

Raise money while you shop

The CommUnity Concept



Member



Merchant



Community Group

CommUnity
turning commerce
into community

CommUnity unites merchants, community groups and charities and the public, so they can support and strengthen one another.

Raise money while you shop

Wouldn't it be great to have a modern, simple, safe way to raise funds for the community? Fundraising in the modern world is difficult. From community sport organisation's to war veterans' associations, junior sports teams to emergency rescue providers, and arts, music, health and education organisations all agree it can be a real struggle. Traditional direct marketing, mail drops, door knocking, and fairs and events are all now subject to privacy laws and Health and Safety rules. And fewer people carry spare cash for donations.

CommUnity makes it easy for New Zealanders to support their community, simply by doing their everyday shopping. It takes a small percentage of every retail purchase and passes it on to member community organisations. It doesn't cost the shopper anything, and they can choose which community organisations they want to support.



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The Vision

CommUnity's purpose is to deliver as much money to Kiwi communities as possible. If we are to achieve the future financial stability of New Zealand's community groups, we must generate money in a healthy, simple and easy to understand way. We must not expect money to be handed out rather we should generate money through supporting local merchants so that money circulates, and everyone wins.

To achieve this **CommUnity** has been built to be as lean and agile as possible, with as few overheads as possible.

All money after operational costs will go back into the community as part of a process that contributes untagged money to community groups annual operational costs as well as having funds available for future projects. And we could pay up to 100% of the cost of your project!!!

Although our marketing outreach will be predominantly online, leveraging social media channels and the website and smartphone app, CommUnity will also participate in traditional media outreach. We anticipate significant natural growth through word of mouth within community groups.



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Turning **Commerce** into **Community**



How it works - Member

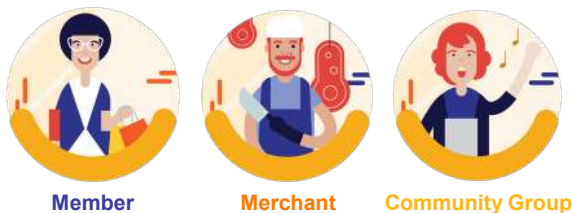
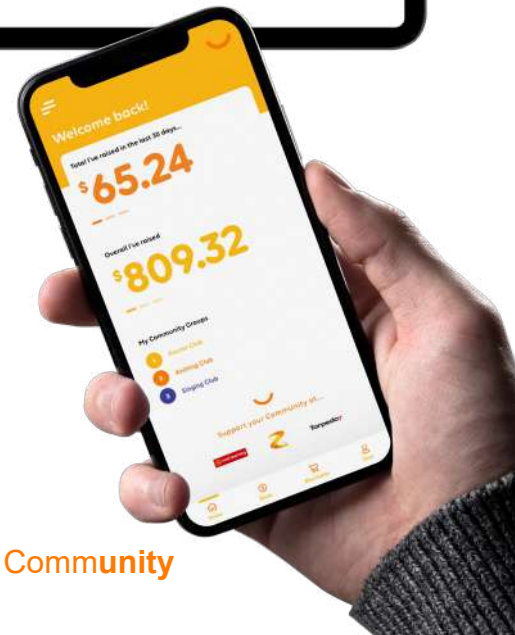
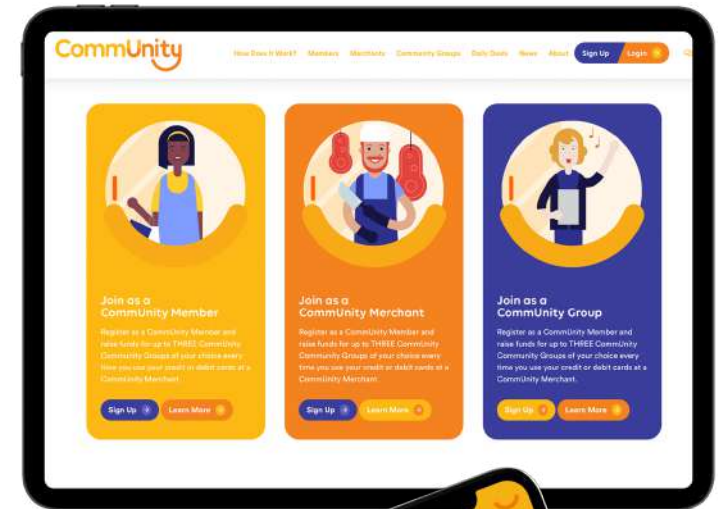
How it works - Member

CommUnity generates money for the community by uniting merchants, community groups and charities and the public, so they can support and strengthen one another.

CommUnity is unique and concentrates on money circulation as the overriding and overarching priority.

Members (the public) ...

- Are individual shoppers, the general public and/or members of community groups
- Register with **CommUnity** as members for free
- Support up to three community groups of their choice by simply making purchases either online or in-store at **CommUnity** merchants



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How it works - Merchant

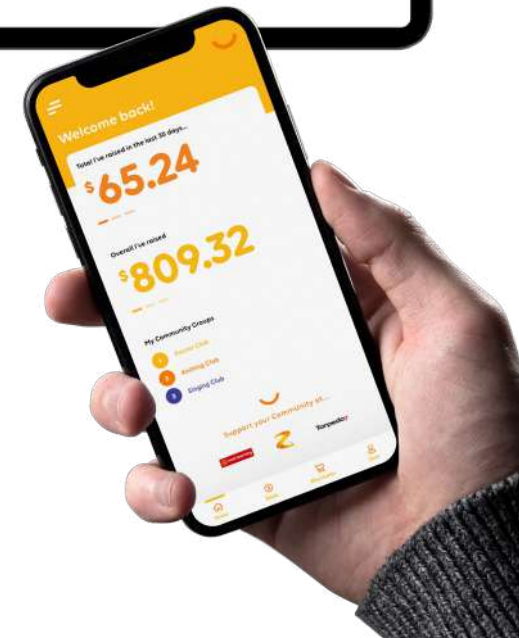
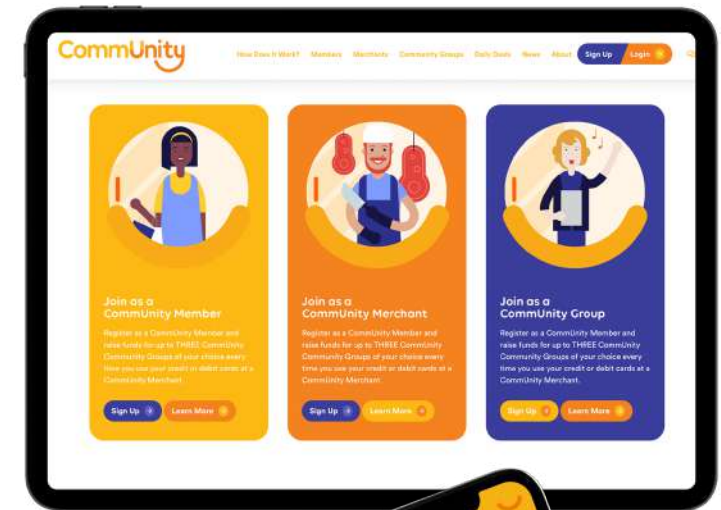
How it works - Merchant

CommUnity generates money for the community by uniting merchants, community groups and charities and the public, so they can support and strengthen one another.

CommUnity is here to build and protect businesses, while supporting local communities.

Merchant ...

- Can be any New Zealand business, large or small
- **CommUnity** collects a small percentage of each transaction for members' chosen charities or groups
- All CommUnity Merchant costs are tax deductible. CommUnity even supplies tax information so the cost to the Merchant will be two thirds of the agreed percentage.
- Each merchant will pay a small annual listing fee
- Can offer promotions and special deals direct to **CommUnity** members via the website and smartphone app
- Have access to online reports detailing sales to **CommUnity** members and funds raised for community groups
- Receive regular tax information showing their advertising spend and total charitable donations to **CommUnity**



Merchant key features/benefits

Merchant Membership Inclusions

- Directory listing on CommUnity website and app includes name of business, contact details (phone, email, website, physical location), option to upload business logo, trading hours, Google Maps integration including GPS directions
- Promotions feature –merchants can upload a new promotion using the ‘promotional tool’ under their merchant login. This feature includes a name, image (such as a flyer or logo), description, and promotion start and end dates. Active promotions will display within 10kms of the member’s registered address, and members can search for promotions that interest them.
- Overview feature live dashboard displaying relative data, including spending trends of members (i.e. the merchant’s customers)



Member



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Community Group



Merchant key features/benefits

Merchant membership-inclusions *continued*

- Dashboard data feature comprehensive data displayed includes total merchant contribution to all member selected community groups; number of community groups the merchant's business supports; the number, age range, gender the merchant's business supports; the number, age range, gender and location of **CommUnity** members supporting the merchant's business; the merchant's customers' total sales for the past six months; members' purchasing timeframes and sales trends
- Send invite feature - a simple tool to grow the database and potentially attract more customers; merchants can click on the 'send invite' feature to invite customers, friends, family or other business owners who choose to join **CommUnity**.
- Welcome pack feature - marketing material to advertise that the merchant is now part of **CommUnity**. Includes window stickers, flags, countertop displays and a 'Quick Guide', including key contacts and support



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Merchant key features/benefits

Merchant membership-inclusions *continued*

- Tax benefit feature -merchant can download their tax return information, outlining total contributions made within a specific time period
- Dedicated account managers - full support for each merchant at ground level, including local support, 24/7 support, and live website chat
- The **CommUnity** App will direct Member shoppers to your location as well as providing a range of member information, statistics and graphs, keeping people up to date.
- **The CommUnity App will change the way we shop forever.**



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How it works - Community Groups

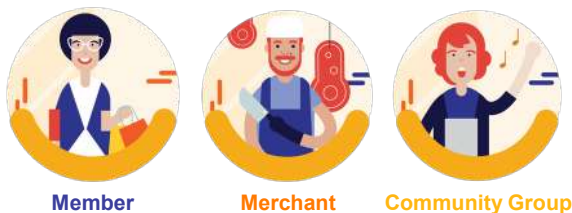
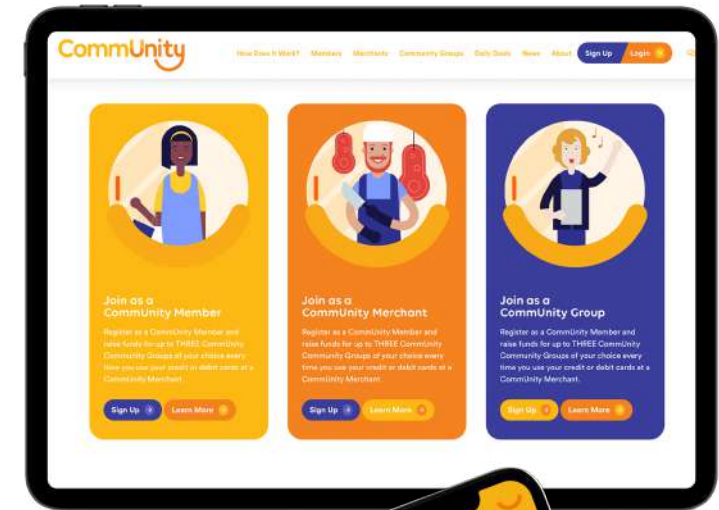
How it works - Community Groups

CommUnity unites merchants, community groups and charities and the public, so they can support and strengthen one another.

CommUnity is innovative and a technology focused and driven platform.

Community Group ...

- Register for free with **CommUnity** as a community group or charity
- Can apply for up to 100% of the cost of future projects or programs (resulting in fewer cake stalls and sausage sizzles!)
- Encourages community group members to join **CommUnity**, choose their community group to become a recipient, and shop at **CommUnity** merchants
- Can focus on the purpose of the organisation, rather than finding money



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Community Group

Present Loyalty Environment

CommUnity offers an easy-to-understand nationwide system and platform that allows progress to be tracked for New Zealanders. Compare this with the current loyalty program environment, where:

Merchants

- Are locked into competing, divisive loyalty programs
- Allocate significant time and money resources to individual loyalty program administration
- Can never be certain that groups they sponsor will support them in return, yet they value supporting those who trade with them

Shoppers

- Become confused by difficult-to-follow loyalty program systems
- 83% of millennials think that corporates should be more socially responsible
- 80% of millennials say corporates should give more to the community
- 67% of millennials say they would choose merchants that supported the community when making purchases



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Simple yet clever

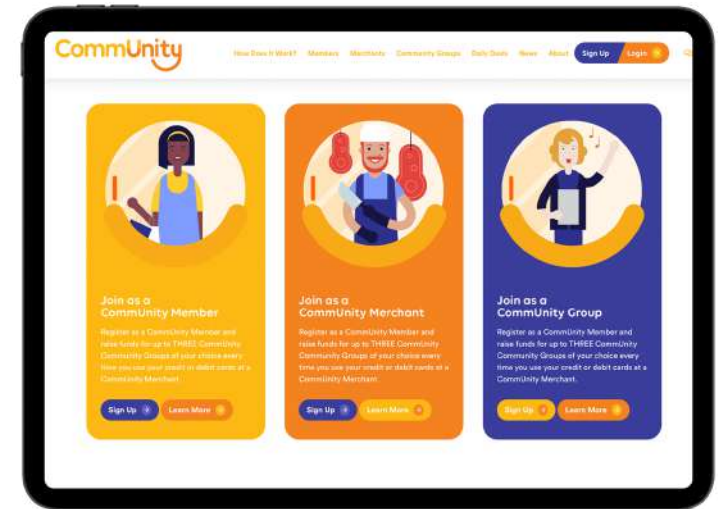
The **CommUnity** website and smartphone app is custom built from the ground up and is the ‘engine room’ of the **CommUnity** program.

Using the latest technology that’s been designed to accommodate bank account integration, the **CommUnity** backend system will provide all users with powerful reporting generated from **CommUnity** data.

The **CommUnity** app will become the go-to technology when it comes to shopping and turning commerce into community.

Simple yet clever features give members the ability to:

- view individual and total funds raised for each community group
- use GPS and location services to find, and be directed to, selected merchants’ locations and find latest promotions
- update registration details, including bank accounts and the ability to change preferred recipient community groups.



Key Benefits



Member

- Part of a significant yet simple national program
- Free membership and it's my choice where my money goes
- Easy-to-use app that takes us to **CommUnity** Merchants
- Feel-good factor



Merchant

- Customer loyalty and positive perception
- Involve supplier in agreed donation percentage –one third merchant, one third supplier and one third tax deduction
- Easy-to-access data
- Promotional support of businesses by communitygroups
- Supporting the community who will support the merchant



Community Group

- Ongoing untagged funding support
- Easy access to data
- Achieve long term goals through the **CommUnity** Fund
- Free membership and more focus on activities

Welcome Aboard

CommUnity could well be New Zealand's most important community initiative ever, and with funding for community groups becoming harder to come by, the timing may well be perfect.

The goodwill **CommUnity** will generate means:

- communities will become stronger
- people's attitudes will become more positive and supportive
- more people will become part of community groups
- our communities and societies will be physically, mentally and emotionally healthier

Support of each other is a major component of what has made New Zealand a very special place and **CommUnity** will help ensure this can continue. It has real potential to play a major role in keeping New Zealand's population engaged and aware.

We look forward to having you onboard.



Member



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Community Group