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## HOW WE GIVE: FAQs

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The questions below coincide with the “How We Give” video that can be found in [viaU](#).

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### 1. WHY DID WE CHANGE FROM SAYING 50% OF PROFITS OR HALF OF PROFITS DONATED? (0:12)

When we first started ONEHOPE, we wanted our message to have a big impact and be quite simple for people to understand. Our intentions were really good, and “50% of profits” or “half of profits” is what we originally decided to commit to. But, as we started to dig into it and as the company evolved, we realized “50% of profits” is quite complex across 100+ different products and 35+ different causes.

We realized that focusing on the amount of dollars donated is a flawed way of thinking. We’ve been taught to think in percentages and dollars rather than being concerned about what those dollars are actually going towards and how they are going to help people and help the world. With that, we thought that it was important to move toward a quantifiable impact.

We’ve also come to realize that while the U.S. consumer is smart, they are also quite skeptical. When you speak in terms of percentages it can sound vague and consumers either have more questions or start to wonder if they are paying X dollars more for the product. Alternatively, when you give consumers a quantifiable impact, they are able to embrace that their purchase is making a tangible difference.

### 2. WHAT CAN WE SAY INSTEAD OF 50% OR HALF OF PROFITS? WHAT IS THE ‘ELEVATOR PITCH’? (1:57)

You can start with “every bottle makes an impact” or “every product makes an impact”. And then follow up with specific examples, like “every bottle of our Sparkling funds 2 meals for children fighting hunger” or “every two bottles of Sauvignon Blanc helps plant a tree with reforestation projects around the world”.

### 3. HOW DO WE COME UP WITH THE AMOUNT WE ARE GOING TO DONATE? (2:47)

We figure out how much we are going to donate by working closely with our cause partners and figuring out how much it costs to create one unit of impact. A unit of impact, for example, is a meal provided or a forever home that is funded. Once we understand that, we try to apply it to a single case or a solid number of bottles so that in the end we have something easy to understand, like every bottle helps to fund two meals or every case helps to fund a forever home.

### 4. HOW DO WE CHOOSE OUR CAUSE PARTNERS? (3:25)

To choose our charitable partners, we look at 14 standards. These are our guidelines for what nonprofits we will work with. Not all of the standards are mandatory, but we do try to measure nonprofits based on these standards. For mandatory standards, see our one-sheet listed in [viaU](#).



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### 5. HOW OFTEN DO OUR CAUSE PARTNERS CHANGE AND WHY DO WE CHANGE THEM? (4:18)

We are very committed to the partners that we choose, so we don't switch our nonprofit partners that often. We know that building long-term relationships is an important part of having a sustainable impact with a nonprofit. Some of the reasons we have to change them are:

1. If their mission changes
2. If their management team changes
3. If the nonprofit is acquired by another group

If any of this occurs, we will seek out other nonprofits that fit our standards and guidelines and align with our mission.

### 6. WHY IS THE CAUSE OF CHOICE DONATION A PERCENTAGE? (5:25)

We wanted to make the 10% donation as flexible as possible. With the amount of events taking place within the CEO community every week, there end up being many different local causes that receive donations. Calculating the dollar to impact ratio for each of the individual Cause of Choice partners would be nearly impossible, so the 10% donation is still the next best thing; something you can quantify easily at end of the event based on how many sales there are and provide a dollar amount that was donated to the Cause of Choice.

### 7. IS THE DONATION PART OF THE COST OF GOODS, THE MARKETING BUDGET, OR SOMETHING ELSE? (6:54)

The donation is part of the ONEHOPE business model; however, it is not part of the cost of goods sold nor is it a marketing expense, it is its own part of our business that we celebrate and budget for. See the one-sheet that describes ONEHOPE's business model in [viaU](#).

### 8. WHY DON'T WE PUT THE NAME OF THE CAUSE PARTNER ON THE BOTTLE? (7:55)

We've chosen not to put our cause partner's logos on the bottle for a few reasons:

1. Occasionally we have to change cause partners
2. Many of the wines in our portfolio only bottle once a year
3. There are some regulatory challenges with some nonprofits with having their logo on a bottle of wine or our food products

### 9. CUSTOMERS AND NPO'S ASK IF THEY CAN CONSIDER THEIR PURCHASES A TAX DONATION SINCE THE FOUNDATION DONATES AS WELL?

No, it is not a tax deduction for the customer since they are not making the donation. The ONEHOPE foundation makes the donation.