

# PRESSKIT



CHARITY CHARGE



## OUR PRODUCT

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The Charity Charge World MasterCard® is a credit card that automatically earns 1% Cash Back in the form of a donation to any charity, nonprofit, K-12 school, college, or religious organization. Cardholders pay no annual fee and may support up to three different organizations at a time.

### CHARITY CHARGE CARD COMES WITH ALL OF THE BENEFITS OF A WORLD MASTERCARD, INCLUDING:

Zero Liability Protection | Identity Theft Protection | Price Protection | Extended Warranty | World Car Rental Program | Mastercard Global Service | Concierge Services | Mastercard Airport Concierge | World Air Program | World Tours and Vacations Program

## HOW DOES IT WORK

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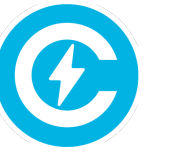
At Charity Charge, our cardholders rack up cash back that is donated to the charity or nonprofit of their choice, the same way they would normally earn rewards or airline points from other credit cards. We have partnered with Network For Good to handle the processing of all donations, and allow our customers to support any charity, nonprofit, K-12 school, college, or religious organization of their choice. These organizations do not have to sign up with us in order to receive donations. We also underwrite all cardholder donation-processing fees, so all they have to worry about is picking their favorite nonprofit.

## WHY DOES IT MATTER

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Charity Charge is more than a credit card company. We think differently than our competitors, because our goal is not to line our own pockets. Instead, we want to offer a simple way for people to make a difference every single day of their lives. Every year, more than \$16 billion worth of credit card rewards and cashback points go to waste. We want to take those wasted points and put them to good use. We also notify our cardholders about volunteer opportunities, and we devote time to volunteer with local nonprofits every single month. At Charity Charge, we want to make a positive difference in the world by putting a simple donation tool in the hands of every credit card holder.





## ABOUT US

Charity Charge is a Public Benefit Corporation based in Austin, Texas that has teamed up with MasterCard and Commerce Bank to launch the Charity Charge World MasterCard®. The company was founded by, millennial social entrepreneur, Stephen Garten and its business model is designed for good. Charity Charge underwrite 100% of their customers' donation fees so every penny cardholders earn goes towards the cause they care about. **YOU GIVE, WE GIVE**

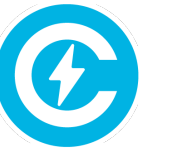
## OUR PARTNERS



## A FEW OF THE MILLIONS OF ORGANIZATIONS CARDHOLDERS CAN SUPPORT



WHAT'S IN YOUR HEART?

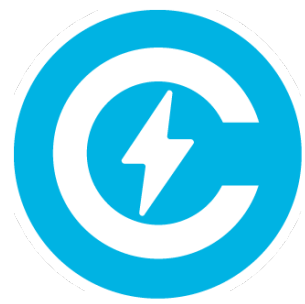


## TAGLINE

### AN EASY WAY TO GIVE EVERYDAY

Charity Charge, the first credit card that earns donations to any charity, nonprofit, K-12 school, college, or religious organization of your choice.

## LOGO USE



STAND ALONE



WITH BRAND NAME

# CHARITY CHARGE

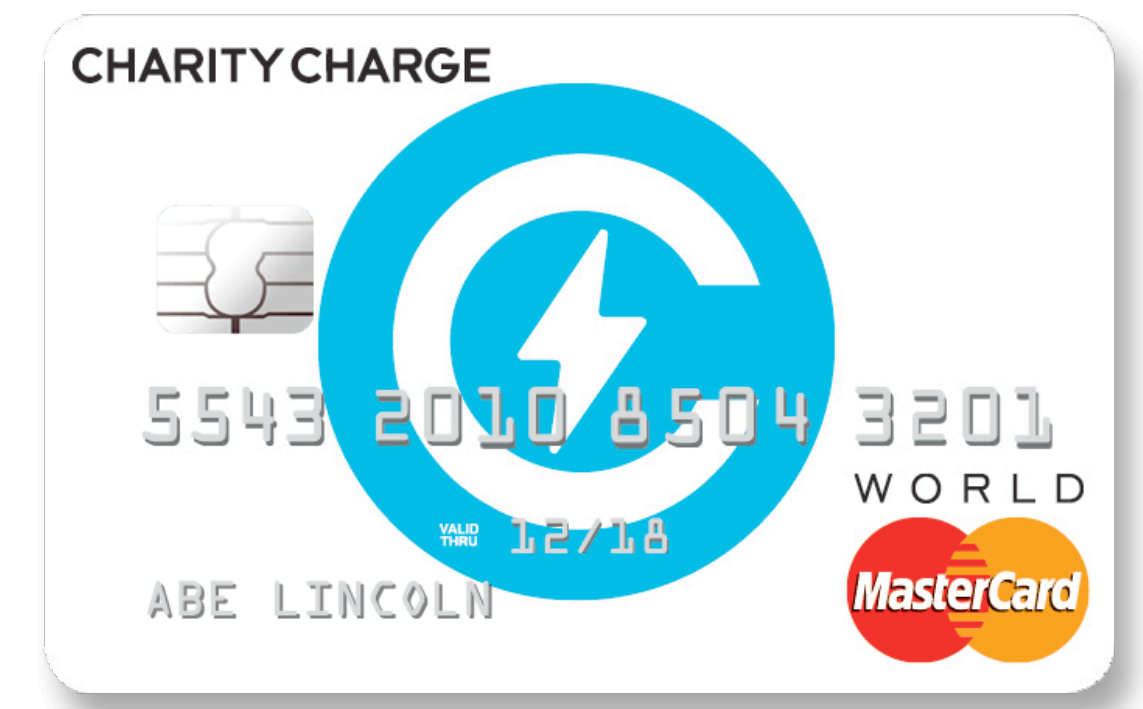


WITH BRAND NAME REVERSE

## CHARITY CHARGE CARD IMAGE USE

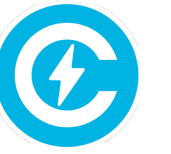


BENEFIT AND FEATURES

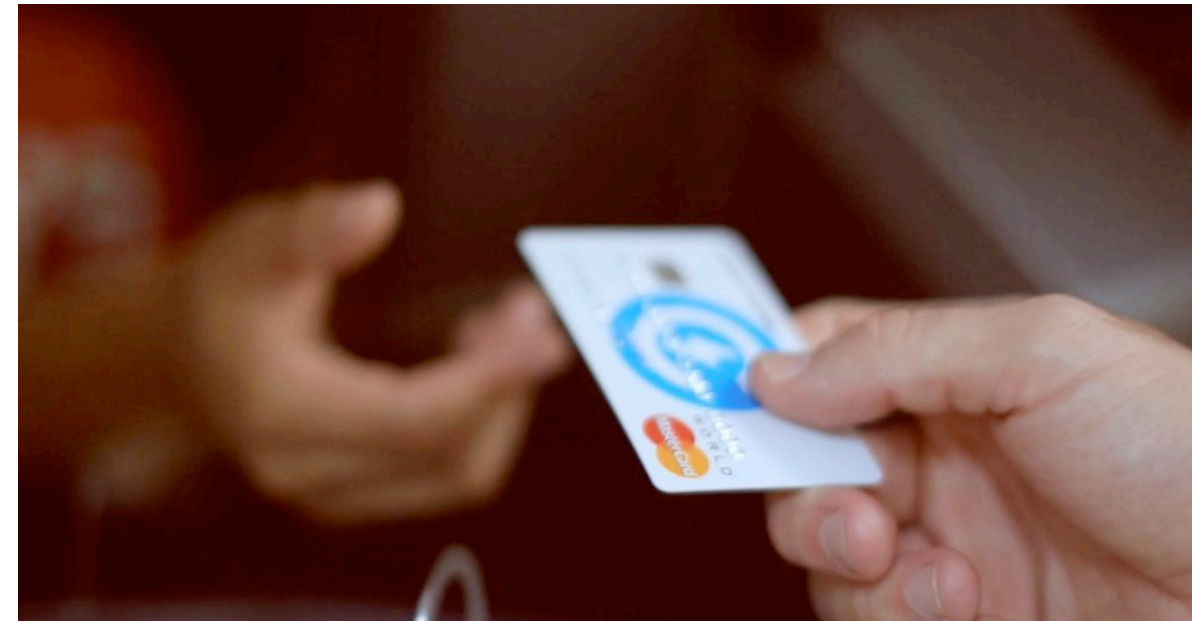


OFFICIAL CARD WITH SHADOW

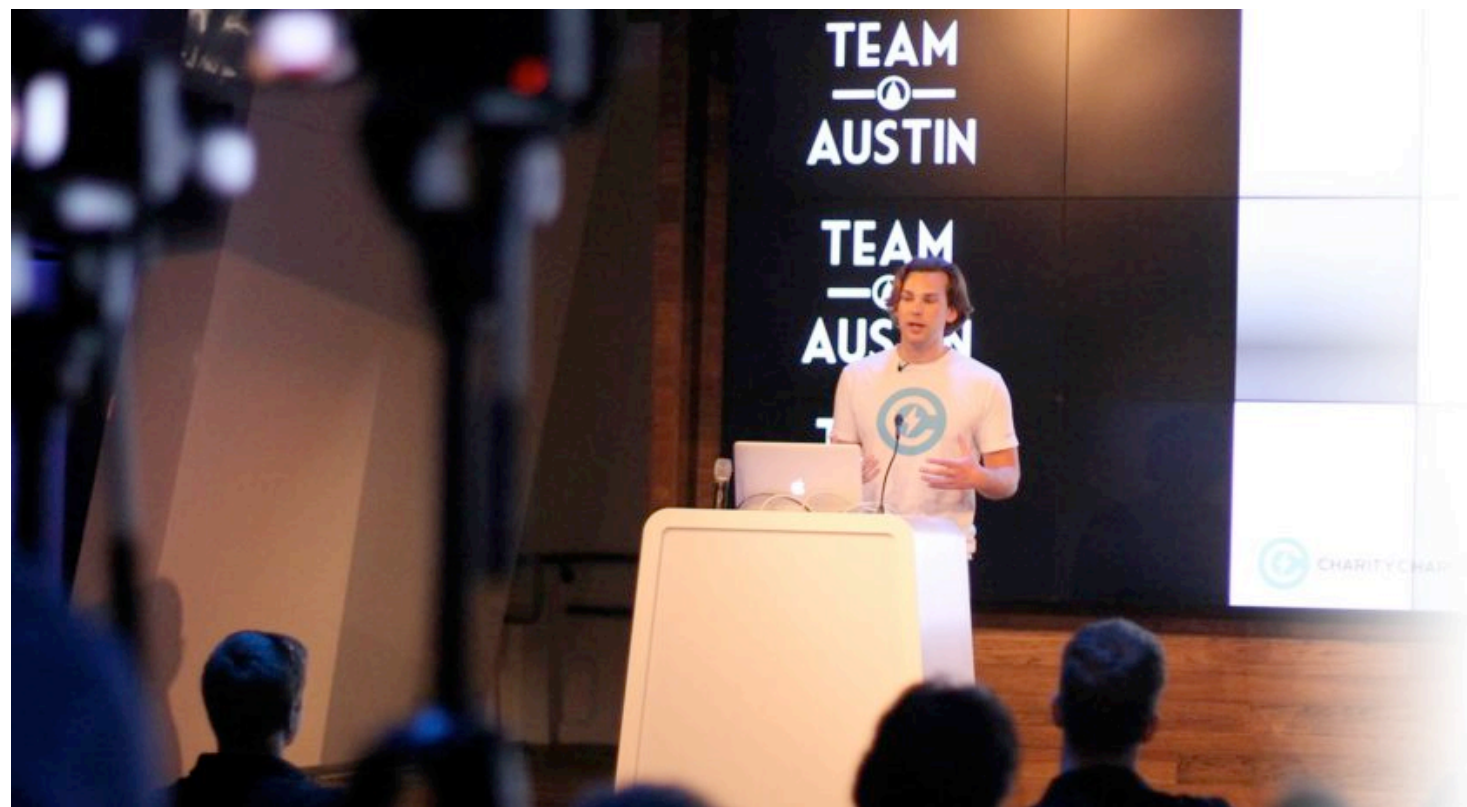




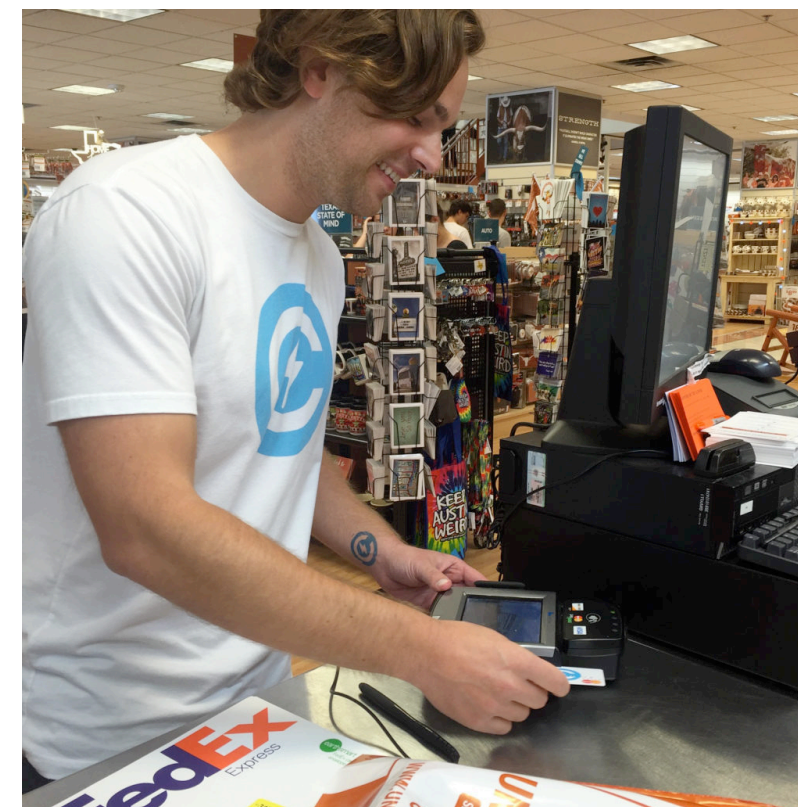
## IMAGES



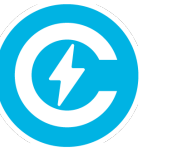
OFFICIAL PICTURES OF CARD



STEPHEN GARTEN SPEAKING AT GOOGLE FIBER APRIL 2016



STEPHEN GARTEN MAKING HIS FIRST PURCHASE WITH HIS CHARITY CHARGE CARD ON MAY 30, 2016 AT 2:11PM AT THE UT CO-OP SUPPORTING THE UNIVERSITY OF TEXAS TO HONOR UT AND HIS MENTORS FROM THE AUSTIN TECHNOLOGY INCUBATOR



## CONTACT

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Snapchat: @charitycharge

Instagram: @charitycharge

YouTube: @charitycharge

Facebook: @charitycharge

JOIN THE MOVEMENT OF EVERY DAY GIVING  
AND CHARGE IT FORWARD.