

we make a difference®



We Make A Difference
Supporting Schools and Communities

Contents

Title	Page no.
About We Make A Difference	03
How it works	04
Online shopping	06
Savings calculator – How much can your members save	08
The We Make A Difference App	10
Marketing and Promotional Material	12
Download and print out marketing from your back office	14
Expand the reach of your fundraising	15
Support your local community with our We Shop Local platform	16
Summary of the Fund-raising	18

About We Make A Difference

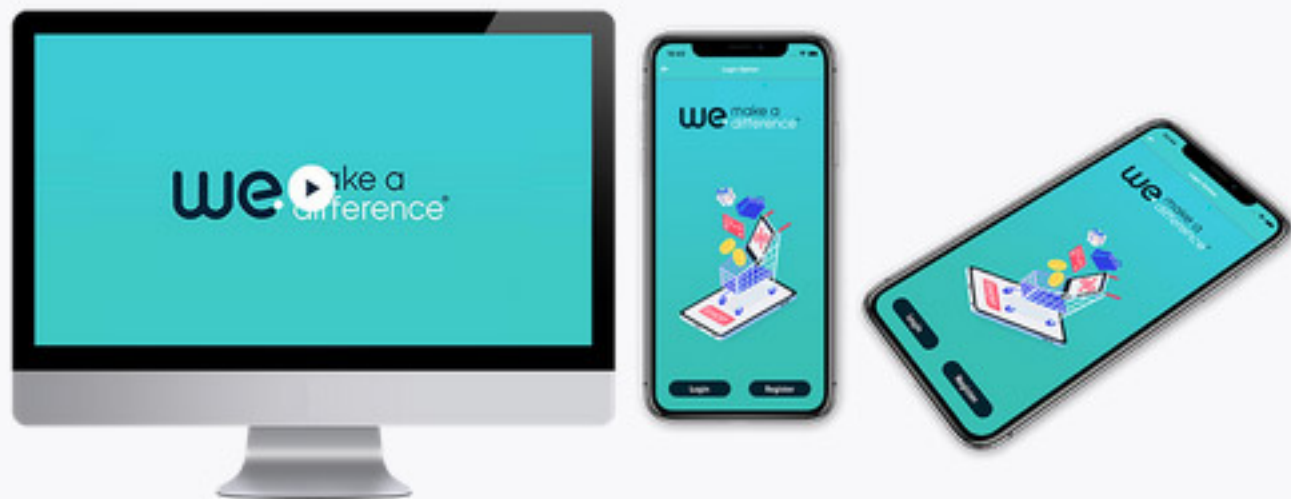
We Make A Difference is an innovative fundraising platform for schools to raise funds 12 months a year at the same time as saving your staff and parents hundreds of dollars a year on their everyday living expenses.

The We Make A Difference platform also provides opportunities to partner with companies to provide huge savings on sporting goods, computers, stationary and many other areas to provide parents with great savings at the same time as raising funds for the school.

The platform enables your school to create a closer connection with the local community through our local area marketing platform.

How it benefits your school:

- Parents save money on their everyday living expenses
- Shop online and generate 2% of every purchase back to the school
- Support local businesses and the local community



How it works

The We Make A Difference provides your staff and parents with access to over 80 discounted eCards providing savings at some of the largest retailers in Australia.

Your staff and parents have access to our discounted eCards saving them hundreds of dollars a year.

Savings on Groceries, Petrol, Beer and Wine alone can save a family in excess of a thousand dollars a year.

On average families are saving over \$2,000 a year on their everyday living expenses.

Your staff and parents pay \$10 per month to gain access to the eCards with \$2.00 per month paid back to the school. Spending \$200 per month on groceries, petrol or beer and wine will save the cost of their \$10 monthly subscription.



Click here to enter your everyday living expenses to see how much you save

Below are some examples of the eCards and the discounts you have access to



Woolworths 4%



Coles 5%



Amazon 4%



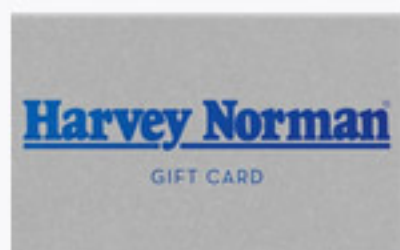
Rebel 8%



Ikea 5%



Priceline 5%



Harvey Norman 7.5%



Target 5%



Ampol 4.5%



Bonds 8%



Woolworths Caltex 3%



Apple 6%

Click [here](#) to view the full range of eCards

Online shopping

The We Make A Difference platform provides your staff and parents with access to hundreds of online shops through our shopping portal. Your members are re-directed to the store website where they pay the same price as displayed on the stores site.

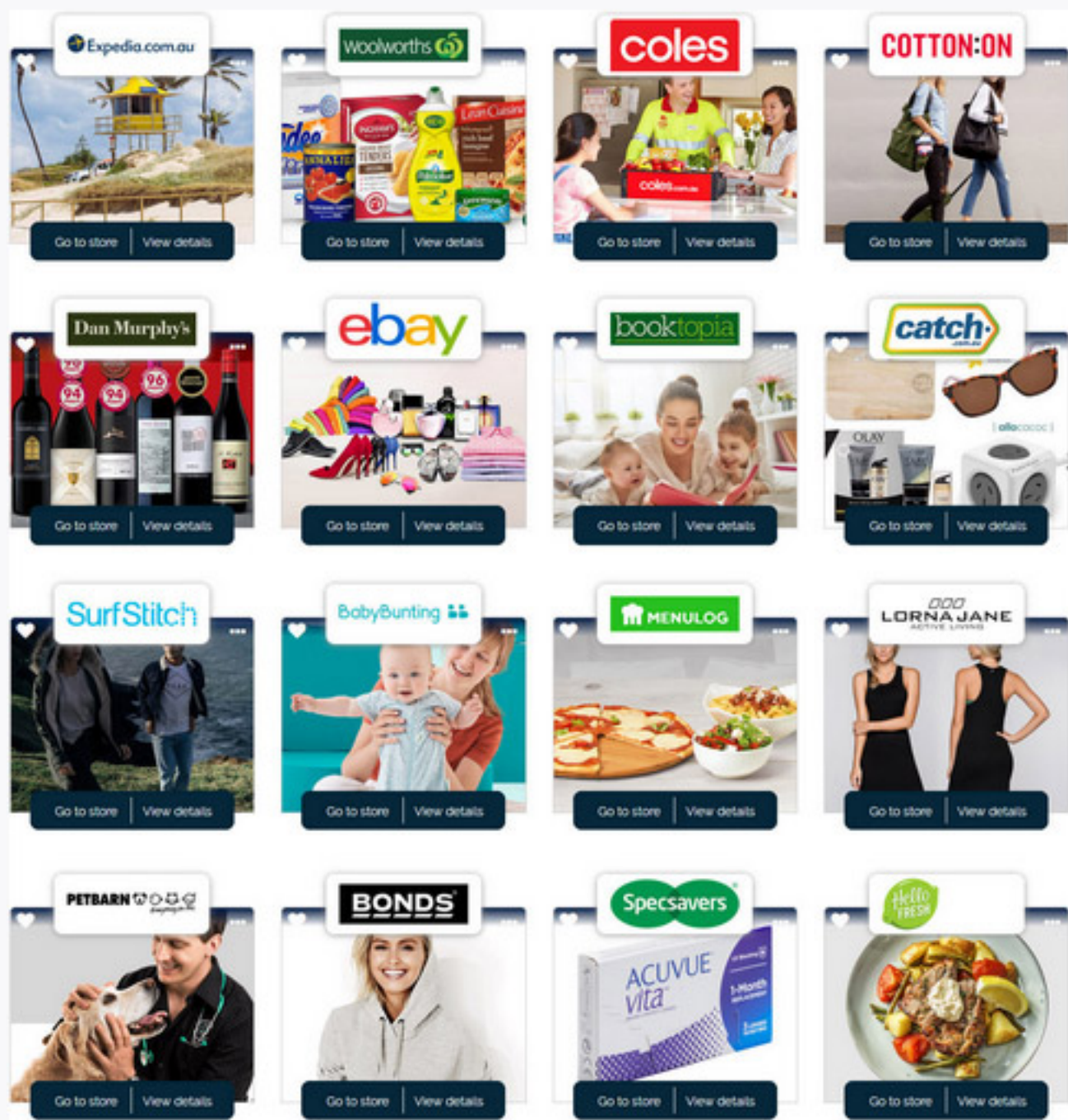
The purchase is tracked back to your school through a tracking code in the URL which generates 2% commission back to your school on each purchase through the We Make A Difference sponsorship.

We have seen a phenomenal growth in online shopping with people spending more time at home than ever before, people pulled out phones and laptops to do their shopping.

In Australia, online shopping growth for the 12 months to 31 December topped 57% YOY. More Australians shopped online than ever before in 2020. Around four in five households – that's almost nine million – purchased online at some point during the year.

Through the We Make A Difference platform and sponsorship your school will receive 2% of every purchase through our online shopping platform.





Click here to view the full list of online shops on average 2% of every purchase is paid to your school through the We Make A Difference sponsorship

Savings calculator – How much can your members save

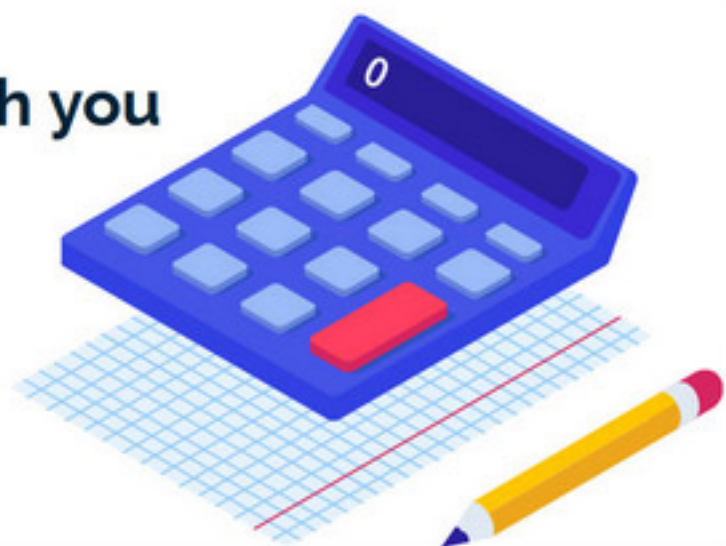
Learn how much you can save a month or a year by using our savings calculator.

By doing your everyday shopping through the site you can easily save hundreds or even thousands of dollars a year.

Click here to view the full range of eCards

Find out how much you can save

Calculate your savings



Your school can use the eCards to save money on groceries, petrol, sporting goods, computers and more.



Fund-raising calculator from online shopping

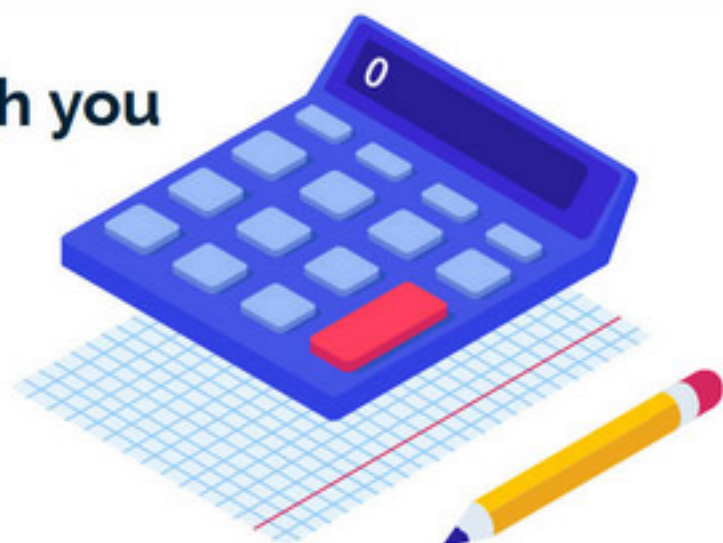
In the fundraising calculator you can enter the amount you would anticipate your staff and parents would spend through the online shops.

Enter the amount for one person then you can multiply this by the number of members that would do this to calculate the potential revenue that will come back to the school.

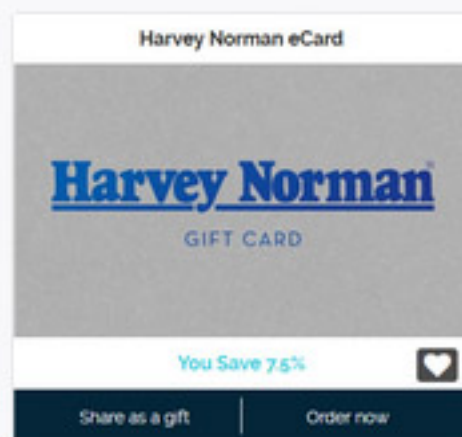
Click here to view the full range of eCards

Find out how much you can raise

Calculate your savings



Save 7.5% at Harvey Norman on top on sales and negotiated prices



The We Make A Difference App

Everything you do on a daily basis at your fingertips

Your discounted eCards are sent direct to your phone ready for you to scan and save.

Access your most recent eCards simply by swiping the screen.

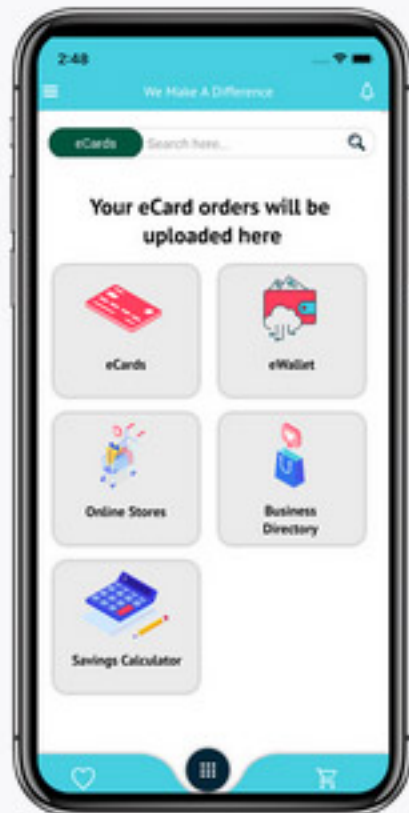
Order your eCards from the app or better still save your card as a favourite for even quicker access.

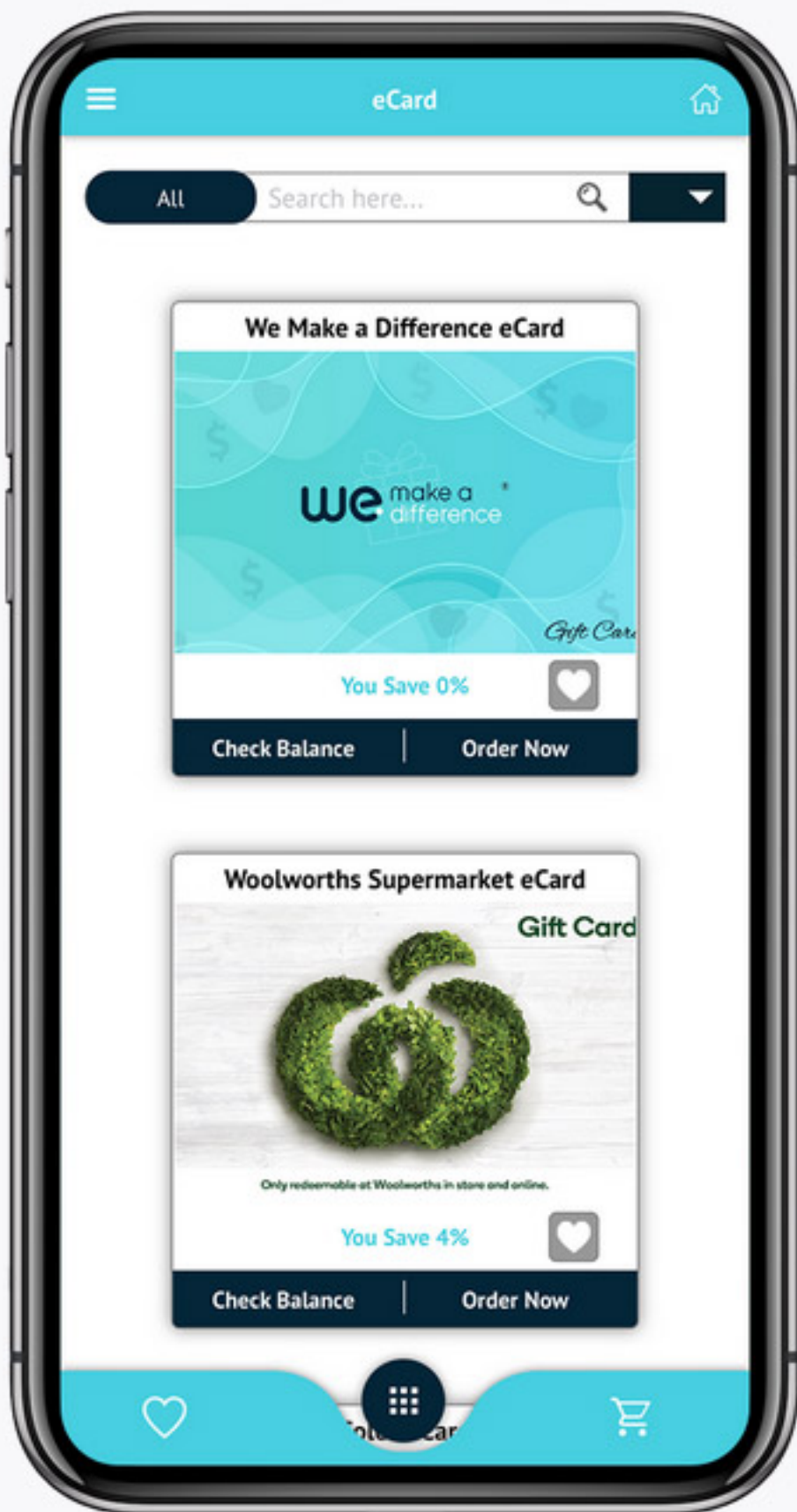
Access your most recent eCards simply by swiping the screen.

All your eCards are stored in your e-wallet with an easy-to-use search engine.

You always have access to your cards and never lose a card.

Check your balance on your phone without leaving the app.





Marketing and Promotional Material

We provide your school with a complete turnkey fully automated marketing system to introduce your staff and parents and then to maintain engagement with them.

We provide branded email campaigns which include:

Emails and text messages to introduce the program

Automated emails to stay in touch over a 3-month period after they have registered on the site

Weekly or fortnight newsletters (your school can decide on the frequency)

Push notifications on special offers

Promote special occasion specials such as

- Mother's Day
- Father's Day
- Christmas
- Valentine's day
- Easter
- Back to School and School Holidays

Once set up all the that is required from the club is to use the site, pin up the flyers and talk about on your Facebook page.

Welcome email

we make a difference®



Hi (Name)

Welcome and thank you for registering for the We Make A Difference members benefits program.

You have now unlocked access to everyday savings:

- Shop at our online stores and access special offers, discounts and promo codes;
- Save up to 7% when you purchased eCards from some of Australia's biggest brands;
- Support the community – on average 2% of all purchases made through the online stores will be donated back to your nominated charity.

You're ready to start shopping and saving.

[Start shopping now](#)



You also now have access to the [Members Welcome Pack](#) featuring additional offers and discounts available exclusively for [the next 30 days](#).

Your Members Welcome Pack lets you [save up to 12%](#) on a huge range of eCards from major brands including Bonds, City Beach, Country Road, Myer and more!

These savings are [on top of](#) any discounted or negotiated price.

These Take advantage of these special benefits now.

[Browse Members Welcome Pack](#)

Check out our ["How to" videos](#) to learn how to make the most of your savings.

We hope you enjoy the everyday savings and look forward to seeing you online soon.

Happy shopping from the team at We Make A Difference

Download and print out marketing from your back office



Shop and Support your Club

Support your club by saving money on your everyday shopping
You can save up to:



Groceries



Beer & Wine



Petrol



Sporting Goods



Clothing & Fashion



Apple Products



Flights



Travel

Families on average save over \$1,500 a year on everyday living expenses
Just \$10 a month to access the saving with \$2 a month going back to support your school



Scan the QR code to register
and support your School

Expand the reach of your fundraising

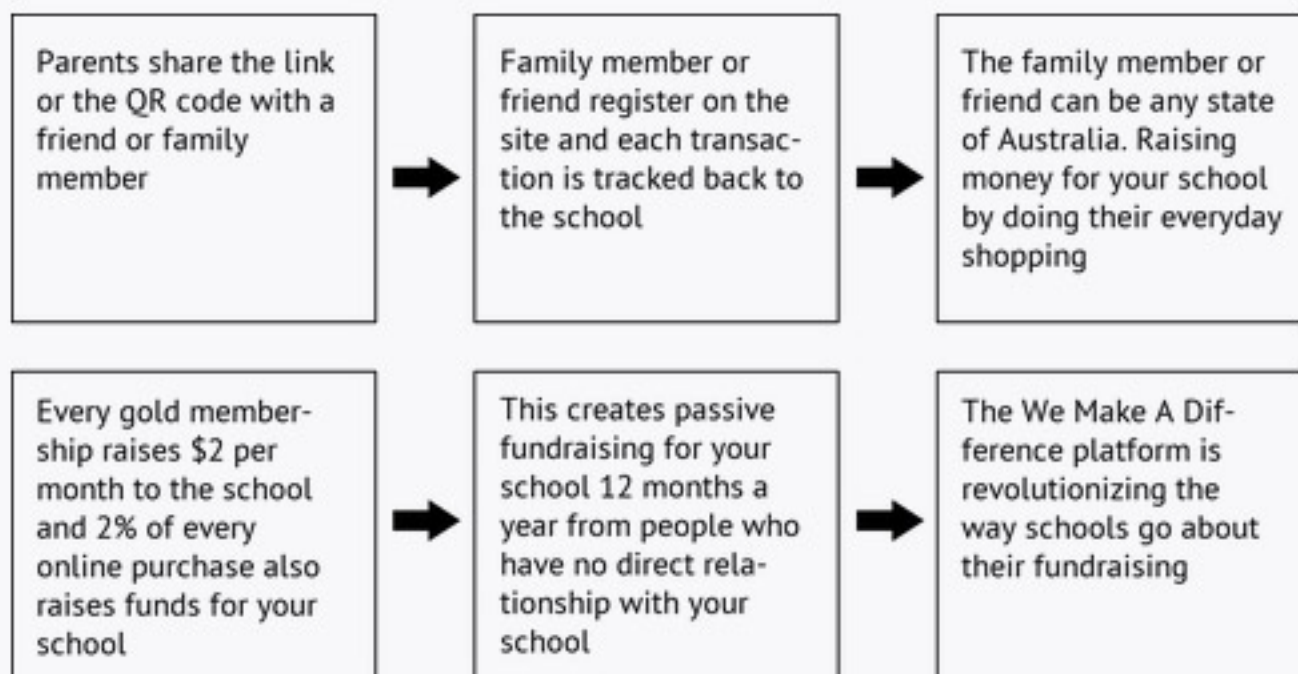
Traditional Fund-raising for schools comes from

- Raffles
- Sausage sizzles
- Quiz nights
- Fetes
- Auctions

All of these methods require a lot of work and are generally limited to parents and families within your school.

The We Make A Difference platform provides a passive income from members doing their everyday shopping 12 months of the year.

- It requires very little work to set it up.
- Only basic IT skills are required to maintain it.
- Generates funds 12 months a year
- Generate funds from friends and family members who are not necessarily associated with your school.



Support your local community with our We Shop Local platform

Work with local businesses to promote special offers to your parents.

A business profile on our site includes:

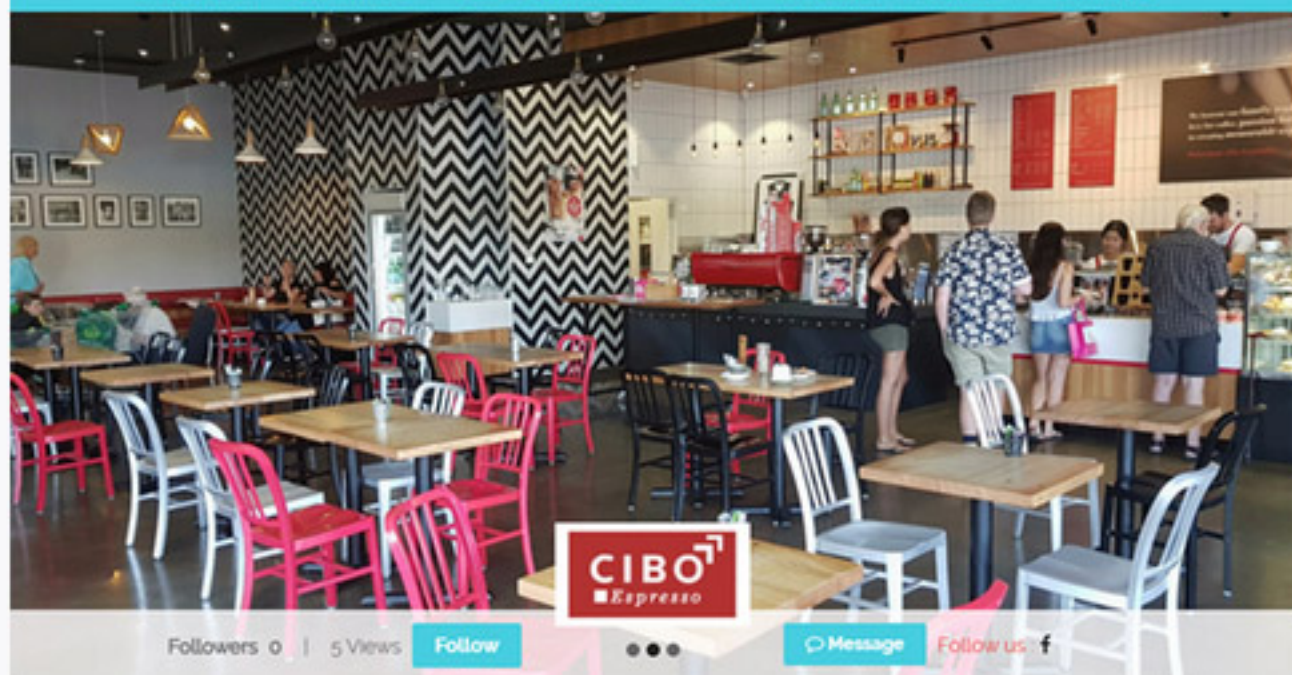
Full control of the admin panel allowing the business to change their profile whenever they want

Full business profile including:

- Uploading images at the top of the page
- An about us
- Three widgets describing the businesses products and services
- Upload digital e-coupons
- Upload videos
- Upload photos
- Upload customer stories and testimonials
- Write and upload blog articles
- Links to your social media sites

Click here to view the benefits for a local business





About Us

THE CIBO STORY

The pillars of the CIBO experience came from our four founders:

An Italian chef – for epicurean culinary adventure, an artisan pasticciere – for light and luscious pastries, a restaurant manager- to deliver an artful ambience, and one handsome barista – to serve perfectly extracted coffee while you sit back and soak in the charming atmosphere.

Together these four elements have fused to bring you an authentic Italian experience right here in Australia.



Delicious Home Made Cookies



Croissants and Snacks



Gelati Galore

Summary of the Fund-raising

Fund-raising from the gold membership

The cost of the Gold membership is \$10 per month

\$2.00 per month is paid back to your school

Fund-raising from the online shopping

On average 2% of every purchase through the online shops raises funds for your school

Fund-raising from the We Shop Local Platform

If your school introduces a business to the platform your school will be paid a once of set up commission and an ongoing monthly commission.

Set up cost for a business fee		\$150.00
Your commission		\$120.00
Monthly fees		\$75.00
Your fund-raising commission 10% per month		\$7.50
Sign up 5 businesses and this is what you will receive		
Set up cost $\$120 \times 5$		\$600 annual
Monthly commission $\$7.50 \times 5$	\$37.5 per month	\$450 annual
Total per year		\$1,050

School Registration Page

Name of School*

Message*

Street*

Suburb*

State*

Post code*

Contact name*

Contact email*

Contact phone number*

Approx. number of members*

Submit

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difference[®]

