

# UP Care

A new way to boost your donor base

## LOYALTY AND REWARDS PROGRAMMES



Allows points to be donated to charities or used to make purchases from Social Enterprises (SEs). This is a new and socially conscious way to use rewards and loyalty points.

## BENEFITS FOR EVERYONE



Charities and SEs enlarge their donor and customers pools. Companies can enhance their CSR and employee incentive schemes with direct corporate giving as well as by encouraging socially good shopping.

## FREEDOM TO GIVE



Freedom for individual to give to charity or spend with a conscience on SEs. Peace of mind that points (money) donated are translated directly into tangible benefits for the needy and learn about causes that they will support before buying/ donating.

## INNOVATIVE EXCHANGE SYSTEM



Enable loyalty and reward points owners to:  
 (1) Donate by purchasing needed goods to participating charities  
 (2) Purchase goods and services from participating SEs

# HOW UP Care WORKS?

For Charities

- |   |   |
|---|---|
| <p><b>1</b> Meet UP Care programme managers</p>   | <p><b>5</b> Donation platform training (How to use)</p>                       |
| <p><b>2</b> Charity and programme manager map out products and Services (The Charity Needs)</p> | <p><b>6</b> UP Care aggregates goods needed and buys in bulk</p>              |
| <p><b>3</b> Map out quantity of goods needed monthly, and delivery schedule</p>                 | <p><b>7</b> UP Care communicates charity's participation to organisations</p> |
| <p><b>4</b> Receive a free donation platform from UP Care</p>                                   | <p><b>8</b> Start receiving donations</p>                                     |

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