these situations. Our systems are designed to create the outcomes that we’re experiencing right now. So it’s not just a question of changing your behavior. It’s a question of changing the system to actually produce different kinds

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**It’s not really smart for a company to have a small shop of folks just doing corporate giving, and then having business practices that are exacerbating conditions that require more corporate giving. Integrated structures produce better results.”**

of outcomes. That’s a kind of existential question for corporations to take on. Are they going to be part of the change and transformation that our society deserves?

**There seems to be a blurring of the lines these days between what is corporate philanthropy and what is an operational matter.** I would agree. Part of the reason for that is I think there’s recognition for some companies that distancing themselves from the philanthropic work or the corporate social responsibility minimizes the impact they can have in that investment. And increasingly, workers are looking for places that have values in their business practices. It’s not really smart for a company now to have a small shop of folks just doing corporate giving, and then have business practices that actually are exacerbating conditions that require more corporate giving. Integrated structures produce better results.

**When you look at the commitments that corporations have made, particularly on matters of racial equity, do you find yourself feeling more pessimistic or optimistic about their success and determination to keep them?** I’m a realist. There are moments I’m like, “Oh, that’s a great example. I’m so glad to see that that’s happening.” And then I recognize that there are multiple companies that maybe haven’t had that realization yet. There is a leap of faith in some ways for a lot of our business sector to recognize there’s good return in doing good. But it’s hard to change a system that’s been functioning wildly successfully in some ways for a long time. So I’m realistic about that. I also think if we want to talk about race specifically, it’s probably one of the toughest questions we have in society. And so it’s no surprise when it’s the toughest ones to take on for corporations.

**There’s been a move, even by shareholders of large corporations, to request or demand racial equity audits. It’s largely been resisted. Do you see any sign that corporations are starting to embrace this idea of equity audits?** Well, we all wrestle with it when we’re not performing as well as we’d like. The question is, is the system set up in a way to reward introspection, to reward transparency, to reward leaning into the challenge, the difficulty, as a pathway to better success? I think you’ll start to see more and more companies pick up on this. But you know, someone has to be first out of the gate to do that and to put themselves out there. It’s a tough call. I think, honestly, we won’t have much choice in that matter if we wait too much longer. I think we’re at that level of severity and some of the situations we’re facing. We’re going to need our corporate partners to be better at that,





**Q&A:**  
NCG’S DWAYNE MARSH

CONTINUED FROM PAGE 14

to be ready to take those steps. But make no mistake, this is a heavy lift.

**You mentioned climate change. What meaningful work can corporations do either through their foundations, otherwise philanthropically or throughout their operation, in the area of climate change?** I was just in a conversation today with several corporate funders about how there can be more alignment and investment in dealing with the impacts of climate. Business can lead the way. I think government could take some cues from business, being highly effective and proactive in using the data, using the science. There’s money to be made in protecting our planet.

**In terms of corporate philanthropy, whether that’s volunteering at the food bank or getting everybody together behind one or a few causes, it seems much more difficult now because more companies have people working remotely or spread out across the country. How has that changed things?** One of the things I’d say generally is I don’t think that there is a conundrum or

dilemma or problem out there that really innovative private sector creativity can’t tackle. What the private sector brings is a lot of innovation. Financial investment in those places where you can’t be present is not a substitute, but it certainly is a supplement to kind of make up for that. Corporate creativity is going to be really important to figure that out. The human touch really matters.

**Perhaps the most difficult issue of all, as you referred to, is the idea of a corporate role in protecting our democracy. How does a corporation chart a way through that minefield?** A lot of times not just corporations, but foundations and folks, stayed away from this discussion about democracy because we want to be nonpartisan. But that’s not the conversation we’re having right now. The conversation that’s on the table is, do we believe in a viable democracy? That’s not a Democrat or Republican issue. That’s not a left or right issue. And so if for a corporation, the desired result is democracy continues to function, so we have a marketplace in which we do our work, then you try to find the steps you should take to get you there. Obviously, it’s deep, intense work.

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**We spent the last 15 years convincing folks that racial equity is an important issue to be addressed. We can’t afford to spend that much time figuring out how to do it.”**

**Any final points you’d like to make?** We are fortunate in Northern California to be in a region where the conversation around the responsibility and the role of corporations is so robust. We need to do everything in our power to grow the number of companies having that conversation and then leaning into it. I really sincerely hope that companies are beginning to see that it’s good business to do good and that they name what they need to be better about that. We don’t tend to think of companies as partners in our lives, in our society, but they are and we can support their transformation or their evolution in something that really is investing in those trends in ways that support the community. People are looking at companies differently, looking for social value in the work they do. But every day people are expecting more from their companies. And we need to restore faith in our institutions. But it’s a great moment for corporations to re-identify themselves as an asset to communities.  
That’s the challenge I would give to corporations: Be the kind of leaders that we know we can be in Northern California to set the case for change around the world and make it one that really benefits everyone. ▮



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## CORPORATE VOLUNTEERING

IT IS COMING BACK – CAUTIOUSLY

# EMBRACING VOLUNTEERING'S NEW NORMAL

*Corporate volunteering returns after the pandemic, but concerns remain*

BY SERENE CHANG  
schang@bizjournals.com

**B**ay Area companies are moving cautiously to reinstate in-person volunteering efforts, weighing Covid's continuing public health concerns against the need for corporate action in the community.

Corporate-sponsored volunteering, like nearly every other facet of workplace and corporate life, has been fundamentally altered by the pandemic, but seems poised to make a return.

"While we are still in the midst of navigating this evolving landscape, we know that the desire to volunteer remains strong," said Jeffrey Glebocki, founder and lead adviser of Strategy + Action Philanthropy, a consulting firm that helps nonprofits operate more efficiently and effectively.

Technology can assist corporations in better managing the volunteering efforts of a workforce that can be spread out across the country or even around the world, he said. But it can be more challenging for nonprofits with more limited resources to keep those volunteers aligned with both their employer's goals and the nonprofit's needs.

The rise of the distributed workforce is highlighting a need for better coordination between both ends of the volunteering equation as they define the new normal – but that is a realization that has yet to arrive at many organizations, Glebocki said.

"Many funders and corporate supporters of nonprofits don't recognize this is a need," he said in an email, "resulting in a general view that effectively engaging volunteers is easy and doesn't require much in the way of strategy."

### Going virtual

How – or whether – to maintain volunteering efforts during the pandemic was a conundrum for many companies.

Deloitte expanded its volunteerism throughout the pandemic, believing it could provide community service to be equally beneficial using virtual means.

Even during pre-pandemic times, Deloitte used virtual volunteering opportunities for its employees and, with the onset of the pandemic, it expanded those opportunities. Remote pro bono services,



PROLOGIS

*Prologis employees volunteer at SF-Marin Food Bank as part of Impact Day, its first in more than 2 years.*



*Ed Nekritz, chief legal officer and general counsel for Prologis: "We take our role as a corporate citizen seriously."*

skills-based volunteering and financial support for nonprofits are all ways Deloitte engages with their community remotely.

"Even when we were physically distancing, we were virtually connecting to create community, so we can make an immediate impact as well as ensure we are making lasting changes for a brighter, stronger future," said San Francisco Managing Principal Kirsten Rhodes.

Aware of the challenges faced by nonprofits and the communities they serve, Rhodes and Senior Manager Leah Toeniskoetter said Deloitte increased donations to nonprofits focused on anti-poverty work, wildfire relief, and racial justice.

Deloitte is a founding member of the OneTen coalition, an effort to hire 1 million Black Americans without four-year

college degrees into jobs that can support a family. Deloitte, specifically, generates research, case studies, and thought leadership to influence greater adoption of employment and business practices regarding racial justice by way of economic justice.

### In-person only

Even during the worst of the pandemic, some forms of volunteering remained dependent on in-person involvement, requiring constant risk assessment by companies to keep volunteers safe while they provided aid to those in-need.

The San Francisco Marin Food Bank is seeking more volunteers to assist with pop-up pantries, building grocery bags and delivering groceries – all tasks requiring in-person presence, according to Cody



Jang, the associate director of community engagement.

Although the food bank has more volunteers and staff than pre-pandemic numbers, it is also distributing a greater quantity of food to keep up with the ever-increasing need. The food bank works from three warehouses now, previously operating from only two.

“Our service is much higher, but so is the need... that is a nuance that I like to make sure gets communicated,” Jang said.

Jang said that pre-pandemic, large groups of 20 to 80 people from schools, corporations and community groups would regularly volunteer for shifts at the food bank together. In more recent times, volunteers are generally composed of smaller groups and individuals.

Dropbox, Airbnb, Salesforce, Wells Fargo, Bank of America, First Republic and the Warriors’ office staff are some of the many companies who have volunteered at SF Marin Food Bank. DoorDash assists with grocery deliveries, a unique intersection of technology and corporate philanthropy.

“We will continue to try to strike a good balance between the safety of volunteers, staff, participants, and the recipient of the food, and also the ability to distribute food and serve everybody,” Jang said.

“We’ve seen so much support from



TODD JOHNSON | SFBT  
*Kirsten Rhodes, San Francisco managing principal for Deloitte:  
“Making lasting changes for a brighter, stronger future.”*

local offices and businesses and we’re really looking forward to having them be a part of what we do,” Jang said. “We appreciate everyone who is coming in and look forward to seeing everyone back because hunger hasn’t taken a break – and we’re distributing more food than ever before.”

**Back with Impact**

San Francisco-based logistics and warehouse giant Prologis held its first in-person Impact Day on May 13, after two years of restricting its volunteering to virtual efforts.

Impact Day is a yearly tradition at Prologis where employees worldwide step away from their desks and gather at local service events.

Nearly 2,200 team members participated, supporting projects in 18 countries for nearly 8,000 hours, ranging from delivering meals in Chicago to performing environmental clean-up in Osaka, Japan, said Ed Nekritz, chief legal officer and general counsel of Prologis.

“Like you, we’re proud to call San Francisco home. We have our global headquarters here and welcome colleagues from around the world when they visit. We take our role as a corporate citizen seriously and, every day, work to make a positive impact in San Francisco and communities around the world,” Nekritz said. **■**



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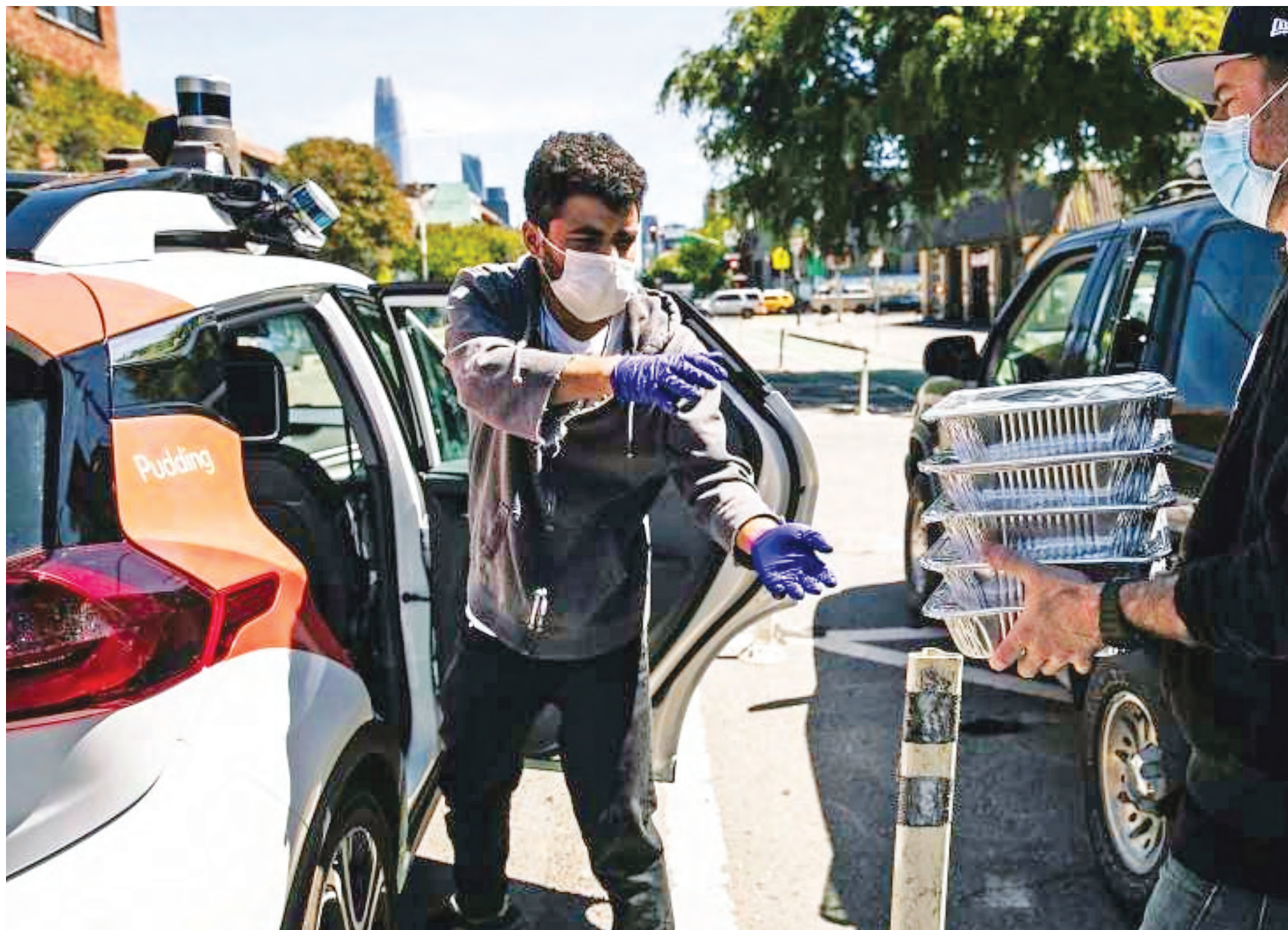






**BEYOND THE CHECK:**  
COMMUNITY IMPACT AWARD

# CRUISE DRIVES TO FIGHT FOOD INSECURITY



*Its autonomous vehicles have made more than 127,000 food deliveries to homebound and low-income S.F. residents*

BY JENNIFER ORR  
Contributing Writer

**W**hen Cruise's all-electric autonomous vehicles began logging their first miles on San Francisco streets, they weren't taxiing ride-seekers to jobs, shops or bars. The cars, known as AVs, were delivering free groceries and meals to the city's low-income residents.

It was the early days of the pandemic, when food insecurity was climbing

at alarming rates. The number of households relying on the San Francisco-Marin Food Bank had nearly doubled from 32,000 a week to almost 60,000, according to Amanda Lenaghan, Cruise's head of Social Impact.

"Our Cruise AVs were able to help the food bank quickly scale their deliveries in order to meet that increasing need," Lenaghan said.

Two years later, food insecurity still remains an issue in San Francisco. People relying on food assistance programs has

**CRUISE**  
**Headquarters:**  
San Francisco

**Top Bay Area executive:**  
Kyle Vogt, CEO

**Employees:**  
2,500

risen 42 percent since 2019. To serve those in need, Cruise continues to partner with both the SF-Marin Food Bank and SF New Deal as part of its Cruise For Good social impact program. The company declined to disclose the value of the partnership.

Cruise AVs deliver food to homebound seniors, people with disabilities, struggling young families that can't travel to food banks, and nonprofit food distribution services. To date, Cruise AVs have made more than 127,000 food deliveries using 100 percent clean energy. Of the 2 million meals Cruise For Good has delivered, 80 percent have gone to households living below the poverty level.

These families, as well as the SF-Marin Food Bank and SF New Deal, were actually Cruise's first customers. Cruise,





Cruise vehicles help deliver food for those in need in participation with SF-Marin Food Bank and SF New Deal.

started in 2013 and majority owned by General Motors, manufactures all-electric self-driving vehicles that harness renewable energy. The company, which has raised more than \$15 billion to date, in June it became the first autonomous vehicle company to offer fared rides to the public in San Francisco.

“Cruise is in the early stages,” Lenaghan explained. “It’s exciting to have already made these commitments to the community and to have baked social impact into our DNA.”

“In March 2020, we needed to pivot our services quickly to support a community sheltering in place, and our Home-Delivered Groceries program grew from serving a couple thousand households to serving over 10,000 households each week. Cruise was one of our earliest partners in Home-Delivered Groceries – they came to us right at the start of the pandemic and asked, “how can our technology help?” Their continued partnership is a testament to how companies can use innovative tech in partnership with community organizations to make a profound impact on the lives of so many people.”

“As we look forward, we know the impacts of Covid-19 will be with us for a long time,” said Michael Wirkkala, chief operating officer at San Francisco-Marin Food Bank. “Even now, more than two years into the pandemic, our Home-Delivered Groceries service has remained steady at more than 10,000 deliveries every week. Big challenges like food insecurity are more complex than many people realize, and tackling them requires innovation and collaboration.”

In addition to launching Cruise For Good, Cruise has joined Pledge 1%, a global philanthropic movement that encourages companies to adopt business paradigms that include social impact programs. Through this partnership, Cruise has made a commitment to dedicate at least 1 percent of its fleet to give back to the communities it serves.

“We’re really pleased to be the first AV company that’s a part of the Pledge 1% movement,” Lenaghan said. “For Cruise being early in this nascent industry, we not only can think about how we can address issues facing our community today, but also how we can influence others in our industry to think similarly.”

Looking forward, Cruise will continue its commitment to fighting food insecurity and is also looking at ways to contribute to workforce development, Lenaghan said: “This is just the beginning.”

Jennifer Orr is a freelance writer based in Walnut Creek.

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**BEYOND THE CHECK:**  
WORKFORCE DEVELOPMENT AWARD

# A SINGLE JOB CAN HAVE A GREAT RIPPLE EFFECT



*U.S. Bank is building a pathway to the workforce for low-income students through internships and hands-on training*

BY JENNIFER ORR  
Contributing Writer

**U**.S. Bank knows success is not defined by money alone. Through its workforce development initiatives, the company also invests in people. In addition to its 2021 contributions of \$1.48 million to nonprofits focused on workforce development, U.S. Bank also provides internships, job opportunities and hands-on financial and career train-

ing to low-income students.

"We know that a strong small business environment and an educated workforce ensure the prosperity of our communities and reduce the expanding wealth gap for communities of color," said Leena Paxinos, vice president for community affairs for the Bay Area. "At U.S. Bank, we invest our hearts and minds to power human potential."

U.S. Bank partners with Genesys Works, a nonprofit that expands career

**U.S. BANK**  
**Headquarters:**  
Minneapolis

**Top Bay Area executive:**  
Mahesh Kharkar,  
Northern California  
market president

**Employees:**  
70,000

pathways for low-income youths by offering training and paid internships. Andrew Parsons, district manager for U.S. Bank, serves on the Genesys Works board.

U.S. Bank has provided more than 50 volunteers for a combined 120-plus hours of support for Bay Area students. Through this partnership, the bank also helped Sweet Fingers – a black-owned small business – re-open in Oakland after more than a two-year closure.

"The work Genesys Works does is really important because, as we know, a job can change the trajectory of someone's life, and it really does have a ripple effect in their families, communities, and society at large," Paxinos said.

The Minneapolis-based bank reported





U.S. BANK

Andrew Parsons, district manager for U.S. Bank, left, and Mackenzie Betrone with Genesys Works, right, with Oscar Avelar, a student who attended a meal giveaway with Genesys Works. Above, right, Leena Paxinos U.S. Bank vice president for community affairs for the Bay Area.



U.S. BANK

\$6.07 billion in Bay Area assets as of June 30, 2021.

In addition to access to jobs, U.S. Bank also focuses on expanding opportunities for post secondary education to low-income students. Within the last three years, U.S. Bank has served more than 4,000 young people through its Bay Area partnership with College Track, a program that supports first generation college students through graduation and beyond. College education is crucial for thriving communities. In addition to earning a higher salary, college grads are more likely to vote and volunteer, according to Paxinos. They also are generally healthier than students with only a high school degree.

Also vital to a strong community is its financial health. To help keep communities fiscally fit, U.S. Bank also partners with Junior Achievement of Northern California, providing financial literacy training for students, adults, military service members, and veterans. Leveraging its expertise in economics, U.S. Bank has created a robust financial education training program that they share with their non-profit partners so it can be taught throughout the community at large.

“Financial well being is not only critical for financial stability, it’s crucial in helping individuals be successful in the workplace,” Paxinos explained.

By partnering with Gynesys Works, College Track and JA of Northern California, U.S. Bank confirms that money isn’t everything when it comes to corporate giving. Banking on people delivers long-term gains. ■

Jennifer Orr is a freelance writer based in Walnut Creek.



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## Combating the Racial Wealth Divide

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● ● ● ● ●  
**BEYOND THE CHECK:**  
CLIMATE CHANGE AWARD

# CONNECTING JUSTICE TO THE CLIMATE FIGHT



*With marginalized communities most at risk from climate change, Salesforce is putting equity at the core of its efforts*

BY JENNIFER ORR  
Contributing Writer

Salesforce is serious about the sustainability issues affecting our planet. “I’ll say it bluntly,” said Naomi Moren- zoni, senior vice president of philanthropy at Salesforce. “We are in the midst of a climate crisis, and scientists are telling us

that it’s now or never. At Salesforce, we’re all in. We’re throwing everything we have at the climate crisis.” In response to this crisis, the cloud-based software company has launched the Salesforce Ecosystem Restoration and Climate Justice Fund. This 10-year, \$100 million commitment will focus not only on improving the planet’s climate and biodiversity, but also on community live-

**SALESFORCE**  
**Headquarters:**  
San Francisco  
  
**Top Bay Area executives:**  
Marc Benioff  
and Bret Taylor,  
co-CEOs  
  
**Employees:**  
77,000

lihoods. The driving force behind Sales- force’s fund is to embed climate justice into its philanthropic efforts and to sup- port those marginalized communities that are least responsible, but most impacted by climate change. “Communities of color are dispro- portionately impacted by climate change,” Moren- zoni said. “We know that 100 mil- lion people are going to be pushed into poverty by climate change by 2030.” This is why Salesforce, the publicly traded software behemoth based in down- town San Francisco, is putting equity at the core of their climate efforts. The com- pany reported \$21.25 billion in revenue in





SALESFORCE

Salesforce employees help clean up the bay as part of the company’s partnership with Save the Bay.

fiscal 2021.

In April, Salesforce announced its first round of Climate Fund donations to organizations across the world. To date, Salesforce has given \$11 million to 12 organizations. Organizations are invited by Salesforce’s Philanthropy and Sustainability teams to submit proposals

Included in that funding is American Forests, a nonprofit focused on tree equity. American Forests strives to ensure that low-income communities have enough trees to cool their neighborhoods and improve their air quality, just like their higher income counterparts.

“American Forests are not just planting trees,” Morenzoni said. “They’re creating job opportunities in urban forestry that are focused on underserved and BIPOC communities.”

Another beneficiary of the Climate Fund is Save the Bay, an Oakland nonprofit with \$4.5 million in reported revenue in the fiscal year ended Sept. 30. Salesforce and Save the Bay, which received \$250,000 from the fund, work in partnership to develop tidal marsh transition zones in Hayward, Oakland and Palo Alto. The zones sequester carbon, filter out pollution, and help protect against flooding. These marshes also provide public recreation spaces for the community.

In addition to funding for Save the Bay, Salesforce also provides manpower through its employee volunteers who collect native seeds, remove nonnative species, and transplant seedlings, all while learning about Bay Area ecology.

“Building a sustainable future for our Bay and its communities will take all of us,” said David Lewis, executive director at Save The Bay. “Our partnership with Salesforce showcases the type of corporate leadership needed throughout the region to support climate adaptation solutions.”

When considering the future of Salesforce’s Climate Fund, Morenzoni points out two kinds of philanthropic funding crucial for making real change. The first is “risk tolerant” capital.

“There’s a lot of innovation needed to make sure that we really can win this climate fight,” Morenzoni said. “We need to make sure we’re seeding really creative, innovative ideas and are willing to let things fail and learn from that.”

Morenzoni also stresses the importance of “patient” capital. “You must have the willingness to wait a decade to see if a program funded and supported really has the impact. You have to be willing to take that risk, and to be patient.” ❧

Jennifer Orr is a freelance writer based in Walnut Creek.



# THANK YOU, 10,000 TIMES OVER!

We’re so grateful to the returning and new companies that have committed to raising \$10,000 or more in support of our **2022 Bay Area Heart Walk**, with the goal of driving equitable health, making a positive impact on the health and well-being of our communities, and ensuring that everyone can live longer, healthier lives.

*Thank you for walking with us to make a difference!*

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Abbott Vascular Devices, Menlo Park	Caltrans District 4	First Republic	San Mateo County Transit District
Aetna – a CVS Health Company	Charles Schwab	John Muir Health	Saint Francis Memorial/St. Mary’s Medical Center-SF
Alta Bates Summit Medical Center	Chevron Corporation	Kaiser Permanente	Stanford Health Care
American Heart Association	Cigna HealthCare of California, Inc.	KPMG	UCSF Medical Center
AT&T	Cisco	Levi Strauss & Co.	Workday
Atlassian	Cytokinetics, Inc.	MX	Zurich North America
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BKF Engineers	Delta Dental of California & Affiliates	PG&E	
BlackRock		Provident Credit Union	
		Robert Half International	

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BEYOND THE CHECK:  
COMMUNITY HEALTH AWARD

# OAKLAND UNDIVIDED BRIDGES A DIGITAL GAP



*Pandemic’s move to distance learning laid bare inequities in access to technology for thousands of Oakland families*

BY JENNIFER ORR  
Contributing Writer

When COVID hit in early 2020, a disparity that persisted in Oakland could no longer be ignored. Schools shut down. Living rooms became classrooms. And lessons jumped from dry-erase boards to computer screens. However, only 12 percent of families served by the Oakland Unified School District (OUSD) had access to computers and reliable internet access.

“The digital divide always existed,” explained David Silver, director of education for Oakland Mayor Libby Schaaf. “But now it was in your face. If you didn’t have a computer or an internet connection, you could literally not access school.”

The city of Oakland, under the leadership of Schaaf, quickly got to work, establishing a coalition of public and private partners to bridge this digital gap. Oakland joined forces with Tech Exchange, the Oakland Public Education Fund, OUSD, Amazon, the Gilead Foundation, PG&E,

**OAKLAND UNDIVIDED PARTNERS INCLUDE:**

- City of Oakland
- Oakland Unified School District
- Tech Exchange
- Oakland Public Education Fund
- Amazon
- Gilead
- PG&E
- Salesforce
- Lam Research
- Golden State Warriors

and others, to raise funds and launch #Oakland Undivided. The goal: to connect all OUSD students with a device, an internet connection, and culturally competent tech support. Indeed, within one year, 98 percent of Oakland students had the tools they needed to access an online-based education.

Oakland-based Tech Exchange helped supply more than 25,000 computers and 15,000 hotspots to OUSD students. It also offers multilingual tech support and has fulfilled 18,000 student tech requests. The company is a natural partner for #OU. Pre-Covid, Tech Exchange was distributing about 5,000 computers per year to those in need, while also offering access to affordable internet and technical support for low-income households. “We





OAKLAND UNDIVIDED

Oakland Undivided has made a five-year pledge to provide broadband access to 90% of the Oakland families that lack internet capability.



OAKLAND UNDIVIDED

were already knocking on people’s doors and saying this is essential, this is like food scarcity and homelessness,” explained Shinquell Green, director of operations, at Tech Exchange. “And when COVID hit, it became more of a community out cry.”

Tech Exchange will continue to partner with #OU as the coalition enters its next phase: #Oakland Undivided Forever. While sustaining digital access for all 50,000 OUSD students, #OU also will expand its commitment to encompass OUSD preschoolers, Head Start families, and the city’s post secondary institutions.

“We are able to have a cradle to career commitment,” said Silver. “All Oakland public school students and households will have the tools they need for a 21st century education. It’s an expectation like a textbook. If you’re in public school, you get a computer.”

In addition, #Oakland Undivided has made a five-year pledge to provide broadband access to 90 percent of the 37,000 Oakland families that still lack internet connectivity, regardless of whether they have OUSD students. “Our students do not live in silos, and we recognize that for our youth to thrive, their communities must thrive,” explained Silver.

#Oakland Undivided doesn’t plan to limit its achievements to the city limits. The coalition has also been advocating for digital equity at the state and federal levels. “Our ultimate goal is simple,” explained Silver. “For #OU to close the digital divide for good so that we no longer need to exist, and we have digital equity for all.”

Jennifer Orr is a freelance writer based in Walnut Creek.

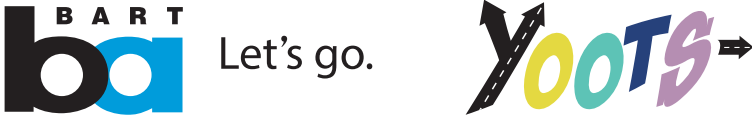


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**BEYOND THE CHECK:**  
BEYOND THE BAY AREA AWARD

# OPENING HOMES, HEARTS TO WARTIME REFUGEES



## Workday and its workforce have turned focus to the cause of refugee relief following Russia’s invasion of Ukraine

*Editor’s note: The Business Times usually highlights partnerships with local non-profits as part of our Beyond the Check awards. But given this year’s extraordinary world events, we decided to spotlight the efforts of one company that went to great lengths to help the people of Ukraine in the face of the invasion of Russia. We call it the Beyond the Bay Area Award.*

**About Workday:**

The publicly traded company founded in the Bay Area and based in Pleasanton in the East Bay provides enterprise human resources and finance management software. Workday has global operations; it reported \$4.32 billion in revenue in 2021 and had a loss of \$282.43 million for the year.

**The Ukraine response:**

After the invasion occurred in February, Workday first made sure all of its employees were safe, using its software as a tool. The company does not have employees or offices in Ukraine, but it does have employees in the region x It then issued a public blog post March 3 outlining actions.

**WORKDAY**  
**Headquarters:**  
Pleasanton  
  
**Co-CEOs:**  
Aneel Bhusri,  
Chano Fernandez  
  
**Employees:**  
15,200

**The message:**  
“When our freedoms and right to self-determination are jeopardized, we must come together to take action.”

**Safety first:**  
The company made a function of its software – the employee safety confirmation tool – free to all customers. That allowed users of the software to identify employees in certain geographic areas and check in with them via an mobile-enable survey.

**Cash donations:**  
It also gave \$1.5 million from the Workday Foundation, employee contributions and Workday matches, and individual contributions from its co-founder and co-CEO Aneel Bhusri, who matched up to \$500,000 in employee contributions. The company lifted the matching gift cap for





WORKDAY

Agnieszka Frommhold, head of nearshore and offshore delivery for Workday in Warsaw, Poland, right, poses with Oksana, middle, and Oksana’s mother, Nadiia, left. Frommhold hosted the couple and Oksana’s 11-year-old son – all Ukrainian refugees – at her two-bedroom flat in Poland for two weeks.



WORKDAY

Piotr Pikor, integration support at Workday in Dublin, Ireland, holds Maria, 3-year-old daughter of Nonna, a Ukrainian refugee he hosted at his grandparents’ vacant apartment in Tychy.

its special Ukraine giving campaign.

**Where the funds went:**

Organizations focused on providing humanitarian and medical aid and supporting people in Ukraine, including the US Association for UNHCR, UNICEF USA, International Medical Corps, Nova Ukraine and RAZOM Inc.

**Direct support for refugees:**

The company provided a stipend to any Workday employee who opened up their home to Ukrainian refugees.

**Employees take action:**

Bay Area employees originally from Ukraine set up a Ukraine Support Slack channel to mobilized thousands of employees. They held bakesales and garage sales and set up GoFundMe pages.

**Workday quotable:**

“We are truly a global village, and what impacts Ukraine impacts us all. From the fight for human rights and national sovereignty to support for human safety, food security, animal welfare, children’s education, housing, and employment- Workday and its employees in the Bay Area and around the world stepped up – and continues to stand with – the more than 5.5 million people who have had to flee the violence in Ukraine.”

– Douglas Fruehling



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THE LIST

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CORPORATE PHILANTHROPISTS (1-25)

RANKED BY BAY AREA CHARITABLE CASH CONTRIBUTIONS IN FISCAL YEAR 2021

	Business name/Prior rank Website	Address Phone	2021 cash contributions to Bay Area charities	2021 cash contributions to charities companywide	Company's income before taxes in fiscal year 2021	Companywide cash giving as a percentage of profit <sup>1</sup>	Bay Area full- time employees	2021 revenue	Top local executive(s)/ Bay Area giving program officer(s) <sup>2</sup>
1	<b>The Sobrato Organization</b> ② sobrato.com	599 Castro St. #400 Mountain View, CA 94041 650-876-7010	\$92.27 million	\$132.71 million	NR	NR	80	\$558.3 million	Matt Sonsini, CEO Sandy Herz, President, Sobrato Philanthropies
2	<b>Google</b> ① google.com	1600 Amphitheatre Pkwy. Mountain View, CA 94043 650-253-0000	\$57.7 million	NR	\$91 billion	NR	54,422	\$257.49 billion	Sundar Pichai, CEO Adrian Schurr, Regional giving lead
3	<b>Ripple</b> ⑪ ripple.com	315 Montgomery St. 2nd Fl. San Francisco, CA 94104 N/A	\$54.16 million	NR	NR	NR	304	\$1.8 billion	Brad Garlinghouse, CEO Ken Weber, VP, social impact and sustainability
4	<b>Lockheed Martin</b> * lockheedmartin.com/space	1111 Lockheed Martin Way Sunnyvale, CA 94089 408-742-4321	\$31.88 million	\$31.88 million	\$9 billion	0.35%	4,280	\$64.08 billion	Mark Pasquale, VP/general manager Megan Watts, Community relations lead
5	<b>Cisco Systems Inc.</b> ③ cisco.com	170 W. Tasman Dr. San Jose, CA 95134 408-526-4000	\$28.26 million	\$96.46 million	\$13 billion	0.75%	13,835	\$49.82 billion	Chuck Robbins, Chairman/CEO Kelly Petrich, Community impact leader
6	<b>Wells Fargo &amp; Co.</b> ⑤ wellsfargo.com	420 Montgomery St. San Francisco, CA 94104 415-979-0775	\$22.4 million	\$615 million	\$29 billion	2.13%	11,536	\$78.49 billion	Jim Foley, EVP/president, Pacific region Erica Trejo, SVP, social impact and sustainability
7	<b>Gilead Sciences Inc.</b> ⑦ gilead.com	333 Lakeside Dr. Foster City, CA 94404 650-574-3000	\$19.5 million	\$344 million	\$27 billion	1.27%	5,000	\$27.31 billion	Daniel O'Day, Chairman/CEO Korab Zuka, VP of public affairs
8	<b>JPMorgan Chase &amp; Co.</b> ⑩ jpmorganchase.com	560 Mission St. San Francisco, CA 94105 415-315-5000	\$18.48 million	\$241.21 million	\$60 billion	0.4%	3,158	\$121.65 billion	Peter Engel, Vice chairman of investment banking Allen Fernandez Smith, Head of philanthropy, West region
9	<b>Bank of America</b> ⑨ bankofamerica.com	555 California St. San Francisco, CA 94104 800-432-1000	\$18.38 million	\$369.75 million	\$32 billion	1.16%	4,850	\$89.11 billion	Gioia McCarthy, President, San Francisco-East Bay Elizabeth Minick, Market executive, San Francisco-East Bay Lokelani Nevin, Community relations manager
10	<b>Blue Shield of California</b> ⑥ blueshieldca.com	601 12th St. Oakland, CA 94607 510-607-2000	\$18.21 million	\$40.17 million	\$328 million	12.25%	1,327	\$22.91 billion	Paul Markovich, President/CEO Debbie Chang, President/CEO, Blue Shield of California Foundation Antoinette Mayer, Sr. director, corporate citizenship and reputation
11	<b>Genentech</b> ⑧ gene.com	1 DNA Way South San Francisco, CA 94080 650-225-1000	\$10.21 million	\$32.79 million	NR	NR	10,000	\$24.6 billion <sup>3</sup>	Alexander Hardy, CEO Kristin Campbell Reed, Executive director, Genentech corporate & employee giving and the Genentech Foundation
12	<b>Intel Corp.</b> ⑫ intel.com	2200 Mission College Blvd. Santa Clara, CA 95054 408-765-8080	\$9.3 million	\$41 million	\$22 billion	0.19%	8,000	\$79.02 billion	Pat Gelsinger <sup>4</sup> , CEO Rita Holiday, Community engagement manager
13	<b>Salesforce Inc.</b> ④ salesforce.com	415 Mission St. 3rd Fl. San Francisco, CA 94105 415-901-7000	\$9.12 million	\$101.26 million	\$3 billion	3.95%	10,000	\$21.25 billion	Marc Benioff, Co-CEO/chair Ebony Beckwith, Chief business officer/chief of staff to Marc Benioff
14	<b>SAP</b> ⑬ sap.com	3410 Hillview Ave. Palo Alto, CA 94304 650-849-4000	\$8.3 million	\$27.3 million	\$7 billion	0.4%	3,964	\$29.4 billion	Anamarie Franc, Managing director, SAP Labs US Katie Morgan Booth, Head of corporate social responsibility, North America
15	<b>Silicon Valley Bank</b> ⑫ svb.com	3003 Tasman Dr. Santa Clara, CA 95054 408-654-7400	\$8.2 million	\$22 million	\$3 billion	0.81%	1,399	\$5.95 billion	Greg Becker, CEO Jim Hori, President, SVB Foundation Craig Robinson, Head of corporate social responsibility
16	<b>Adobe Inc.</b> ⑯ adobe.com	345 Park Ave. San Jose, CA 95110 408-536-6000	\$7.83 million	\$60.09 million	\$5 billion	1.25%	5,718	\$15.79 billion	Shantanu Narayen, Chairman/president/CEO Amy White, Director, social impact and communications
17	<b>eBay Inc.</b> ⑰ ebayinc.com	2025 Hamilton Ave. San Jose, CA 95125 408-376-7400	\$7.58 million	\$15.33 million	\$398 million	3.85%	2,741	\$10.4 billion	Jamie Iannone, CEO Allie Ottoboni, President, eBay Foundation
18	<b>Pacific Gas and Electric Company</b> * pge.com	77 Beale St. San Francisco, CA 94105 415-973-1000	\$5.74 million	\$23 million	\$748 million	3.07%	12,609	\$20.64 billion	Patricia Poppe, CEO Stephanie Isaacson, Director of community relations/executive director, The PG&E Corporation Foundation
19	<b>Applied Materials Inc.</b> ⑮ appliedmaterials.com	3050 Bowers Ave. Santa Clara, CA 95054 408-727-5555	\$5.41 million	\$13.75 million	\$7 billion	0.2%	7,100	\$23.06 billion	Gary Dickerson, President/CEO Siobhan Kenney, Sr. director, global community affairs
20	<b>Workday</b> ⑳ workday.com	6110 Stoneridge Mall Rd. #200 Pleasanton, CA 94588 925-951-9000	\$5.29 million	\$13.35 million	-\$275 million	NR	5,438	\$4.32 billion	Aneel Bhusri, Co-founder/co-CEO/chairman Carrie Varoquiers, Chief philanthropy officer
21	<b>San Francisco 49ers</b> ㉑ 49ers.com	4949 Marie P. DeBartolo Way Santa Clara, CA 95054 408-562-4949	\$4.64 million	\$4.97 million	NR	NR	339	NR	Jed York, CEO Justin Prettyman, Executive director, 49ers Foundation
22	<b>Chevron Corp.</b> ⑭ chevron.com	6001 Bollinger Canyon Rd. San Ramon, CA 94583 925-842-1000	\$4.6 million	NR	\$6 billion	NR	4,221	\$162.47 billion	Michael Wirth, Chairman/CEO Melissa Rosenblatt, Manager, social investment
23	<b>Delta Dental of California</b> ㉓ deltadentalins.com	560 Mission St. #1300 San Francisco, CA 94105 415-972-8300	\$4.44 million	\$21.36 million	NR	NR	554	NR	Mike Castro, President/CEO Kenzie Ferguson, VP of foundation and corporate social responsibility
24	<b>MUFG Union Bank</b> ㉔ unionbank.com, mufgamericas.com	1221 Broadway 8th Fl. Oakland, CA 94612 877-671-6877	\$3.96 million	\$22.32 million	\$1 billion	1.59%	588	\$5.5 billion	Ranjana Clark, Bay Area president/head of global transaction banking Ashley Abenoja-Bocek, Foundation relationship manager Julius Robinson, EVP, corporate social responsibility manager
25	<b>Levi Strauss &amp; Co.</b> ㉒ levistrauss.com	1155 Battery St. San Francisco, CA 94111 415-501-6000	\$3.48 million	\$13.04 million	-\$580 million	NR	1,200	\$5.76 billion	Chip Bergh, President/CEO Fatima Angles, Executive director, Levi Strauss Foundation

<sup>1</sup> Percentage is based on the company's income before taxes in fiscal year 2021.

<sup>2</sup> If there is only one individual listed, they serve as both the top local executive and Bay Area giving program officer.

<sup>3</sup> U.S. revenue includes Genentech, FMI, Flatiron and Spark.

<sup>4</sup> Gelsinger left VMware and joined Intel in February 2021.

NOTES: NR - not reported. \* - did not rank.

ABOUT THE LIST: This List includes for-profit companies and nonprofit health care organizations that made contributions to Bay Area-based charitable organizations in the following counties: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma counties. Information was obtained from company representatives.

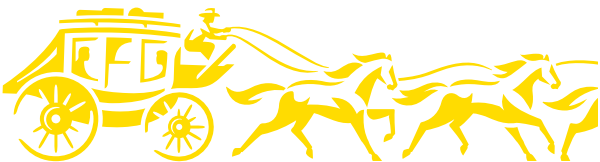




# Giving back where we live, work, and play

Whether it’s a new playground, a library, or a youth center, we’re now focusing more than ever on making the Bay Area a better place to call home. As a reflection of that focus, in 2021 we donated more than \$22.4 million to nonprofits and schools in our area.

Giving back is more than an investment in the cities and towns we serve; it reflects our belief that supporting good things leads to better things.





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Compiled by Ari Mahrer  
415-288-4958  
amahrer@bizjournals.com

# CORPORATE PHILANTHROPISTS (26-50)

RANKED BY BAY AREA CHARITABLE CASH CONTRIBUTIONS IN FISCAL YEAR 2021

	Business name/Prior rank Website	Address Phone	2021 cash contributions to Bay Area charities	2021 cash contributions to charities companywide	Company's income before taxes in fiscal year 2021	Companywide cash giving as a percentage of profit <sup>1</sup>	Bay Area full- time employees	2021 revenue	Top local executive(s)/ Bay Area giving program officer(s) <sup>2</sup>
26	<b>Deloitte</b> <sup>32</sup> deloitte.com	555 Mission St. #1400 San Francisco, CA 94105 415-783-4000	\$3.28 million	\$48.7 million	NR	NR	3,100	\$22.9 billion	Kirsten Rhodes, San Francisco managing principal Leah Toeniskoetter, West region lead, corporate citizenship
27	<b>Oracle Corp.</b> <sup>19</sup> oracle.com	500 Oracle Pkwy. Redwood City, CA 94065 650-506-7000	\$2.96 million	\$18.52 million	\$4 billion	0.45%	NR	\$40 billion	Larry Ellison, Chairman/CTO Safra Catz, CEO Colleen Cassity, VP, corporate citizenship
28	<b>Fremont Bank</b> <sup>26</sup> fremontbank.com	2580 Shea Center Dr. Livermore, CA 94551 800-359-2265	\$2.68 million	\$2.73 million	NR	NR	934	\$263.02 million	Andy Mastorakis, President/CEO Brian Hughes, Executive VP, Fremont Bank/ president, Fremont Bank Foundation
29	<b>NetApp Inc.</b> <sup>36</sup> netapp.com	3060 Olsen Dr. San Jose, CA 95128 408-822-6000	\$2.6 million	\$3.01 million	\$1 billion	0.25%	1,320	\$5.74 billion	George Kurian, President/CEO Michelle Mann, Sr. manager
30	<b>Visa Inc.</b> <sup>18</sup> usa.visa.com	1 Market St. #600 San Francisco, CA 94105 415-805-4000	\$2.57 million	\$47.46 million	\$16 billion	0.3%	4,000	\$24.11 billion	Alfred Kelly, Chairman/CEO Kristina Mangelsdorf, VP, global head of community programs
31	<b>Clorox Co.</b> <sup>28</sup> thecloroxcompany.com	1221 Broadway Oakland, CA 94612 510-271-7000	\$2.57 million	\$17.55 million	\$900 million	1.95%	1,697	\$7.34 billion	Linda Rendle, CEO Kirsten Marriner, Chief people and corporate affairs officer
32	<b>Amgen</b> <sup>25</sup> amgen.com	750 Gateway Blvd. 100 South San Francisco, CA 94080 650-244-2000	\$2.45 million	\$23.33 million	\$8 billion	0.31%	650	\$26 billion	Saptarsi Haldar, VP research/site head Christopher Lalli, Corporate affairs lead
33	<b>Lam Research Corp.</b> <sup>37</sup> lamresearch.com	4650 Cushing Pkwy. Fremont, CA 95438 510-572-0200	\$2.32 million	\$8.54 million	\$4 billion	0.2%	3,550	\$14.63 billion	Tim Archer, President/CEO Christie Valdez, Director, community relations
34	<b>U.S. Bank</b> <sup>39</sup> usbank.com	101 California St. San Francisco, CA 94111 800-872-2657	\$2.31 million	\$62.49 million	\$10 billion	0.61%	1,200	\$23 billion	Mahesh Kharkar, Market president, Northern California Leena Paxinos, Community affairs manager
35	<b>Charles Schwab Corp.</b> <sup>31</sup> schwab.com	211 Main St. San Francisco, CA 94105 866-855-9102	\$1.95 million	\$14.49 million	\$8 billion	0.19%	1,155	\$18.5 billion	Walt Bettinger, CEO Carrie Schwab-Pomerantz, President, Charles Schwab Foundation
36	<b>Okta</b> <sup>33</sup> okta.com	100 1st St. 6th Fl. San Francisco, CA 94105 248-561-3463	\$1.67 million	\$4.61 million	-\$266 million	NR	879	\$835.42 million	Todd McKinnon, CEO Erin Baudo Felter, VP, social impact and sustainability
37	<b>Bank of the West</b> <sup>34</sup> bankofthewest.com	180 Montgomery St. San Francisco, CA 94104 415-765-4800	\$1.56 million	\$6.1 million	NR	NR	2,400	\$2.98 billion	Nandita Bakhshi, President/CEO Emily Hobbs, Sr. corporate social responsibility regional officer
38	<b>Morrison &amp; Foerster LLP</b> <sup>42</sup> mofo.com	425 Market St. San Francisco, CA 94105 415-268-7000	\$1.46 million	\$4.63 million	\$1 billion	0.38%	610	\$1.23 billion	Caitlin Sinclair Blythe, Managing partner Jaclyn Liu, VP/director, The Morrison & Foerster Foundation
39	<b>Dolby Laboratories Inc.</b> <sup>49</sup> dolby.com	1275 Market St. San Francisco, CA 94103 415-558-0200	\$1.4 million	\$2.9 million	\$355 million	0.82%	971	\$1.28 billion	Kevin Yeaman, President/CEO Joan Scott, Sr. director, social impact and sustainability
40	<b>Paypal Holdings Inc.</b> <sup>*</sup> paypal.com	2211 N. 1st St. San Jose, CA 95131 408-967-1000	\$1.39 million	\$25.44 million	\$4 billion	0.62%	3,900	\$25.37 billion	Dan Schulman, President/CEO Kenrick Fraser, Manager, employee impact and community partnerships
41	<b>ServiceNow Inc.</b> <sup>41</sup> servicenow.com	2225 Lawson Ln. #100 Santa Clara, CA 95054 408-501-8550	\$1.36 million	\$10.15 million	\$249 million	4.08%	2,960	\$5.9 billion	Bill McDermott, CEO Edua Dickerson, VP of environmental, social & governance and finance strategy
42	<b>KPMG LLP</b> <sup>50</sup> kpmg.com/US	55 2nd St. #1400 San Francisco, CA 94105 415-963-5100	\$1.35 million	\$47.46 million	NR	NR	1,900	\$32.13 billion	Lisa Daniels, San Francisco managing partner
43	<b>Texas Instruments Inc.</b> <sup>49</sup> ti.com	2900 Semiconductor Dr. Santa Clara, CA 95052 972-995-2011	\$1.28 million	\$45.66 million	\$9 billion	0.51%	NR	\$18.34 billion	Alex Chin, Manager Andy Smith, Director, giving and volunteering/ executive director, TI Foundation
44	<b>Umpqua Bank</b> <sup>66</sup> umpquabank.com	450 Sansome St. #120 San Francisco, CA 94111 866-486-7782	\$1.22 million	\$3.94 million	\$558 million	0.71%	190	\$1.28 billion	Kent Grubaugh, EVP/head of wealth management Pedar Bruce, VP/community development officer
45	<b>Kazan, McClain, Satterley &amp; Greenwood PLC</b> <sup>*</sup> kazanlaw.com	55 Harrison St. #400 Oakland, CA 94607 877-995-6372	\$1.2 million	NR	NR	NR	61	NR	Steven Kazan, Founding partner Heather Ehmke, Executive secretary
46	<b>TMG Partners</b> <sup>37</sup> tmgpartners.com	100 Bush St. 26th Fl. San Francisco, CA 94104 415-772-5900	\$1.18 million	\$1.18 million	NR	NR	51	NR	Matt Field, President Michael Covarrubias, Chairman/CEO <sup>3</sup> Sandra Stamper, Office manager
47	<b>Micron Technology</b> <sup>*</sup> micron.com/gives	110 Holger Way San Jose, CA 95134 NR	\$1.06 million	\$13.57 million	\$6 billion	0.23%	795	\$27.71 billion	Sanjay Mehrotra, President/CEO of Micron, chairman of Micron Foundation Jenny Ly, Community impact program manager
48	<b>Bayer</b> <sup>44</sup> bayer.com/berkeley	800 Dwight Way Berkeley, CA 94710 510-705-5000	\$1 million	\$18.72 million	\$16 billion	0.12%	1,184	\$52.13 billion	Jens Vogel, SVP/global head of biotech Jennifer Cogley, Deputy director, community relations
49	<b>Wilson Sonsini Goodrich &amp; Rosati PC</b> <sup>47</sup> wsgr.com	650 Page Mill Rd. Palo Alto, CA 94304 650-493-9300	\$981,100	\$1.58 million	NR	NR	874	\$1.13 billion	Katharine Martin, Chair of the board of directors Douglas Clark, Managing partner David Steuer, Chair, WSGR Foundation
50	<b>Star One Credit Union</b> <sup>52</sup> starone.org	1306 Bordeaux Dr. Sunnyvale, CA 94089 408-543-5202	\$908,076	\$911,076	\$135 million	0.68%	238	\$195.53 billion	Gary Rodrigues, President/CEO Joe Fagenstrom, VP, marketing

<sup>1</sup> Percentage is based on the company's income before taxes in fiscal year 2021.

<sup>2</sup> If there is only one individual listed, they serve as both the top local executive and Bay Area giving program officer.

<sup>3</sup> Additional top Bay Area officers include Lynn Tolin, COO.

NOTES: NR - not reported. \* - did not rank.

ABOUT THE LIST: This List includes for-profit companies and nonprofit health care organizations that made contributions to Bay Area-based charitable organizations in the following counties: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma counties. Information was obtained from company representatives.





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Compiled by Ari Mahrer  
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# CORPORATE PHILANTHROPISTS (51-75)

RANKED BY BAY AREA CHARITABLE CASH CONTRIBUTIONS IN FISCAL YEAR 2021

	Business name/Prior rank Website	Address Phone	2021 cash contributions to Bay Area charities	2021 cash contributions to charities companywide	Company's income before taxes in fiscal year 2021	Companywide cash giving as a percentage of profit <sup>1</sup>	Bay Area full- time employees	2021 revenue	Top local executive(s)/ Bay Area giving program officer(s) <sup>2</sup>
51	<b>Heritage Bank of Commerce</b> heritagebankofcommerce.bank	224 Airport Pkwy. San Jose, CA 95110 888-494-4599	\$763,000	\$763,000	\$66 million	1.16%	329	\$155.81 million	Walt Kaczmarek, President/CEO Jarrod Gerhardt, SVP, marketing and communications
52	<b>Exchange Bank</b> * exchangebank.com	545 Fourth St. Santa Rosa, CA 95401 707-541-1496	\$681,285	\$708,035	\$51 million	1.4%	370	\$91.55 million	Troy Sanderson, President/CEO Beth Ryan, Community relations and engagement officer
53	<b>Alaska Airlines</b> * alaskaair.com	555 Airport Blvd. #500 Burlingame, CA 94010 800-252-7522	\$614,248	\$5.32 million	\$629 million	0.85%	2,169 <sup>3</sup>	\$6.18 billion	Franco Finn, Manager for California, public affairs, community and engagement
54	<b>Pure Storage Inc.</b> * purestorage.com	650 Castro St. #400 Mountain View, CA 94041 800-379-7873	\$602,992	\$1.89 million	-\$220 million	NR	1,358	\$1.68 billion	Charles Giancarlo, Chairman/CEO Beth Michel, Head of Pure Good Foundation
55	<b>Heffernan Insurance Brokers</b> heffins.com	1350 Carlback Ave. Walnut Creek, CA 94596 925-934-8500	\$593,957	\$906,927	NR	NR	252	\$183.02 million	F. Michael Heffernan, CEO Michelle Lonaker, Executive director
56	<b>City National Bank</b> * cnb.com	150 California St. #12 San Francisco, CA 94111 650-274-9333	\$589,421	\$9.76 million	NR	NR	213	NR	Michael Walker, EVP, Northern California Jennifer Nickerson, SVP, corporate citizenship
57	<b>Bank of Marin</b> 46 bankofmarin.com	504 Redwood Blvd. #100 Novato, CA 94947 415-763-4520	\$579,677	\$586,902	\$45 million	1.31%	249	\$115.08 million	Tim Myers, President/CEO Angela Colombo, AVP, community engagement and event manager
58	<b>Mechanics Bank</b> 51 mechanicsbank.com	1111 Civic Dr. #390 Walnut Creek, CA 94596 800-797-6324	\$565,110	\$1.33 million	\$206 million	0.64%	342	\$702.99 million	John DeCero, President/CEO Fred Lambright, SVP/community development manager/CRA officer
59	<b>PagerDuty Inc.</b> * pagerduty.com	600 Townsend St. #125 San Francisco, CA 94103 844-800-3889	\$547,150	\$1.87 million	-\$73 million	NR	248	\$213.56 million	Jennifer Tejada, CEO Olivia Khalili, VP, global social impact and executive director, PagerDuty.org Fund
60	<b>Nelson</b> 53 nelsonjobs.com	19080 Lomita Ave. Sonoma, CA 95476 707-939-3297	\$501,075	\$643,416	\$138 million	0.47%	187	\$137.5 million	Joe Madigan, CEO Monique Jervan, Executive assistant to CEO
61	<b>W. L. Butler</b> 87 wlbutler.com	1629 Main St. Redwood City, CA 94063 650-361-1270	\$489,723	\$630,026	NR	NR	135	\$296 million	William Butler, CEO Frank York, President
62	<b>Nibbi Brothers General Contractors</b> 59 nibbi.com	1000 Brannan St. #102 San Francisco , CA 94103 415-863-1820	\$486,365	\$505,731	NR	NR	153	\$412.49 million	Robert Nibbi, President/CEO Joe Olla, VP, business development and marketing
63	<b>Dome Construction Corp.</b> 61 domebuilds.com	393 E. Grand Ave. South San Francisco, CA 94080 650-416-5600	\$461,774	\$499,374	\$26 million	1.93%	354	\$399.84 million	Robert Lynch, CEO Tammy Berardi, Philanthropy committee chair
64	<b>Infineon Technologies</b> 58 infineon.com/cms/en	198 Champion Ct. San Jose, CA 95134 866-951-9519	\$460,100	\$1.32 million	NR	NR	786	\$11.67 billion	Bob LeFort, President, Infineon Americas Willi Lengdobler, Head of Americas business continuity Samy Hotimsky, Director, business continuity
65	<b>Zuora Inc.</b> 60 zuora.com	101 Redwood Shores Pkwy. Redwood City, CA 94065 888-976-9056	\$452,088	\$1.42 million	-\$6 million	NR	231	\$305.42 million	Tien Tzuo, CEO Rachael Claudio, Director of social impact
66	<b>Patelco Credit Union</b> 70 patelco.org	3 Park Pl. Dublin, CA 94568 800-358-8228	\$443,720	\$5.22 million	\$53 million	9.9%	600	\$52.77 million	Erin Mendez, CEO Cara Houck, Community and corporate social responsibility consultant
67	<b>DPR Construction</b> 73 dpr.com	1450 Veterans Blvd. Redwood City, CA 94063 650-474-1450	\$430,000	\$2.73 million	NR	NR	899	\$7.09 billion	Ray Trebino, Business unit leader Rena Crittendon, Community initiatives coordinator Diane Shelton, Community initiatives manager
68	<b>United Airlines</b> 71 united.com	642 W. Field Rd. San Francisco, CA 94128 800-864-8331	\$405,000	\$4.67 million	-\$4 billion	NR	9,051	\$24.6 billion	Janet Lamkin, SVP of market and community innovation Aaron Stash, Sr. manager, social impact optimization
69	<b>Hanson Bridgett LLP</b> 65 hansonbridgett.com	425 Market St. 26th Fl. San Francisco, CA 94105 415-777-3200	\$361,515	\$631,506	\$129 million	0.49%	278	\$129.22 million	Laura Long, COO/CFO Kristina Lawson, Managing partner Rachel Patterson, Director of office operations
70	<b>W. Bradley Electric Inc.</b> 67 wbeinc.com	90 Hill Rd. Novato, CA 94945 415-898-1400	\$351,373	\$359,473	NR	NR	415	\$123 million	Leslie Murphy, CEO Todd Baker, COO
71	<b>Cahill Contractors LLC</b> 66 cahill-sf.com	425 California St. #2200 San Francisco, CA 94104 415-986-0600	\$347,755	\$347,755	NR	NR	328	\$473.4 million	Kathryn Cahill Thompson, CEO Michael Grant, CFO
72	<b>Shartsis Friese LLP</b> 75 sflaw.com	1 Maritime Plz. 18th Fl. San Francisco, CA 94111 415-421-6500	\$336,110	\$349,505	NR	NR	125	NR	Christina Hamilton, Partner Arthur Shartsis, Partner James Schwarz, COO <sup>4</sup>
73	<b>Marvell Technology Inc.</b> 38 marvell.com	5488 Marvell Ln. Santa Clara, CA 95054 408-222-2500	\$309,825	\$359,825	-\$322 million	NR	1,855	\$2.97 billion	Matt Murphy, President/CEO Roxane Marenberg, Chief compliance officer
74	<b>Clover Sonoma</b> 69 cloversonoma.com	1800 S. McDowell Blvd. #100 Petaluma, CA 94954 800-237-3315	\$266,612	\$418,144	NR	NR	250	\$235 million	Marcus Benedetti, Chairman Kristel Corson, Chief revenue officer
75	<b>San Jose Water Co.</b> * sjwater.com	110 W. Taylor St. San Jose, CA 95110 408-279-7800	\$250,000	\$250,000	\$69 million	0.36%	NR	\$573.69 million	Andy Gere, President/COO

<sup>1</sup> Percentage is based on the company's income before taxes in fiscal year 2021.

<sup>2</sup> If there is only one individual listed, they serve as both the top local executive and Bay Area giving program officer.

<sup>3</sup> As of June 2020.

<sup>4</sup> Additional top Bay Area officers include Susan Cotton, director of finance.

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T H E L I S T

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CORPORATE PHILANTHROPISTS (76-100)

RANKED BY BAY AREA CHARITABLE CASH CONTRIBUTIONS IN FISCAL YEAR 2021

	Business name/Prior rank Website	Address Phone	2021 cash contributions to Bay Area charities	2021 cash contributions to charities companywide	Company's income before taxes in fiscal year 2021	Companywide cash giving as a percentage of profit <sup>1</sup>	Bay Area full- time employees	2021 revenue	Top local executive(s)/ Bay Area giving program officer(s) <sup>2</sup>
76	Tech CU <sup>82</sup> techcu.com	2010 N. 1st St. San Jose, CA 95131 408-451-9111	\$249,642	\$249,642	NR	NR	283	\$113.28 million	Todd Harris, President/CEO Richard Ruiz, VP/head of emerging markets
77	Pacific Service Credit Union <sup>84</sup> pacificservice.org	3000 Clayton Rd. Concord, CA 94519 925-281-1798	\$221,500	\$237,500	\$5 million	5.16%	139	\$46.06 million	Jenna Lampson, CEO Kristin Peterson, AVP, business and community development
78	Yelp Inc. <sup>*</sup> yelp.com	350 Mission St. 10th Fl. San Francisco, CA 94105 415-908-3801	\$221,000	\$1.02 million	\$34 million	3.02%	620	\$1.03 billion	Jeremy Stoppelman, CEO Miriam Warren, Chief diversity officer/chair of the Yelp Foundation
79	Venable LLP <sup>83</sup> venable.com	101 California St. #3800 San Francisco, CA 94111 415-653-3750	\$215,500	\$3.58 million	\$226 million	1.58%	48	\$717.02 million	James Nelson, Partner in charge Arthur Cirulnick, Partner
80	Premier Nutrition Corp. <sup>72</sup> premiernutrition.com	1222 67th St. #210 Emeryville, CA 94608 888-836-8977	\$214,520	\$261,438	NR	NR	142	\$1.25 billion	Darcy Horn Davenport, CEO Tami Briggs, Philanthropic co-chair Latrice Collins-Lampkins, Philanthropic co-chair
81	AAA Northern California, Nevada & Utah <sup>78</sup> aaa.com	1277 Treat Towers #1000 Walnut Creek, CA 94597 925-274-6300	\$214,035	\$1.52 million	\$141 million	1.08%	1,587	\$1.12 billion	Tim Condon, President/CEO Karen Bianchini, SVP, communications and community impact
82	Bailard Inc. <sup>88</sup> bailard.com	950 Tower Ln. #1900 Foster City, CA 94404 650-571-5800	\$213,891	\$240,563	NR	NR	55	\$29.2 million	Sonya Mughal, CEO Peter Hill, Executive chairman Kim Aquino, SVP
83	Freedom Financial Network LLC <sup>81</sup> freedomfinancialnetwork.com	1875 S. Grant St. #400 San Mateo, CA 94402 800-544-7211	\$181,725	\$329,428	NR	NR	231	\$530 million	Andrew Houser Brad Stroh, Co-CEOs Jeff Staley, Managing partner
84	Robson Homes LLC <sup>83</sup> robsonhomes.com	2185 The Alameda #150 San Jose, CA 95126 408-345-1767	\$170,950	\$170,950	NR	NR	32	NR	Mark Robson, President Susan Bunce, Executive assistant
85	Zendesk <sup>86</sup> zendesk.com	989 Market St. San Francisco, CA 94103 NR	\$155,000	\$3.74 million	-\$217 million	NR	649	\$1.34 billion	Mikkel Svane, CEO Megan Trotter, VP, social impact
86	Plant Construction Co. LP <sup>74</sup> plantconstruction.com	300 Newhall St. San Francisco, CA 94124 415-285-0500	\$154,830	\$169,830	NR	NR	280	\$379.54 million	Ty Weiss, CFO Chris Rivielle, President/CEO
87	Sares Regis Group of Northern California <sup>77</sup> srgnc.com	901 Mariners Island Blvd. 7th Fl. San Mateo, CA 94404 650-378-2800	\$152,500	\$152,500	NR	NR	75	NR	Mark Kroll Rob Wagner, Managing directors David N.P. Hopkins, COO, residential development
88	Sequoia Consulting Group <sup>94</sup> sequoia.com	1850 Gateway Dr. #700 San Mateo, CA 94404 650-369-0200	\$126,095	\$166,697	NR	NR	245	NR	Greg Golub, CEO Diann Lawson, Director of social impact
89	Summit Bank <sup>76</sup> summitbanking.com	2969 Broadway Oakland, CA 94611 510-839-8800	\$92,876	\$92,876	\$3 million	2.82%	40	NR	Steve Nelson, CEO Debbi Dooley, Executive admin
90	Truebeck Construction <sup>92</sup> truebeck.com	951 Mariners Island Blvd. #700 San Mateo, CA 94404 650-227-1957	\$87,791	\$118,291	\$20 million	0.58%	360	\$573.67 million	David Becker, Co-founder/CEO Sean Truesdale, Co-founder/president <sup>3</sup> Tiffany Avila, Director of marketing and communications
91	RingCentral Inc. <sup>100</sup> ringcentral.com	20 Davis Dr. Belmont, CA 94002 888-528-7464	\$85,574	\$269,639	-\$302 million	NR	1,350	\$1.59 billion	Vlad Shmunis, Chairman/CEO Jessica Paxton, Program lead, corporate responsibility Tu-Han Phan, Social impact and diversity business partner
92	Armanino LLP <sup>90</sup> armaninolp.com	12657 Alcosta Blvd. #500 San Ramon, CA 94583 844-582-8883	\$82,000	\$556,000	\$107 million	0.52%	575	\$458 million	Matt Armanino, CEO Chris Carlberg, COO Catherine Wilkinson, Director of foundation and community affairs <sup>4</sup>
93	Cupertino Electric Inc. <sup>88</sup> cei.com	1132 N. 7th Street San Jose, CA 95112 877-747-4234	\$81,992	\$345,542	NR	NR	3,700	\$1.63 billion	Tom Schott, President/CEO Autumn Casadonte, Sr. director, corporate communications
94	Northern Trust <sup>85</sup> northerntrust.com	580 California St. #1800 San Francisco, CA 94104 415-765-4400	\$77,300	\$13.1 million	\$2 billion	0.65%	48	\$6.46 billion	Valerie Patterson, Sr. regional marketing manager
95	Schoenberg Family Law Group P.C. <sup>91</sup> sflg.com	575 Market St. #4000 San Francisco, CA 94105 415-834-1120	\$76,900	\$94,100	\$11 million	0.85%	29	\$11.03 million	Debra Schoenberg, Owner Daniel Alvarado, Firm manager
96	Landis Communications Inc. (LCI) <sup>85</sup> landispr.com	2032 Scott St. San Francisco, CA 94115 415-561-0888	\$74,386	\$87,340	\$490,000	17.82%	5	\$1.6 million	Sean Dowdall, President
97	O'Melveny & Myers LLP <sup>88</sup> omm.com	Two Embarcadero Ctr. 28th Fl. San Francisco, CA 94111 415-984-8700	\$63,550	\$2.96 million	NR	NR	168	\$911.45 million	Caitlin Bair, Managing partner, San Francisco Paul Sieben, Managing partner, Silicon Valley
98	William Blair & Co. LLC <sup>*</sup> williamblair.com	343 Sansome St. Ste. 1210 San Francisco, CA 94104 415-986-5596	\$59,604	\$3.55 million	NR	NR	64	NR	Chris Lane, Partner Mark McNay, Managing director Ben Curtis, Partner
99	Republic Urban Properties <sup>29</sup> republicfamilyofcompanies.com	84 W. Santa Clara St. #600 San Jose, CA 95113 408-292-1601	\$58,639	\$58,639	NR	NR	12	NR	Michael Van Every, CEO/president Brian Yi, Director of investments
100	Waterbar <sup>*</sup> waterbarsf.com	399 The Embarcadero San Francisco, CA 94105 415-394-6500	\$28,000	NR	\$10 million	NR	125	\$9.8 million	Pete Sittnick, Managing partner

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<sup>2</sup> If there is only one individual listed, they serve as both the top local executive and Bay Area giving program officer.

<sup>3</sup> Additional top corporate officers include Dennis Richardson, CPA.

<sup>4</sup> Additional giving program officers include Mary Tressel, executive director, Armanino Foundation.

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LIST EXTRA:  
PROGRAM MANAGERS FORUM

# THE STATE OF CORPORATE

COMPANY	PATELCO CREDIT UNION	LANDIS COMMUNICATIONS	BLUE SHIELD OF CALIFORNIA
PROGRAM MANAGER	 <div>Cara Houck, community relations partner</div>	 <div>Sean Dowdall, president</div>	 <div>Antoinette Mayer, VP, head of corporate citizenship</div>
PERCENTAGE OF 2021 PROFIT DONATED	9.9%	17.82%	12.25%
WHAT IS THE CURRENT STATE OF PHILANTHROPY AT YOUR COMPANY?	<p>The last couple of years have definitely been a challenge for all of us. We’ve been looking at what’s going on with the world and asking ourselves, “How can we help the best while also keeping our team safe and providing our best services?”</p> <p>So, we’ve really taken a look at how we’re giving our money and trying to focus on what the bigger needs are. We’ve shifted more of our budget to food banks, for instance, because that’s what’s been needed in our communities.</p> <p>The main thing to keep in mind when working with a nonprofit organization is that they’re the expert on what they’re doing out in the field. What we need to do is ask them: “What do you need and how can we fulfill that need?”</p>	<p>Businesses are members of the community, and as members of a community, it’s very important that you are donating and doing. Our staff have many causes that they care about, and it’s really important to us as an organization to be supporting our staff with that. But in terms of giving overall I’d definitely say we skew on the side of being more charitable than the average.</p>	<p>We’re really trying to go beyond the traditional definition of health care to address the root causes of health inequity and to drive meaningful social change. And we do that not only through our resources, but also through our people efforts as well. We have extremely strong employee giving and volunteering efforts. We have about 7,000 employees in California, and 58% of them volunteered their time in 2021, and our total employee giving including company match topped \$1.5 million.</p>
WHAT CAUSES DO YOU FOCUS ON? HAS THE PANDEMIC OR RECENT SOCIAL JUSTICE MOVEMENTS AFFECTED WHO TO SUPPORT?	<p>We have four pillars of giving that have been our pillars for quite a while at Patelco. The first is children’s health. We work with Children’s Miracle Network and support some of the bigger children’s hospitals in Northern California in our areas of service.</p> <p>The second pillar is food security. That’s one of the areas that has been impacted the most in recent years. We recently switched to an online virtual food drive instead of doing it in our branches, and it was incredibly successful. I was thrilled by that.</p> <p>The third pillar is affordable housing. The main organization we work with is Habitat for Humanity East Bay/Silicon Valley. We support their Habitat families with the loan process and financing, and we also do volunteering.</p> <p>The last is financial education. We try to put that into every relationship that we have with every nonprofit.</p>	<p>There are really three areas that we focus on as a company: the arts and culture, the environment, and human rights/social justice. For the arts, we specifically have been a long-time supporter of ODC, the modern dance company here in San Francisco. We’re really friends and family with everyone at ODC, and just so believe in the organization.</p> <p>As for the environment, we have a number of environmental nonprofit clients; that’s one of our specialties as an agency. We support the Peninsula Open Space Trust, Save the Redwoods Leagues, and Sonoma Land Trust, to name a few.</p> <p>Human rights is of course very germane to today. We had Planned Parenthood as a client about 20 years ago, and in light of recent SCOTUS decisions we’ve had very frank conversations as a team about reproductive rights and family planning.</p>	<p>We are looking at ways to really tackle barriers to well-being, with a focus on youth, mental health, social justice and sustainability. We really believe in contributing to California nonprofits that serve vulnerable populations, because many have been disproportionately impacted by the pandemic, rising housing costs, climate change, and other factors.</p> <p>The Blue Shield of California Foundation, which is a separate entity, is very focused on building lasting, equitable solutions that make California the healthiest state and to end domestic violence. On the company side, our signature initiative is the Blue Sky Youth Mental Health Initiative. It’s focused on providing resources for youth, families, educators and caregivers. We are also looking to really encourage and promote more provider diversity, and are looking at ways to get more BIPOC candidates into mental health careers.</p>
WHAT IS THE FUTURE OF PHILANTHROPY AT YOUR COMPANY?	<p>One of the things we’ve been really focusing on this year is our volunteering. We’ve had a culture of volunteering in the past, even though it’s not officially one of our four pillars. It’s my goal this year to have the highest percentage of our team members volunteering yet.</p>	<p>It’s going to continue at least at the current level. We’re also going to continue to learn about what our employees are passionate about and supporting those causes. And we will continue thinking about where we can have the most impact as an organization.</p>	<p>We are really focused on measuring and evaluating outcomes against our goals. With Blue Sky, we have four specific goals: to improve access to counseling services for youth of color, to improve provider diversity, to increase training to support youth needs, and to improve youth learning and empowerment. For us, it’s not only writing checks and focusing on the dollar amount. It really is making sure that we are driving measurable impact. So each of those four areas have quantitative goals that we’ve set, and we’re tracking our performance against these impact measures to make sure that we’re holding ourselves accountable and making good use of our resources.</p>
Compiled by Ari Mahrer and Ahavah Revis			



# PHILANTHROPY IN 2022

PACIFIC SERVICE CREDIT UNION	SERVICENOW INC.	SALESFORCE
 <div>Jenna Lampson, CEO</div>	 <div>Edua Dickerson, VP, ESG and finance strategy</div>	 <div>Naomi Morenzoni, SVP of philanthropy</div>
5.16%	4.08%	3.95%
<p>Our community giving program was started more than 20 years ago, and since then giving back to the communities we serve and being a good corporate citizen have been ingrained in our culture. The credit union industry philosophy is one of people helping people, but we know that that extends beyond serving our members to serving our communities in need. One thing I'd like to point out is that even in down economies — like in 2020 and through the Great Recession — we didn't cut our community involvement efforts, and in fact, we increased our giving budget by more than 20% between 2020 and 2021.</p>	<p>Support of our employees, partners and communities is a top priority. We empower our employees through strong company culture and even stronger focus on an inclusive employee experience.</p> <p>Global impact and social impact is embedded in how we think about supporting our employee experience. We work to increase supplier diversity, generating more opportunities for small, minority-owned and women-owned businesses as well as enabling employee donations and volunteering, as well as cash and in-kind donations, and in programs such as our NextGen professional digital skills initiative and our racial equity fund.</p> <p>The NextGen program is focused on how we can enable those who are part of underserved communities with alternative paths to employment. About 6,300 participants across 15 countries have landed jobs.</p>	<p>Giving back continues to be an important part of who we are as a company. Today's society faces many challenges — a global pandemic, the war in Ukraine, climate change and racial injustice — and we believe philanthropy has a critical role to play in improving the state of the world. We recently reached over half a billion dollars in all-time giving and are increasing our support with a number of new programs this year, including a \$100 million climate fund.</p> <p>We provide opportunities for employees to donate their time and money to nonprofits on the frontlines of our communities. They are encouraged to take up to seven paid days of volunteer time off a year and get up to \$5,000 in matching gifts annually to support causes they care about. To date, our employees have logged nearly 7 million volunteer hours in service to their communities.</p>
<p>All our community partners had exponential increases in the need for services and even more special needs because they had to find ways of getting food and services to communities with social distancing and shelter-in-place orders in effect.</p> <p>Local food banks and community centers, especially those that serve underserved demographics and people of color — they needed our help more than ever. Our primary areas of focus, always, has been services for children and seniors. Many of those programs are offered by businesses or nonprofits that serve communities with large minority demographics and geographies.</p> <p>By increasing our budget in 2021, we were able to contribute more to organizations like youth homes, Tri-Valley Haven and the food banks to make sure that critical services were provided to families in those areas.</p>	<p>In 2021, we shifted our philanthropic community engagement to focus on four specific spaces: decarbonization, digital readiness, disaster response and racial equity. In regards to racial equity, in January 2021, we launched our \$100 million U.S.-focused racial equity fund to support homeownership and entrepreneurship within black communities in 10 regions across the U.S. By the end of 2021, we fully distributed this. And, we also reinvest all of our returns, so it goes back into the fund to further build more equitable opportunities within these communities.</p> <p>On the pandemic, we focused on closing the digital divide and creating more opportunities in the workforce. When there was a second surge of Covid-19 in India last year, we supported our employees in our largest giving program to date, which donated over half a million dollars.</p>	<p>The past two years have brought even more urgency and intention to our work.</p> <p>During the pandemic, we provided unrestricted funding to nonprofit partners. When India experienced its devastating second wave, we helped mobilize \$28 million from our partners to get critical medical equipment and supplies into impacted communities. We also donated \$20 million to public schools across the U.S. to support distance learning.</p> <p>In the wake of the racial reckoning, we launched a Racial Equality and Justice Task Force committing \$200 million to support organizations such as Urban Institute, Policy Link and NAACP Legal Defense Fund.</p> <p>We're supporting displaced communities. We've donated more than \$5 million, working with the World Central Kitchen, UNHCR and the International Committee of the Red Cross to support Ukrainian refugees.</p>
<p>What I am excited about is that the short-term future and the long-term future are the same: Dedication to committing and giving back to the communities as we serve. We have deep roots with many of our charitable partners and we're going to continue to partner with them now and into the future as they have needs. We'll fund new requests as well but my hope is that as the credit union continues to grow and succeed like we're seeing right now that our community giving budget will continue to grow with it.</p> <p>We are a community credit union; we were founded by Pacific Gas &amp; Electric in 1936. We used to primarily serve PG&amp;E employees and family members, but we expanded our community charter in 1999, so we now serve 11 Bay Area counties, and our philanthropy also extends to Fresno County, where people have a great need.</p>	<p>Our goal is to move away from check-writing philanthropy and focus on establishing strategic relationships with nonprofit partners, and our customers and partners, that are building for multiple years. This has evolved in such a way that partnerships and grants are closely aligned with our company's business objectives, and they have to advance our longer term ESG goals.</p> <p>We launched our strategy at the beginning of 2021 and we have done a lot, but we're only in our second year from the outset. We made a commitment to this approach with our philanthropic grants. We collaborate with other business functions to establish deep multiyear relationships, knowing that it takes time to create measurable impact as well as sustainable change.</p>	<p>We're investing in long-term, proactive solutions that can help communities better prepare and respond to crises when they happen. As we look to the future, we also recognize that philanthropy alone is not going to solve the challenges that our communities face. We're increasingly thinking about how to engage all areas of our business to make the most impact. We call this approach Philanthropy+, acknowledging that it's philanthropy plus our partners across the business — including product, purchasing and sustainability — that will help us drive the most effective solutions.</p> <p>We're also focused on partnering with underrepresented leaders and organizations. If we want to advance racial equality and climate justice, we must focus on creating inclusive philanthropy processes and outcomes.</p>





## WE'RE ALL IN THIS TOGETHER.

At Kaiser Permanente, we don't see health as an industry. We see it as a cause. And one that we very much believe in. During this extraordinary time we are especially thankful to the heroism of our frontline workers. And, we would like to express our deepest gratitude to all of our outstanding care teams and individuals who deliver on the Kaiser Permanente mission each day to improve the health of our members and the communities we serve. We are here to help you thrive. **Learn more at [kp.org](https://www.kp.org).**

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