



## Season of Giving U.S. Guidelines

### OVERVIEW

The Hershey Company is committed to addressing the needs of local communities where we live, work, and conduct business. Each year, employees and retirees are invited to help their communities by making a donation through the company's annual Season of Giving workplace campaign.

### DONOR ELIGIBILITY

The Hershey Company's Season of Giving Campaign is open to employees and retirees of The Hershey Company.

### RECIPIENT ORGANIZATION ELIGIBILITY

Employees may donate to one of the Company's preferred nonprofit partners or any eligible nonprofit via payroll deduction. Donors may split their pledge among multiple nonprofit organizations.

For an organization to be eligible for donation via payroll deduction and the company match, it must be a:

Nonprofit community agency classified under Section 170(c) of the Internal Revenue Code as charitable, social welfare, health, medical, educational or cultural, and certified as tax exempt under IRS 501(c)(3) or comparable classification in countries outside of the United States.

Organizations that are not eligible for Hershey's corporate matching programs include, but are not limited to, any organization that:

Does not comply with The Hershey Company's non-discrimination policy which prevents and prohibits discrimination and harassment that is premised on an individual's race, color, gender, age, national origin, religion, citizenship status, marital status, sexual orientation, gender identity, transgender status, physical or mental disability, protected veteran status, genetic information, pregnancy or other categories protected by applicable federal, state or local law; or supports terrorist or other illegal activity; or is a private foundation or donor advised fund.

### PLEDGES AND DONATIONS

Employees can donate to one of the Company's preferred nonprofit partners or any eligible nonprofit via payroll deduction(s) with a maximum match of \$10,000 USD per employee as part of the Season of Giving program.

Should an employee wish to make a donation via check or credit card, donations under \$5,000 USD that are made via check or credit card will be processed via the year-round Employee Matching Gifts program, with a maximum annual match of \$5,000 USD per employee. In recognition that a small number of employees wish to make a sizable Season of Giving pledge and pay it via check or credit card rather than payroll deduction, the Company will accept donations via check or credit card as part of the Season of Giving campaign if a single donation is in the amount of \$5,000 USD or higher. Those check or credit card donations will be processed through the Season of Giving campaign and count toward the total Season of Giving campaign match limit of \$10,000 USD per employee per year.

The minimum annual payroll deduction per charity is as follows:

United States	5 USD
Canada	10 CAD
China	16 CNY
Malaysia	6 MYR
Mexico	30 MXN
Philippines	74 PHP
Singapore	6 SGD
United Arab Emirates	15 AED



- Pledges/donations must be voluntary and made from the donor's own assets.
- Pledges/donations are strongly encouraged to be made via payroll deduction(s).
- Donations under \$5,000 USD made via check or credit card will be processed through the Matching Gifts program with a maximum match of \$5,000 USD.
- Donations \$5,000 USD or higher made via check or credit card will be processed through the Season of Giving campaign with a maximum total match of \$10,000 USD and can be submitted by DonationX Support at [susan@donationx.org](mailto:susan@donationx.org).
- Only online submissions through the giving portal will be accepted. Paper pledge forms are not accepted.

#### **PLEDGE PROCESS**

- When on the Hershey network, copy and paste into your website browser: <http://csr.hersheys.com>.
- Campaign dates will be communicated each year by Hershey's Corporate Communications Department.

#### **MATCH**

- The Hershey Company matches employees' and retirees' donations during Season of Giving at a 1:1 level. Hershey's match follows the donors' designations.
- The Hershey Company's matching funds are applied to actual donations as they are made, not when pledged. Matches are paid on a quarterly basis directly to recipient charities.
- The match limit for donations made for all Season of Giving pledges/donations is \$10,000 USD per employee per year, with the exception of credit card or check donations in the amount of \$5,000 or under. Those are matched as part of our Employee Matching Gifts program at a maximum of \$5,000 USD per employee per calendar year.

#### **GIVING OPTIONS for EMPLOYEES**

- One-time payroll deduction pledges will be deducted from the employee's first paycheck of the year. One-time payroll deduction pledges roll over from year to year unless cancelled by the employee.
- Per pay period payroll deduction pledges will begin to be deducted from the employee's first paycheck of the year. The payroll deductions will continue indefinitely each pay period unless cancelled by the employee and roll over from year to year unless cancelled by the employee.
- Percent payroll deduction pledges are based on the employee's gross annual income and the donation per pay dollar amount adjusts as the employee's income changes. Percent payroll deductions will continue indefinitely each pay period and roll over from year to year unless cancelled by the employee.
- Donations matched through Hershey's Matching Gift Program are not eligible for additional matches through Hershey's Season of Giving Program and vice versa. Duplicate applications may subject the donor to disqualification from the program.

#### **GIVING OPTIONS for RETIREES**

- Retirees receive a letter in advance of the Season of Giving campaign with specific instructions and eligibility for retiree donations. This letter is also posted on the Hershey Company Retiree website.

#### **ROLLOVER DONATIONS**

- Ongoing payroll deduction pledges (set amount per pay and percent of salary, as well as one-time payroll deductions) roll over from year to year unless the employee changes or cancels their pledge.
- Credit card donations and direct donations do not roll over from year to year.



## **DISTRIBUTION OF FUNDS**

- The Hershey Company employs DonationXchange to administer Hershey's Season of Giving Campaign. DonationXchange receives and distributes employees' and retirees' donations and administers the company's match.
- Payroll deduction pledges are forwarded quarterly by Hershey's Payroll Department to DonationXchange, which then distributes the funds to the organizations. The Hershey Company then matches the funds donated to the organizations. The match is distributed quarterly at the same time payroll deduction pledges are distributed.
- The Hershey Company's matching funds are applied to actual donations as they are made, not when pledged.
- It is highly recommended that you reach out to a newly added organization to inform them that they will be contacted by Donation Xchange for organization information, and that the monetary distribution will be paid out to them via ACH and will come through as Donation Xchange or Global Charitable Fund.

## **RECEIPT OPTIONS**

- Log into [csr.hersheys.com](https://csr.hersheys.com) and click on My Giving to view the status of your gift and print a receipt/proof of your gift.
- If giving by credit card via the DonationXchange platform, donors can use their credit card statement as receipt of their contribution, or log into <https://csr.hersheys.com> to print proof of their gift.
- If giving via payroll deduction, donors can use their last pay statement of the year or W2 as receipt of their contribution.

## **CANCELLING AN ONGOING PAYROLL DEDUCTION PLEDGE**

- Log into [csr.hersheys.com](https://csr.hersheys.com)
- Click Giving at the top of the page.
- Click "Show my Giving History" at the top.
- Locate your active pledge and click Delete on the right-hand side.
- Your pledge will be deleted from the online giving portal.
- Please also notify Hershey's Payroll department directly to ensure payroll deductions are deactivated immediately.

## **CONTACT/HELP**

Questions or concerns can be directed to DonationXchange at 717-271-7187 or via email at [DonationXchange Support](#).