

The
Giving
Card



MEDIA PACK

What is The Giving Card?

THE GIVING CARD is a point of sale discount card that benefits **everyone** involved:

Members enjoy discounts from top UK companies and get to support their favourite charity,

Charities enjoy much needed extra revenue,

Suppliers enjoy more business and increased brand awareness.

Members pay only £34.95 per year including a £10 donation that goes directly to their chosen charity. There is no participation fee for either charities or suppliers. We ask charities to email details of The Giving Card to their supporters, whilst suppliers provide discounts or offers of clear benefit to members.

A full list of discounts and offers are available at thegivingcard.co.uk. After choosing an offer, simply visit the supplier and at the point of sale, produce The Giving Card to receive your discount.





Why become a member of The Giving Card?

BECAUSE OUR MEMBERS believe in supporting great causes and love saving money!

Throughout the year members can enjoy discounts on everything from clubs to car hire, in the knowledge they're also helping a worthy cause. The Giving Card is the card with a heart.

The Giving Card can be used across the UK to enjoy discounts in a wide range of categories: Restaurants, Nightlife, Arts & Entertainment, Health, Fitness & Beauty, Professional Services and Online.

Discounts available are continually updated at thegivingcard.co.uk giving members ever increasing opportunities to save money. £10 from the annual card subscription of £34.95 goes directly to the members' charity of choice.

Register now: thegivingcard.co.uk/join





How do charities benefit?

THE GIVING CARD offers charities an easy way to raise extra revenue, involving no charges or stockholding and minimum effort on their part. Its aim is to reward people who want to support charities. Every year £10 from their annual subscription goes directly to their chosen charity whilst each cardholder enjoys year-round discounts with a huge range of companies.

Charities stand to gain considerable extra income and have nothing to lose. All we ask is that they use their existing channels of communications to market The Giving Card to their supporters. Then we do the rest. We provide all the fulfilment from processing the order to delivering The Giving Card to the member's door. Of course, the benefit for a charity of actively marketing The Giving Card is that it ensures they are the purchaser's 'chosen' charity.

Register your charity now: thegivingcard.co.uk/join



How do suppliers benefit?

THE GIVING CARD offers suppliers an easy, highly cost-effective way to increase their sales and promote their brand. We do not charge participating companies - the only thing we ask for are discounts for our members.

Suppliers simply offer a discount to our members, which is pre-approved by The Giving Card and only given at the time of the sale on presentation of the card. Suitable offers are those that clearly benefit members.

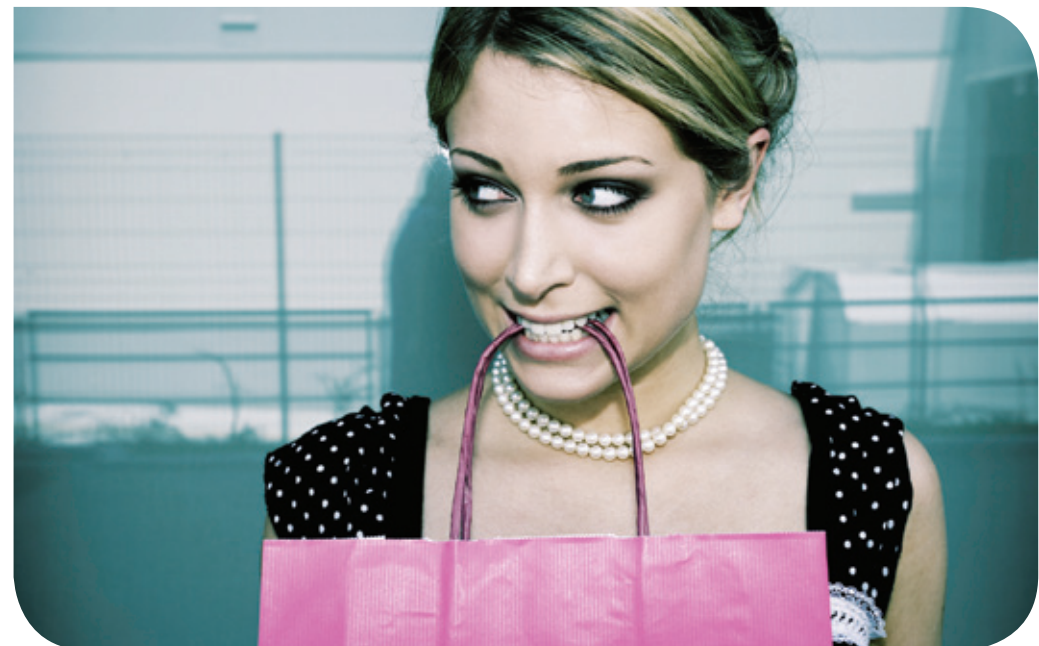
The scheme is open to companies in six sectors: Restaurants, Nightlife, Arts & Entertainment, Health, Fitness & Beauty, Professional Services and Online.

Particularly in a tough economic climate, where consumers are increasingly looking for ways to save money, the benefits for a participating company are:

- The Giving Card increases sales
- It brings new customers and clients to the business
- Goods and services are consistently promoted throughout the year at no cost
- Suppliers enjoy greater brand awareness
- The Giving Card encourages customer loyalty

- Being an official partner of a scheme that supports charities will enhance Corporate Social Responsibility credentials
- The Giving Card helps suppliers gain a competitive edge over local competitors.

Register your business now: thegivingcard.co.uk/join





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