



THRIVE GLOBAL REDEFINES EMPLOYEE HOLIDAY GIFTING

Thrive Global is a behavior change technology company founded by Arianna Huffington with the mission to end the stress and burnout epidemic.

CHALLENGE: FINDING A MEANINGFUL EMPLOYEE GIFT DURING PANDEMIC

When the pandemic forced employees to work remotely, Thrive Global wanted to boost their spirits during the holidays. The company traditionally gave its team members sweaters or pajamas as a holiday gift, but wanted to send them something more meaningful. Employees expressed an interest in charitable giving, and Thrive wanted to help them make a bigger impact.

SOLUTION: REPLACED PHYSICAL GIFTS WITH CHARITABLE EXPERIENCES

Together with its philanthropic arm, the Thrive Global Foundation, Thrive used TisBest Charity Gift Cards as a key component of its holiday giving campaign. Each employee received an email with a link to redeem their \$100 digital TisBest Charity Gift Card. Reminders to "spend" their card were shared via team meetings and direct messages. In line with its mission, Thrive Global also sent employees inspirational Microsteps to help them along their giving journeys.

CASE STUDY

COMPANY

Thrive Global

INDUSTRY

Behavior Change B2B SaaS
Technology Company

LOCATION

New York, NY

SIZE

154 employees



WHY TISBEST?

- Easy-to-use matching gift program
- Instantly available digital charity gift cards
- Aligns with Thrive's core values + mission

158

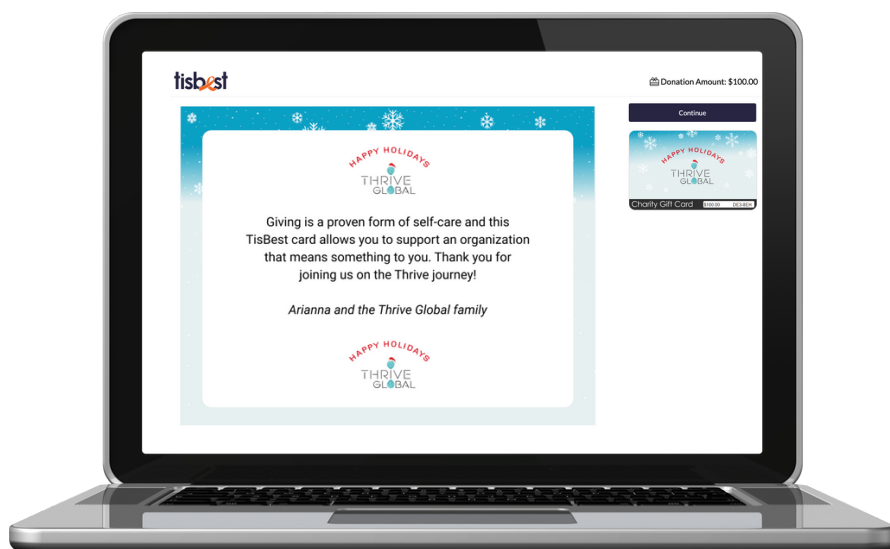
DIGITAL GIFTS

100+

CHARITIES SUPPORTED

\$15K+

DONATED



“Receiving this wonderful charity gift card inspired me to do something positive following the death of my beloved husband. The simple act of giving back has been extraordinarily helpful in taking me out of my own grief.”

– Thrive Global card recipient

RESULT: NEW GIFTING TRADITION WITH POSITIVE SOCIAL IMPACT

By creating a culture of giving during the holidays, Thrive Global connected with its employees in a meaningful way. During team meetings employees shared their charitable giving experiences. It gave Thrive a glimpse into their employees’ core values by learning what types of causes mattered to them most. Together, they made a significant impact on their employees’ designated charities.

In addition to holiday gifts for employees, Thrive Global also sent TisBest Charity Gift Cards to its customers for the 2021 holiday season.