



## How Volunteers Build Healthy Communities

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Alliance Data associates don't wait until today for an opportunity to step away from their desks to help organizations make a larger impact in their communities. What's today? Well, it's International Corporate Philanthropy Day (ICPD); an international advocacy day when organizations plan philanthropic initiatives to build awareness of corporate-community partnerships that inspire businesses around the world to engage further.

At its core, ICPD is about encouraging other businesses to give back and help make our communities even better. Alliance Data believes that giving back allows communities to prosper. Volunteerism is a simple way to accomplish this. As a matter of fact, up to 20% of a nonprofit's operational costs can be supplemented by volunteers, according to [Taproot Foundation](#). This is just one of the many reasons why Alliance Data associates are encouraged and rewarded for their volunteer efforts.

ICPD also encourages companies to reflect on the impact they made in their community over the past year. In 2014, Alliance Data and its three businesses contributed more than \$5 million to the communities where associates live and work – matching more than \$750,000 in associate contributions and volunteer time. Associates also volunteered nearly 2,500 hours to help deserving families build a safe home with Habitat Humanity.

Check out this slide show to see just how Alliance Data associates shared the love in 2014:

Proud as the company is of the impact made in 2014, Alliance Data is committed to do more in 2015 because a healthy community leads to a strong economy. How will you make a difference today?

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