

Corporate Giving Guidelines



2026 edition

Charitable Giving Vetting & Eligibility

Eligible charities for QVC Group (QVCG) funding include those that qualify for tax-deductible contributions under Section 501(c) (3) of the Internal Revenue Code and are in good standing with the IRS (or comparable jurisdictional charity regulator). Also, in limited cases, governmental entities that promote the safety of the communities where we operate and are tax exempt under either Section 170(c)(1) or Section 501(c)(4), i.e., volunteer fire, ambulance and/or rescue squads may be eligible.

All organizations, before receiving a donation of any sort (grant, product, paid volunteer day, etc.), must first be reviewed and vetted by Corporate Community Affairs. Questions can be referred to the Corporate Community Affairs team or email charityrequest@qvcgrp.com.

General Giving Guidelines

- Funding from a QVCG brand in one year DOES NOT GUARANTEE funding the following year(s). QVCG brands typically will provide a grant to an organization once per year.
- Grants from QVCG sites must benefit the communities in which QVCG team members reside or work.
- QVCG brands do NOT* provide funding to activities, causes or special events sponsored by individuals, private foundations, fraternal, social or labor organizations; political parties or candidates; organizations engaged in political or lobbying activities; colleges and universities; athletic scholarships, teams, funds, foundations or facilities; alumni associations; Parent Teacher Associations (PTA); booster clubs or similar organizations; technical or professional associations; research grants; endowment campaigns; religious organizations (subject to the exceptions listed below) **; public, parochial or private schools; organizations that discriminate on the basis of protected classifications, such as race, color, creed, gender, religion, age, disability, national origin or sexual orientation; organizations and programs that are adverse to or may involve a potential conflict of interest for QVCG; organizations where there is a direct monetary benefit paid to any team member; and QVCG brands do not fund crowd raising campaigns (i.e. GoFundMe).

**Please note that certain of the foregoing funding exclusions are not applicable to the Together for Good team member giving and volunteering program which has broader eligibility criteria; most notably, for example, pursuant to the guidelines for Together for Good, educational institutions are eligible for team member donations/corporate match.*

***Religious charitable exceptions: QVCG brands may exercise, in their discretion, the option of contributing to a charity sponsored by a religious organization, as long as the following criteria are met:*

1. *The charity is a nonprofit and is exempt under IRS code sec. 501(c)(3);*
2. *The charity is not a foundation serving the needs of a specific individual(s);*
3. *The charity does not require religious affiliation as criteria for receiving assistance;*
4. *The charity does not require religious observance as a condition of receiving either initial care or ongoing assistance;*
5. *The charity's aims, either directly or indirectly, do not further a specific cause in a public or political arena, which may be deemed controversial or harmful to the best interests of QVCG, its shareholders and/or team members; and*
6. *The charity benefits a community in which QVCG team members reside.*

Please direct any questions to charityrequest@qvcgrp.com.