

Rodan + Fields

The Prescription for Change



“We wouldn’t be open here in Australia without Good2Give’s guidance”

**Kari Hayden Pendoley,
Director of Social Impact, Rodan + Fields.**

Although Rodan + Fields was founded with the mission to give people the best skin of their lives, the company doesn’t just change skin, they are passionate about giving people the opportunity to change their lives.

Founded by Dr. Katie Rodan and Dr. Kathy Fields in the United States in 2002, but now established in Canada and Australia, the company’s innovative products, high-tech and high-touch business model and powerful network of Independent Consultants has led them to be one of the leading skincare companies in North America. Their belief that “living better in your skin means living better in your life” is core to the brand’s DNA and transcends into the belief that we can all make a positive difference in our own lives and to the lives of others. And their philanthropic arm puts this belief into action and sees Rodan + Fields give back as part of their business model, through their Prescription for Change Foundation.

The Prescription for Change Foundation has provided more than \$10 million in funding to support young people with life-changing education and leadership training, through organisations based in America, Canada and Australia. Because of this support, over one million young people globally have been provided with the opportunity to further

their education and grow up to be whatever they choose to be. Rodan + Fields matches all donations made to the foundation by their employees, consultants and customers, doubling their impact.

Partnering with Good2Give

Rodan + Fields joined Good2Give in 2017, after expanding their business to Australia, where they have a growing number of Independent Consultants. They wanted to continue their philanthropic efforts by opening up a mirror foundation of their US based Prescription for Change Foundation.

Good2Give helped them to achieve this and is working to ensure that donors across Australia can make a tax-deductible donation to the Prescription for Change Foundation, in Australia.

“Partnering with Good2Give locally here in Australia really helped us meet a challenge that we had as an American company who wanted to provide tax deductibility for Australians, who were donating in Australia. Good2Give was not only supportive of that process but also helped us problem solve how we were going to be able to achieve that. We wouldn’t be open here in Australia without Good2Give’s guidance” says Kari Hayden Pendoley, Director of Social Impact at Rodan + Fields.

Providing Learning for Life

Whilst Rodan + Fields has a large philanthropic global presence, they are also having a considerable impact here in Australia. At present, donations collected by Rodan + Fields are distributed in the form of annual grants, in support of their Australian charity partner – The Smith Family.

“Rodan + Fields and the Prescription for Change Foundation has a global vision to help youth with education and empowerment programs and what that looks like here in Australia is a strong partnership with The Smith Family. We’re honored that we have become their largest funder of the Learning for Life program and are excited to support such an amazing program for youth on scholarship to finish school and go on to healthy employment, and adult lives and careers” says Kari.

The Smith Family’s Learning for Life program provides extra support to children facing disadvantage, so they can continue with their studies. The program achieves this through offering financial assistance, advice on local learning opportunities and access to The Smith Family’s educational programs.

Over the next years, Rodan + Fields will sponsor close to 900 Learning for Life students through the program making them The Smith Family’s largest child sponsorship corporate partner.

Employee Empowerment

In a fantastic donor/employee engagement move, Rodan + Fields encourages its Independent Consultants to volunteer in conjunction with the organisations it supports. In mid-2018 they introduced a team of their most dedicated Consultants to The Smith Family’s partner schools in Western Sydney, as part of their Change Maker Program, which sees Rodan + Fields employees volunteer alongside students from disadvantaged communities.

This enables their Consultants to see the impact their donations are having on communities, first-hand. It also completes the picture of Rodan + Fields excellent corporate social responsibility program, ensuring its Consultants experience the compassionate company belief, that we can all make a positive difference, in our own lives and in the lives of others.



For more information on Good2Give services, contact us at info@good2give.ngo or on +61 2 9929 9633.

good2give