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\$200K raised for SMMEF



SMMEF Executive Director Linda Greenberg Gross (fourth from left) received a check from Judy Hackett (far right), SVP, chief marketing officer at Dun & Bradstreet Credibility Corp. Photo submitted

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Staff Report

3:21 pm PST December 15, 2014

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The Santa Monica-Malibu Education Foundation met Dun & Bradstreet Credibility Corp.'s challenge to raise \$100,000 by Dec. 31, in turn receiving a \$100,000 matching gift from the Malibu-based company.

This is the second year that Dun & Bradstreet Credibility Corp. has contributed a matching gift to SMMEF, for a total of \$250,000 to the organization over two years. The gift will support the Santa Monica- Malibu Unified School District's Vision for Student Success program.

Dun & Bradstreet Credibility Corp. has made this gift through its EdAhead program, which was established to support education initiatives in the communities where Dun & Bradstreet Credibility's offices are located. EdAhead is the nation's first education savings initiative with a multiple match. The company matches employees' contributions to their 529 college education plans, up to a set amount each year, adding the match to each employee's account on an annual basis. Employee-matched contributions then activate a second match, with the aggregate per office match amount donated to the local public school system where that office operates.

The matching gift was an incentive for donations from SMMUSD families and community members.

"We are excited to see that our donation to SMMEF galvanized the community to support its students," said Jeff Stibel, Chairman and CEO of Dun & Bradstreet Credibility Corp. "It is

an honor to support our local public schools through our EdAhead program. I hope this gift will inspire other businesses to do their part, too.”

In addition to the matching gift, funds will be made available by Dun & Bradstreet Credibility for a high school student internship program during the summer of 2015.

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