



## Matching Gift Program

The Roots of Peace Penny Campaign -**Matching Gift Program** helps fund projects to benefit children in war-torn countries with matching support from businesses, foundations, and individuals. Students participating in the *Roots of Peace Penny Campaign* will explore the culture and current issues of war-torn countries while collecting their pennies and spare change to help restore safe schools and playing fields on former minefields. *Every penny counts*, as 100% of the donations go towards helping kids in war-torn countries. The Matching Gift mechanism is designed to:

- Enable businesses, foundations and individuals to recognize the efforts of the students and schools participating in the Penny Campaign and amplify their success through tax-deductible donations
- Fund projects that help save lives of children in war-torn countries and ensure they're able to safely go to school and participate in activities for social development such as soccer and volleyball
- Recognize collaborating businesses, foundations and individuals for their generous support of our program via web, newspaper and TV media.

Businesses, foundations and individuals may identify how they wish to match the pennies and coins collected in the Making Change Work program. Examples of Matching Gift options include:

- Matching all funds collected throughout the campaign period
- Matching funds collected from a specific school or organization
- Matching funds collected during a specified period of time

The *Pennies for Peace Program* is a student program of San Rafael-based Roots of Peace, a 501 (c)3 nonprofit organization, whose mission is to rid the world of landmines and other remnants of war by transforming toxic minefields into thriving farmland and communities. Please visit our web site at [www.rootsofpeace.org](http://www.rootsofpeace.org), email us at [pennies@rootsofpeace.org](mailto:pennies@rootsofpeace.org) or contact our office at (415) 455-8008 for more information.