Corporate Social Responsibility

...for he SATISFFES the thirsty
and fills the HUNGRY with good things.
Empowering the everyday entrepreneur.

That’s what drives us. We believe that anyone, anywhere should have access to economic opportunity and the ability to turn their idea into a thriving business.

At GoDaddy, we function under the bold notion that people should live under their own initiative. That belief has powered our success and driven our evolution as a company that guides, champions and advocates for the everyday entrepreneur around the world.

Our customers value their independence and the freedom that comes from making their own success. That success is the sole reason GoDaddy exists. And, we see it as our responsibility to help these makers turn their ideas into reality with elegant end-to-end experiences that provide everything needed along their journey.

We believe that entrepreneurship fuels local economies and improves lives — and that anyone regardless of age, race, gender or socio-economic background should have the opportunity to pursue their life-fulfilling, independent venture. We’ve invested millions of dollars to help those in need overcome obstacles so their idea can start, grow and thrive — and they can be their own boss, with GoDaddy by their side.

Beyond our dedication to inclusive entrepreneurship, we believe in inclusion at all levels. We know the importance of empowering the future generation of dreamers, makers, movers and shakers, and have dedicated significant resources to ensure all youth have access to science, technology, engineering and mathematics (STEM) education. We believe in educating anyone, anywhere in STEM with a deep emphasis on those facing barriers.

Together, we are making our own way.

Sincerely,

Scott Wagner
CEO
About Our Report

The Corporate Social Responsibility (CSR) report shares how we’re making an impact in the community and measuring against our CSR goals.

More information on our CSR work can be found at: GoDaddyforGood.com

This report covers the 2018 year from January 1, 2018 through December 31, 2018. The information in this report includes all U.S. and EMEA region CSR initiatives. Some data has been rounded and all monetary figures are in U.S. dollars unless otherwise noted.

Stacy Cline | Director, CSR
CSR Major Milestones

We work daily to help individuals and communities dream, create, grow and manage their ventures. And, our ever-growing success in this effort is due, in part, to each of the programs we’ve launched and expanded along the way.

2004: Round Up for Charity launches

2013: Employee volunteer program launches — GoDaddy reaches $10MM in giving

2014: GoDaddy matching program launches — GoDaddy reaches $60,000 of matching funds

2015: In-kind product donation program launches

2016: Revamp of CSR funding strategy — focus on STEM and entrepreneurship

2017: Signature program GoCommunities launches — CSR support extended to EMEA region

2018: GoCommunities expansion into 10 cities, reaching 300 entrepreneurs
At GoDaddy, we believe that our responsibility as a corporate citizen is to make a difference in the communities in which we operate. As part of that philosophy, we contribute to nonprofit organizations that focus on causes that are meaningful to our business, our customers, our employees and our community.

GoDaddy for Good contributes to various organizations whose missions relate to helping underserved entrepreneurs fill the STEM pipeline. In addition to making monetary contributions, we encourage our employees to become involved in community organizations.

We’re passionate about corporate philanthropy and understand that when our communities flourish so does our business. For this reason, community outreach is ingrained in our corporate culture. We actively invest resources in the areas most important to our business, customers and employees.

Through community partnerships, employee volunteerism, advocacy, and corporate giving, we make a difference in the communities where we work, live and play. Helping others is an essential part of our philosophy — and we showcase this commitment every day through our participation as leaders in our community.
Our Programs

GoDaddy GoCommunities

GoDaddy GoCommunities is our philanthropic and social impact program that equips entrepreneurs in underserved communities with the training, tools and resources that they need to be successful.

Together with our nonprofit partners, we build custom neighborhood-based programs specific to each community. We then introduce partners, mentors, content, funding and in-kind products to create a robust program for small businesses and entrepreneurs — one that’s 100% free for businesses to participate in.

Our goal is to level the playing field for anyone, anywhere to start their own venture.

GoDaddy Gives

GoDaddy Gives is our sponsorship and grants program. We’ve given more than 18 million dollars to nonprofits around the world who support STEM and entrepreneurship.

GoDaddy Shares

GoDaddy Shares provides select charity partners with free or discounted products and services.

Care leadership event benefiting United Food Bank
Our Programs

GoDaddy Matches

GoDaddy Matches allows employees to donate to their charity of choice and have GoDaddy’s 1:1 match.

GoDaddy Volunteers

GoDaddy Volunteers enables our 6800+ employees to volunteer in their communities with paid time off. Employees can also earn grants for their charities of choice through the GoDaddy Inspires Volunteer Grant Program.

GoDaddy Transforms

GoDaddy Transforms allows employees to make loans for the smallest of businesses. Through our partnership with Kiva, We provide a $25 credit to every employee, every year, to loan to a small business around the globe.

Round Up for Charity

Round Up for Charity allows our customers to get involved in our philanthropic efforts. Any time customers order from us, they have the option to round up their purchase amount to the nearest dollar and donate the difference to charity. When our 18.5 million customers get involved, spare change has the potential to change the world.

Accounting team volunteer event at Feed My Starving Children
GoDaddy GoCommunities

One community, growing every day.

GoDaddy GoCommunities is our global community and philanthropic program equipping entrepreneurs in underserved communities with training, tools and peer networks to accelerate their journeys. We partner with leading nonprofits to provide community-based programs or virtual learning experiences with locally-driven, skills-based volunteer efforts nationwide.

GoDaddy GoCommunities focuses on boosting the skills and knowledge of entrepreneurs through customized training, and we mentor and coach them, so they can bolster their small business’ digital presence and gain other critical business skills.

At GoDaddy, we believe that where you live — whether it be a thriving or struggling urban, suburban or rural community — should not hinder your ability to pursue your small business idea.

Through GoDaddy GoCommunities, we seek to strengthen underserved communities through the power of small business.

We understand that inclusive entrepreneurship fuels local economies across the globe and ultimately improves lives.

We think that anyone, no matter their age, race, gender or socio-economic background, should have the opportunity to pursue their independent venture.

Program locations:
- Phoenix, AZ
- Washington, DC
- Cedar Rapids, IA
- Seattle, WA
- East Palo Alto, CA
- San Francisco, CA
- Arcosanti, AZ
- Philadelphia, PA
- Beaver Valley, PA

Plus a virtual program that touches entrepreneurs across the U.S.

300+ entrepreneurs helped
100+ employee mentors
70+ workshops delivered
Beyond GoDaddy GoCommunities, we invest in organizations making a real difference in entrepreneurship and STEM. We believe in bringing the best quality teachers and training to our schools to teach and advance our youth into STEM fields.

Over the past year we have:

- supported **32** nonprofits with sponsorships
- invested **$1MM** in entrepreneurship and STEM
Customer Story

Celeeta Berry

Caleeta Berry always had a flare for cooking soul food. In fact, for the eight years before she found the Cedar Rapids Entrepreneurial Program (generally known as CREP), she struggled to build her passion into a business but could not get it to take off.

As a single mother of 7, starting her business was not easy. But today, with the encouragement of her program mentors and advisors from GoDaddy, SCORE and others, she is making her dream a reality.

Celeeta has successfully launched Just Like Home Soul Food, a food service and catering business where she prepares home cooked meals for the soul. Since graduation she’s been granted a space at Newbo City Market, a gathering place, business incubator and event center that’s home to unique food and retail business start-ups, as well as farmers and artisans markets and community arts, entertainment and educational events.

As she moves forward with her own business, she continues to be an ambassador for CREP, engaging and inspiring her fellow entrepreneurs in the Wellington Heights community.

Looking to the future, Caleeta hopes to establish a larger location, a food truck for the busy worker and a program to assist those in need.
Testimonials

"I love that I am able to contribute to the growing entrepreneurship scene in Cedar Rapids. I get to use my skills and passion to help people make their dreams come true."

— Ebony Luensman, Customer Care

"Being able to work with local businesses has helped me be better at my job. I am able to see the real-life struggles and triumphs of local businesses and help them be successful."

— Josh Hartson, Customer Care Supervisor

"I appreciated my mentor’s commitment to our working relationship. They would do research for me without me even asking for it. They would even go talk to their co-workers if they didn’t know the answer to one of my questions. It felt like I had the whole GoDaddy team behind me."

— Virtual Experience Entrepreneur
A Few of Our Partners

**Seed Spot**

Seed Spot supports ecosystem builders in schools and communities to create a robust pipeline of impact-driven entrepreneurs. Their programs surround adult and youth entrepreneurs with access to the resources, mentors, business fundamentals, capital sources and community partners they need to succeed.

**How we partner with Seed Spot:**
We're the continued education sponsor of Seed Spot. Following every Launch Camp, entrepreneurs receive GoDaddy content and access to resources to continue helping them on their journey of starting their own business.

**Intel ISEF**

The Intel International Science and Engineering Fair (Intel ISEF), a program of Society for Science & the Public (the Society), is the world's largest international pre-college science competition.

**How we partner with ISEF:**
We've been a Special Award Sponsor for 6 years. Every year, our employees go to the fair, interview students and select 5 winners of the GoDaddy awards. Each award winner receives a grant from GoDaddy to continue their work and education.

**Big Youth Group**

Big Youth Group (BYG) is a collective of youth-first services that share a common purpose — improving the odds of success for young people between 18 and 30 years old. They provide tangible tools that enable young people to search out purposeful professional opportunities or gain confidence to start up on their own.

**How we partner with BYG:**
BYG is one of our UK partners focused on serving youth entrepreneurs. Together, we support a Big Youth Group accelerator to advance young entrepreneurs in their ventures.
A Few of Our Partners

NAWBO

NAWBO (National Association of Women Business Owners) is the only dues-based organization representing the interests of all women entrepreneurs across all industries and with chapters across the country. With far-reaching clout and impact, NAWBO is a one-stop resource to propelling female business owners into greater economic, social and political spheres of power worldwide.

How we partner with NAWBO:
We sponsor NAWBO to provide funding and services to female small business owners and to provide relevant workshops and content to small business owners.

Iridescent Learning

Iridescent Learning’s mission is to empower the world’s underrepresented young people, especially girls, through engineering and technology to become innovators and leaders.

How we partner with Iridescent Learning:
We fund their Technovation program, which allows girls from around the world to compete in the challenge to design an app that solves a problem in their community. We sponsor teams around Europe and also provide tours and educational days at the U.S. offices.
We encourage employees to do good by volunteering on company time, providing 20 hours of paid time off annually to each employee to volunteer in their community. In addition, employees receive up to $1000 annually for 30 hours of volunteer work to give to the nonprofit they volunteered with. Employees can also donate directly to nonprofits and we’ll match up to $500 per employee, per year.

Round Up for Charity allows our customers to be involved in our philanthropic efforts. In 2018, our customers gave a total of $28,569. We also support our communities by offering in-kind product donations to those doing good. In 2018, we provided more than 500 in-kind donation packages.