

Staff Report

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Malibu-based Dun & Bradstreet Credibility Corp. announced on Nov. 4 that it is challenging the Santa Monica and Malibu communities to raise funds to match its \$100,000 contribution to the Santa Monica-Malibu Education Foundation (SMMEF). The gift will support the Santa Monica-Malibu Unified School District's Vision for Student Success program.

This marks the second year that Dun & Bradstreet Credibility has made the Santa Monica-Malibu Unified School District a beneficiary of 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 first 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.

To date, Dun & Bradstreet Credibility has donated \$245,000 to schools in North Carolina, New Jersey, Arizona and California communities. The commitment to California will benefit all the public schools in the Santa Monica-Malibu Unified School District, which is the home district for the company's headquarters in Malibu.

"We are honored to do our part to support local public schools with our EdAhead donations," said Jeff Stibel, Chairman and CEO of Dun & Bradstreet Credibility Corp. "It is time for all businesses and individuals to do their part to support our children, and we are excited to launch this \$100,000 matching gift to the community at large."

The Santa Monica-Malibu Education Foundation will soon begin to raise funds to match Dun & Bradstreet Credibility's donation. The Foundation's fundraising for the match will continue through the end of December.

"We are so grateful for Dun & Bradstreet Credibility's generous gift to the Education Foundation to support the Santa Monica-Malibu Unified School District's Vision for Student Success program," said Linda Greenberg Gross, Executive Director of the Santa Monica-Malibu Education Foundation. "It is one of the largest donations this year and will make a tremendous impact for students across the district and we thank Dun & Bradstreet Credibility for its leadership on behalf of public education in our community."

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. In 2014, seven high school students received paid internships and were collectively given over \$30,000 in scholarships to use towards college by Dun & Bradstreet Credibility Corp.

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