

NATION
SWELL

Commercial products deployed for **social good**

A curated collection of resources for NationSwell
Institutional Members

Updated April 2023

About This Deck

This Curated Collection explores several key ways that companies are creating or repurposing products in service to their social impact strategies. It includes a non-exhaustive selection of representative and innovative examples of impact-oriented products, organized in broad categories based on how they are used.

Product deployment categories include:

- Products used for fundraising
- Product grant programs
- Sustainable products
- Special initiative products

This is a living document and, as such, may have omissions. To suggest an addition, email us at insights@nationswell.com



Table of Contents

04 Products used for fundraising

10 Product grant programs

15 Sustainable products

23 Special initiative products



Products used for fundraising

Ben & Jerry's: Justice Remix'd

THE PRODUCT

In 2019, Ben & Jerry's launched the special flavor **Justice Remix'd** in partnership with the **Advancement Project**, a national civil rights organization working to end systemic racism.

HOW IT WORKS

Justice Remix'd serves the dual purpose of bringing customer attention to issues related to criminal justice reform and supporting the efforts of the Advancement Project. Ben & Jerry's donates a portion of product proceeds to their partner organization.

KIND Snacks: Snack and Give Back

THE PRODUCT

The **KIND Snack & Give Back** project is a multi-year program in which proceeds from custom-designed KIND products go to non-profit community partners.

HOW IT WORKS

Individual products and their community partners include: KIND PRIDE, benefitting the **Ali Forney Center**; KIND HEROES, benefitting **Legacies Alive**; and KIND EQUALITY, benefitting **Food Corps**.

MAC: VIVA GLAM Lipstick

THE PRODUCT

In 1994, MAC created the **VIVA GLAM** Lipstick Line to raise awareness on HIV/AIDS and funding for organizations that focus on healthy futures and equal rights for women, girls, and the LBGTQIA+ communities.

HOW IT WORKS

100% of the selling price of products in the VIVA GLAM Line is donated to organizations that support the health and rights of people all ages, all races and all genders. Employees may also commit their time to volunteering to MAC grantees.

Skechers: BOBS

THE PRODUCT

Launched in 2010, **BOBS** is Skechers' charity-focused line of shoes and apparel.

HOW IT WORKS

Skechers donates to animal welfare causes for every BOBS purchase. Currently, their main partner is **Petco Love Foundation**, with proceeds benefiting Petco's animal shelter work. Skechers **has donated \$9.3 million through BOBS**, helping 1.7 million shelter dogs and cats.

SONIC: Limeades for Learning

THE PRODUCT

Since 2009, SONIC's **Limeades for Learning** program has donated a portion of every drink, slush, and shake sale to fund local public schools around the country.

HOW IT WORKS

SONIC donates \$1.20 from every box of cups sold at participating locations to the SONIC Foundation. SONIC Foundation administers its donations to schools and educators through its partner, **DonorsChoose**. Educators can directly request funds and materials for their use.

The background features a complex, abstract geometric pattern of overlapping, parallel lines in various shades of gray. These lines create a strong sense of depth and three-dimensional perspective, resembling a series of nested, slightly offset planes or a maze-like structure. The overall effect is a dark, textured, and highly detailed background.

Product grant programs

Cisco: Product Grant Program

THE PRODUCT

Cisco donates networking technology to qualified non-profits to help them realize gains in productivity, scalability, and cost efficiency. The **Product Grant Program** focuses on the same social investment areas as Cisco's cash grants: Cisco Crisis Response, access to education, and economic empowerment.

HOW IT WORKS

Cisco's Product Grant Program accepts applications year-round from eligible charitable organizations. Grants are reviewed on a quarterly cycle. The maximum request amount for first-time grant recipients is US\$100,000 (list price) of equipment.

CVS Pharmacy: Project Health

THE PRODUCT

Since 2006, CVS Pharmacy **Project Health** has committed to providing free biometric health screenings without insurance to communities all over the U.S. through in-store events and events hosted with their mobile-care units.

HOW IT WORKS

Free community health events provide health screenings for body-mass index, blood pressure, glucose, and total cholesterol, and provide consultation services on smoking cessation and individual health access plans. Events also distribute take-home brochures and resources on diabetes.

Greggs: Breakfast Clubs

THE PRODUCT

One of the UK's largest bakery chains, Greggs, offers a **Breakfast Club** program as part of its foundation activities. Today there are over 800 Breakfast Clubs across the UK, serving free breakfasts to around 50,000 children every school day, roughly 8.5 million meals a year.

HOW IT WORKS

Established in 1999, Greggs Breakfast Club gives local schools fresh bread from their nearest Greggs location, plus a grant to support start-up and ongoing costs of hosting daily breakfast club gatherings.

Southwest Airlines: Medical Transportation Grants Program

THE PRODUCT

Southwest Airlines' **Medical Transportation Grants Program (MTGP)** is designed to lessen the financial burden for patients and their families undergoing specialized lifesaving or life-changing medical care. In 2022, the program donated more than \$42.6 million.

HOW IT WORKS

The MTGP provides complimentary round trip tickets to non-profit hospitals and medical transportation organizations. Participating organizations determine how to distribute the tickets. Administration to caregivers and patients happens directly through these partners.

The background features a complex, abstract geometric pattern. It consists of numerous overlapping, parallel lines that create a strong sense of depth and three-dimensional perspective. The lines are arranged in a way that suggests a series of receding planes or a maze-like structure, with some lines appearing to lead the eye into the distance. The overall color palette is monochromatic, using various shades of gray and black to create contrast and texture.

Sustainable products

BOMBAS: Kind Knit Collection

THE PRODUCT

BOMBAS **Kind Knit Collection** socks are made from recycled leftover cotton, blending with organic cotton, and other supportive yarns.

HOW IT WORKS

BOMBAS Kind Knit Socks donate one pair of socks for one pair of socks purchased to homeless shelters. The company also makes **one for one donations** of their other product line socks, underwear, and shirts.

Campbell's: "Just Peachy" Salsa

THE PRODUCT

From ~2011 - 2017, Campbell's worked with the **Food Bank of South Jersey** and local New Jersey peach farmers to produce **Just Peachy Salsa**. The salsa was made from undersized or blemished peaches not fit for retail sale and distributed exclusively through the Food Bank of South Jersey.

HOW IT WORKS

Just Peachy was made with Campbell's ingredient and packaging donations, plus employee volunteer time. The Food Bank sold the jars at retail price and kept all proceeds to support its food insecurity efforts.

Mananalu: Buy-one-remove-one

THE PRODUCT

Mananalu's buy-one-remove-one water bottles project removes one plastic bottle from the ocean for every Mananalu aluminum bottle sold. Its primary partner is **rePurpose Global**, a Plastic Action Platform dedicated to reducing waste, reviving lives, and restoring nature's balance.

HOW IT WORKS

Mananalu donates proceeds from product purchases to collecting plastic waste from oceans and landfills; waste is then reused by a Multi-Layered Plastic Packaging Recovery in Bekasi, Indonesia.

PANGAIA: PLNTFiber and FRUITFiber

THE PRODUCT

PANGAIA is a clothing brand whose various product lines use their innovative Trademarked **PLNTFiber** and **FRUITFiber** materials in place of cotton. The materials are designed to eliminate water waste that occurs when producing cotton clothing.

HOW IT WORKS

Products use renewable and biodegradable plant fibers originating from food and plant production waste (e.g. leaves). They repurpose banana leaf fiber, pineapple leaf fiber, and bamboo, as well as renewables like Himalayan nettle and eucalyptus in all their products. The company also plants a mangrove tree for every product sold.

Philips: Circular Edition systems

THE PRODUCT

Philips refurbished systems partners with hospitals to upgrade medical equipment by trading in old-equipment.

HOW IT WORKS

Traded in MRIs and CT scanners are refurbished to create upgraded products, reducing waste. The program allows hospitals to get financial returns on their equipment purchases. It also reaches a greater customer segment with more affordable high-quality systems.

Visa: Earthwise

THE PRODUCT

Visa Inc.'s **Earthwise** is the company's first sustainably sourced credit card. It was launched in 2020 in Partnership with **CPI** and as a part of CPI's Earth Elements Portfolio of eco-friendly payment cards, which include **Second Wave**.

HOW IT WORKS

Visa Inc.'s Earthwise is created using 98% rPETG, an upcycled plastic. The company also offers financial institution clients with additional sustainable card materials such as rPVC and PLA. Sustainable cards are part of the company's **Visa Eco Benefits bundle**, which include donations to environmental organizations.

Yamaha: Wooden Blocks

THE PRODUCT

Yamaha Wooden Blocks are made from wood waste material that emerges during the piano manufacturing process. Offcuts are repurposed into toy blocks and distributed to communities as part of their Support for Fostering Future Generations Program.

HOW IT WORKS

Since 1998, Yamaha Music Manufacturing Japan Corporation has donated wooden blocks to local kindergartens, preschools, elementary schools and public facilities.



Special initiative products

Airbnb: Refugee hosting

THE PRODUCT

Airbnb offers **funding and assistance for hosts** to **welcome refugees** as they resettle.

HOW IT WORKS

Airbnb partners with resettlement agencies and organizations to screen guests for eligibility and assist them before, during, and after their stays. Airbnb provides hosts with liability insurance, damage protection, and more in addition to waiving host and guest fees.

Lyft: Voting Access Program

THE PRODUCT

Through **Lyft Up**, Lyft is committed to reducing transportation barriers for voting and **provides donated and discounted rides** to the polls on Election Day.

HOW IT WORKS

Alongside public access to discounts, the national initiative partners with organizations whose communities traditionally face barriers when getting to the polls, such as the League of Women Voters, Voto Latino Foundation, and NAACP. Partners distribute ride codes directly to people in their networks.

Snapchat: Run for Office

THE PRODUCT

Snapchat's **Run for Office Mini** is designed to help Snapchatters engage with democracy.

HOW IT WORKS

The in-app tool, powered with information from **BallotReady**, allows users in the U.S. to explore opportunities to run for local office based on issues they care about. It also allows users to access training, nominate friends to run for office, and use a personalized hub to keep up with campaign deadlines.



**NATION
SWELL**

Thank you