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

ELIZABETH MOSS, 6
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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; 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 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 partnershers 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.

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

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MOMENT TO MEET THE LEADERS RISE FROM THE PUBLISHER

FROM THE PUBLISHER

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A 1, Workday’s 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.

P atients and communities often face challenges in accessing the best possible care. We know Gilead alone cannot solve these challenges—which is why 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 has tackled issues that go beyond clinical access and care, including social determinants 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.

T wice past two years have shown us how difficult it is to return to “normal” is insufficient—normal was already a problem! In this transformational time, we have our strongest opportunity yet for philanthropy to advance social equity and we must ask ourselves how we can bring our sector together with shared resolve and collective action.

Our greater space for business, foundations, government and nonprofits to learn together and leverage our strengths is a powerful 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 good in the world, 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. It is 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 sponsor 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 SFRT at the upcoming Corporate Philanthropy Institute. During 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 the future in this moment. We’ll explore reimagining 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 inclusive and 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!
Gilead is a proud sponsor of the SFBT Philanthropy Breakfast

For more information, please visit www.Gilead.com.
CULTURE CLASH

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

BY ELIZABETH MOSS
Contributing Writer

At 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.

“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. Jazz is based on African-American tradition ... that we’re trying to keep alive.”

SFJazz Director of Development
Emma Moon on DEI initiatives:

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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.

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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 worldwide,” 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.

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-
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, SFJazz 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 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.

Elizabeth Moss is a Berkeley-based writer.
The economic climate for corporate philanthropy — like everything else — has suddenly turned chilly

BY JEFF HOWE
Contributing Writer


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 recession 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.

“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.

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Building caring, resilient communities

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.
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 primarily 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.

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.”

LIPO CHING | SFBT

Business goals and social responsibility goals. Who says they’re mutually exclusive?

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.
Most 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.

When we talk to founders of carbon removal startups... they were looking for confidence from the market. “When we talk to founders of carbon removal startups... they were looking for confidence from the market.”

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. ‘Should I actually go after this, quit my job, start a company, build hard tech and actually make this happen?’”

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

BY WILLIAM HICKS
whicks@bizjournals.com

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Corporate Philanthropy Institute 2022
Doing the Right Thing

November 2, 2022 | 9:30 am - 1:00 pm
Salesforce | San Francisco, CA

www.ncg.org/2022-cpi
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 CO2 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 Carbfix, 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 CO2.

“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-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 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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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 to 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

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

BY JIM GARDNER
jgardner@bizjournals.com

Dwayne 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.”
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, collaborators 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 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,
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.

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.
Join us in celebration of Curry Senior Center’s Golden Jubilee, 50 years of providing essential services - housing, meals, counseling, and health care to low-income and homeless older adults in the heart of San Francisco. Curry Senior Center has had a lot to celebrate since Dr. Curry opened a small storefront health care center for residents in the Tenderloin neighborhood in 1972. Curry is now a community leader in supporting older adults by providing holistic care.

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EMBRACING VOLUNTEERING’S NEW NORMAL

Corporate volunteering returns after the pandemic, but concerns remain

BY SERENE CHANG
schang@bizjournals.com

Bay 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 volunteering throughout the pandemic, believing it could provide community service to be equally beneficial using virtual means.

“At least one thing is clear: there is a way to effectively engage volunteers in remote work,” said Kirsten Rhodes, San Francisco Managing Principal. “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.”

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.

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

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

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.

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 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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When 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 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.

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These families, as well as the SF-Marin Food Bank and SF New Deal, were actually Cruise’s first customers.
Cruise vehicles help deliver food for those in need in participation with SF-Marin Food Bank and SF New Deal.

Cruise 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.
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.

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 training 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 Lee-na 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 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
Combating the Racial Wealth Divide

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Jennifer Orr is a freelance writer based in Walnut Creek.

$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 nonprofit 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 Genesys 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.

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.

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Salesforce is serious about the sustainability issues affecting our planet. “I’ll say it bluntly,” said Naomi Morenzoni, 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 livelihoods. The driving force behind Salesforce’s fund is to embed climate justice into its philanthropic efforts and to support those marginalized communities that are least responsible, but most impacted by climate change.

“Communities of color are disproportionately impacted by climate change,” Morenzoni said. “We know that 100 million people are going to be pushed into poverty by climate change by 2030.”

This is why Salesforce, the publicly traded software behemoth based in downtown San Francisco, is putting equity at the core of their climate efforts. The company reported $21.25 billion in revenue in
Salesforce employees help clean up the bay as part of the company’s partnership with Save the Bay.

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.

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“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, and others, to raise funds and launch #OaklandUndivided. 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 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

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.

Pandemic’s move to distance learning laid bare inequities in access to technology for thousands of Oakland families
Oakland Undivided has made a five-year pledge to provide broadband access to 90% of the Oakland families that lack internet capability.

Jennifer Orr is a freelance writer based in Walnut Creek.
OPENING HOMES, HEARTS TO WARTIME REFUGEES

Editor’s note: The Business Times usually highlights partnerships with local nonprofits 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.

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. It then issued a public blog post March 3 outlining actions.

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 a 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 contributors.

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

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.

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

WORKDAY

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

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

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 bake sales 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
### CORPORATE PHILANTHROPISTS (1-25)

**RANKED BY BAY AREA CHARITABLE CONTRIBUTIONS IN FISCAL YEAR 2021**

<table>
<thead>
<tr>
<th>Business name/Prior rank</th>
<th>Address</th>
<th>2021 cash contributions to Bay Area charities</th>
<th>2021 cash contributions to charities companywide</th>
<th>Company’s income before taxes in fiscal year 2021</th>
<th>Bay Area full-time employees</th>
<th>Companywide cash giving as a percentage of profit</th>
<th>Top local executive(s)/director, Bay Area giving program officer(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Sobrato Organization</td>
<td>500 Castro St. #400, Mountain View, CA 94041</td>
<td>$50.27 million</td>
<td>$132.71 million</td>
<td>NR</td>
<td>NR</td>
<td>$0</td>
<td>Matt Sapanik, CEO/Sandy Heron, President, Sobrato Philanthropies</td>
</tr>
<tr>
<td>Google</td>
<td>1600 Amphitheatre Pkwy, Mountain View, CA 94043</td>
<td>$57.7 million</td>
<td>NR</td>
<td>NR</td>
<td>$588</td>
<td>$275.49 million</td>
<td>Sundar Pichai, CEO/Adrian Schultze, Regional Giving Lead</td>
</tr>
<tr>
<td>Ripple</td>
<td>315 Montgomery St. 2nd Fl., San Francisco, CA 94111</td>
<td>$14.36 million</td>
<td>NR</td>
<td>NR</td>
<td>304</td>
<td>$1.8 million</td>
<td>Brad Garlinghouse, CEO/Rex Weber, VP, social impact and sustainability</td>
</tr>
<tr>
<td>Lockheed Martin</td>
<td>1111 Lockwood Martin Way Sunnyvale, CA 94086</td>
<td>$13.88 million</td>
<td>$11.38 million</td>
<td>$9 million</td>
<td>1.05</td>
<td>4.26</td>
<td>Mark Walder, VP/general manager/Morgan Roth, Community relations lead</td>
</tr>
<tr>
<td>Cisco Systems Inc.</td>
<td>701 Main St., San Jose, CA 95110</td>
<td>$10.26 million</td>
<td>$9.66 million</td>
<td>$12 million</td>
<td>1.75</td>
<td>8.015</td>
<td>Chuck Robbins, Chair/CEO/Kelly Patricio, Community impact leader</td>
</tr>
<tr>
<td>Wells Fargo &amp; Co.</td>
<td>420 Montgomery St., San Francisco, CA 94111</td>
<td>$22.4 million</td>
<td>$615 million</td>
<td>$39 million</td>
<td>2.16</td>
<td>11.56</td>
<td>Jim Fabio, EVP/President, Pacific region/Erina Trono, SVP, social impact and sustainability</td>
</tr>
<tr>
<td>Gilead Sciences Inc.</td>
<td>311 Lakeside Dr., Foster City, CA 94404</td>
<td>$15.5 million</td>
<td>$344 million</td>
<td>$27 million</td>
<td>1.75</td>
<td>7.0</td>
<td>Donald O’Day, Chair/CEO/Ken Zede, VP of public affairs</td>
</tr>
<tr>
<td>JP Morgan Chase &amp; Co.</td>
<td>800 Mission St., San Francisco, CA 94105</td>
<td>$10.48 million</td>
<td>$21.21 million</td>
<td>$60 million</td>
<td>0.4</td>
<td>3.15</td>
<td>Peter Engil, Vice chairman of investment banking/Allen Fernandez Smith, Head of philanthropy, corporate social responsibility</td>
</tr>
<tr>
<td>Bank of America</td>
<td>555 California St., San Francisco, CA 94104</td>
<td>$10.38 million</td>
<td>$360.75 million</td>
<td>$12 million</td>
<td>1.16</td>
<td>4.8</td>
<td>Mark McKee, President, San Francisco Bay/Bob McKee, Market executive, San Francisco East Bay/Lindsey King, Senior Vice President, Corporate Community Relations/Charron Smith, SVP, corporate social responsibility</td>
</tr>
<tr>
<td>Blue Shield of California</td>
<td>601 13th St., Oakland, CA 94607</td>
<td>$10.21 million</td>
<td>$40.17 million</td>
<td>$128 million</td>
<td>1.23</td>
<td>1.12</td>
<td>Paul Markowski, President/CEO/Darren Schemp, President/BBB of California Foundation/Christopher Meyer, Sr. Director, corporate citizenship and reputation</td>
</tr>
<tr>
<td>Genentech</td>
<td>1 DNA Way, South San Francisco, CA 94080</td>
<td>$10.21 million</td>
<td>$72.79 million</td>
<td>NR</td>
<td>NR</td>
<td>10.0</td>
<td>Kristine Campbell-Riehl, Executive director/Geneviene &amp; employee giving program and the Genetech Foundation</td>
</tr>
<tr>
<td>Intel Corp.</td>
<td>2200 Mission College Blvd., Santa Clara, CA 95054</td>
<td>$9.3 million</td>
<td>$4 million</td>
<td>$22 million</td>
<td>0.18</td>
<td>8.0</td>
<td>Pat Gelsinger*, CEO/Rita Holiday, Community engagement manager</td>
</tr>
<tr>
<td>Salesforce Inc.</td>
<td>415 Mission St., San Francisco, CA 94110</td>
<td>$9.12 million</td>
<td>$10.26 million</td>
<td>$3 million</td>
<td>3.95</td>
<td>10.0</td>
<td>Marc Benioff, CEO/CFO/Chair/Debra Whelchel, Chief business officer/chief of staff to Marc Benioff</td>
</tr>
<tr>
<td>SAP</td>
<td>1410 Helios Ave., Palo Alto, CA 94303</td>
<td>$8.3 million</td>
<td>$7.31 million</td>
<td>$7 million</td>
<td>0.4</td>
<td>9.64</td>
<td>Anuwere Frasier, Managing director, SAP Labs US/Trisha Morgan, Foundation head of corporate social responsibility, North America</td>
</tr>
<tr>
<td>Silicon Valley Bank</td>
<td>3001 Tasman Dr., Santa Clara, CA 95054</td>
<td>$8.2 million</td>
<td>$2 million</td>
<td>$1 million</td>
<td>0.81</td>
<td>1.9</td>
<td>Jim Hcin, President, SVF Foundation/Brandon Wootton, SVP, corporate social responsibility</td>
</tr>
<tr>
<td>Adobe Inc.</td>
<td>450 Park Ave., San Francisco, CA 94104</td>
<td>$7.83 million</td>
<td>$60.9 million</td>
<td>$5 million</td>
<td>1.25</td>
<td>5.7</td>
<td>Shantena Brayan, Chair/CEO/Amy White, Director, social impact and communications</td>
</tr>
<tr>
<td>eBay Inc.</td>
<td>395 Hamilton Ave., San Jose, CA 95110</td>
<td>$7.28 million</td>
<td>$15.34 million</td>
<td>$108 million</td>
<td>0.8</td>
<td>2.41</td>
<td>Jane Snow, Director, eBay Foundation/Ali Otto, Executive, President, eBay Foundation</td>
</tr>
<tr>
<td>Pacific Gas and Electric Company</td>
<td>77 Beale St., San Francisco, CA 94105</td>
<td>$9.74 million</td>
<td>$23 million</td>
<td>$748 million</td>
<td>3.07</td>
<td>12.69</td>
<td>Patrice Pipino, President, Board of community relations/executive director, The PG&amp;E Foundation Corporation</td>
</tr>
<tr>
<td>Applied Materials Inc.</td>
<td>3100 Brewers Ave., Santa Clara, CA 95054</td>
<td>$5.45 million</td>
<td>$13.75 million</td>
<td>$7 million</td>
<td>0.6</td>
<td>7.0</td>
<td>Gary Dickey, President, President/CEO/Sasikaran Ramay, SVP, global community affairs</td>
</tr>
<tr>
<td>Workday</td>
<td>6150 Steiner Rd. #200, Pleasanton, CA 94566</td>
<td>$5.29 million</td>
<td>$11.35 million</td>
<td>$274 million</td>
<td>1.54</td>
<td>6.3</td>
<td>Ahmad Bahl, Co-founder/founder/CEO/executive chairman/Carrie Vanwinkle, Chief philanthropy officer</td>
</tr>
<tr>
<td>San Francisco 49ers</td>
<td>50 First St., San Francisco, CA 94105</td>
<td>$4.64 million</td>
<td>$4.97 million</td>
<td>NR</td>
<td>NR</td>
<td>339</td>
<td>Matt Berry, Executive director, 49ers Foundation</td>
</tr>
<tr>
<td>Chevron Corp.</td>
<td>6001 Bollinger Canyon Rd., San Ramon, CA 94583</td>
<td>$4.6 million</td>
<td>NR</td>
<td>NR</td>
<td>4,221</td>
<td>$102.47 million</td>
<td>Michael Wirth, Chairman/CEO/Michael Brownell, Manager, social investment</td>
</tr>
<tr>
<td>Delta Dental of California</td>
<td>560 Mission St., Suite 1100, San Francisco, CA 94111</td>
<td>$4.44 million</td>
<td>$1.36 million</td>
<td>NR</td>
<td>NR</td>
<td>544</td>
<td>Mike Castro, President/CEO/Karen Ferguson, BPF and foundation corporate social responsibility</td>
</tr>
<tr>
<td>MUFU Union Bank</td>
<td>1231 Broadway St., Oakland, CA 94612</td>
<td>$3.96 million</td>
<td>$22.32 million</td>
<td>$1 million</td>
<td>1.59</td>
<td>588</td>
<td>Katrina Lane, Bay Area preferring/Winwood Foundation/Alexei Sokolov, Foundation relationship manager/Ashok Jakhu, Executive director, corporate social responsibility manager</td>
</tr>
<tr>
<td>Levi Strauss &amp; Co.</td>
<td>1155 Battery St., San Francisco, CA 94111</td>
<td>$5.48 million</td>
<td>$11.04 million</td>
<td>$580 million</td>
<td>1,200</td>
<td>$5.76 million</td>
<td>Clay Berg, President/CEO/Fatima Angeles, Executive director, Levi Strauss Foundation</td>
</tr>
</tbody>
</table>

* Percentage is based on the company’s income before taxes in fiscal year 2021.  
† If there is only one individual listed, they serve as both the top local executive and Bay Area giving program officer.

**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 2020 we donated more than $28.1 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.
## CORPORATE PHILANTHROPS (26–50)

**RANKED BY BAY AREA CHARITABLE CASH CONTRIBUTIONS IN FISCAL YEAR 2021**

<table>
<thead>
<tr>
<th>Business name/Prior rank</th>
<th>Address Phone</th>
<th>2021 cash contributions to Bay Area charities</th>
<th>2021 cash contributions to charities companywide</th>
<th>Company’s income before taxes in fiscal year 2021</th>
<th>Bay Area full-time employees</th>
<th>2021 revenue</th>
<th>Top local executive(s)/Bay Area giving program officer(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deloitte deloitte.com</td>
<td>555 Mission St. #1400</td>
<td>$5,28 million</td>
<td>$240.7 million</td>
<td>NR</td>
<td>NR</td>
<td>1,300</td>
<td>$23.9 billion</td>
</tr>
<tr>
<td>Oracle Corp. oracle.com</td>
<td>500 Oracle Parkway Redwood City, CA 94065 650-500-7000</td>
<td>$2.96 million</td>
<td>$10.32 million</td>
<td>$4 billion</td>
<td>40%</td>
<td>NR</td>
<td>$40 billion</td>
</tr>
<tr>
<td>Fremont Bank fremontbank.com</td>
<td>2500 Shattuck Center Dr Livermore, CA 94551 800-219-2685</td>
<td>$2.68 million</td>
<td>$7.23 million</td>
<td>NR</td>
<td>NR</td>
<td>934</td>
<td>$261.02 million</td>
</tr>
<tr>
<td>NetApp Inc. netapp.com</td>
<td>1060 Ohm Dr San Jose, CA 95125 408-827-6000</td>
<td>$2.6 million</td>
<td>$3.03 million</td>
<td>$1 billion</td>
<td>25%</td>
<td>1,320</td>
<td>$5.74 billion</td>
</tr>
<tr>
<td>Visa Inc. visa.com</td>
<td>6000 Ohm Dr San Jose, CA 95125 408-827-6000</td>
<td>$2.57 million</td>
<td>$47.46 million</td>
<td>$16 billion</td>
<td>0.1%</td>
<td>4,000</td>
<td>$24.11 billion</td>
</tr>
<tr>
<td>Amsgen amsgen.com</td>
<td>1277 Broadway Oakland, CA 94612 510-271-1900</td>
<td>$2.57 million</td>
<td>$11.71 million</td>
<td>$900 million</td>
<td>1.95%</td>
<td>1,657</td>
<td>$7.14 billion</td>
</tr>
<tr>
<td>Lam Research Corp. lamresearch.com</td>
<td>4600 Coalcliff Parkway Fremont, CA 94538 510-372-2000</td>
<td>$2.32 million</td>
<td>$8.54 million</td>
<td>$2 billion</td>
<td>4%</td>
<td>$1.5 billion</td>
<td>$14.63 billion</td>
</tr>
<tr>
<td>U.S. Bank usbank.com</td>
<td>101 California St San Francisco, CA 94111 800-872-8587</td>
<td>$2.31 million</td>
<td>$62.49 million</td>
<td>$10 billion</td>
<td>0.6%</td>
<td>1,200</td>
<td>$23 billion</td>
</tr>
<tr>
<td>Charles Schwab Corp. schwab.com</td>
<td>211 Main St San Francisco, CA 94105 415-365-3000</td>
<td>$1.95 million</td>
<td>$14.49 million</td>
<td>$8 billion</td>
<td>0.19%</td>
<td>1,155</td>
<td>$18.5 billion</td>
</tr>
<tr>
<td>Okta okta.com</td>
<td>100 1st St Suite F San Francisco, CA 94105 415-242-1463</td>
<td>$1.67 million</td>
<td>$4.61 million</td>
<td>$266 million</td>
<td>NR</td>
<td>879</td>
<td>$361.42 million</td>
</tr>
<tr>
<td>Bank of the West bankofthewest.com</td>
<td>100 Montgomery St San Francisco, CA 94104 415-365-3464</td>
<td>$1.56 million</td>
<td>$6.1 million</td>
<td>NR</td>
<td>NR</td>
<td>2,400</td>
<td>$2.38 billion</td>
</tr>
<tr>
<td>Morrison &amp; Foerster LLP mofo.com</td>
<td>425 Market St San Francisco, CA 94104 415-534-3900</td>
<td>$1.46 million</td>
<td>$4.61 million</td>
<td>$1 billion</td>
<td>0.38%</td>
<td>610</td>
<td>$1.23 billion</td>
</tr>
<tr>
<td>Dolby Laboratories Inc. dolby.com</td>
<td>1275 Market St San Francisco, CA 94103 415-358-0000</td>
<td>$1.4 million</td>
<td>$2.19 million</td>
<td>$359 million</td>
<td>0.8%</td>
<td>971</td>
<td>$1.28 billion</td>
</tr>
<tr>
<td>Peypal Holdings Inc. paypal.com</td>
<td>2211 1st St San Francisco, CA 94111 415-365-2800</td>
<td>$1.39 million</td>
<td>$25.44 million</td>
<td>$4 billion</td>
<td>0.62%</td>
<td>1,900</td>
<td>$27.17 billion</td>
</tr>
<tr>
<td>ServiceNow Inc. servicenow.com</td>
<td>2222 Lawrence Ln #100 Santa Clara, CA 95052 408-561-8500</td>
<td>$1.36 million</td>
<td>$10.15 million</td>
<td>$249 million</td>
<td>0.08%</td>
<td>2,960</td>
<td>$5.9 billion</td>
</tr>
<tr>
<td>KPMG LLP kpmg.com/us</td>
<td>55 2nd St #400 San Francisco, CA 94105 415-963-5100</td>
<td>$1.35 million</td>
<td>$47.46 million</td>
<td>NR</td>
<td>NR</td>
<td>1,900</td>
<td>$12.13 billion</td>
</tr>
<tr>
<td>Texas Instruments Inc. ti.com</td>
<td>9300 Sam Houston Dr Houston, TX 77051 281-590-1000</td>
<td>$1.28 million</td>
<td>$45.68 million</td>
<td>$9 billion</td>
<td>0.51%</td>
<td>NR</td>
<td>$10.14 billion</td>
</tr>
<tr>
<td>Unipqua Bank unipqua.com</td>
<td>4100 Santa Clara St #225 San Francisco, CA 94105 415-466-1722</td>
<td>$1.22 million</td>
<td>$1.94 million</td>
<td>$158 million</td>
<td>0.71%</td>
<td>190</td>
<td>$1.28 billion</td>
</tr>
<tr>
<td>Kazan, McClain, Satterley &amp; Greenwood PLLC kazanslcg.com</td>
<td>55 Harrison St #400 Oakland, CA 94607 510-395-872</td>
<td>$1.2 million</td>
<td>NR</td>
<td>NR</td>
<td>NR</td>
<td>61</td>
<td>NR</td>
</tr>
<tr>
<td>TMG Partners tmgpartners.com</td>
<td>100 Bush St 26th Fl San Francisco, CA 94104 415-772-1880</td>
<td>$1.18 million</td>
<td>$1.18 million</td>
<td>NR</td>
<td>NR</td>
<td>51</td>
<td>NR</td>
</tr>
<tr>
<td>Micron Technology micron.com/gpnw</td>
<td>110 Hoge Way San Jose, CA 95134 408-943-8888</td>
<td>$1.06 million</td>
<td>$11.57 million</td>
<td>$6 billion</td>
<td>0.23%</td>
<td>795</td>
<td>$27.71 billion</td>
</tr>
<tr>
<td>Bayer bayer.com/bayer</td>
<td>810 Dwight Way Berkeley, CA 94710 510-705-5300</td>
<td>$1 million</td>
<td>$10.72 million</td>
<td>$16 billion</td>
<td>0.12%</td>
<td>1,384</td>
<td>$52.13 billion</td>
</tr>
<tr>
<td>Wilson Sonsini Goodrich &amp; Rosati wcs.com</td>
<td>450 Page Mill Blvd Palo Alto, CA 94304 650-453-5500</td>
<td>$981,100</td>
<td>$1.15 million</td>
<td>NR</td>
<td>NR</td>
<td>874</td>
<td>$1.1 billion</td>
</tr>
<tr>
<td>Star One Credit Union starone.org</td>
<td>1360 Bayshore Dr San Bruno, CA 94066 650-692-2222</td>
<td>$906,076</td>
<td>$111,076</td>
<td>NR</td>
<td>6.8%</td>
<td>218</td>
<td>$105.93 million</td>
</tr>
</tbody>
</table>

1 Percentage is based on the company’s income before taxes in fiscal year 2021.  
2 If there is only one individual listed, they serve as both the top local executive and Bay Area giving program officer.  
3 Additional key Bay Area officers include Lynn Tofil, CIO.  

NOTES: NR = not reported. * = did not rank.

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Compiled by Ari Mahrer 415-288-4958 amahrer@bizjournals.com
Blue Shield of California is proud to sponsor the San Francisco Business Times Corporate Philanthropy Awards.

We salute your continuing efforts to strengthen the lives of others. Never stop.
CAREER PHILANTHROPISTS (51–75)
RANKED BY BAY AREA CHARITABLE CASH CONTRIBUTIONS IN FISCAL YEAR 2021

<table>
<thead>
<tr>
<th>Business name/Prior rank</th>
<th>Website</th>
<th>Address</th>
<th>2021 cash contributions to Bay Area charities</th>
<th>2021 cash contributions to charities companywide</th>
<th>Company’s income before taxes in fiscal year 2021</th>
<th>Companywide cash giving as a percentage of profit</th>
<th>Bay Area full-time employees</th>
<th>Bay Area giving program officer(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heritage Bank of Commerce</td>
<td>heritagebankofcommerce.com</td>
<td>224 Airport Pkwy, San Jose, CA 95110</td>
<td>$763,000</td>
<td>$763,000</td>
<td>$66 million</td>
<td>1.18%</td>
<td>329</td>
<td>$155.91 million</td>
</tr>
<tr>
<td>Exchange Bank</td>
<td>exchangebank.com</td>
<td>545 Fourth St, Santa Rosa, CA 95403</td>
<td>$608,205</td>
<td>$100,035</td>
<td>$51 million</td>
<td>1.4%</td>
<td>370</td>
<td>$15.51 million</td>
</tr>
<tr>
<td>Alaska Airlines</td>
<td>alaskaair.com</td>
<td>555 Airport Blvd, BURLINGAME, CA 94011</td>
<td>$614,248</td>
<td>$3,12 million</td>
<td>$629 million</td>
<td>0.85%</td>
<td>2,169</td>
<td>$6.18 million</td>
</tr>
<tr>
<td>Pure Storage Inc.</td>
<td>purestorage.com</td>
<td>650 Casto St, Mountain View, CA 94042</td>
<td>$602,992</td>
<td>$1.89 million</td>
<td>$220 million</td>
<td>NR</td>
<td>1,158</td>
<td>$1.68 million</td>
</tr>
<tr>
<td>Haffeman Insurance Brokers</td>
<td>haffemanins.com</td>
<td>1330 California St, San Francisco, CA 94108</td>
<td>$591,957</td>
<td>$506,937</td>
<td>NR</td>
<td>NR</td>
<td>252</td>
<td>$101.02 million</td>
</tr>
<tr>
<td>City National Bank</td>
<td>cnb.com</td>
<td>1240 California St, San Francisco, CA 94114</td>
<td>$385,421</td>
<td>$576 million</td>
<td>NR</td>
<td>NR</td>
<td>253</td>
<td>$5.76 million</td>
</tr>
<tr>
<td>Bank of Marin</td>
<td>bankofmarin.com</td>
<td>101 Redwood Shores Pkwy, Redwood City, CA 94065</td>
<td>$375,987</td>
<td>$506,902</td>
<td>$45 million</td>
<td>1.31%</td>
<td>249</td>
<td>$15.08 million</td>
</tr>
<tr>
<td>Mechanics Bank</td>
<td>mechanicsbank.com</td>
<td>1111 1st St, Burlingame, CA 94011</td>
<td>$1,13 million</td>
<td>$106 million</td>
<td>$206 million</td>
<td>0.64%</td>
<td>342</td>
<td>$206 million</td>
</tr>
<tr>
<td>PagerDuty Inc.</td>
<td>pagerduty.com</td>
<td>600 Townsend St, San Francisco, CA 94103</td>
<td>$547,150</td>
<td>$1.37 million</td>
<td>$71 million</td>
<td>NR</td>
<td>248</td>
<td>$115.76 million</td>
</tr>
<tr>
<td>Nelson</td>
<td>nelson.com</td>
<td>19000 Lamont Ave, San Jose, CA 95129</td>
<td>$501,075</td>
<td>$643,416</td>
<td>$118 million</td>
<td>0.47%</td>
<td>187</td>
<td>$206 million</td>
</tr>
<tr>
<td>W. L. Butler</td>
<td>williambutler.com</td>
<td>1629 Main St, Redwood City, CA 94063</td>
<td>$489,273</td>
<td>$630,026</td>
<td>NR</td>
<td>NR</td>
<td>115</td>
<td>$296 million</td>
</tr>
<tr>
<td>Bibliotics Brothers General Contractors</td>
<td>bibliotics.com</td>
<td>1900 Moe St, #1 #12, San Francisco, CA 94110</td>
<td>$486,965</td>
<td>$505,731</td>
<td>NR</td>
<td>NR</td>
<td>153</td>
<td>$412.49 million</td>
</tr>
<tr>
<td>Dome Construction Corp.</td>
<td>domebuilds.com</td>
<td>1 N. Figueroa St, Los Angeles, CA 90012</td>
<td>$461,774</td>
<td>$499,374</td>
<td>$129 million</td>
<td>1.93%</td>
<td>354</td>
<td>$308.84 million</td>
</tr>
<tr>
<td>Infusion Technologies</td>
<td>infusiontechnologies.com/crn</td>
<td>195 Canopon Ct, San Jose, CA 95124</td>
<td>$461,100</td>
<td>$1.32 million</td>
<td>NR</td>
<td>NR</td>
<td>786</td>
<td>$11.87 million</td>
</tr>
<tr>
<td>Puticalo Credit Union</td>
<td>puticalo.org</td>
<td>500 First St, Walnut Creek, CA 94596</td>
<td>$422,088</td>
<td>$443,206</td>
<td>$55 million</td>
<td>9.9%</td>
<td>600</td>
<td>$12.77 million</td>
</tr>
<tr>
<td>DPR Construction</td>
<td>dpr.com</td>
<td>1450 Veterans Blvd, Redwood City, CA 94065</td>
<td>$410,000</td>
<td>$2.73 million</td>
<td>NR</td>
<td>NR</td>
<td>809</td>
<td>$7.03 million</td>
</tr>
<tr>
<td>United Airlines</td>
<td>unitedairlines.com</td>
<td>847 W. Fullwell, San Jose, CA 95121</td>
<td>$405,000</td>
<td>$4.67 million</td>
<td>$4 billion</td>
<td>NR</td>
<td>9,051</td>
<td>$24.6 million</td>
</tr>
<tr>
<td>Hanson Bridgett LLP</td>
<td>hansenterprises.com</td>
<td>425 Market St, San Francisco, CA 94110</td>
<td>$361,515</td>
<td>$631,306</td>
<td>$129 million</td>
<td>0.49%</td>
<td>278</td>
<td>$129.22 million</td>
</tr>
<tr>
<td>W. Bradley Electric Inc.</td>
<td>wbradelectric.com</td>
<td>5610 Navy St, San Bruno, CA 94066</td>
<td>$315,373</td>
<td>$359,471</td>
<td>NR</td>
<td>NR</td>
<td>415</td>
<td>$359.47 million</td>
</tr>
<tr>
<td>Cahill Contractors LLC</td>
<td>cahill-contracts.com</td>
<td>423 California St, #2200, San Francisco, CA 94111</td>
<td>$347,755</td>
<td>$347,755</td>
<td>NR</td>
<td>NR</td>
<td>328</td>
<td>$474.12 million</td>
</tr>
<tr>
<td>Shartis Frisse LLP</td>
<td>shrill.com</td>
<td>1 Martimee Pl, 14th Fl, SF, CA 94101</td>
<td>$316,180</td>
<td>$319,925</td>
<td>NR</td>
<td>NR</td>
<td>125</td>
<td>$14.925 million</td>
</tr>
<tr>
<td>Marwell Technology Inc.</td>
<td>marwell.com</td>
<td>4060 Marwell Ln, Santa Clara, CA 95054</td>
<td>$305,825</td>
<td>$385,825</td>
<td>$42 million</td>
<td>1.31%</td>
<td>1,355</td>
<td>$2.97 million</td>
</tr>
<tr>
<td>Clover Sonoma</td>
<td>cloversonoma.com</td>
<td>Clover sonoma</td>
<td>$266,512</td>
<td>$418,144</td>
<td>NR</td>
<td>NR</td>
<td>250</td>
<td>$215 million</td>
</tr>
<tr>
<td>San Jose Water Co.</td>
<td>sjwater.com</td>
<td>110 W. Taylor St, San Jose, CA 95110</td>
<td>$210,000</td>
<td>$250,000</td>
<td>$60 million</td>
<td>0.36%</td>
<td>38</td>
<td>$517.69 million</td>
</tr>
</tbody>
</table>

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.

Compiled by Ari Mahrer
415-288-4958
amahrer@bizjournals.com
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CORPORATE PHILANTHROPISTS (76-100)
RANKED BY BAY AREA CHARITABLE CASH CONTRIBUTIONS IN FISCAL YEAR 2021

<table>
<thead>
<tr>
<th>Business name</th>
<th>Address</th>
<th>Website</th>
<th>Phone</th>
<th>2021 cash contributions to Bay Area charities</th>
<th>2021 cash contributions to charities companywide</th>
<th>Company’s income before taxes in fiscal year 2021</th>
<th>Companywide cash giving as a percentage of profit</th>
<th>Bay Area full-time employees</th>
<th>2021 revenue</th>
<th>Top local executive(s)/Website</th>
<th>Bay Area giving program officer(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tech.</td>
<td>techca</td>
<td>techca</td>
<td>415-461-3111</td>
<td>$249,642</td>
<td>$249,642</td>
<td>NR</td>
<td>NR</td>
<td>283</td>
<td>$113.26 million</td>
<td>Todd Harris, President/CEO</td>
<td>Richard Ruiz, VH/head of emerging markets</td>
</tr>
<tr>
<td>Pacific Service Credit Union</td>
<td>pacificservicecreditunion</td>
<td>pacificservicecreditunion</td>
<td>800-385-8977</td>
<td>$231,500</td>
<td>$237,500</td>
<td>$5 million</td>
<td>5.98%</td>
<td>139</td>
<td>$46.06 million</td>
<td>Jenny Lampson, CEO</td>
<td>Kim Peteler, AVP, business development</td>
</tr>
<tr>
<td>Yelp Inc.</td>
<td>yelp</td>
<td>yelp</td>
<td>415-380-1000</td>
<td>$210,000</td>
<td>$1.02 million</td>
<td>$14 million</td>
<td>3.02%</td>
<td>620</td>
<td>$1.01 billion</td>
<td>Jeremy Steppelman, President/CEO</td>
<td>Mirren Warren, Chief diversity officer of the Yelp Foundation</td>
</tr>
<tr>
<td>Venable LLP</td>
<td>venable</td>
<td>venable</td>
<td>415-389-1111</td>
<td>$215,500</td>
<td>$1.38 million</td>
<td>$226 million</td>
<td>1.58%</td>
<td>40</td>
<td>$717.02 million</td>
<td>James Nelson, Partner in charge</td>
<td>Arthur Crown, Partner</td>
</tr>
<tr>
<td>Premier Nutrition Corp.</td>
<td>premiernutritioncorp</td>
<td>premiernutritioncorp</td>
<td>800-385-8977</td>
<td>$213,891</td>
<td>$240,563</td>
<td>NR</td>
<td>NR</td>
<td>142</td>
<td>$1.25 billion</td>
<td>Darcy Horn Dankwitz, CRO</td>
<td>Tam Briggs, Philanthropy co-chair</td>
</tr>
<tr>
<td>AAA Northern California, Nevada &amp; Utah</td>
<td>aaacal</td>
<td>aaacal</td>
<td>800-385-8977</td>
<td>$181,725</td>
<td>$229,728</td>
<td>NR</td>
<td>NR</td>
<td>55</td>
<td>$29.2 million</td>
<td>Sonya Magah, CED</td>
<td>Peter Hsia, Executive chairman</td>
</tr>
<tr>
<td>Bailard Inc.</td>
<td>bailard</td>
<td>bailard</td>
<td>415-380-2424</td>
<td>$110,950</td>
<td>$140,835</td>
<td>NR</td>
<td>NR</td>
<td>22</td>
<td>$3.03 million</td>
<td>Andrew Houareau, Board Chair &amp; Co-CEOs</td>
<td>Jeff Staley, Managing partner</td>
</tr>
<tr>
<td>Freedom Financial Network LLC</td>
<td>freedomfinancialnetwork</td>
<td>freedomfinancialnetwork</td>
<td>415-552-1111</td>
<td>$170,500</td>
<td>$261,438</td>
<td>NR</td>
<td>NR</td>
<td>142</td>
<td>$1.25 billion</td>
<td>Tom Constable, President/CEO</td>
<td>Karen Branchett, SVP, communications and community impact</td>
</tr>
<tr>
<td>Robson Homes LLC</td>
<td>robsonhomes</td>
<td>robsonhomes</td>
<td>415-984-8700</td>
<td>$155,000</td>
<td>$1.74 million</td>
<td>$217 million</td>
<td>0.64%</td>
<td>649</td>
<td>$1.54 million</td>
<td>Mikhail Scotch, CEO</td>
<td>Megan Trotter, VP, social impact</td>
</tr>
<tr>
<td>Plant Construction Co. LP</td>
<td>plantconstructionco</td>
<td>plantconstructionco</td>
<td>415-263-5950</td>
<td>$181,852</td>
<td>$205,320</td>
<td>NR</td>
<td>NR</td>
<td>200</td>
<td>$176.56 million</td>
<td>Ty McBe, CEO</td>
<td>Chris Rivelle, President/CEO</td>
</tr>
<tr>
<td>Barnes Regroup of Northern California</td>
<td>barnesregroup</td>
<td>barnesregroup</td>
<td>415-263-5950</td>
<td>$152,500</td>
<td>$152,500</td>
<td>NR</td>
<td>NR</td>
<td>75</td>
<td>NR</td>
<td>Mark J. Krall, Managing directors</td>
<td>David P. Hoppe, Managing director of emerging markets</td>
</tr>
<tr>
<td>Sequoia Consulting Group</td>
<td>sequoia</td>
<td>sequoia</td>
<td>415-552-1111</td>
<td>$126,905</td>
<td>$166,697</td>
<td>NR</td>
<td>NR</td>
<td>245</td>
<td>NR</td>
<td>Greg Golub, CTO</td>
<td>Diane Lawson, Director of social impact</td>
</tr>
<tr>
<td>Summit Bank</td>
<td>summitbanking</td>
<td>summitbanking</td>
<td>415-552-1111</td>
<td>$92,876</td>
<td>$92,876</td>
<td>$1 million</td>
<td>8.28%</td>
<td>40</td>
<td>NR</td>
<td>Steve Nelson, CEO</td>
<td>Debby Osler, Executive admin</td>
</tr>
<tr>
<td>Truebeck Construction</td>
<td>truebeck</td>
<td>truebeck</td>
<td>415-263-5950</td>
<td>$87,791</td>
<td>$118,291</td>
<td>$10 million</td>
<td>0.58%</td>
<td>360</td>
<td>$71.67 million</td>
<td>Sarah O’Malley, Director of marketing and communications</td>
<td>Sarah Fournier, Co-founder/President &amp; Tiffany Affuso, Director of marketing and communications</td>
</tr>
<tr>
<td>RingCentral Inc.</td>
<td>ringcentral</td>
<td>ringcentral</td>
<td>415-263-5950</td>
<td>$80,374</td>
<td>$269,639</td>
<td>-$302 million</td>
<td>NR</td>
<td>1,350</td>
<td>$1.59 billion</td>
<td>Jessica Panos, Program lead, corporate responsibility</td>
<td>Todd Phan, Social impact and diversity business partner</td>
</tr>
<tr>
<td>Armaninu LLP</td>
<td>armaninu</td>
<td>armaninu</td>
<td>415-552-1111</td>
<td>$82,000</td>
<td>$506,000</td>
<td>$1 million</td>
<td>0.52%</td>
<td>575</td>
<td>$45.6 million</td>
<td>Matt Arrington, CEO</td>
<td>Chris Coffin, CFO</td>
</tr>
<tr>
<td>Cupertino Electric Inc.</td>
<td>cupertinolectric</td>
<td>cupertinolectric</td>
<td>415-552-1111</td>
<td>$81,992</td>
<td>$345,542</td>
<td>NR</td>
<td>NR</td>
<td>649</td>
<td>$1.63 billion</td>
<td>Debbi Dooley, Executive admin</td>
<td>Daniel Alvarado, CFO</td>
</tr>
<tr>
<td>Northern Trust</td>
<td>northerntrust</td>
<td>northerntrust</td>
<td>415-552-1111</td>
<td>$77,300</td>
<td>$11.3 million</td>
<td>$2 billion</td>
<td>0.65%</td>
<td>46</td>
<td>$6.46 million</td>
<td>Valerie Patterson, Sr. regional/marketing manager</td>
<td></td>
</tr>
<tr>
<td>Schoenberg Family Law Group P.C.</td>
<td>schoenberglaw</td>
<td>schoenberglaw</td>
<td>415-389-1111</td>
<td>$76,900</td>
<td>$94,100</td>
<td>$11 million</td>
<td>0.85%</td>
<td>29</td>
<td>$11.01 million</td>
<td>Debby Schoenberg, Owner</td>
<td>Daniel Alexander, Firm manager</td>
</tr>
<tr>
<td>Landis Communications Inc. (LCI)</td>
<td>landiscommunications</td>
<td>landiscommunications</td>
<td>415-380-1000</td>
<td>$74,386</td>
<td>$87,340</td>
<td>$400 million</td>
<td>17.82%</td>
<td>5</td>
<td>$1.8 million</td>
<td>Sean Dobrell, President</td>
<td></td>
</tr>
<tr>
<td>O’Malley &amp; Myers LLP</td>
<td>omalley</td>
<td>omalley</td>
<td>415-552-1111</td>
<td>$63,550</td>
<td>$1.96 million</td>
<td>NR</td>
<td>NR</td>
<td>168</td>
<td>$91.49 million</td>
<td>Caitlin Bar, Managing partner</td>
<td>Paul Sieben, Managing partner</td>
</tr>
<tr>
<td>William Blair &amp; Co. LLC</td>
<td>williamblair</td>
<td>williamblair</td>
<td>415-552-1111</td>
<td>$90,604</td>
<td>$1.55 million</td>
<td>NR</td>
<td>NR</td>
<td>64</td>
<td>NR</td>
<td>Nick Lee, Partner</td>
<td>Mark Corti, Managing director</td>
</tr>
<tr>
<td>Republic Urban Properties</td>
<td>republicurbanproperties</td>
<td>republicurbanproperties</td>
<td>415-552-1111</td>
<td>$56,619</td>
<td>$56,619</td>
<td>NR</td>
<td>NR</td>
<td>12</td>
<td>NR</td>
<td>Michael Van Ewy, CPO/President</td>
<td>Brian Pf, Director of investments</td>
</tr>
<tr>
<td>Waterbar</td>
<td>waterbar</td>
<td>waterbar</td>
<td>415-552-1111</td>
<td>$20,000</td>
<td>$10 million</td>
<td>NR</td>
<td>NR</td>
<td>125</td>
<td>$9.8 million</td>
<td>Peter Stittick, Managing partner</td>
<td></td>
</tr>
</tbody>
</table>

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

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We've invested $9M in Habitat for Humanity since 2016
**THE STATE OF CORPORATE PHILANTHROPY**

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>PATELCO CREDIT UNION</th>
<th>LANDIS COMMUNICATIONS</th>
<th>BLUE SHIELD OF CALIFORNIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROGRAM MANAGER</td>
<td>Cara Houck, community relations partner</td>
<td>Sean Douxall, president</td>
<td>Antoinette Mayer, VP, head of corporate citizenship</td>
</tr>
</tbody>
</table>

| PERCENTAGE OF 2021 PROFIT DONATED | 9.9% | 17.82% | 12.25% |

**WHAT IS THE CURRENT STATE OF PHILANTHROPY AT YOUR COMPANY?**

- **PATELCO CREDIT UNION**: 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?” 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. 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?”

- **LANDIS COMMUNICATIONS**: 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 skewed on the side of being more charitable than the average.

- **BLUE SHIELD OF CALIFORNIA**: 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.

**WHAT CAUSES DO YOU FOCUS ON? HAS THE PANDEMIC OR RECENT SOCIAL JUSTICE MOVEMENTS AFFECTED WHO TO SUPPORT?**

- **PATELCO CREDIT UNION**: 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. 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. 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. The last is financial education. We try to put that into every relationship that we have with every nonprofit.

- **LANDIS COMMUNICATIONS**: 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. 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. 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.

- **BLUE SHIELD OF CALIFORNIA**: 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. 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.

**WHAT IS THE FUTURE OF PHILANTHROPY AT YOUR COMPANY?**

- **PATELCO CREDIT UNION**: 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.

- **LANDIS COMMUNICATIONS**: 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.

- **BLUE SHIELD OF CALIFORNIA**: 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 just 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.

Compiled by Ari Mahrer and Ahavah Revis
Congratulations to Jenna Lampson, CEO of Patelco Credit Union, and Naomi Morencani, SVP of Philanthropy, for being recognized as leaders in philanthropy in 2022. Their contributions highlight the importance of giving back in a meaningful way.

**Pacific Service Credit Union**

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.

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.

The NextGen program is focused on how we can enable those who are part of underserved communities with alternative paths to employment. About 8,300 participants across 15 countries have landed jobs.

**ServiceNow Inc.**

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.

On the philanthropic, 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.

**Salesforce**

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.

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.

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.

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.

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.

The past two years have brought even more urgency and intention to our work. During the pandemic, we provided unrestricted funding to nonprofit partners. When India experienced its devastating second wave, we helped mobile $26 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. 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.

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.

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.

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.

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 needed. 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.

We are a community credit union; we were founded by Pacific Gas & Electric in 1936. We used to primarily serve PG&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.

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.

We’re also focused on partnering with underrepresented leaders and organizations. If we want to advance racial equity and climate justice, we must focus on creating inclusive philanthropy processes and outcomes.
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.