



Photo from Friends of Barefoot College's project on GlobalGiving, Solar Electrify 750 Villages Across the Globe

## Apple Matching Gifts Program

### Frequently Asked Questions

#### What is the relationship between GlobalGiving and Benevity?

Benevity operates the giving portal that Apple employees access to make donations which are matched by Apple. Before an organization can appear in this portal and receive donations, GlobalGiving conducts a due diligence review to ensure its eligibility for the program. After an organization's due diligence is approved, the organization signs a self-certification with Benevity and posts a fundraising project with GlobalGiving. Organizational and project information is then sent to Benevity for inclusion in the giving portal. Employees give through Benevity, who then forwards the funds to GlobalGiving, which disburses funds to organizations.

#### My application materials are not in English. Do I need to provide official English translations?

We ask that you provide translations of your documents if they are not in English. However, these translations do not need to be official, and may be made using Google Translate: <https://translate.google.com>.

#### Is this application for crowdfunding or matching gifts?

GlobalGiving's work is multifaceted. We are an online crowdfunding community, and we also vet organizations for giving programs like Apple's Matching Gifts Program. Most organizations that complete their due diligence with GlobalGiving use the same application, which is why it may seem to be geared more towards crowdfunding rather than the Apple Matching Gifts Program.

#### Why isn't Apple contacting us directly from their office in our country?

Your organization is being contacted by GlobalGiving because Apple has contracted GlobalGiving to vet all nonprofit organizations outside the United States nominated by an Apple employee for inclusion in their Matching Gifts Program. Apple does not do direct outreach to organizations nominated for their giving program.

#### Can my organization receive donations through GlobalGiving's platform in addition to Benevity's giving portal?

Yes, all organizations in the Apple Matching Gifts Program have access to both GlobalGiving's platform and Benevity's giving portal. In addition to Apple, Benevity's portal is used by companies worldwide.





*Photo from Po Leung Kuk's  
project on GlobalGiving,  
Provide Social Services in Hong Kong*

## What information should I include when I post my project?

In order to create a project, you will need to have:

- Project title
- Brief project summary
- Requested funding amount. We recommend that you post a funding goal of \$50,000 or less
- Minimum of 3 donation options with one option under \$50 USD
- Brief description of the issue, problem, or challenge the project is working to address
- Brief description of how the project will solve this problem
- Brief potential long term impact description
- High resolution photo(s)

Don't forget to click "Save and Submit" when you are done in order to go live.

Please find more details here: <http://www.globalgiving.org/projects-faq>.

## Can you provide a sample of the type of project report my organization should submit every three months?

Project reports are short updates in the form of a story on the progress of the project. These are sent to donors of the project. Ideally, project reports include a photo or two and a story from the field/from one of your programs updating donors how the donations are being used or how the program is going. Here is an example of a project report: <https://www.globalgiving.org/projects/fellow-mortals-wildlife-hospital/updates/?subid=45530>.

Please find more details here: <https://www.globalgiving.org/project-reports>.

## Can we involve Apple employees in one of our organization's events or fundraisers?

GlobalGiving is unable to promote events to Apple employees. However, if you have a personal connection to an Apple employee you can encourage them to give through the Benevity portal and have their donation matched.



Questions related to the self-certification and Benevity's Charity Portal can be directed to Benevity at [causes@benevity.org](mailto:causes@benevity.org).  
Questions related to due diligence and project posting can be directed to GlobalGiving at [apple@globalgiving.org](mailto:apple@globalgiving.org).