



To enrich people's lives and make the world a better place.

That's our purpose. Our 5% Giving Pledge is how we hold ourselves to it — and how it became one of the most trusted things about our brand.

Caitlin Maribona · Public Relations & Internal Communications

It started with our Founder

Giving back at CITY is older than the CITY name.



We believe in the power of giving back. That's why we created CITY's 5% Giving Pledge — dedicating a minimum of 5% of our annual profits to the communities that have supported our growth.

For us, it's about more than business; it's about making every purchase matter.

- **THE WATERBED CITY DAYS**

Giving back started with our Founder, Kevin Koenig — long before it had a name or a number attached to it.

- **AS WE GREW INTO CITY FURNITURE**

We were able to increase our giving, and founded what is now the 30th Annual Kevin Koenig Memorial Charities Cup & Vendor Conference.

- **2019 — CITY'S 5% GIVING PLEDGE**

We finally put a number to it: a minimum of 5% of annual profits, pledged publicly, every single year.

- **AND NOW, AS CITY HOME**

The name on the building has evolved. This part of who we are has not — it sits at the core of our brand ethos.

What that looked like in 2025

More than 40 nonprofit partners, in every market we call home

\$1.1M+

given to health, education,
housing, service, and
belonging

40+

nonprofit partners we stood
behind across Florida

1,500+

instances of Associates
giving back through
volunteering and community
support

150

community events right in our
own neighborhoods



We report our charitable giving and Associate engagement as real KPIs, reviewed every month. That is how we catch a pillar or a market we are under-serving — while there is still time in the year to do something about it.

How we decide what to say yes to

Five pillars, built from what our Associates keep showing up for and what our communities keep asking us to help with.



HOME

Uplifting the people that live in our community



SERVICE

Honoring veterans, first responders, and all who sacrifice



EDUCATION

Developing a brighter future through knowledge and safety



HEALTH

Raising funds to foster physical and mental health



BELONGING

Empowering equality through activism and outreach

These five came to life through the partnerships we build, the programs we support, and the people we serve so when a request fits one of them, we already know why we care.



CASE STUDY

Test Rest

You dream. Together we give.

There is so much we can accomplish when we come together. For us it's more than business — it's about making every purchase matter. So we invite our customers to test rest a mattress in our mattress gallery, to better our community.



A customer test rests a mattress in our gallery



CITY donates \$10 to a charitable beneficiary



Plus the customer gets a \$10 gift card reward

Benefiting the American Heart Association, American Cancer Society, Junior Achievement, and more.

Why it worked

Test Rest, 2025

~\$400,000

donated in a single year, across every market we serve — with no separate campaign budget behind it

What made it scale

- **A little friendly competition** Nobody mandated it — the showrooms just wanted to win. Congratulations to Millenia, top-performing showroom two years running, with Plant City earning runner-up honors.
- **The money stays home** Dollars raised in Tampa help Tampa. That's what turns a corporate program into a local relationship.
- **In-store awareness** Our signage and Associates turned everyday customer interactions into meaningful support for local communities.

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CITY Furniture's Test Rest initiative shows how innovative partnerships can drive real change. Every mattress tested helps fuel the American Cancer Society's work to fund lifesaving research and provide critical support for cancer patients and their families, proving that even small moments can make a lasting difference.

WENDY JOHNSON

Vice President, Florida American Cancer Society

Our vendors are in it with us

The 30th Annual Kevin Koenig Memorial Charities Cup & Vendor Conference



We welcomed 90 CITY vendor partners to our headquarters for a milestone event built on collaboration, connection, and shared purpose — sold-out golf and fishing tournaments alongside real business discussions.

\$505,000 raised through vendor partnership and participation

9 nonprofit beneficiaries supported through our 5% Giving Pledge

90 vendor companies engaged in our philanthropic mission

THE NINE ORGANIZATIONS IT SUPPORTED



If you're starting yours from scratch

Five things we'd tell our 2019 selves

1

Put a number to it

Pick your goal — a percentage of profits, a dollar figure, whatever fits your business — and then go hit it. The number is what makes it real.

2

Get your leadership in your corner

This is something our CEO is genuinely passionate about, and that turns giving from a nice-to-do into a need-to-do. We had it from the start. You'll want it too.

3

Report on it — even simply

We didn't start with a 55-page CSR report, and you don't have to either. Track a few KPIs monthly and share them with your leaders and your Associates. Visibility does the rest.

4

Don't save the whole story for December

Use what you already have — monthly newsletters, email, social — so your Associates and your community can see you doing real work all year long.

5

Use a moment you already have

Test Rest works because it lives inside a sales conversation, not beside it. Go find the customer moment you already own.

You don't have to start big

Pick one of these and run it this quarter.

OUR PURPOSE

At CITY, our purpose is simple: to enrich people's lives and make the world a better place.

It guides how we serve our customers, support our Associates, strengthen our communities, and care for the planet.

Community relations is that purpose, out where people can see it.

Thank you · #CITYCares



**A minimum of annual profits.
Every year. Since 2019.**