

MapAnything Makes Lasting Community Impact by Pledging 1% Equity to Foundation For The Carolinas

CHARLOTTE – MapAnything, a local tech company that provides geolocation services for Salesforce and ServiceNow, announced today its intention to donate 1 percent of equity in its company to Foundation For The Carolinas. The gift is part of MapAnything’s commitment to Pledge 1%, a global movement that encourages companies to pledge 1 percent of staff time, equity, product or profit for their communities.

The gift allows MapAnything to be charitable now and in the future, when the shares are liquidated. The resulting funds will be used to create an FFTC Corporate Donor Advised Fund, through which MapAnything can make grants to nonprofits.

“Starting a company is not easy and presents new challenges every day,” MapAnything CEO John Stewart said. “Entrepreneurs need to remember how blessed they are to be tackling these challenges when many around us are facing much more pressing and much more fundamental challenges.”

Since its founding in 2009, the company has steadily grown. MapAnything recently announced a funding round of \$33.1 million, and it currently employs 150 people and services 1,700+ clients. Alongside that growth, it consistently prioritized its philanthropic endeavors. MapAnything committed more than 365 hours of its employees’ time to community volunteering, recently donated more than \$35,000 to local charities and worked with the City of Charlotte to promote youth employment by hiring eight Charlotte-Mecklenburg students for the summer.

“The concept behind Pledge 1% is that companies who engage in early-stage corporate philanthropy and leverage a small portion of future success can have a significant long-term impact on the community,” said Doug Benson, FFTC deputy counsel and vice president, who helped structure the transaction. “We are hopeful that MapAnything’s gift will inspire other companies and business owners to review their charitable goals and consider whether a similar gift will help achieve those goals.”

The 1 percent equity gift was made through FFTC’s subsidiary, Community Investments Foundation, which allows the Foundation to accept gifts of ownership interests in privately held companies for charitable purposes. Given the amount of wealth in the U.S. comprised of private businesses, this has become an important trend in charitable giving. Last year, 20 percent of contributions to FFTC (\$97 million) were gifts of closely held business interests.

For more information on how your company can make a lasting impact, visit GiveBusinessInterests.org, or contact FFTC at philanthropy@fftc.org or 704.973.4529.

About Foundation For The Carolinas

Foundation For The Carolinas is a nonprofit community foundation serving donors and a broad range of charitable purposes in North and South Carolina. With assets of \$2.2 billion, the Foundation encourages and makes possible philanthropic giving by individuals of all means to benefit their communities. Visit www.fftc.org.

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NEWS RELEASE

About MapAnything

Combine today's global economy with a mobile workforce, and you get a lot of moving parts. CRM alone can't help you answer the critical business questions: Where is my business? Where do I need to go? Founded in 2009, MapAnything is an innovator and pioneer in Geo-Productivity Software. With more than 1,400 customers globally, ranging from Large Enterprises to Small Business, we believe that "Where Matters."

MapAnything is a Salesforce Gold App Innovation Partner and a ServiceNow Technology Partner. We have received Ventana Research's 2016 Technology Innovation Award for Location Analytics and been named a Customer's Choice – Highly Reviewed App by users of Salesforce. To learn more, visit www.mapanything.com.

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