ihiveLIVE

CHARITY PRESENTATION

"GIVE MORE WITH ihiveLIVE"

OUR MISSION

ihiveLIVE's mission is to increase charitable donations using cause-driven commerce that helps charities maintain a daily giving presence.

THE PROBLEM IN TODAY'S MARKETPLACE

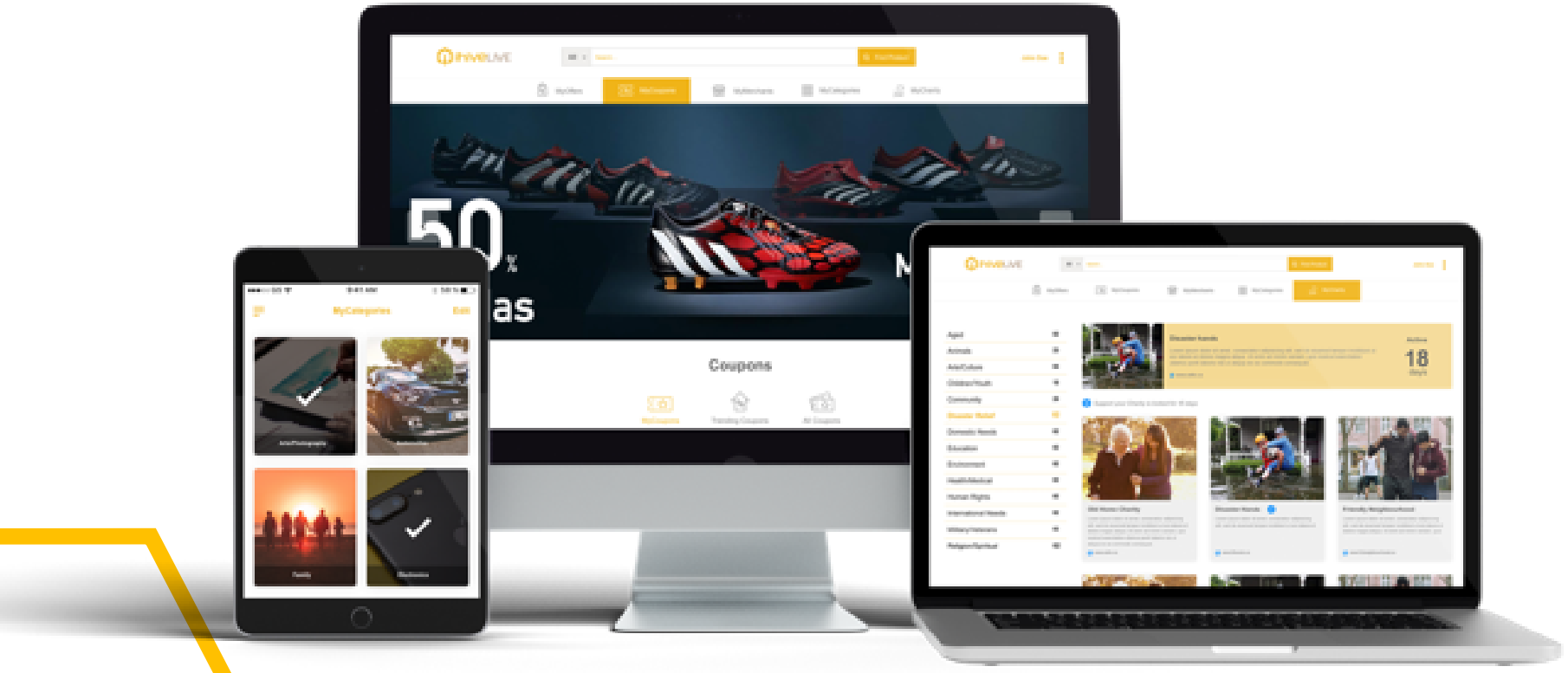
- Consumers want to give more to charity, but lack the funds to do so
- Businesses want to be seen as being socially responsible
- Charities are struggling to raise money to help their causes

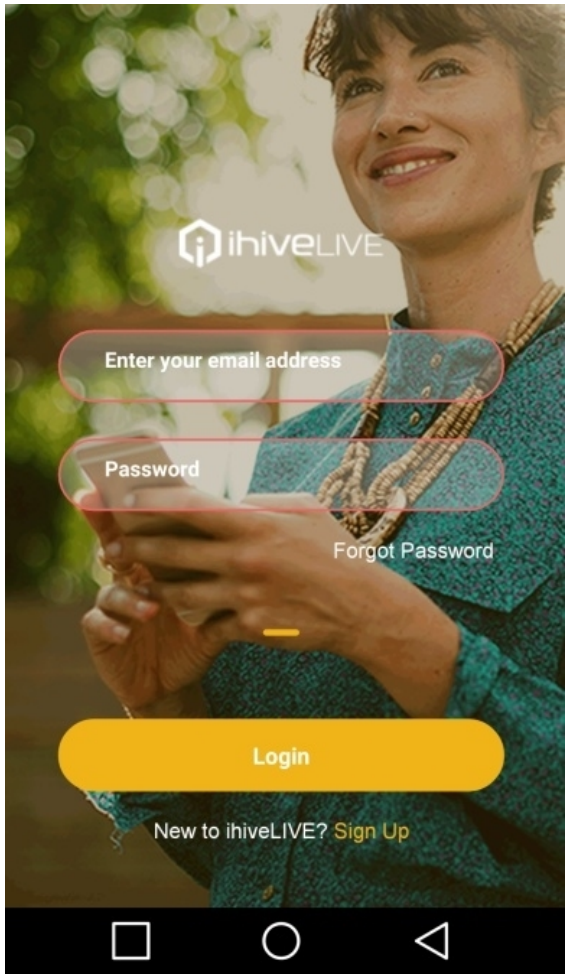
THE CURRENT SITUATION IN CANADA

- Donations down across all age groups:
  median donation is approximately $300
- Canada's growing population is giving less:
  30% of donations coming from people 70 Yrs +
- Younger donors prefer online giving options
- 43% of non-donors would give if they had the money
- 30% of current donors not giving more because of questions regarding how the money is spent

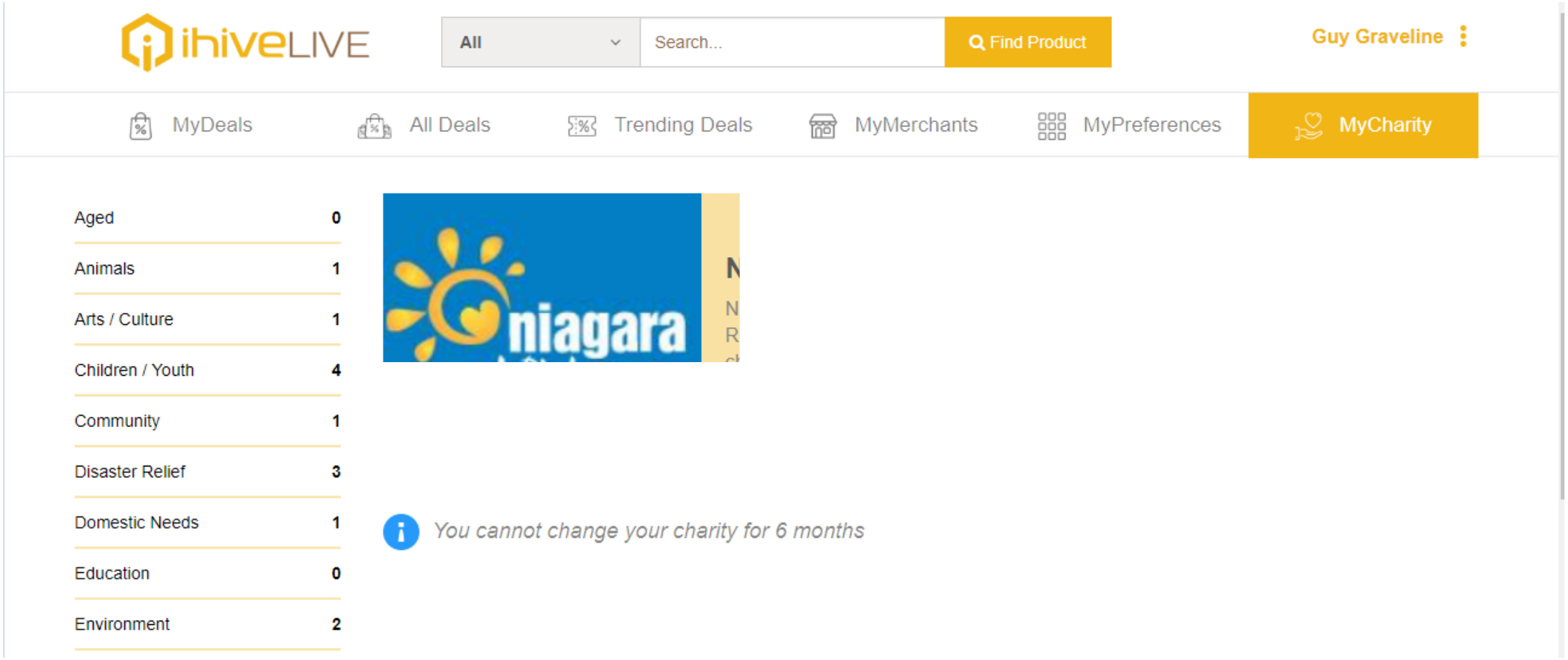
THE ihiveLIVE SHARING PLATFORM

- Where consumers, business and charities can come together “to do good” for their community
- A virtual community of like-minded people who are philanthropists at heart

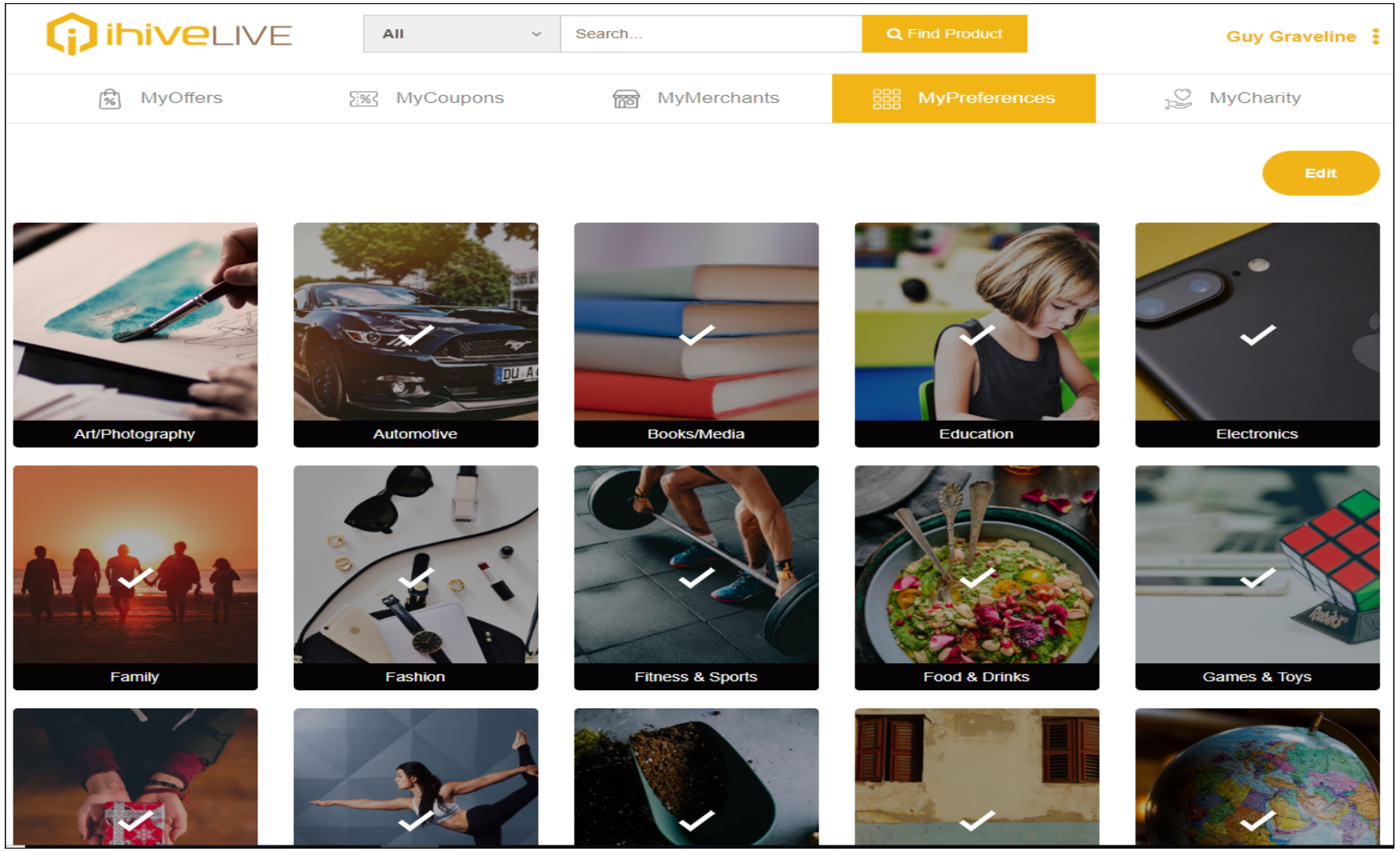




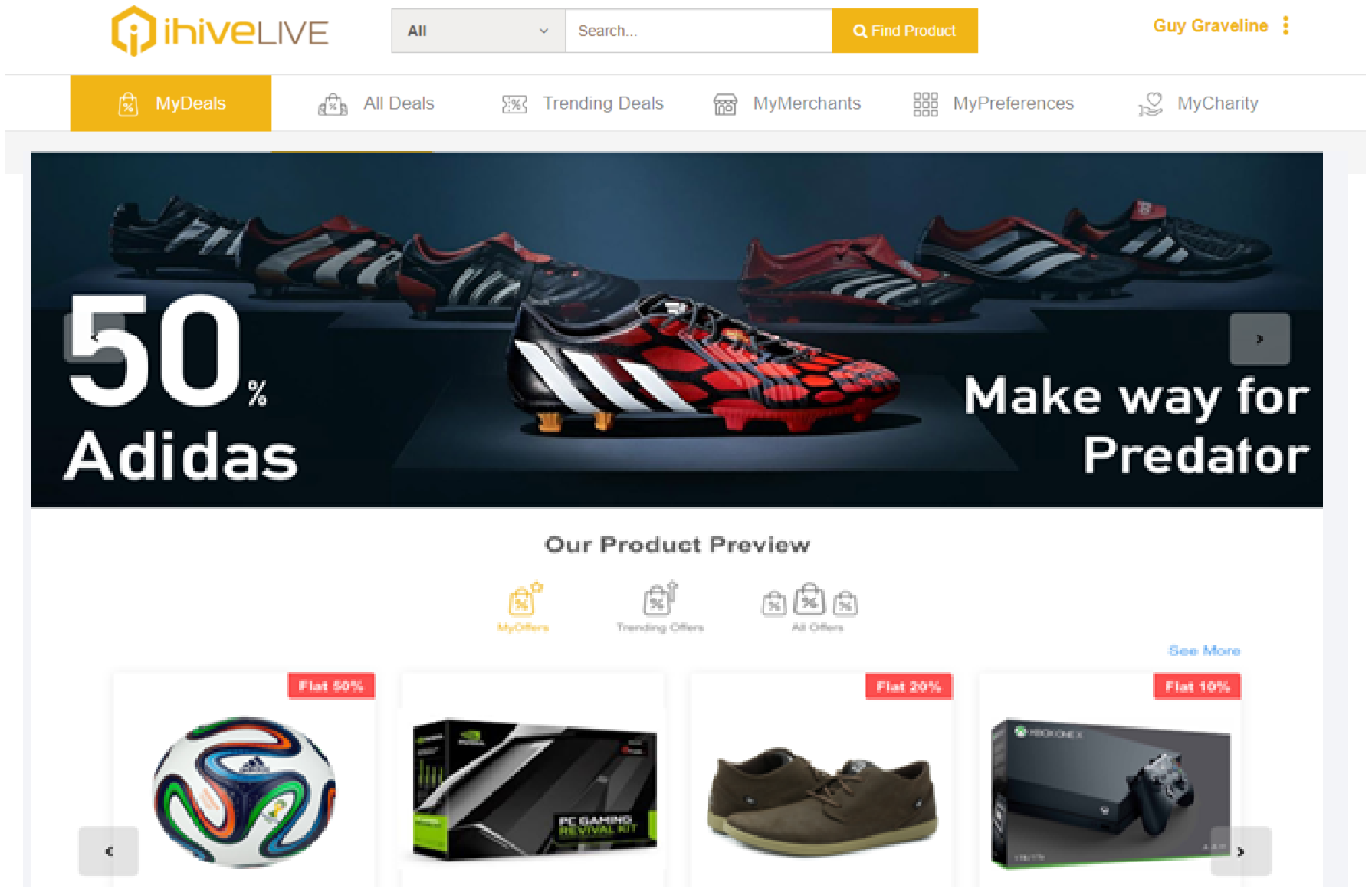
Sign-up specific to your charity



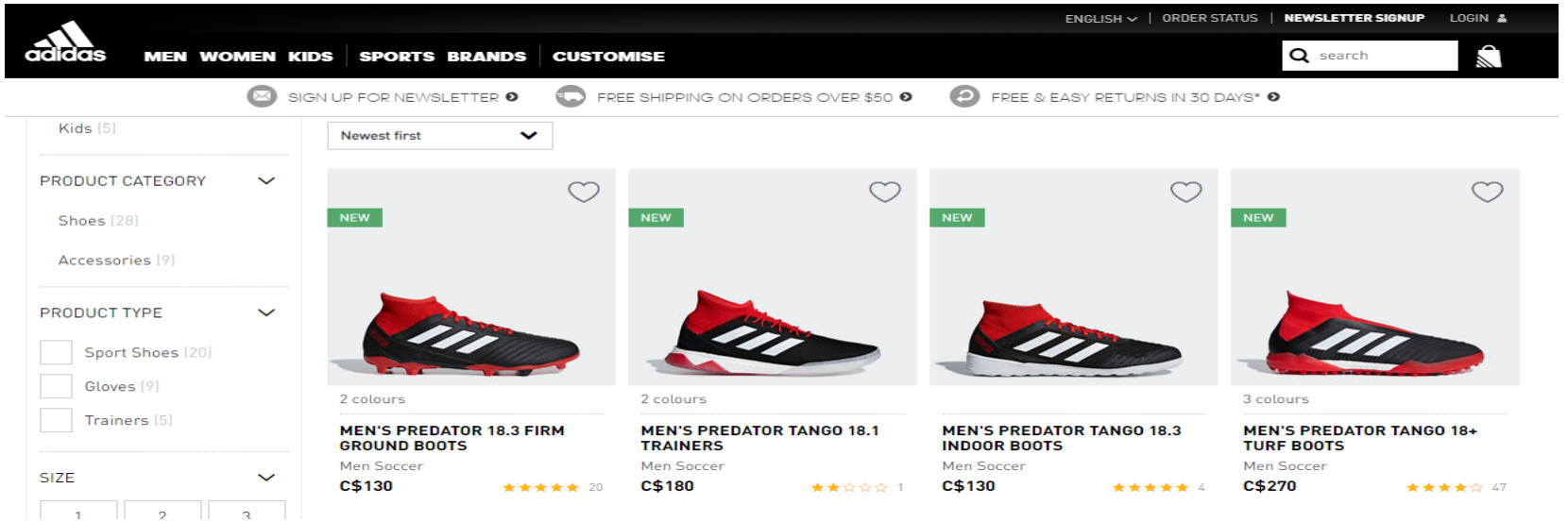
Sign-up tailored to the individual

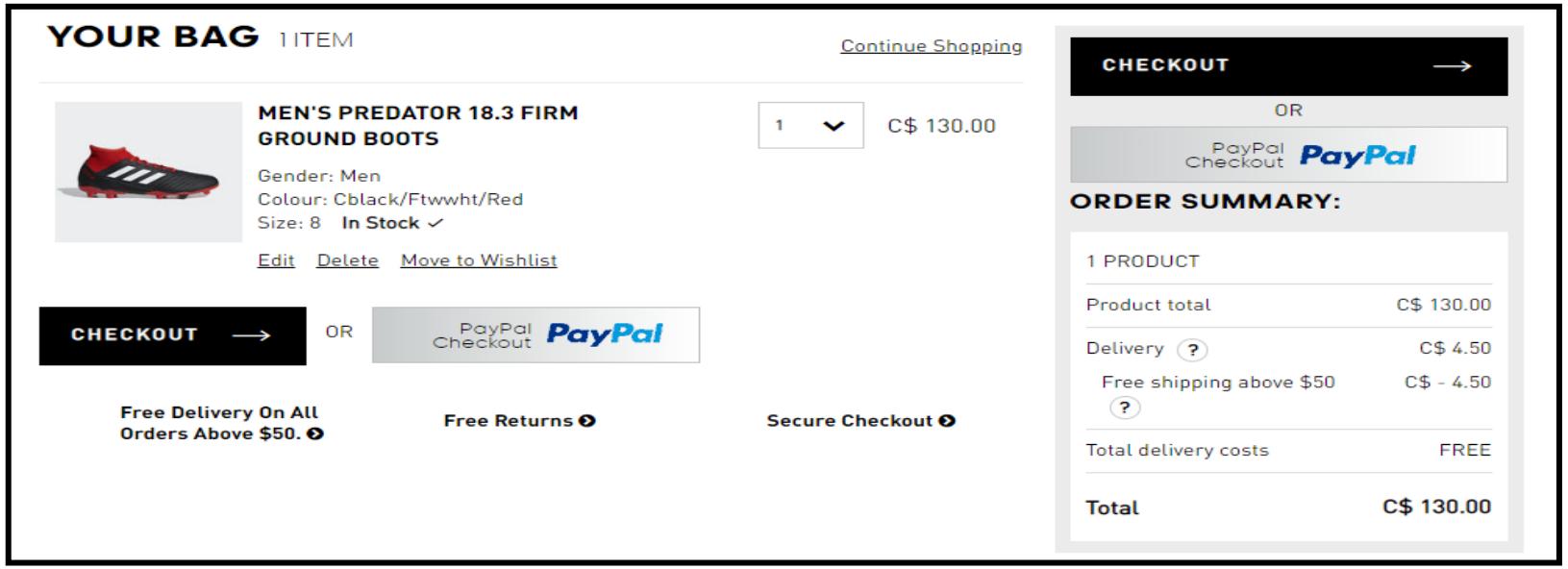


Finding merchants and deals is easy



Shopping direct with affiliate merchant





Easily check transactions and giving

THE SHARING POTENTIAL OF ihiveLIVE

Examples:

- **Purchase of Shoes for $253.96**
  Commission of 2.5% = $6.35
  Member's charity = $3.17 or $6.35

- **Purchase Travel for $2,660.03**
  Commission of 5% = $133.00
  Member's Charity = $66.50 or $133.00

Average Canadian household spends about $2,748 each year on online shopping. If 50% of purchases are made via ihiveLIVE at an average commission rate of 2.5% and members choose to 100% of the cashback to their charity, then:

Each member would produce for their charity = $34.35

A charity with 1,000 ihiveLIVE Members = $34,350 annually

REVENUE SHARING

How ihiveLIVE makes money and invests to grow…

- We negotiate great cashback rates with each of our affiliate merchants and direct up to 50% of the cashback proceeds back into the **ihiveLIVE**
- This allows us to invest in expanding our reach, enhancing technology to promote social giving and creating an online social community
- When you explore merchants through **ihiveLIVE**, you'll see the cashback percentage advertised – **that's the rate you and your charity will receive!**

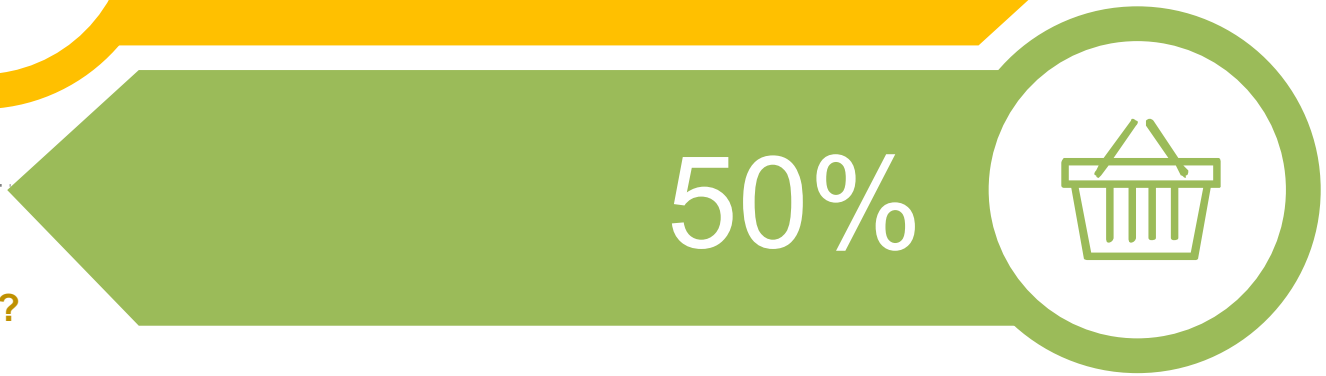
Here's some cashback examples:

Monster **10%**, Keds **5%**, NHLSHOP.com **3%**, and Mountain Warehouse **2.5%**, just to name a few.

REVENUE SHARING

Charity

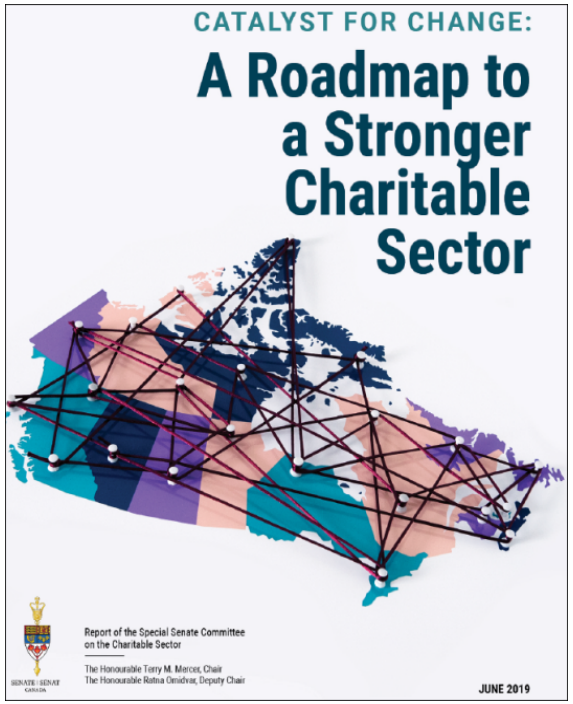
Member



Did you know?

☑ **You can double your giving by directing your 50% to your charity as well. With option to direct their cashback to their charity**

Supporting Research



THE ihiveLIVE SOLUTION

- “Catalyst” for giving, for “helping others”
- Research based tool for learning about donors
- Community for sharing and communicating
- Positive influencer for societal change
- Platform for “sharing” money so people can give

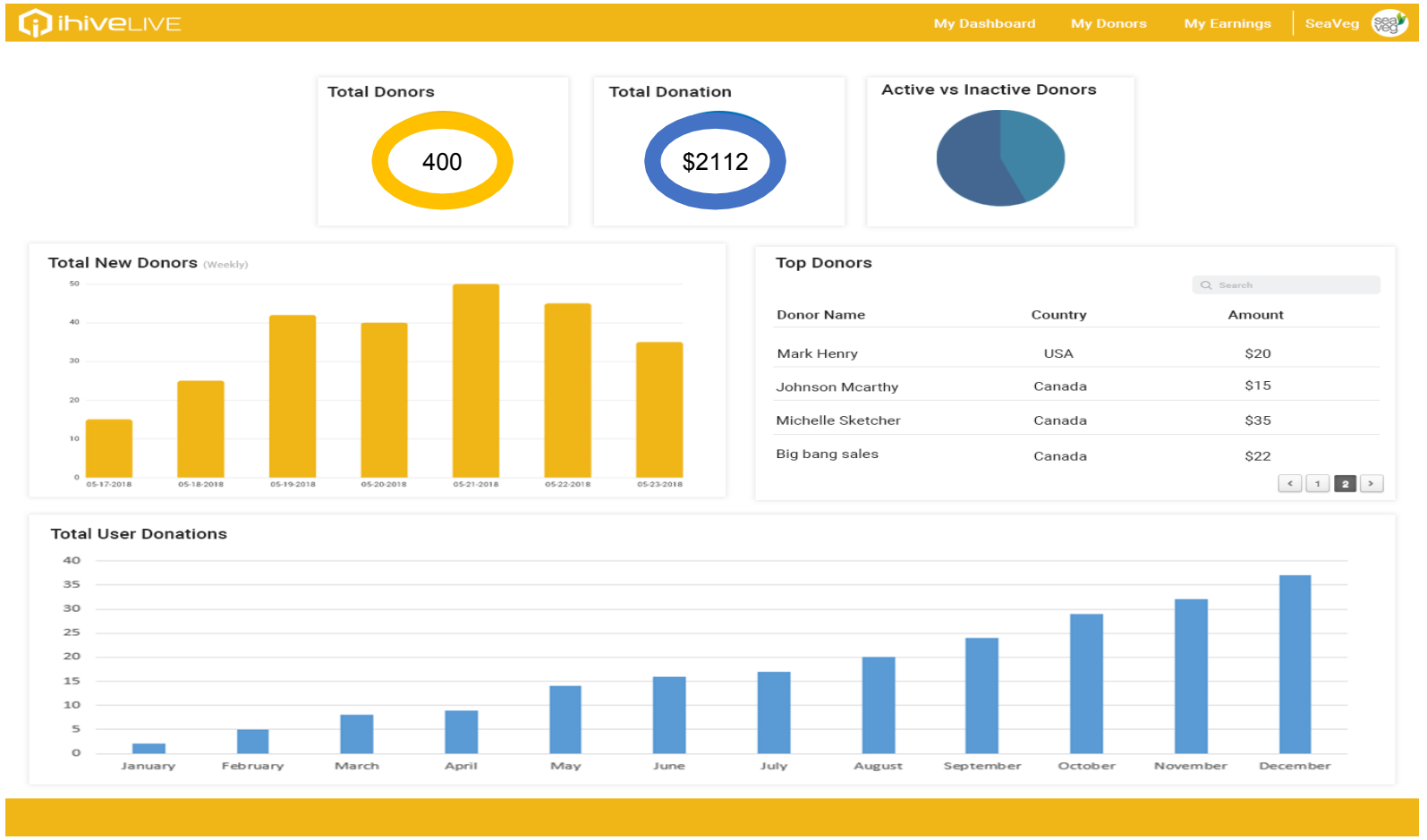
WHAT WE OFFER CHARITIES IN CANADA

- Low “cost to raise” fundraising program
- “No cost” way for current donors to give more
- “No cost” way to attract non-donors who now have $$$
- Transparent reporting system for your program:
  - Your Dashboard
  - Your Donor Information
- Sustainable source of funding that will grow over time as more people use online shopping options
- Communications tool to strengthen affinity relationships with your donor base

THE ihiveLIVE CHARITY TOOLKIT

- Communications materials for you to introduce ihiveLIVE to your donor base with creative elements
- Ongoing updates and information in creative formats to ensure sustained communications about ihiveLIVE
- Profile page on ihiveLIVE with backlink
- Social media shout-outs and exposure

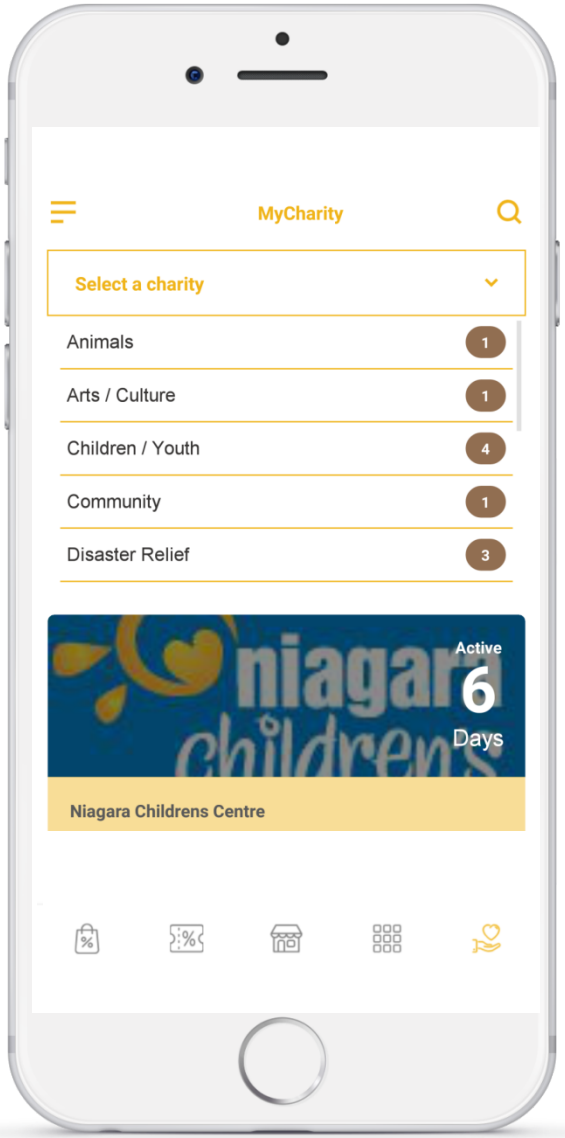
Charity Support



Administration Portal - Manual procedures will become automated from pilot learnings to develop automated capabilities for:

- Dashboard
- Payment Processing
- Historical statistics and donor information for ongoing engagement
- Ability to survey or poll Members

ihiveLIVE'S UNIQUE OFFERING



ihiveLIVE enables charities to "lock in" cause-related shopping and activities to your charity and stay "top of mind".

The charity receives all charitable donations from the individual shopper upon signing up.

This gives the charity the unique ability to maximize donations and lessen distraction from other competing charities.

NEXT STEPS

- Our ask to your organization:
  - Connect with your key personnel
  - letter of support for iHiveLIVE
  - introduction of program to your donor base encouraging them to sign-up now
- Collaborative meetings with charities
- Preparation for pilot launch

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Thank You
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