

G I ♥ E

STEVEN & ALEXANDRA
COHEN FOUNDATION

2016 ANNUAL REPORT



The Steven & Alexandra Cohen Foundation is committed
to inspiring philanthropy and community service by
creating awareness, offering guidance, and leading by
example to show the world what giving can do.



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A LOOK BACK AT 2016

A LOOK BACK AT 2016

EXECUTIVE SUMMARY

2016 was a busy year for the Foundation which included a shift in our approach to giving, the launch of two major campaigns, the expansion of the Cohen Lyme Initiative, and the opening of a new headquarters.

Inspired Giving

Early in 2016, we realized that the causes that inspire us do not always fall into the six core focus areas where we have historically given. Thus, we defined a new approach to drive our giving: Inspired Giving. Our shift toward this non-traditional approach allows us to reach organizations that are making a real impact in the communities they serve.

The Giving Tour

The Giving Tour started as one of Alex's "bucket list items" but evolved into one of the Foundation's most visible programs of 2016. After the successful road trip in early spring, the team decided to make the Giving Tour an ongoing campaign and implemented a plan to visit a new state each month, with the ultimate goal of eventually visiting all 50 states.

Lyme Disease

Lyme disease was a major focus for our giving in 2016 as we increased our grants in this space by nearly 470 percent. However, grants were not the Foundation's only weapon against Lyme disease. In addition to distributing nearly \$10.7M of the \$40M+ we have committed to Lyme causes, the Foundation also launched a cornerstone campaign: #TargetLyme. The national PSA ran - and continues to run - across broadcast, radio, digital, print and social media platforms, with outstanding results.

Moving Into Our New Home

The Foundation moved into its new home in the Fall of 2016. The new building has allowed us to centralize our operations in a space that is warm and inviting, while also inspiring a sense of giving that holds true to our mission.

Inspiring Philanthropy

As part of our commitment to inspire philanthropy and community service, the Foundation introduced new organizations and brought novel experiences to the employees of Point72. Throughout the year, the Foundation coordinated volunteer events with grantees and firm employees, arranged talks with leading health experts and organized conferences to support the women of the firm, among other initiatives.



IN 2016 ALONE, WE
GAVE MORE THAN
\$52M

ARTS

\$5.2M



CHILDREN'S HEALTH

\$25.3M



EDUCATION

\$7.5M



LYME

\$10.8M



NEIGHBORS

\$2.7M



VETERANS¹

\$1.4M

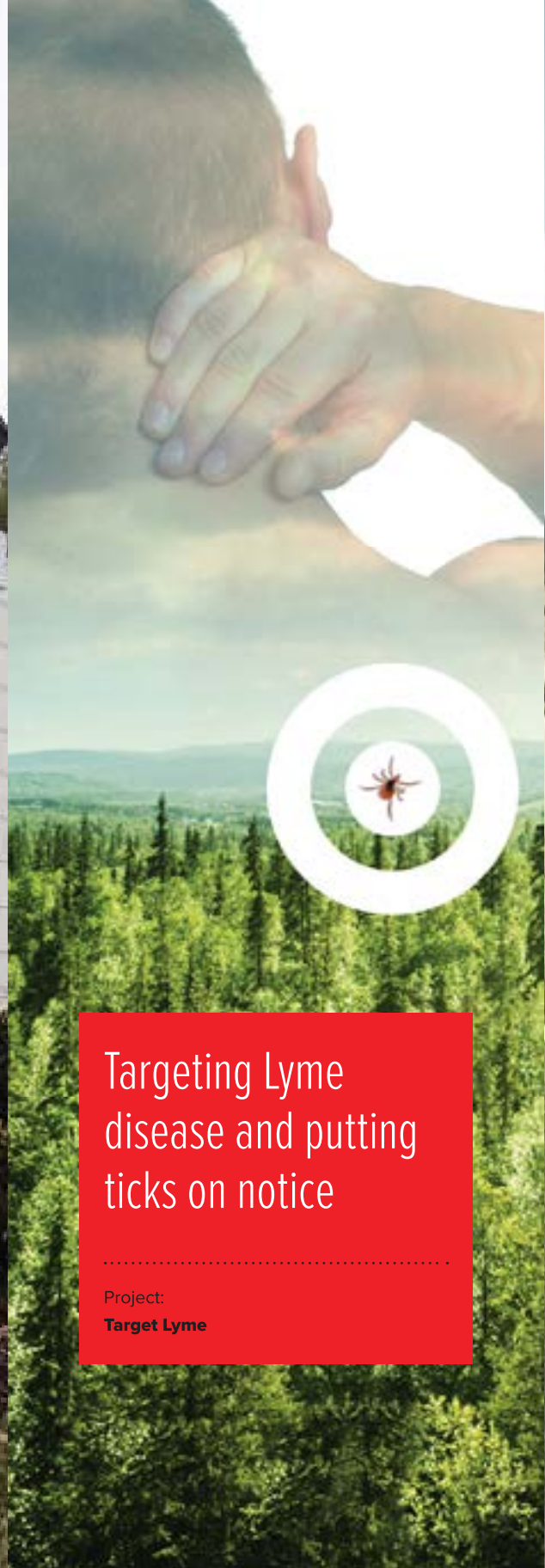


¹Does not include funding to Cohen Veterans Network.



Creating a new, permanent home for the Foundation

Project:
GIVE Central



Targeting Lyme disease and putting ticks on notice

Project:
Target Lyme



Expanding our giving to reach “Forgotten America”

Project:
The Giving Tour



RAISING AWARENESS



NEWS COVERAGE

Developing a voice in print and online media

Awareness of the Foundation grew in 2016 through print and online media. A total of 61 unique articles appeared in over 44 different publications, ranging from top-tier media (*Vanity Fair*) to local press (*Stamford Advocate*) to philanthropic publications (*Inside Philanthropy*).



126% INCREASE

IN TOTAL MEDIA COVERAGE
FROM 2015 TO 2016



SOCIAL MEDIA

Building a following with our online audience

The Foundation greatly increased its visibility across social media by focusing on two platforms (Facebook and Twitter) and creating a consistent stream of content, complimented by real-time updates and grantee news. As a result, we saw a significant gain in followers and an increase in interactions (likes, retweets, etc.) across all platforms.



52% INCREASE

IN TOTAL FOLLOWERS
ACROSS ALL SOCIAL PLATFORMS



#TARGETLYME

Raising awareness about Lyme disease

The launch of the #TargetLyme public service announcement marked a significant milestone in the Foundation's mission to raise awareness of Lyme disease. From its release in late summer through the end of 2016, the PSA aired more than 25K times on 85 TV stations and more than 142 radio stations.



25K AIRINGS

TOTAL NUMBER OF TIMES THE PSA
WAS AIRED ON TV & RADIO

BY THE NUMBERS

Facebook

	FANS	2,255	↑ 42%
	POSTS	179	↑ 52%
	LIKES & COMMENTS	16,874	↑ 129%

Twitter

	FOLLOWERS	569	↑ 115%
	TWEETS	200	↑ 13%
	LIKES	2,312	↑ 1.9K%
	RETWEETS	1,180	↑ 1.6K%

Media Coverage

	ARTICLES	61	↑ 126%
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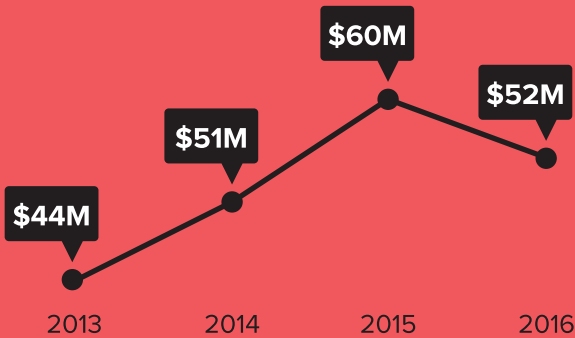
Foundation Website

	VISITORS	31K	↑ 71%
	PAGE VIEWS	133K	↑ 130%

GIVING HIGHLIGHTS

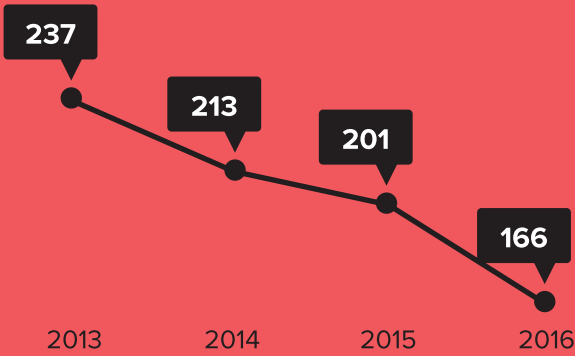
2016 TOTAL GIVING

\$52
Million



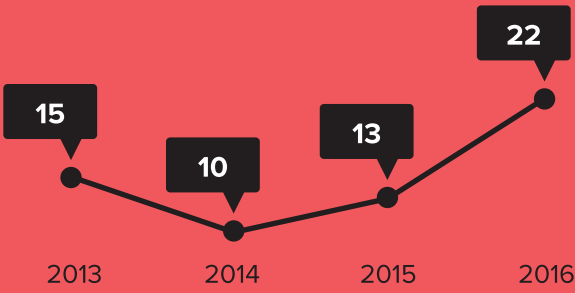
2016 TOTAL GRANTS

166
GRANTS

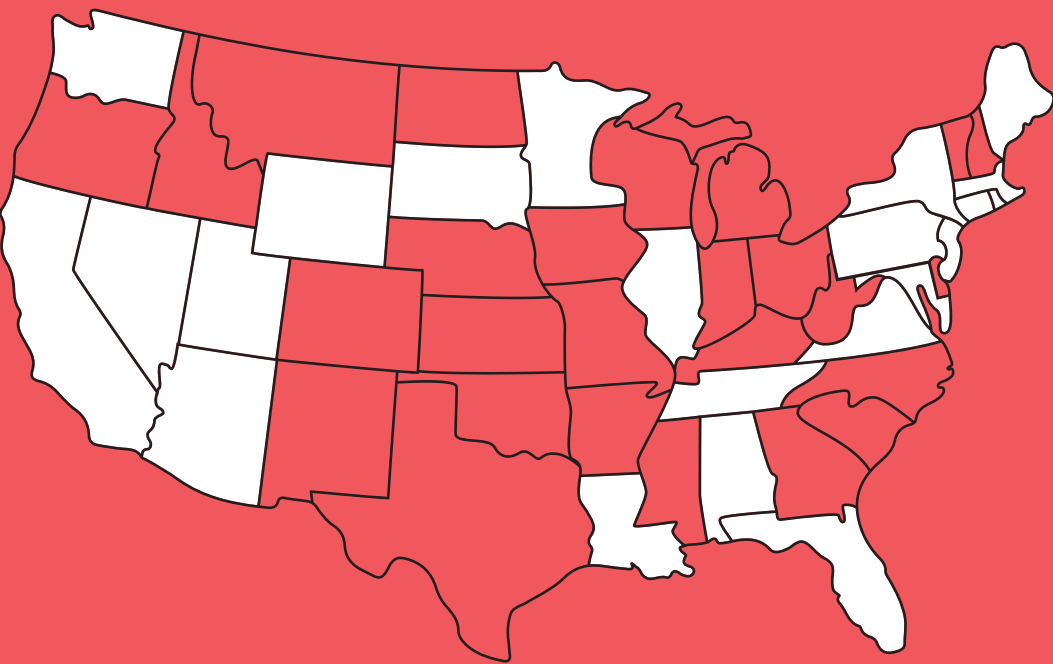


2016 TOTAL REACH

22
States



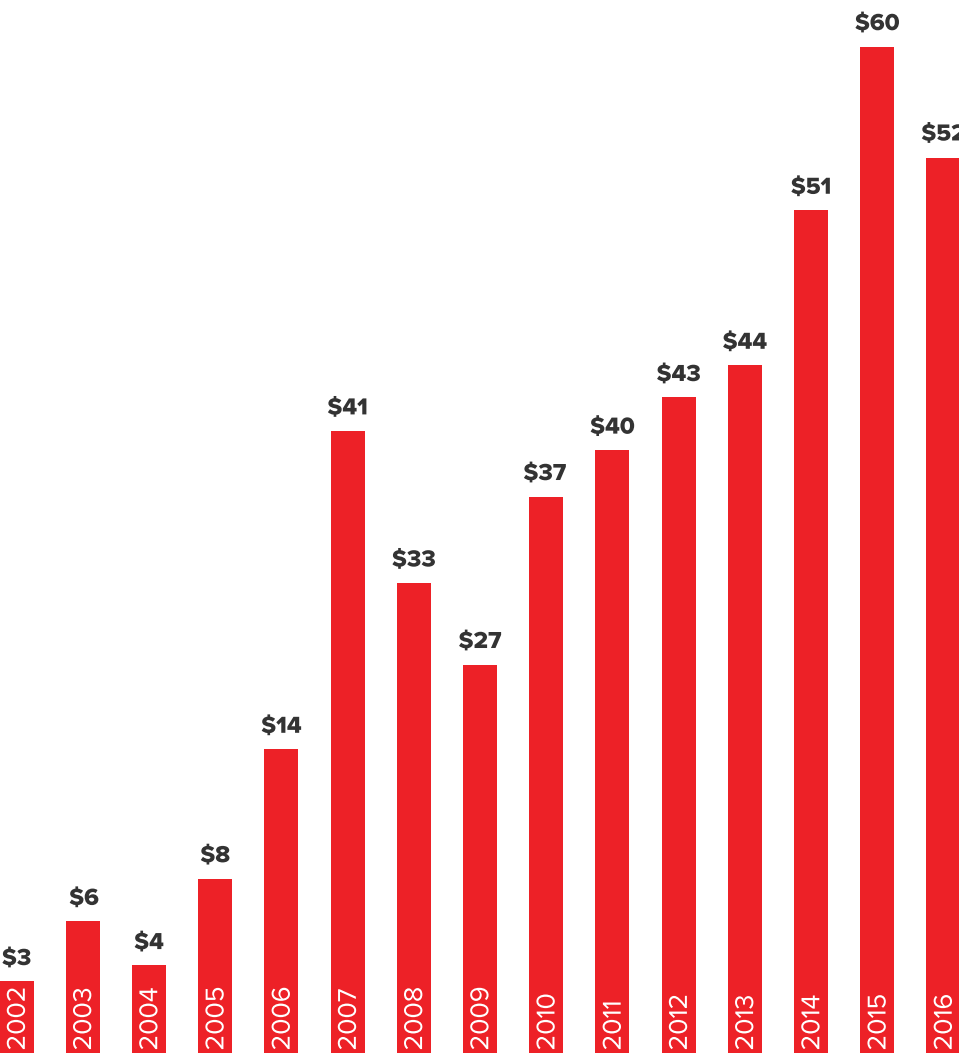
TOTAL REACH OF OUR GIVING



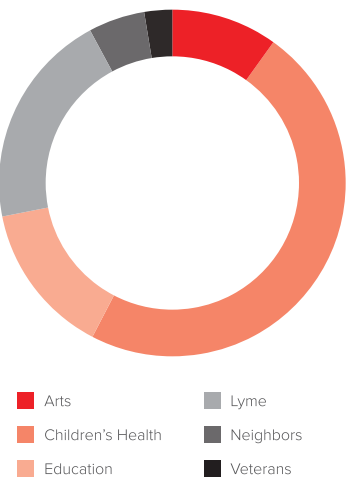
Meeting Needs Across America

Alabama	Florida	Minnesota	South Dakota
Arizona	Illinois	Nevada	Tennessee
California	Louisiana	New Jersey	Virginia
Colorado	Maine	New York	Washington
Connecticut	Maryland	Rhode Island	Wyoming

YEAR-OVER-YEAR GIVING



GIVING OVERVIEW



¹Does not include funding to Cohen Veterans Network.



POINT72 AND THE FOUNDATION

POINT72 AND THE FOUNDATION

WORKING TOGETHER



COMMUNITY GIVING

2016 was an outstanding year for Community Giving at Point72. From City Harvest, to Gods Love We Deliver, the Firm's employees volunteered their time and gave personally to many of the Foundation's grantees.



EXPERIENCES

In 2016, the Foundation and Community Matters brought a wide range of experiences to the employees of Point72, including Community Talks, the Women's Leadership Summit and special guest speakers such as Dr. Peter D'Adamo.



SPONSORED EVENTS

In 2016, the Firm sponsored key events for organizations that are impacting our local community, such as Stamford Hospital's Hope in Motion, the Domus NINER and The RIDE, among others.

VOLUNTEER HOURS

1,174



VOLUNTEER EVENTS

21



COMMUNITY TALKS

5



EMPLOYEE VOLUNTEERS

587



CORPORATE GIVING²

\$251.8K



TALK ATTENDEES

240



A LOOK AHEAD



THE GIVING TOUR

Continuing our journey across America

We will expand the efforts started in 2016 by continuing the Giving Tour and visiting new states and non-profits that are making a difference in the lives of the people in their community. Our goal in 2017 will be to reach a new state each month until we have been to every state.

As in 2016, we will not just visit states and non-profits. We will also build relationships with these organizations, identify their needs and bring attention to the great work they are doing.



LYME INITIATIVE

Winning the fight against Lyme disease

Late in 2016, we identified the need to have a dedicated expert (a scientist or clinician) to oversee the Cohen Lyme Initiative and we began the search for a Program Manager to help lead our fight against Lyme.

In 2017, we look to see a more cohesive and robust Lyme Initiative. With the guidance of Alex, the Foundation team and outside experts, we will expand our education and awareness initiatives to the broader community, as well as increase our resources to the Lyme community.



SOCIAL MEDIA

Engaging a larger audience

In 2016, we made great strides in refreshing our digital presence and building a solid foundation for long-term engagement with social media users.

In 2017, we will continue to build our following organically, while launching a more cohesive approach to social media. Through a targeted ad-spend campaign, we will amplify our voice to reach a larger, more targeted audience of users that want to hear what we have to say. We will also further our reach to audiences that are not familiar with the Foundation, but are interested in learning about the causes that we support.



EXPERIENTIAL EVENTS

Bringing the GIVE to Point72

Aside from our philanthropic efforts, in 2017 we will further our mission to provide guidance, to educate and to increase awareness of the amazing organizations making an impact in our local community.

As we travel and meet new friends, we will also look to bring new experiential events to the employees of Point72 through conferences and talks on health, women's issues and other timely and relevant topics.



