

Information for Community Groups

Frustrations for community groups

“ We need more money! ”

“ Applying for grants takes so much time and is often unsuccessful ”

“ Fundraising is hard work ”

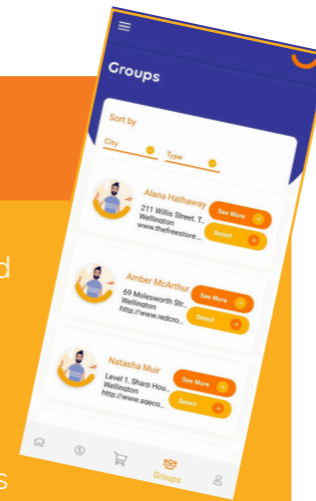
“ Asking businesses for help is uncomfortable for everyone ”

Why CommUnity?

- ✓ No cost to your community group to join
- ✓ Connection to the businesses & individuals supporting you
- ✓ Additional funding available through the 'The CommUnity Fund'
- ✓ Earn passive, untagged money for your group
- ✓ Support local businesses while they support you
- ✓ The more effort you put in the more you can make

CU Tools to help

- ✓ Listed on the app to be supported by any CommUnity member
- ✓ Promotional material for your community group or business
- ✓ A dashboard for all your statistics
- ✓ Personalised content to encourage individuals and businesses to support your group



CommUnity's purpose is to deliver as much money to Kiwi communities as possible.

What our community groups think



Simone Andersen and team
The Incubator Creative Hub

"The arts is often seen as a bit of an indulgence which we know is not true. It's actually a massive necessity for wellness in society and personal wellness so we're really excited that people get the opportunity to share some of their goodwill and see it distributed amongst the community."



Livia Esterhazy, CEO
World Wildlife Fund NZ

"We're so excited to be on the CommUnity platform because it allows us to get on with our work and be part of communities and help them."

CommUnity is a registered New Zealand charity - CC59084



Introducing CommUnity

Raise money while you shop. It doesn't cost you anything and you decide who benefits!

SHOPPERS/MEMBERS

Generate income for your community groups at no cost to you.



COMMUNITY GROUPS

Do you want untagged money each year plus funds for future programs and projects?



MERCHANTS

Grow your business while supporting the local community groups your customers care about and be able to track how much is generated and to whom.



WIN, WIN, WIN



TO SIGN UP NOW

Visit <https://comm-unity.kiwi/community-groups/>
Or use this QR code:

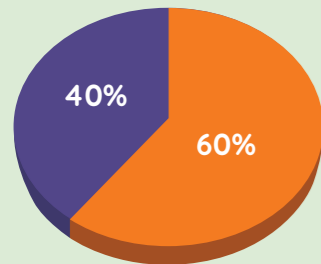


You can also download the CommUnity app from the Apple or Google Play stores.

It works like this

Anyone can register and become a CommUnity Member, it doesn't cost you anything.

When you register, we will ask you to **choose up to three CommUnity Groups** to receive a small percentage of every purchase you make at participating CommUnity Merchants.



Selected CommUnity Groups (untagged)
The CommUnity Fund

60% of the total amount raised from CommUnity Merchant purchases are deposited each quarter, in the CommUnity Groups accounts. The remaining 40% goes into "The CommUnity Fund" - and once we are established, all money will go back to the community through an application process that will support future projects or programs.

This way, CommUnity is providing untagged funds for annual operations (the 60%) and funding for future projects and programs (40%).

CommUnity circulation: Creating a win, win, win.



TO SIGN UP NOW

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Information for Merchants

Frustrations for businesses

"I just can't support every group that asks my business for money"

"Loyalty programmes are expensive and give little value to my community"

"I often can't measure the value of the funds I give to the community"

"I need a cost-effective way to bring in new customers"

67% of New Zealanders think more highly of companies that support charities and other worthy causes

Why CommUnity?

- ✓ Support all registered community groups through one platform
- ✓ Say "yes" to every group asking for money by pointing them to CommUnity
- ✓ Less administration time and cost than loyalty programmes
- ✓ Understand your customers better and support what they care about
- ✓ Consumers are motivated to spend more with you to see their giving increase
- ✓ Gain new, loyal customers

Tools to help

Instore promotional material



A dashboard for all your statistics



Customers find your business through the app



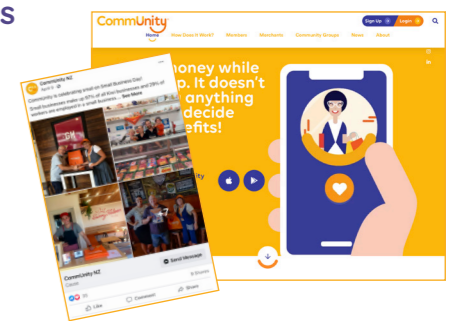
Free promotion online and in social media



Advertise specials and promotions for free



CommUnity App



CommUnity on social media or WEB



51% of New Zealanders would like companies to tell them more about how they are making a positive difference to society so they can support them

What our merchants think



Jessica and Brownyn Payne, Hoppers Garden Bar

"Living and working in a community, it's been really important to find new and powerful ways to connect to our customers. Giving back to the community who support us everyday is really important to us and CommUnity allows us to do that in a seamless way."



Josh, Sunny Nelson Real Fruit Ice Cream

"I can see the vision of what CommUnity could be and I'm excited. A place where Kiwis back their neighbour to nourish their community."