



Help change the world

At Laika, we believe giving back is critical to support and shape the world we want to live in. We also believe that bringing your whole, authentic self to work makes it easy to connect and engage with others. For these reasons we choose to support the charities our clients and employees support.

As with many companies, we wanted to thank our clients for their support during this last holiday season. While gifts and cards can always be nice to receive, we thought a better way to express our gratitude would be to thank them by giving to a cause they support. So we put out the offer to our clients, if they would identify the charity, we would make a donation in their name. In total, we made 462 donations to a total of 181 different charities. Not all clients had a specific charity in mind, so for those donations we chose an organization that directly impacts an important demographic and skill gap in our industry: **Girls Who Code.**

Founded in 2012 by Reshma Saujani, **Girls Who Code is one of the fastest growing non-profit organizations in the world focused on empowering girls.** Serving girls from 3rd grade through college, they have reached 450,000 students through their free programs in all 50 states and internationally in the UK, Canada, and India. **They do more than teach girls to code; they teach them to be brave. When they doubt themselves, they teach them to persist. Above all, they connect them to one another in an unbreakable Sisterhood.** They show girls that there are no spaces in this world where they don't belong. They encourage them to raise their hands, to claim their seats, and to control their own destinies by learning the skills they need to thrive in the world today.

Supporting the charities our clients support is one method we use to focus our charitable giving, another is by giving to the charities our employees believe in. For this reason, we have a Charitable Contribution Matching program at Laika. With this program Laika will match any employee donation to a cause of their choice of up to \$200 per year. If the employee would rather give their time or effort to a cause (*volunteering, running a marathon, etc.*), Laika will donate the \$200 in their name to the charity they are working with.

With these programs, we like to think we can help change the world in ways that our clients and employees support. It's just another part of working at Laika, being your authentic self and helping the causes you believe in.