

# LEO BURNETT COMPANY MATCHING GIFTS



**T**hrough the Matching Gift Plan, the Leo Burnett Company is able to contribute charitable monies in the best way we believe we can—that is, to put dollars against those organiza-

tions, activities and concerns that our employees support with their own individual donations.

Therefore, we consider our Matching Gift Plan the most vital, and most important, part of the total Leo Burnett philanthropy program.

*"No matter how busy you are, in addition to family and school, nearly everybody can find time for one community activity... these call for your time and involvement ...and they will give every good citizen an inner glow of pride and satisfaction for having done them."*

*Leo Burnett*

The Leo Burnett Matching Gift Plan provides that personal employee contributions to not-for-profit organizations are matched by the Leo Burnett Company up to \$5,000 annually.

## EMPLOYEE ELIGIBILITY

To be eligible, a Matching Gift donor must be a full-time employee of Leo Burnett Company, Inc.

## ORGANIZATION ELIGIBILITY

A receiving organization must be headquartered in the United States and must be recognized as tax-exempt by the Internal Revenue Service under Section 501(c)(3) of the Internal Revenue Code.

Gifts will be matched for any group meeting these qualifications, with three exceptions. Gifts to the following organizations are NOT eligible for Matching Gifts:

1. *United Way/Crusade of Mercy and other federated campaigns.* Full responsibility of gifts to these groups are up to the individual because the Leo Burnett Foundation makes a generous corporate gift each year to such organizations.
2. *Religious Organizations.* (Gifts to accredited schools associated with religious organizations, however, will be matched.)
3. *Political Groups.* Full responsibility of gifts to any type of political group is up to the individual.

Eligible organizations may fall into any recognized category, those being the following:

1. *Education*—colleges, universities, junior colleges, private schools and alumni funds.
2. *Arts and Culture*—museums, theater, opera, dance groups, orchestras, public radio and television stations, libraries and zoos.
3. *Health and Welfare*—hospitals, hospices, community service associations and disease research centers.
4. *Conservation and Environment*—humane societies, wildlife preservation and community beautification programs.
5. *Special Interest*—Boy and Girl Scouts/Clubs, YWCA, etc.

## GIFT CONDITIONS

**The minimum individual employee contribution that will be matched is \$25. The maximum amount that will be matched is \$5,000 per employee per calendar year.**

The gift must be the personal contribution of the employee, of a cash amount, actually made and not merely pledged.

Matching gift requests may be submitted by one person only, and must individually meet the \$25 minimum. Group donations, such as those collected through Walkathons, etc., will not be accepted unless an individual employee has made a \$25 contribution on his/her own.

Gifts in which an employee has received something in return (such as tuition, tickets, membership, subscription, meals), or in which an employee has received special privileges (such as preferred seating or special parking), will NOT be matched.

## ADMINISTRATION

Gifts will be matched only for the calendar year in which they are made, although requests for a given calendar year will be honored up until March 31 of the next calendar year. (Please note that gifts will be applied against an individual's \$5,000 limit in the calendar year in which they are contributed, rather than the calendar year in which the individual applies for the matching gift.)

Matching Gift checks will be mailed by the Leo Burnett Company to receiving organizations two times per year—in June and December.

Leo Burnett reserves the right to suspend, terminate or amend this Matching Gift Program at any time without prior notice. Eligible gifts made prior to the date of change or termination will be matched according to the terms of the program.

The administration, interpretation and management of this program will be determined by the Leo Burnett Corporate Affairs Department, with the application and distribution of monies handled by the Leo Burnett Finance Department.

## INSTRUCTIONS FOR APPLYING FOR A MATCHING GIFT

Please read the front of this form to assure that your gift qualifies for a Leo Burnett Matching Gift.

1.

Fill out PART A completely, and send entire form with your gift to the receiving organization.

2.

An appropriate financial officer of the organization should review PART A and complete PART B. (Most receiving organizations will be familiar with this type of system, as it is a standard practice with most other companies.) The organization should then forward the entire form to the Leo Burnett Company.

3.

After processing, a check will be sent directly to the organization at the end of the appropriate payment cycle (either in June or December).

4.

After each Matching Gift payment cycle, each participating employee will receive an acknowledgement listing each of his/her gifts that have been matched.

## Part A. To Be Filled Out by the Employee

Instructions:  
Please provide all appropriate information and send this entire form, along with your donation, to the organization of your choice.

Name (Please Print)

Street Address

City

State

Zip

Social Security Number

- -

Organization Receiving Gift

Any Specific Fund?

Street Address

City

State

Zip

Amount of Gift (\$25 Minimum)

Date of Gift

I certify that the information provided above is correct, that my gift qualifies as a tax-deductible contribution, and that I have not received anything in return for my contribution. I hereby authorize the organization listed above to report my contribution to Leo Burnett as an application for a matching gift.

Employee Signature

## Part B. To Be Filled Out by the Recipient Organization

As an authorized representative of the organization named below, I certify that we have received the contribution described in PART A, and that we are an accredited educational institution or a not-for-profit organization recognized by the Internal Revenue Service as tax exempt under section 501(c)(3) of the Internal Revenue Code.\* I further certify that our organization qualifies for participation in the Leo Burnett Matching Gift Program as described in this brochure.

Signature

Name (Please Print)

Title

Organization

Street Address

City

State

Zip

Amount of Gift Received

Date

ORGANIZATION CLASSIFICATION:  
(Please check appropriate boxes)

Health and Welfare

Special Interest

Education

Other

Cultural

Are you a minority organization?

Environmental

After completing, please mail this entire form to:

Leo Burnett Company, Inc.

35 West Wacker Drive

Chicago, IL 60601

Attn: Accounts Payable, Section G/Matching Gifts

Matching Gift checks will be mailed by the Leo Burnett Company to receiving organizations two times per year in June and December.

The Matching Gift Plan is administered by the Leo Burnett Corporate Affairs Department/Attn: Director of Community Affairs.

\*If this is the first time you are requesting a matching gift from us, you must enclose a copy of your IRS 501(c)(3) tax exempt letter with this form.