



October 2025

Dear Retiree,

The Hershey Company is proud to launch its annual Season of Giving workplace giving campaign. From November 3 through December 3, retirees are invited to support one of six selected charities. The company will match each donation dollar for dollar, up to \$10,000.

Last year, the campaign raised nearly \$1.75 million, including \$352,427 from retirees. These generous contributions helped strengthen local communities and support individuals in need. Retiree participation was 1 percent last year. This year, we are aiming to reach 5 percent. Every gift, no matter the size, helps make a meaningful impact. We encourage you to join us in this season of generosity and help us reach our goal. Together, we can continue to make a difference.

As a special addition this year, retirees who donate \$50 or more will be entered to win one of five Hershey-themed gift baskets as a thank-you for your generosity. It's our way of celebrating your impact and spreading a little extra joy this season.

Retirees may donate to any of the charities below during our Season of Giving to be eligible for a dollar-for-dollar match from The Hershey Company:

- United Way Worldwide or a Local United Way
- Children's Miracle Network Hospitals
- Feeding America
- American Foundation for Suicide Prevention
- JDRF International
- The Hershey Company Employees 1<sup>st</sup> Fund

More information about each of these charities and instructions on how to donate are on the reverse side.

As in previous years, **your donation must be entered ONLINE** to be eligible for company matching dollars. **Please do not send checks to The Hershey Company.** There are two ways to use the online giving portal:

1. **Upload Your Receipt:** Donate directly to one of the charities listed above and then upload your receipt from the charity to the online portal during the campaign to have your gift matched. The portal will be open from November 3 – December 3. All contributions to the charity must be made between January 1 – December 3, 2025, to be eligible for the match.
2. **Give via the Portal:** You can also make your donation by credit card to one of the charities via the portal, and your gift will automatically be matched.

If you need assistance while using the giving portal, we encourage you to call 717-271-7187 or click the "Help" button on the giving portal for assistance. Thank you for all that you do to help your community thrive, and we look forward to another successful campaign.

Sincerely,  
*Corporate Philanthropy & Social Impact Team*  
The Hershey Company

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## **GIVING INSTRUCTIONS** To log onto The Hershey Company Giving Portal:

- 1) Go to <http://v2.e-portal.co/c/hersheys>
- 2) At the top, click on: “For Retirees United Way Pledge Campaign, please click [here](#).”
- 3) Enter your contact information and the last four digits of your social security number.
- 4) Select “One Time Credit Card Pledge” if you would like to make a gift via credit card OR “Direct Donation” to upload your receipt and have a gift that you already made matched.
- 5) Questions? Use the Help link on the site or call 717-271-7187.

## **CHARITY OPTIONS**

**Only gifts to United Way Worldwide or a local United Way will be matched.** You can learn more and locate your local United Way by visiting [www.unitedway.org/find-your-united-way/](http://www.unitedway.org/find-your-united-way/).

**Children’s Miracle Network Hospitals** supports 170 member hospitals that provide 32 million treatments each year to kids across the U.S. Donations stay local at your nearest CMN hospital to fund critical treatments and healthcare services, pediatric medical equipment and charitable care. You can learn more and donate at <https://childrensmiraclenetworkhospitals.org/donate/>

**Feeding America** is the nation’s largest hunger-relief organization—a powerful and efficient network of 200 food banks across the country. As food insecurity remains at its highest levels ever, Feeding America’s network of food banks feeds 46 million people. Your donation is split, with 65% going to your local Feeding America member food bank and 35% to national hunger prevention efforts. Learn more and donate at: [www.feedingamerica.org](http://www.feedingamerica.org)

**American Foundation for Suicide Prevention** saves lives and brings hope to those affected by suicide. AFSP funds scientific research, educates the public on mental health, advocates for mental health and suicide prevention policies, and supports survivors. Your donation is split, with 50% benefiting your local AFSP and 50% toward national efforts. You can learn more and donate at [www.afsp.org](http://www.afsp.org)

**JDRF International** is the leading global organization funding type 1 diabetes (T1D) research. Type 1 diabetes is an autoimmune disease that strikes both children and adults suddenly. It has nothing to do with diet or lifestyle. There is nothing you can do to prevent it. And, at present, there is no cure. JDRF hopes to change that. You can learn more and donate at [www.jdrf.org](http://www.jdrf.org)

**The Hershey Company Employees 1<sup>st</sup> Fund**, was created in 2018 to help Hershey Company U.S.-based employees in times of hardship. The Fund, which is administered by the Baton Rouge Area Foundation, provides financial support to employees who experience extreme situations including natural disasters, life threatening illness or injury, and other life-changing circumstances. The Fund can also receive tax-deductible contributions from anyone wanting to help our employees in times of need. You can donate online at <http://www.employees1st.org/hershey>