

# MULTIPLYINGGOOD

THE POWER OF SERVICE TO OTHERS

## AS WE LOOK AHEAD TO THE FUTURE OF OUR ORGANIZATION,

bolstered by this brand refresh and a bold strategic vision, we are positioned for scale and will invest over the next five years to continue to multiply good in the following ways:

### YOUTH



Through meaningful programming for youth, we've trained more than 30,000 young people nationwide over the past decade, who have in turn engaged hundreds of thousands of their peers. Our in-depth, reinforcing support structures of training, technology and a continuum of adult care uniquely position us to unlock service passions, give young people confidence in their ability to make a difference and the skills they need to do it well. It is our goal to deliver this to more than 1 million young people.

### EMPLOYEE RECOGNITION



Our employee recognition platform is the largest of its kind in the country. We help organizations, that represent a base of more than 7.1 million employees, to use the power of celebration to inspire the individual and build compassionate, caring workplace environments. Happier employees and a positive culture are proven interventions to strengthen retention, recruitment and employee efficiency.

### GRASSROOTS UNSUNG HEROES



Our grassroots unsung hero recognition platform engages media organizations to highlight the best individuals in their communities and multiply the positive impact each is able to deliver. In practice since 1977, this network today reaches 100 million Americans and has honored more than 62,000 grassroots unsung heroes.

### LARGEST & MOST PRESTIGIOUS CELEBRATION PLATFORM FOR SERVICE IN AMERICA



Leverage the brand equity of nearly 50 years to enhance and build our celebration platform, which will now be known as the Jefferson Awards, a program of Multiplying Good.

### NATIONAL SERVICE COMMUNITY



Build a national service community using a digital platform with incentives, and opportunities to support and scale service, to increase active engagement. By activating the network of 100 million people our programs reach, our goal is to build a community of more than 200,000 engaged and connected changemakers.

### 100% IMPACT



Deliver on our 100% impact promise, continuing to grow our base of supporters who cover the overhead and fundraising costs of the organization. This means every contribution and grant, local and national is solely dedicated to program delivery.