



affirm

2024  
Annual  
Report





# Message from the Board President

Affirm Cares has been a huge part of my Affirm experience. In the course of my 5 years with Cares, I've witnessed us grow from a fledgling organization that was scrambling to distribute employee donations, to an established foundation that receives more organic grant applications than we can meet. As we've done this important work in our communities, I've made great friends and met colleagues with whom I wouldn't otherwise work regularly.

Reflecting on 2024, we've continued maturing as an organization. We created a volunteer program so that Affirmers can deepen our relationship with the nonprofits that we support. This has increased engagement and participation among our employee base. We rebranded our Development committee into an Employee Engagement committee with three distinct focus areas: Communications, Volunteering, and Fundraising. This helped us organize an "Affirm Cares Month" where we raised awareness and engagement more broadly by sharing stories describing Cares' impact and by hosting employee events to better explain how we work and why folks should get involved.

Looking forward to 2025 and beyond, we will need to better align our funding with our grant-making process. Today, we are able to have a huge impact in our communities, granting up to a total of \$30k every quarter in addition to occasional one-off grants and partnerships. You'll find more information about the specific grants and their impacts in the rest of this report. While we still have a healthy fund from which to make this impact, we have started to give in grants more than we receive in donations. In the next year, ideally we will drive engagement and increase our donations to match our current impact! If not, we may decide to reconsider the size or cadence of grants that we give.

Chris Reyes,  
Chairman of the Board



AFFIRM CARES 2024 BOARD OF DIRECTORS:

Alana Mazzei,  
**President**  
(through September 2024)

Chris Reyes,  
**President**  
(September 2024 - June 2025)

Katherine Adkins,  
**Vice President**

Siphelele Jiyane,  
**Treasurer**

Scott Astrada  
**Secretary**

Ulrico Izaguirre,  
**At-Large Board Member**

Brittany Harris,  
**At-Large Board Member**

Barb Cadigan,  
**At-Large Board Member**

Geddes Muson,  
**At-Large Board Member**

Who we are

The Affirm Cares Employee Foundation is an employee-led and employee-funded 501(c)3 nonprofit established in 2019. Affirm Cares is made up of volunteers who give their time, expertise, and resources to improve our workplaces and communities.

Led by our Board of Directors and the Affirm Cares Leadership Committee, we’re guided by the same values that drive Affirm’s business. Through grant making, volunteering, and fundraising, we advance Affirm’s commitment to improving people’s lives.

Mission

The organization aims to make a positive impact in the communities in which we work and live by sharing our expertise and funding across three impact pillars: Financial Literacy and Inclusion, Technology Education and Training, and Vibrant Communities. Since its inception, Affirm Cares has raised over \$920,000 in grant funds for local community nonprofits.

Pillars



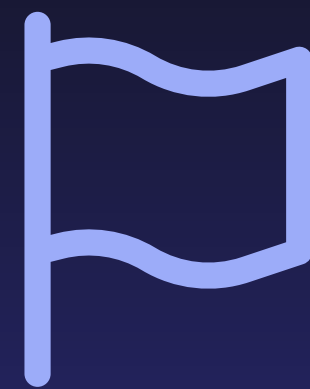
FINANCIAL LITERACY  
& INCLUSION

Provide fair, transparent, and responsible credit for communities and businesses, credit education support, and nonprofit investments focused on equitable economic growth.



TECHNOLOGY  
EDUCATION & TRAINING

Support access to technology and digital literacy for communities, as well as providing workforce development and support for small urban and rural businesses.


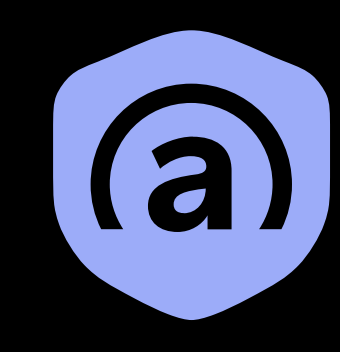
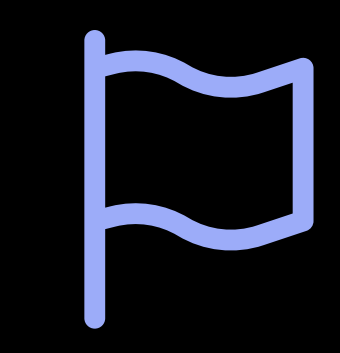


VIBRANT  
COMMUNITIES

Partner with organizations focused on housing insecurity, homelessness, civic engagement, neighborhood preservation and revitalization, small business development, and community enrichment.

# Grants by pillar

Each quarter, Affirm Cares awards grants to non-profit organizations across our key pillars. The selection process involves Affirmers reviewing applications, evaluating potential impact, and voting to determine grant recipients.

-  Financial literacy & inclusion  
\$40K
-  Technology education & training  
\$33K
-  Vibrant communities  
\$35K



Total grant support by pillar in 2024

## Financial literacy & inclusion



CHALDEAN COMMUNITY FOUNDATION

## Technology education & training



## Vibrant communities



CHRISTOPHER HOUSE  
LEARN DREAM ACHIEVE



# Beyond the workplace: employee-driven community grants

In 2024, Affirm's community spirit reached new heights as employees joined forces to amplify our impact beyond traditional quarterly "Grants by Pillar." Affirmers launched and supported several campaigns that extended the reach of Affirm Cares.

Through employee-driven community grants, Affirmers step up to support communities in moments of need and opportunity, from grassroots initiatives to global relief efforts.

Our employee-driven community grants showcased a dedication to caring that goes far beyond scheduled programs.



## Close The Gap operations campaign

The Operations Team raised \$540 dollars for [Close the Gap Foundation](#). With Affirm Cares matching, a \$1080 grant was awarded!

### Why it matters

Connecting Affirm's values to how we participate in our communities increases engagement and provides opportunity for Affirmers to connect.

"Close the Gap Foundation mission aligns with Affirm's own values: Empowering first-gen, low-income students to reach their full potential and live a fulfilling life. We know the value of supporting the young members of our community by providing them with equal access to the mentorships, scholarships, and project-based learning experiences that lead to endless opportunities. Our team and Affirm Cares are proud to partner with Close the Gap Foundation."

-Drew Moriates, Development & Engagement Manager, Operations @ Affirm, Inc.





Each year, a member of the Affirm Cares Advisory Committee is selected as Volunteer of the Year. The award is given in recognition to an individual who has shown exceptional dedication and contribution to Affirm Cares.

The 2024 recipient was [Julia Perschke](#). Julia has co-led the Grants & Partnerships Committee since 2021. The Grants & Partnerships Committee plays a crucial role in the operations of Affirm Cares. This committee is responsible for reviewing and vetting grant application submissions. The knowledge she has gained over the years have made her invaluable to the work.

Julia selected Outreach with Lacrosse & Schools (OWLS) as the non-profit organization to donate \$1,000. OWLS Lacrosse exists to bridge the opportunity gap for youth in Chicago's most historically underserved communities by combining the power of lacrosse with mentorship, academic support, and enrichment experiences.







## In collaboration with Affirmers in Spain

a campaign was launched to support those impacted by the devastating flooding in Valencia, Spain. 100% of the contributions were donated to [World Central Kitchen](#).

## Why it matters

As Affirm, Inc continues to grow, the Foundation wants to be able to reach their communities. This campaign, open to all Affirmers, was able to send \$1,500 to support efforts in Spain.



If you're part of a 501(c)3 and are interested in partnering with us, please apply for a grant at [affirm.com/cares](https://affirm.com/cares) and reach out to us at [grants@affirm.com](mailto:grants@affirm.com) with any questions!

To learn more, visit [www.affirm.com/cares](https://www.affirm.com/cares).