



Truist – the company

In July 2008, CreateHope and United eWay joined collaborative forces and created Truist. The merger was a direct response to clear market demand for an integrated, strategic approach to philanthropy program administration addressing the full “supply chain” of giving – from donor to recipient. The combined company, with offices in New York and Washington, DC, is uniquely positioned to power the planning, tracking and management of global employee and community involvement initiatives.

Prior to the merger, CreateHope, founded in 1999, delivered enterprise community-involvement solutions to corporations via a configurable technology and service portfolio supportive of employee and company contributions, volunteer management, disaster response, nonprofit vetting and international deployment. The company entered the workplace-giving arena in 2001 with the first iteration of its flagship GivingStation® technology platform, and through the years built a client base that impacts communities around the world with thousands of volunteer hours and millions of company and employee charitable dollars.

Prior to the merger, United eWay, founded in 1999, referred both to a sizable organization of professionals and an integrated suite of products and services built to efficiently enable community-focused impact activities. The organization was a wholly owned non-profit [501(c)3] subsidiary of United Way of America – the national leadership organization for the United Way system. United eWay employed more than 35 professionals with a steadfast commitment to deliver philanthropic technology products and services. United eWay operated with an independent Board of Directors which performed operational and fiduciary oversight, and a reporting relationship to the United Way of America Board of Directors.

The transaction fee that each company pays United Way of Greater Milwaukee is actually the same amount that is transferred to Truist to provide the services above. United Way of Greater Milwaukee acts as a partner or “reseller” in that we are licensed to provide our own configuration and support for the local customer. We do not add any fee for the use of United eWay locally, rather see the support as the same customer service we offer our paper-based campaigns. Your contract is with the United Way of Greater Milwaukee.