

Every day. In times of crisis. For our future.



Marketing for a Cause

Partnering with Save the Children

Cause Marketing in the U.S. & Globally

Save the Children works with leading corporations on global and domestic cause marketing programs. Together we seek to achieve our partners' business objectives through a connection with Save the Children's mission, brand and on-the-ground programs that bring positive, lasting change for children in need.

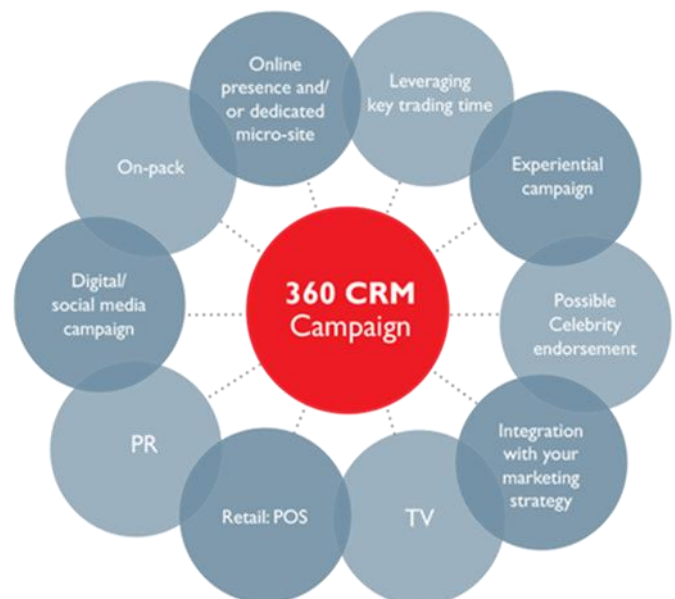
Why Develop a Cause Marketing Partnership with Save the Children?

- **Strong mission:** To inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives.
- **Significant impact:** In 2015, Save the Children helped more than 185 million children.
- **Partnership philosophy:** We forge strategic, long-term, mutually beneficial partnerships that deliver clear value and business benefits under truly tailored partnership programs.
- **Strong brand proposition:** Save the Children's brand is globally trusted and recognized, with 80-90 percent awareness levels in key markets. Our brand provides a platform for leading companies to engage consumers in an authentic, breakthrough way.
- **Active donor base and digital reach:** We have 350,000+ active donors/sponsors in the U.S. alone. We have extensive digital reach with 3 million followers on our social media platforms.
- **Creative marketing assets:** Save the Children offers branding and communications opportunities across earned media, social media and web/digital platforms.
- **In-house marketing expertise:** Save the Children has brand and marketing experts on staff, with backgrounds in advertising, brand management, integrated marketing, public relations and social media - critical for working with our partners' marketing and agency staff. Additionally, we leverage headquarters and in-country marketing and communications teams to support media outreach and celebrity engagement, as well as video development and launch event planning.

- **Knowledge of local markets:** Save the Children has an understanding of local knowledge, behaviors and practices, which can help inform and shape multi-market cause programs.

Elements of Our Cause-Aligned Partnerships

- **Simplicity** through a clear donation mechanism so consumers understand the impact of their action on our cause mission
- **Credible contribution** to our cause mission, so consumers view the brand donation as a serious investment in the partnership
- **Integrated communications plan** reaching internal and external audiences
- **Long term partnership** that delivers mutual benefit for both parties
- **Measured and optimized** over time



By working together we can transform children's lives. Thank you!

Bulgari



BVLGARI

Launched in celebration of its 125th anniversary in 2009, Bulgari, the luxury retailer, and Save the Children began a global partnership through a cause marketing promotion in which a portion of sales of a specially-designed co-branded ring benefited quality education programs for children. Building on the partnership's success, in 2014 a pendant was added to the jewelry collection to support our life-saving newborn health programs.

A portrait collection of 250 celebrities has played a critical role in the partnership's continued success, which has altogether raised over \$35 million for children in the United States and around the world. Both pieces of jewelry are available in Bulgari stores worldwide, select department stores and on Bulgari's e-commerce site.



Build-A-Bear

Through the "Share Your Heart" campaign, Save the Children and Build-A-Bear partnered to encourage empathy and positive social and emotional skills in children.

- Thematic connection with Journey of Hope, Save the Children's psycho-social program to support children recovering from trauma
- Implemented in 3 countries – U.S., UK, Canada
- In stores, Build-A-Bear Workshop guests fill out a special Sending Hearts & Hugs card to send positive thoughts and encouragement to children in the Journey of Hope program.

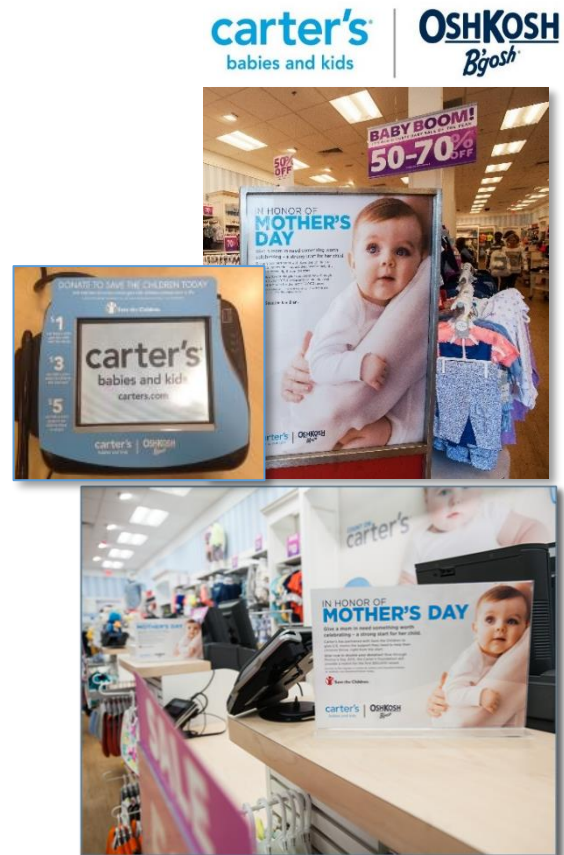


Carter's / Osh Kosh B'Gosh

In celebration of Mother's Day, Carter's and Oshkosh B'Gosh have supported Save the Children's early childhood education program with an at-register campaign in stores and online. Customers donate at checkout, and the Carter's Charitable Foundation matches a portion of funds raised.

"In Honor of Mother's Day", a campaign centered around giving a mom in need a strong start for her child, included:

- At-register donation promotion
- Company matching for a portion of funds
- Posts across various social media channels
- Email blasts to online consumers



Highgate Hotels



HIGHGATE HOTELS

Since 2010, Save the Children has worked in partnership with Highgate Hotels, which owns and operates a diverse portfolio of hotels and resorts across the US, Canada, and Europe.

Across their properties, Highgate executes bi-annual check-in promotions, offering hotel guests an opportunity to support Save the Children's mission to give children a healthy start, the opportunity to learn, and protection from harm. Campaign collateral with key messages brings visibility and reinforces the impact we can make for

IKEA



The IKEA Foundation has a global partnership with Save the Children. Each November and December during the “Soft Toy for Education” campaign, the IKEA Foundation donates €1 for every soft toy sold at IKEA. The donation supports Save the Children and UNICEF and is spent on children’s educational projects.

Thanks to the funding from this campaign, from 2005-2015 Save the Children was able to implement 40 projects in 17 countries, reaching over a million children directly in the eastern parts of Europe and in Asia.

Working with a global organization like Save the Children allows IKEA to promote a unified branding message throughout its global stores.

Save the Children is proud to be part of IKEA’s new global cause campaign “Let’s Play for Change”, launching in November 2016. This campaign will specifically focus on children’s rights to play and develop, highlighting the benefits of play for all children. With funds from the campaign, Save the Children will implement the program “I play, I learn and I’m safe”, which aims to prevent unsafe migration of children in Bangladesh and Ethiopia by promoting protection, education and play for children on the move. It uses play as an activity, a method to learn and a method to heal.



Jo-Ann Fabric and Craft Stores



During the back-to-school time period in 2015, Jo-Ann Fabrics was a partner in “Invest in Childhood”, Save the Children’s cause marketing campaign to highlight the early learning deficit among children living in poverty.

This one-month integrated partnership helped raise funds for and create awareness of Save the Children’s early learning programs in the U.S. To amplify the partnership, Jo-Ann Fabric and Craft Stores supported the campaign with:

- In-store signage and an at-register donation drive, giving customers the opportunity to donate to Save the Children. Donating customers were given a coloring and activity book as a “thank you”
- A one-day, in-store crafting event where children were invited to create a bookmark for themselves and donate one to Save the Children for a child in need



Johnson & Johnson

Johnson & Johnson



Since 2012, Save the Children and JOHNSON'S Baby have partnered to ensure every baby has a healthy and happy start in life.

Johnson & Johnson has been a signature partner in advancing Save the Children's work. In 2014, Johnson & Johnson announced a \$10 Million commitment and became a signature global partner.

Johnson & Johnson support engages consumers to generate awareness and action:

- Leveraging media moments with celebrity mom ambassadors, such as Hilary Duff, the program generates millions of impressions
- Executing free-standing insert/coupon reaches 40M+ U.S. households
- Integration into Save the Children gift catalogues

lokai

 **lokai**

Save the Children and lifestyle brand lokai partnered to launch a limited edition red bracelet.

- For every red lokai that was purchased throughout the month of December 2015, \$1 was donated to Save the Children, with a minimum contribution of \$300,000.
- The "Embrace Your Inner Childhood" social media campaign highlighted Save the Children's child sponsorship program, driving consumer engagement with funding for children in Vietnam.
- The campaign targeted millennials in a hip and direct way via beautiful visuals and social media influencers.



Proctor & Gamble



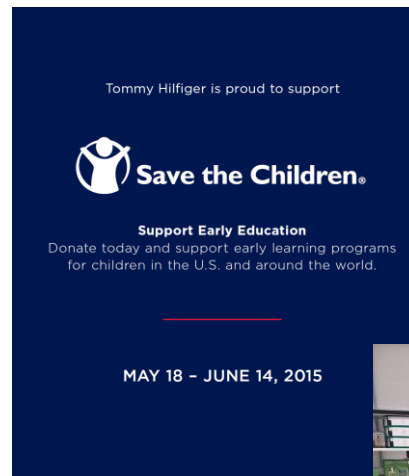
Save the Children has partnered with Vicks brand products on the *Breathe for Life* campaign. Over three years, this partnership helped more than 700,000 children suffering from pneumonia in Bangladesh. The partnership has a strong and clear connection to the P&G Vicks brand attributes. Key mechanics:

- In-store and on-pack promotion activated in Spain, Australia and New Zealand.
- Social media: Facebook page in both markets, with \$1 donated per 'Like' in Australia, significantly increasing Vicks' Australian fan base with over 65,000 "likes".
- In-store POS and FSU's and targeted PR: women's magazines, mommy bloggers, daytime TV.
- Celebrity endorsement in all markets, leveraging photo and video assets gathered during site visit to Bangladesh.

PVH

For 10 years, PVH has supported Save the Children through employee and brand donations as well as annual at-register promotions. With a recent \$5 Million commitment, PVH continues to support Save the Children's programing.

- Funds have been designated to Education, Child Protection and Emergencies, areas that are highly aligned with PVH Cares' Mission.
- Annual in-store program runs in 700 Tommy Hilfiger, Calvin Klein, IZOD and Van Heusen Outlet stores.
- In Tommy Hilfiger stores, a special tote bag yields a \$4 per sale donation to Save the Children.



Reckitt Benckiser

During Back to School season 2015, RB and its Lysol brand committed \$300,000 to help make sure back to school doesn't mean going back to germs. This commitment is part of a multi-million dollar, multi-year global investment made through Save the Children to improve the lives of children and families in need by promoting hygiene and well-being.

This national cause marketing campaign ran in Walmart stores for a one month period. Save the Children was featured in a Lysol endcap display in Walmart stores and in a 90-second advertisement running in Walmart's in-store network throughout the back-to-school season. Money raised supports Save the Children's innovative learning program for children living in poverty-stricken areas of the U.S.



T.J. Maxx



T.J. Maxx has worked with Save the Children since 1984 to improve the lives of children in the United States. Starting with a few child sponsorships, the relationship has expanded to include over 1,000 stores with child sponsorships and an annual back-to-school promotion for Save the Children's US Programs.

- Annually over 1,000 stores support child sponsorship with a passionate and engaged employee base committed to helping kids in need.
- In T.J. Maxx stores, a back to school at-register campaign raises significant funds for Save the Children's US based educational programs.
- In-store signage, employee incentives, social media campaigns, and branded seasonal products are all part of a best in class partnership.

TOMS



Known for their casual shoes, TOMS One for One™ products are designed to help address need and advance health, education and economic opportunities for children and their communities around the world.

Save the Children formed a partnership with TOMS in 2011, creating a strategy that integrates shoes as part of our international programs to help improve access to learning, to reinforce sanitation messaging, and to support disease prevention outcomes for children.

Our partnership, highlighted in USA Today, continues to expand, including domestic distributions of TOMS' shoes to help promote healthy choices programming across the United States. With the help of Save the Children and other Giving Partners, TOMS has given more than 35 million pairs of new shoes to children in need.

Toys R Us



Since 2005, Toys R Us has raised more than \$8.6 million for Save the Children's U.S. Programs supporting early education for children in need and emergency response and preparedness protecting children and families in the U.S. and around the world.

Emergency Response & Preparedness

- Custom designed bag in all Toys R Us stores.
- \$1.00 of every purchase goes to Save the Children's domestic preparedness initiative, *Get Ready Get Safe*.

#PlayWithPurpose

- This 2016 campaign encouraged donations at-register to support our early childhood development programs.
- Original content and compelling stories of real families, benefitting from home visitations where the importance of parent engagement through play, was leveraged across digital, social, and store channels.

Unilever



FOUNDATION



IN PARTNERSHIP WITH



Save the Children



The Unilever Foundation has made a three-year, €15 Million commitment to a global partnership with Save the Children to support our *Every One* global campaign, which is working towards eradicating mortality among children and mothers. The partnership encompasses program funding, consumer outreach, cause marketing and employee engagement.

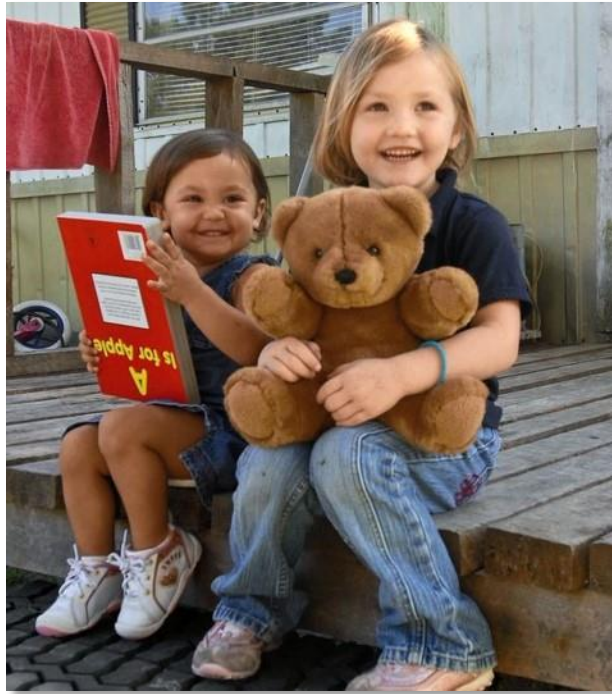
To support this effort, and to raise awareness among its consumers, Unilever launched a global cause marketing campaign with Save the Children on its global ice cream brand, Wall's, as part of the *Share a Smile, Help a Child* campaign. The campaign's red balloon icon appears on Wall's ice cream packs and in-store. A Facebook app invites consumers to share their happiest childhood memories with friends and pledge donations online.

Zynga

Zynga has made donations to Save the Children possible through its social games, contributing more than \$3 Million to support Save the Children's programs for children and families worldwide.

First launched in December 2010, Zynga has supported Japan, tornadoes in the US and health initiatives for mothers worldwide. By purchasing virtual social goods in games like FarmVille, YoVille, Café World and others, Zynga's players have changed lives.





Save the Children invests in childhood – every day, in times of crisis and for our future.

In the United States and around the world, we are dedicated to ensuring every child has the best chance for success. Our pioneering programs give children a healthy start, the opportunity to learn and protection from harm. Our advocacy efforts provide a voice for children who cannot speak for themselves. As the leading expert on children, we inspire and achieve lasting impact for millions of the world's most vulnerable girls and boys.

By transforming children's lives now, we change the course of their future and ours.
