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THE QLIKTECH 10-10-10 CHALLENGE

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**CAN**  
**\$10**  
**CHANGE**  
**THE**  
**WORLD?**





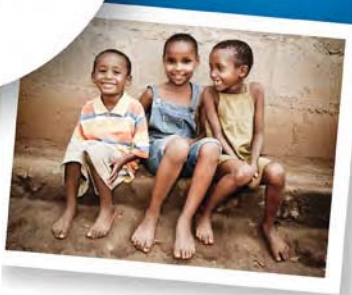
**At a company-wide summit, over 1,000 employees were given \$10 and 10 weeks to achieve a 10X donation return.**

During 2012, 1,000 QlikTech employees took on the challenge of each turning \$10 into \$100 in 10 weeks. QlikTech exceeded the goal of \$100,000 to raise over \$150,000 for the children of Africa through HOPEHIV. The organization is helping more than 50,000 vulnerable children and young people through some 40 partners in 400 communities in sub-Saharan Africa.

The 10-10-10 program is part of Change Their World, QlikTech's global corporate social responsibility platform. Change Their World is focused on positively impacting the most vulnerable people in the world by empowering organizations that serve them. QlikView enables humanitarian and community-focused non-profits to gain visibility into data sources, accelerate outcomes, connect donors with recipients, and make their great work even better.

Every QlikTech employee was proud to play a role in this Change Their World initiative. Here are some of the imaginative ways they achieved their remarkable 10-10-10 results.

**CHANGE  
THEIR  
WORLD**



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## **the big events**

Expansive, exciting happenings  
heighten the HOPEHIV message.



# HOPEHIV Q day

New York City, USA

**Brad Copeland**, from the Northeast sales team, and **Loren Shumate, Colleen Lesovitz, and Melissa Phillips** from the U.S. Marketing team, hosted this event, generating 181 registrations and 125 attendees. The event included QlikTech employees, partners, customers and prospects, such as Standard & Poor, CITI, Bank of America, Tiffany & Co, Morgan Stanley, Bloomberg, and Thomson Reuters. Highlights included:

- Phil Wall, the founder of HOPEHIV kicked the day off by sharing his compelling story
- 'In R Shoes,' a consultancy for women in business, spoke about supporting women
- Six partners sponsored this event: Informatica, Axis, Business & Decision, Slalom, CIA, and Panopticon
- **Shima Nakazawa** delivered an excellent session on QlikView
- Lunch with a professional auctioneer offering QV services, support, and mobile offerings
- QlikView 11 training for the rest of the day, with customers making donations in lieu of fees

Brad pulled together an impressive marketing, technical, partner, and philanthropic team to make this happen. Per Deb Perry, *"It was a proud day for QlikTech here in the big city."*

**£8,611 / \$20,717**



# DACH region dinner events

## Germany, Austria, and Switzerland

To support the 10-10-10 challenge, the DACH region organized two charity dinners. They were supported by Uwe Henke, owner of the Brungshof, a beautiful countryside location in the Dusseldorf area where their quarterly Q-Bite events take place.

For 100 Euro they offered guests a three-course dinner for customers, partners and friends. The DACH colleagues recruited at least one guest each, totaling 30 guests for each evening. All donated their \$10 for buying the ingredients and drinks. At each event, five Qlikkies worked in the kitchen and five more Qlikkies waited the tables. NTT Data Deutschland, a QlikTech system integrator, also contributed 1,000 €.

**£6,592 / \$11,057**

# HIMSS healthcare conference

## Las Vegas, USA

**North America Healthcare** and **North America Field Marketing** raised money at the largest healthcare show in the US. Attendees at the show gave money for white QlikView bracelets with HOPEHIV on them that were purchased with 10-10-10 seed money and event swag budget. The greatest donations came from sponsorships in which partners paid fee donations in exchange for speaking engagements in the QlikView booth. Partners included IPC Global, Armanino Consulting, and McGladrey. A few of the finance team members, including **Amanda Rompola**, **Amanda Elliot** and **Ellen Lehr**, also contributed money towards the HIMSS fund raising efforts. Joe DiBartolomeo footed the bill at a Radnor office happy hour and then matched donation amounts for the HIMSS donation pot.

**£1,926 / \$3,070**



# charity run

Dusseldorf, Germany

**Christof Majer**, of Global Alliances, and his family organized a charity run in their local community. A website was created, 2,000 flyers and 150 posters were printed, pre-schools, kindergartens, and schools were contacted and posters were distributed to local shops and stores.

Christof, his wife Bettina and their kids (Laetizia age 1, Tiara age 4, Maxima age 5, Paulina age 7) secured support, sponsorships and donations from local banks and stores, including the bakery (who donated all Sunday leftovers to the cake sale), HYDRO (a local production plant of a global supplier of aluminum), and a professional photographer. The local monastery donated their park area as the venue for the charity run, and the city major volunteered for the patronage of the event, which also got them a full front page of the local newspaper three weeks prior to the event.

On Sunday, March 25, some 300 people came together, 167 of them registered runners, to take part in four runs, with an awards ceremony and t-shirts donated for the kids. **Irene Schroeder, Kiki Muehlen, Robert Schmitz, and Juergen Eichler** from QlikTech in Düsseldorf also participated.

Money was raised through voluntary donations and by selling coffee, drinks, more than 50 hand-baked cakes donated by families in the community, as well as selling of the leftovers from the bakery that day. In addition a special sponsor was secured who promised to double all money. During the award ceremony, the city major promised to “round up” the amount raised.

**£3,078 / \$4,942**





## a night for hope Singapore

The **SENA team** invited customers, partners, media partners, family and friends to a night of fun and entertainment with "Nice Food and Drinks, Live Music and Live Auctions." The event was held at the Old Empire Gastrobar, with a photo booth from sponsor Blackcurrent Workz and beer and champagne sponsored by MOA. QlikTech staff donated the auction items.

**£10,073 / \$16,175**

## teaming up to make an impact

Creative Qlikkies partner to drive  
momentum and infectious enthusiasm.



## Lund, Sweden. £803 / \$1,160

The **Lund Support Team** signed up for a 10k race in Malmö and asked colleagues, friends and family to support them. They started with \$40 seed money. QlikView participants included **Xavier Oleron, Maria Bolmstedt, Carolina Cullin, Staffan Wessman, Åsa Ode, Karin Berglund, Anders Beckvall, Fabrice Lawson, Hanna Lindberg, Alexandra Lindbergh, Etienne Bourganel, Achraf Amallah, Denis Brajkovic, Troy Raney, Oscar Belzares, Kristofer Jeppsson, and Erik Gustafsson.**

## Illinois, USA. £3,690 / \$5,675

Customer Centric Selling Workshop teams competed for a pool of money to be awarded to a winning presentation team. By the end of the week in Itasca, Illinois, USA, the pot had grown to \$565. One team made the decision to donate their winnings, an anonymous match of \$5,000 was made, and another \$110 was donated because people were in the giving spirit. They challenged the rest of the CCS workshops winning teams to donate their winnings to this worthy cause moving forward.

The participants: **John Schmid** (Coach), **Tim Jewell, Dan Ahrens** (Instructor), **Craig Lincoln** (Coach), **Jennifer Ready, Bob Lempke, Manita Gill, Mary Brigden, and John Ford.**

## Sydney, Australia. £1,105 / \$1,700

The **Sydney Support Team** and friends (**Bernard Makeny, Sudhakar Nemmatha, Wallace Chen, Finn Nordesjö, Sophie Noresson Fjellsén, and Michael Gal**) convinced Rex Winston-Walford, a well-known Aboriginal artist, to paint “Milky Way Dreaming” using the seed money to cover costs for canvas and paints. Similar paintings have been purchased by the US Consul General, and presented to The Eagles and Alice Cooper. Knowing this was such a good cause, the Australian Team chipped in for the QlikBay auction bid of \$1,700. The painting will be proudly displayed in the Sydney office foyer.







## **crafty donations**

Flamboyant and fun stuff:  
flamenco, knitting and stickers.



**Nidzara Dellien** sold flamenco shawls (she also dances flamenco!). The material for the shawls is relatively inexpensive, but they take a lot of time to make. She reports that the time spent making these feels more meaningful knowing it's for a cause. She is inspired to continue to do this after the 10-10-10 challenge, but perhaps will give money to a charity in her native Bosnia.

**Monica Soler** from HR in Iberia bought some materials and with the help of her 11 year-old's step daughter designed bracelets.

**Josefin Haglund**, Nordic Sales Operations, developed HOPEHIV stickers that sold for 20SEK each. Her father was kind enough to produce the stickers at no cost.

**Lisa Carraway** and her husband found a large bag of new yarn at the Goodwill store for \$8. They asked her sister-in-law, a new stay at home mom to use it to knit hats. With their donation of adorable flowers, her sister made 21 hats that were all sold in the QlikTech office for \$10 each or \$14 for two.

**Michelle Eisenberg**'s daughter Maya spent £10 on arts and crafts and made lots of creations that she sold at school.

**Sandra de Rooij-Lilipaly** in the Netherlands office exceeded the 10x challenge by selling jewelry. For a 10€ donation, each purchaser received a set with a little heart and a delfts bleu bead. The little heart was to remind us to not forget the ones that are less fortunate and the delfts bleu bead was a fun representation of the Dutch contribution to the challenge.

**Zaida Andersson**, Corporate IT, designed and sold paper parking meters to colleagues and friends. In Sweden, that is a "clock" that you put in your car window where there is a time bounded parking space. You set the time when arriving so they can see how long you been parking.

**Erica Driver**, who loves crafting and creating handmade cards, spent her \$10 on supplies and sold her cards online at etsy.com. The entire \$12.50 for her handcrafted cards went directly to HopeHIV as she paid all shipping costs. She exceeded her 10x goal and the Etsy store is still open.



## cooking up hope

The four Cs: cupcakes, cinnamon buns,  
cookies, and chai.



**Vinay Kapoor** used his \$10 to buy ingredients for a cup of tea and simple Indian appetizer. He then hosted a cooking class featuring the Indian appetizer for \$10 per head for colleagues and friends, raising \$150. *"I wish I could do this for a living! It is so satisfying. I'm seriously thinking of continuing this same method going forward and do this regularly."*

**Chris Furlong** and his family baked lots of cookies for his kids to sell at their schools. The children worked hard baking and selling to make as much as they could.

**Madelen Hansson** hosted 10-10-10 meatball dinners to raise the money that she donated.

**Tobias Ekholm** invited friends over for a lunch consisting of homemade waffles, strawberry jam, whipped cream and vanilla ice cream — only organic ingredients!

**Petra Bloem** invested her \$10 in flour, eggs and marzipan to bake QlikView cupcakes which she sold for 2€ each . She also used her grandmother's recipe for apple pie to sell them at 10€.

**Matt Nolan** was inspired by a conversation with his three-year-old daughter and sent an email to Radnor offering to bake several interesting types of baked goods (Bourbon Stout Brownies, Rosemary and Meyer Lemon Shortbread Cookies) for a fee. Orders came pouring in and he's been busy baking. As one good idea created another, Brad Copeland had him 'cater' a Financial Services Advisory Council meeting in NYC. With the generous contribution, Matt totaled \$2,400!





**Anil Prasad** took part in what he calls “a yuppie bake sale” at his son’s school. (Translation: overpriced for a cause) He handily exceeded the 10x goal.

**Alice Hung** brought in homemade baked goods and everyone made donations for a treat. She had help from teammates Troy Anderson and Monica Hernandez.

**Gustav Guldberg** and his wife baked the traditional Swedish “Semla” and sold them to the generous colleagues at the Raleigh office who enjoyed them immensely.

**Karin Olsson** baked cinnamon buns (one of the few domestic things she thinks she’s good at...) and sold them during the coffee break of a practice session for the Gospel choir where she sings. It was voluntary to pay either minimum 5 SEK or as much as you wanted for the bun, most people paid a lot more than the 5 SEK and she got to the \$100 goal in one go. *“It is much easier to collect the money for a good thing when you offer something in return.”*

# let us entertain you

Singing, wine tasting, boating, and fondue:  
All in a good day's fund raising for Olikkies.





**Mike Fahner** hosted a Valentine's dinner for friends with donations to HOPEHIV in lieu of dining bill.

**Anders Samuelson** arranged a Playstation Singstar challenge during a birthday party. The \$10 bill was invested in a bottle of wine and his wife's home made chocolates for the winner's prize. The challenge entry fees amounted to \$150.

**Christian Sandell** hosted a computer game contest at his house where friends and acquaintances pay a fee to enter. The prize was the honor of winning. The fee included snacks and great company as well as a presentation regarding HOPEHIV.

**Chris Clarke** from Corporate IT held a children's party for adults. There was lots of jelly and ice cream and children's party games with forfeits. Friends who participated especially seemed to enjoy pass the parcel!

**A Vancouver team** of six raised \$500 through a dinner party. The idea was that if six couples went to out for dinner together typically they would spend \$120 each. They took \$20 out of each couple's \$120 and instead bought and cooked their meal together. The remaining \$500 went to HOPEHIV.

**Jose Maria Alonzo** told his friends and family to not bring any gift to his birthday party, but to make a 10€ contribution. 24 people attended the party totaling 240€.

**Jade Harrington** held two “Put your money where your mouth is!” events. One was a “girls’ night” where all paid for a homemade three-course meal, and were supplied with lots of wine. The other was a “boys’ race night” where she charged for three different curries and a big bucket of iced beer. She put a large TV outside underneath her covered patio and played old horse races where they all had to bet. Half of every races takings went straight into the charity box. *“Both nights were really successful and everyone had a great time in the process. It’s inspired me to do more so I’ll be arranging another one after the 10-10-10 challenge, and all proceeds will go to HOPEHIV.”*

**Gary Wells** and his wife hosted a wine-tasting party and charged a \$25 cover. Everyone generously donated more than the minimum and they raised \$600.

**Julia Allen** raised money from generous neighbors and friends in return for some afternoon tea.

**Quinci Cubiburu**, of the Americas, hosted a dinner with friends and family to raise awareness and money for the cause. *“Not only did it feel good to participate in a great cause, but as a family, it offered a great opportunity to practice gratitude.”*

**Troy Anderson** made a £538 donation for a Crescent Beach Boat Cruise in his (very small) boat. Six spots were auctioned for ‘dinner for two’ at Troy’s house. They will be doing some crabbing on the boat then back for a crab feast.

**Henrik Been** in the Products group in Lund raised money performing with his comedy group. Colleague **Mats Nilsson** of Corporate Events also joined the effort.

**Carina Liljedahl, Tomas Nilsson** and **Annette Steinrucken** in Lund enjoy dancing. Tomas is an experienced dancer who has showcased his talents in dance competitions - both as a dancer and a judge. Annette is a “compulsive dancer” who loves salsa. The three of them joined forces and invited colleagues, friends and relatives to come to a dance class one Saturday afternoon. For the pleasure of learning how to dance boogie woogie, they charged a fee of 250 SEK per person and also sold refreshments. All in all, they managed to raise 4041 SEK or \$570, well above the \$300 goal. *“We had a great time and so did our dance class!”*

**Maria Scurry** used her annual January “chalet night” as a fund raiser this year. She hosted 15 women for wine, fondue, a roaring fire and a grown-up sleep over with full bed and breakfast hospitality.





## **caring through commerce**

Ka-ching for a cause  
through flea markets, auctions  
and garage sales.



**Sandra Davies** sold photographs to colleagues, friends and family through eBay.

**Åsa Fröjd**, with help from her kids, donated used toys and sold things at flea market. The rest were donated to the homeless people in their hometown.

**Mark Phillips** had a quick “boot” sale made possible by contributions received from friends and family.

**Jimmie Gull** and **Mark Child** raised £375 from sale of the ultimate cufflinQ.

**Lotta Gullberg** sold some things she didn't use anymore.

**The Winnersh UK** office donated book and DVD swap funds.

**Art Feeney** collected about 20 used books from around the house and placed them up for auction on half.com, using his \$10 to pay the sales fees.

**Karin Dahlgren** of Products/R&D in Sweden sold used books at the Lund office.



**Hiromi Kameoka Blomberg** asked friends and family to donate stuff to sell at a flea market. Her husband and parents-in-law also helped on the day.

**Melissa Spires** of Americas Sales Operations, and her husband Jeff, had a book sale where friends and colleagues could choose any number of books in return for a donation of their choosing. Photos of the books were posted on a public album and to Facebook. *"We were impressed with the generosity of everyone. The feedback we got was that they were happy to donate and felt good that they were also getting something in return in addition to feeling great about the charity that they'd donated to."*

**Christina Edner** rented a table at a flea market and sold things that she didn't use anymore with the help of a few friends and her sister.



## raffle for good

Where everyone goes home a winner.



**Julie Whipple** of North America Sales, and her children Wade, Hannah and Henry took advantage of the “March Madness” NCAA basketball excitement and raffled a signed basketball from their friend, Wayne Turner (two-time National Champion from Kentucky ‘96 and ‘98). The raffle was promoted through a local basketball program and contacts. They bought a \$10 basketball (which Wayne autographed) and sold \$2 raffle tickets! When asked by a six year old friend why he was helping Africa, Henry said, *“because they don’t have many basketballs there.”*

**Jane Slaughter** raffled off a Le Creuset cookware set that was donated and raised £255.

**Ana Rubio, Lidia Marco** and **Pablo Pinillos** sold tickets to colleagues, friends and family for a box with delicatessen food for the value of 200€ and raised £640.



## fancy a wager?

You bet Qlikkies know how  
to make some coin.



**Dean Sutherland** of North America Sales raised \$700 on the first night of the 10-10-10 Challenge at the all employee Qollaborations meeting in Cancun by collecting bets on whether he could eat hot peppers.

**North America colleagues** made American football and the Super Bowl a big winner for HOPEHIV. Michael Kaszuk and Lisa De Nero quarterbacked the Patriots/Giants pool. Twenty-five employees on each team agreed to contribute \$100 to the pool, with the losers having to kick in an extra \$100. Well, the winners were so overjoyed that they challenged all to put in the extra \$200 which made this single fund raiser total \$10,000!

**Michael Garrett**, US Sales, hosted a Super Bowl party and the pool yielded a donation of \$480 from Broadneck Peninsula families of Maryland.

**Christopher Mack**, Americas Sales Operations, played in a poker night and donated the winnings from his biggest hand to HOPEHIV.

**Patrick Merstetter**, Corporate IT, decided to use the money to play Texas Hold 'Em. He turned \$10 into \$122 in a matter of three hours! *"I thought it was extremely interesting how many creative ways we as a company could come up with to raise money for HopeHIV. Overall it was a great experience for a good cause."*

**Mirsad Vojnikovic** would like to continue the challenge during the European football championship which starts in June. Instead of betting, each participant will give at least \$10 to HOPEHIV. Plans are to involve at least 20 people in Lund.



# just plain clever

The quirky, sweaty side of OlikTech.



**Karin Berglund's** son put up a donation banner on his company's web site which offers an Android PC remote app and has received approximately 20,000 visitors.

**Chuck Bannon** in North America had family, friends and colleagues sponsor him either per pound or a flat donation for every pound he lost over the 10 weeks. He lost a total of 23 lbs. collecting \$1,900 from about 25 sponsors.

**Miha Batic**, BeNeLux Global Services, had the idea that instead of going out and spending money on coffee and beer to donate 3€ for a better cause. At the end they also did something for their health and climbed a mountain together. They created a Google+ and Twitter campaign among friends and family.  
*"This is a great way to contribute to people who really need support. I wish more companies would make similar actions."*

**Stefan Heintz** and his children spent a few days on a ski resort with 3 other families. They arranged a charity pulkarace (a sled race) with an optional starting fee of \$10 for one child and one adult. His children also decided to contribute \$145 of the money they have put away over the year.

**Johan Asplund** held a course on Photography for Beginners for his colleagues, with 30 attendants totaling £300.

The **Vancouver office** raised £300 auctioning desk locations in the new Vancouver Hub.

**Steve Smith** raised almost £400 for his "Marathon on a Treadmill" fund raiser at a local UK Fitness Club. The 46-year-old, who was joined by club members on adjacent treadmills, completed the gruelling task in 4 hours and 23 minutes.  
*"The wheels started to fall off at 18 miles – but it is easy to put up with a few hours of discomfort when you think of the reason why you are doing it."*



## **QlikBay auction**

Property, paintings, and sailing trips  
up for grabs.



**Deb Perry** and **Cynthia Mathis** split the \$7,000 for the auctioned Lake Tahoe property generously donated by Deb Kennedy. But it didn't stop there. A very generous donor matched all the money raised at our all employee Collaborations Event in Cancun for a donation over \$8,000. Raising over \$16,000 in one night was quite a good start to kick off the program and inspired the creation of a QlikBay site auctioning the following items.

**Joe Francis** donated his London flat for visitors that may need a place to stay during the summer Olympics. **Lisa Stifelman-Perry** and **Diane Wolfe** won the flat for \$1,500

The **Sydney Support Team** convinced a well-known Aboriginal artist to donate a painting which was bought by the Australian team for the Sydney office at \$1,700.

**Wade Mannis** donated his house for a holiday. **Karen Gray** bought it for \$500.

**Peter McQuade** donated his house in Portugal for a holiday. **Dana Huston** won it for \$1,175.

Our very own COO **Les Bonney** offered a day of service. Les' direct reports (**Richard Timperlake, Henry Seddon, Peter McQuade** and **Joe Francis**) won the day and he's coming to mow lawns, clean bikes and cook a BBQ for all at Richard's house in July.

**Henry Seddon** offered a day of sailing where he would captain the ship and his wife would cook. **Jeannine Boot** bought it as a QlikTech Netherlands marketing team outing.

**In total: £3,943 / \$6,125**



**\$10** x **H**  **PE**

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= over **\$150,000!**



**QlikView**