

PepsiCo Foundation

Matching Gifts FAQ

What is the PepsiCo Foundation Matching Gift Program?

The Matching Gift Program is designed to amplify PepsiCo employees' individual charitable contributions with matching donations from the PepsiCo Foundation. Employees can give to a wide range of eligible public charities with 501(c)(3) tax-exempt status (or equivalent for non-U.S. organizations). Please see additional FAQs below for detailed program rules and eligibility.

Who is eligible to participate in the program?

Full-time and part-time regular employees are eligible to participate in the program. Employees are eligible from date of hire; there is no requirement for length of employment. Contractors are able to make donations but their donations will not be matched.

Is there a specific timeframe during which I can participate in the Matching Gift Program?

The Matching Gift Program is run on a calendar year basis and you may make a contribution or request a match on the website anytime throughout the year. Match requests must be made at www.livepwp.com within 90 days of the date of contribution in order to be eligible.

Is there a minimum donation?

Yes, only individual donations of \$25 or more are eligible to be matched.

Is there a maximum amount of matching funds I can request?

Match requests can be made for up to \$10,000 in aggregate donations each year (the "match cap"), with the total being either a single donation or the sum of multiple smaller donations. For example, within the year, you could either request a match for a \$10,000 donation to one organization, or request matches for twenty \$500 donations. Match caps are calculated based on the date a match request is made. For example, if you make a donation on 12/31/15 it will go against the 2015 match cap even though the match will not be paid out until 2016.

Are there any exceptions to the minimum and maximum?

Yes. For Federal Emergency Management Agency (FEMA) declared disasters or equivalent large-scale disasters around the globe, the PepsiCo Foundation may identify recommended relief partner(s) for employee donations and activate a donation website at www.LivePwP.com. Donations made through these dedicated sites will be matched \$1:\$1 with no minimum and will not be counted towards the \$10,000 Matching Gift Program match cap.

Is there a limit to how many match requests I can make during the year?

There is no limit to the number of charitable organizations for which you can request matching gifts, as long as the total amount of donations for which you are requesting matches does not exceed \$10,000.

Is it true I can get a double match if I serve on the Board of a non-profit organization?

Yes. If an employee serves as an official member of the Board of Directors for an eligible organization, and he/she makes a personal contribution to that charity, the donation is eligible for a double match. This means that an employee making a \$10,000 donation can receive up to \$20,000 in match dollars for their eligible organization. Spouse or domestic partner board membership does not qualify an employee's donation for a double match. Those who serve on committees or taskforces of a Board, but are not official Board members, are not eligible for this aspect of the program.

To request a Board of Directors Double Match, please click the Programs tab at the top of the page and select "BOARD MEMBERSHIP". There are three steps for submitting a request for a double match:

1. **Log Board Position:** To ensure contributions are eligible for the 2-for-1 match, Board position(s) must be logged with all information requested provided (full name of the organization, position on board, etc.) The organization will be contacted by YourCause, the program administrator, to confirm your Board position.
2. **Make a Donation:** Follow the normal procedure to either make a credit card donation via www.livepwp.com or make a match request for an offline donation.
3. **Send an Email:** After submitting your match request, click the 'send us an email' button and provide the organization for which you are requesting the double match. Board double matching is the one aspect of the Matching Gift Program that is not yet automated, and so it is essential that you send this email, so that your double match request can be entered manually and processed.

My spouse made a donation to an eligible charity, can I request a match?

If an employee's spouse made the donation, but the gift is from the employee and his or her spouse, the employee may submit for a match. Please note: Both the employee's and spouse's names must be listed as donors on the receipt.

Are retirees able to participate in the Matching Gift Program?

Only current employees are eligible to participate in the Matching Gift program and receive matches for their donations. As long as a person is employed when they make the donation and request the match, they are eligible. If they make the donation or request the match after they retire, they are not eligible.

My family has a Donor-Advised Fund for which I direct the giving. Are these donations eligible for matching?

Yes. Disbursements from Donor-Advised Funds and private Foundations that the employee directs are eligible.

If I raise money from friends and family for a good cause, can I request all of those funds to be matched?

No. Pooled funds (e.g., from friends, family, other employees, fundraising events) are not eligible for a match. If an employee raises funds from PepsiCo colleagues, we encourage you to remind them to request matches for their own donations at www.livepwp.com.

Are all employee donations to eligible organizations matched?

No. Gifts to satisfy tithing, fees for services, tuition or membership fees, dues to alumni(ae) or similar groups, gifts or payments for political or religious purposes, subscription fees for publications, gifts of real estate or personal property and anything for which the employee or employee's family derives any direct or indirect financial or material benefit from the donation. As determined in the discretion of the PepsiCo Foundation.

Employees must agree to the Matching Gift Affirmation statement when they submit their match request, per below example:

I hereby certify that:

- I have made a contribution to the above-named recipient organization in the amount and on the date identified above.
- My gift is a voluntary contribution that fully complies with the provisions of [the program described herein and does not in any way represent a fee for services or benefits.
- Neither my family nor I will derive any direct or indirect financial or material benefit from this contribution.
- I have not been nor will be reimbursed by anyone for this contribution.
- I authorize the above-named recipient organization to confirm this gift to the PepsiCo Foundation for the purpose of applying for a matching gift.
- I have read the program's guidelines as defined in the FAQ and certify that this request is eligible and made in accordance with all published program policies.
- Any misrepresentation by me as to the statements above will forfeit my rights to any matching contributions and in addition may result in violations of law, as well as termination of employment.

Will the Foundation match my gift to any charity, or are only certain ones eligible? What about religious and political organizations?

The Foundation can only match eligible donations to public charities that meet the following criteria:

1. Organization must have 501(c)(3) status (or equivalent if outside the USA, as determined by Silicon Valley Community Foundation (SVCF) who is responsible for vetting international non-profit organizations), and be in good standing.
2. Organization must be Publication-78 verified (eligible to receive tax-deductible contributions) To learn more, go to <http://apps.irs.gov/app/eos/forwardToPub78Download.do>
3. U.S.-based organizations must be registered with GuideStar.org. International non-profit organizations are subject to a separate vetting process by SVCF and will only be included in PepsiCo’s database of eligible charities if the organization meets all of the requirements set forth by SVCF.
4. Organization must be eligible within PepsiCo Foundation program guidelines, as outlined throughout this document.

The PepsiCo Foundation is pleased to match employee donations to charitable organizations focused on a wide range of causes, provided that the mission is not religious or politically based as determined by IRS categorization and the National Taxonomy of Exempt Entities (NTEE) code, which can be found at www.Guidestar.org. If no NTEE code exists, eligibility will be determined based on the organization’s stated mission. See the table below for further information regarding organizations categorized as “religious” or “unknown”.

Category	NTEE	Mission	Status
Religious or Unknown	Religious	Any	Deny
	Secular	Any	Approve
	No NTEE	Primary, Secondary, College Education	Approve
	No NTEE	Religious - Primary aim of org is to promote a given faith	Deny
	No NTEE	Secular - Org may be faith based but provides secular aid for people of all denominations	Approve

If my charity is listed on the www.livepwp.com site, does that automatically mean it is eligible for a match?

No. There are charities on www.livepwp.com that are not eligible under the PepsiCo Foundation program guidelines. Please see our guidelines above for eligibility. If you have questions about the eligibility of a specific organization, please send an email to pepsico-support@yourcause.com.

How do I designate my gift to go to the local chapter, special project, etc. of a non-profit organization?

When making your match request, you will be able to select a “Designation”. Choosing “other” in the drop-down will give you an open text field, and you can specify the local chapter or specific use. Include any necessary detailed information about your designation, such as branch name, classroom, city, state, and zip code.

I can't find a charity I'm looking for, what should I do?

There are a number of ways to find your charity of choice:

- 1) Narrow your search. Click the magnifying button on the top right hand of the screen to go to the search page. Then, use advanced options to narrow down your search by EIN number, category, keyword or state.
- 2) Filter by organizations accepting donations, charity page details, and locations served (vs. physical location).
- 3) Remove all punctuation and abbreviations when typing in the name of the charity.

If you still can't find the charity you're looking for, send us an email at pepsico-support@yourcause.com and we will be happy to assist you in the search.

Why is my charity not included in the charity database, and how do I add a charity?

The database includes over 1.4 million charities, which are eligible 501(c)(3) organizations registered with the IRS or CRA (Canada Revenue Agency) equivalency and which have been vetted by Silicon Valley Community Foundation (SVCF), the donor-advised fund who handles matching gift payments for the PepsiCo Foundation. If a charity is not on the list, it may be new, may have never been vetted, or may have failed vetting for some reason.

To request a charity be added to the non-profit database, please fill out and submit a 'Suggest an Organization' form. This form is located under the Info tab > Help > Suggest a new Org. Once the form is received, the organization will be reviewed (“vetted”) to determine whether it meets the eligibility requirements to be included in the charity database. SVCF will then follow up with you via email letting you know the status of your submission.

Please note that due to the cost of vetting organizations outside the U.S., the number of organizations added each year is limited.

Does my donation have to be money, or can I donate stock or goods?

Eligible donations can be made by check, credit card or through the gift of stock. Donations of goods cannot be matched.

Do I have to donate through www.livepwp.com, or can I donate in other ways?

You can give either by credit card on www.livepwp.com, or offline by check, cash, gift of stock or offline credit card. Payroll deductions for the following year are only available during the Employee Giving Campaign which typically occurs in October of each year. Please see Employee Giving Campaign FAQ for further information.

Credit cards through www.livepwp.com are the easiest option for giving. Employees can make their contribution to the charity using the credit card donation option, and the match will automatically be requested with no additional steps. This is the most convenient option for employees, but takes longer for the charity (see ***“When will my donation and/or match be sent to the charity?”*** below). Credit cards are charged in real-time, with the funds going to Silicon Valley Community Foundation (SVCF) (a 501(c)(3) Donor-Advised Fund) for donations made to U.S. charities and CanadaHelps for donations made to Canada charities. The receipt to employees will come from those organizations, not the charity the employee selected. SVCF and CanadaHelps will then disburse the funds to the charity of the employee’s choice, generally 6-10 weeks after the end of the month in which your donation was made. In addition, in the rare occurrence that a selected charity is not eligible to receive the funds, your donation(s) will be put on a “Hold” status. YourCause, the program administrator, will work to disburse held funds if and when the charity is once again eligible to receive funds. If you made the donation via payroll deduction, you may request a halt of your donation. If you have made the deduction by credit card, SVCF or CanadaHelps may redirect the donation at their discretion; employees will not receive the donation amount back as defined in the SVCF terms and agreement*

*As required by law, all assets contributed to funds held by the community foundation become irrevocable gifts to the community foundation, and legal control and responsibility for such assets rest with the community foundation. Assets contributed to the community foundation are subject to the community foundation’s variance power, as set forth in the community foundation’s bylaws. Variance power gives the community foundation the authority to modify any restriction or condition on the distribution of funds for any specified charitable purposes or to specified organizations. In the event that a distribution cannot be made to a specified organization, SVCF will request that an alternate grantee be recommended. Should an eligible alternate grantee not be recommended, SVCF will select the grantee to receive the funds.

Offline donations are gifts employees make directly to the charity through checks, credit cards, cash or stock. Once the employee has received a receipt from the charity, he or she can go to

www.livepwp.com and request a match. The match must be requested within 90 days of the date of contribution in order to be eligible.

Is there a processing fee when I give by credit card on www.livepwp.com?

Yes, but, at this time, the PepsiCo Foundation is covering that fee. Your charity will, therefore, receive the exact amount of your donation.

Will the processing fee have an impact on my tax receipt?

It will not. Your gross donation amount will be noted on your tax receipt.

When I make a contribution on the website, will my personal information (name, work address, phone number, etc.) be shared with the charity to which I contribute?

When making a credit card donation on the www.livepwp.com site, you have the option to mark your donation as anonymous. However, when a PepsiCo Foundation match is processed for your donation, there is no option to remain anonymous, and the organization will receive a check from Silicon Valley designated as a matching gift for your personal donation. The website will default to recognize your name and work email address.

Do I have to have a receipt when requesting an offline match?

Yes. When requesting an offline match, you are required to upload proof that your donation has been received by the organization. Acceptable forms of receipt are a tax receipt, a thank you letter or email from the organization, the credit card or bank statement used to make the donation, or a copy of the check used to make the donation along with a copy of the back of the check endorsed by the organization. The receipt must also include the donor name (PepsiCo employee or PepsiCo employee and spouse), donation date, donation amount, and the name of organization that received the funds. The proof must be visibly legitimate (meaning, it is apparent that the uploaded document is official). Proof of marriage may be required for donations if a donor other than the PepsiCo employee is listed as the donor on your receipt.

When will my donation and/or match be sent to the charity?

Funds are generally disbursed 6-10 weeks after the end of the month in which a donation or match request was made. For example, for an online credit card donation made on Sept. 15th, both the donation and match funds would be sent to the organization together between mid-November and mid-December. For an offline match request made in the month of September, the match funds would similarly go to the organization between mid-November and mid-December.

What happens if the organization to which I donated becomes ineligible or goes out of business?

At times, charities may become temporarily ineligible, for example if their financial paperwork is not up to date. In the rare occurrence that a selected charity is not eligible to receive the funds, your donation(s) will be put on a "Hold" status. If you made the donation via payroll deduction, you may request a halt of your deductions. YourCause, the program administrator, will work to disburse held funds if and when the charity is once again eligible to receive funds. If you have made the deduction by credit card, SVCF or CanadaHelps may redirect the donation at their discretion; employees will not receive the donation amount back as defined in the SVCF terms and agreement*.

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How do I obtain a copy of the contributions and/or offline matching gift requests for my records and/or for tax purposes?

Every credit card donation made via www.livepwp.com will automatically trigger an email confirmation that will be sent to your PepsiCo email address, or an alternate email address if provided to PepsiCo HR. If you donate via credit card, you will receive the email confirmation from our credit card processing partners, Silicon Valley Community Fund (SVCF) (U.S. charities) or Canada Helps (Canada charities). You may print this email for your records. If you have any questions or do not receive an email confirmation, please contact the YourCause support line at 1.866.751.6031 (7am-7pm) or email pepsico-support@yourcause.com.

If you made an offline donation you will need to obtain your receipt directly from the charity to which you made the contribution.

Additionally, you can view your donation history via the "Donation Summary" tab found within Donation History at any time.

How do I get a log in ID for the www.livepwp.com site?

You can use your Global PepsiCo ID (GPID) and your normal password to access the site.

How do I request a match if I do not have a Global PepsiCo ID (GPID)?

Unfortunately, we are not currently able to process match requests for individual employees who do not have GPIDs. The exception to this is if a given location is organizing a fundraising event in which many employees without GPIDs are donating to the same charity. In these cases, it may be possible to work with the HR representative for that location to manually process matches for the group. Please have your HR representative contact andrea.seek@pepsico.com for more details.

What is the difference between the www.pepsico.yourcause.com site and the www.livepwp.com site?

Nothing. www.livepwp.com is the newer and simpler url, but both take you to the same place.

I am experiencing technical difficulties with www.livepwp.com, who do I call?

Contact YourCause during the work week from 7am-7pm CT by calling **1.866.751.6031** or emailing **pepsico-support@yourcause.com** to resolve technical issues (such as the website not loading, links not accessible, etc.) within the site.