

Corporate Social Responsibility

2019 — CSR Annual Report



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GoDaddy *for good*



Aman Bhutani — GoDaddy CEO

Empowering the everyday entrepreneur.

That's our purpose. We believe that anyone, anywhere — regardless of age, race, gender or socio-economic background — should have the opportunity and ability to make their idea a reality.

We believe in helping everyday entrepreneurs who share our vision of radically shifting the global economy toward independent, entrepreneurial ventures. This belief has powered our success and driven our evolution as a company. At GoDaddy, we want to create lasting value for our customers, stakeholders and the millions of real people worldwide who're making their own way.

We see a clear connection between the everyday entrepreneur and the communities they live in. We know that entrepreneurship fuels local economies and improves lives. We're here 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. That means empowering the future generation by dedicating significant resources to ensure all youth have access to science, technology, engineering and

mathematics (STEM) education. Especially, those facing barriers.

As we deliver on our purpose of helping the everyday entrepreneur, we strive for constant and never-ending improvement. Each of the actions outlined in our report gets us closer to that goal.

Sincerely,

Aman Bhutani
CEO

About Our Report

We use the Corporate Social Responsibility (CSR) report to share how we're making an impact in the community and measuring against our CSR goals.



Every year the Tech Academies of Innovation brings together educators from low income schools and after-school programs to create engineering design lessons. The two week summer institute is part of a multi-year partnership with underserved school districts.

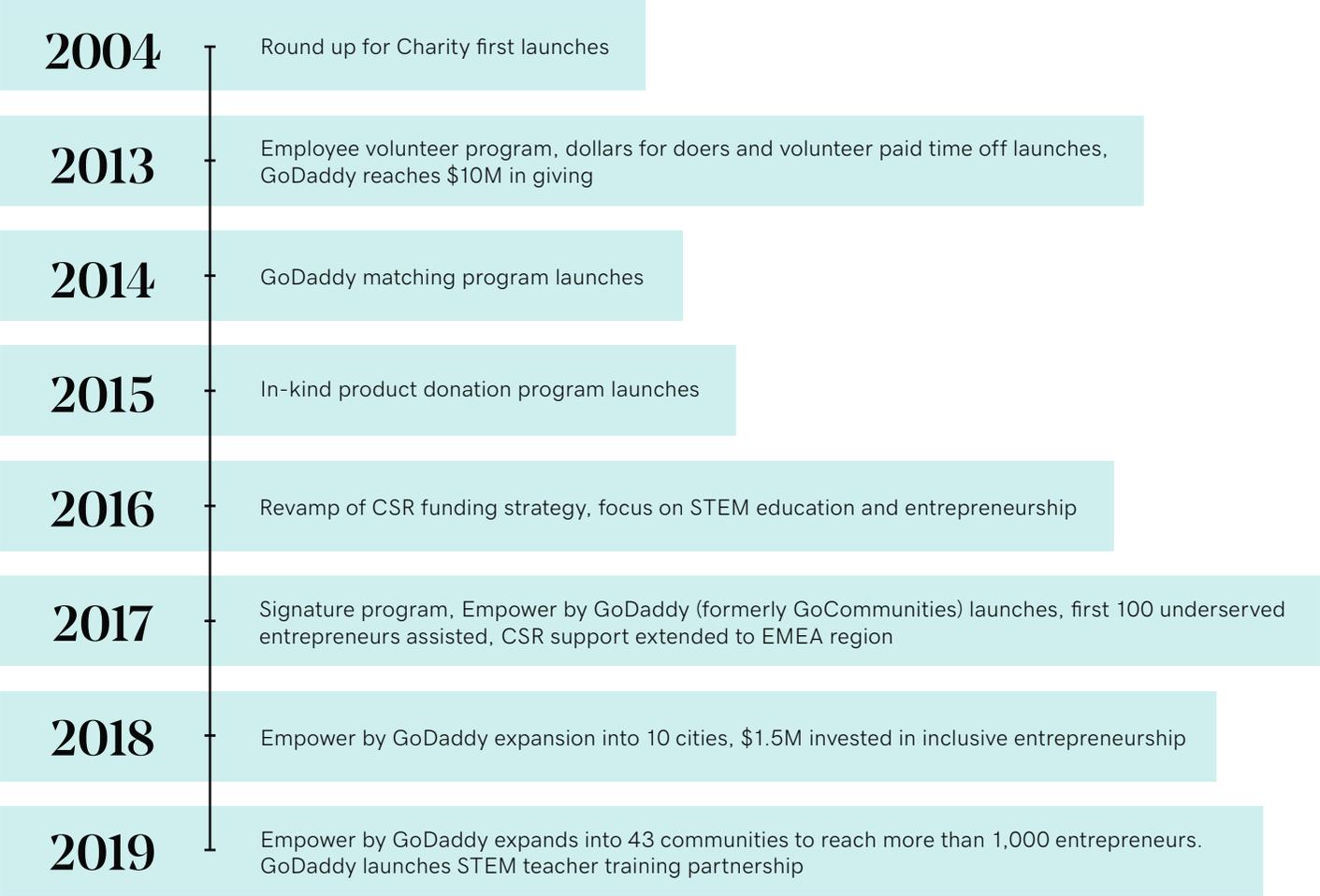
More information on our CSR work can be found at [GoDaddyforGood.com](https://www.godaddy.com/for-good).

This report covers the 2019 year from January 1, 2019, through December 31, 2019.



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.





Our Mission

GoDaddy believes in making opportunity more inclusive for all. Our CSR efforts are an extension of that mission.

We contribute to organizations that support causes important to our business, employees, customers and community. Globally, we direct funding to support causes dedicated to creating an energized, inclusive entrepreneurship space where anyone, anywhere, can pursue their small business idea.

We support inclusive entrepreneurship by funding partners and custom-building programs to help reach entrepreneurs in underserved, low-wealth communities.

We also focus our funding on Science, Technology, Engineering, Math (STEM) teacher development training. To level the playing field, we need to address our nation's shortage of excellent teachers, especially in STEM, where the teacher shortage is more acute. Through our community partnerships, we're supporting those transforming STEM teacher education in America to prepare the next generation.

Our Programs

Empower by GoDaddy

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

Together with our nonprofit partners, we build custom, neighborhood-based programs specific for communities.

We then introduce partners, mentors, content, funding and products to create a robust program for small businesses and entrepreneurs. And it's 100% free for businesses to participate.

GoDaddy Gives

GoDaddy Gives is our sponsorship and grants program. We've given more than 20 million dollars to nonprofits around the world. We champion causes that support entrepreneurship and STEM, with a focus on teacher education in STEM.

GoDaddy Shares

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



GoDaddy supports Tech Academies of Innovation where teachers learn how easily you can integrate engineering design challenge learning into any subject. Before they head back to the classroom, they also try their lessons with museum visitors.

Our Programs

GoDaddy Matches

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

GoDaddy Volunteers

GoDaddy Volunteers enables our 9,000+ employees to volunteer in their communities with paid time off. Employees can also earn grants for their nonprofits of choice through the GoDaddy Inspires Volunteer Grant Program.

GoDaddy + Kiva

GoDaddy + Kiva 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.



This teacher is practicing her ability to engage students through design challenge learning as part of her two year fellowship with Tech Academies of Innovation, a collaborative community working together to bring STEM education into the classroom.

Empower by GoDaddy

Equipping entrepreneurs, fulfilling lives

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

This program focuses on boosting the skills and knowledge of entrepreneurs through customized trainings, GoDaddy mentors and coaches, so they can bolster their digital presence and gain other critical business skills. With Empower by GoDaddy, GoDaddy seek to strengthen underserved communities through the power of small business.

GoDaddy believes that inclusive entrepreneurship fuels local economies across the globe and ultimately improves lives.

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

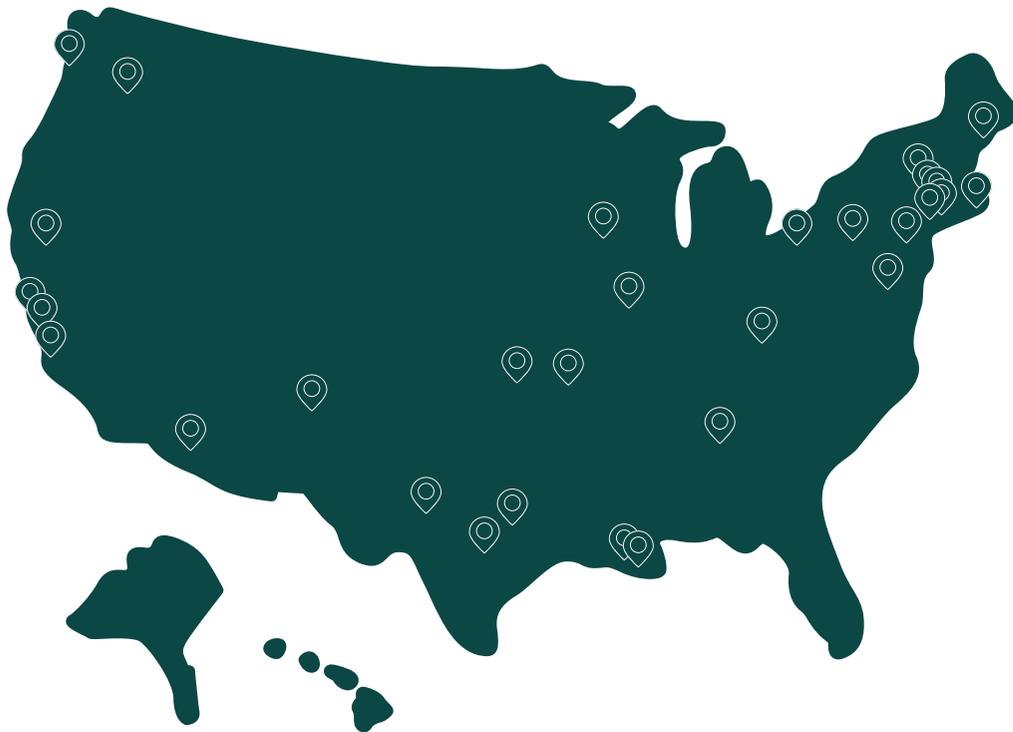
GoDaddy believes that where you live should not hinder your ability to pursue your small business idea.

1000+
entrepreneurs helped

170+
employees mentored
business owners

150+
workshops delivered

Empower by GoDaddy



Program Locations

- Akron, OH
- Seattle, WA
- Brooklyn, NY
- Fayetteville, AR
- Philadelphia, PA
- Atlanta, GA
- Jamaica, NY
- Newark, NJ
- Mount Shasta, CA
- Saint Louis, MO
- London, KY
- San Antonio, TX
- Oakland, CA
- San Francisco, CA
- Albany, NY
- Tulsa, OK
- Austin, TX
- New York, NY
- Baton Rouge, LA
- New Orleans, LA
- Birmingham, AL
- Augusta, ME
- Long Island, NY
- Washington DC
- Albuquerque, NM
- Cedar Rapids, IA
- Phoenix, AZ
- Bay Area, CA
- London, England

Customer Story

Ketrena Jones

Mama's Kitchen

Empower by GoDaddy program in partnership with Jane Boyd

When Ketrena was a little girl, she grew up watching and assisting her grandmother in the kitchen, a woman notorious for her delicious, homemade meals. Over time, Ketrena's desire for cooking remained strong, but she found work elsewhere, specifically at a Chicago bank. After 22 years in the business, she was promoted to Assistant Manager. Unfortunately, life took a turn and she suffered catastrophic kidney failure, resulting in her leaving her job. She relocated to Iowa to be closer to family, received a life-saving transplant and returned to good health.

Feeling more inspired and grateful than ever, she decided to pursue her passion for cooking. In 2016, she opened Mama's Kitchen, a catering company serving soul



Ketrena Jones, Mama's Kitchen

food out of the comfort of her home. As soon as the word got out to her neighbors, the orders began flooding in faster than she could have imagined. After a year, Ketrena felt overwhelmed by the growing demand and confided in a friend who informed her about the Cedar Rapids Entrepreneur Program Empower by GoDaddy in partnership with Jane Boyd. She signed up and earned a spot.

"After completing the program, I created my website which brought on more opportunities to do catering and showcase my cooking at popup locations. I think my business grew because

I discovered different ways to go about marketing and advertising that I wouldn't have thought of on my own."

Today, Ketrena is in the process of finalizing her dream — opening a storefront in Cedar Rapids for Mama's Kitchen. She encourages others to never let obstacles get in the way of what brings them happiness. "If you can feel it in your heart, don't let it slip away; it may be your purpose in life." She continues to gather inspiration from her kidney failure, recently incorporating a healthier style of cooking versus fried foods in hopes of helping herself and others stay in good health. Her life scare illuminated what matters most to her — bringing joy and happiness to others through the food she puts on the table. She enjoys serving the Cedar Rapids community and looks forward to the years ahead for her and her business.

Customer Story

Abayomi Jones

At First Glance

San Francisco, CA

From a young age, Abayomi Jones — nickname Yomi — possessed a clear interest in science, specifically in the field of biology. By her senior year of high school, her hard work paid off when she was awarded a 4-year educational scholarship from the Delta San Francisco-Peninsula Foundation. She went on to receive a bachelor's degree in Biological Sciences from Spelman College before earning her Medical Doctorate (M.D.) at Howard University's College of Medicine. Over the course of 10 years, Yomi worked as a primary care physician for the District of Columbia and Maryland's underserved communities. She then returned to her home state of California, where she was thrilled to learn she was pregnant with her first child.



Abayomi Jones, At First Glance

Yomi's pregnancy became her inspiration for establishing At First Glance, an affordable, startup, ultrasound studio servicing the expecting mothers of her local community in East Bay, CA. As her dream took shape, she learned about Empower by GoDaddy and enrolled in the marketing and SEO courses to help advance her business.

"I gained more knowledge on how to market my ideas and fully understand my target audience while becoming more confident moving in the direction I wanted to go. Learning and understanding SEO actually helped me grow my business."

Today, Yomi's ultrasound studio goes above and beyond, providing patients with pregnancy confirmations, 3D/4D/5D ultrasounds, gender reveals, photography/videography, live streaming and memorable keepsakes — all at a reasonable price. She encourages other aspiring entrepreneurs to take full advantage of the opportunities they're presented with and to never give up on their dreams, no matter how big or small. Yomi looks forward to celebrating mothers each and every day at work. She embraces raising her 3-year-old son and 1-year-old daughter while running her business in a community she loves.



Strengthening communities

In addition to Empower by GoDaddy, we invest in organizations that make a difference in Science, Technology, Engineering and Math (STEM). We believe in the importance of preparing teachers to work with diverse learning needs, so that all students have access to high quality STEM teachers. It's imperative that our schools are supported in advancing our youth into STEM fields.

Over the past year we have:

106
teachers trained

10,570
students impacted
in Year 1

A Few of Our Community Partners

Arizona Science Center

The Arizona Science Center's mission is to inspire, educate and engage curious minds through science. While sharing science education with the general public, Arizona Science Center also dedicates itself to serving Arizona teachers and students. The Center waives the cost of admission for all teachers and to Title 1 schools so students in high-need districts can experience the science center. The Arizona Science Center also provides rigorous professional development education to individual teachers and districts at no cost.

How we partner with Arizona Science Center:
GoDaddy partners with Arizona Science

Center in its work to bring high-quality, computer science-focused training to educators across Arizona. As the state regional partner for Code.org's programming, the Arizona Science Center — with GoDaddy's support — helps K-12 teachers and principals develop the fundamental knowledge needed to help the next generation understand computer science and realize that a career pathway in STEM is open to them.

Partner Highlight:

One of the teachers supported by GoDaddy in the 2019 Code.org cohort is from Sacaton, AZ, the capital of the Gila River Indian Community. She teaches on

the reservation and wanted to incorporate coding/computer science in her classes. She had been trying to do her own research to teach herself but found it difficult to find helpful resources. By enrolling in Code.org training with the Arizona Science Center, this middle school teacher is embracing the 2019 school year with an understanding of computer science and coding. She now has the tools and curriculum to teach her students.

A Few of Our Community Partners

New Bohemian Innovation Collaborative (NewBoCo)

NewBoCo is a 501(c)(3) organization located in the New Bohemia neighborhood of Cedar Rapids, IA. NewBoCo's programming supports entrepreneurship, innovation and tech education to help Iowans become more resilient and thrive in a changing economy.

How we partner with NewBoCo:

GoDaddy's support for NewBoCo entrepreneurial and K-12 education programming has enabled the organization to impact thousands of Iowans. Because of this support, more than 18,000 students in Iowa have taken a computer science class from a teacher who went through this training program.

Partner Highlight:

In Iowa, like many states in the US, there's a large discrepancy between the number of open computing jobs (an average of 4,000 per year) and the number of computer science students that graduate each year (450). To address this perpetual gap, NewBoCo's goal is for every school in Iowa to have a confident computer science teacher within the next 5 years. From 2018-2019, NewBoCo reached more than 600 teachers in 32 cities across the state of Iowa.

A Few of Our Community Partners

Teach For America Phoenix

Teach For America is a diverse network of leaders working to confront educational inequity through teaching and at every sector of society to create a country free from this injustice. They are driving impact across the country to achieve their vision that one day all children in this nation will have the opportunity to attain an excellent education.

How we partner with Teach For America Phoenix:

GoDaddy partners with Teach For America Phoenix in its work to bring exceptional STEM leaders to teach in low-income schools across the Phoenix Metropolitan Area. While support is

ongoing, leaders first partake in a 6-week intensive summer training before entering classrooms full-time. This training is critical to equipping teachers for success, enabling them to be more effective and have access to networks of support during the school year.

Partner Highlight:

Vanessa Sanchez completed her Teach for America training and joined Tres Rios Elementary School in Tolleson, AZ as an 8th grade science teacher. Just 36% of students at this school meet the state standards in science for their respective grade levels. Vanessa shares, “This year, my students and I had a conversation

surrounding a goal and vision for our class, and I asked what success would look like for our grades. We ended up developing a smart goal with each other and came up with 75% or higher passing the class. By the end of the quarter, two of my classes had surpassed this and the other two were just shy of it. This was worth celebrating across the board and has challenged us to do even better in our quarter 2. We have made sure to reflect on our like/dislikes from quarter 1 and what we could do better moving forward so we can make more progress through the year. Overall, we were all very proud of this accomplishment.”

The Tech Interactive, San Jose, CA

The Tech's mission is to inspire the innovator in everyone. Their vision is to help build a civil society that enables everyone, especially low-income young people, to succeed in a world driven by technology.

How we partner with The Tech:

GoDaddy sponsors The Tech Interactive's award-winning fellowship program, which empowers educators to develop leadership skills and cross-curricular expertise in engineering instruction. Teachers who complete the program leave with greater competency and confidence in teaching engineering, and they then commit to sharing this knowledge throughout their districts.

This program impacts students directly and creates a growing network of STEM leaders supporting excellence.

Partner Highlight:

In an anonymous, post-training survey, teachers were asked to share ways their time at the institute would change their work in the classroom.

"I think one of my biggest is that iteration is key. So many times, I've done engineering challenges but then not given my kiddos time to change their design. It's so necessary and now I'm excited to apply it in the classroom."

— 2019 Summer Institute participant

"I realized that Computational Thinking is NOT just for coding, but instead describes a problem-solving process that is already intuitive to me."

— 2019 Summer Institute participant

"I finally understand what engineering is, and how it connects with standards, and the important skills students are gaining from it. Delving deep into lesson planning and creating our design challenge was a great aha moment for me because I have taken so much from it, that I can apply to our curriculum."

— 2019 Summer Institute participant

Strengthening & Engaging our Culture

Joining Forces

Employees do good in the community and on company time. All employees receive a \$1,500 (or country currency equivalent) goodness budget to make an impact through volunteerism and matching donations. Employees earn \$35 for every hour they volunteer to award to an organization or receive a 1:1 match for nonprofit donations.

Do good by volunteering on company time. All GoDaddy employees receive 20 hours of paid time off annually to volunteer in the community.

12,480 hours volunteered

\$254,081 donated

\$168,334 in dollars for doers grants

879 organizations supported through the engagement programs

100 + volunteer events in 2019



GoDaddy United LGBTQ+ employee resource group members

Fostering a Culture of Inclusion, Diversity and Belonging

Nurturing a culture of diversity and inclusion is woven into our fabric of GoDaddy. Employees' unique experiences enrich everything we do. At the end of the day, diverse teams make us better. Our Employee Resource Groups (ERGs) are a critical part of what fosters our culture of inclusivity.

GoDaddy's 10 ERGs held more than 175 events in 2019, spanning from career development workshops to cultural events to mentorship rings.

Our ERGs

GoDaddy Abilities

GoDaddy Abilities is a community that seeks to improve the lives of GoDaddy employees and their family members who have special needs. They provide a forum that shares information and allows members the opportunity to connect and know they're not alone. They passionately promote GoDaddy as a world leader in diversity and potential by advocating a culture of abilities and possibilities, rather than one of labels and limits.

GoDaddy Asians in Tech

This ERG's mission is to celebrate the unique cultures within the group while collectively building a strong Asian community.

GoDaddy Black in Tech (GDBIT)

GDBIT aims to bring awareness of the many opportunities and possibilities of a career within GoDaddy to the domestic and international black community. Their goal is to assist in recruiting, hiring and advancement by preparing the community — both internal and external, young and experienced — with additional knowledge and skills needed for a successful career. GDBIT provides employees with continued career development through a diverse speaker series, ever increasing network of employees and a shared desire for inclusion.

GoDaddy Entrepreneurs

This mission of the GoDaddy Entrepreneur ERG is to create a shared space for employees who have a side hustle to learn from one another, access resources and get the needed support for working full time and running their own business.

GoDaddy Fit (GDFIT)

The GDFIT mission is to bring GoDaddy employees together to promote a healthy mindset and lifestyle. By creating opportunities to connect, get active and get informed, this group foster's a supportive and health-inspired culture. They sponsor events in many areas, including team sports, running, yoga, hiking, meditation and healthy eating.

Our ERGs

GoDaddy Grad

GDGrad is a new GoDaddy group committed to easing the struggles transitioning from student to new college hire. Their purpose is to help all new grads adjust to their new life with a full-time career.

GoDaddy Latinx in Tech (GDLIT)

GDLIT's purpose is to create an inclusive community of employees who share the same values. The goal is to see the Latino community have a greater impact and presence at GoDaddy, to promote GoDaddy as a multicultural organization and to further attract LatinX to work in a culturally diverse environment. We strive to provide personal and professional development through peer mentoring, volunteerism and community involvement

GoDaddy UNITED

UNITED is designed to ensure that, within the walls of our company, EVERYONE feels safe, comfortable and informed with regards to issues relating to the Lesbian, Gay, Bisexual and Transgender community. Their mission is to ensure individuals feel comfortable from a 360-degree perspective when it comes to all things relating to the LGBT community. UNITED is designed to help identify opportunities for GoDaddy to engage LGBT consumers and recruit LGBT employees. In addition, they seek to work with the local LGBT community to help raise awareness and establish GoDaddy as a leading LGBT ally and employer.

GoDaddy Veterans in Tech (GDVET)

GDVET seeks to create a welcoming and inviting community of individuals who share common values and the pride of service through action. This group aims to integrate a passionate core of individuals with the surrounding communities, continuing prideful service while creating a presence, identity and family within GoDaddy and the community.

GoDaddy Women in Tech (GDWIT)

GDWIT is an inclusive community that empowers women to connect, learn and grow. They provide a network of support, tools, learning opportunities and visibility into what it's like to be a woman at GoDaddy.



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