

2019

AMERICA'S CHARITY CHECKOUT CHAMPIONS



Engage for Good's biannual industry survey examining million-dollar-plus campaigns tapping consumer generosity to raise money for good causes at point of sale.



www.engageforgood.com

EXECUTIVE SUMMARY

In 2018, more than \$486 million was raised in the United States by a group of 79 point-of-sale fundraising campaigns that each garnered in excess of \$1 million in contributions. Together these programs have raised more than \$5.3 billion over three decades.

Dollars collected by these charity checkout champions increased by a respectable 10% from 2016 to 2018, a testament to consumers' continued willingness to chip in for a wide variety of good causes in partnership with retailers.



This year's report highlights important trends and considerations that may impact the future of charity checkout programs:



- » Round-up programs continue to increase in popularity and frequency bolstered by the adoption of the practice by tech-savvy companies like Lyft.
- » Point-of-sale fundraising continues to be a visible and accessible way for companies to engage consumers, employees and franchisees in their good works in the community.
- » As consumers become even more comfortable with online and mobile payments, these digital mediums have proven effective channels for raising funds.
- » Automating the fundraising ask using POS systems usually has dramatic positive impacts, but it's still critical for employees to feel meaningfully engaged in the cause since they act as the ultimate ambassadors in interactions with consumers.

- » Children's health continues to generate the largest consumer contributions by dollars raised and number of campaigns. Point-of-sale legacy campaigns from Children's Miracle Network Hospitals and ALSAC/St. Jude Children's Research Hospital lead the field.
- » Specialty retailers, QSR/Fast Casual and the online sectors emerged as industry leaders in this year's study while mass merchandisers (which had been at the top of the 2016 report) fell to fourth by dollars generated.

CHARITY CHECKOUT REMAINS STRONG, EVEN IN A CHANGING RETAIL LANDSCAPE

Six years ago, Engage for Good launched a first-of-its-kind biannual survey identifying million-dollar-plus point-of-sale fundraising campaigns that captured in-store and online-based programs. In 2016, 73 million-dollar-plus campaigns brought in \$441.63 million. This year's survey reveals that in 2018, **79** initiatives brought in **\$486.37** million, an increase of **10%**.



YEAR SURVEYED	2012	2014	2016	2018
NUMBER OF PROGRAMS	78	84	73	79
DOLLARS RAISED	\$389 MILLION+	\$422 MILLION+	\$441 MILLION+	\$486 MILLION

The increase in funds raised demonstrates that consumers continue to be willing to partner with trusted retailers to support good causes both in stores and online. Social impact programs continue to have a place in today's omnichannel retail environment.

Indeed, according to Blackbaud's 2017 Charitable Giving Report, the most common way consumers made a charitable donation over a 2-year period was "checkout donations" listed by fully 50% of respondents.

While much ado has been made about the mass migration of consumers to online shopping at the expense of traditional brick and mortar stores, close to 90% of all shopping is still done in physical stores, according to the National Retail Federation. Even traditionally online-only retailers such as Amazon, Warby Parker and Casper (which all have strong social impact programs) are opening brick and mortar stores to meet the evolving needs of their consumers.

The persistence of in-store retailing is good news for point-of-sale fundraising whose success relies so heavily on enthusiastic employees making personal asks to consumers.

As retailers hone their digital presence and work to offer frictionless payment options to their consumers, anecdotal evidence finds that retailers are willing to bring their nonprofit counterparts along for the ride. They continue to identify ways to offer digital options that allow consumers to participate in their existing point-of-sale fundraising initiatives.

TOP 2018 POINT-OF-SALE PLAYERS

eBay for Charity has held the top spot on this list since its inception in 2012, showcasing the power of the online shopper. In 2018, the year-round program raised \$69 million in the United States and \$101.6 million globally by allowing sellers to contribute a portion of their sales to charity and inviting buyers to make a voluntary donation to one of more than 66,000 charities. In 2018, the program was up by nearly 22% over 2016 and has cumulatively raised more than \$911 million since 2003.

We're thrilled to welcome PetSmart to the top of the list as the largest brick-and-mortar POS fundraising program. Although the program has brought in more than \$400 million for the animal welfare efforts of PetSmart Charities since it was started in 2006, this year-round initiative had not previously participated in our biannual survey.

Achieving a billion-dollar industry milestone (see below for details) with its longstanding partnership is the Miracle Balloon program at Sam's Clubs and Walmart stores which asks consumers to donate at checkout to help sick and injured children at their local children's hospital. Coming in at number three for dollars raised in this survey, the campaign raised \$36.5 million for Children's Miracle Network Hospitals in 2018, a 1.3% decrease from its 2016 total with a slightly shortened campaign window (six weeks instead of seven.)



For the purposes of this report, we are laser-focused on programs that raise \$1 million+ purely from consumer donations at point of sale. However, we are keenly aware that this focus makes it challenging to capture hybrid programs such as Jersey Mike's Month of Giving which raised \$7.3 million for a variety of charities in 2018 but doesn't appear on this year's list because their fundraising figure also includes their unique "Day of Giving" in which 100% of the day's sales (not just profits!) are donated from all Jersey Mike's locations.

Similarly, Red Nose Day, a partnership between Walgreens and Comic Relief raised \$25 million in 2018 but also does not appear on this year's list due to the fact that consumer donations are pooled with sales of red noses and related merchandise, supplier contributions and employee fundraising. In the future we hope that these and other retailers will isolate their POS fundraising figures so we can include their results.



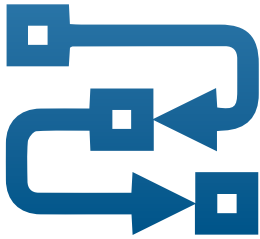
Clearly this report cannot capture all of the amazing point-of-sale fundraising programs that happens in the United States each year. Countless businesses from mom and pop stores to online startups find unique ways to engage their customers to raise money for good causes and sadly, there's no central clearinghouse for such efforts.

As a hat tip to those efforts that are raising significant funds and creeping near to \$1 million in funds raised, we've included a 'Rising Stars' section in this year's data in which we share an additional 11 campaigns that raised a total of \$9.3 million.

This year we added ten new-to-us campaigns that we either didn't have data for in the past or that recently tipped over the \$1 million mark. We wish them a warm welcome to the list and encourage any programs that should have been included to contact us so we can have a more inclusive survey in the future.

Imperfect as our efforts may be, we are proud to publish this edition of the study knowing that it is a valuable industry benchmark companies and causes turn to in order to improve their efforts to partner with consumers to build a better world together.

METHODOLOGY



Engage for Good combed through public data to identify the largest point-of-sale donation programs and asked companies and nonprofit organizations to provide campaign details in the spring of 2019. In situations in which companies or nonprofits declined to provide information, EFG relied on publicly available data such as annual reports or press releases to include program results.

To qualify for inclusion, a company had to have invited consumers to make donations at point-of-sale and have raised at least \$1 million in consumer donations in 2018. Only program activity in the United States was included in the study, although several of these programs were executed globally.

It should also be noted that, like the Jersey Mike's and Red Nose Day examples above, many of these partnership efforts went beyond consumer donation to include components such as percentage-of-sale donations on purchases or corporate donations unlocked via social media campaigns. In these instances, the aggregate of funds raised would be larger than the consumer donation number shared in this survey. We always endeavor to only report out point-of-sale fundraising figures.

COMMON CHARITY CHECKOUT TACTICS



Consumer donation campaigns can take many formats.

The most popular include icons (sometimes referred to as pinups), donation requests, coin collection and round-up programs (see below).



CHARITY CHECKOUT TACTICS



ICON/PINUP:

At checkout, consumers are asked if they'd like to "purchase" what is typically a paper icon (e.g. a shamrock or balloon) for a set dollar amount (usually \$1, \$3 or \$5) to benefit a designated charity. The icon is then often displayed in the store. The iconic MDA Shamrocks pinup program started in 1982 has since grown to 20,000 retail locations nationwide and has raised more than \$323 million.



DONATION REQUEST:

Similar to the 'pinup' program above, consumers are asked to donate upon checkout either by a sales associate or an automated pin pad ask.



COIN COLLECTION:

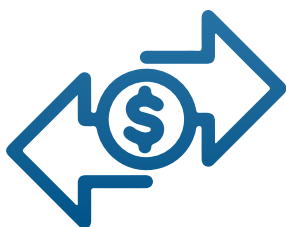
A canister, box or other collection device is placed at point of purchase with messaging on where a consumer's spare change will be donated. Ronald McDonald House Charities received more than \$24 million in 2018 in spare coins and bills collected at McDonald's locations.



ROUND-UP:

Consumers are asked upon checkout if they'd like to round up their purchase to the nearest dollar increment with the overage going to a designated charity. For example, if a consumer agrees to round up a \$12.47 purchase, \$.53 goes to charity and the consumer pays an even \$13.00. This approach is increasing in popularity with retailers like Macy's which introduced 'Make Good Cents' in 2017, a round-up program benefitting a variety of charities throughout the year including one effort in which individual stores choose the benefitting charity.

DOLLARS IN, DOLLARS OUT



A challenge to this data collection effort is the inevitable changes that occur, particularly over a two-year period. Programs evolve, fade away or dissolve completely. New charitable beneficiaries are added or substituted. Bankruptcy and mergers skew data collection efforts. Brand new programs are born.

A prime example of this is Toys"R"Us, which had supported the Marine Toys for Tots Foundation with a point-of-sale fundraising effort since 2004 and, at last count, had raised more than \$53 million for the charity.

With the declaration of bankruptcy and all stores closing in 2018, that program is clearly defunct and with it goes the historical data from our report. This solid, longstanding point-of-sale fundraising campaign raised significant funds over more than a decade, yet those dollars are missing from our overall cumulative total this time around.

In contrast, new and exciting programs come to life each year and this report contains a few standout programs including Lyft's "Round Up and Donate" effort, an always-on, round-up campaign introduced in 2017 that raised an outstanding \$8.1 million in 2018 alone for a variety of selected charities. Other highlights include a first-year effort from Grubhub in partnership with Share Our Strength that raised \$2.1 million for the fight against the childhood hunger, also using a round-up tactic.

Even tried-and-true point-of-sale fundraising giants like CVS sometimes mix it up from year to year. This year's report shows figures for two new efforts from CVS both introduced within the last two years which raised \$5 million for the American Heart Association and \$4.6 million for the American Cancer Society.

Fifty-five million-dollar-plus, point-of-sale fundraising programs appear on both 2016 and 2018 lists. Sixteen new-to-market campaigns make their debut on this year's list. At least seven have fallen off the list either because the program was shuttered or the effort failed to hit the \$1 million threshold.

“Following our first year of RestaurantHER, Grubhub's initiative dedicated to supporting women-led restaurants nationwide, we learned our diners cared about giving back and supporting organizations that impact communities. We wanted to find an easy, low-touch way that would empower our diners to give back, leading us to build our first round-up feature: Donate the Change. With more than 19 million active diners, we knew that even the smallest contribution would add up, making a huge impact on the life of a hungry child.**”**

**Jessica Burns, VP of Brand Marketing
and Creative at Grubhub**

FUNDS RAISED, FUNDS LOST



Eighteen campaigns showed fundraising declines from 2016 to 2018 (collectively a \$27.3 million decrease), although several were sponsored by companies who added additional point-of-sale efforts and new benefitting charities such as the CVS example shared above. Thirty campaigns showed gains in 2018 over 2016, posting a cumulative increase of \$59.6 million (we did not have 2016 data for the remainder of 2018 campaigns on the list). We assume that the refusal of some companies and charities who had 2016 programs on the list to share 2018 results has led to an underreporting of campaign declines.

The top reason for declines cited by industry professionals is a changing retail environment in which there is increased pressure to deliver sales (pushing point-of-sale fundraising down the priority list).

One major milestone included in this year's report is an achievement of a decades-long partnership. Our research reveals that the cumulative \$1.048 billion (that's "Billion" with a "B") cash contribution for Children's Miracle Network Hospitals since 1987 from Walmart and Sam's Club represents the largest amount ever raised for a nonprofit by one company.

When asked about this one-of-a-kind partnership, CMN Hospitals' chief revenue officer Clark Sweat said, "The biggest takeaway has been how much this partnership continues to evolve."

According to Sweat, although the donations are primarily driven by associates and customers, the way the annual campaign is executed in store is always changing and CMN Hospitals must continue to adapt to Walmart's business needs as well as the consumer mindset.

Another lesson learned from the partnership, Sweat says, centers around the passion and power of Walmart associates. "If you can truly touch the hearts of the associates, they will amaze you," he says.

CAUSE CHAMPIONS

Children's health continues as the cause that persuades consumers to open their wallets more than any other in this year's survey in both dollars raised (\$194.7 million, representing 40% of total dollars raised) and number of campaigns (28 which represent 35% of this year's list).

These huge dollar generators were again powered by legacy corporate fundraisers Children's Miracle Network Hospitals and St. Jude Children's Research Hospital. Cumulatively those two organizations were the beneficiaries of over 30% of all dollars raised in million-dollar-plus campaigns in 2018.

A distant second at 16% of fundraising dollars was the "consumer choice" category, primarily led by eBay for Charity's program that enables both buyers and sellers on the online platform to designate monies to the cause of their choice. Animal (15%), Social Services (10%), Health (9%) and Hunger (4%) were next on the list of supported causes.





LEADING POINT-OF-SALE INDUSTRIES

Specialty retailers led by Petco, PetSmart and Best Buy rang up a cool \$115 million for their charitable partners, representing 23% of this year's survey total. The QSR/Fast Casual sector was next, serving up \$86.8 million, for 18% of the total, followed by the online sector led by eBay and Lyft with \$79.2 million and 16% of dollars generated. Mass merchandisers (which had been the top industry in the 2016 report generating over \$80 million and accounting for 18% of the total) fell to fourth, representing only 14% of this year's total, raising \$68.3 million.



WHAT'S IN IT FOR ME? THE USE OF INCENTIVES

Ask several point-of-sale experts about whether or not consumers should be incentivized to donate and you're bound to get multiple conflicting opinions. About a quarter (26%) of this year's survey participants stated that they used an incentive to encourage consumer donations. Examples of incentives include bonus loyalty points, bounce-back or vendor-sponsored coupons, shopping bags and silicone bracelets.

While bounce-back coupons (a common incentive) may provide valuable, measurable data about the effectiveness of a given program, many of the largest point-of-sale efforts at retailers such as Walmart, McDonald's and Costco don't rely upon any customer incentives whatsoever.



THE RIGHT DONATION AMOUNT

Of the thirty-five campaigns that provided data about the specific ask used at point-of-sale, the most frequently cited amounts were \$1 (91%) and \$5 (57%). Fifty-one percent offered an open-ended ask (allowing customers to choose the amount they'd like to donate) and 47% used a \$3 ask (many campaigns selected multiple amounts). Experts say the "right" donation amount for a campaign varies based on the type of retailer, average purchase amount and visit frequency. Consumers may be more inclined to give higher amounts when making a \$500 purchase than when buying a \$2 snack.



THE ANSWER

New this year, we anonymously asked survey respondents to share the percentage of customers that participated in their point-of-sale fundraising programs. Of the fourteen responses we received, the average participation was 18% with a high of 40% and a low of 2%. Most retailers will share that certain stores or areas perform significantly higher than the average based on how enthusiastically employees embrace the program.

ROUND-UP, ROUND-UP AND MORE ROUND-UP



In our 2016 report, we shared that 16% of survey respondents mentioned offering consumers a round-up option at point of sale. As predicted, this tactic is growing rapidly. This year, nearly 38% of respondents were using the round-up option with consumers with much success and several new-to-market campaigns rely exclusively on the tactic (e.g. Grubhub and Lyft).

Several retailers with long-standing point-of-sale programs have moved exclusively to a round-up effort.

For example, Casey's General Stores recently shifted their annual campaign from an icon campaign (where a consumer is asked to donate a specific dollar amount) to an employee-facing prompt asking the customer if they would like to round up their purchase to the nearest dollar.

Not only did the program more than double in funds raised (\$1 million in 2018 to \$2 million in 2019), but the execution and cost of the program decreased significantly, according to CMN Hospitals' Clark Sweat.

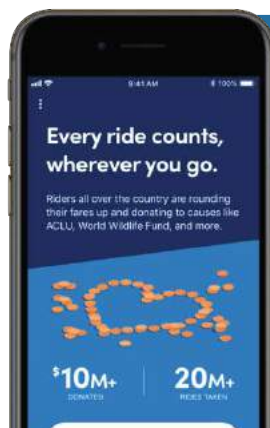
Other retailers are shifting to round-up but not completely abandoning their traditional point-of-sale programs.

For instance, Macy's introduced 'Make Good Cents' in 2017, a round-up program benefitting a variety of causes from sending local kids to summer camps to supporting neighborhood food banks. One such round-up effort enables individual Macy's stores to choose the benefitting charity. Five of these 'Make Good Cents' campaigns appear on the list this year, totaling \$5.9 million. The retailer also had two additional long-running campaigns on the list outside the round-up efforts, bringing their overall total raised at point of sale for 2018 to \$9.1 million.

Yet other retailers have found success using the round-up option as a type of second bite at the apple if customers seem hesitant to donate or decline to make a flat donation.

Take Domino's Pizza, for example, which raised \$9.8 million in 2018. Of that amount, \$1.5 million was attributed to their round-up program. As a company known for testing everything from autonomous vehicles to the fonts on their website, the consumer donation experience at Domino's is no exception. "We've been in testing phase on our round-up program for several years," explained Jeannette Sharp who works in Domino's community relations and PR department. After extensive order flow testing, they landed on the current execution. During the order process, the company presents consumers with a pop-up window asking if they'd like to make a donation to St. Jude. If consumers decline to donate, at the end of the order process they are presented with an opportunity to round up their order to the nearest dollar. Consumers that agreed to the initial pop-up donation aren't presented with the round-up option.

Domino's also tested which performed better, the St. Jude logo or a picture of a St. Jude patient (the patient image won that test – see image at right) and according to Sharp, "We also found that sharing what, specifically, the monetary donation might help fund (e.g. an IV bag for a St. Jude patient) increased participation. By providing that explanation, consumers were better able to understand where that dollar would go and were more compelled to help out."



"We've learned that our rider community wants to hear about the impact they're collectively making through their donations. This is why for our \$10 million milestone last year, we highlighted the communities they are supporting and some of the tangible changes they've been able to help make."

Mike Masserman, Head of Social Impact, Lyft

Also not included in our report are efforts like that of the RoundUp App, which is retailer agnostic and allows consumers to link a credit or debit card and automatically round up their change for a selected nonprofit and has raised roughly \$225,000 since April 2018, according to a company spokesperson.

We predict a continued move to integrate round-up efforts at point of sale, whether they displace or enhance existing point-of-sale programs or come out of the gates using this simple yet effective tactic.

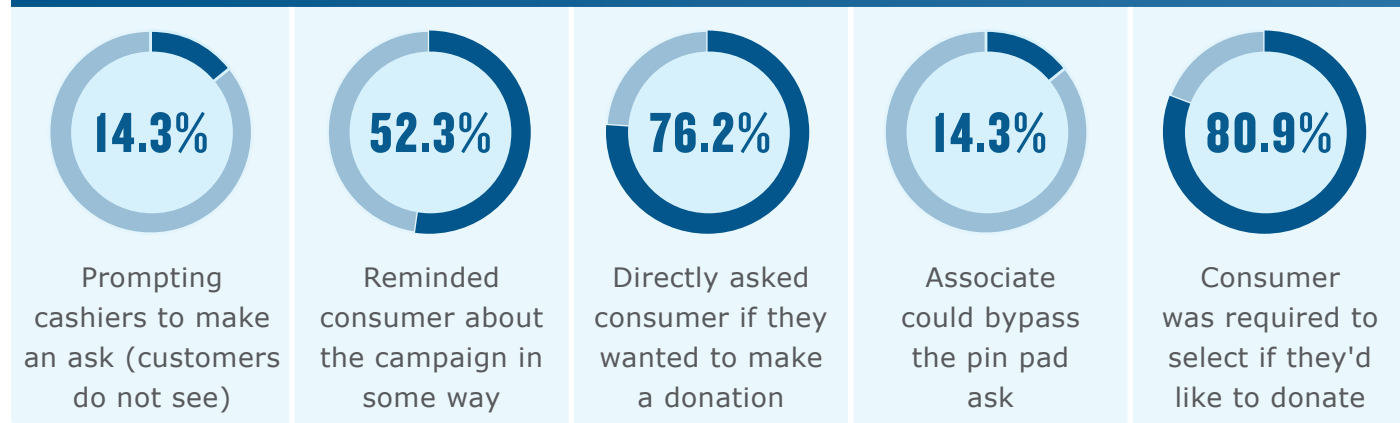
INTEGRATION WITH ELECTRONIC CHECKOUT SYSTEMS

Retail checkout in brick and mortar stores is a high-stakes environment and cashiers are typically faced with a laundry list of tasks they're required to complete. Asking for a charitable donation on top of this existing list can be a delicate balancing act. One way that retailers have found success in incorporating a donation request is by integrating an automatic ask into the credit card terminal.

Over the years, we've seen a number of programs achieve impressive increases in funds raised after investing in a system integration, often doubling their funds raised. As an example, the addition of an automated pin pad ask in Bridgestone Retail stores in 2018 resulted in the number of customer donations quadrupling for the Boys & Girls Clubs of America.



Of the twenty-one respondents that said they used an electronic point-of-sale technology to facilitate a donation, here were the ways they were used and how frequently (multiple selections allowed):



Nonprofits are hungry for more retailers to integrate programs into their electronic systems, but industry adoption remains low because of cost and competing IT needs. These point-of-sale integrations are often donated pro-bono either by vendors or in-house IT departments. Anecdotally, we've learned that integrating an automated ask can take between one and three years from start to finish.

Not all retailers prefer an automated ask, however. For example, during Walgreens Red Nose Day, team members will first ask consumers if they'd like to purchase a Red Nose. After that, as a secondary option, they ask if the consumer would like to donate \$1. According to Walgreens' Linn Jordan, Senior Director of Brand Marketing, "The entire process is a deeper conversation with our customers than the traditional pin pad execution. We found more success in moving away from the pin pad process to educating our team members to be anchors in our program."

DONATIONS GO DIGITAL

With consumers increasingly turning to online and mobile ordering to fit their digital lifestyles, point-of-sale donation opportunities follow close behind. These digital integrations are typically the result of deepening partnership relationships and tend to occur over time.

Domino's Pizza has evolved their partnership with St. Jude over the years. What started as the company offering a bundle called the St. Jude Meal Deal (where \$1 of each meal purchased would go to the charity) progressed to include a consumer invitation to donate upon checkout and then further evolved to today's options which also includes the round-up functionality described above. The Domino's app also integrates a donation ask (but not the round-up option due to order flow restrictions).



With frictionless ordering becoming the norm, it's critical that online asks for donations fit the bill, a lesson that Pizza Hut learned over the past several years according to Pizza Hut's Natasha Collins. After their 2016 fundraising campaign in support of First Book, Collins said Pizza Hut noticed a decline in the percent of customers donating when ordering online even as the company continued to see an increase in online ordering.

"By including the donation ask during the order process (instead of as an add-on item consumers could place in their cart)," Collins said, "in 2018 the campaign saw a 4.5 times increase in the number of transactions that included a donation, reversing the downward trend."

CONSUMERS LOVE TO GIVE LOCALLY



While this report surveys the largest of the large campaigns in the United States representing national companies and nonprofit organizations with national reach, increasingly we're seeing point-of-sale efforts that aim to keep dollars local for the simple reason that familiar neighborhood efforts are more likely to win consumer support, a trend that should be encouraging even for the smallest point-of-sale fundraising efforts.

Companies and their partner causes have found a variety of ways to coordinate a national effort that incorporates a local impact. For example, Arby's annual point-of-sale fundraising efforts have increased 64% since 2016, raising \$5.6 million in 2018 for youth-focused causes. In 2018 they chose to funnel donations using a hybrid national/local approach with 50% of the donations staying local and the remaining 50% supporting national nonprofit partners including Big Brothers Big Sisters, No Kid Hungry and 3DE, powered by Junior Achievement according to Stuart Brown, Executive Director of the Arby's Foundation.

During Pizza Hut's Spring fundraising effort for First Book to promote literacy, the more than 2,500 Pizza Hut restaurants that chose beneficiaries in their local communities— such as schools and other educational programs – raised three times more and performed better in same store sales growth than those who did not choose a local beneficiary according to their award-winning 2018 Halo Award application.

No matter your organization's size or depth of resources, the fact remains that local causes resonate best with consumers, putting point-of-sale fundraising in reach for charities of all sizes.

CONCLUSION AND BEST PRACTICES

While consumers may occasionally fatigue of being asked to donate at checkout, the reality is that these programs continue to be massively effective in raising large sums of money for good causes and generally an effective way for companies to partner with consumers to make a social impact. For some consumers, giving at point of sale may be the only way they donate to good causes throughout the year. For others, it's a supplemental activity in which they're willing to partake with trusted brands.

Although not a new tactic per se, the resurgence of companies asking consumers to simply round up their purchase to the nearest dollar alongside exciting new campaigns appears to be breathing new life into giving at point of sale.



BEST PRACTICES FOR POINT-OF-SALE GIVING INCLUDE:



EMPLOYEE INVOLVEMENT – When it comes to brick-and-mortar retailers, there is absolutely no substitute for engaged employees, as they truly are the front-line ambassadors for any point-of-sale effort. When passionate and knowledgeable cashiers ask a consumer to donate, it's easy for the consumer to say 'yes' to giving a few coins or dollars to the cause. Nonprofit partners play a significant role here, sharing stories of impact and inviting employees into their world to see their impact first-hand.



GOING LOCAL – As human beings, we're more likely to contribute our hard-earned cash when we're familiar with the cause or when it's personal to us. Ensuring consumers understand the local impact of their dollars is one way to improve the likelihood of a donation at point of sale. This is one tactic that local companies can execute as can large national brands, assisted by competent local partners with boots on the ground.



VISIBLY DEMONSTRATING IMPACT – As consumers have come to expect companies to make a difference in their communities, they've grown hungrier for information that demonstrates exactly how their money is being used and aren't shy about calling out companies that aren't transparent with this information. Keeping the cause top of mind and supporting point-of-sale efforts with powerful stories of impact, whether in-store, online or via social media is an excellent way to remind consumers why they're being asked to give.



EVOLVING TO MEET CHANGING CONSUMER AND MARKET NEEDS – It seems as though change is happening at an increasingly rapid pace and these point-of-sale efforts need to keep up and constantly evolve to meet consumers where they are. Keeping impact top of mind, flexibility, testing and iteration are critical to keep campaigns fresh and engaging for both consumers and employees that are being asked to act as campaign spokespeople on top of their daily responsibilities.



SAYING THANK YOU – Never underestimate the power of a simple "thank you," whether verbalized by a cashier who's just received a donation or delivered via email, outlining how one consumer's small donation, joined with others, made an incredible impact on an important social issue. And remember to thank employees who helped execute the campaign in stores or online. This is another place where nonprofit spokespeople can be incredibly powerful. A simple video message from someone whose life is dramatically impacted can move mountains and gain huge customer loyalty and repeat donations.

We're encouraged by this year's data and hope you're emboldened and inspired to take your own point-of-sale fundraising efforts to the next level. The way consumers engage with trusted brands continues to evolve but their expectation persists that companies need to join them in helping to make the world a better place. Point-of-sale fundraising provides a simple yet effective way for companies to meet this consumer and employee need, one dollar, one ask at a time.

AMERICA'S CHARITY CHECKOUT CHAMPIONS 2019

Amount Raised 2018	Company	Cause	Year Started	Amount Raised Since Inception	2016 Amount Raised	% Change
\$69,000,000	eBay	> 66,000 charities	2003	\$911,390,000*	\$56,580,531	21.95%
\$42,162,058	PetSmart	PetSmart Charities	2006	\$400,000,000+		
\$36,500,000	Walmart and Sam's Club	CMN Hospitals	1987	\$1,048,861,305	\$37,000,000	-1.35%
\$32,683,530	Petco	The Petco Foundation	1999	\$250,000,000	\$28,380,977	15.16%
\$28,000,000	Costco	CMN Hospitals	1987	\$386,000,000	\$22,500,000	24.44%
\$24,800,000	McDonald's	Ronald McDonald House Charities	2004	\$335,700,000	\$28,149,055	-11.90%
\$21,500,000	Panda Express	CMN Hospitals & Panda Cares	2007	\$59,000,000	\$9,700,000	121.65%
\$20,800,000	Best Buy	St. Jude	2013	\$80,000,000	\$18,200,000	14.29%
\$10,500,000	Domino's	St. Jude	2004	\$58,000,000	\$7,300,000	43.84%
\$9,685,315	Taco Bell	Boys & Girls Clubs of America, City Year, Junior Achievement and more	2009	\$50,000,000	\$8,100,000	19.57%
\$8,500,000	Meijer	Local food pantries	2008	~\$46,000,000	\$7,800,000	8.97%
\$8,100,000	Lyft	A variety of nonprofit partners	2017	\$11,862,000		
\$7,800,000	Publix	March of Dimes	1996	\$80,800,000	\$7,181,386	8.61%
\$7,213,367	The Albersons Companies	Local Food banks	2014	\$35,037,416	\$5,571,417	29.47%
\$6,400,000	Wendy's	Dave Thomas Foundation for Adoption	2014	\$24,000,000	\$3,800,000	68.42%
\$5,977,822	Publix	Special Olympics	1993	\$46,452,525	\$4,863,085	22.92%
\$5,800,000	Ascena Brands	Breast Cancer Research Foundation	2005	\$45,000,000		
\$5,662,764	Publix	Children's Miracle Network Hospitals	1992	\$49,000,000	\$4,603,465	23.01%
\$5,600,000	Arby's	Big Brothers Big Sisters, No Kid Hungry, 3DE and local nonprofits	2011	\$30,300,000	\$3,400,000	64.71%
\$5,600,000	LOFT, Ann Taylor	St. Jude	2007	\$48,500,000		
\$5,100,000	Burlington Stores	Leukemia & Lymphoma Society	2001	\$37,000,000	\$3,800,000	34.21%
\$5,073,000	CVS Health	Stand Up 2 Cancer	2014	\$25,300,000	\$7,300,000	-30.51%
\$5,000,000	CVS Health	American Heart Association	2017	\$9,600,000		
\$4,600,000	CVS Health	American Cancer Society	2018	\$4,600,000		

* Represents all regions globally

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Amount Raised 2018	Company	Cause	Year Started	Amount Raised Since Inception	2016 Amount Raised	% Change
\$4,500,000	CVS Health	American Lung Association	2014	\$22,200,000	\$6,000,000	-25.00%
\$3,900,000	Ace Hardware	CMN Hospitals	2016	\$8,400,000	\$2,686,566	45.17%
\$3,473,147	Speedway LLC	CMN Hospitals	1991	\$109,000,000	\$7,942,091	-56.27%
\$3,462,369	Love's Travel Stops	CMN Hospitals	1999	\$26,000,000	\$2,709,159	27.80%
\$3,356,807	Rite Aid Corp.	CMN Hospitals	1994	\$92,000,000	\$4,414,281	-23.96%
\$3,290,000	Wegman's	Various local food pantries	1993	\$38,700,000	\$2,880,000	14.24%
\$3,200,000	Big Lots	Nationwide Children's Hospital	2013	\$17,000,000+	\$3,630,543	-11.86%
\$3,135,165	Ross Stores	Boys & Girls Clubs of America	2015	\$15,000,000	\$2,669,187	17.46%
\$3,049,215	Circle K	American Red Cross			\$4,043,499	-24.59%
\$2,800,000	Burlington Stores	Women Heart	2012	\$11,500,000	\$1,800,000	55.56%
\$2,797,688	The Albersons Companies	Cancer Research Organizations	2005	\$198,885,944	\$3,033,754	-7.78%
\$2,700,000	IHOP Restaurants	CMN Hospitals	2006	\$30,000,000	\$3,100,000	-12.90%
\$2,513,386	Bridgestone Retail Operations	Boys & Girls Clubs of America	2015			
\$2,500,000	Stop & Shop	The Jimmy Fund at Dana Farber Cancer Inst.	1997	\$60,000,000	\$2,456,933	1.75%
\$2,400,000	Pier One	St. Jude	2018			
\$2,335,000	HomeGoods	The Jimmy Fund at Dana Farber Cancer Inst.	2001	\$15,000,000	\$1,900,000	22.89%
\$2,300,000	Kmart	March of Dimes	1983	\$147,000,000	\$7,029,660	-67.28%
\$2,038,822	Macy's	Bunker Labs, Blue Star Families, and Team Rubicon			\$1,500,000	35.92%
\$2,180,118	Grubhub	Share Our Strength	2018			
\$2,000,000	The Kroger Company	USO			\$2,100,000	-4.76%
\$1,999,661	Tractor Supply Company	National 4-H Council	2009	\$14,900,000	\$1,805,637	10.75%
\$1,900,000	Burlington Stores	AdoptAClassroom.org		\$3,600,000		
\$1,700,000	Carter's	Pajama Program	2009	\$8,700,000		
\$1,700,000	Grocery Outlet	300+ local food agencies	2010			
\$1,665,311	Macy's	American Heart Association				
\$1,574,977	Publix	American Red Cross				
\$1,553,023	Carl's Junior and Hardee's	Stand Up and Play Foundation, USA Cares, military-focused charities	2011	\$9,053,023	\$1,500,000	3.53%
\$1,546,184	Costco	American Red Cross				

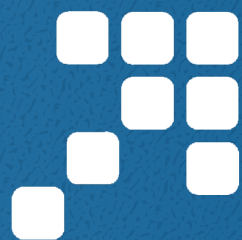
AMERICA'S CHARITY CHECKOUT CHAMPIONS 2019

Amount Raised 2018	Company	Cause	Year Started	Amount Raised Since Inception	2016 Amount Raised	% Change
\$1,535,823	GIANT Food Stores	100+ regional food banks	2000	\$10,000,000+	\$1,220,695	25.82%
\$1,497,957	Walgreens	American Red Cross				
\$1,470,668	Lowe's	Boys & Girls Clubs of America	2017	\$3,181,791		
\$1,414,662	The Albersons Companies	Southern CA Charities				
\$1,400,000	GIANT/MARTINS Campaign	Children's Miracle Network Hospitals	1997	~\$14,000,000	\$1,256,037	11.46%
\$1,355,129	The Albersons Companies	Seattle Childrens Hospital Foundation	2016	\$3,092,291		
\$1,300,000	Dairy Queen	CMN Hospitals	1983	\$145,000,000	\$1,031,050	26.09%
\$1,287,000	Dave & Buster's	Make-A-Wish America	2012	\$7,800,000	\$1,284,006	0.23%
\$1,261,567	Casey's General Stores	Muscular Dystrophy Association	2007	\$7,000,000	\$1,527,208	-17.39%
\$1,242,778	The Albersons Companies	Special Olympics Southern California	2017	\$2,485,016		
\$1,234,000	CITGO Petroleum Corporation	Muscular Dystrophy Association	1987	\$20,000,000		
\$1,221,398	The Albersons Companies	Northern CA Social Service Orgs				
\$1,200,000	Harris Teeter	USO	2012	~\$5,900,000		
\$1,179,880	Casey's General Stores	CMN Hospitals	2014	\$5,153,367	\$1,000,000	17.99%
\$1,170,511	Buffalo Wild Wings	Boys & Girls Clubs of America	2013	\$5,778,114	\$3,970,000	-70.52%
\$1,145,515	Macy's	American Heart Association			\$1,700,000	-32.62%
\$1,135,517	The Albersons Companies	Veterans' Charities	2012	\$8,937,187	\$1,508,593	-24.73%
\$1,107,986	The Albersons Companies	Social Services Organizations	2005	\$130,502,732	\$3,835,845	-71.11%
\$1,096,574	Macy's	599 local charities				
\$1,082,797	Macy's	500+ local food banks	2017	\$2,100,000		
\$1,067,664	Macy's	Breast Cancer Research Foundation				
\$1,067,000	Famous Footwear	March of Dimes	2003	\$23,000,000	\$1,737,874	-38.60%
\$1,063,473	The Albersons Companies	City of Hope	2017	\$1,952,228		
\$1,053,924	Pizza Hut	First Book	2016	\$1,799,168		
\$1,037,084	Hudson Group	Communities in Schools	2012	\$3,278,145		
\$1,034,173	Macy's	The Y and its local Y associations				
\$1,000,000	Talbots	Dress for Success	2016	\$4,000,000		

★★★★★ **RISING STARS** ★★★★★

Congratulations to these POS fundraising programs that are raising significant dollars for good causes and getting very close to the \$1 million mark.

Company	Amount Raised 2018	Cause
Pilot Flying J	\$981,000	American Heart Association
Wawa	\$976,459	CMN Hospitals
GameStop	\$965,284	Make-A-Wish America & CMN Hospitals
Circle K	\$930,478	March of Dimes
Albertsons Companies Foundation	\$896,906	St. Vincent de Paul Society; El Pasoans Fighting Hunger; Three Square Food Bank and ULAN Food Pantry
Great Clips	\$877,840	CMN Hospitals
White Castle	\$795,798	Autism Speaks
Popeye's Louisiana Kitchen - Sailormen franchise	\$756,382	Muscular Dystrophy Association
Sears Hometown & Outlet	\$751,972	Make-A-Wish America
Circle-K	\$750,000	Muscular Dystrophy Association
BiLo/Winn Dixie/Southern Grocers	\$690,589	American Red Cross



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