



SEQUOIA

Sequoia Impact Program

July 2020 – June 2021



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 focused on expanding our program by creating a connected community for social good along with our clients, vendors, and extended network. We believe that together we can make the greatest impact, 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 strive to leverage the synergies in our ecosystem and unlock the potential in our network towards social good.

Our Commitments and Priorities

At Sequoia, our Impact Program is consistent with our business purpose. We center our commitments and priorities around the health and empowerment of underserved communities, especially youth.

In this Report

Sequoia is honored to be named by the *San Francisco Business Times* this year as one of the Bay Area’s top corporate philanthropists. Sequoia continues its commitment to financial support of organizations that make a difference for our communities. This report also highlights the resilience and dedication of our team members who continue to give of their time, talent, and resources to causes they care about. We hope that these stories will inspire you and your company to join us and to find ways to build your own network for social good.





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Sequoia Impact Program Year at a Glance



Community Engagement

Over **1,250 people** participated in the Impact Program's efforts to engage with and give back to our community.



Fundraising & Matching

Through the combined efforts of fundraising through our network and matching on behalf of Sequoia, our network **raised over \$191,000** for the Impact Program's charitable partners and to champion health and wellbeing in our community.

Top Bay Area Corporate Philanthropists

Sequoia was recognized by the *San Francisco Business Times* as one of the Top 100 Bay Area Corporate Philanthropists.



Global Initiatives

Led **20+ impact initiatives** across five office locations, both in the **US and abroad**.



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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](#)), and through your dedicated Sequoia team.

Find Sequoia Impact in New Channels

We are now in new channels. Participate and collaborate with other companies on social responsibility topics in our online Grove Community, HRX and the Sequoia mobile app, the wellbeing newsletter, and at our annual Grove and WellBeyond series conferences.

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.

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

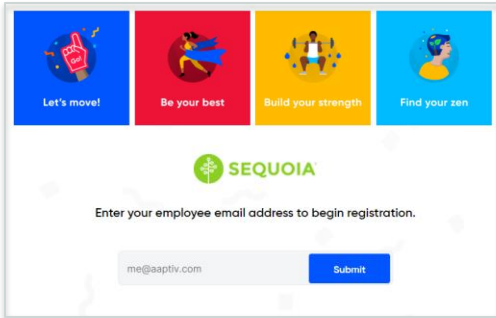
[Learn more](#)



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Focus on: Health



Aaptiv Challenge

During the month of October, Sequoia partnered with Aaptiv, a virtual workout app designed to support a variety of fitness levels and classes. The challenge invited Sequoia clients and their employees to get active while sheltering in place. Sequoia donated \$100 towards Impact for each of the 109 companies that participated. We also donated a total of \$7,500 to non-profit organizations chosen by the top 3 winners.



Bring Change To Mind

Throughout the year, Sequoia deepened its relationship with long-time partner, Bring Change to Mind, an organization that champions youth mental health. Sequoia helped advance the mission of this organization by sponsoring their *Rebels & Revelations* 10-year anniversary event, facilitating mental health workshops at this year's student health summit, and advocating for their work through our social media channels.

Sequoia significantly increased support for Bring Change to Mind by connecting our valued partners, Anthem, with this great organization. This new relationship resulted in Anthem sponsoring 16 BC2M high school clubs with over \$56,000 in grant support!



Out of the Darkness Walk

During a time of social distancing, isolation, and anxiety for people worldwide, the need for mental health awareness and improved access to behavioral health resources has dramatically increased. 182 participants from 15 states and 3 countries participated in this year's Out of the Darkness Walk for mental health awareness and suicide prevention. Together, the Sequoia community raised and donated \$5,635 for this cause. In partnership with American Foundation for Suicide Prevention, we hosted a "Talk Saves Lives" webinar to open conversation on mental health, remove stigma, and save lives.



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Focus on: Education & Opportunity



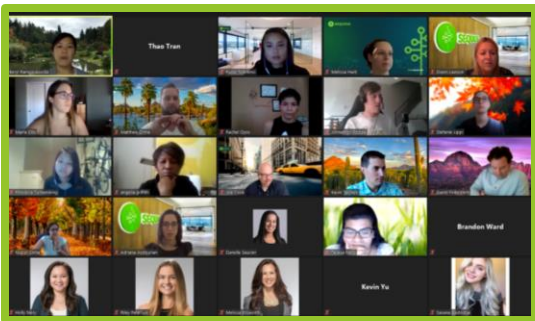
Ravenswood Backpack Drive

In support of our local community during a very challenging start to the 2020/2021 school year, Sequoia team members and their families banded together to provide 112 backpacks to low-income families of Ravenswood School District. Backpacks were filled with supplies and a heartfelt note of encouragement to each student.



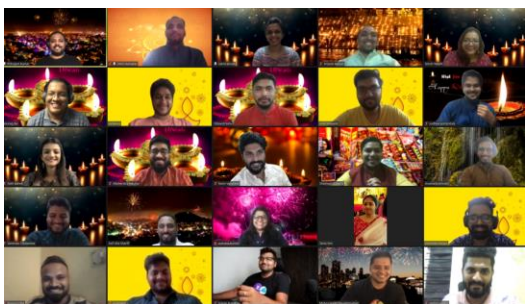
YearUp

Sequoia worked alongside long-time partner, YearUp, as they transitioned to online job skills training and programming. In support of the program, 14 Sequoia team members met with YearUp students for ongoing mock interview sessions, internship presentations, and career readiness discussions.



Defy Ventures

This year, Sequoia engaged with Defy Ventures, an organization dedicated to helping formerly incarcerated people get back on their feet and stay out of the prison system for good. Sequoia's team members and friends attended virtual workshops and wrote 100+ notes of encouragement to participants in Defy's Entrepreneur Bootcamp. The experience educated our team on social equity issues and served to encourage and empower those who are working to re-integrate into society.



Sponsoring a Classroom in Bangalore

Team members in Bangalore have focused their efforts this past year on a local classroom of 30 students who live below the poverty line. Our team sponsored the Sun Class at Parikrma Humanity Foundation, providing 360 care for education, healthcare, and nutrition to these students and their families. As a special treat in honor of the holiday, Diwali, team members donated educational puzzles to the children in our adopted classroom.



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Focus on: Community Support



Hunger Relief & Holiday Joy

During the holidays, volunteers from across all Sequoia offices partnered with local organizations to provide hunger relief and holiday support for under-resourced and unsheltered families in communities where we live and work. Through these efforts, Sequoia raised over \$6,500 to provide necessities and holiday joy to these families.



Strengthening Ties with Ryan House

Throughout shelter-in-place, Sequoia team members in Tempe continued to forge and nurture strong bonds with Ryan House, a local organization providing support to children with life-limiting illness and their families. 26 team members attended Ryan House's virtual 10-year anniversary event. \$900 was donated towards this organization and its cause. The team in Tempe continues to lead food pantry campaigns to keep Ryan House's kitchen stocked throughout the year.



Spreading the Love

In honor of Valentine's Day, Sequoia's team members and their families came together to show love and support to families who rely on school-provided meals. Over 700 bundles of thoughtful notes and sweet treats were delivered in meal boxes to community members from Ravenswood School District and the Ryan House Community.



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Sequoia Impact Program Focus on: Empowering Action



We Engaged Clients in Giving Back at The Grove ...

"As a token of our appreciation for your participation in The Grove, we'll make a \$20 donation to one of the four organizations on your behalf."

Organization	Percentage
Bring Change to Mind	33%
Parikrma	25%
NAACP	17%
YearUp	25%

Giving Back at The Grove

During the kick-off of this year's Grove Sessions, Sequoia enabled the 1,000+ participants to give back. As a gift, Sequoia made a donation on behalf of each participant to the charity partner of their choice: NAACP, Bring Change to Mind, YearUp, or Parikrma Humanity Foundation. Sequoia also kicked-off The Grove Sessions with a matching gift campaign towards youth health and wellbeing through Peer Health Exchange. In total, over \$132,000 was channeled towards these charitable partners.

Why is social impact important for startups?

Webinar: Social Impact for Startups

In January, Sequoia's Impact Program gathered a group of innovative, social impact-oriented startups for a deep-dive discussion on how to build and grow a social impact program. The panel was joined by several Silicon Valley based social impact thought leaders who contributed their insights and expertise on how small companies can get started and build their own robust CSR programs.

Our Panelists

Name	Title	Organization
Jessica Weare	VP Corporate Responsibility	Silicon Valley Community Foundation
Bryan Breckenridge	Impact Expert	Salesforce, LinkedIn, Box, Zillow
Adriana Asdourian	Impact Team Member	Sequoia
Diann Lawson	Director, Sequoia Impact Program	Sequoia

Social Impact Thought Leadership at The Grove

As part of The Grove Sessions in March, Sequoia hosted a webinar to discuss social impact trends and opportunities for CSR and HR leaders. Guest panelists Bryan Breckenridge (Impact Expert and alum of companies like Salesforce, LinkedIn, Zillow, and Box), Jessica Weare (VP of Corporate Responsibility at Silicon Valley Community Foundation), and Adriana Asdourian (Impact Program team member at Sequoia), along with moderator, Diann Lawson (Director of Impact at Sequoia), shared their expertise and insights.



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Sequoia Impact Program Our Partners and Grant Recipients

