

# INTERNAL FUND COMMUNICATION TEMPLATE

Presented by: The Emergency Assistance Foundation



Emergency  
Assistance  
Foundation Inc.  
charity begins at work<sup>SM</sup>

July 2019

**XYZ Cares Fund  
Communications**

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To: Companywide

From: CEO

Attach: Donate + Grant Request FAQs

Send Date:

Subject: Support Your Fellow Colleagues! Introducing the XYZ Employee Relief Fund

Dear Team:

One of our goals as a management team is to cultivate a supportive and caring community at XYZ. We take seriously our responsibility as a \_\_\_\_\_ company to help our customers through times of need. We also believe we owe each other the same kind of commitment.

We aim to establish our company a great place to work, and part of that means supporting each other.

As your CEO I am particularly proud of how our associates look out for each other. Late last year, I was inspired by the example of one of our teammates.

Close to Thanksgiving, extra food started to accumulate in the refrigerators in Tampa. After a few questions it turned out that one of our managers, K\_\_\_ C\_\_\_, had taken it upon herself to help out a few of our associates who were having a hard time assembling a Thanksgiving meal for their families.

Her kindness inspired me to challenge our management team to find a way for the XYZ family to help associates who are enduring hardship. Our goal was to create a charitable vehicle where our contributions could be directed 100% to teammates who are going through difficult times.

This was not easy to sort out. It turns out that even in the most charitable country in the world, it's harder to help one another in a tax efficient manner at work than you can imagine. But our Human Resources and Legal Department figured it out.

I am delighted to announce our new fund: "XYZ Employee Relief Fund." We will raise money from our XYZ team to help team members in need.

Please see below for more detail on how you can support the fund and apply for a grant in time of need.

From the start our idea had the complete support of the Board of Directors and Senior Management. Everyone I have spoken to has been inspired to give. The Board and Senior Management have already pledged more than \$50,000.

## XYZ Cares Fund Communications

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There is absolutely no obligation to give, but my hope is that 100% of XYZ team members will be inspired to. We have created a tax-deductible way to help each other in times of need. Every dollar raised will go to help another member of the team. Any size donation counts. If every XYZ employee donated \$1 with each pay check, we would contribute almost \$34,000 to the fund annually!

XYZ Employee Relief Fund has been set up for our employees to help one another. Please don't be shy in using it – whether through donating or applying for a grant.

Thank you very much for your support. We are proud of our team for living our values and making a difference in each other's lives.

Best wishes,

J\_\_\_ \  
(CEO)

### **Donations:**

- Donations can be made by check, credit/debit card or payroll deduction.

### **Grants:**

- Starting today, grant applications will be accepted for XYZ employees in financial need who have experienced unanticipated hardships.
- Approved grants up to \$2,500 will be awarded to help cover basic necessities such as food and bills.
- Everyone's privacy is important in this process. Who gives to the fund will be confidential and who applies and who receives help will be a secret. Note that grant applications will be reviewed and administered by a third party (our partner, Emergency Assistance Foundation (EAF)) and any personal information submitted in a grant application will remain confidential.

To learn more, please see the Frequently Asked Questions attached or click here <link> to access the information on our intranet. If you have additional questions or need help, please contact <enter>.