

# SANTA MONICA Mirror

## Santa Monica-Malibu Education Foundation Secures \$150K Gift Challenge

MONDAY, 7 OCT 2013, 9:33:00 AM

BRENTON GAREN

The Santa Monica-Malibu Education Foundation  
has secured a \$150,000

matching gift challenge grant from Malibu-based  
Dun & Bradstreet

Credibility Corp. -- a provider of credit building  
and credibility

solutions for businesses.

For every donation made to the Education  
Foundation through December

20 of this year, D&B Credibility will make a dollar-for-dollar

matching contribution, up to \$150,000. These funds are the result of the

company's EdAhead™ initiative, and are part of its deep commitment to

higher education and the path that leads to it.

D&B Credibility is making a cash and in-kind investment this year

totaling \$250,000. This includes the \$150,000 matching gift, as well as

the development of a high school summer internship program, in

partnership with the Santa Monica-Malibu Unified School District, with

scholarships, technology, staff and other expenses covered by D&B

Credibility.

Jeff Stibel, Chairman and CEO of Dun & Bradstreet Credibility

Corp., said the company was honored to support the efforts of the Santa



Courtesy Photo  
Jeff Stibel is Chairman and CEO of Dun and  
Bradstreet Credibility Corp.

Monica-Malibu Education Foundation.

“We are so pleased to be making our first EdAhead donation through this major commitment, and to help the Santa Monica-Malibu Education Foundation raise even more money through a matching gift initiative. It is a program that is really paying it forward,” Stibel said.

This will be the first year of what is expected to be a long-term, multi-faceted partnership between the Santa Monica-Malibu Education Foundation and Dun & Bradstreet Credibility, which is also sponsored the Santa Monica 5000 on Sunday, a race that benefits athletics in Santa Monica-Malibu schools.

Through the EdAhead™ program, D&B Credibility matches to a certain limit employee contributions to the company’s 529 plan, effectively doubling the amount the employee is putting into his or her college savings account, and then totals up the matched amounts for each office and donates the same amount to the school district in which the office is located.

The commitment to the Santa Monica-Malibu Education Foundation will benefit all schools in the Santa Monica-Malibu Unified School District, which is the home district for the company’s headquarters in Malibu, CA.

Linda Greenberg Gross, Executive Director of the Santa Monica-Malibu Education Foundation, said this was a remarkable demonstration by Dun & Bradstreet Credibility Corp. of how corporations can support their local public schools, provide their employees a meaningful benefit and show genuine commitment to the community in which it operates.

“We hope more companies will join Dun & Bradstreet Credibility’s EdAhead initiative,” she said. “We are pleased to partner with Dun & Bradstreet Credibility in fundraising for the District’s Vision for Student Success initiative, and expect that our base of supporters will

grow as a result of this matching gift challenge. We are truly grateful

to the company, its leadership and employees for their generosity.â€

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