

# Voya Financial Charitable Sponsorships

## Guiding Principles and Evaluation Criteria

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### Guiding Principles

Voya Financial® supports charitable sponsorships to eligible nonprofits whose (1) missions align with Voya Financial business priorities; (2) work supports children's education, financial literacy and disaster relief; and (3) focus on engagement of Voya employees.

Voya Financial reviews and considers every funding request received from a qualifying, eligible organization. The volume of requests received annually prevents the support of every eligible and worthy cause. Sponsorship awards are made on a one-time basis and are not an indication of long-term support, unless otherwise specified in a contract agreement with a signature partner.

### Voya Financial supports the following:

- 501(c)(3) non-profit and other organizations providing unique programming and/or community outreach initiatives directed toward our giving priorities.
- Events for charitable causes that engage our employees, partners, stakeholders, and clients.
- Events that take place in Voya Financial key markets.

### Evaluation Criteria

Charitable sponsorship proposals that meet ALL of the following criteria and our charitable sponsorship guidelines will be considered for funding:

- Organization meets [Voya Financial nonprofit eligibility guidelines](#).\*
- Organization is a 501(c)(3).
- Organization has not historically received excessive support.
- Proposal generates an appropriate amount of reach and brand awareness relative to its request amount.
- Organization has not received sponsorship funding in the past 12 months.

\* The Salvation Army is not eligible for Voya Financial funding.