

a study in partnership





Partnership Established: 2011

Services We Provide:

- Signature partnership facilitation
- Nonprofit research and site visits
- Nonprofit board placement
- Corporate grantmaking
- CSR consulting

Corporate Advised Fund Grants since 2011:

42 grants totaling over **\$800K**

about the partnership

StubHub Foundation opened a corporate advised fund at SVCF in December 2011 to develop a more strategic approach for the company's community impact programs. As the leading secondary ticket marketplace for premiere arts and sporting events, StubHub recognizes the importance of inspiring and supporting youth in their pursuit of excellence in the arts and sports. Additionally, StubHub Foundation recognizes that in today's economic climate, schools and nonprofits are increasingly being forced cut back programs, resulting in fewer opportunities for kids to develop their talents through the fun of play – whether it's playing sports, music or taking the stage in the school play.

Because of this need, StubHub Foundation has established its Rising Stars signature program, dedicated to supporting nonprofit organizations that empower and motivate youth to pursue their passions in arts, music and/or sports. As part of the Rising Stars initiative, multi-year grants from \$25,000 to \$200,000 are awarded to nonprofit partners. These grants are used both to grow existing programs and to create new programs for youth.

In addition to financial support, StubHub employees frequently volunteer their time to support Rising Stars partner organizations, and partners can also use StubHub's technology platform to augment their businesses. These opportunities create multi-faceted relationships between StubHub and each Rising Star.

In addition to its work on the Rising Stars program, SVCF partners closely with StubHub on disaster response and donations, providing research and due diligence on potential grantees. SVCF also conducts domestic and international compliance vetting on all grants recommended by the StubHub Foundation.

In April 2013, StubHub expanded its partnership with SVCF through a nonprofit board placement program for key employees. SVCF is facilitating and overseeing the placement of seven senior StubHub employees on nonprofit boards throughout the United States and United Kingdom.

Prior to partnering with SVCF, StubHub supported a handful of organizations each year, based on the input of a few employees and external stakeholders. With guidance from SVCF, StubHub has linked its corporate philanthropy efforts to the company's bottom line, resulting in increased leadership support, sustained community impact and improved brand awareness and reputation. Additionally, by providing "beyond the check" support to Rising Stars partners, employees feel a personal link to the Rising Stars partners around the world.

StubHub Foundation's Inaugural Rising Star: The Roots of Music

After an initial \$50,000 donation from StubHub, Inc., StubHub Foundation created a promotion to crowd-source support for its inaugural Rising Star, The Roots of Music Foundation. Roots of Music, a New Orleans based nonprofit, is focused on supporting, teaching and protecting at-risk youth through music education, academic support and mentorship, while preserving and promoting New Orleans' great musical and cultural heritage.

In an effort to engage fans in a meaningful way, in the week leading up to Super Bowl Sunday 2013, StubHub Foundation pledged a \$1 donation for each view of documentary short film "[The Roots of Music](#)," up to a total of \$50,000. StubHub fans reacted with overwhelming support. Fans viewed the video 46,542 times before the Super Bowl, resulting in StubHub Foundation's \$50,000 donation to The Roots of Music. The film was produced in collaboration with cast and crew of the critically acclaimed HBO series "Treme."

This effort, combined with StubHub's original gift of \$50,000, resulted in \$100,000 contributed to The Roots of Music, representing the largest single donation in the organization's history. These funds will be used for general operating support, allowing Roots of Music to deepen its impact and expand its programming to more at-risk youth in New Orleans.

“ SVCF has been instrumental in every element of the Rising Stars program, from identifying where the greatest need is, to thinking beyond just monetary support to creative ways StubHub can lend its platform to a cause. Silicon Valley Community Foundation serves as a vital partner as we continue to grow our citizenship programs internationally.”

- Emma Leggat, Head of Corporate Social Responsibility
StubHub

Current Rising Stars:

[Real Options for City Kids](#) San Francisco, CA

[Roots of Music](#) New Orleans, LA

[Youth Empowerment Project](#) New Orleans, LA

[NYC Police Athletic League](#) New York, NY

[Chickenshed Theatre](#) London, United Kingdom

[Musical Youth Foundation](#) Dublin, Ireland

[Tottenham Hotspur Foundation](#) London, United Kingdom

[Project Coach](#) Northampton, MA

[Unity](#) Toronto, Canada

