



In a perfect world, organizations wouldn't need to raise money to support their cause. Luckily, the world just got a little closer to perfect.

we-care.com™
SHOP WITH PURPOSE

We give you a co-branded online marketplace, providing your supporters with access to more than 650 merchants.



The concept

We-Care.com allows your nonprofit, school, or association to receive money back whenever your supporters shop online. We give you a co-branded online marketplace, providing your supporters with access to more than 650 merchants. They visit your marketplace, click through to a merchant's website, and shop as they normally do. You receive a donation. It's that simple. Better yet, We-Care.com is free for you, and there's no extra charge for shoppers.

This year, in the U.S. alone, consumers will spend more than \$200 billion for retail, travel, and financial services. Even during challenging economic times, e-commerce continues to grow at an upward rate of 20% each year. A percentage of that money could be supporting your work. Are you receiving it?

Is it a lot of work?

No. We manage and host your marketplace. All you need to do is reach out to your supporters and ask them one small favor: to add an extra click to their normal shopping routine. We even give you materials that help you promote your We-Care.com marketplace from your website, in your emails, and through your print materials. The more traffic you drive through your marketplace, the more donations you receive.

Tell me more

We-Care.com's merchants offer retail, travel, financial services, and more. Book a flight and hotel; rent a car; shop for books; get contact lenses; buy furniture and household items; send gifts; pick out a cell phone plan; order web hosting and office supplies; subscribe to magazines, newspapers, DVD services, and even satellite TV — You get the idea.

When your supporters install the We-Care.com Reminder — a secure browser extension — any time they go to a We-Care.com merchant, they'll be reminded to make their purchase count — even if they forget to go through the website.

About our team

We-Care.com is led by people who have collectively revolutionized online marketing, created powerful web presences for nonprofits, and built wildly successful businesses. (Don't take our word for it. Visit www.we-care.com/people and meet our staff.) We want to provide nonprofits, schools, and associations with a recession-proof way to raise money, opening up revenue streams that would otherwise remain untapped. We're here because we love technology and believe it should be used to support the organizations that help build better communities and a better world.

How do we get started?

Visit www.we-care.com/AddCause to sign up for your marketplace, or contact Bill Snyder at bsnyder@we-care.com or 800.768.1399 for more information.



**Your supporters
shop where they
always shop.**

Printed by PrintingForLess.com through the
We-Care.com marketplace.

① **Fact:**
**Online sales passed \$200 billion
in 2007.**

Many of those shoppers support causes
such as yours and would jump at the
opportunity to help you by adding an extra
click to their normal shopping routine.

② **Fact:**
**Your supporters love you and
give what they can. They're also
facing the realities of a
challenging economy.**

We-Care.com saves them money with
coupons and special offers while it opens
up new revenue streams for your
organization.

③ **Fact:**
**The We-Care.com Reminder
makes sure your supporters
never miss a chance to give.**

By installing our free software, they can
receive a reminder whenever they shop
at a participating merchant — even if
they forget to start from your
We-Care.com marketplace.

④ **Fact:**
**We-Care.com keeps you on your
supporters' minds.**

Whether they're buying cat food or booking
a cruise, they'll be reminded of your
organization and your work, further
enhancing your brand in their eyes.

⑤ **Fact:**
**We-Care.com doesn't charge a
penny.**

It's 100% free for organizations and
their supporters.

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