



**STUDYDADDY**

**Get Homework Help  
From Expert Tutor**

**Get Help**

## 10-4d Google and Employee Charitable Initiatives

In addition to its work through Google.org, Google contributes hundreds of millions of dollars directly to various charities and socially responsible organizations. Just before the company's initial public offering in 2004, Google's cofounder Larry Page promised Google would continually contribute 1 percent of its profits, 1 percent of its equity, and a significant amount of employee time to philanthropic endeavors. In terms of giving employee time, Google encourages employees to get involved in giving back to their communities. For instance, Google matches up to \$6,000 of each employee's contributions to nonprofits annually. It has donated more than \$50 million to thousands of nonprofits. Google also encourages employees to take time to volunteer in their communities, especially during its annual GoogleServe event, which sets aside one to two weeks each June for Google staff worldwide to get involved in their communities and donate time to good causes.



**STUDYDADDY**

**Get Homework Help  
From Expert Tutor**

**Get Help**