



BAGS 4 MY CAUSE



A marketing program that connects with customers and impacts their communities while increasing profitable reusable bag sales.

WHAT IS BAGS 4 MY CAUSE?

A marketing program that is ***currently active in over 2,500 stores*** of supermarket retailers.



Proven and Profitable
for all retailers.

No Cost, No/Low Touch
that makes an immediate impact.

Generates Earned Media Every Month
from marketing by benefitting nonprofits.



WANT TO KNOW THE BEST PART?



No Cost To Run This Program

It pays for itself through the sale of the profitable reusable bag.

No / Low Touch

Our team takes care of everything for you!

Exclusivity

No direct competitor within 10 miles of any of your stores can offer this program.


THE ECONOMICS

Reusable bag program sales model.

Retailers select their own reusable bag vendors and set their own prices.



Use your own reusable bag vendor and set your own price. Bag prices are typically set between \$2.50 and \$2.99. Retailers purchase bag from vendors. Admin fee for less than 250 stores. For 250 stores or more, the admin fee is \$0.50 due to increased program management costs.

BAGS	CURRENT	B4  MY CAUSE
Retail Price	\$0.99	\$2.50
Estimated Cost	\$0.55	\$0.55
Local Nonprofit Donation	-	\$1.00
B4MC Admin Fee	-	\$0.35
Gross Margin (\$)	\$0.44	\$0.60

LIFETIME IMPACT

Total sales since April 2014



Bags Sold	7,994,164
Program Donations	\$7,327,272
Organizations Supported	33,467
Meals Provided	20,226,895
Single-Use Bags Not Used	239,824,920

Reporting as of 07.31.23



HOW IT WORKS *Supporting Local Nonprofits*

We provide all nonprofit marketing tools and program management.

Stores gain brand awareness, higher profitable sales and new shoppers.

Nonprofit organizations drive sales with their campaign efforts.

01

NPOs Researched and Vetted

We do all the work.

- Extensive database.
- Frequent communication.
- Marketing campaigns created for NPOs.

02

NPOS Broadcast Their Month

NPOs do all the marketing.

- Their store & month promoted.
- Supporters encouraged to buy bags.

03

\$1 Donation From Each Bag Sold

More goes back to the community.

- Each purchase generates donations.
- Creates community impact.

HOW IT WORKS *In The Store*

We provide all nonprofit marketing tools and program management.

Stores gain brand awareness, higher profitable sales and new shoppers.

Nonprofit organizations drive sales with their campaign efforts.

04

Traffic & Sales Increase

More directed bag buying.

- Increases in addition to impulse purchasing.
- Supporters go to stores with purpose.

05

Earned Media Spikes

Your brand visibility rises.

- NPO press release.
- NPO social media posts.

06

Donations Distributed to NPOs

All done in your store's name.

- Checks sent to NPOs after month's end.
- CSR & your brand image boosted.

WHY IT WORKS

Our experienced Program Managers provide ongoing support to NPOs and to your team.

Nonprofit Communication

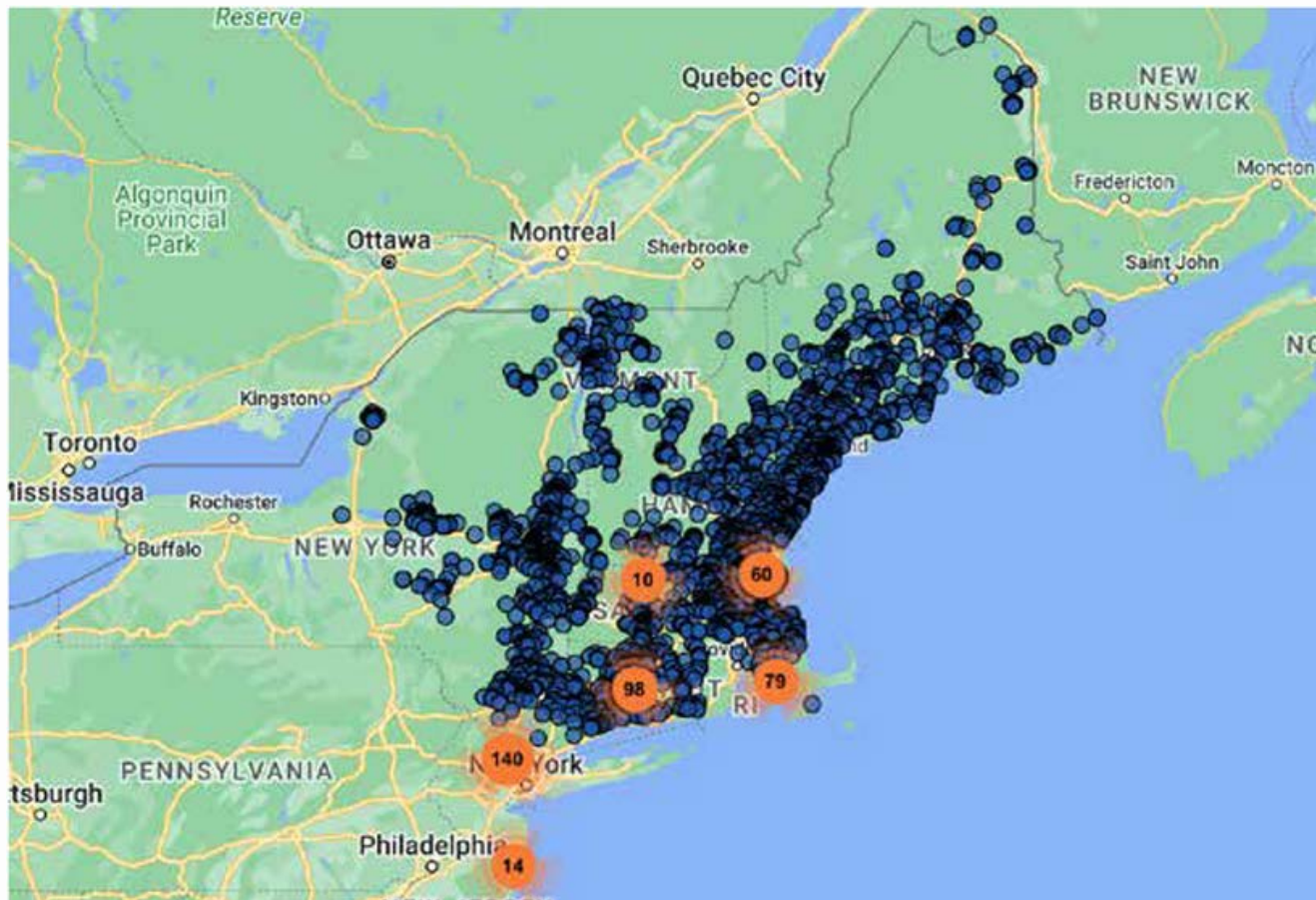
- **We handle all communication** to NPOs in the name of your store.
- **We field any questions and issues** related to the program.
- **Stores receive all the thanks** and Earned Media.

Nonprofit Research & Vetting

- **Our proprietary NPO database is built and maintained** from our extensive research and vetting.
- **At least 18 NPOs are identified within 5 miles of each store** and distributed among categories selected by the banner.
- **NPOs are vetted a minimum of every two years** to ensure they are active in the community, engaged in the program, and are quality choices for store managers.
- **Store managers make monthly selections of benefitting NPOs** from our database accessed through our store management portal.

Store Management Communication

- **We work with you to achieve the most effective communication** tactics about the program based on existing training and procedures.



Map tool in our proprietary database showing 6,800 nonprofit organizations our PMs have identified and validated, local to more than 180 Hannaford stores.

FIRST YEAR IMPACT

For a division of approximately 100 stores, we forecast the following impact in the first year of the program.

Based on historical sales as detailed in the Appendix.

SINGLE-USE BAGS NOT USED CALCULATION: We estimate that one purchased reusable bag will be used at least six times per year. We also estimate that each time a reusable bag is used it equates to five single-use bags that are not used. This means that for every reusable bag that is sold, 30 single-use bags are not used. We are confident in this assessment, as it is a very conservative estimate compared to other findings.

Number of Stores	100
AVG Bags Sold Per Store Per Day	4.0
Total Bags Sold	146,000
Total Donations	\$146,000
NPOs Supported	1,200
Single Use Bags Not Used	4,380,000



THANK YOU

for your time and consideration

For More Information:

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Bags 4 My Cause is a PS IT Matters Company



APPENDIX

Client Bag Design Examples



GIVE BACK WHERE IT COUNTS Reusable Bag



Community Bag



Community Bag



Community and Fight Hunger Bag



Community Bag



GIVE BACK WHERE IT COUNTS Reusable Bag











GIVE BACK WHERE IT COUNTS Reusable Bag



Community Bag

APPENDIX

Current Client Data

Client	Launch Date	# of Stores	Total Bags Sold	NPOs Supported	Meals Provided	Single-Use Bags Not Used	Avg. Bags/Store/Day
	8/15/19	161	200,753	3,127	483,450	6,022,590	2.00
	1/11/19	72	380,554	2,058	629,920	11,416,620	3.95
	7/1/19	165	453,400	1,806	533,110	13,649,640	2.35
	4/1/14 (Fight Hunger) 10/1/15 (Community Bag)	186	3,086,832	7,385	11,095,860	92,604,960	5.25
	2/20/19	420	469,717	9,655	600,265	14,091,510	2.25
	3/20/19	125	343,916	3,030	638,980	10,317,480	2.15
	3/20/19	23	90,066	422	231,750	2,701,980	2.95
	5/1/19	394	2,385,429	6,845	3,892,120	71,562,870	4.85