



453

Total Participants



41,275

Total Traveled Miles



\$50,000

Donated to NAACP Legal Defense and Educational Fund, Human Rights Watch, & Tahirih Justice Center



91

Average Miles Traveled Per Participant



1,331

Average Miles Traveled Per Day by the Firm

GIVHERO DELIVERS A 225% INCREASE IN WELLNESS PARTICIPATION RATE

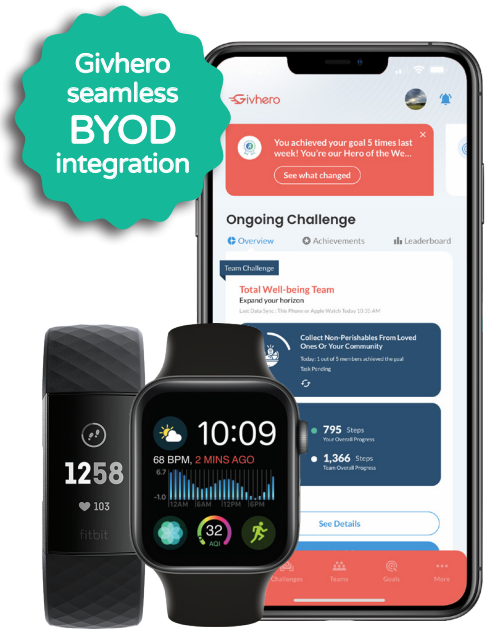


The Client

- An international Law Firm with 2,500 employees in 5 offices globally.
- Committed to ESG and DEI.
- Low participation in well-being programs (exacerbated by international structure and remote ~ hybrid working models).
- Stretched HR team with little time to plan and implement cross-company programs.

The Givhero Program

Through Givhero's 'one-tap' onboarding, the Client launched a Team Challenge engaging employees to work together to cumulatively travel the globe (25,000 miles) by walking, running, biking, and swimming. For each mile traversed via the Givhero app, the Client would donate \$2 to social causes aligned with its ESG ~ DEI mission, including *Human Rights Watch*, the *NAACP Legal Defense & Education Fund*, and the *Tahirih Justice Center*. As milestones were met, donation dollars were unlocked in the Givhero app for Challenge participants to donate to their preferred cause.



Results

A 225% increase in Program Participation Rate (from <200 to >450 employees) and immediate ROI on employee well-being from pre-existing \$50,000 philanthropy budget.

www.Givhero.com

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