

Sequoia Impact Program

July 2019 – June 2020



Overview

Sequoia was founded with the vision of creating a special company that takes care of people and makes a positive impact on the world. To further our commitment to that vision, we created the Sequoia Impact Program in 2014. This year, we expanded our Impact Program to deliver the greatest good to the communities where we live and work, and we invite you to join us as we continue the journey!

Our Mission

The Sequoia Impact Program exists to leverage our team's unique abilities and mobilize the Sequoia network to improve our local and global communities. We do this by providing healthcare and educational support to empower those in need.

Our Commitments and Priorities

At Sequoia, we employ sustainable environmental practices in our workplace, and we center our program priorities around the health and empowerment of underserved communities.

In this Report

This has been a landmark year for the Sequoia Impact Program. We aimed to expand our reach via new partnerships, greater team member engagement, and deeper dialogue with our clients about corporate social responsibility. At the same time, current events called for our program to help our communities cope with COVID-19 and combat racial injustice – both locally and globally. With the support of Sequoia's leaders, the Impact Program continues to answer that call. In this report, we highlight some of the most notable ways in which the Sequoia Impact Program expanded its reach to those most in need.



Sequoia Impact Program Year at a Glance



Community Engagement

Over 1,400 people participated in the Impact Program's efforts to engage with and give back to the community



Philanthropy Fund

Established the Sequoia Impact Fund, a donor-advised charitable giving account, to facilitate fundraising and advance our philanthropic efforts

Global Initiatives

Led **25 impact initiatives** across five office locations, both in the **US and abroad**



Funds Raised

\$250,000 Matched & \$250,000 Donated funds to support Coronavirus relief and NAACP Empowerment Programs

Raised more than \$130,000 from clients, team members and others towards PY19 Impact initiatives

Donated \$55,500 through Sequoia's client referral program for **111** new and repeat clients



Sequoia Impact Program

Get Involved – Together We Can Do More



Join Us

- Participate in events that support our program priorities or volunteer with us directly to serve people in need. Learn about opportunities to get involved through our regular communication channels: [Sequoia's website](#), social media ([LinkedIn](#), [Facebook](#), [Instagram](#)), our [events](#), and through your dedicated Sequoia team.

Sponsor a Project

- We seek sponsorship to support our projects, ranging from youth mental health workshops to walking for a cause, plus much more. We have many opportunities, and we're open to your ideas as well. Please contact us at impact@sequoia.com to learn more.

Donate

- Learn about our social impact program and make a tax-deductible donation to the [Sequoia Impact Fund](#) to help advance our philanthropic endeavors.

Create Your Own Program

- Interested in creating a social impact program at your own company? We're happy to help. Please see our [Getting Started Toolkit](#) and other [curated resources](#).

Thank you. We value our relationship and look forward to partnering with you for social good.



Connected for Good

[Learn more](#)

Sequoia Impact Program

Focus on: Health



Coronavirus Response Fund

In response to the Coronavirus pandemic, Sequoia committed to a dollar-for-dollar match. All donations were tax-deductible through our donor-advised fund and will go to [non-profit organizations](#) best equipped to respond to those in need.



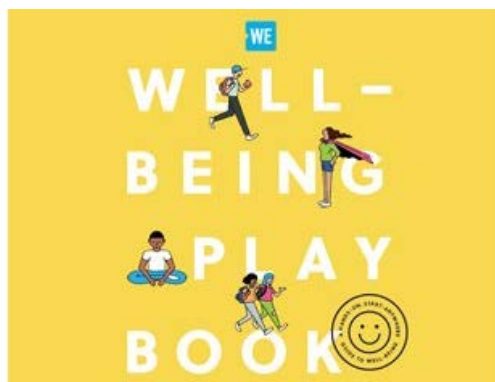
Bring Change To Mind

In partnership with Bring Change to Mind, Sequoia team members volunteered at student workshops designed to champion youth mental health and empower students with the knowledge, support, and resources they need to identify and address mental health issues.



Out of the Darkness Walk

Our first major event this year was Sequoia's financial sponsorship of the Out of the Darkness Walk for mental health awareness and suicide prevention. Sequoia's team members and families showed up in solidarity to walk in New York, Arizona, and San Francisco.



WE Well-Being Playbook

This year, our partners at WE Charity released their groundbreaking [WE Well-Being Playbook](#). This resource provides practical tips to curb anxiety, build resilience and support your well-being and the well-being of others. We made this playbook available to our team members and clients electronically and through our COVID-19 resource guide.

Sequoia Impact Program

Focus on: Education



Kalthana Cook-Off

This year our team in Bengaluru took on a beloved Sequoia tradition by hosting their first Kalthana cook-off. Volunteers brought in their favorite home cooked meals to create a buffet for team members to partake in together. Funds raised from this event were donated towards education resources in India.



Volunteer Day with Willow Oaks School

In February, Sequoia team members spent the morning volunteering with local students at a school in need of resources and community support. Together they shared breakfast and decorated their own class sweatshirts and tumblers. It was a unifying experience for the students and a special moment bonding with local kids in our own backyard.



Shadow Day with Eastside College Prep

San Mateo team members provided an educational opportunity to a local student from Eastside College Prep. The student spent a day touring our office, shadowing team members on the Business Consultant (sales) and Client Service teams and completing informational interviews with professionals throughout our organization.



Tech Exchange

Sequoia partnered with Tech Exchange, a Bay Area organization dedicated to bridging the educational and opportunity divide for low income students who do not have access to the technology necessary to help them succeed in school. With the help of our IT Team, Sequoia was able to donate 115 laptops as well as other tech supplies to support students adapting to virtual learning.

Sequoia Impact Program

Focus on: Employment Opportunities



give back to our local **community** and provide smart insights, resources, and valuable information to **young professionals** facing a very tough job market right now.

[Express interest here!](#)



Emerging Professionals Development Program

With shelter in place orders putting a halt to Sequoia's 2020 Intern Program, we created the Emerging Professionals Development Program. The initiative's purpose is to connect our team members with early professionals and students seeking mentorship and career advice. Our team mentored 20+ young professionals in our first run of this program.

Students Rising Above

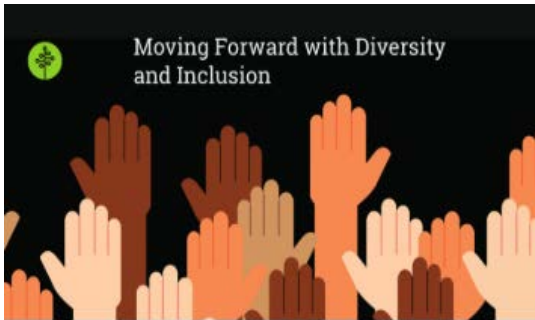
As the Emerging Professionals Development Program kicked off, so too did our engagement with a new partner, Students Rising Above (SRA). SRA invests in low-income, first generation college students who have demonstrated a deep commitment to education and strength of character in overcoming the tremendous odds of poverty, homelessness, and neglect. SRA students were paired with a professional coach through the Emerging Professionals Program, and we look forward to continued partnership in the coming year.



YearUp

Sequoia's partnership with YearUp spans several years, and in Year 19, Sequoia team members coached at-risk students on interviewing, making an elevator pitch, and putting together a competitive resume. Despite shelter in place orders, team members continued their mentorship of YearUp students via video conferences.

Sequoia Impact Program Connected for Social Good



Racial Justice and Diversity & Inclusion

In light of recent events, Sequoia publicly denounced racism, gender bias, violence, and oppression of all kinds. For the month of June, Sequoia offered a matching donation program for the NAACP Empowerment Programs, supporting their mission to eliminate racial hatred and discrimination. Sequoia also developed a [diversity and inclusion resource](#) guide and made a commitment to ongoing actions to address this issue.



Hunger Relief & Holiday Joy

During the holidays, volunteers from across our US offices partnered with local organizations to provide hunger relief and support for families in need during the holidays. Through these efforts, Sequoia supported over 100 local families and provided an estimated 500+ meals to the community during the holidays.



Partnership with Ryan House

The Tempe office forged a strong new relationship with a local organization providing community support to children with life-limiting illness and their families. Team members established regular volunteer visits to uplift and support families served by Ryan House. Sequoia also engaged in deeper discussion with Ryan House during a Lunch 'n' Learn session and cooked a meal for the "Enduring Ties" grief support group.



CORA (Community Overcoming Relationship Abuse)

Sequoia has partnered with local domestic violence shelter, CORA, since 2014. This year, team members from all Sequoia locations purchased Mother's Day gift cards and wrote letters of encouragement to the 31 residents in CORA's shelter community.

Sequoia Impact Program

Expanding the Ecosystem of Social Good



Establishing the Sequoia Impact Fund

This year, Sequoia opened a donor-advised fund to execute on our philanthropic strategy with the guidance and support of Silicon Valley Community Foundation. SVCF helps manage and facilitate this fund and enables Sequoia to make grants towards Impact causes and initiatives.



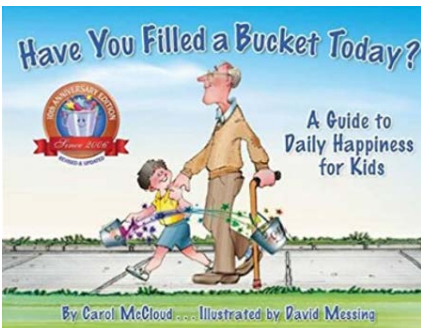
HR Thought Leadership: Building Social Impact Programs

The Impact Program hosted two very successful discussions with people leaders on building effective social impact programs within their organizations. It was an inspiring dialogue, and attendees walked away with tips, best practices, and a [tool kit](#) on how to get their own social impact program started.



Grove Webinar: Caring for our Community During COVID-19

As part of The Grove Sessions webinar series, the Impact Program invited social impact leaders to discuss how corporate social responsibility programs are adapting and how companies can give back in a meaningful way during the COVID-19 pandemic. See our [Community Outreach Guide](#) to get started.



Sequoia Kids Zoom Channel

As shelter-in-place ordinances took hold and families adapted to a new kind of work-school-life balance, Sequoia kicked off a Kids Zoom channel for team members' children to connect, socialize, learn, and share their experiences. To wrap up the Zoom channel series, the Impact Program led a kid discussion on kindness and empathy. It was one of the highest attended Zoom Kids events!

Sequoia Impact Program

Our Partners and Grant Recipients

