

join the benevolink community and make a difference today

shop



Shop for personal and business needs with hundreds of brand name retailers to earn funds for your causes.

give



It's easy! Click to give earned funds 4x year, plus add personal funds via credit card or volunteer.

connect



Share and interact with your causes and like-minded people from around the world to change things for good.

Being a member of the Benevolink community has always allowed you to earn free funds for your favorite charities through your everyday shopping. Now Benevolink let's you connect to share your ideas and thoughts, meet new, like-minded people and so much more! Take the tour to find more about our great new features!

[take the tour](#)

[join now](#)

member login

[login](#)

new to benevolink?
[join today!](#)

nonprofits

Enroll today and get involved in the Benevolink community.

[enroll your nonprofit](#)

retailers

Learn more about the benefits of being a Benevolink retail partner.

[become a partner](#)

your

[messages](#)
[profile](#)
[account](#)
[blogs](#)
[groups](#)
[friends](#)
[forums](#)

shop

[marketplace by category](#)
[by lifestyle](#)
[a-to-z](#)
[shopping solutions](#)
[add a credit card](#)

give

[give my earned funds](#)
[credit card donation](#)
[volunteer zone](#)
[stats center](#)
[search charities](#)
[giving help](#)

connect

[shout it out](#)
[find a member](#)
[groups](#)
[forums](#)
[blogs](#)
[photos](#)

help!

[help center](#)
[about us](#)
[your privacy](#)
[report abuse](#)
[email settings](#)
[sitemap](#)



Back-To-School Guide 2007-2008
 supplies
 style
 organization
 learning tools
 & money for charity!

shopping for charity [shop now](#)

Shop for your everyday needs and wants at hundreds of your favorite retailers. Each purchase benefits your favorite causes!

- ▶ Pamper Yourself
- ▶ Have Some Fun
- ▶ Be Fashionable

[Shop by Category](#) | [Shop by Lifestyle](#)
[Retailers A-Z](#) | [Hotlist](#) | [Shopping Solutions](#)

Help the environment and earn for charity when you buy recycled ink cartridges!

volunteer zone [Volunteer today!](#)

Explore volunteer opportunities, create a personal log of volunteer time, share your thoughts on volunteering and more!

- ▶ My Volunteer Log
 - ▶ Explore Opportunities
- Want more? Go to the [volunteer zone](#).

my friends [find a friend](#) | [view all friends](#)

my groups [find a group](#)

Here's a list of the groups that you currently belong to. [Click here to start a new group and more!](#)

- Sugar Rush
- animal euthanasia
- Virginia Forestry
- Atlanta Beagles

[View all of My Groups](#)

my messages

[Inbox \(0\)](#)

my giving

Earned Giving: \$4.43
 You have successfully given your funds.
CC Giving: \$6.00
[View full giving details](#)

connect

- [My Benevolink](#)
- [My Blog](#)
- [My Messages](#)
- [My Groups](#)
- [My Forums](#)
- [My Photos](#)
- [Shout It Out!](#)
- [Popular Tags](#)

my giving awards

- Power Shopper - 0
- Great Ideas - 0
- Poll and Debate - 2
- Group Starter - 0
- BlogPhotos - 0
- Credit Card Donations - 2
- Volunteer Hours - 7
- Benevolink Stars - 0

shout it out!

[Tell a friend](#)

my giving tools

- [My Profile](#)
- [My Blog](#)
- [My Friends](#)
- [My Groups](#)
- [My Control Panel](#)

my blog [view my blog](#)

Share your knowledge and experience with others in your personal blog.

- ▶ Post a Blog Entry
- ▶ Manage your posts entries
- ▶ Edit your blog settings

Looking for more tools and blogs? Visit your [Blog Center](#).

weekly debate [debate archive](#)

Will Justice Prevail?
 Michael Vick has accepted a plea bargain, he could get up to 5 years in prison and a \$250,000 fine. Does the punishment fit the crime?

What's your opinion?

weekly poll [poll archive](#)

Fashionistas!
 What is your favorite fashion trend for this fall?

Answer the Poll

popular tags [top 100 tags](#)

abused animal atlanta basset beagle Benevolink charity
 Concert debate dog dog fighting dogs
 emissions environment
 environmental fun gas gifts
 giving global warming green
 health immigration july 4th Justice
 money music nonprofit
 marketing oil paco party pets
 animal cat Piedmont Park Conservancy
 planner professional puppy rescue
 safety sale sales shelter
 shopping summer time
 Ukrop's vacation volunteering water
 weekly debate

your	shop	give	connect	help!
messages profile account tags groups friends forums	marketplace by category by lifestyle a-to-z shopping solutions add a credit card	give my earned funds credit card donation volunteer zone stats center search charities giving help	shout it out find a member groups forums blogs photos	help center about us your privacy report abuse email settings sitemap



Congratulations

You are now a member of the Benevolink Community

Customize your profile to get the most out of Benevolink. Click here.

Completing your profile allows you to customize your Benevolink experience and connect with like-minded individuals in the Benevolink community.

Shop for personal and business needs with hundreds of retailers to earn funds for your causes.

[The Marketplace@Benevolink](#)

- [Shop by Lifestyle](#)
- [Shop by Category](#)
- [Shop Retailers A-Z](#)
- [Shopping Solutions](#)
- [Metro Atlanta Users](#)
- [Add A Card](#)
- [more shopping](#)

It's easy! Click to give earned funds 4x year, plus add personal funds via credit card or volunteer.

- [Give Your Earned Funds](#)
- [Give With Your Credit Card](#)
- [Volunteer Zone](#)
- [Stats Center](#)
- [Search Charities](#)
- [Charities in Georgia](#)
- [Giving Help](#)
- [more giving](#)

Share and interact with your causes and like-minded people from around the world to change things for the better.

- [My Blog](#)
- [My Messages](#)
- [My Groups](#)
- [My Forums](#)
- [Shout it Out!](#)
- [Popular Tags](#)
- [more ways to connect](#)

[see more options on your connect page](#)


your	shop	give	connect	help!
messages profile account blogs groups friends forums	marketplace by category by lifestyle a-to-z shopping solutions add a credit card	give my earned funds credit card donation volunteer zone stats center search charities giving help	shout it out find a member groups forums blogs photos	help center about us your privacy report abuse email settings sitemap



Greetings, Nonprofit Relations | [logout](#) | [inbox \(0\)](#) | January 8, 2009

benevolink [shop](#) [give](#) [connect](#)

[home](#) [stats center](#) [profile](#) [shopping](#) [giving](#) [forums](#) [blogs](#) [groups](#) [help center](#)



your giving dashboard [view detailed reports](#)

benevolink **earned giving: \$0.00**
credit card donations: \$10,014.50
contributors: 2

nonprofit marketplace

The Marketplace at Benevolink is currently disabled.
For more information, click here.
Your supporters can still give their earned funds from 2008.

nonprofit update [view nonprofit update archives](#)

Current Issue [Get Involved](#)
 Plan For Success [Newsletter Archive](#)
 Nonprofit Reminders

<p> marketing toolkit</p> <p>Download customizable tools for fundraising success.</p> <p>Marketing Toolbox Home Getting Started Guide Customizable Templates Benevolink Logo/Image Guide Tips for Success</p>	<p> connect</p> <p>Share with your supporters and grow your support base!</p> <p>Connect Home My Blog My Forums My Groups Tell A Supporter</p>	<p> funding reports</p> <p>Generate detailed reports to help understand your fundraising.</p> <p>Donations Report</p>	<p> my account & profile</p> <p>Manage your account and profile information.</p> <p>My Account My Profile</p>
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Need help getting started or have questions? [Click here.](#)

your	shop	give	connect	help!
messages profile account blogs groups friends forums	marketplace missing transaction form	give my earned funds credit card donation volunteer zone stats center search charities giving help	shout it out find a member groups forums blogs photos	help center about us your privacy report abuse email settings sitemap

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[Empowering Brands](#) [Case Studies](#) [Loyalty Marketing Toolkit](#) [Industry Facts](#) [Q and As](#)

“Benevolink is leading a new, innovative movement linking retailers, nonprofits and consumers together”

atlanta businesses click here

richmond businesses click here

Imagine a world where a corporation's philanthropic giving directly impacts causes their customers care about most. **Imagine again that these efforts actually improve profitability and enhance loyalty.**

Imagine no more, that new world is here through the power of Benevolink. Benevolink is a new loyalty program that drives growth and market share for your business by allowing your customers to earn money for their favorite charities, schools and religious organizations through their everyday purchases.

Unlike traditional philanthropic programs, Benevolink helps your business reinforce its image by empowering your customers.

But does this really matter to consumers? Yes, [find out how.](#)

your	shop	give	connect	help!
messages profile account blogs groups friends	marketplace by category by lifestyle a-to-z special offers add a credit card	give my earned funds credit card donation volunteer zone stats center giving help	shout it out find a member groups forums blogs photos	help center about us your privacy report abuse email settings sitemap

benevolink nonprofit update

January, 2008

login nonprofit toolbox my account profile connect

Inside This Issue

All New Benevolink Connect
Sign up for EFT

Nonprofit Toolbox Updates
January Checks Are Out

Nonprofit News

Dear Nonprofit Leader

Benevolink is a national leader and innovator that offers free programs to nonprofits, making it simple to generate additional streams of year-round funding while keeping fundraising costs low. Easy to administer, our core program makes it simple for your supporters to earn and give charity dollars via the Benevolink website. Additional programs include Connect a social networking tool for caring consumers and free, online credit card giving.

We need your feedback!



Checks are in the mail!

Earned funds will be sent to all designated nonprofits the last week of September 2007, either via EFT or check. Please check your online account or mailbox! Login to download donor contact information.

Cause Marketing Conference

Join Benevolink, Home Depot, Turner Broadcasting and other leading Atlanta companies and nonprofit executives for the 2007 Company & Causes workshop, Wednesday, Sept. 19th at Cobb Galleria, Atlanta, GA. Register today—space is limited.

Stories to Inspire

Benevolink is currently developing

an exciting new type of charity credit card program that could annually generate over \$100 per supporter in unrestricted funding. However, we need your feedback to help ensure our final offering in 2008 truly meets your needs.

Simply click this link to access and complete the quick, 3 minute new product survey now.

EFT Ensures Timely Receipt of Future Funds

If your organization is new to Benevolink, or if you have not yet provided your organization's Electronic Funds Transfer (EFT) info, please read below for important information. Taking this action now will ensure your organization's timely receipt of any future earned funds.

Tips for Success



Add an email append to all outgoing emails, including a web link to Benevolink.

Get Involved



We are looking for your feedback!
Benevolink is committed to providing nonprofit partners with innovative and simple ways to raise year-round, unrestricted revenue. Help us ensure streamlined service delivery while providing valuable information to guide future program enhancements. Complete the 3-minute survey now!

The Marketplace



Promote holiday shopping with customizable flyers in the Nonprofit Toolbox.

Also, don't forget to do your holiday shopping through the Marketplace@Benevolink and earn funds for your own organization

Featured Retailers

Harry and David - %
FTD - 20%
Harry and David - %
FTD - 20%
Harry and David - %
FTD - 20%

benevolink

login shop the marketplace

the marketplace weekly



Jeff, look forward to fall!



Illuminations - 6.5%
Receive 15% off your entire order and free shipping on orders over \$75! This offer expires 12/31/07.



Leaps and Bounds - 7.5%
Get 15% off sweet 'n spooky costumes and accessories for every boy and ghoul on orders over \$100. Enter coupon code: SEPAFFK at checkout. This offer expires 10/31/07.

shopping spotlight



Home Decorators -- 4.0%
Anniversary Rug Sale! Enjoy 10% Off select designs. This offer expires 12/19/07. [Shop Now!](#)

Chadwick's -- 4.0%
Get a FREE JG Hook Quilted Jacket when you enter coupon code: CHSEPT6 at checkout. This offer expires 10/1/07. [Shop Now!](#)

Kmart -- 1.5%
Select Martha Stewart Everyday 5-Star Bath Towels and Cotton Bath Rugs on sale! This offer expires 9/29/07. [Order Now!](#)

featured retailers



Eddie Bauer -- 5.0%
Take 20% off your entire purchase when you buy any pair of pants. This offer expires 9/25/07. [Shop Now!](#)

Sears -- 1.5%
The Fall Sale! 30-40% off fall collections and separates! This offer expires 9/22/07. [Shop Now!](#)

CompUSA -- 2.5%
Save up to \$100 on digital cameras. This offer expires 9/22/07. [Shop Now!](#)

deals of the week



Kiehls -- 6.5%
Enjoy complimentary ground shipping on orders of \$45 or more! Simply enter code SEP07AF upon checkout. This offer expires 9/23/07. [Shop Now!](#)

EMS -- 4.0%
Get 20% Off EMS Supermicro Fleeces. This offer expires 10/2/07. [Order Now!](#)

Bellacor -- 8.5%
Save 10% on American Fluorescent Products which are energy efficient and can save you a bundle on your energy bill. Enter coupon code: SAVAF at checkout. This offer expires 9/24/07. [Shop Now!](#)

the card that
CARES

changing the world, one transaction at a time.



Introducing the Benevolink Community Card

1% of all purchases benefit YOUR favorite CAUSE or CHARITY

- Intro 0% Fixed APR for up to 12 months*
- No Annual Fee
- Balance Transfer Savings
- Valuable Platinum Services
- And more!

[choose your card now!](#)

[causes that care](#)

[people that care](#)

[stores that care](#)

[more](#)



Pups Love the Card

Pippsddasd;ansalcknava
ASK:Ldndskanvkvknv
asdvcnwenv.wnevnewnpe
[more](#)



Betty G., Atlanta, GA

Pippsddasd;ansalcknava
ASK:Ldndskanvkvknv
asdvcnwenv.wnevnewnpe
[more](#)



REI Gives 5% More

Pippsddasd;ansalcknava
ASK:Ldndskanvkvknv
asdvcnwenv.wnevnewnpe
[more](#)

Apply for Your Benevolink Credit Card

It's as easy as 1-2-3! Apply online today!

Learn More About Card Benefits

Learn more about all of the great benefits of the card!

View Your Account

Check your balance, limit and more!

Pay Your bill Online

It's easy to pay your bill right here!

Manage your Credit Account

Manage all aspects of your account that cares!

choose your card, choose your causes.







HOLIDAY GIFT GIVING GUIDE
2 0 0 4



JOIN. SHOP. GIVE.

It really is that easy. This disc contains hundreds of holiday gift ideas for everyone on your list. It is simple to use and most importantly, all of your shopping through Benevolink goes to the charity of YOUR choice.

Let's get started! Choose an option below:

Already a member?
[click here to enjoy the 2004 holiday shopping guide.](#)

Not a member yet?
[click here to join. It's free, quick and secure.](#)

[click here to find out more.](#)



[festive home](#) [holiday time](#) [sweet memories](#) [stocking stuffers](#) [holiday romance](#) [taste of the holidays](#) [unforgettable gifts](#)



- gifts under \$10
- gifts under \$25
- gifts under \$50
- gifts under \$100

- gifts for the host/hostess
- gifts for the techie
- gifts for the gardener
- gifts for the do-it-yourselfer

- gifts for the chef
- gifts for the bookworm
- gifts for the sports fan
- gifts for the co-workers

[free shipping center](#) [holiday outlet center](#) [holiday hotlists](#) [holiday travel center](#) [benevolink gift finder](#)

HOLIDAY GIFT GIVING GUIDE
2 0 0 4

Happy Holidays!

May your holiday season be filled with warmth, health and happiness!



www.benevolink.com

darrenryan



JOIN. SHOP. GIVE.
MAKE A DIFFERENCE.



- GIFTS
- OFFICE
- HOME
- KITCHEN
- FURNITURE
- APPLIANCES
- APPAREL
- SHOES
- ACCESSORIES
- TRAVEL**
- CAMERAS
- COMPUTERS
- SOFTWARE
- ELECTRONICS
- GEAR
- MUSIC
- VIDEO
- BOOKS
- GARDEN
- SPORTS
- OUTDOOR
- PETS
- HEALTH
- BEAUTY

OVER 500 BRAND NAME RETAILERS AND EACH PURCHASE MAKES A DIFFERENCE
START EARNING FOR YOUR FAVORITE CHARITY TODAY, JOIN FOR FREE AT WWW.BENEVOLINK.COM

darrenryan

Do you know Benevolink?



Mary
Mother of 3

"I do! I earned over \$300.00 for our school's PTA this year simply by shopping exclusively with Benevolink partners."



Peter
Minister

"We do! Because U.S. families are so committed to charity, it was an easy way for our parishioners to pool their earnings and make the fundraising drive for a new gym a great success."



Judy
Fundraising Manager

"We do! Benevolink provides us with the tools we need to promote it to our supporters. We shop for the museum's needs with Benevolink partners and earn even more"



Tom
CEO

"Absolutely. Benevolink delivers a healthy ROI and a measurable return on our Corporate Giving. The Board and our Shareholders love it."



Susan
Consumer Marketing

"I do! Benevolink connects us with our highest-value consumer demographic group. They tell us that Benevolink is more appealing to them than other rewards programs we've looked at."



Bob
Finance Director

"Are you kidding? Benevolink is a pay-for-performance program with minimal administrative expense. I've never seen a customer acquisition cost this low."



Benevolink is a community rewards coalition that is free to members and nonprofit organizations. Our members shop across channels, earn corporate giving dollars from the businesses they patronize, and direct them to one or more schools, charities, cultural and religious organizations of their choice. Benevolink creates a 1-to-1 connection for consumer brands and provides a sustainable competitive advantage for our partners through geographic category exclusivity.

2 million causes -- 1 community coalition. Benevolink. Giving Made Simple.®

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For more information on how Benevolink can make a difference for your brand, call 1.888.652.5465, email partners@benevolink.com or visit us online at www.benevolink.com

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Give more this holiday season.
(without spending more!)

**benevolink**sm
www.benevolink.com

Shop the 2004 Holiday Gift Giving Guide!

The hottest gifts of the season are all in one great place! Shop through the Benevolink Holiday Gift Giving Guide and a percentage of each of your purchases goes to the charity of your choice! You get the same great features, prices and security from your favorite online stores. Each time you shop through Benevolink you help your favorite charity without taking an extra dime out of your pocket! **It's Giving Made Simple.™**

Shop through Benevolink at these fine retailers and over 150 more brand-name retailers.



800.556.GIVE | www.benevolink.com | Join today, it's free.



[join]

come to benevolink.com and join. it will take just a few minutes and it's free and secure. once you've joined, you and your favorite charities can enjoy the benefits of the benevolink giving community.



[shop]

shop over 150 of your favorite brand-name stores through the marketplace@benevolink. you get the same prices and features from your favorite retailers and you earn funds to give to your favorite charities.



[give]

your favorite causes need your help. when you shop through benevolink, you earn funds to give to your favorite charities. simply choose your favorite cause(s) and give them your funds.



join today, it's free! www.benevolink.com

HOLIDAY GIFT GIVING GUIDE
www.benevolink.com



Welcome to Golden Gift powered by Benevolink.
Choose an option below to get started.



Register to participate in
Ukrop's Golden Gift year-round!



[back](#)

join it's free, easy and secure

After 3 easy steps you will be ready to earn!

Fields in bold are required information

1. Enter your contact information

2. Create an account to save your information

3. Add your UVC or First Market Bank card

first name:

last name:

suffix:

address:

city:

state:

zip:

phone:

e-mail address:

retype e-mail address:

[continue](#) [quit](#)

powered by benevolink

join it's free, easy and secure

After 3 easy steps you will be ready to earn!

Fields in bold are required information

1. Enter your contact information

2. Create an account to save your information

3. Add your UVC or First Market Bank card

Ukrop's Valued Customer

Marketplace

Enter all digits of your Ukrop's Valued Customer or First Market Bank card without spaces

loyalty card type:

account number:

re-enter account number:

[continue](#) [quit](#)

powered by benevolink

join it's free, easy and secure

Congratulations!
You are now ready to shop and give!

Be sure to visit www.benevolink.com to get the most out of your giving!

At Benevolink.com you can

- shop online and earn even more funds
- book your business and personal travel
- make donations with your credit card
- and so much more!

[add another card](#) [finish](#)

powered by benevolink

shop start earning today

Ukrop's

Buy Ukrop's—Give Back! Purchase items from Ukrop's Family of Brands and earn funds for your favorite charities. You can also purchase other participating brands.

Participating In-Store Brands

Ukrop's, Johnson A Family Business, Campbell's

Beef Jerky, Canned Fruits & Vegetables, Cereals, Cheeses, Cookies, Condiments, Crackers, 64oz Juices, Oatmeals, Pizzas, Snack Mixes, Spring Water, Tortillas, Yogurts

[add a card](#) [view your purchases](#) [print Ukrop's shopping list](#) [shop online](#)

[back](#)

powered by benevolink

shop start earning today

Shop Online

Earn even more for your favorite nonprofits with Benevolink.com! Shop the Marketplace at Benevolink and start earning funds (on average, 6% of your purchases) to donate to your favorite charities. Below is just a partial list of over 200 participating retailers and services.

OfficeMax, Nikei, Sports Authority, BEST BUY, LINENS+THINGS, BARNES+NOBLE, OLD NARY, GAP, Starbucks, verizon, STAPLES, Sears, DICK'S

Visit www.benevolink.com to learn more and start shopping!

[back](#) [home](#)

powered by benevolink

Ukrop's Golden Gift powered by benevolink

Welcome to Golden Gift powered by Benevolink. Choose an option below to get started.

join it's free & easy

shop start earning today

give give your funds

Choose the charities you want to receive your funds!

[back](#)

powered by benevolink

give give your funds to your favorite charity

It's easy to give! Here's how:

Simply click the "select" button next to the charity you would like to receive your funds. If you can not find your favorite charity please visit www.benevolink.com for a list of all charities nationwide.

1. Login to your Benevolink account

2. Click "add a charity"

3. Choose your charity

4. Confirm your choice

[select](#) ATLEE CHRISTIAN ACADEMY
8591 ATLEE RD., MECHANICSVILLE, VA 23116

[select](#) ATLEE HIGH SCHOOL BAND BOOSTER ASSOCIATION
9414 ATLEE STATION ROAD ATTENTION: TREASURER ...

[select](#) ATLEE HIGH SCHOOL PARENT TEACHER STUDENT ASSOC...
9414 ATLEE STATION ROAD, MECHANICSVILLE, VA 23116

[select](#) AVALON A CENTER FOR WOMEN AND CHILDREN
PO BOX 1079, WILLIAMSBURG, VA 23167-1079

[back](#) [previous](#) [next](#)

powered by benevolink

give give your funds to your favorite charity

It's easy to give! Here's how:

In order to give your earned funds or make changes to your giving list, you must log in to your Benevolink account.

1. Log in to your Benevolink account

2. Click "add a charity"

3. Choose your charity

4. Confirm your choice

After logging in, you can add more charities or remove them from your giving list too.

Benevolink username:

password:

[login](#)

[back](#) [home](#)

powered by benevolink

give give your funds to your favorite charity

It's easy to give! Here's how:

Please choose the first letter of your favorite charity

1. Login to your Benevolink account

2. Click "add a charity"

3. Choose your charity

4. Confirm your choice

A B C D
E F G H I
J K L M N
O P Q R S
T U V W X
Y Z

Please note, this kiosk is limited to enrolled Virginia charities only. For a full list of nationwide charities please visit www.benevolink.com

[home](#)

powered by benevolink

join. shop. give.

To find out more or to join, visit www.benevolink.com or call 800.556.GIVE

join. shop. give.
make a difference.

To find out more or to join, visit www.benevolink.com or call 800.556.GIVE



Diva making a difference.
One fab, faux collar at a time.

Through Benevolink, you support the causes you care about most through your everyday shopping with more than 120 brand name retailers – without having to take extra money out of their pocket.

You shop for the things you want so the causes you care about get the things they need. Joining is ridiculously easy, free and has no strings attached. **Benevolink – it's Giving Made Simple.™**



To find out more or to join, visit www.benevolink.com or call 800.556.GIVE

darrenryan

Take advantage of the tremendous support behind Benevolink.

Traditional marketing PUSH

Benevolink invests in broadcast, print, direct mail, electronic and "opt-in" email media – your products can be directly included in these messages.

Non-traditional marketing PULL

Our nonprofit partners have a financial incentive in our success. They have committed to market the Benevolink program to their millions of loyal supporters.

Partner brand inclusion

The Benevolink program is built to allow your trusted suppliers and partners' brands to participate.

Our partners enjoy additional support via programs such as grassroots community events, in-store events and a comprehensive internet merchandising package.

Benevolink -
The links that benefit everyone:

- The **Giving Link** allows consumers to direct money to their favorite charities, schools, cultural and religious organizations when they shop.
- The **Community Link** creates a perpetual funding source for nonprofits by bringing together charitable-minded corporations and consumers. It also provides a way for your company to make a greater local impact.
- The **Business Link** mobilizes your customers to choose your stores and your brands over your competitors', in order to fulfill their individual and personal charitable desires.



To discover all of the benefits of Benevolink, or for more information, visit www.benevolink.com or call 1-800-652-LINK (5465).



Fundraising Made Simple.™

Loyalty marketing that really moves your customers.

Benevolink is a loyalty marketing coalition that drives sustainable growth and market share through increased transaction size and purchase volume.

How does it work?

Benevolink allows your customers to earn money for their favorite charities, schools, cultural and religious organizations simply by shopping. Category exclusivity within our coalition helps facilitate an emotional attachment to your brand.

An idea whose time is right.

U.S. consumers are the most benevolent in the world:

- Nearly **90%** of U.S. households give to charity.**
- Over half of consumers say charitable giving is very important to them.*
- **2 in 3** say that a company's benevolence has a **direct impact** on their purchase decisions.*

Your customers LOVE the idea! They WILL join!

More target consumers are likely to join our charitable giving program over existing loyalty programs.*

- 55% Benevolink Charitable Giving
- 55% Cash rebate
- 39% Coupons toward purchase
- 36% Credit toward purchase
- 29% College savings
- 28% Airline Miles



• **31%** of consumers said they would spend more with participating companies.*

• Benevolink scores statistically as well as a cash rebate program with **55%** of our target indicating a strong likelihood of joining.*

• **81%** of our target said "charitable giving is very important to me."*

It's easy for your customers, for them it's giving made simple!

Joining Benevolink is FREE and easy for consumers. Individuals simply register via our website at www.benevolink.com.

When they buy participating products from your stores, the purchase data is securely tracked via loyalty cards, credit cards, or other numbered accounts.

Efficient and effective for you.

Benevolink has created a program which has NO upfront capital requirements and is strictly "pay for performance." 100% of your reward dollar investments will go to only those customers who have made a conscious decision to be influenced by our program.

Benevolink is a full service program with minimal administrative responsibility for our partners.

Benevolink's Core Target Consumer:

Women, 25-44 with household incomes of over \$55,000 make up Benevolink's core target consumer. Other demographic groups that compose our general target, including men, find this concept highly desirable.

women
25 - 44 years old
\$55,000+ HHI





Give more
this holiday season.
(Without spending more!)



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Earn money for the Richmond SPCA when shopping at Ukrop's and over 200 name-brand online retailers!

Benevolink has partnered with Ukrop's to launch an exciting new change to Golden Gift: *pay-what-you-want*! Every time you purchase items from Ukrop's family of brands, a percentage of your spending will be donated to the nonprofits of your choice, including schools and religious organizations.

The Marketplace@Benevolink offers even more opportunities to earn money for your favorite nonprofits. Simply shop online through our 200+ name-brand retailers and earn.



Register for free online at www.benevolink.com and start earning today!

www.benevolink.com

Join today, it's free!



Look for the Golden Gift powered by Benevolink shelf tag in Ukrop's stores to earn funds for your favorite charity!

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darrenryan

summerstyle outdoor home

The Marketplace at Benevolink brings you 5 hot trends for your yard or patio this summer.



summer style | men

Summer is heating up at the Marketplace at Benevolink. Here are 7 must-haves for the summer season.



AE Grill King Boxers
Cost: \$10.00
Giving: \$ 40



Neiman-Marcus Shaver
Cost: \$200.00
Giving: \$8.00



Fossil watch
Cost: \$59.00
Giving: \$7.67



Timberland Sandals
Cost: \$60.00
Giving: \$4.80



Old Navy SS Shirt
Cost: \$19.50
Giving: \$ 59



Gap Beachcomber Shorts
Cost: \$39.50
Giving: \$1.19



Gucci Natural Belt
Cost: \$149.00
Giving: \$8.49

giving made simple.



"I buy the things I want,
my favorite charities get
the things they need."

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Register for free at www.benevolink.com



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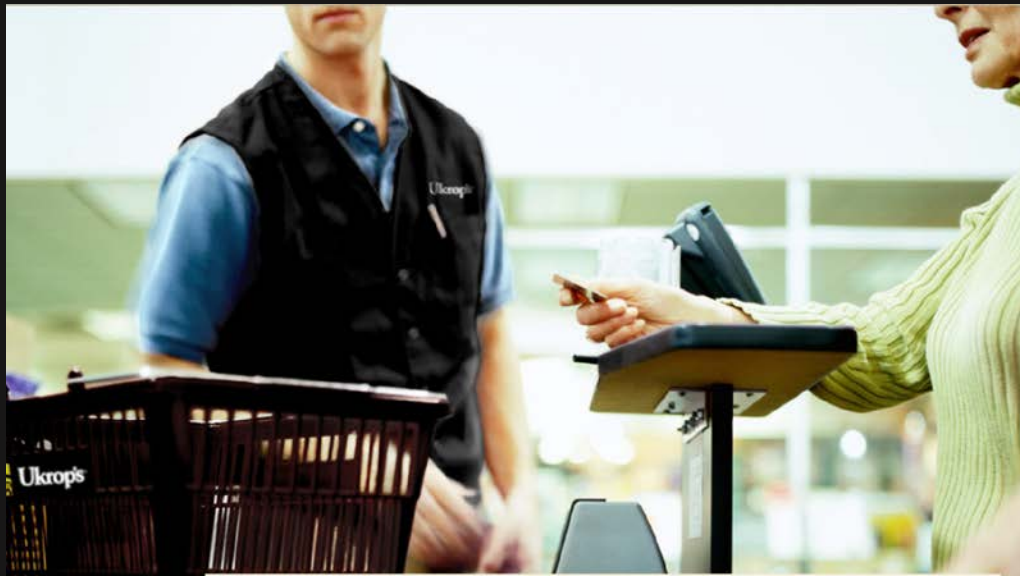
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Once a year is good. Year-round is better.

Introducing the new *Ukrop's Golden Gift* powered by *Benevolink*. Now, each time you purchase Ukrop's family of brands, a percentage of your spending is donated to the nonprofits of your choice.

Participating is as easy as 1-2-3!

First, register with Benevolink, even if you previously participated in Golden Gift. It's free, easy and secure at www.benevolink.com/richmond.

Next, add your Ukrop's Valued Customer card.

Finally, shop and earn for charity each time you buy Ukrop's family of brands. Just look for the burgundy colored shelf tags with the Golden Gift logo.

It's easy—no hassles, no receipts to collect.



Join with these local nonprofit organizations and thousands of others participating in the Benevolink Nonprofit Network. Enroll your nonprofit today!

Additional terms and conditions apply. Please visit www.benevolink.com for details.



Buy Ukrop's – Give Back

For more information on earning money for your favorite nonprofits with *Golden Gift* powered by *Benevolink*, visit www.ukrops.com.



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