

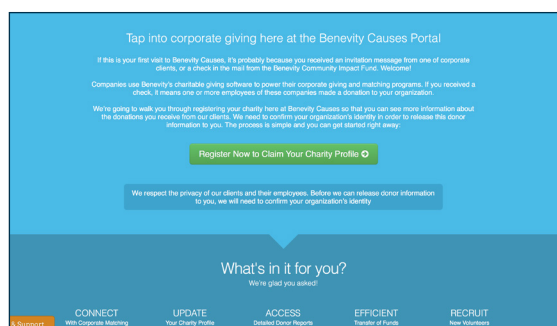


Welcome to Prudential's Workplace Giving Program Powered by Benevity

Great news: Prudential would like to include your organization on their new workplace giving website, Prudential CARES. It's an opportunity for you to receive more donations and connect directly with Prudential employees.

You are just a few steps away from receiving Intuit employee and advisor donations through the Benevity Giving Platform. Benevity is a software provider that powers workplace giving, cause marketing and other social good programs for some of the world's greatest companies. **Take the first step by registering your organization on the Benevity Causes Portal and completing your profile.** It's a simple process and only takes a few minutes:

1. Register and Claim Your Charity. Visit causes.benevity.org and click 'Register Now to Claim Your Charity Profile'. Find your organization using the search field, fill out your information and click 'Submit Your Claim'.



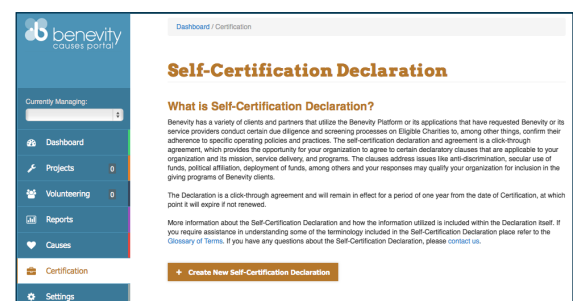
2. Verify Your Organization. As you might expect, our clients require that we verify the identities of all recipient organizations in our portal. To fully activate your Charity Profile, we need you to provide two pieces of information confirming your organization. These confirmation documents differ depending on your location – you will receive further details on what is required when you register in Step 1.

These documents can be sent electronically to charities@benevity.org or faxed to 403-237-7975. Email us if you have any problems claiming your charity.

3. Complete the Self-Certification Declaration on the Charity Profile page. Many of our clients require charities

to self-certify against common eligibility requirements to qualify for inclusion in their giving or matching programs.

4. Sign up for electronic disbursements and receive donations directly to your bank account by providing your EFT/ACH information. Electronic disbursements are quick and cost-effective.



Once you've completed these simple steps, your organization will be eligible to receive donations from the Prudential Foundation.

Watch Your Email for Future News

We're sending you this letter to introduce ourselves, but in the future we will communicate primarily through email. Add hello@benevity.org to your organization's whitelist to help our emails make it through your spam filters. We designed this letter to resemble the kinds of emails we tend to send. Watch for us in your inbox – and check your spam folder, too!

A Bit About Benevity

Benevity is a social enterprise that aims to change the social responsibility landscape, by democratizing giving and optimizing donation processing, ensuring more money gets back to you – our supported charities. Joining our Causes Portal makes you eligible for donations from our clients around the world. We're excited to be working with Prudential on this program, and for the chance to help you achieve your mission.

Sincerely,

Benevity Charity Relations
charities@benevity.org