



Philanthropy According to **TAKING IT TO THE STREETS**

- ▷ Create & Add more Value than anyone else!!
- ▷ Best of Philanthropy — Removing Inefficiencies & Apprehension
- ▷ Marriage of Philanthropy & For Profit Marketing!!
- ▷ Multiplication Philanthropy!!

| DISTINCTIONS | | STREETS | vs. | OTHER NON-PROFITS |
|-----------------------|--|---|-----|--|
| HELPING THOSE IN NEED | % of donation going to those in need | 100% minimum | | 83.7% — (national average of top 10 non-profits) |
| | Speed in which donation helps those in need | 14 days or less | | Varies — in many cases up to six months |
| | All Star Team doing research and distribution of donations | Top community foundations used throughout the US | | In-house staff |
| | STREETS' partners giving their products and services to those in need | "In addition to" financial resources | | Usually "in lieu of" financial services |
| DONOR | More bang for their buck | More resources distributed, Resources put to work faster, Higher level of impact | | Services done with in-house resources and staff |
| | 100% of investment (donation) goes to those in need (no overhead deduction) | Nothing deducted, zero | | Approx. 80 cents of every dollar gets to those in need |
| | Your donation stays in your community | You are literally helping your neighbors in the community where you live | | Money is put into a national pool of funds — no assurances as to where funds are distributed |
| | Communications/Updates/Follow-ups | We offer you frequent updates to the impact made by your donations | | Annual newsletter, infrequent letter |
| | Appreciation Gifts | Not that it matters — but good, quality stuff | | Tote bag, calendar, t-shirt, mug |
| EXECUTIVE STAFF | 25+ years "for-profit" successful marketing and sponsorship experience | We know what it takes to make customers want to come back again and again — extensive television, radio, and sponsorship experience/expertise | | Non-profit fundraising — mailings, grants, events, newsletters |
| | 365/24/7 | It's all we do! Market and fundraise. That's our business model | | Fundraising is just a part of their daily operations — marketing almost non-existent |
| PARTNERS/SPONSORS | Provide business building benefits | ▷ STREETS begins with an understanding of "the new cause marketing" that requires a rethinking of typical donor and sponsor relationships. | | |
| | Generate community goodwill | ▷ Profitable model of partnership in which each party delivers value to the other and has a stake in the other's success. | | |
| | Impress shareholders and staff | ▷ STREETS identifies "the next generation" benefits for our sponsors and partners that focuses on developing creative ways for partners to establish relationships with their customers. | | |
| | Year-round relationships | ▷ STREETS' sponsor/partner programs are not one-off, rather long term thematic platforms. | | |