

PRESS RELEASE

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The social startups Share A Dream and Hope It Up merge to create Alaya

In January, the Swiss startups Share A Dream SA and Hope it up SA finalised their merger and created the company Alaya SA.

The two major actors in employee volunteering and social responsibility in Switzerland join forces to reach international markets. The new entity has officially been effective since the 1st of January 2018.

Why a merger ?

Share A Dream and Hope it up's common mission is to help companies promote their employees' engagement to impact the world in a positive manner by connecting them to amazing non-profit organisations. While Share A Dream's digital platform offers different opportunities to support organisations in Switzerland (30) and abroad (35), Hope it up supports local non-profit organisations (85). Furthermore, Hope it up specialises in field volunteering and fundraising while Share A Dream is specialised in online volunteering (skills-based) and impact reporting.

"After two years of activity, we made a decision that would better serve our clients and non-profit partners by combining our know-how. The new company enables us to offer a complete solution for employee volunteering and corporate giving. It consolidates our positioning in Switzerland and enables us to grow in other countries." Olivier Eyries, COO of Alaya (founding member of Share A Dream)

Alaya is created

Nowadays stakeholders expect companies to be actively involved in impacting the world in a positive manner. In order to respond to those expectations, companies need to be able to rely on their best ambassadors: their employees. Employees wish to get involved as volunteers but do not always have adequate solutions to do so. Paradoxically, the human resources departments are increasingly challenged when motivating their teams.

"To respond to these needs, we created a platform that facilitates employee volunteer engagement and reinforces social responsibility. An innovative solution to boost corporate



volunteering programs, giving and impact reporting.” André Abreu, CEO of Alaya (founding member of Hope it up)

Alaya enables employees to get involved as volunteers in diverse ways and offers a powerful automatic impact analysis tool. Simple and efficient, Alaya reinforces a collective mindset and conveys the companies’ values. Companies will thus be able to build a sustainable impact, that can be communicated and is visible in real-time.

Companies pay a subscription fee for access to the platform, according to the number of employees they have.

Alaya’s clients include pioneers in the Swiss or international economy such as PwC, L’Oréal, and Sunstar, and its list of partners also include SMEs such as Evolusys and Sylvac.

The Alaya website is being finalized (official launch on Feb 26th) : <http://alayagood.com/>

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