

More than a quarter of loyalty program members would donate their points to charity if given the choice.¹

Individuals... the power of one

- Imagine if you could support the causes of your choice without ever reaching into your wallet...
- Imagine if you could change lives and make a real difference...
- Imagine if you could follow the story of your cause, and see the changes your support makes...
- Imagine if their dreams came true because of you...

Organisations... the power of many

- Imagine if you could create lasting relationships while effecting real social change with like-minded partners...
- Imagine if your organisation became recognised as an innovator in social change...
- Imagine if you could gain access to experts that could guide you through the complex world of corporate social responsibility...

Charities... making a difference

- Imagine if your cause became more widely known in your community...
- Imagine if you could reach out to new supporters...
- Imagine if you could gain access to experts to guide you, while sharing your journey with your supporters and the changes they have made possible...



27%

If given the choice, 1 in 4 loyalty program members would donate their points to charities and community initiatives.¹ Improve your customer and staff satisfaction while making a positive difference to the world.

¹ **for love or money 2015**; Consumer research study taking the pulse on Australian loyalty programs and their impact on customer loyalty; The Loyalty Point
² **Loyalive**; www.thisismoney.co.uk/money/experts/article-3174363/LAURA-SHANNON-Free-money-4-5bn-loyalty-points-spent-flights-holidays-days-lies-unclaimed.html

How we can make a difference together...



imagine
FOUNDATION

Imagine Foundation connects passionate individuals to causes through social exchange. By utilising their otherwise untapped dormant **loyalty points and air miles**, individuals are empowered to make a real difference to the causes of *their* choice.

Now socially responsible organisations can inspire their communities – their customers and employees – to give back in a meaningful way to the causes they're most passionate about...

And at the same time charities can propel their cause to the forefront of social awareness, inspiring a sense of community and social reciprocity.



Supported by over **100 businesses...**

SONY

 Microsoft

rebel

 woolworths

 Expedia™

Why Imagineif?

We're experiencing a global awakening. Social change is recognised as a powerful driver amongst today's business thought-leaders, and Imagine Foundation provides the platform to connect to their communities, inspiring relationships for life.

Harnessing this growing desire to effect meaningful change, Imagine Foundation has created an innovative platform for organisations to enable their customers and employees to make contributions to their chosen causes by converting dormant loyalty and air-mile points into donations.

“Top performing companies understand the important role of philanthropy and are putting passionate advocates for social change in the driver's seat.”

Linda Novack O'Keefe, CEO of *Common Threads*, *Doing Good is Good for Business*

“According to a Nielsen study of 30,000 consumers in 60 different countries, 55% of online consumers noted that they are more than willing to pay extra for services or items from companies that provide donations and other forms of charitable acts as a key component of their business strategies.”

Richard Barney, EVP of Business Development at *Good360*, *Social Responsibility is Good for Business*

“From goliaths Apple (AAPL), Walmart (WMT), and Procter & Gamble (PG) on down the line, you'd be hard-pressed to find a big company these days that doesn't have a program in place to address environmental issues and other socially minded matters.”

John Grgurich, *Motley Fool*, *Corporate Social Responsibility: Good for Business, Good for Us*

Case Study



Brianna* supports 3–4 charities every year and receives regular invitations to increase her donations. She'd love to help more, but she's saving for a renovation and is about to start a family – and Sydney is an

expensive city to live in. When she signed up for her new loyalty program, she ticked a box indicating that she's interested in “indigenous issues”. Just before tax time, she is emailed an opportunity to convert her points as a tax deductible donation. She selects the charity of her choice from the list (The Fred Hollows Foundation), and makes the donation with a few mouse clicks. Brianna has now donated much-needed dollars for her chosen cause and all it cost her was a few moments of her time, and her airmiles which were about to expire anyway. **Brianna feels great, as she finally got to use her airmiles and better still, they went towards a meaningful cause – and best of all, it didn't cost her a cent...**

*NAME CHANGED

Call us on 0410 322 999 to reach more Australians like Brianna, and invest in the world's future without spending a cent.

Billions of dollars worth of retail loyalty points are sitting idle on forgotten cards in wallets and purses.² Would you like to join the Coalition for Social Exchange?

Contact Imagine Foundation at info@imagineif.net.au to become a founding corporate partner

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