

# OMERS Turning a Moment into *a Movement*

OMERS partnered with Benevity to launch their new CSR program with a Peer Matching campaign that quadrupled donations and engaged nearly 20% of employees - without using corporate funds.

OMERS launched their new CSR program and inspired employees without using a single corporate dollar by creating a Peer Matching campaign.

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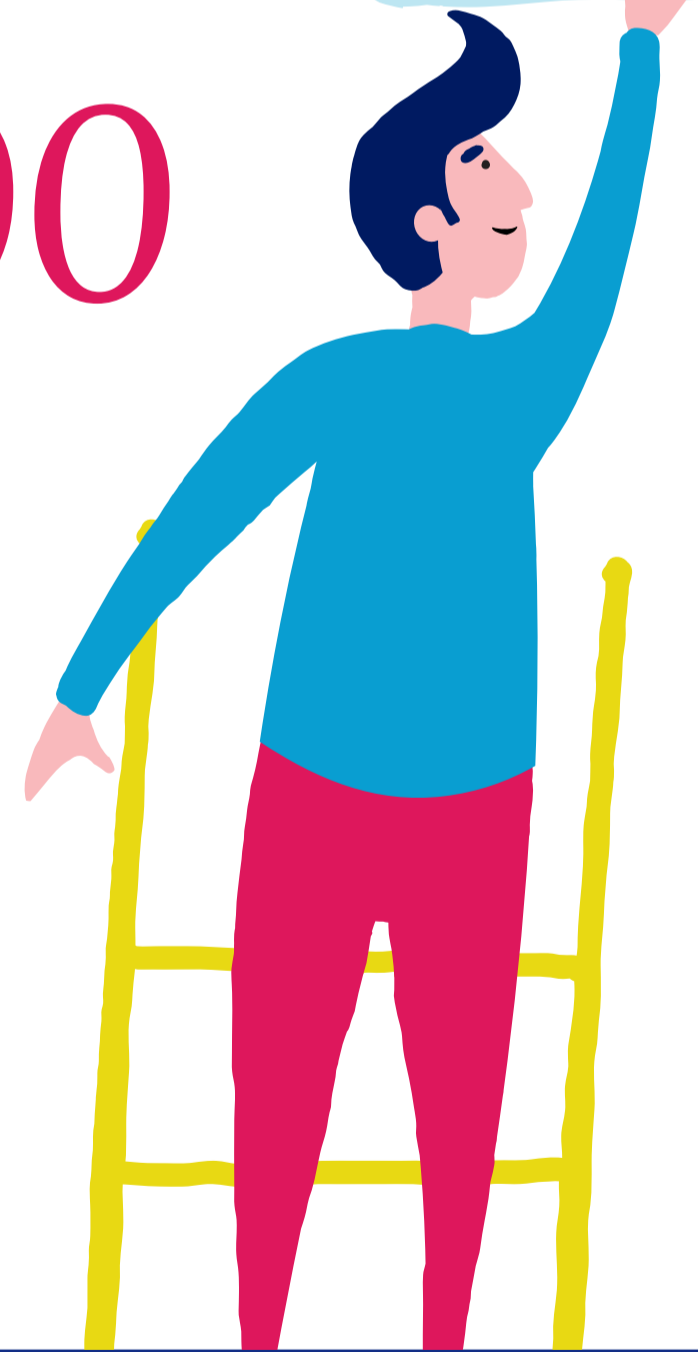
executives each personally pledged at least

\$1,000

to support causes meaningful to them. Creating a grand total of...

\$17,000

for the matching pool!



As employees started donating and receiving a match from the pool, the campaign gathered momentum, turning the initial fund into high-impact community donations.



2x

the impact was made with every employee donation.



\$64,316

was raised in just one month. That's almost...



4x

the original donation!



17

different causes benefitted from the campaign!



Peer Matching built momentum for employee engagement, too.

250

employees participated in just three months. That's nearly...

20%

of global employees who felt so inspired to participate, they signed onto Benevity's Spark platform.

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employees even started their own peer matches.



The initial match of **\$17,000** inspired a wave of giving, boosting employee engagement and raising more than **\$64,000** for causes near and dear to OMERS's heart.