The Prudential Foundation Matching Gifts Program
Frequently Asked Questions

For a full list of FAQs, please visit the Prudential CARES site.

How do I log into the Prudential CARES site?

Active Prudential Employees:

- Access the Prudential CARES site by typing “prucares” in your Prudential Browser.
- Click the “Click to Login Using Single Sign On” button

Prudential Retirees and active Jennison employees:

- Access the Prudential CARES site at http://prudential.benevity.org
- Login using your Username and Password
  - Your Username and Password are comprised of the first initial of your first name, middle initial, last name, day and year of birth.
  - **Example:**
    - John Patrick Doe, DOB: 08/10/1945
    - Username and Password: JPDOE1045
  - **NOTE:** Your password must be entered using ALL CAPS.

Is a paper form available to submit a Matching Gift request?

In alignment with Prudential's sustainability initiatives, we will no longer offer paper forms for the Matching Gifts program. To submit a Matching Gifts request, please visit the Prudential CARES site and click the orange “Request a Match Now” button.

**Please note:** You will require an official, verifiable receipt from the organization you donate to in order to apply for a Matching Gift, and we cannot accept check copies as receipts. Please ensure you acquire a receipt from the organization prior to applying.
I can’t find the organization I am looking for. Where should I look?

Click the magnifying glass icon at the right side of the main navigation bar. Search for an organization by entering their name, charity registration number/EIN, or a keyword into the field.

Some helpful search tips:
- You can search for an organization using their EIN.
- You can search for an exact phrase by surrounding your query with quotes, i.e. "Diabetes Research Institute"
- To find specific combinations you can use words like AND and OR, i.e. Dogs OR Cats
- To filter out specific words, put a minus sign in front of the word, i.e. Environment - Foundation

What if I can’t find the eligible organization I want to donate to via the search function?

If you are still unable to locate your organization, please nominate them for inclusion on the site. To do so, simply click on "Quick Links" in the blue bar, then select "Nominate a Cause" and fill out the simple nomination form. Our team will conduct some additional vetting and will notify you via email if the organization is eligible for inclusion. The nomination review process typically takes 7-10 business days.

An organization I used to donate to is no longer eligible for Matching Gifts. Why?

To qualify for a Matching Gift, a nonprofit organization must meet the criteria outlined in the Matching Gift guidelines. Matching Gifts guidelines are developed intentionally to align with Prudential’s charitable business policies and protect the company from liabilities. An organization's eligibility may change for many reasons, including but not limited to revisions to Foundation and/or IRS regulations, tax designation, and/or discriminatory practices. The guidelines are reviewed and updated regularly, and The Prudential Foundation reserves the right to modify the guidelines at any time.
Are there any fees applied when I make a donation?

When you make a donation through Prudential CARES, there are some fees you should be aware of:

- An Administration Fee of 2.9% is applied by American Endowment Foundation, which covers donation aggregation and distribution, entering donor information, preparing and distributing tax receipts, and confirmation of matching eligibility.
- A Merchant Fee is charged for donations made by credit cards and PayPal donations, and is less than 2.5%. Please note that a credit card fee would be charged even if you donated to a charity through their website.

While you are always free to donate directly to your chosen causes via check or credit card, you should be aware that generally it will be more efficient and cost-effective for your charities to receive your donation through Prudential CARES. There are always costs incurred by charities to process funds, record donor information and prepare and distribute tax receipts. Prudential CARES reduces these costs by aggregating donation transactions from employees, customers and the Company and automating tax receipts and other administrative tasks. This is an industry best practice that results in more funds being directed to charity programs rather than being eaten up in administration.

When will the organization receive my donation?

When you make a donation through Prudential CARES it is grouped together with all other donations and any associated matching amounts intended for that charity. Funds are then transferred in lump monthly disbursements. The latest they should be disbursed to your cause (assuming they are in good standing and funds accumulated meet the donation threshold amount of $100) is around the 21st of the month following your donation.

How do I get a receipt for my donations made through the Prudential CARES site?

Donation receipts or acknowledgements appear on your “My Account” page immediately after making a donation. Click your name in the top right hand corner of Prudential CARES and then select “Donation Receipts” under the Account/Profile Settings drop-down menu.
I made a donation to my favorite charity, but the electronic receipt I received was issued by the American Endowment Foundation.

A receipt or acknowledgement is issued by the American Endowment Foundation, which facilitates distributions to other registered charities, including the specific charity chosen by you. Your chosen charity does not have to issue a receipt or acknowledgement, nor do any other processing of the transaction.

I retired from a subsidiary organization of Prudential. Am I eligible to participate in the program?

Retired employees of Prudential subsidiary organizations are not eligible for the Prudential CARES programs. Eligible participants include:

- Active full-time employees of Prudential Financial and approved subsidiaries
- Employees on short-term disability that are actively on payroll
- Retired employees of Prudential Financial
- Prudential part-time employees (20 hours or more)
- Current and retired members of the Board of Directors

May I submit a Matching Gift request for a donation made in previous year?

No. To qualify, the eligible participant’s Matching Gift request must be submitted through the Prudential CARES site within the calendar year the gift has been made.

Are non-cash gifts of securities (stocks or bonds) or individual life insurance policies eligible for matching?

Gifts of securities and/or individual life insurance policies are not eligible for the Matching Gifts program.

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Should you have further questions regarding the Matching Gifts program, please contact the Corporate & Community Engagement team at corporate.engagement@prudential.com