





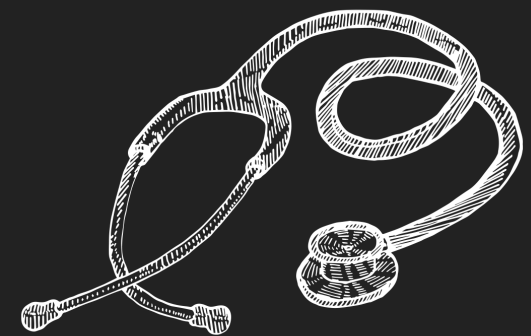
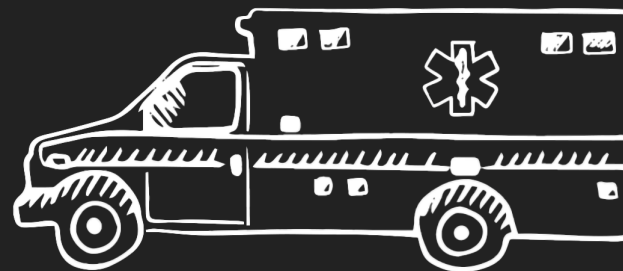
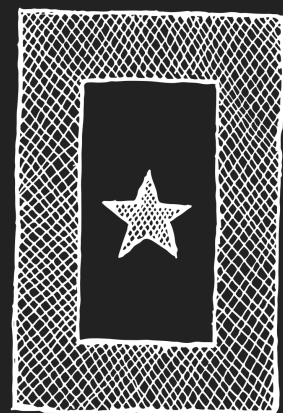




# OUR MISSION

Chive Charities is a 501c3 organization dedicated to supporting underserved **veterans, military families, first responders, and rare medical diagnosees** with life-changing grants and non-profit organizations that support those populations.

Each week, we provide critical grants for individuals with life-altering or life-threatening needs. From therapy equipment like adaptive tricycles and robotic walkers to service dogs, wheelchair-accessible vans, and a wide range of mobility items, **Chive Charities fills the gaps where insurance and other resources cannot.**



# OUR BACKGROUND

Brothers John and Leo Resig founded Chive Media Group in 2008 — which began with a website and later evolved into a one-of-its-kind lifestyle brand with a variety of business lines including digital media, e-commerce, sports, and charity. **That's where we come in!**

In 2012, Chive Charities was born out of theCHIVE's community and their desire to do good. Day after day, members of Chive Nation would send messages to John and theCHIVE editors requesting support for different causes: help us save the volunteer Fluvanna County Fire Department (a simple gallery published on the website with a call to action to donate raised over \$30k in one day), help us make a down payment on a home for a Navy EOD tech named Taylor Morris - a quad amputee (\$250k was raised by the community in days), help us build a sensory room for a little girl named Lily battling SMS (fully funded in just a few hours) - and we recognized a theme. **The requests fell into four cause categories:** military families, rare disease, veterans, and first responders. This theme anchored our mission as we recognized the power of our community and now, 10 years later, **we've raised millions of dollars through Chive Charities to provide life-changing grants and critical aid to hundreds of recipients across the United States.**

\*Chive Charities is a stand-alone 501c3 non-profit organization separate from Chive Media Group. We are inextricably connected by the community we share and the megaphone theCHIVE provides us to raise awareness for our causes.

# HOW IT WORKS

*Our recipients represent causes that are underfunded and often overlooked. Our monthly donors and fundraising efforts fund every grant, averaging **\$35,000**.*

*Every week, we share the personal narratives of 1-2 grant recipients on our platforms and theCHIVE's, **providing a megaphone** for the most deserving causes. The goal? Drive awareness. Connect our donors to our recipients — to the very people and causes their dollars are supporting. Inspire readers around the world to make the world a better place.*

# THE MEGAPHONE

*Our recipient stories are the heartbeat of our mission. Our brave recipients share their personal journeys with our Chive Charities team. Then, we write and share their stories with our donors and readers — utilizing the multitude of channels available to us, maximizing reach, awareness, and impact.*

theCHIVE



1.7m



4.3m



CHIVENATION



253k



66k

CHIVE Charities



47k



83k

# PARTNERS

*We work with partners to further our mission, while providing a meaningful platform for promotion.*

*We are always looking for thoughtful partners to join our mission to make the world Ten Percent Happier. Our partners believe deeply in what we do — they align with our mission and together, we create goals that are mutually beneficial, always keeping impact top of mind.*

*Whether it's sponsoring a recipient story, matching dollars raised through a campaign, or donating dollars, performances or products to our events, we offer myriad opportunities for engagement. In exchange, we curate benefits packages designed to promote the partner with maximum reach on our available channels — including theCHIVE, Chive Nation, Atmosphere, and Chive Charities.*

## **Sample benefits:**

- ▶ Recipient Story Inclusion *\*100k+ average views*
- ▶ DAR/DMA Gallery Inclusion on theCHIVE *\*500k+ page views*
- ▶ theCHIVE Sunday Newsletter *\*500k impressions*
- ▶ theCHIVE app in-stream & desktop sidebar promotions *\*100k impressions*
- ▶ theChive Phone app adhesion package *\*1 million impressions*
- ▶ Ad space on Atmosphere Streaming
- ▶ Produced Partnership Videos
- ▶ Social Media Promotion via Facebook, Instagram, Twitter



# PARTNERSHIP

At Chive Charities, we've launched co-branded sandals for summer and bracelets for Veterans Day. We've launched socks with a 1:1 donation to an active duty military member. We've engaged B2B partners with strong CSR programs to co-sponsor recipient stories and match campaign donations. We've engaged theCHIVE's e-Comm entity, The Chivery, in a meaningful way, helping to promote their "make a donation to Chive Charities" button at checkout (resulting in over 1M in donations and counting). We've launched affiliate programs with B2C partners with portions of their sales supporting our cause in a long-term, sustainable way. We've engaged our grant partners in new ways — requesting discounts on our items for recipients in exchange for promotion of their brand. **Through it all, we've held tight to our mission, ensuring that every partner we engage is aligned with and passionate about what we do.**

## YOUR PURCHASE SUPPORTS OUR MILITARY!



For every pair you purchase, a pair is donated to a member of the U.S. Military in your name



A portion of the sales will be donated to Chive Charities to improve the lives of veterans & first responders



Support American manufacturing with this Made in the USA product

## HELP CHANGE ISAIAH'S LIFE TODAY!

YOUR IMPACT IS DOUBLED WITH A \$25,000 MATCH FROM **STRATACACHE**



**CHIVE Charities**  
GIVING TUESDAY







**STRATACACHE**

THE  
**CHIVERY**



**SCALA**  
A STRATACACHE COMPANY



**UV**  
VODKA®



**SOLEDIER SOCKS**



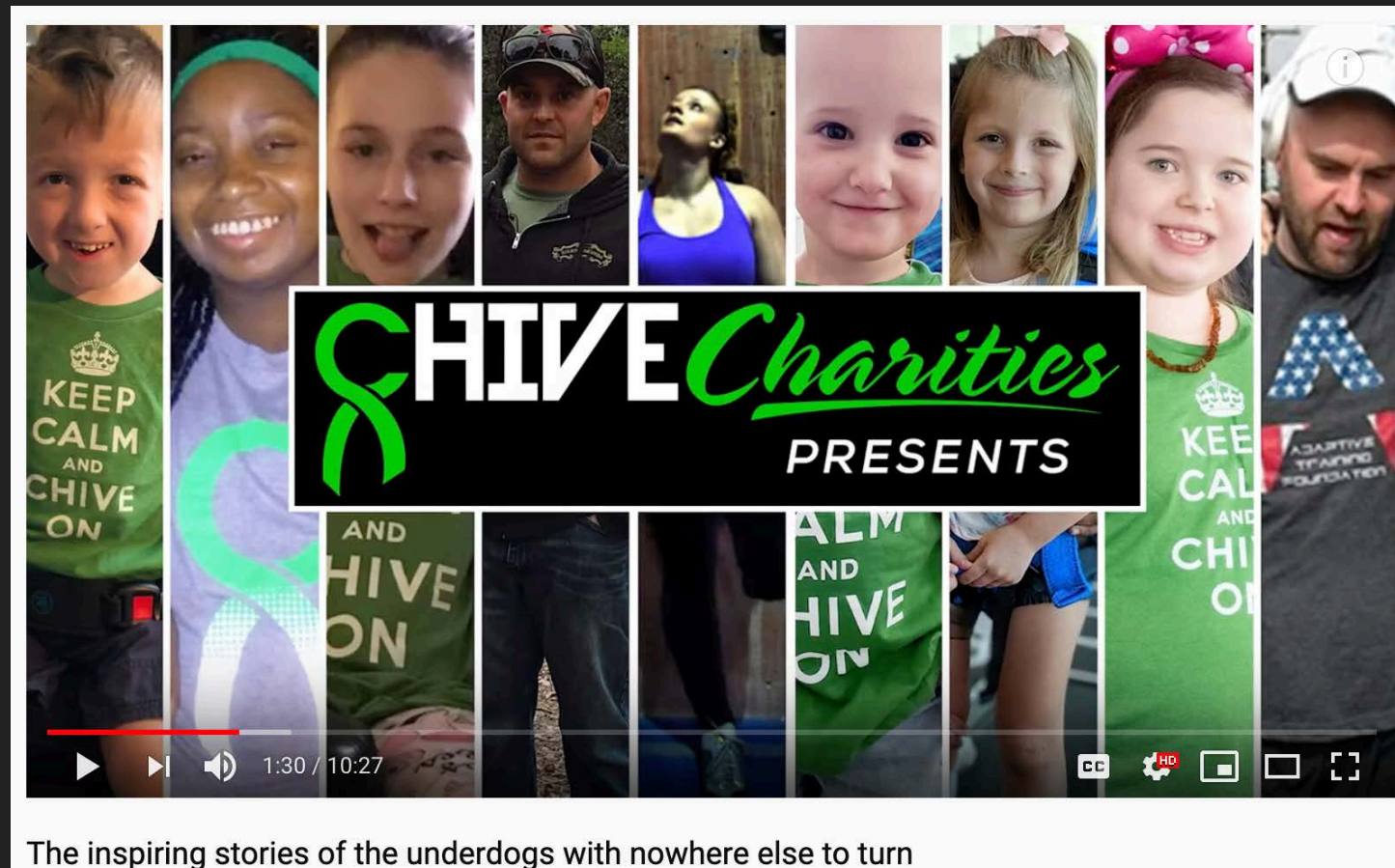
*Richard's*  
RAINWATER

**MICHAEL RAY**

— WE ARE —  
**THE MIGHTY**

For more information, visit [chivecharities.org](http://chivecharities.org) & [chivemediagroup.com](http://chivemediagroup.com)

Watch our [VIDEO](#)



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