⬤b benevity™

Benevity's Giving API

Infuse purpose into your customer experience.

Build brand affinity.
And create social impact.

Looking for ways to infuse purpose into your customer experience to help people create a positive impact through your brand? Not only is helping your community spread Goodness the right thing to do, it's also one of the best levers you have to build deeper connections with your customers, while building brand trust and loyalty along the way.

Unleash a world of good with the Benevity Giving API.

The Benevity Giving API lets you integrate giving into all kinds of applications — including e-commerce, online banking, rewards programs, gift cards, dedicated giving sites and more — so you can empower your customers to donate to their nonprofit of choice (or one of your choosing) while they interact with your brand.

With the ability to give to nearly 2 million vetted nonprofits worldwide, in almost any country, every customer can be the good they yearn to see in the world in a way that is both engaging and personal.

Did you know?

70%

of people say they have changed their purchasing habits in support of causes or social issues of interest

Source: 2020 Achieve and the Case Foundation

A *Richer* Customer Experience

The Benevity Giving API offers the world's first scalable, micro-donation processing platform. This powerful and flexible tool can help you integrate doing good into any customer experience. It has a nearly limitless ability to power any product, application, website or marketing program you and your company can dream up.
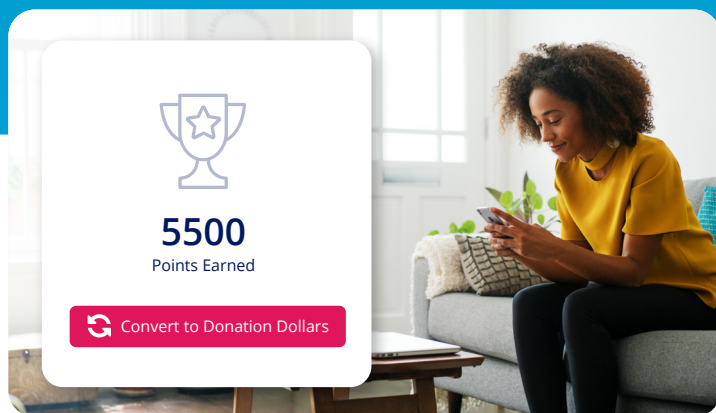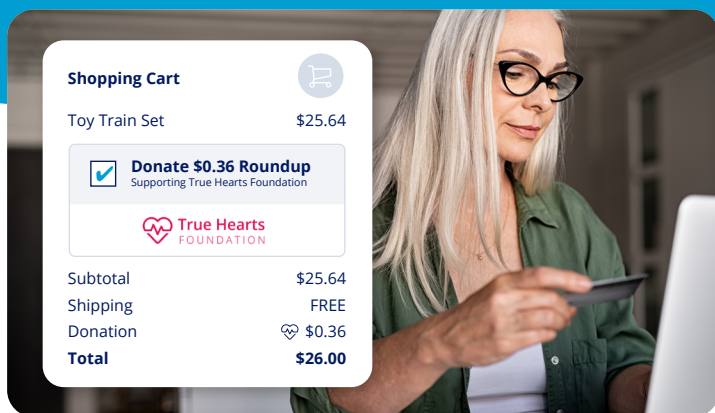

Purchase integrations

Incorporate giving opportunities or campaigns to encourage customer engagement and purchases — whether in person or online. You can add rebates and rewards redeemable for donations to a selected cause or a nonprofit of your customers' choice. Or seamlessly embed round-up or top-up donation capabilities into your website or mobile app.


Rewards and loyalty programs

Give loyal customers the option to donate their points by converting points into donation dollars, enabling nonprofit-of-choice donations, or adding top-up donations and corporate matching to create a deeper connection with your brand.
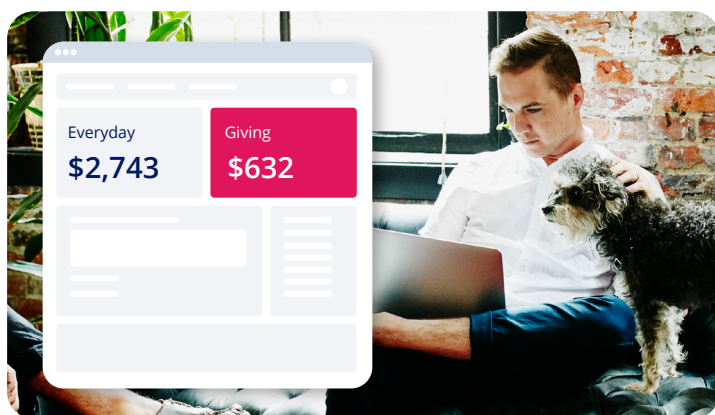
Online banking

Attract, engage and retain customers through a personal Giving Account that can be embedded in their online banking interface. You can also add donation rewards for signing up for new products or renewing them, or a round-up program so customers can donate extra cents or dollars with each transaction.
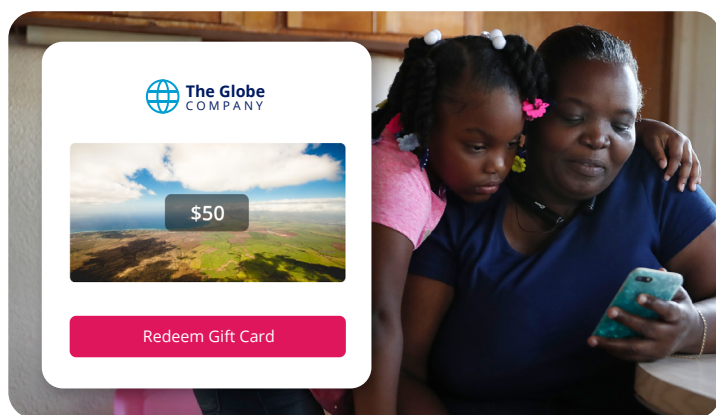
Digital experiences

Create dedicated giving opportunities through any of your own branded online experiences where you can invite customers, clients and collaborators to join your purpose programs.

... and more!

More choice means more engagement

The Benevity Giving API gives you the flexibility to embed nonprofit-of-choice experiences into your brand interactions so your customer community can support the reputable organizations they're passionate about through their relationship with you. Offering meaningful choices gives customers a personal brand experience that will leave them feeling more positive about themselves, your company and products, and the world.

> We couldn't be more proud for Microsoft Bing to be the search engine that gives back. Benevity made it easy to develop a user experience for both customers and nonprofits that matches our vision. The best part is that we are able to empower Bing customers to direct donations to causes they care about, making their searches all the more impactful.

Jordi Ribas
CVP, Microsoft Bing Engineering

Give with Bing   Daisy 🧑   2,430 ♡ ≡

Your lifetime giving
$26.43
2,430 Microsoft Rewards points · Donation history

You're part of something big. So far, Microsoft Rewards for Good has donated **$2,202,210**.

Give Mode is **ON**

Your bing searches make a difference for:

The Nature Conservancy

Change nonprofit

Your giving this month
$7.50
Donations are distributed at the end of each month

Donations to date for this cause
52,990 points
By Microsoft Rewards for Good

Share: 🄵 in 🐦 🔗

Empowered by You.
Powered (and Protected) by Benevity.

When you partner with Benevity you can rest easy knowing your corporate reputation is protected through our industry-leading capabilities that keep your brand — and your funds — safe. No one else in the space can match us.

1. The most comprehensive global nonprofit vetting and disbursement

✔ Giving enabled to almost 2 million vetted nonprofits so you can promote almost any cause in the world

✔ Rigorous vetting ensures funds only go to valid organizations

  • Vetting is according to relevant local nonprofit standards, and we are the only provider that offers this at scale

  • Comprehensive ongoing fraud management controls — including continuous validation and transaction monitoring

✔ Proprietary disbursement process for the most reliable, efficient and accurate disbursement in the industry to ensure funds get to where they need to go

  • Funds can be sent across borders to vetted nonprofits in almost every country

  • Tax receipts or donation acknowledgements in local currency

2. Industry-leading approach to security, compliance and controls to keep funds safe

✔ Payment success rate of 99.5%, based on over $5 billion disbursed

✔ Consistent, proactive outreach on uncashed checks and failed payments to ensure funds get to nonprofits

✔ Bank-to-platform reconciliation at a transactional level

3. The ability to scale with ease

✔ International capabilities that let you engage your customers, wherever they are in the world

✔ Support contributions in 13 currencies

4. Robust reporting

✔ Comprehensive reporting that delivers deep insights into your program

✔ Flexibility to create ad hoc or regular, scheduled reports

✔ Reporting for nonprofits too, via the Benevity Causes Portal

5. A partnership for success

✔ Dedicated Client Success team, including special teams for nonprofits

✔ Robust developer documentation and access to Benevity's Skyline Design System helps guide product experiences for Goodness and beyond

✔ Ongoing best practices, insights and reports to help you launch, scale and grow

✔ Access to our online resource hub, the B-Hive, for tools, resources, how-to guides and a community forum to connect with more than 600 other purpose-driven companies

Ready to *build deeper bonds* with your customers?

Let Benevity help you create a compelling customer engagement program that drives social and business impact.

To recap, we will:

✔ **Manage** a scalable micro-donation processing platform that lets you integrate with any customer experience

✔ **Grow** and maintain a global database of reputable, vetted nonprofits that offers choice to your customers

✔ **Disburse** funds in the most cost-effective and reliable way

✔ **Provide** robust reporting and data that can help you benchmark and continuously improve your program

✔ **Partner** with you to share best practices and insights to activate purpose within your community

> **Benevity powers some of the largest corporate purpose programs for many of the world's most iconic brands — over 600 of them, in fact. You — and your customers — will be in good company.**

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