



CASE STUDY

Celebrating the legacy of Dr. Martin Luther King Jr., one large retailer, together with their associates and customers, helped to raise more than \$6.5 million through their MLK Day of Giving.



“Our associates and customers are very passionate about supporting local nonprofits and national organizations that help address causes important to them.”

Three-to-one Match

For Associates.

Two-to-one Match

For Community Members.

6.5+ Million

dollars raised to support their dedicated fund for nonprofits at Charities Aid Foundation (CAF) of America.

The aspiration

The MLK Day of Service encourages everyone to meet the needs of others in their communities. To help people meet the needs of others they hosted an online Day of Giving matching campaign for U.S. brand associates as well as their customers and the general public.

The plan

For those looking for another way to give and serve, this retailer announced the MLK Day of Giving. For one day only, associates could donate through their website. A similar matching program was available to individual consumers and community members, where they would match two-to-one, up to \$2 million and subject to an individual limit of \$5,000. Between the two there was potential for a contribution of up to \$4 million to honor the life and legacy of Dr. King.

The impact

Celebrating the legacy of Dr. Martin Luther King Jr., together, with their associates and customers, this retailer helped to raise more than \$6.5 million through their MLK Day of Giving.



“ I see better days ahead because I know what our associates are made of...”

Discover all the ways that Bonterra Corporate Social Responsibility (formerly CyberGrants) can help you maximize your giving-to-impact ratio.

Visit our [website](#) today to request a demo or contact us!