

# SOCIAL IMPACT



# ANNUAL REPORT

# 20 24

# OPENING DOORS



## TO LIFE'S UNFORGETTABLE MOMENTS

**At Shutterfly, we make life's experiences unforgettable.**

And we believe **everybody** deserves to experience unforgettable moments.

Across the company, Shutterfly and our family of brands continued our legacy of significant and meaningful community outreach in 2024, including partnerships, programs, grants, and employee volunteerism. Our work comes to life through companywide efforts, local chapter engagements, the Employee Hardship Fund, and our signature consumer facing platform, the Open Door Project.

### IMPACT SNAPSHOT

**\$418k**

cash grants

**\$275k**

in kind and  
material donations

**\$4,710**

donated by employees  
to the Employee  
Hardship Fund

**1,578**

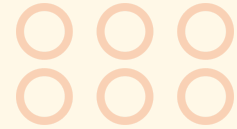
volunteer hours by

**411**

employees



# AMPLIFYING IMPACT



Through the Open Door Project, our goal is to help provide access to life's milestone moments to all. And more than just access, we help celebrate those important milestones along the way.

In 2024, we helped amplify the incredible work and support the life-changing goals of our signature partners, Best Buddies and Covenant House:



## 2024 RESULTS

**Covenant House International** facilitates wraparound assistance for youth experiencing homelessness.

- **58,000** young people supported across **5** countries
- **2,200** youth slept in a Covenant House bed each night
- **790,000** nights of housing provided
- **1.7M** meals served to young people
- **24,000** onsite medical visits provided

**Best Buddies International** is changing the lives of individuals with intellectual and developmental disabilities (IDD).

- Over **137,000** participants worldwide
- 1-to-1 Friendship chapters in **2,744** schools
- **10,980** Citizens and **4,988** e-Buddies in the 1-to-1 Friendship program outside schools
- **2,093** participants in the integrated employment program working more than **2M** hours, earning over **\$30M**
- More than **1,000** Ambassadors and **15,000** promoters in the Leadership Development Program





# POWER OF INCLUSION



We celebrated the power of friendship and inclusion with Best Buddies in honor of International Friendship Day. Best Buddies invited us behind the scenes at their Friendship Walks throughout the country to find perfectly imperfect, unscripted moments of true friendship, connection, and joy, which we showcased in a powerful social media campaign. Our customers and followers responded with some of the highest social engagement with our posts throughout the year. We also updated our Friendship Toolkit and directed our followers there to explore how simple acts of kindness can have significant impact on others' feelings of inclusion. And, for the more than 10,000 buddy pairs in schools across the country, we delivered updated Buddy Journals, helping to celebrate a year of friendship.



**Brad, Kate and Lisette: Alabama**



*Brad, Kate and Lisette became friends at summer camp and recently reunited at a Best Buddies Friendship Walk. In this photo, Brad is pretending to be the DJ and invited his friends to flip their hats around and DJ with him! Lisette said "I think this photo captures the three of us and our friendship perfectly. I love that our friendship has no barriers, regardless of diagnosis, distance, etc. These two play a huge role in who I am today!"*



# SPREAD WARMTH SHARE LOVE



At Covenant House, a safe place to sleep is just the beginning. During Youth Homelessness Awareness Month, we donated 500 blankets for supply kits for young people, which were assembled at Covenant House's Rally to End Youth Homelessness in Times Square. And during our holiday peak period, we invited Shutterfly customers to join us in spreading warmth and sharing love by participating in our holiday blanket campaign, where we donated \$1 for every Shutterfly blanket purchased, for a total contribution of \$50,000. Covenant House alumni helped us raise awareness for the crisis of youth homelessness and the life-changing work of Covenant House by sharing their unique stories on our website and social channels.



**Molly, Covenant House Alumnus**

*"Covenant House represents the promise of a brighter future for youth experiencing homelessness. Every day at Covenant House was an opportunity for us to support and look out for one another. The sense of community there encouraged us to stick together and lend a hand whenever we could. From the moment I first stepped through the doors of Covenant House, I have always felt a warm welcome, and that feeling has stayed with me to this day."*



Earlier in the year, we supported Covenant House New York's second annual Art Show, which showcased over 125 pieces created by youth experiencing homelessness. The collection featured watercolor and acrylic paintings, photography, sculpture and jewelry, and provided a platform for the youth to express themselves: their journeys and aspirations. Shutterfly donated the canvas for all printed pieces to be hung and sold, with 100% of the sales going directly back to the artists. Shutterfly was also happy to produce Covenant House's donor cards and holiday gift, a beautiful desk calendar featuring youth artwork.





# GIVING BACK TO OUR LOCAL COMMUNITIES

Dedicated Shutterfly employees at multiple sites extended the reach of Shutterfly's Open Door Project by engaging with local community organizations. We provided grants and employee volunteers to organizations supporting marginalized communities, at-risk youth, people experiencing homelessness or hunger, and more. In 2024 alone, more than 400 employees across the country and in Haifa, Israel, engaged in chapter-led local volunteer events, contributed significant in-kind donations, and gave more than \$35,000 back to the local communities where we live and work. Highlights included several engagements with local food banks and food pantries, home improvement, community space revitalization, toy drives, and workforce readiness support.



# EMPLOYEES SUPPORTING EMPLOYEES

Shutterfly is proud to offer an Employee Hardship Fund, which provides financial assistance to employees and their family members when tragedy or crisis strikes. Since its inception in 2016, more than \$380,000 has been granted to employees in need, and more than \$65,000 has been contributed by employees to help one another. In 2024, we granted more than \$53,000 to 27 employees in their time of need.



Want to learn more about the Shutterfly Foundation and the Open Door Project?  
Contact us!



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