



Every idea
worth pursuing
begins with a **dream.**

GIVE
STEVEN & ALEXANDRA
COHEN FOUNDATION

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Looking Back



When Steven and Alexandra Cohen launched their Foundation in 2001, we couldn't have imagined how one day it would grow to touch so many lives.

We are proud to say that, **nearly 20 years later**, we have partnered with **over 700 non profits**—the biggest reward is working with the dedicated people who run them and seeing the inspirational stories of the thousands they help.

In 2019 alone, we awarded
140 grants and **\$54.6 million** to
local and national organizations.



With these funds, we helped our grantees fulfill some of their own big dreams. From jumpstarting a large-scale museum expansion to expediting tickborne disease research, the Foundation brought projects out of conference rooms and labs and closer to reality.

Along with supporting our current grantees, we were excited to add new members to our GIVE family and broaden the scope of our giving. We granted funds to the Johns Hopkins Center for Psychedelic & Consciousness Research, where scientists are testing the healing effects of psilocybin from “magic mushrooms.” We were also inspired to back the construction of The Ronald O. Perelman Performing Arts Center at the World Trade Center, a powerful symbol of how art can unite us all.

Our day-to-day grant-giving didn’t keep us from hitting the road on our Giving Tour. We traveled to four new states this year, from New Jersey all the way to Michigan, witnessing the kindness and compassion of ordinary people doing extraordinary work. And last, but definitely not least, we introduced the GIVE Bag, offering everyone a chance to pay it forward with random acts of kindness. Our hope was to start a chain of giving that would travel the globe. And travel it did—as far away as Finland and Tanzania.

All this in a year’s work. None of it would be possible without the support of our incredible grantees and the common values we share: to give, to serve, and to lead by example. Our grantees are the sole reason we are able to do our part in helping to improve the lives of others and we can’t thank them enough.



Giving

In 2019, we
gave more than
\$54.6 million.

Highlights

G



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highlights

Giving

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*Psychedelics

In September 2019, the Foundation committed \$8.7 million to help establish the Johns Hopkins Center for Psychedelic & Consciousness Research (CPCR). The Center will research the healing potential of psilocybin—the active ingredient of “magic mushrooms”—for opioid dependence, depression, post-traumatic stress disorder (PTSD), Alzheimer’s disease, anorexia nervosa, post-treatment Lyme disease syndrome among other conditions.

Based on early studies, psilocybin has positive and long-lasting effects on some of the most debilitating and chronic medical conditions, including addiction, anxiety, and major depression. The Foundation provided more than half of the financing to establish CPCR at Johns Hopkins University, which is the first university research center in the US devoted to understanding the health benefits of psychedelic compounds.

Highlights

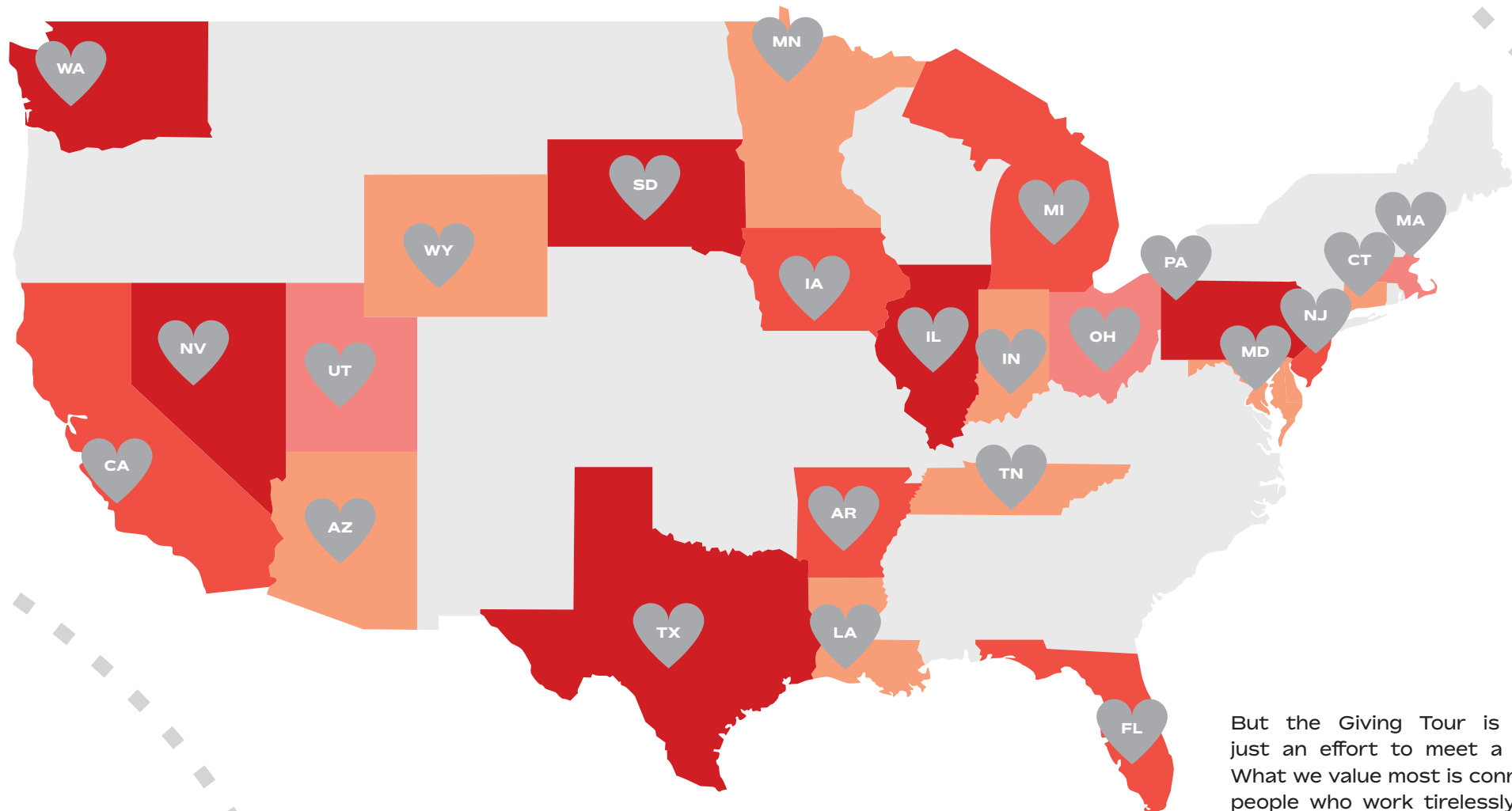
The Giving Tour



In 2016, we set a goal of visiting and **sponsoring charitable organizations** in all 50 states and **helping people in often “forgotten” places** gain access to the essential services they need to care for themselves and their families.

Since then, we've been working hard to keep our **Giving Tour promise.**

Every year, we discover potential nonprofit partners throughout the U.S. and travel as a team to see, first-hand, the positive impacts of their community programs. This year, we added four new locations to our list—Indiana, Michigan, New Jersey, and Pennsylvania—bringing us **nearly halfway to our 50-state goal.**



But the Giving Tour is more than just an effort to meet a benchmark. What we value most is connecting with people who work tirelessly to change lives in underserved neighborhoods across America and celebrating all of their successes.



Flanner House

Indianapolis, IN

Flanner House in northwest Indianapolis, Indiana offers a wide range of social and educational resources to help members of its community become financially stable. From elder care and childcare to job training and urban farming, the 119-year-old nonprofit has a long history of providing for individuals and families as they work toward self-sufficiency. Our grant of \$100,000 will help Flanner House renovate their library and bookstore to a multipurpose space used for a range of community services.



\$100k

GRANT
DONATED



\$150k

GRANT
DONATED



SAY Detroit

Detroit, MI

SAY Detroit Play Center, which offers after-school programming to students in one of Detroit's most underserved neighborhoods, is a multi-faceted space that allows kids to thrive in academics, athletics, and the arts. Our \$150,000 grant ensures that students without any means of transportation can travel safely from their homes to the center and back for free.



Children's Hospital of Philadelphia

Philadelphia, PA

As part of our April 2019 Giving Tour, the Foundation team took a staff-led tour of The Children's Hospital of Philadelphia (CHOP), North America's first pediatric hospital. Between its main 546-bed facility and subsidiary locations, CHOP is able to care for more than 1 million children each year throughout New Jersey and Pennsylvania.



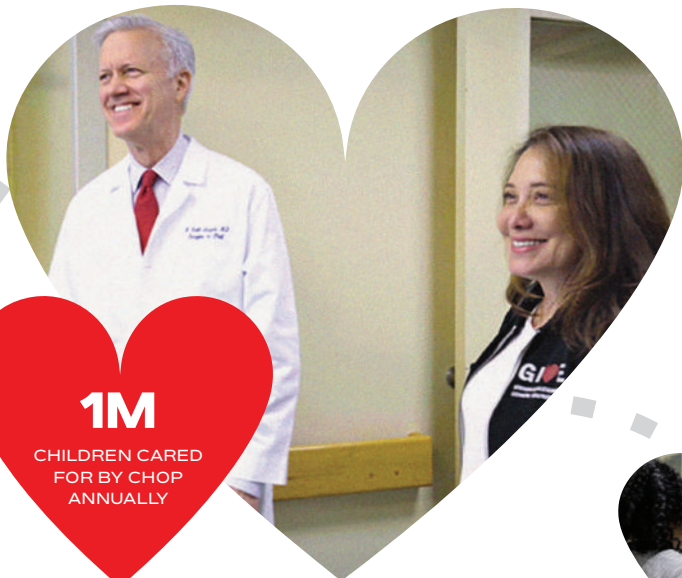
\$165k
GRANT
DONATED



HopeWorks

Camden, NJ

HopeWorks breaks the cycle of inner-city violence and poverty in Camden, New Jersey by giving young people life-changing opportunities to build technology skills and contribute to businesses within their own communities. Our Giving Tour grant of \$165,000 funded technology upgrades, stipends for youth training, and housing support.



1M

CHILDREN CARED
FOR BY CHOP
ANNUALLY



The **GIVE** Bag

The **GIVE Bag** began as a spark of an idea but grew into a social media movement that resonated with people across the country and around the world.

We timed the **GIVE Bag's** debut on LoveTheGive.com to coincide with National Pay It Forward Day in April 2019. From the moment we launched, requests for bags began pouring in from all over the United States and from countries as far-flung as Indonesia and Australia. Grantees, celebrities, and influencers of all kinds joined the **#LoveTheGive** movement too. After several months, it became clear that the **GIVE Bag** campaign had struck a chord with our followers and would become part of an ongoing effort to encourage small acts of kindness.

A reusable and biodegradable tote with a simple, but genuine purpose:
To spread kindness, one person at a time.



This bag belongs to no one,
as its passage never ends.
Please fill this bag with kindness
for a stranger or a friend.

Keep the chain of giving
moving right along,
so others experience gratitude
that's inspiring and lifelong.

There is always someone in need
of a meal or a smile.
Please fill this bag with joy
and pass it on for its next giving mile.

Alex Cohen

How it Works

From the campaign website, **lovethegive.com**, anyone from anywhere in the world can request a bag for free. Once the bag arrives, they start their own chain of giving in **four easy steps**.

The website offers several ideas for what to give and who to give to, like pantry staples for food-insecure families or school supplies for teachers. To show how far generosity can spread, we capture every QR code scan on the site's worldwide heatmap and feature social media posts with the hashtag **#LoveTheGive** on our feed.



94K
LIKES & SHARES



#LOVETHEGIVE

CELEBRITY PARTICIPANTS

Jonathan Adler, Jason Collins, Guy Fieri,
Bethenny Frankel, Oscar Madrazo,
Bette Midler, Dr. Mehmet Oz, Thalia, Mark Teixeira,
and Bob & Lee Woodruff, Isaac Mizrahi



Cohen Lyme & Tickborne Disease Initiative

In 2019, we made big strides in drawing awareness to **Lyme and tickborne diseases** with our national Ticks Suck™ public service announcement.

Our intent was to reach a broad age-range of people who may be vulnerable to contracting tickborne illnesses and offer them a convenient and comprehensive online resource for prevention tips, best practices for tick removal, and other essential information about Lyme and tickborne disease.



Public Service Announcement

To meet that goal, we designed the campaign to include a dedicated landing page, TicksSuck.org, that highlighted four main tips:



Be aware.

Ticks are active year-round.



Don't be scared.

If a tick does bite, learn how to remove it safely.



Be prepared.

Wear insect repellent & protective clothing outdoors.



Check everywhere.

After coming indoors, take a shower & scan your entire body.

We also created a family-friendly video that was shared across social and digital platforms, garnering over **53 million impressions** & **156,000 clicks**.



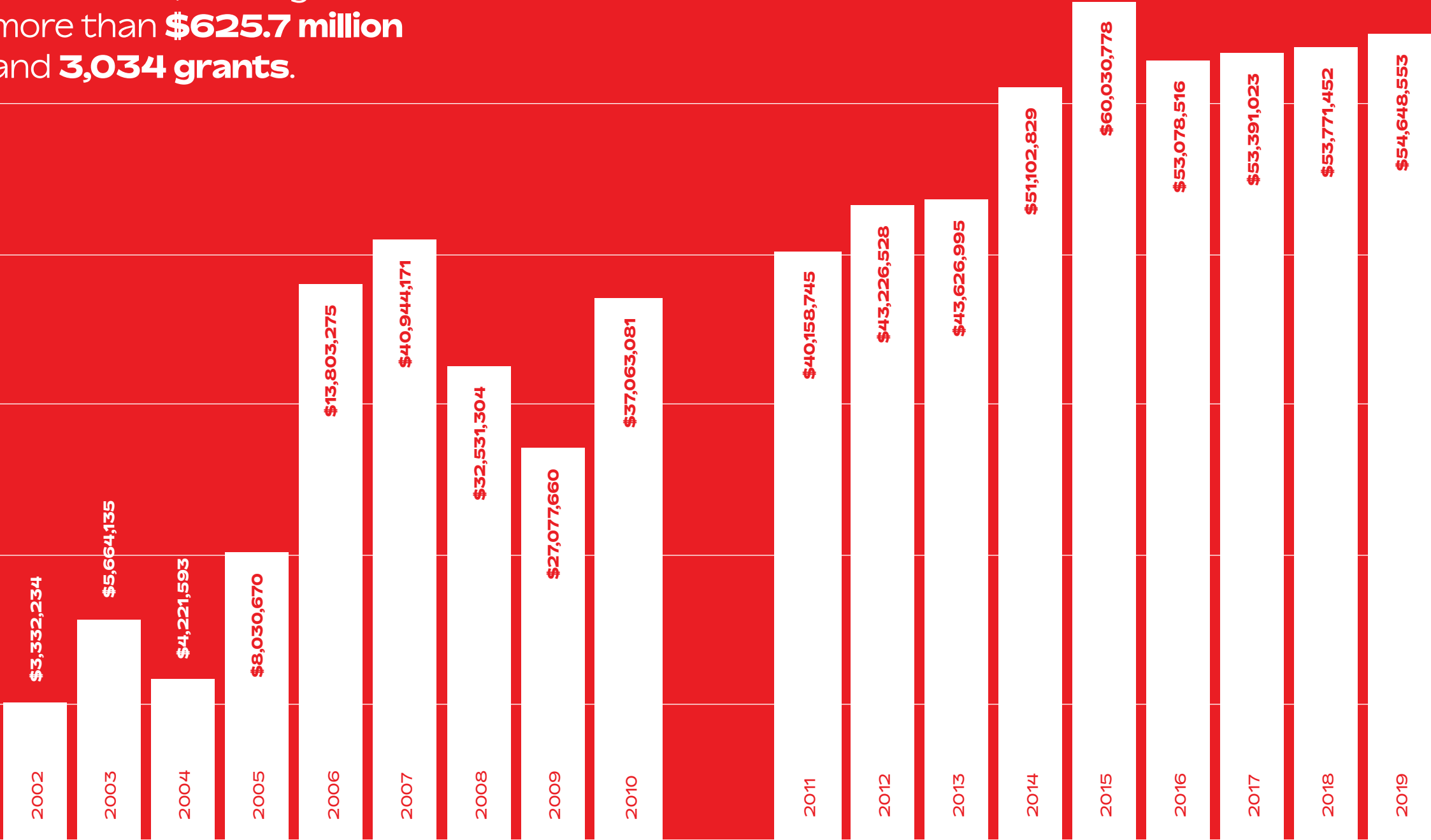
LymeMIND Annual Conference



The 4th annual Lyme and tickborne disease conference, called LymeMIND, was held on October 18–19, 2019. The first day brought together more than 50 researchers, clinicians, and leaders of Lyme organizations, who make up the Cohen Lyme and Tickborne Disease Initiative, to discuss recent progress and ways to collaborate for greater impact.

The second day was a public event at The Times Center in Manhattan, which focused on the patient and caregiver experience. The event was attended by more than **400 people** while over **15,000 unique viewers** joined the live stream from across the world. Renowned researchers, clinicians and advocates alike presented on recent findings, innovative approaches for diagnosis and treatment, and ways to support patients battling Lyme and tickborne disease.

Since 2001, we've given more than **\$625.7 million** and **3,034 grants**.



By the Numbers

In 2019, we gave more than **\$54.6 million**.

CATEGORY	2018	2019
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 Arts	9,306,137	13,705,285
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 Children	26,797,500	20,826,967
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 Lyme	11,568,485	12,975,301
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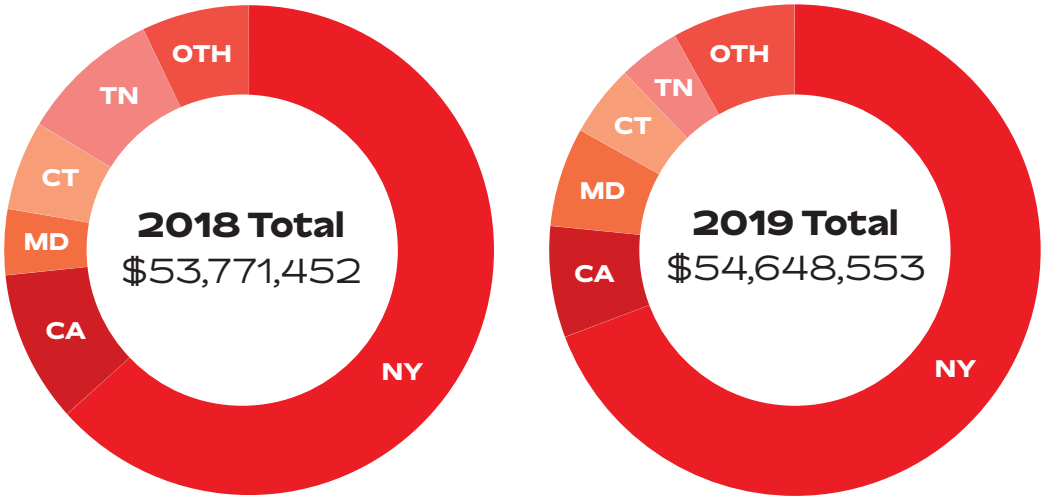
 Underserved	5,964,330	4,425,500
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 Psychedelics	-	2,122,500
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 Sustainability	135,000	593,000
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 Grand Total	\$53,771,452	\$54,648,553
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TOP GIVING STATES



STATE	2018	2019
New York	\$34,063,153	\$37,849,407
California	\$5,390,529	\$3,999,017
Maryland	\$2,334,037	\$3,576,635
Connecticut	\$3,165,200	\$2,563,292
Tennessee	\$5,000,000	\$2,220,500
Other	\$3,818,533	\$4,439,702
TOTAL	\$53,771,452	\$54,648,553

2019 GIVING STATES

Arkansas	Louisiana	North Carolina
California	Maryland	Pennsylvania
Colorado	Massachusetts	Tennessee
Connecticut	Michigan	Texas
Florida	New Jersey	Virginia
Illinois	New York	

Online

In 2019, we focused on communicating our key initiatives and campaigns to show the work we do and the work of our grantees.

We honed in on what people connect with and saw significant growth in our social media engagement rates as a result.

Top Media Posts

Facebook

FANS	4,015
POSTS	180
REACTIONS	17,507
ENGAGEMENTS	27,385

Instagram

FOLLOWERS	2,648
POSTS	136
REACTIONS	6,317
ENGAGEMENTS	6,512

Twitter

FOLLOWERS	1,382
POSTS	181
REACTIONS	1,191
ENGAGEMENTS	1,744



TWITTER
Celebration of Johns Hopkins
Psychedelics Center
87 Likes

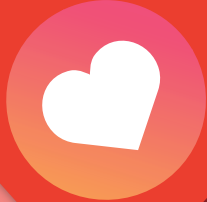
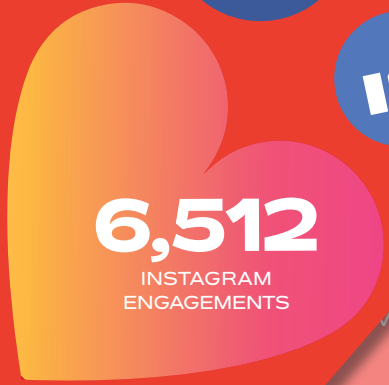


...ance on
...veTheGIVE

Community

Or

Top Media Posts



TWITTER
Celebration of Johns Hopkins
Psychedelics Center
87 Likes



ance on
veTheGIVE

In 2019, we focused on communicating our key initiatives and campaigns to show the value we do and the work of our grant

We honed in on what people connect with and saw significant growth in our social media engagement rates as a result.

community

Online

LinkedIn

PAGE VIEWS	59
CLICKS	896
REACTIONS	224
FOLLOWERS	240

Foundation Website

PAGE VIEWS	135,244
CLICKS	43,145

Media Coverage

ARTICLES	35
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In 2019, we focused on communicating our key initiatives and campaigns to show the value we do and the work of our grantee.

We honed in on what people connect with and saw significant growth in our social media engagement rates as a result.

Top Media Posts



FACEBOOK
Discussion with medical leaders on tickborne diseases | #TicksSuck #LoveTheGIVE
146 Reactions



TWITTER
Celebration of Johns Hopkins Psychedelics Center
87 Likes



INSTAGRAM
GIVE Bag appearance on ABC7NY | #LoveTheGIVE
149 Likes

Community

Community



Community Giving



2019 proved to be the best year yet for Point72 volunteerism with a total of **33 events across the globe**. From a bake-off at The Food Chain in London, and cleaning

debris from the Arakawa River in Tokyo, to our annual **City Harvest Repack** in NYC, employees engaged in an array of activities with the same goal of enhancing their local communities while connecting with colleagues. In the US, we also hosted our first-ever Intern Volunteer Week where over 100 interns participated in six volunteer events across NYC.

Community Talks



Through generating philanthropic discussions with local nonprofits and other motivating organizations, Community Talks aim to engage and inspire Point72 employees to explore the world of philanthropy. In 2019, employees were able to participate in a **Sustainability Series**, which included keynote presentations by Foundation grantees, Solar One (Chris Collins, Executive Director) and Project Eats (Linda Goode Bryant, Founder & President).

Matters

Community Events

In 2019, the Firm sponsored charitable events across each of our regional offices—US, Europe and Asia. Events included the annual **GreenhouseSports Dodgeball Tournament**, Bloomberg Square Mile Relay (Singapore and Tokyo), Teach First's Run The River, and, for the third straight year, Point72 was the lead sponsor and host of Connecticut Veterans Legal Center's The RIDE for Our Vets charity event.



Corporate Giving

One of the ways Point72 continues to honor the communities in which our employees live and work is through our Corporate Giving Program. Through corporate sponsorships and employee matching gifts, the Firm proudly contributed **over \$244k** to eligible nonprofits in 2019.

\$244,320
CORPORATE GIVING

CHARITABLE SPONSORSHIPS
& MATCHING GIFTS

42
COMMUNITY
EVENTS
INCLUDING ALL CM
EVENTS, TALKS &
VOLUNTEERS

407
UNIQUE EMPLOYEE
VOLUNTEERS

570
UNIQUE EMPLOYEES
ENGAGED

1,677
VOLUNTEER
HOURS

Looking Ahead



As the world changes, so do our funding priorities. By traveling this great nation, we learn of different issues and how we can help. In the coming year, we will continue to focus on our **Cohen Lyme & Tickborne Disease Initiative**, along with a deeper look in the magical world of **Psychedelics** and their potential to help people with mental struggles, especially our Veterans.

The new website will be up and running to help us communicate with our grantees in a new way. Along with a new website, we are building a new grant management system to allow us to streamline our grant process and connect more broadly with nonprofits whose work we want to support or sometimes just simply learn more about.



As life is not linear,
it follows that neither is
our **giving**. As humans, we
constantly evolve, living,
learning and adapting.

It is no different for the
Foundation and we are
excited to see what the
new year will bring.

*Thank you,
Alex Cohen*



