

ROUND IT UP AMERICA®



The Simple Answer to
Corporate Social Responsibility

WE ARE

A 501c3 non-profit organization that provides for-profit businesses the financial and legal compliance to offer their customers the opportunity to donate to charity at check-out in all 50 states

ADVANTAGES

1. Cost-free to operator
2. Legal in all 50 states, no cause marketing filing required
3. Multiple POS partners to assist with integration
4. 100% customizable to support any 501c3 organization
5. Can run 365 days a year, not restricted to 30 day cause marketing rules
6. Completely flexible to switch charities in time of disaster/need

THE MILLENNIAL FACTOR

Data compiled by
EngageForGood.com

91%

would switch brands to one associated with a cause

75%

would take a pay cut to work for a socially responsible company

83%

would be more loyal to a company that helps them contribute to social and environmental issues

EngageForGood.com has reported that

CHARITABLE DONATIONS AT CHECKOUT GREW FROM \$389.2M TO \$441.6M FROM 2012 TO 2016.

92%

Of consumers have a positive image of companies that have a charitable component

72%

Of consumers have donated at the register

55%

Of consumers will pay extra from companies committed to a positive social and environmental impact

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SMALL CHANGE MAKES BIG CHANGE

*Based on 26% of customers donating \$0.50

| Daily Transactions | Average Annual Donations |
|--------------------|--------------------------|
| 5,000 | \$220,000 |
| 10,000 | \$440,000 |
| 50,000 | \$2,200,000 |
| 100,000 | \$4,400,000 |
| 200,000 | \$8,800,000 |

ROUND UP. DONATE CHANGE. MAKE A DIFFERENCE.