

Engage Your Employees with the RightGift Workplace Giving Program

Spotlight: Bright Health's 2018 Holiday Giving



RightGift is a platform to get nonprofits the exact items they need to fulfill their mission, but nonprofit organizations are not the only ones who can use our free platform. Companies can leverage it for charitable giving, providing employees a way to transparently and efficiently connect with causes that matter most to them.

Bright Health, a health insurance company based in Minneapolis, created a wish list on RightGift in support of **Children's Hospital Minneapolis** for the 2018 holiday season.

The wish list was shared by email with everyone in the company on a Monday in early December, and by the end of the week they had completely cleared out the list, buying all 131 items! As impressively, about 40% of the company participated in the giving.

40%

Participation

131

Gifts Purchased

157

Children Impacted

Among the feedback from Bright Health's employees to their HR department:

"It is a fab cause and was super easy to complete."

"Wow was that easy! I just clicked through RightGift and purchased a few things. Way cool."

"This was an excellent method to facilitate giving!"