

Subject: Incident # S-1555034 - Hello, from CVS Executive Office

From: ExecutiveOffice <ExecutiveOffice@CVSHealth.com>

Date: 8/13/2020, 4:46 PM

To: "toddbank7@gmail.com" <toddbank7@gmail.com>

Dear Mr. Bank,

Thank you for your letter to Eileen Boone. We've attempted to respond to as many of your questions as practicable by providing background and information on the key charitable programs you referenced.

Our in-store fundraising campaigns are focused on engaging our customers and colleagues in giving back to the communities we serve. Over the years, we have had a variety of in-store fundraising campaigns to support various charitable organizations, including St. Jude Children's Research Hospital, The ALS Therapy Alliance, The American Lung Association, The American Cancer Society and the Alzheimer's Association. Each campaign typically has its own legal agreement covering amounts, marketing of the campaign and disbursement and use of funds. Donations can be made at the front of the store or the pharmacy and 100 percent of all dollars raised at the register through these campaigns are provided to the charity. In addition, because donations are made by our customers or colleagues (and we do not differentiate between the two types of donations), everyone who makes a donation receives a message on their paper or digital receipt, including the charity's EIN number and a record of their donation to use for tax purposes. CVS Health does not claim any tax benefit for those donations.

We typically promote these in-store fundraising campaigns through a variety of different means including in-store radio, customer and employee signage and social media. However, the primary request to donate appears on the pinpad and asks the customers if they would like to support the charity and focus area with a donation. Customers also have the choice to choose no donation on the pinpad. While we do not publish campaign goals publicly, we do provide internal goals to our store teams. This helps us engage colleagues in our efforts to give back to the causes we are supporting and asking our customers to support. Campaigns generally run between 3-4 weeks and we have always met or exceeded our goals, so we have not made the decision to end any campaigns early. Again, all collected funds are sent to the charity, including any funds in excess of the goal.

As a company, CVS Health and its affiliates make a variety of donations, such as grants from our foundations and our company, in-kind donations (including products and services), in-store fundraising and colleague support. On an annual basis, we have reported anywhere from \$100-\$150 million collectively for this support over the last several years. Much of that support is directed to our marquee charitable initiatives, including [Be The First](#) and [Building Healthier Communities](#). These are distinct initiatives and our \$50M and \$100M respective commitments are focused on achieving key goals under each umbrella program. Through these links you can learn more about these programs, the charitable organizations we support for each, and our ongoing commitments.

As I've outlined above, our Corporate Social Responsibility & Philanthropy program spans a large variety of efforts. We typically have agreements with the charities we support, to help ensure that funds are being directed and used appropriately, and that we are complying with legal and regulatory guidance in the states where we operate.

If you have any further questions, please let us know.

Sincerely,

Joanne
Vice President, CSR & Sustainability