

footprints

“ If you think you're too small to make a difference,
you haven't been in bed with a mosquito. ”

Anita Roddick

What is the footprints network?

The footprints network is a coalition of online e-commerce companies who believe they can make a difference.

They harnesses the power of many individuals making many tiny contributions to fund sustainable community projects globally.

Footprints is a not-for-profit incorporated association.




Why does it work?

★ Easy

Your quote

| | |
|----------------|--|
| Cover: | Single |
| Departing: | 15 Dec 2006 |
| Returning: | 22 Dec 2006 |
| Policy excess: | \$100 |
| Age limit: | 70 and under |
| Footprints | <input type="checkbox"/> Add \$2 to build a primary school Bhutan Save the children |

\$ 53.00

   Buy

Why does it work?

★ Easy

★ Tangible

Blindness prevention program, Cambodia

CAMBODIA, RUN BY: THE FRED HOLLOWES FOUNDATION | STATUS: COMPLETED

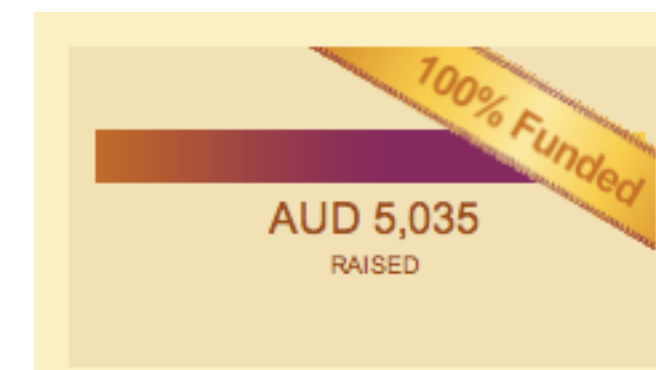


This will restore sight to 100 people who are needlessly blind in Cambodia, most of whom suffer from cataracts which can be easily cured.

Cambodia is a country where blindness remains one of the major health and social problems, because of long-term turmoil and an inadequate eye care system.

Why does it work?

- ★ Easy
- ★ Tangible
- ★ Connects you & your donation



Thanks to the following people who have contributed to this project

If you donated to this project and you would like to have your name here, check the box on your members homepage

J.Milo J.McCarthy C.Ross A.Bence
E.Gamara V.Rath Jaucan
A.Goldman J.Murton V.Brown
S.Spinlot R.OLIPHANT
D.Bluestone A.Maskiel D.Cleary
K.Baxter S.Scovell P.Hampson
K.Edsall J.Mai a.pick M.McFarlane
D.Evett S.Wisher S.Warfield

Experience the difference you make



| | | | |
|---|-------|-------------|--|
| Build a primary school Bhutan Save the children | £1.00 | In progress | <input type="checkbox"/> Display my name |
| Blindness prevention program Cambodia The Fred Hollows Foundation | £0.39 | Completed | <input type="checkbox"/> Display my name |
| Orphan Care Zimbabwe Oxfam Australia | £2.00 | In progress | <input type="checkbox"/> Display my name |

Why does it work?

- ★ Easy
- ★ Tangible
- ★ Connects you & your donation
- ★ Automated

Project Monthly Invoice to: WorldNomads UK - GBP

Please select a month to view the project payment details. Then you may like to generate an invoice.

Select a month:

[View](#)

Projects invoice summary: WorldNomads UK, currency: GBP

| PROJECT NAME | PROJECT CURRENCY | PROJECT INVOICE SUM | CONVERSION RATE | CONVERSION ESTIMATE | RATE LAST UPDATED |
|--|------------------|---------------------|-----------------|---------------------|-----------------------|
| Build a community primary school, Bhutan | AUD | 169.67874 | 0.4002150000 | 67.90798 | 13/12/2006 6:00:03 AM |
| Provide water & sanitation for a school, PNG | AUD | 122.13367 | 0.4002150000 | 48.87973 | 13/12/2006 6:00:03 AM |
| Teacher training program, Himalaya | AUD | 234.67165 | 0.4002150000 | 93.91911 | 13/12/2006 6:00:03 AM |
| Orphan Care, Zimbabwe | AUD | 189.77778 | 0.4002150000 | 75.95191 | 13/12/2006 6:00:03 AM |
| Blindness prevention program, Cambodia | AUD | 179.75400 | 0.4002150000 | 71.94025 | 13/12/2006 6:00:03 AM |

Total: GBP 358.60

The footprints application reports across thousands of donations in multiple currencies for multiple projects with multiple e-commerce partners easily, quickly and accurately.

Why does it work?

- ★ Easy
- ★ Tangible
- ★ Connects you & your donation
- ★ Automated
- ★ 100% goes to the project

Each donation piggy-backs on another transaction and since the merchant already pays the transaction fees, 100% of the donation goes to the project.

\$1.00 in = \$1.00 out

zero administration

The footprints application

- ★ The footprints application is a series of web services that enables a merchant to integrate approved projects into their purchase pipeline and then invite their customers to contribute to them.
- ★ Projects can be unique to a partner or shared with others and can be in one currency with contributions arriving in a variety of other currencies.
- ★ The footprints application reports on all these transactions calculating the exchange rates and automates the invoicing of the e-commerce partners.

How footprints works

Footprints does not mandate the size of the contribution nor the means of integration.

Opt out

| | |
|-----------------|--|
| Start date | December 17, 2006 |
| End date | January 13, 2007 |
| Destinations | Worldwide , including USA, Canada & Japan |
| Type | Single |
| Age limit | 65 |
| Underwritten by | Allianz Australia Insurance Limited |
| Price: | AUD \$140 |
| Footprints | AUD \$ 3 to Blindness prevention program, Cambodia Change |

Opt in

Your quote

| | |
|----------------|--|
| Cover: | Single |
| Departing: | 15 Dec 2006 |
| Returning: | 22 Dec 2006 |
| Policy excess: | \$100 |
| Age limit: | 70 and under |
| Footprints | <input type="checkbox"/> Add \$2 to build a primary school Bhutan Save the children |

Round up

| Product Name | | |
|--|---|--|
| New BLUELIST 2007 with bonus BLUELIST 2006 : BLUELIST : The Best In Travel 2007 + Lonely Planet BLUELIST | | |
| Unit Price (AUS\$) | Quantity | Cost |
| 29.95 | <input type="text" value="1"/> <input type="button" value="update"/> | 29.95 <input type="button" value="remove"/> |
| Books/Merchandise | | 29.95 |
| Shipping - standard | <input type="button" value="change"/> | 6.00 |
| SUBTOTAL | | AUS\$ 35.95 |
| Footprints <input type="checkbox"/> Build a primary school Bhutan Save the children | | |
| Round up to: <input type="checkbox"/> AUS\$ 36.00 | | |
| <input type="button" value="continue shopping"/> | | <input type="button" value="proceed to checkout"/> |

CSR

- ★ Footprints provides any company doing e-commerce with a ready-made CSR vehicle.
- ★ It is unique because it is able to establish a direct & meaningful connection between the donor, the company and the project they have donated to.
- ★ It builds brand loyalty and trust.

Closing the loop



We then e-mail customers with details of their completed project so they can see the finished result from their \$2

Customer donates £1

We use this content to update footprints and distribute it for the partners to publish.

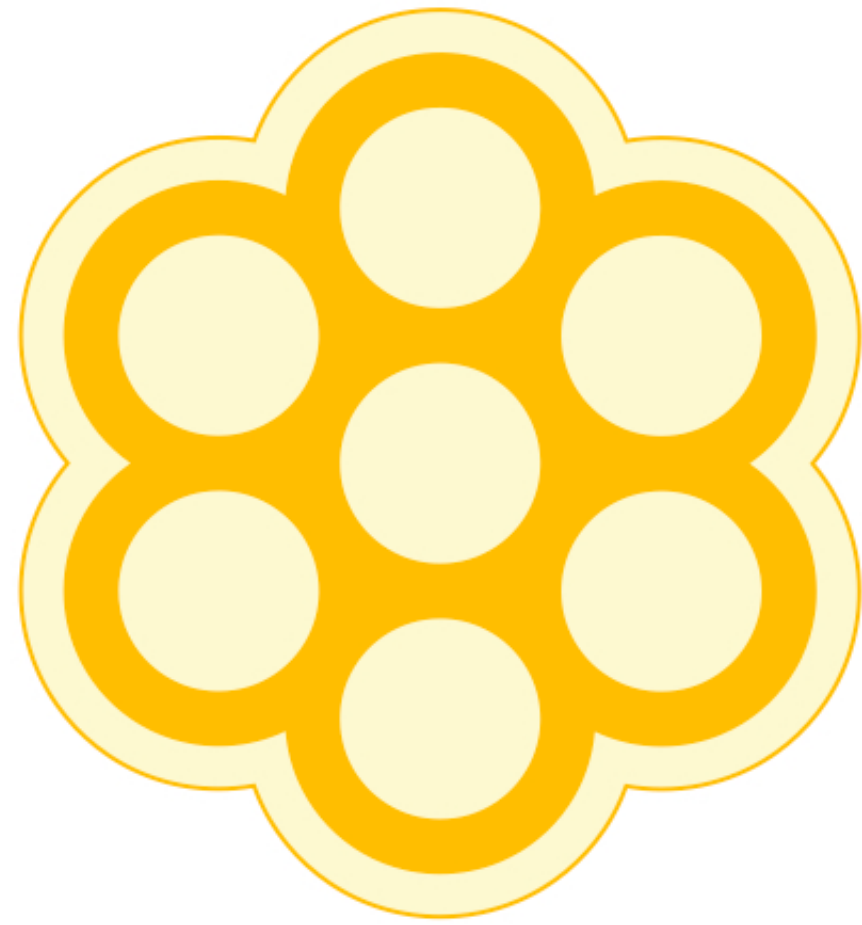
When project is 100% funded we e-mail the customer and update the project status on their member page.

When the project is undertaken, the agency that operates it has to provide a detailed report with images and potentially audio or video.

Vision & opportunity

- ★ To inspire a broad coalition of online businesses to take a lead and make a difference.
- ★ To drive footprints into as many e-commerce web sites and applications as possible.
- ★ To offer a solution that supports sustainable community programs.
- ★ To offer tangible connections between donor and project.
- ★ To become the CSR vehicle of choice worldwide.

Thank you



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