



2024 Philanthropy Impact Report

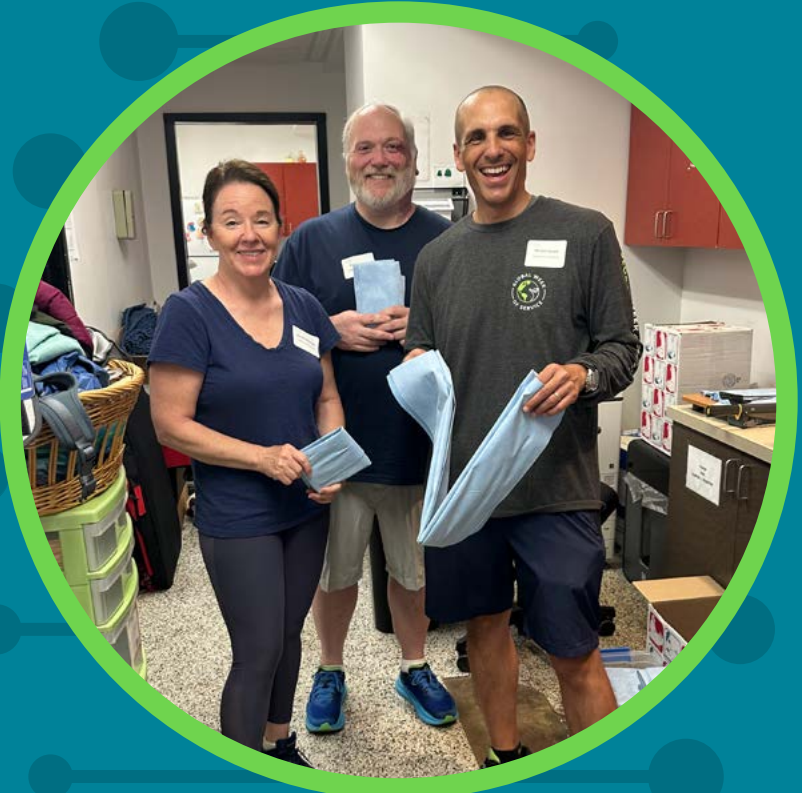
Giving back has always been a part of our DNA.

2024 was quite the impactful year! We onboarded UNICEF as our newest corporate partner, hosted our largest Global Day of Service yet, and expanded our activities with the Business Resource Groups to support their charitable activities.

Employees all over the world gave generously of both their time and money. They supported everything from animal welfare and environmental clean ups to school fundraisers and nursing home visits. Our team also answered the call when it came to disaster relief, generously donating campaigns to support those impacted from flooding in Brazil to tornadoes, wildfires and hurricanes in the U.S.A..

Through our matching program, we supported over 100 organizations that were personally important to our employees. We were also proud to offer a double match on Giving Tuesday! Through our philanthropy booths at Exchange Europe and Exchange U.S., we raised awareness about our partners and their missions, and enjoyed giving our customers and partners a way to volunteer their time at both events.

2024 was an epic year that saw us giving back to the communities where we work and live in record numbers and in ways we haven't previously. Following is a snapshot of just some of the amazing efforts of our team around the world!



Corporate Partners

Our corporate partners are the foundation of our philanthropy program. Throughout the year employees participated in fundraisers, trivia contests, lunch and learns and volunteer opportunities to raise additional funds for these fabulous organizations.



American Heart Association.



American Heart Association

For 10 years we've supported American Heart and their life-saving mission.

Employees participated in a variety of activities this year to raise awareness and additional funds. Vertex Goes Red and STEM Goes Red days both saw our team members showing up in their red outfits while others got certified in Hands Only CPR training and participated in the Global Heart Walk.



Big Brothers Big Sisters

We have proudly supported the Beyond School Walls program at the Big Brothers Big Sisters Independence chapter for almost 10 years.

During the 2023 – 2024 school year, the Vertex Bigs and their Littles from Eisenhower Academy in Norristown, PA enjoyed meeting with CEO David DeStefano, a field trip to the Elmwood Park Zoo, working together at Eisenhower on STEM related projects, and a school clean up during our Global Day of Service.

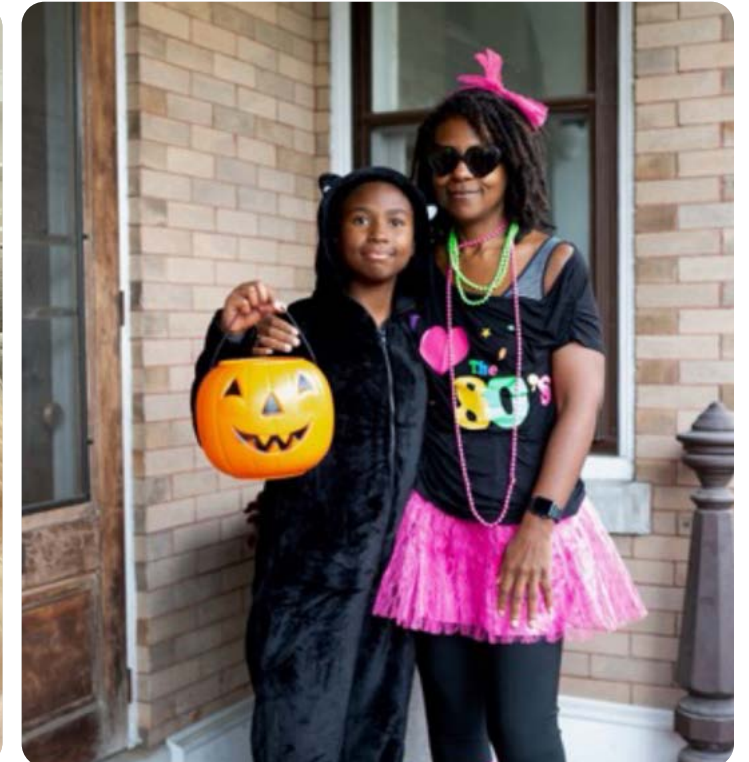


Breastcancer.org

For 20 years we've been proud supporters of breastcancer.org.

In 2024, our donation was used to help serve 35,000+ monthly active users across 87 community discussion forums and virtual community meetups. We also supported the launch of their award winning podcast and free interactive learning opportunities to empower patients, caregivers, advocacy groups, and healthcare providers.

This year employees attended Lunch and Learns, wore pink on October 18 for Breast Cancer Awareness month, and participated in a Halloween costume contest to raise additional funds for the organization.



Patriot Foundation

Our partnership with the Patriot Foundation has been going strong for over 10 years.

In 2024 we helped to fund college scholarships for children of soldiers killed in action or training from Ft. Bragg in North Carolina.

A portion of our funding was used to support Patriot Foundation partner scholarship funds including the Airborne Scholarship Association, Screaming Eagle Foundation and Special Forces Scholarship Fund.

Throughout our hospitality event at the U.S. Open Golf Championship in North Carolina, we were able to host 30 soldiers from nearby Ft. Bragg during a practice round at Pinehurst. They enjoyed good food, refreshing drinks and even met some players!

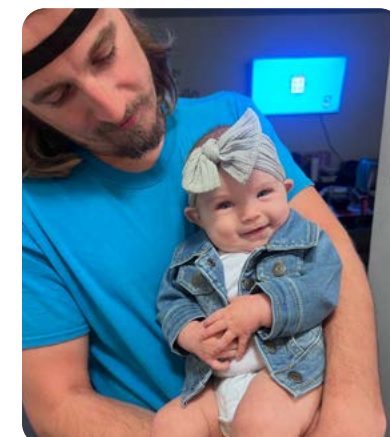
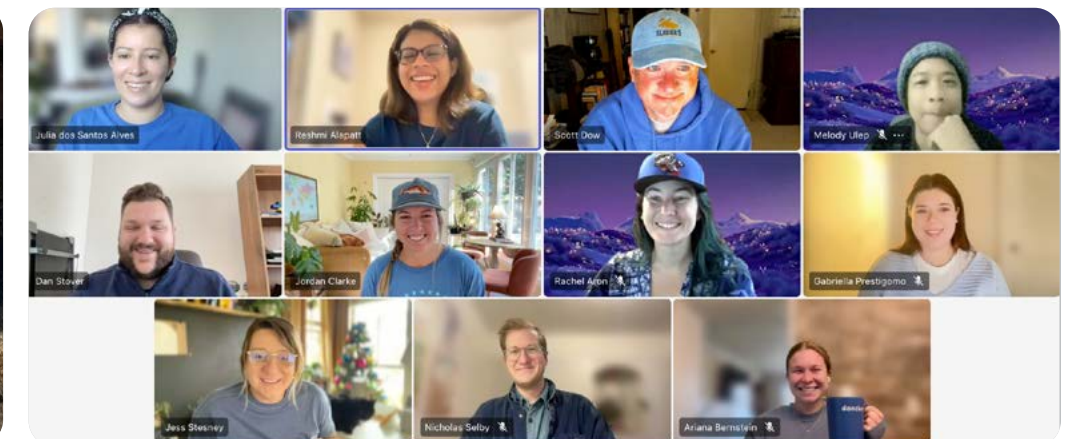


UNICEF

We launched our partnership with UNICEF in February 2024 with a kickoff meeting that was attended by employees around the world.

UNICEF works in 190 countries and territories to provide children with health care and nutrition services, medicines and vaccines, education, protection, and access to safe water and sanitation. They allocated our specific donation to critical resources where they were most needed including ensuring safe water for people in Haiti and education systems in Bangladesh.

And for a bit of fun and fundraising, employees participated in our Trivia Around the World contest. We also had employees around the world participate in Wear Blue for International Children's Day.



Global Day of Service



Our Global Day of Service started in 2019 as a way for us all to give back to our communities by volunteering together and have fun together while doing it!

This year was our biggest event to date with over 640 employees participating in six countries across four continents! From volunteering at a veteran's center in Pennsylvania to helping at a zoo in Amsterdam, our employees made a positive impact on over 60 organizations around the globe.

In addition to the organized activities, employees:

Raised money for non-profit organizations around the world

Donated 285 packs of supplies to schools in New Jersey

Enabled over 1,025 trees to be planted in the Vertex Forest, resulting in 29t CO₂ avoidance



Some Organizations We Supported



United States



Brazil

Casa 1

Casa 1 combines a shelter for LGBT+ youth, a cultural center and a free mental health clinic. Volunteers baked bread for young people between 18 and 25 years old who have been expelled from home by their family due to their sexual orientation and gender identity.

2024 was the largest volunteer group Sao Paulo has ever had!

Sponsored by Fuerza Latina BRG



Netherlands

De Werf Kinderboerdrij

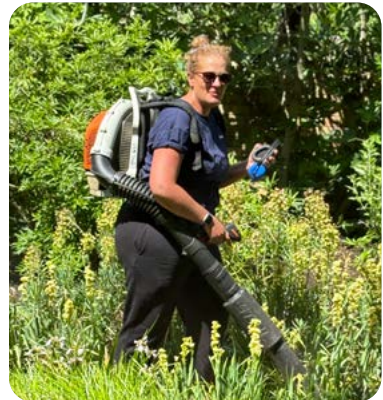
Volunteers provided landscaping assistance and cleaned animal pens for a petting zoo run by volunteers.



Great Britain

HandsOn London

Volunteers met in Burgess Park to pull weeds, rake mulch, trim trees and clean up trash.



Ireland

Marymount

Volunteers pulled weeds, trimmed bushes and re-painted a garden wall to welcome residents and guests. Their hard work saved the Marymount gardener over a week and a half of time.



Ireland

Local Roots

Volunteers gathered native seeds from hedges and forests which will be propagated and used to create community powered forests and gardens.

local roots



Ireland

Clean Coasts

Volunteers battled the wind and cold to clean up a stretch of Sandymount Beach.



Disaster Relief

2024 was unfortunately an active year for natural disasters. From the catastrophic flooding in Brazil and Europe to the wildfires in California, it was a busy year.

Vertex launches disaster relief campaigns for each major event. For every dollar that employees donate, Vertex matches and contributes to either the American Red Cross or the International Federation of Red Crescent.

Through these partnerships our employees were able to help those impacted by the following weather-related events:

- Midwestern U.S. tornadoes/April
- Midwestern U.S. tornadoes/May
- Flooding in Brazil
- Flooding in Europe
- Hurricane Helene
- Hurricane Milton
- California Wildfires

Additionally, via the American Red Cross, employees donated blood during the Global Day of Service and at the King of Prussia, PA holiday party.

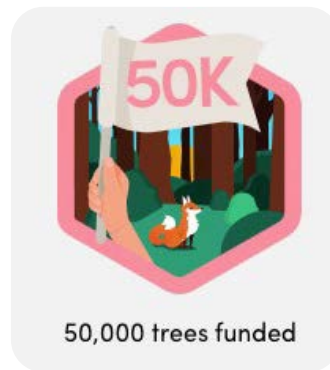


Vertex Forest

As part of our commitment to global sustainability, Vertex partners with Ecologi to plant trees and reduce carbon emissions all around the world in our Vertex Forests. We have seen them grow from our initial grove of 100 trees to well over 60,000 today through support from employees, customers, and vendors.

We challenged our employees to help us plant 1,000 trees between Arbor Day and Earth Day and were overwhelmed by their participation – their donations planted 3,200 trees! Ecologi also enables us to contribute to environmental projects throughout the world that are already effective in their fight against carbon emissions. Some of these projects include protecting the Amazonian Rainforest in Peru, converting landfill gas into power in Chile and even replacing cooking stoves in Eritrea with greener alternatives.

Our goal for 2024 was to plant 60,000 trees – and we did it!



Philanthropy and Customers

Exchange Europe

At Exchange Europe this year in Berlin, we rolled out our new global partnership with UNICEF.

At our booth in the Engagement Hub, attendees were able to learn about the amazing work UNICEF does around the world and how Vertex is supporting specific projects.

From clean water in Haiti to schools in Ghana, it was exciting to share the work we're supporting.



Exchange U.S.

Our customers truly enjoy participating in philanthropic activities at our Exchange and each year the opportunity to engage has expanded.

This year, not only did we donate a portion the registration fees to our corporate partners, but our guests were also able to choose from supporting the Vertex Forest, cuddling and/or adopting homeless puppies (of which there were three!) or actively participating in a variety of activities for great causes!



- 100 Welcome Home Kits were created by our guests for new adoptees and three puppies adopted!
- 85 Thank you cards were written by our guests that were sent to military members serving abroad
- 90 Uplifting and encouraging friendship bracelets were made and donated to the Children's Hospital of New Orleans, recognizing Taylor Swift's visit to NOLA!
- A portion of the registration fees were donated to each corporate partner with an extra donation to breastcancer.org who won the customer vote for who would get just a little extra donation!
- 602 pounds of surplus food from the event were donated to Ozanam Inn, equaling 502 meals!
- 1,265 were trees planted in the Vertex Forest

Employee Matching

We recognize that every employee has a cause or organization near and dear to their own hearts – that is why we have the Matching Program. The Philanthropy team matches employee donations dollar for-dollar up to \$200 annually for each full and part-time employee.

In 2024 employees supported over 80 organizations via matching gifts including the March of Dimes, Folds of Honor, National Wildlife Federation, and Shriners Hospital. On Giving Tuesday in the U.S. employees who hadn't yet maxed out their match, had the opportunity to have their donations doubled!



Some Organizations Employees Supported



BRG Support

Part of our work includes providing a way for each of the Business Resource Groups to support the philanthropic organization(s) of their choice.

The BRGs also sponsored events during Global Day of Service including the blood drive and the sustainability kits.



Team-Based Philanthropy

Part of our philanthropy program includes providing ways for internal teams/departments to add a philanthropic activity to their team meetings. We love this part of the program!



An Amazing Year

By the end of 2024, each employee volunteering around the world was like tossing pebbles of positive energy into a pond, spreading ripples of good energy in the communities where we work and live. From straight donations, hands-on activities, participation in fun contests, volunteering at the Day of Service and engaging customers and partners in our philanthropic work, our entire Vertex community made a difference – together.



North America

Latin America

Europe

Asia Pacific

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