

Acxiom Corporation Guidelines

Purpose

Acxiom Corporation encourages associates to support civic, cultural, educational, and health and human services organizations in their communities by offering a Matching Gifts Program (MGP). The MGP enables participating associates to increase the effectiveness of their personal giving to a wide range of charitable organizations.

Eligible Associates

Regular, active, full-time U.S. associates of Acxiom Corporation are eligible to participate.

Program

The MGP matches associates' contributions at a rate of \$.50 per dollar, with a maximum Acxiom outlay of \$500 per associate per fiscal year (April to March). Associate contributions made on or after July 1, 2004 are eligible for the MGP.

Gifts must be personal contributions made, not merely pledged, to an eligible organization in support of its primary objective. An associate must contribute a minimum of \$50 to a single entity for the gift to be eligible for Acxiom matching.

Organizations are limited to \$10,000 in total matching funds from Acxiom per calendar year.

Eligible Organizations

Publicly supported, non-profit, charitable organizations qualifying under Section 170C or 501C3 of the U.S. Internal Revenue Code are eligible for matching gifts. Organizations must be non-political, non-religious, and non-discriminatory and have full-time, paid professional direction and management.

- Civic and Community – community revitalization, economic development, environmental issues, fire prevention, housing, legal aid services, municipal and statewide improvements, public policy research, etc.
- Culture – aquariums, botanical gardens, libraries, museums, performing and visual arts organizations, public radio and television, science centers, symphony orchestras, zoological societies, etc.
- Education – academic programs at private, public, or parochial institutions, such as graduate or professional schools, colleges offering at least two-year programs of college-level studies, technical schools, and elementary, secondary, and preparatory schools, provided the institution is accredited by a recognized accrediting agency.
- Health/Human Services/Youth – disaster relief, charitable non-profit agencies, health, human services, youth activities, etc.

Ineligible Organizations

Because Acxiom is a major supporter of United Way, agencies supported by United Way are not eligible for matching gift funds. Exceptions are United Way-approved drives for special disaster relief efforts approved by Acxiom's Community Relations Advisory Board.

Other organizations that are ineligible for matching gifts include:

- Organizations with programs that are primarily religious in nature, such as faith-based indoctrination, church building campaigns, and general offerings. However, church-affiliated outreach programs, such as homeless shelters and soup kitchens may qualify for matching gifts if they are 501C3 organizations.
- Organizations that promote or seek to influence legislation.
- Fraternal and social organizations.
- War veterans' and other organizations where funds are used for entertainment purposes or for the benefit or support of private individuals.
- Organizations that are predominately athletic in nature such as booster clubs, college or school athletic organizations, softball teams, basketball teams, youth sports teams, etc.

Program Guidelines and Restrictions

1. Complete the associate section of the MPG form and send the form with your contribution to the eligible organization.
2. The eligible organization will complete its portion of the MPG form and return it to Acxiom for processing and payment.
3. With respect to the \$500 annual limit per associate per fiscal year, no carryover from year to year is permitted.
4. Both the eligible associate's gift and the Corporation's matching gift must be targeted for **unrestricted use** by the recipient organization.
5. Only tax-deductible gifts will be matched. Payments for items such as dues, publications, tuition or other educational fees, preferential seating at sporting events, golf fees, fund-raising galas and other social events will not be matched.
6. Individual gifts are the only gifts matched. Group gifts or aggregated funds collected in connection with fund-raising activities (such as walk-a-thons) will not be matched.

Administration

Acxiom Corporation reserves the right to change or terminate this program as conditions warrant and to make all decisions regarding its interpretation.