



2020

PROJECT GIFT[®]

ANNUAL SNAPSHOT



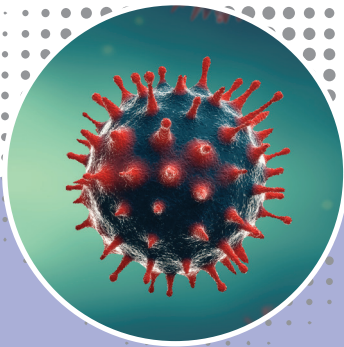
PROJECT

GIFT[®]

GIVING
INSPIRATION
FOR TOMORROW

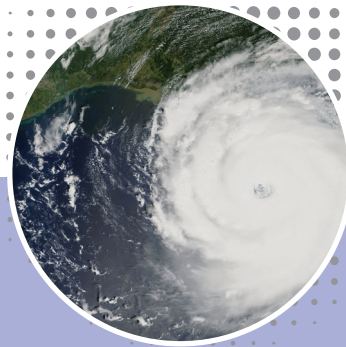
Southwire's employee volunteer program, Project GIFT, celebrated its 15th anniversary in October 2020. This program, a registered 501(c)(3) nonprofit, serves as the umbrella program for many of Southwire's service-related and charitable initiatives, such as disaster relief, Toys for Tots and Back to School.

Giving Back



COVID-19 Relief Efforts

Southwire and Project GIFT partnered to bring relief to families impacted by COVID-19 by fundraising for hunger through the #UniteONESouthwire campaign, and during the holidays through the Hope for the Holidays virtual event. Funds were distributed to non-profit organizations like Feeding America, Toys for Tots, Salvation Army, Children International, Feed the Hungry and more. Project GIFT also provided more than 36,000 bags of school supplies for children in need, and the Blackshirt volunteers wrote messages of encouragement to kids starting the new school year during the pandemic.



Disaster Relief

Project GIFT collected funds totaling more than \$20,000 for victims of the Nashville Tornadoes, Hurricane Eta, Hurricane Iota and Hurricane Laura. These storms caused widespread damage in Tennessee, Mississippi, Texas and Honduras, and many Southwire employees and their families were affected. The funds that we collected, which included contributions from employees across the organization, were distributed to various non-profit organizations assisting with the clean-up and recovery efforts, including Second Harvest Food Bank of Middle Tennessee, Second Harvest Food Bank of New Orleans and Food for the Poor.



Virtual Volunteering

Due to the pandemic, volunteering went virtual, and Project GIFT Blackshirts were able to continue Giving Back in a variety of ways – all while remaining safe. Volunteers were able to earn hours by sending e-cards to a variety of recipients, such as children at St. Jude or Children’s Healthcare of Atlanta, or by participating in a virtual concert for residents at local nursing homes.

Quick Stats



22 Communities



1,237 Volunteers



4,485 Hours

Financials

#UniteONESouthwire Campaign	\$22,967	7%
Back to School	\$263,000	80%
Hope for the Holidays	\$22,334	7%
Disaster Relief	\$20,818	6%

\$329,119