



DISCOVER ZERO COST FUNDRAISING



Your donors shop through our site at
Over 500 widely recognized stores
We Give a percentage of their purchase
to your cause.

**IT'S EASY, IT'S FREE,
and IT MATTERS!**

About Charity Supporters

Charity Supporters Inc. is a Canadian based company dedicated to the promotion of social awareness by building fundraising partnerships in support of local & global causes.

A Fresh and Innovative Idea

Recognizing the inevitable increasing popularity of online shopping, we have created a virtual shopping mall where the buying power of your loyal supporters can be harnessed to generate unlimited revenue for your cause. Retailers are already benefiting from this "pay for performance" type of advertising that allows them to pay only when a transaction has occurred.

Charity Supporters can show you how to utilize this new and effective marketing strategy to help meet your fundraising goals.

With our help, together we will educate your loyal supporters and demonstrate how they can be socially conscious by making a small choice that translates into huge revenues for your cause.

*Did you know 41% of Canadians made an on-line purchase 7.2 times per year at an average value of \$160.00?**

*Statistics Canada 2005

The Right Connection

Drawing on over two decades of marketing, advertising and sales experience, Charity Supporters has found an ingenious way to connect supporters, their causes and retailers in a win-win-win scenario.

Over 500 Participating Stores Including:



Potential Revenue for your cause

This chart demonstrates the unlimited opportunity of this dynamic fundraising tool. Imagine how your cause can benefit from this recurring revenue.

Cause Size	Participating Supporters	Donation/Supporter*	Estimated Revenue/Yr.
Small	100	\$28.80	\$2,880.00
Medium	1,000	\$28.80	\$28,800.00
Large	10,000	\$28.80	\$288,000.00

*Based on a modest 50% of Statistics Canada 2005 Online Shopping Data

How it works

Become a partner

IT'S EASY...

- Visit CharitySupporters.com and submit or edit your cause.
- Use our predesigned marketing packages to encourage donor awareness.
- Receive ongoing promotional strategies to help generate optimal results.

IT'S FREE...

- There is zero cost to your cause and your supporters.

IT MATTERS...

- Your cause receives an ongoing flow of revenue from a new untapped source.
- You grow your cause email list and create brand awareness.
- You build stronger relationships with your donors and corporate sponsors.

"The remarkable thing is, as individuals register and go shopping, they are also raising funds for their designated cause.

Why shop any other way?"



Who we serve?

We welcome all genuine causes. Whether you're big or small, Charity Supporters will be a beneficial addition to your fundraising strategies. Causes may include, but are not limited to:

- charities (registered or not)
- non-profit organizations
- faith communities
- schools
- teams

schools

charities

faith communities

teams

non-profit organizations





Our Mission

To provide an online platform that utilizes consumer buying power in support of local and global causes.

Our Vision

EVERY PURCHASE. EVERY DAY. EVERY ONE.
Creating unlimited opportunities to give to your community and the world.



Charity Supporters Inc.

To learn more about how we can help you or to edit your cause profile visit www.CharitySupporters.com

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Fax: 647.723.5441 **Email:** causes@charitysupporters.com

