

## **AT&T Higher Education/Cultural Matching Gift program Questions**

### **1. Why is the Foundation Matching Gift program changing?**

The AT&T Higher Education/Cultural Matching Gift program is available to all employees but currently just over 1% of our eligible employee base participates in it. The program changes enable us to engage more employees in the program, providing a broader impact in our communities.

### **2. For how long will the current Matching Gift program last?**

The AT&T Higher Education/Cultural Matching Gift program will continue based on these [guidelines](#) through December 31, 2015.

### **3. How are employees being notified of the changes to this program?**

Program changes were communicated with all officers in early 2015. There were also emails sent to all employees who participated in the matching gift program in 2014.

### **4. What changes will I see in the program?**

While the matching gift program is being retired we will be implementing a new program called Cause Cards. Cause Cards are applied by employees on the [YourCause](#) website to recommend an AT&T Foundation grant to be given to the eligible charity of their choice. All employees that participate in the annual Employee Giving Campaign will be eligible to receive a Cause Card. Through the new program you will be able to support any eligible charitable organization that you are passionate about, instead of just higher education/cultural organizations. Total funds available to each employee will be less than the previous program because we anticipate more employees will participate in the new program.

**Commented [GTR(1):** Its not a match anymore. Leadership in E&LA advised that we should not use the word "match."

**Commented [GTR(2):** This isn't accurate. Neither the old program or the new program limited participation. The difference is that with the new program, we expect more people to participate because we will make its availability known.

### **5. What are Cause Cards?**

Cause Cards allow recipients to identify and recommend an eligible 501(c)(3) charity of their choice for receipt of an AT&T Foundation grant.

### **6. How do Cause Cards work?**

Employees who receive Cause Cards will be notified via email and then directed to the Employee Giving webpage at <https://att.yourcause.com>. Through the site, employees can identify their Cause Card value and then recommend an eligible 501(c)(3) charity to receive an AT&T Foundation grant.

### **7. What organizations are eligible to receive funds in the new program?**

Eligible 501(c)(3) charitable organizations, recognized by the IRS with tax-exempt status, qualify for the new program. These organizations must qualify for grants from the AT&T Foundation, consistent with its guidelines.

### **8. What will the new cap for gifts be per employee in the new program?**

There is no cap for gifts in the new program, but Cause Card values are expected to range from \$25 to \$250. Employees will have the opportunity to receive Cause Cards based on their level of participation in the 2016 Employee Giving Campaign. Final details of the program will be shared when Cause Cards officially launch in 2016.

**Commented [GTR(3):** Don't use the word "match" in the context of the new program.

### **9. How can I get a Cause Card?**

Employees who participate in the 2016 Employee Giving Campaign will be eligible to receive a Cause Card. The value of the Cause Card is based on a percentage of the donor's level of giving and is expected to range from \$25 to \$250. Final details of the program will be shared when Cause Cards officially launch in 2016.

**10. Where can I find more information about the Cause Card Program?**

More details of the program will be shared when Cause Cards officially launch in 2016. If you have questions about changes to the current Matching Gift program, please contact Kara Burkett at kb458q@att.com.

**11. I made a multi-year commitment to a charity based on the availability of the current AT&T Matching Gift Program. Will these funds be matched past 2015?**

Per the guidelines of our current program, matching gifts can only be received for a donation that is paid, not one that is pledged. Donations in 2015 to a qualifying organization based on current program guidelines will be matched, but matching funds will not be available for future gifts that you may have pledged.

**12. How are Cause Card values determined?**

In the 2016 Employee Giving Campaign, employee pledges will be eligible for a Cause Card on a sliding scale based on a percentage of total giving. These Cause Cards are expected to range from \$25 - \$250. Employees will be notified of the value of the Cause Card and the deadline by which they need to redeem it by making a recommendation for an AT&T Foundation grant to an eligible 501(c)(3) charity of their choice. Final details of the program will be shared when Cause Cards launch in 2016.

**13. Are retirees eligible to receive Cause Cards?**

Retirees are not eligible to receive Cause Cards or participate in the program.

**14. Can my ERG request Cause Card if they are an approved 501(c)(3) charitable organization?**

Cause Cards cannot be requested by organizations, but an employee who receives a Cause Card can recommend the ERG to receive an AT&T Foundation grant if the ERG is an eligible 501(c)(3) charity.

**Q&A for stakeholders, higher-ed and other cultural institutions affected by the program**

**Why is AT&T making this change?**

The AT&T Higher Education/Cultural Matching Gift program was available to all employees, but currently just over 1% of our eligible employee base participates in it. The program changes enable us to engage more employees, providing a broader impact in our communities.

**How does the new program work?**

Employees who participate in the 2016 Employee Giving Campaign will be eligible to receive a Cause Card. The value of the Cause Card is based on a percentage of the donor's level of giving and is expected to range from \$25 to \$250. Employees apply use their Cause Cards through AT&T's

Employee Giving website to recommend an AT&T Foundation grant to any eligible 501(c)(3) charity of their choice.

**Will we still be able to receive funding? How will this affect our organization?**

Employees will be able to recommend any eligible 501(c)(3) charity of their choice to receive the funds through Cause Cards applied to the organization. Unlike the previous matching program, the value of each card is expected to range from \$25 to \$250. However, the goal for this program is for more employees to participate and encourage donations to the organizations they are most passionate about.