



Doing Good One Idea At a Time

Grants at a Glance

- Each month in 2010, Pepsi awarded up to **\$1.3 million in grants** – ranging from **\$5,000 to \$250,000** – to bring **32 great ideas** to life in communities across the nation.
- To date, Pepsi has directed **over \$14.6 million to fund 351 ideas**, including:
- **108 projects** at the **\$5,000 level**
- **110 projects** at the **\$25,000 level**
- **110 projects** at the **\$50,000 level**
- **23 projects** at the **\$250,000 level**
- **Among the Pepsi Refresh Projects that have secured grants and been refreshed are 54 schools, 26 parks or playground, 10 children’s homes and 6 community centers**

America Votes For Good

- The Pepsi Refresh Project has awarded grants to recipients from **255 cities** and **42 states** this year. Of these states and cities:
- **California** is the state with the most grantees (**35**)
- **Los Angeles** is the city with the most grantees (**11**)
- **New York** is the state with the most money (**\$1,850,000**)
- **Los Angeles** is the city with the most money (**\$675,000**)
- As of December 5, more than **61 million votes** have been cast on www.RefreshEverything.com, on track for **over 75 million** in 2010
- **4.6 million** voters have registered on the site, on track for **over 6.5 million**
- As of November 30, over **9,100** projects have received votes

Refreshing Stats and Figures

- **26 Parks and playgrounds** have been built or improved
- **30 Prom outfits** have been donated to high school seniors who could not afford them
- **50 States** have voted for ideas in the Pepsi Refresh Project
- **54 Schools** have been improved
- **133 Projects underway** that, without their Pepsi Refresh Project funding, would either not exist, or be scaled back
- **159 iPods/Smartboards** have been installed in classrooms
- **3,800 Animals** have been saved or treated
- **4,500 Donations** in dollars raised in addition to Pepsi Refresh Project funding
- **23,000 Volunteers** involved in the Project
- **1,000 Pajamas** have been donated to those in need
- **123,332 Miles** grantees have traveled by foot, bike and skate on Pepsi Refresh Project-funded action trips
- **One million People** impacted by grantees over the course of the Pepsi Refresh Project
- **3.2 million** Amount of additional funding dollars leveraged

Engaging America through www.RefreshEverything.com

- Over **17 million** unique visitors thus far in 2010– more than **2X the total number of seats at NFL, MLB and NBA stadiums combined**
- **1.6 million** online comments to date, on track for over **2 million**