



# HAGERTY

# Corporate Giving Guidelines

## Hagerty's Impact

Hagerty believes in the power of human connection. The drive to connect is at the heart of humanity – we are at our best when we are in service to one another. By nature, cars were designed to bring us closer together. They are the ultimate vehicles for connection – to ourselves, to each other and to our communities. Hagerty's impact strategy honors the role cars have played in bringing us together by keeping automotive culture alive for future generations and further fosters human connection and service through community development.

## Corporate Giving Areas of Engagement

Hagerty's greatest asset is our People. We empower our teams to make an impact in our communities by offering 16-hours of paid time for employees to volunteer for causes and organizations they care about most each year. Our employees give skills & time to spread compassion, knowledge and joy throughout the community.

In addition, our Corporate Giving is provided selectively to organizations that focus on the following areas of engagement:

### Prosperity:

Community growth through the attraction, retention, and creation of new businesses, focusing on:

- **Small Business & Entrepreneurship Support** – supporting the development and resiliency of small businesses and innovation
- **Economic Development** – supporting business attraction and retention efforts in the regions near our offices
- **Community Resilience & Crisis Relief** – supporting the community through natural disaster relief and crisis relief efforts

### Planet:

Environmental stewardship initiatives to improve our local communities, focusing on:

- **Community Stewardship of the Environment** – supporting organizations that demonstrate environmental stewardship in the community
- **Sustainable/Green Businesses** – supporting sustainable/green businesses that demonstrate environmental stewardship and innovation in the community
- **Regional Parks & Recreation** – parks and recreation initiatives providing public access for community benefit in the regions near our offices

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### Values Statement

#### We Share the Road

At Hagerty, we share the road. We are an inclusive automotive community where all are welcomed, valued and belong regardless of race, gender, age or car preference. We are united by our shared passion for driving, our commitment to preserve car culture for future generations and our desire to make a positive impact in the world.

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## Eligibility Requirements

In order to comply with our Impact Strategy, we do not utilize our Corporate Giving Program for the following purposes:

- » Private pursuits
- » Religious causes
- » Political parties, associations and representatives of advocacy groups
- » Conferences, seminars, workshops or publications or their proceedings
- » Endowments
- » Athletics
- » Film/video production
- » Travel
- » Organizations that discriminate by race, creed, gender, gender identity, sexual orientation, age, religion or national origin

## Additional Considerations for Community Partners

Hagerty partners with organizations that complement our Values Statement and Impact Strategy. These organizations:

- » Have a recognized reputation for integrity in program implementation, financial management and project effectiveness
- » Act in accordance with Hagerty's Code of Conduct and comply with Hagerty's Anti-Bribery and Corruption Policy
- » Uphold Hagerty's brand name and brand images

# Corporate Giving Criteria

Hagerty evaluates funding requests based upon the following criteria:

- » Meets eligibility requirements
- » Aligns well with Prosperity or Planet categories
- » Clear, measurable and realistic goals
- » Provides a significant solution
- » Strong evidence that project will enhance the community
- » Serves more than 100 people
- » Demonstrates commitment to equality and inclusion
- » Located within 50 miles of Hagerty's operations: Traverse City (MI), Ann Arbor (MI), Dublin (OH), Golden (CO), Greenwich (CT)
- » Provides evaluation and reporting of project outcomes
- » Demonstrates a proven track record of impact
- » Provides a complete organizational and project budget
- » Demonstrates many committed resources and partners

## Application Process

Submit requests through the application form on Hagerty's [website](#), following the criteria above and including:

- » How your project or program aligns with a Prosperity or Planet initiative
- » Description of the specific purpose of the donation, the solution provided by the organization and how it will enhance the community
- » Description of the population served and demonstrated commitment to equality and inclusion
- » Project outcome, method of measurement, and proof of impact
- » Format of reporting and post-event documentation (project report, photographs, video) within 4 weeks after the project closes
- » Project budget and other committed resources and partners
- » Whether the organization has received funding from Hagerty before
- » Project timeline
- » Contact information

**Applications are accepted and reviewed individually on a quarterly basis.**

- » Decision notifications are sent via e-mail based upon the following timeline:

Quarter	Application Due	Decision Notification
Q1	Jan 29	Feb 15
Q2	Apr 30	May 14
Q3	Jul 30	Aug 13
Q4	Oct 29	Nov 12

→ **For more information, please e-mail [impact@hagerty.com](mailto:impact@hagerty.com)**