

## American Express

The **Charities@Work Corporate Partner Award** is awarded annually to up to four private sector workplace giving partners for overall workplace giving campaign excellence including employee engagement, leadership involvement and other best practices.

The 2013 Corporate Partner Award winner is **American Express**.

American Express believes that serving their communities is not only integral to running a business successfully; it is part of their individual responsibilities as citizens of the world. The mission of their program is to bring to life the American Express value of good corporate citizenship by supporting communities in ways that enhance the company's reputation with employees, customers, business partners and other stakeholders.



American Express' *Give2Gether* annual employee giving campaign is a shining example of one way the company and its employees truly live that mission. The company partners with all four Charities@Work federations along with the Hispanic Scholarship Fund, UNCF and United Way. American Express truly engages with their giving partners by inviting them to attend charity fairs and even write guest blogs during their campaign to increase their visibility and to educate employees on the issues that matters most to them.

American Express's Social Responsibility team exudes energy throughout the campaign and that energy spreads throughout the company. They make giving back fun for employees – one of the highlights of the campaign is a Halloween costume charity fair! This energy translates into participation rates. American Express's *Give2Gether* campaign has participation rates around 75% - well above the national average, which hovers around 30%.

The company and leadership are very committed to the initiative. Their CEO, Kenneth I. Chenault, is the public face of the campaign and senior leaders serve as co-chairs of the campaign to help ensure that the high goals they set for senior leadership are met each year. The company backs employee donations through a strong company match policy.

From top to bottom, American Express's *Give2Gether* employee giving campaign is one of the best in the nation. Their commitment to supporting employees in giving back to the communities in which they live and work is truly exemplary.