

Difference Maker 100 – Frequently Asked Questions

1. What is the Difference Maker 100?

To help commemorate our anniversary, TIAA celebrated people who work for nonprofit organizations who, like TIAA, are inspired to have a positive impact on the world – The Difference Makers. We collected stories to shine a spotlight on 100 people who are making a difference through their professional and personal pursuits, and recognizing them through a program called the “TIAA Difference Maker 100.”

TIAA provided each recognized Difference Maker with a \$10,000 donation in their name to support the nonprofit organization through which they are making a difference. That’s 100 donations totaling \$1 million that helped enable them to continue their positive work and inspire us all to do more to make a difference for the next 100 years.

2. How many entries did you receive?

We were delighted to receive over 4,000 submissions from people living a life driven by purpose and service. They represented a wide range of nonprofit organizations from across the United States focused on social impact issues, health and wellness, education and technology, arts and culture and the environment.

3. Who is a Difference Maker?

TIAA believes everyone has the power to make a difference—large or small. To us, the millions of people working in the academic, research, medical, government and nonprofit fields are the epitome of what it means to be a difference maker. Through their teaching, inventing, inspiring, curing, nurturing and serving, they have devoted their lives to improving the world to help make it better for us all.

You can learn more about the TIAA 100 Difference Maker Honorees [here](#).

4. Why did you choose to celebrate TIAA’s Centennial by recognizing 100 Difference Makers?

We recognized 100 Difference Makers to mark our century of service and to celebrate those who have dedicated their lives to serving others.

5. Who was eligible to be one of the 100 Difference Makers?

To be recognized as one of the Difference Maker 100, applicants had to be employed at a nonprofit organization in the academic, research, cultural, medical, government or other nonprofit field at the time of submission.

6. How did you select the 100 Difference Makers who were recognized?

An esteemed panel of judges used the following criteria to judge all program submissions:

- **Impact**—What results did the Difference Maker have to show for his or her efforts and what was the magnitude of the difference relative to the category or cause he or she worked for?
- **Creativity**—What new way of thinking, or unexpected solution did the Difference Maker bring to bear? As an unconventional financial services company, TIAA wanted to honor those who, like us, have defied conventions to make a positive impact.
- **Perseverance**—How committed was the Difference Maker to creating change? How much time, energy or risk did he or she invest? What obstacles did he or she overcome?
- **Motive**—What was the Difference Maker's inspiration to create change; and how did he or she come to empathize or sympathize with the cause?

7. Who receives the \$10,000 from TIAA?

TIAA will make a donation in honor of each of the Difference Maker 100 Honorees to the nonprofit organization through which they make a difference.

8. What else have you done to celebrate TIAA's Centennial? What are you doing through the end of 2018?

In addition to recognizing 100 Difference Makers, we also hosted 100 Days of Difference – the largest employee volunteerism campaign in TIAA's history. More than 9,550 employees across 51 offices completed 389 service projects that impacted 717,548 lives.

To build awareness of the TIAA Difference Maker 100, and support those making exceptional contributions in the nonprofit world, TIAA has also been working in partnership with world-class athlete and advocate Laila Ali, who is serving as a TIAA Difference Maker 100 ambassador. As the former president of the Women's Sports Foundation, Ali has been a leader and champion of the nonprofit sector, as well as a major supporter of charitable organizations.