Bridging the Digital Divide: A Case Study of H&R Block and Digitunity's Impactful Partnership

Background

At the end of 2020, H&R Block, a leading tax preparation company with a global presence, embarked on a company-wide U.S. focused asset refresh. They sought sustainable device solutions that would align with their commitment to benefiting the communities in which they operate as a part of their Make Every Block Better community impact platform.

However, H&R Block faced a challenge in finding a donation process tailored to their information security requirements while ensuring the donated devices would make a tangible difference in the lives of those who received them.

They needed a partner with expertise in secure, compliant, and significant technology redistribution and a network capable of reaching the diverse communities they served.

Through a mutual connection, H&R Block was introduced to Digitunity, a national non-profit organization dedicated to making computer ownership possible for everyone.

Inspired by Digitunity's mission and its unique approach to bridging the digital divide, H&R Block saw an opportunity to collaborate and amplify the significance of its device donation initiative.

Impact Overview

H&R Block forged a partnership with Digitunity, a national non-profit organization committed to ensuring universal computer ownership. Leveraging Digitunity's specialization in securely and effectively redistributing donated technology was crucial.

A standout program within Digitunity, The Alliance for Technology Refurbishing and Reuse (AFTRR), unites nearly a hundred non-profit technology refurbishers across the US and Canada.

This collaboration, underpinned by AFTRR's extensive network, positioned Digitunity as the perfect ally for H&R Block's Environmental, Social, & Governance (ESG) initiatives.

The relationship began with a pilot donation of 600 devices to World Computer Exchange, a recipient organization in San Juan, Puerto Rico, that met H&R Block's stringent information security requirements.

The success of this initial collaboration paved the way for a significant partnership expansion.

Nationwide results:

The remarkable results achieved from this multi-year partnership underscore the effectiveness of a holistic strategy that encompasses device donation and community empowerment through digital literacy and access.

94,342
TECHNOLOGY DONATED

34,480
COMPUTERS DISTRIBUTED

444
COMMUNITIES HELPED

1,483
TONS OF E-WASTE AVOIDED

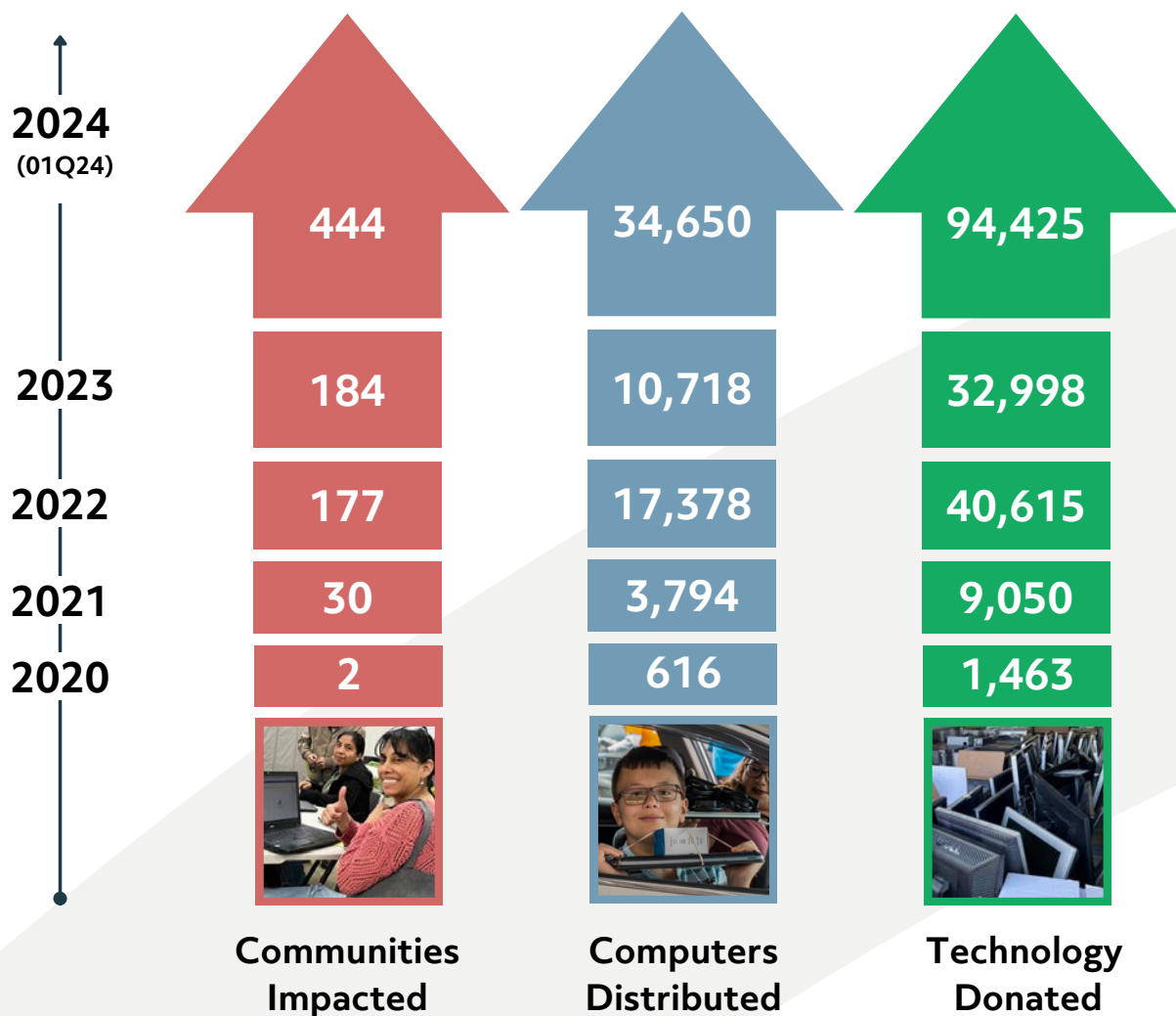Map not to scale

To date, a total of 94,342 tech items, including 34,480 computer devices, have been donated by H&R Block. More than 444 communities have been positively impacted with local computer device donations in support of the Make Every Block Better initiative.

Growth Insights

From 2020 through March 2024, the partnership between H&R Block and Digitunity has achieved remarkable and steadily growing results, as summarized in the illustration below:

	Communities Impacted	Computers Distributed	Technology Donated
2024 (01Q24)	444	34,650	94,425
2023	184	10,718	32,998
2022	177	17,378	40,615
2021	30	3,794	9,050
2020	2	616	1,463

The donated technology has empowered countless individuals and communities, enabling remote learning, job search, and digital literacy.

DONATED TECHNOLOGY EMPOWERMENT

ESG

ENVIRONMENT | SOCIAL | GOVERNANCE

In addition to ensuring a smooth and data-safe donation process, Digitunity's Corporate Concierge Donation Services allowed H&R Block to maximize its ESG efforts.

The partnership has not only contributed to H&R Block's environmental sustainability goals by promoting responsible recycling and reuse of technology but has also transformed lives by providing access to essential digital tools.

Success Stories

The significance of the H&R Block and Digitunity partnership is best illustrated through the stories of the communities it has touched:
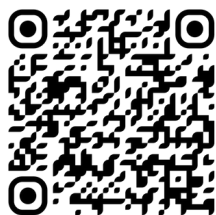
Computer Reach in Pennsylvania reported that 500 desktops received from donations sourced by Digitunity have been placed in the households of community lottery participants who previously had no computer access at home. Tech Exchange in California used H&R Block's support to facilitate "Tech Nights," bringing together over 30 families for digital skills workshops, affordable internet sign-ups, and free refurbished computers.

In this way, the partnership has demonstrated its tangible impact on digital equity, creating opportunities for underserved households.

This collaboration is an excellent example of systemic solutions in action, addressing the technology gap at a national level. Using Digitunity's network and expertise, H&R Block has empowered communities across the nation. We invite other corporate leaders, corporate social responsibility (CSR) managers, and sustainability officers to explore similar collaborative models for social impact, working together to create a more inclusive digital future.

DIGITUNITY.ORG

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