

Pure Good: Bay Area Companies Distribute \$22M to Community



Funding from 25 Bay Area companies will go toward organizations responding to COVID-19. Together with these companies, The Pure Good Foundation will support vulnerable populations, nonprofits, and small businesses, as well as national and global public-health response efforts.

This is an unprecedented moment in time, calling for companies and sectors to stand together in an urgent, coordinated global response. The 25 companies have come together to align efforts, increase impact, and encourage other companies to get involved. Pure is proud to join forces with this group to provide support to COVID-19 response by the CDC Foundation, United Nations Foundation, or the Silicon Valley Community Foundation. Together, we've joined forces to commit an initial \$22M in collective funding to these organizations on the front lines of COVID-19.

The [CDC Foundation's Emergency Response Fund](#) is meeting rapidly evolving needs around the world. "Philanthropic and private-sector support is critical for use alongside government funding to address needs that arise in emergency responses where speed and flexibility are paramount to saving and protecting lives," said Judy Monroe, MD, president and chief executive officer of the CDC Foundation. "That's why flexible philanthropic and private sector support is imperative. We are incredibly grateful to see everyone coming together at this time to address the very dangerous coronavirus threat."

The [UN Foundation COVID-19 Solidarity Response Fund](#) is supporting the global public-health response. It directly supports the World Health Organization's work to help countries prevent, detect, and respond to COVID-19.

"All of us have a personal stake in conquering this pandemic," said Elizabeth Cousens, President and CEO

of the UN Foundation. “We can bend the curve if we take swift, smart action now. Contributions to the COVID-19 Solidarity Response Fund will support the World Health Organization’s lifesaving work – and we are immensely grateful.”

The [Silicon Valley Community Foundation COVID-19 Regional Response Fund](#) is supporting organizations in each of the 10 Bay Area counties. The fund will specifically support low-income individuals and families, nonprofit organizations, and small businesses.

“We and our Bay Area community foundation partners are proud to lead this effort to raise funds and shepherd critical resources for those most in need in our region during this unprecedented global crisis. We are grateful that local companies are committing themselves to help our communities. In such uncertain times, it is uplifting to witness the philanthropic and business sectors coming together to take powerful action,” said Nicole Taylor, Silicon Valley Community Foundation President and CEO.

Pure joins Autodesk, Box, DocuSign, Dropbox, Cisco, GitHub, Intuit, LinkedIn, NetApp, Okta, PagerDuty, Palo Alto Networks, Pledge 1%, Postmates, Salesforce, SAP, ServiceNow, Silicon Valley Bank, Slack, SurveyMonkey, Twilio, Workday, Zoom Video Communications, and Zuora in this effort.

We urge other companies to join us in supporting their local and global communities during this time.