

# **civic alliance**

# **2020 impact report**

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**civic  
alliance**

**1,043**  
**member companies**

**5,163,938**  
**employees across all**  
**50 states**

**160 million**  
**voters - the most in**  
**U.S. history**

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**the why:**



**71%** of Americans agree that CEOs are responsible for being leaders in their organizations and in American society.\*



**68%** of Americans believe that as corporate leaders, CEOs are best positioned to drive real change in America.\*



**≥68%** of U.S. adults say a company's treatment of employees, customers, and society more broadly plays an important role in their purchasing decisions.\*

\*source - [The Morning Consult](#)

# welcome

With 2020 in our rearview mirror, we can truly say “what a year” with every tone, emphasis, and meaning imaginable. But with the benefit of hindsight, we can also say, “what a thing we did together.”

The 2020 election saw historic voter turnout, and the election cycle of 2020 saw historic civic engagement. While the country is still writing the story that was this monumental and transformative election, we know that business leaders played a crucial role in promoting and protecting democracy.

This Civic Alliance impact report was created to both highlight the community of leaders who came together to face new and unprecedented challenges and to show the power of what we are capable of accomplishing together.

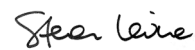
**We are honored to be in this work with you.**



**Natalie Tran**  
Co-Founder, Civic Alliance  
Executive Director,  
CAA Foundation



**Mike Ward**  
Co-Founder, Civic Alliance  
VP Voter Engagement,  
Democracy Works



**Steven Levine**  
Director, Civic Alliance  
Co-Founder, Meteorite

# background

## who are we?

Launched in January 2020 by the CAA Foundation and Democracy Works, **the Civic Alliance is a nonpartisan coalition of companies that strengthens our democracy by encouraging civic participation and supporting safe, accessible, and trusted elections.** Since its founding, Civic Alliance has grown from an initial 40 member companies to over 1,000 member companies representing all sizes, stages, and industries.

## what do we do?

Civic Alliance helps member companies champion democracy and promote civic agency with employee and customer programs. By providing tools, resources, expertise, networking, best practices, "civic concierge" services (tailored, personalized support), and media and campaign opportunities, the Civic Alliance helped member companies:

1. Create A Voter-Friendly Workplace
2. Engage And Inform Employees
3. Inspire Consumers To Vote
4. Participate In Election Day Of Service
5. Be 100% In For Democracy

## the why:

We believe a strong democracy is good for business and an engaged business community is good for democracy.



**83%** of Americans agree that the health of our economy depends on the strength of our democracy.  
- JUST Capital

# why now?

Amidst unprecedented and overlapping crises—a global pandemic, economic uncertainty, deliberate and destructive anti-democracy disinformation campaigns—Civic Alliance members forged a new standard of civic corporate culture and leadership. Given a slew of new needs (think: education about expanded vote-by-mail, younger poll workers, new polling places, PPE for election workers), combined with a new landscape (a mostly virtual world underlined by fear and uncertainty), there was a tremendous need for consistent and trusted messengers.

Despite all of the challenges, nearly 160 million voters participated in this election. From the first cup of morning coffee to the sports report before bed, Americans were presented with positive, pro-democracy messaging, like voting and election information. In a moment of distrust and uncertainty, people sought a message of hope and action. Civic Alliance members leveraged their brands to do just that. Their communications spanned the media universe on our phones, on flights, at drive-thrus, in our favorite restaurants and coffee shops, in store and on e-commerce platforms, across social media, on products, on TV, and on the radio, and these messages came from our favorite professional athletes, musicians, and influencers. Thanks to this collective effort, our members laid a foundation of corporate civic culture that will strengthen our democracy for years to come.

## the why:



**72%** of Americans trust their employers and employee newsletters—higher than any other source  
- 2021 Edelman Trust Barometer



**83%** of Americans say that the health of our economy depends on the strength of our democracy.  
- JUST Capitol

# impact summary

## **in 2020, over 1,000 civic alliance member companies:**

Helped register millions of new voters.

Supported more than 5 million employees with civic education programming and trusted resources.

Reached nearly every American consumer with empowering messages to navigate new voting options, including early voting and vote by mail.

## **civic alliance member companies also responded to the unique challenges of the 2020 election by:**

Donating 2.1m ounces of hand sanitizer to election officials.

Contributing more than 160,000 facemasks and shields to local jurisdictions.

Helping to recruit more than 705,000 Americans to serve as poll workers.

Standing up for democracy with a joint statement from 650 Civic Alliance member company CEOs declaring they were "100% In For Democracy."

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## **the why:**



**54%** of Americans agreed that they "trust CEOs more than politicians when it comes to taking action to protect and uphold democracy."  
- [JUST Capital](#)

# civic action

- ① **create a voter-friendly workplace**
- ② **engage and inform employees**
- ③ **inspire consumers to vote**
- ④ **participate in election day of service**
- ⑤ **be 100% in for democracy**

# ① create a voter friendly workplace

Civic Alliance members rallied to educate and provide resources to their employees to inspire participation in the election from voting to volunteering. Because Election Day is not a federal holiday, many Civic Alliance members took action to make sure millions of employees had paid time off so they would not have to choose between a paycheck and their vote.

Companies offered paid time off, opened late, closed stores or operations entirely, held no-meetings Tuesday, tied voting to their volunteer time off policies, and more to make voting as accessible as possible. Not only did they talk the talk, but they walked the walk to show that civic engagement matters. They also provided resources to employees to help them register to vote, vote early, vote by mail, find their polling place, and understand their ballot.

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## the why:



**58%** of Americans said that they view companies that give employees Election Day off in a more positive light.  
- Morning Consult





**beautycounter** participated in the Time to Vote initiative and gave all HQ Associated employees the day off on Election Day to get to the polls.



**Best Buy** shortened its operating hours on Election Day, so store employees had the time they needed to cast a ballot in person. They also made accommodations to ensure that those who work at supply chain locations, field offices, call centers and customers' homes had the time they needed. Best Buy encouraged their employees to serve as poll workers and provided paid time off if they volunteered on Election Day. In addition, Best Buy provided nonpartisan voter tools to all U.S. employees and a text message link to help employees check their voter registration, register to vote, request mail ballots, and receive election updates.



**Etsy** provided employees with three hours of "voting time off" that could be used to vote early, vote by mail, or vote on Election Day. As part of their "Craft the Vote" campaign, Etsy also declared November 3rd a "no meetings day," so those facing long lines at the polls can take the time they need to cast their ballot.



**Stellantis** continues its tradition of closing on Election Day, which includes the shut down of all their U.S.- based manufacturing plants. Stellantis is one of only a handful of companies to close their production operation.

**Levi Strauss & Co.** took a cue from Levi Strauss himself, who closed his business on Election Day in 1864, and offered their employees time off to vote on Election Day. This year, the company once again included paid time off and flexible schedules to vote, as well as paid time off to volunteer with civic engagement nonprofits in leadup to and on Election Day. As one of the founding companies behind Time to Vote, LS&Co. also served as a leader among its peers, encouraging other companies to make it easier for their employees to vote.



**Old Navy** offered to pay its 50,000 employees to serve as poll workers, and along with parent company, Gap Inc., the brand provided up to 3 hours of paid time off to vote.



**Pinterest** offered all employees eight hours of paid time off, the equivalent of a full work day, for whichever type of civic engagement they preferred, like going to vote or serving as a poll worker. The company also provided their employees with additional voting resources and included user-facing voting information on relevant Pinterest pages.

## ② engage and inform employees

With a collective reach of over 5 million employees, Civic Alliance members recognized their role supporting civic engagement around the election. New voting practices and pandemic-influenced processes required new levels of education around voting. Companies went above and beyond to communicate with their employees—issuing memos, sending emails from leadership, developing internal platforms, hosting webinars, engaging their employee resource groups, and more.



**Belk** engaged their associates in civics, committing to sharing voting information with every associate. They also hosted registration drives to help associates register and partnered with voting campaign, "I am a voter.", to launch a custom text messaging campaign.



**Blue Apron** launched an internal campaign for their employees centered around democracy called, "Red, White, and Blue Apron," which included national and local voting education, in-person voter registration drives in partnership with National Voter Registration Day, a push for early voting, transportation support to the polls through a partnership with Lyft, and Election Day off for all employees to vote.



**Capital One** created and shared the Capital One Votes site, where associates were able to use their address to find their polling location, important voting deadlines, candidates on their ballot, and more. Capital One also utilized thought leaders throughout the company to post personalized blogs on the importance of voting on the company intranet. Additionally, Capital One participated in National Voter Registration Day, issuing a call to action for employees to prepare to vote by registering.



**Creative Artists Agency** offered employees paid "Flex Voting Hours" to vote early in-person and a paid day off to exercise their right to vote on Election Day. Additionally, in the spirit of CAA's culture of service, the CAA Foundation hosted virtual voter volunteer opportunities across LA, Nash, and NY every Thursday in October leading up to Election Day. From letter writing with Vote Forward, learning how to throw your own ballot party with Spread the Vote, to text-banking and phone-banking with HeadCount and VoteRiders.



**Cummins** offered employees paid time off to vote and hosted a company-wide webinar with voting resources and personal voting stories from leadership, highlighting the importance of a leadership-based approach to corporate civics.

**The Estée Lauder Companies** launched a nonpartisan, employee-led Civic Engagement Task Force to encourage, empower, and inspire their employees' civic efforts in their communities. The task force concentrated on supporting voting, including providing employees with resources to register and actively participate in the voting process. In partnership with TurboVote, they created a hub of voting resources on the company intranet to provide employees with a central place to learn about their ballot, get information about serving as a poll worker, and locate their local polling place.



**The NFL** partnered with I am a voter. and hosted Voting 101 workshops with 12 teams, providing an overview of voting in 2020 and step-by-step instructions for ensuring players and team members were registered to vote and knew how. These workshops were part of the NFL's larger campaign, called NFL Votes, which provided resources for all players, employees, and fans.



**Salesforce** communicated with employees, customers, and partners about how to be civically engaged on their online education platform Trailhead called "Civic Engagement in the U.S." Salesforce also helped more than 1,200 employees register to vote via TurboVote and more than 2,000 employees signed up for election reminders via text or email. Salesforce hosted candidate forums in 4 hubs and launched a Voting in the US Speaker Series, which focused on educating employees on the history and logistics of voting.




**Starbucks** committed to ensuring that no partner (employee) had to choose between work and casting their vote. To do this, they launched a partner portal that shared civic news, information on making a plan to vote, including registration, and how to directly navigate to their state election information. Managers and partners had individual conversations to help ensure their 200,000 partners had the tools and the time necessary to register and cast their vote. Starbucks also encouraged their employees to serve as poll workers and provided them with one free Lyft ride (up to \$75) to the polls to vote.



# ③ inspire consumers to vote

Civic Alliance members went beyond internal communications to promote voting, creating a surround sound of external communications that inspired their customers, consumers, and users to vote. They identified their business's unique opportunities to engage their audiences and created customized outreach programs. Brands emailed customers, stores sold branded products, and companies offered their services and found ways to inspire voter participation across the board.

 **Care.com** not only partnered with TurboVote on a public platform to help their customers find critical information on voting, but they also offered premium members credits toward a free hour of childcare or senior care so they could go vote. Care.com also teamed up with the Armed Services YMCA to offer free drop-in childcare on Election Day at 27 locations in 11 states—free and open to the public.

**FRAMEBRIDGE** **Framebridge** emailed its customer base to remind them to vote, and they mailed custom designed 'I voted' stickers to orders delivered around Election Day.



**Facebook** conducted the largest voting information campaign in U.S. history, creating the Voting Information Center which connected everyone on Facebook and Instagram to accurate, nonpartisan, and easy-to-find information about voting wherever they live. The site also encouraged users to sign up to serve as poll workers, curated a U.S. Elections Digest in Facebook News, and managed user expectations about election results—which the company acknowledged may take days or weeks for state and local elections officials to announce. Their work resulted in registering 4.4 million people to vote in the 2020 U.S. election.

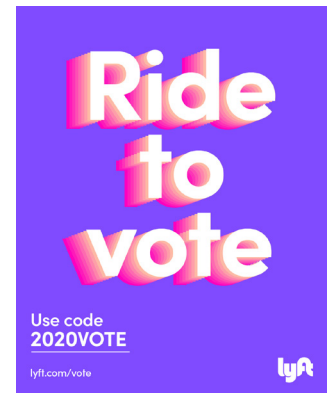


**JUST Water** created a custom carton label, JUST VOTE, which included QR codes linked to TurboVote. Using the QR code, customers could register to vote, get election reminders, and sign up to be notified about important updates for their polling area. JUST amplified the VOTE carton with bespoke social and web content as well as partnerships with many voting advocacy organizations.





**Lyft** offered 50% off rides (up to \$10) to any polling place or dropbox on election day. Through its efforts, Lyft supported hundreds of thousands of people with access to rides to the polls on Election Day, and to early voting sites during the primary season. Additionally, Lyft's Voting Access Hub and partnership with When We All Vote and Vote.org helped nearly 30,000 people make a transportation plan for voting, verify their registration, or register to vote.



**McDonald's** distributed nonpartisan voter tools to both its workforce of 850,000 employees and its 25 million daily customers at more than 14,000 restaurants nationwide. McDonald's also activated a custom text code to help customers check their registration, register to vote, request mail ballots, and receive election updates and included it on flyers in thousands of drive-through purchases.



**The NBA** built a visual campaign that included vote signs throughout arenas, and players wore customized "VOTE" warm-up shirts during the conference finals. The NBA also turned arenas and practice facilities into polling places, while players and coaches pushed the importance of voting during postgame interviews and other media.

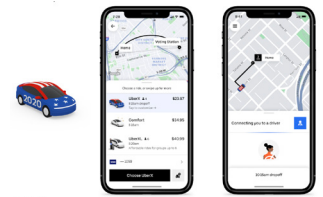


**Snap Inc.** launched a suite of in-app tools and features to reach their Gen Z and Millennial demographics—helping register more than 1.2 million users to vote. These tools included a Voter Registration 'Mini,' a Voter Guide, a Before You Vote 'Mini' and a Voter Checklist to ensure users (many of whom are first-time voters) had everything they needed to register to vote, learn their ballot and make a plan to vote.





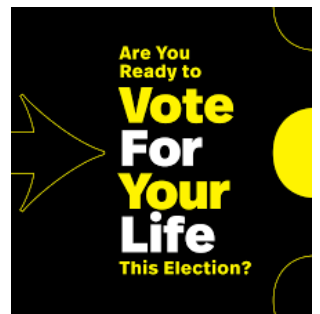
**Uber** utilized its platform and network to not only champion voter registration but to help riders and drivers vote. Uber offered an in-app polling location tool and discounted rides to help people find and get to the polls and communicated to riders, drivers, and couriers about participation and voting. Uber partnered with Pizza to the Polls to launch food trucks to 25 cities and delivered free food and good vibes to voters and poll workers. Uber also hosted polling places at two Greenlight Hubs in Los Angeles county.



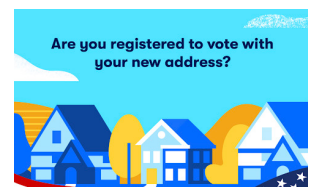
**Under Armour** launched an internal and external initiative called "Run to Vote," which included activation in their retail stores and a custom website providing all of the information one might need to vote, including the ability to register to vote. Under Armour also partnered with community groups to raise awareness of the importance of voting and launched a running challenge of 11.3 miles in October on MapMyRun.



**ViacomCBS** used the power and reach of their brands and platforms to empower and inspire their audiences to show up in the November election. They ran several large-scale get-out-the-vote, voter registration and early voting campaigns, including BET's #ReclaimYourVote, MTV's Vote For Your Life and Comedy Central's Vote Naked, which all responded to the specific challenges of COVID-19 and social injustices on the 2020 election season and encouraged voters to make their voices heard. MTV Entertainment Group and ViacomCBS also helped spearhead the creation of Vote Early Day, a new national holiday to help Americans vote before election day. And lastly, programs including The Daily Show with Trevor Noah heavily promoted Power the Polls, helping to recruit over 100,000 new poll workers.



**Zillow** launched a new service that makes it easier for renters to register to vote in their new location or verify their voter registration. Additionally, renters who sign their lease through Zillow Rentals will be prompted to register to vote once they submit their signed documents.



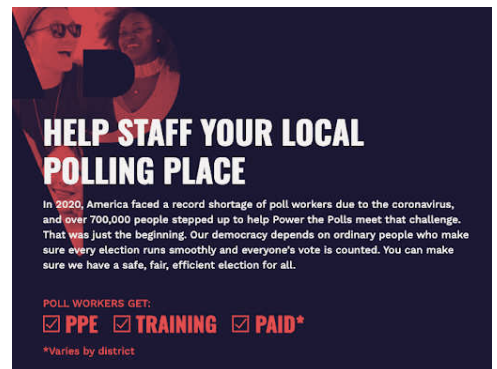


# ④ participate in election day of service

Last year, elections officials across the country sounded the alarm about potential poll worker recruitment shortages and limited polling places due to COVID-19. The Civic Alliance activated its network of corporate members and encouraged all companies to address the country's urgent need for new poll workers and safe, accessible elections in 2020. Through the Election Day of Service initiative, Civic Alliance members, in collaboration with our partners, identified hundreds of thousands of new poll workers, contributed physical spaces to vote, and donated PPE to support safe and secure elections.

## Recruit poll workers

Civic Alliance is a founding partner in Power the Polls, a first-of-its-kind initiative to recruit poll workers to ensure safe and fair elections for all voters by creating a national web portal of poll worker information. 165 Civic Alliance members opted to recruit poll workers from their employee or customer base.



**BLK**, a dating app from the Match Group, pushed messaging through their platform to inspire users to sign up to serve as poll workers.



**LinkedIn** recruited poll workers from its employee base and supported Power the Polls with free ads on LinkedIn to recruit members in locations that urgently needed new poll workers.



**Target** recruited poll workers internally and offered its employee base of almost 350,000 individuals paid time off to serve as poll workers.

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## Donate PPE to election officials

Civic Alliance members also donated PPE to polling places, supporting states' needs for protective gear to host safe elections.



**Imperfect Foods** donated 165 gallons of hand sanitizer to election officials in local communities to support safe voting and poll working.



**PayPal**, through their brand Venmo, donated to help purchase over 5,800 gallons of hand sanitizer for three states in need.



**Sodexo** not only created their own campaign to help feed voters and poll workers, but they donated over 100,000 masks to local elected leaders across the country so poll workers would be able to serve safely during the pandemic.

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## Offer safe space for voting

Finally, a number of companies offered their physical spaces as locations for voting. Many members had spaces that were not currently in use due to the pandemic and offered to put them to civic use. Venues, arenas, stores, hotels, and offices were some of the unique voting spaces of 2020.



**The Atlanta Hawks** were the first professional sports team to transform their venue, the State Farm Arena, into a polling site, providing Atlanta voters a safe place to vote from early voting through Election Day. Nearly 40,000 Fulton County voters cast their ballots at the arena, making it the state's largest-ever voting precinct.



**Bad Robot** hosted an 11-day polling center in Los Angeles from their main office - serving as an in person and mail in ballot drop off location. They also provided all employees paid time off on Election Day to participate in civic activities, a tradition since 2016. For a third election cycle, Bad Robot created and distributed thousands of GOTV postcards to encourage infrequent voters to vote early or by mail.



**Kimpton** hosted a polling place at their Los Angeles Peer Hotel. They also engaged five Kimpton restaurants across the country to deliver meals to poll workers in their local areas.



# 5 be 100% in for democracy

Civic Alliance member companies demonstrated their civic leadership by publicly declaring their own commitments to supporting voter engagement and by collectively standing for a strong democracy.

## Making Strong Commitments

More than 400 Civic Alliance member companies detailed their specific commitments to increasing voter participation in public statements from their CEOs. Many of these statements appeared in a centerfold spread published in the New York Times on September 27, 2020, with the full list appearing on the [Civic Alliance website](#). Some of those commitments include:



"100% of our Certified B Corps have been given access to voter education resources. 100% of employees have paid time off to vote and volunteer."  
**- Anthea Kelsick & Ben Anderson, Co-CEOs**



"100% of our employees worldwide receive paid time off to vote for all national elections."  
**- Marc Benioff, Chair & CEO**



"We are 100% committed to helping ensure millions of customers, Dashers, merchants, and employees receive voter resources via the DoorDash platform, at polling places, and through partnerships with voter engagement organizations."  
**- Tony Xu, Co-Founder and CEO**



"100% of United's Mileage Plus members and employees, through the company's website, social media and email platforms, have access to nonpartisan tools to make their voices heard and make a plan to vote in this year's election."  
**- Brett Hart, President**



"100% of our full-time and hourly U.S. employees will have Election Day as a paid holiday to vote."  
**- Emily Weiss, Founder & CEO**



"100% of our employees will receive paid time off to vote and to serve as poll workers and we will encourage our entire team and our customers to vote."  
**- Niraj Shah, CEO, Co-Founder and Co-Chairman**

# We're 100% In for democracy.



"100% of our U.S. stores will be open at noon local time on Election Day to allow employees time to vote. 100% of our employees who serve as poll workers will receive paid time off."  
Carle Barry, CEO



"100% of our audiences will be encouraged to make a voting plan, vote early, and vote safely."  
Sue M. Mills, President



"100% of our employees will have access to education and resources designed to remove barriers and make informed decisions about casting a vote, including having 100% of Election Day off."  
Linda Findley Kozlowski, President & CEO



"100% of our U.S. offices will be closed so that all our colleagues can vote, serve as poll workers, and participate in the most important event in our democracy."  
Richard Lovett, Chairman & President



"100% of our premium members will receive credits that can be used towards free child care on Election Day."  
Tim Allen, CEO



"100% of our U.S. employees will be provided nonpartisan tools and resources to engage in the voting process and will be provided the flexibility to vote."  
Tom Lineberger, Chairman & CEO



"100% of our audience is being encouraged to vote, employees will receive paid time off to vote and/or volunteer at polls."  
David Zaslav, President & CEO



"100% of our employees will receive paid time off to vote and/or to volunteer in the electoral process."  
Jim Fitterling, Chairman & CEO



"100% of our active full-time and part-time employees in the U.S. will receive paid time off to vote and receive voting related resources and reminders."  
William P. Lauder, Executive Chairman



"100% of our meetings will be canceled on Election Day so employees have time to vote."  
Julia Hartz, Co-Founder & CEO



"100% of our U.S. employees were given tools to help with voter registration and researching candidates as well as time off to vote and volunteer on Election Day."  
Peter Kern, Vice Chairman & CEO



"100% of our employees will receive nonpartisan educational resources and paid time off to vote, serve as poll workers or volunteer with a nonpartisan civic organization on Election Day."  
Todd Slesak, CEO



"100% of our employees are receiving reminders, tools, and support to complete the Census, register to vote, and make a plan to vote."  
Sonia Syngal, CEO



"100% of our corporate, retail, and distribution center employees are given the time they need to vote."  
Chip Bergh, President & CEO



"100% of our customers will be offered discounted rides to the polls, and 100% of our employees will honor Election Day as a holiday with paid time off."  
Logan Green, CEO & John Zimmer, President



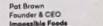
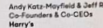
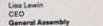
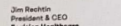
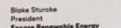
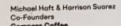
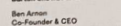
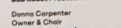
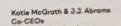
Seth Bernstein  
President & CEO  
AllianceBernstein



David Levine  
Managing Partner  
Anonymous Content



Steve Kassin  
President & CEO  
Atlanta Hawks & State Farm Arena



"100% of our Central Office employees will receive November 3 off to participate, including volunteering, in the election process."  
Robert D. Manfred, Jr., Commissioner



"100% of our colleagues will receive resources to register, information to support the polling process, and flexibility and continued encouragement to exercise their right to vote."  
Glen Walter, EVP & President, North America



"100% of our players and staff have been offered voter tools and training."  
Roger Goodell, NFL Commissioner



"100% of our U.S. employees will be offered Election Day off to vote or serve as poll workers."  
Steve Huffman, Co-Founder & CEO



"100% of our employees worldwide receive paid time off to vote for all national elections."  
Marc Benioff, Chair & CEO



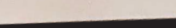
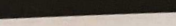
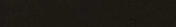
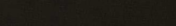
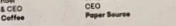
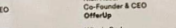
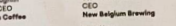
"100% of our U.S. employees will be provided the resources needed to ensure their voices are heard, including the flexibility to vote and volunteer at the polls on Election Day."  
DJ Patti, President, SAP North America



"100% of our users will receive nonpartisan voter engagement tools and be encouraged to make a plan to vote."  
Evan Spiegel, CEO



"100% of Tyson Foods' Team Members in the U.S. are being encouraged to exercise their right to vote in our great democracy. We will distribute to all Tyson locations voter toolkits that include flyers in 10 different languages and tips for safe voting during COVID-19."  
Neal White, CEO



"100% of our team members have access to nonpartisan election information, are encouraged to vote, and are provided paid time off to vote and serve as election judges."  
Brian Cornell, Board Chairman & CEO



"100% of active US MapRun users will be invited to join the #RunVotline Challenge to run 11.3 miles and learn about voting along the way."  
Patrick Fink, CEO



"100% of Unilever's employees in the U.S. have been provided nonpartisan tools to make their voices heard and make a plan to vote in this year's election."  
Fabian Garcia, President, North America



"100% of United's MileagePlus members and employees, through the company's website, social media, and email platform, have access to nonpartisan tools to make their voices heard and make a plan to vote in this year's election."  
Brett Hart, President



"100% of our U.S. networks will share messages to help empower and engage our audiences to cast a ballot this election."  
Bob Bakish, President & CEO



"100% of our employees will receive paid time off to vote and to serve as poll workers, and we will encourage our entire team and our customers to vote."  
Niraj Shah, Co-Founder & CEO



"100% of renters on Zillow now receive voter registration resources with every new lease signed through our platform — and we're empowering 100% of our U.S. employees with paid time off to vote and volunteer at the polls."  
Rich Burton, Co-Founder & CEO



Each of our companies has unique values. Yet, we are united by these shared beliefs: Every American has a voice in our democracy. Voting should be safe and accessible to all. Elections must be fair and transparent.

As business leaders, we're committed to strengthening our democracy by encouraging nonpartisan voter participation. Here are unique ways each of us is activating our companies and communities.

It is time to take decisive action to empower voters, build trust in our elections, and support our communities. We invite you to join our Civic Alliance and commit to being 100% In for democracy.

Join us at [civicalliance.com/100](https://civicalliance.com/100)



# Standing for Fair Elections

In a historic and coordinated action from the business community, over 650 CEOs from Civic Alliance member companies declared that the business community was "100% in for our democracy."

These CEOs issued a joint statement calling for safe access to the polls for all voters, recognizing election officials as the trusted source for certified results, and encouraging patience as officials counted every vote. This message reached millions of people through national media, including a center spread in USA Today, deepening our trust that our election was safe and credible.

With support from  **CIVIC RESPONSIBILITY PROJECT** and  **democracy fund**



## the why:

A majority of Americans agree that corporate leaders have a responsibility to speak out publicly during a potentially contested election period by advocating:

- against voter intimidation at polling places (63%),
- for a peaceful post-election period, even if there's no clear winner on Election Day (62%),
- for a full and proper counting of ballots in the event of a contested elections (62%),
- and for civil political discourse during the election period (57%).

Source: JUST Capital



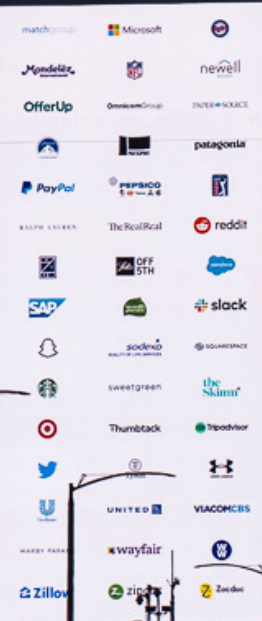
# TIMES SQUARE



We're  
**100% In**  
for  
democracy.

#fordemocracy  
civicalalliance.com/100

civic  
alliance



## Peaceful Transition of Power

In response to the attack on the U.S. Capitol Building on January 6, 2021, the Civic Alliance issued a joint statement rebuking attacks on our democracy and calling for a peaceful transfer of power. Within 24 hours, over 400 Civic Alliance member companies signed onto the statement, adding their brands to the message.

"The attack on the U.S. Capitol represents an attack on American democracy, a dangerous break from our democratic tradition, and must be rejected.

"There is no doubt about the integrity of the 2020 election. We reaffirm that the election result was determined by the will of the voters, certified by every state, and upheld by the courts. President-elect Joe Biden and Vice President-elect Kamala Harris were duly elected in the manner established by the U.S. Constitution, and they will be inaugurated at noon on January 20, 2021. We commend those members of Congress who upheld their constitutional duty and certified the results.

"An orderly and peaceful transition of power is a hallmark of a functioning democracy. Any attempts to incite violence or otherwise thwart a peaceful transition in the coming days cannot be tolerated. Today, we call on all Americans – including the current Administration – to accept the will of voters, abide by the rule of law, and support an orderly and peaceful transfer of power without delay. As we look ahead, we will deepen our efforts to protect our democracy, build trust in our elections, and strengthen our nation's civic resilience for generations to come."



# 2020 census

The Civic Alliance helped businesses work toward a complete and accurate census count in 2020 because we know how important census data is—these results determine not only how many representatives in Congress each state gets but how nearly \$900 billion in federal funding will be allocated over the next decade.

This census was particularly important as it was the country's first census conducted primarily online, which made the business community uniquely positioned to help. Companies played a unique role in Get Out the Count efforts by engaging their employees, their customers, and their audiences, and by leveraging their brands and infrastructure. The Civic Alliance provided members with best practices and toolkits to help them encourage their audiences to participate. Here's what that looked like:

## attn:

**ATTN:** produced and published explainers on the 2020 Census explaining to previously undercounted communities why it is so important to be counted.



**Reddit** hosted a dedicated AMA series to demystify the census process and give Redditors an opportunity to engage directly with individual experts, civil rights groups, NGOs, and government agencies whose work touches on the census process.



**Twitter** launched a new tool in English and Spanish that directed people to the official U.S. Census website when they searched for relevant keywords on Twitter. Twitter also created a tool that allows people to report misleading information about participation in the census and other civic events.



# our premier partners

The Civic Alliance was also proud to encourage companies to participate in our premier partner initiatives, including:

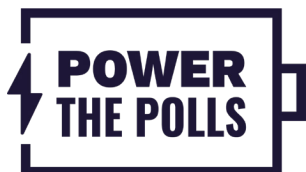


**National Voter Registration Day (NVRD):** An annual civic holiday, September 22, 2020, marked the largest NVRD in its history, registering over 1.5 million voters. Hundreds of Civic Alliance members rallied around the holiday and a number of amazing members became official partners and even sponsors of this nonpartisan civic initiative.





**Vote Early Day:** October 24, 2020, saw thousands of organizations, including Civic Alliance member companies, participate in Vote Early Day to ensure that all Americans knew their options to vote early. Last year, voting early played an especially important role in helping ensure Americans across the country voted safely.



**Power the Polls:** The Civic Alliance helped to found Power the Polls, the first-of-its-kind initiative to recruit poll workers nationwide. In 2020, Power the Polls and Civic Alliance members helped to recruit over 705,000 poll workers.





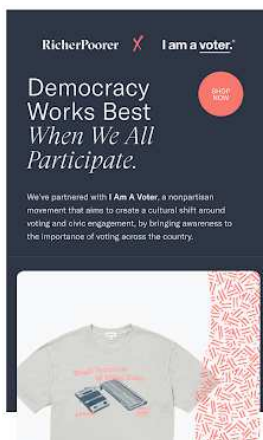
# Time To Vote

**Time to Vote:** Civic Alliance members championed workplace friendly policies, specifically developing and implementing time off to vote practices for their employees, inspired by the Time to Vote movement.



**I am a voter.™**

**I am a voter.:** I am a voter. is a nonpartisan movement that aims to create a cultural shift around voting and civic engagement. Civic Alliance members leveraged resources created by I am a voter. like tools, social media campaigns, and a custom voting text platform.



# nonpartisan partner organizations

Thank you to all of our nonpartisan, nonprofit civic partners who provide guidance and expertise to civic alliance members as they navigate all things civic engagement.



# impact by the numbers

## overview

**1,043**

member companies

**5,163,938**

employees  
represented

**13**

industries represented

**28**

nonpartisan  
nonprofit partners

**6**

business association  
partners

Apparel, Entertainment,  
Technology, Retail, Food Services,  
Transportation, FinTech, Beauty,  
Financial Services, Travel,  
Manufacturing, Home Furnishing,  
Consumer Products

## election day

**705,000**

poll workers recruited  
through Power the  
Polls

**2.1M oz**

total hand sanitizer  
donated for safe  
elections

**16,000**

total masks and face  
shields donated

## commitments

**430**

CEOs making "100%  
In" commitments for  
their companies

**658**

CEOs signing onto  
CEO letter for free &  
fair elections

**447**

companies signing on  
to letter for peaceful  
transfer of power

## member resources

**20+**

member resources  
delivered (toolkits,  
etc.)

**56,000**

emails sent to  
member companies

**47**

member events: town  
halls, briefings, summit  
& workshops

# member experience

“

So easy to take the toolkit and adapt it to our business. Made it simple, yet powerful for us to engage in our first civic initiative. Thank you!  
- **Diane @ The Goodness Collaborative**

“

The concierge team is super helpful and all the information provided was invaluable.  
- **Diego @ Just Salad**

“

This being our first time being involved in civics and getting involved a bit later in terms of timeline Civic Alliance made the process easy for us to distribute resources and highlight our partnership!  
- **Rachel @ United Soccer League**

“

Becoming a partner of the Civic Alliance provided additional credibility with our customers and associates, as well as accountability to ensure we did our best to promote voter engagement  
- **Allison @ Capital One**

“

From the toolkits to town halls to newsletters, we're so thankful for these resources and materials provided. The resources were thoughtfully and carefully crafted and we appreciate the hard work that went into creating these.  
- **Donna @ Instacart**

“

The letters to employees to protect post-election democracy were not provided by any other resource. It worked!  
- **Jared @ Legacy Vacation Resorts**

“

The Town Halls have also been super helpful and engaging. I love sharing best practices with other companies working on similar efforts.  
- **Jackie @ Silicon Labs**

# civic alliance member companies

1105 Media	AMC Theatres	ATTN:	BLK
1-800-FLOWERS.COM, Inc.	American Leadership Forum	Avail	BLK & Bold, LLC
1iota Productions	Silicon Valley	Avening Management and Technical Services	Bloomreach
1stDibs	American Sustainable Business Council	Avenue	Blue Apron
2048 Ventures	American Tent	Avita Pharmacy	Blue Cross and Blue Shield of Minnesota
29:11 Creative LLC	Amerigo Education	Avocado Green Mattress	BluLight Films
32 Advisors	Ampathy, Inc.	Azavea	BLVR
360PR+	Amplify	B Lab US/Canada	Bodhala
62Above	AmPLY	Backbone PLM	Boldly Go Philanthropy
7wireVentures	AM-PM Enterprises	Backdrop	Boloco
88 Acres	Andela	Backtrace I/O	Bombas
A Mighty Blaze	Andros	Bad Robot Productions	Bond Financial Technologies
A to Z Wineworks	Aneka Guna LLC	Badass Studios	Bonsai
Abeo	Angel MedFlight	Baldwin&	Boomy Corporation
Abercrombie & Fitch Co.	Animalz	Bambu	Boston Beer Company
Ace of Air	Ankin Law Office LLC	Banting	Boston Consulting Group
ACME General Corp.	Anonymous Content	BARK (BarkBox)	Brigham Health
Adam Shay CPA, PLLC	Anvyl	Bark Media	Bright Machines
Addapptation	APDS	Basic Health International	Brightwheel
Adrift Hospitality	AppDynamics	BatesCainelli	Broadvoice
Advancing Synergy	AQ	Be Found Online	Broughton Consulting, LLC
Aeris	Arabella Advisors	Bearaby	Broward Meat and Fish Company
AeroFarms	Arborview Capital LLC	Beautycounter	Bucket Listers
Aether	Arcade Beauty	Belk, Inc.	BugSplat
AgileAssets Inc.	Archetype Solutions Group	Bell Tower Development, LLC	Builders + Backers
Air	Ariel Gordon Jewelry	Bellatrix Group	Building Beats
Airbnb	Arrakis Therapeutics	Ben & Jerry's Homemade, Inc	Bunker Labs
Aledade	Art 4 Art, Inc.	Bench Prep	Burrow, Inc.
AlertMedia	Artifact Uprising	Benefit Cosmetics	Burton
ALIENTO	ARULIDEN	Best Buy	Business Forward
All Good	Ascent Talent, Model, Promotion Ltd.	BET	business.com
Allbirds	Ask Applications	Beth Israel Lahey Health	BYkids
Allen & Gerritsen	Ask Media Group	Better.com	Bynd LLC
AllianceBernstein	Aspiration	BetterBot.ai	C and L LLC, dba Conscious Coffees
Alloy	Asurion	Bev	Creative Artists Agency
Aloha	Atlanta Hawks	Binc	CAF America
Aloha Poke Co.	Atlas Obscura	Bird + Stone	Caleres
Amalgamated Bank	atlasGO	Black Fox Philanthropy	California Safe Soil, LLC
Amazon	Atlassian	Blackbird Benefits Collective	Calm Clarity
AMB Sports & Entertainment	ATP Tour, Inc.	Blanca Commercial Real Estate, Inc.	

Cameo	Columbia Sportswear Company	DeVry University	Encore Renewable Energy
Campaign Axis	Comedy Central	Dharma Merchant Services	Endeavor
Campbell Ewald	CommonBond	Dia&Co	Energy & Environmental Transformation
CancerIQ	Commonwealth, Inc.	Digital Third Coast	Entegrit
Candelaria	Compare.com	DiKayo Data	Environmental & Public Health Consulting
CANOA	Compass Coffee	Dimagi	Envision Healthcare
Capital One	Compose[d]	Direct Agents	EO Products
Capricorn Investment Group	Consciously	DirectPath	eos Products
Caraway	Construct	Discovery	EP+Co
Care.com	Construction Specialties	DJM Capital Partners	EPG LLC
Care/of	Convene	Dominique Anderson Consulting	ESR Partners
Carmera	Co-op Power	Donaldson & Associates, Paths to Peace	Estée Lauder Companies
Carmichael Lynch	CoPeace PBC	DoorDash, Inc.	Estrella Media
Cars.com	Coqual	Dotdash	Etsy
Casebook PBC	Coro Northern California	Doughnut Plant	EVAN360
Catchpoint Systems, Inc.	Corporate Essentials	Dow	Eventbrite
CAVA	Corvus Insurance Holdings, Inc.	Dr. Brite	Ever Better, PBC
Cedar	Cost Plus World Market	Drawdown Fund	Everlane
Cengage	Council Fire	Dropbox Inc.	Every Purpose
Chad Collesian Team	Country Music Television	Dunkiel Saunders Elliott Raubvogel & Hand, PLLC	Evite
Change Finance, PBC	CoverUS, Inc.	Duo Security, a Cisco Company	Evo
Charter School Business Management/FOREsight	Cozy Cats and Daily Dogs	EBG	Evolve Vacation Rental
Checkr	Crane Stationery	Ebie Strategies	Expedia Group
Cheney Forensic Consulting, LLC	Craze Management	Eboost Consulting	Facebook
Chief Executives for Corporate Purpose (CECP)	Cropsticks Inc.	Echo&Co	Factor
Chiefs For Change	Crossover Collective	Ecodeo	Fairfield County's Community Foundation
Chili Piper, Inc.	CSM Sport & Entertainment	EcoLucid	Fancypants Baking Co.
Chobani	CSRHub LLC	Edelman	Fatherly
ChowNow	Cultivating Capital	Eden Health	FCB
Cisco	Culture Amp	Edible Garden	FEED Projects
Citizen Creative	Cummins	Edison Properties	Felix Gray
Cityblock Health	Curriculum Associates	EIF	Fender Musical Instruments Corporation
Civic Entertainment Group	Cut + Sew // Zoned Gaming	Electronic Gaming Federation, Inc.	Fenwick & West LLP
CleanChoice Energy	Daake	Elektra Health	Ferrara Candy Company
ClearCompany	Dagne Dover	Elektra Labs	Fifth Avenue Brands
Cleaver Co	Daily Beast	Ellevest Network	FindSpark
Climate Health Now	Danone North America	Ellwood Thompson's Local Market	Finmark
Climb Credit	Dataminr	Embark Veterinary	Fireclay Tile
Clove & Twine	dcba _ brand expression	Ember IT	First Impact New York
Cluey Consumer, Inc.	Dean's Beans Organic Coffee Company	Empereal Group	First Solar
CodeGeek	Decisely Insurance Services	Employment Practices Group LLC	Fishtown Analytics
Cohen Strategy Group, LLC	Deloitte	Emzingo	FleishmanHillard
CollegeSpring	Deltac Homes		Flexible Capital Fund, L3C
Color Farm Media	DEMSW		
	Deputy		

Flourish Software	Greenlight Capital	HXE Partners	IWP Family Office
Folly Ventures	GreenSpark Solar	Hydros	Jam City
Fors Marsh Group	Greenvest	IAC	JCPenney
Forward Design	Griffith Foods	Idealist Consulting	JetBlue
Found	Groennfell Meadery	ideas42	Jobs for the Future
Framebridge	GroundFloor Media & CenterTable	IdeaScale	Jolly
Freedom Learning Group	GroundWork Renewables, Inc.	iHeartMedia	Jonas Paul Eyewear
Freshworks	GuildWorks	Illumis	Joy Collective
Frogsong Farm LLC	H&M	Imago, LLC	June Motherhood
Full Circle Brands	Habitus Incorporated	iMentor	Juno Residential Inc.
Full Circle Company	Hands On Connect Cloud Solutions	Impactree	Junto Health
Funko	Handshake	Imperfect Foods	Just Salad
GadellNet	Hannon Armstrong	Important, Not Important	Just Water
Gaia Herbs	Happy Apple	Impossible Foods	JW Player
Galaxy Digital Holdings LP	Happy Money	IN GOOD CO	K1 Investment Management
Gap Inc.	harness cycle	Incandescent	Kansas City Royals
GC Ungo	Harness Wealth	indieDwell, Public Benefit Corporation	Kargo
GCCG	Harry's	INDIEShooter	Karp Randel LLC
Gender Fair	Heart Creative	INFOMERICA INC	KC Tool
General Assembly	Heather Robinson Consulting	Ingage Partners	Kearney
Gibson Guitars	Helbiz	Ingenuity Studios	KeepTruckin
Gigasheet, Inc.	Hella Cocktail Co.	Initiate Government Solutions	Kelliher Samets Volk
Girls Leadership	Hello Crispy Snacks	Innovare - Social Innovation Partners	Kenneth Cole Productions
GitHub	HelloTech	Innovheart	Kevue
Glitch	Help Scout	Insource Renewables	Kids in the Game
Global Prairie	HelpGood	Insource Services Group, LLC	Kimpton Hotels & Restaurants
Global Round Table Leadership	Helpsy	Inspiring Capital	KIND Snacks
Global Touchpoints Inc.,	High Slope	InspiringService	Kindred
Glossier	Higher Grounds Trading Co.	Instacart	Kinesis
Glow	HigherRing	Instagram	Kinetic Communities
GMMB	Hilton	Insured Nomads	King Arthur Baking Company
Gobee Group	HIVE DIVERSITY	Integrative Medical Clinic of North Carolina	Kink Crate
Goff Public	Holbrook	Intel Corporation	Kitestring Technical Services
Golnvo	Home Point Financial	Intelligentsia Coffee	Kittelson & Associates
Good Fear Content	Homefree	Intentional Futures	KLIK
goodDog	Hopeworks Camden	Intercontinental	Koacore
GoodRx	Hornstein, Platt and Associates Counseling and Wellness Centers	INTERMIX	Kobin Integrated Marketing
GoodWell Venture Partners	Hotel Tango Distillery	Interpublic Group	KSV
Gooten, Inc.	Housewares America Inc.	Intex Solutions, Inc.	KULE
goTenna	Hownd	Intouch Group	Kum & Go
Grapevine Outdoor	HP Inc.	Invest America	L Brands
Graphic Finesse	HPA	InVision	La Colombe Coffee Roasters
Great Coast Commons	Huron	Iraq and Afghanistan Veterans of America (IAVA)	La Detresse
Great Jones	HWKNS Design		La X FM Radio Visual
Green Key Real Estate			Labrador Ventures



Lake Champlain Chocolates	Main Digital	Modelo	Neil Kelly Company
Lakefront Brewery, Inc.	Major League Baseball	Modern Meadow	Neosensory
Lalo	Major League Soccer	Modernist Financial	Network for Good
Landis	MakerSights	Mohawk Fine Papers	Neu
Laseronics	Mamma Chia	Monarch Services	Neuberger Berman
Lattice	Managed Solutions LLC	Mondelez	New Belgium Brewing
Law Office of Lara Pearson Ltd, PBC / Brand Geek	Mangrove Web Development	Montanya Distillers	Newell Brands
League of Oregon Cities	Mansueto Ventures LLC	MOOD	NewsCred
LeagueApps	MANTL	Moon Valley Organics	Next Day Animations
Leanpath, Inc.	MAP Advising	Moose Knuckles	Nextdoor
Learn to Win	Marguerite Casey Foundation	Morningstar, Inc.	NextGen Jane
Legacy Vacation Resorts	Maria Turkel Wardrobe Styling	Mosaic Group	NextRoll, Inc.
Lemonade	Massachusetts General Hospital	Motivate	NFL
Levenfeld Pearlstein	Master & Dynamic	MotoRefi	Nia Impact Capital
Levi Strauss & Co.	Match Group	Movable Ink	Niantic
Levick	Matchwood Brewing Company	MovingWorlds	Niceland Seafood
Lex Ultima	Matterlab	MSI Global Transformation Solutions	Nimble
Lime	Maven Clinic	Mspark	No Evil Foods
LinkedIn	Mavrck	Mt. Carmel	No. 29 Communications
LINX, LLC	McChrystal Group	MTV	Nomad Health
Litify	McDonalds	Museum of Ice Cream	Noodle Partners
Live in Their World	MediaCombo, Inc.	My Subscription Addiction	Nordstrom
LiveAuctioneers	Meliora Cleaning Products	Myles Apparel	NorthShore.ai
Lively, Inc.	Mentor Collective	Myriad360	Northville
LiveNation	MENTOR: The National Mentoring Partnership	MyZolve	Novamaya
Logz.io	MERGE4	N2N Services Inc.	Nucleus Group
LOLA	Message Agency	NadaMoo!	Numici
Longpath Labs	Meteorite	Namaste Solar	Numina
Looped	Metropolitan Group	Namely	NW Virtual Partners DBA EventBuilder
L'Oreal USA	Microsoft	Nanosys Inc	O3 World
Lotus Advisory	Mightybytes	Narmi	OfferUp
LOWA Boots LLC	Millie	National Co-op Grocers	Office Yoga
LPK	Mimochai	National Energy Improvement Fund	oHHo
lululemon	Minerva	National Women's Hockey League	OJO Labs
Luma Pictures	Minnesota Timberwolves & Lynx	NationSwell	OLI Systems, Inc.
Lush Fresh Handmade Cosmetics	Minnesota Twins	Native	Oliver Russell
Lyft	Mischief Management	Native American Natural Foods DBA Tanka	Olumo
Lyte	Misfits Market	Native Trails, Inc.	Omnicom
M&C Saatchi Sport & Entertainment New York	Misha's Kind Foods, Inc	Navitas Organics	One More Thing LLC
MaCher	Mister Car Wash	NBA	Onfleet
Macy's	Mitchell Martin Inc.	NBA G League	Oportun
MAG Impact Collective	Mixpanel	Nécessaire Inc.	Orbit Media Studios, Inc.
Magic Hat Brewing Company	Mobile reCell	NEEV	Orchid Holistic Search
Magic Spoon	MōD		OrgVitality
	Model No.		Otherwise Incorporated



Our Turn	PrivacyWall	Roadhouse Brewery Group	Simms Fishing Products
Owen Dell and Associates, LLC	Propllr	Robinhood	Simon Data
Owler	Prosperity Candle	Robotters	Sixth Street
PagerDuty	Protenus	Rocketship Public Schools	SLC Economic Forum
Pairwise	Public Media Group of Southern California	RotaChrom	Slickdeals
Paper Source	Purpose Venture Group	RoundPeg Benefit LLC	Small Door Veterinary
Parade	Pymetrics	RSVP Premier Group	Smart Set
Paramount Network	QFlow.ai	Rubix Life Sciences	SmartyPants Vitamins
Participant	Qnary	Rumi Spice	Snap Inc.
Participate Learning	Quest Trust Company	S&D	SnapDragon Brand Design Consultancy
Patagonia	QuickFrame	Sabah	SOCAPGlobal
Paths to Peace	QUINN	Sagent Marketing	Social Capital
Payability	Quizlet	Saje Natural Wellness	SocialChorus
PayCertify	Qurate Retail Group	Saks OFF 5th	Sodexo
PayPal	R/GA	Salesforce	Sofar Sounds
PEAK Resources, Inc.	R\WEST	Sanspeur	SoFi
PepsiCo, Inc.	Rad Power Bikes	SAP	Software for Good
PGA Tour, Inc.	Radian Generation	Savas Labs	Soko Glam
Philadelphia Eagles	Ready Set Rocket	Savi Solutions PBC	SoLa Impact
philsimon.com	Recognize	Sawhorse Media	Solar States
Phone.com	Red Antler	SB Projects	Solve
Phood	Reddit	Schmidt's	Some Spider Studios
Pic-A-Pepper	Refinery29	Schraad Sales & Marketing	Sophos
Pinterest	Renew Energy Partners LLC	Scott Roat Realty	SoundCloud
Pinwheel	Rent the Runway	Scream Agency	South Mountain Company, Inc
Pioneer1890	ResolutionCare Network	SDL	Southern Stove Lofts
Pitney Bowes Inc.	Resolvion	Seasons Hospice & Palliative Care	Southwest Water
Pivt Enterprise	Resources for Human Development	SeatGeek	Spatial Systems
Placements.io	Rethinc Real Estate	Sector Labs	Spectrum Impact
Plaine Products	ReUp Education	Sedera	Spiro.AI
Plan_A	Revature	Seed Systems	Spkrbox
Platypus Advisors	Revcontent	Serendipity Catering	Split
Pledgeling	ReVision Energy	Seventh Generation	Spotify
Pond Lehigh Giordano	Revolution Foods	Sharebite	Springboard Collaborative
Porchlight Book Company	REY	Sharehold	Spye
Powell	Ribbon Health	Shea Moisture	Squarespace
Premier Lacrosse League	Richer Poorer	Shiftboard	SRS Acquiom
Presence II Productions	Ride Health	Shotcall, Inc.	SS+K
Presently	Rinse	SHOWFIELDS	Starbucks
Preserve	Riot Games	Shutterstock	Startgrid, Inc.
Pressed Juicery	Ripple	SIDEM LLC	Stellantis
Prialto, Inc.	Rise Dataworks	Siena Construction Corporation	Strata 9
PRIMA	Rivanna Natural Designs, Inc.	Sift	Stratacomm
Primal Screen	Ro	Silicon Labs	Structure Capital
Priori Legal		Silvur	Studio71

Studs	The Opportunity Network	Type A Brands	War
Sundance Pools	The OutCast Agency	Tyson Foods	Warby Parker
Supermade	The Partnership for New York City	Tyton BioSciences	Warmly
SuperMoney	The RealReal	Uber	Water & Music
Superunion	The Tempest, Inc.	Uber Clean Planet	Wayfair
Sustainable Harvest Coffee	The Tofurky Company	UM Worldwide	WayUp
Sweetgreen	theSkimm	Umbrella	WayWiser
Symbio Strategies	ThinkHR + Mammoth	Uncommon Cacao	We Are Rosie
Symetra Life Insurance Company	thinkPARALLAX	Uncommon Goods	We Are Royale
Taconic Capital	Thinkshift Communications	Under Armour	wellspring.global
Take The Lead	ThinkShout	Uniform Teeth	WeSpire
Tampa Bay Rays	Third Bridge Creative	Unilever	West Paw
Tanger Outlets	Thirty Madison	United Airlines	WhiteHat Security
Target	Thornburg Investment Management	United Soccer League	Wingman Smart Energy
Tata Consultancy Services	Thornwillow	Unity Web Agency	WiredScore
TBWA\Media Arts Lab	Thrive Global	Universal Music Group	Wishful Roasting Coffee Co.
TCG, Inc.	Thrive Market	Univision	WLDKAT
TCGplayer	THRUUE	Upending	WNBA
Teamble	Thumbtack	Urban Outfitters	Wordbank, LLC
Tech Networks of Boston	Tia	User Interviews	Wordpress (Automattic)
Tech304, LLC	TIBCO Software Inc.	Valley City Electronic Recycling	WORK
Technicians For Sustainability	Toad&Co	Vemo Education	Worth Media
TechSoup	Tory Burch	Vengo Inc.	WW (Formerly Weight Watchers)
Teleskope	Touch Points	Venture For America	X Sector Labs
Thanksgiving Coffee Company	TPG	VeraWorks	Xandr
Thanx	TPI Composites, Inc.	Verdical Group	Xometry
The Ascendant Athlete	Transfix	Veritable Vegetable	Yasso, Inc.
The Baupost Group	Travel Cat	Verizon Media	Yetter Consulting Services/Sales Tax Institute
The Black Sheep Agency	Trebuchet Group	Verrah	Yieldmo
The Boreland Group Inc.	Tribeca Enterprises	Vertical Supply Group	YIKES, Inc.
The Change Agent-cy	Tripadvisor	VH1	Zagmout & Company CPAs
The Company of Holistic Returns	TripZero	ViacomCBS	Zen of Slow Cooking
The Explorer's Passage	Trove Recommerce, Inc.	Vianova	Zen Ventures
The FruitGuys	Troy Medicare	Vice Media	Zendrive
The GFB	True Food Kitchen	Vida & Co.	Zeus Jones
The Glow Up Projects, Inc.	Trust & Will	Village Capital	Zevin Asset Management
The Good Pencil Company	Tuli Technologies	Vimeo	Zillow Group
The Goodness Collaborative	Tumblr	Virtudent	Zingtree, Inc.
The Green Engineer, Inc.	Turner	Visceral	Zipcar
The Knoller Group	TV Land	Vista Global Coaching & Consulting	Zocdoc
The Ladipo Group	Twentyeight Health	Vital Findings	Zola
The Luupe	Twilio	VShift	ZoomInfo
The Myers-Briggs Company	Twitter	W.S. Badger Company	ZRS Management
The NewComm Global Group, Inc.	Two Bulls	Waddell & Reed	Zuora
		Walt Grace Vintage	

# about us

**The Civic Alliance was founded by the CAA Foundation and Democracy Works and is powered by Meteorite.**



**CAA Foundation** activates the power and reach of the entertainment, media, and sports industries to create systemic social change for a more equitable and optimistic future. Founded in 1995, the CAA Foundation is the philanthropic arm of Creative Artists Agency (CAA) a talent, media and sports agency and has been at the heart of the company and harnessing popular culture for good.  
[caa.com/foundation](http://caa.com/foundation)



**Democracy Works** is a nonpartisan nonprofit organization that improves civic participation by building technology to power democracy. We do this by creating the tools needed to upgrade the infrastructure of our democracy and using those tools to turn the internet into an on-ramp for voting. [democracy.works](http://democracy.works)



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**Meteorite** builds coalitions and campaigns to strengthen our democracy, improve health outcomes and advance equity. We align businesses, civil society, and philanthropy around shared values and common purpose, and we inspire unlikely partnerships that drive social transformation. Let's make impact, together.  
[wearemeteorite.com](http://wearemeteorite.com)

**civic  
alliance**