

B4  MY CAUSE

BAGS 4 MY CAUSE



A reusable bag marketing program that empowers retailers to spark change within their local communities, enhance brand visibility, and increase gross margin.

WHAT IS BAGS 4 MY CAUSE?

With minimal effort and no additional cost to your banner, Bags 4 My Cause empowers participating stores to donate to monthly nonprofit beneficiaries through reusable bag sales. This low-to-no-touch program is proven to surge store traffic, increase net bag sales, and boost brand image for all retail partners.



Purposeful

For every reusable bag sold, benefiting nonprofits receive a \$1 donation to further their local community impact.

Promotional

As nonprofits advertise their selected benefiting month, they generate earned media for your banner and boost your brand image.

Profitable

As new and existing shoppers come to your stores to support local causes, your store traffic and gross margin spike.



A PROVEN ASSET

- 1. Since its inception in April 2014**, Bags 4 My Cause has consistently proven to be a sustainable and profitable approach to giving back, benefiting both local communities and our retail partners.
- 2. Currently active in 2,500+ stores**, this low-to-no-touch program continues to increase reusable bag sales and enhance brand image for all retail partners.
- 3. Donating over \$9.2 million to 36,450 nonprofits** in its first 10 years, this program is guaranteed to spark meaningful change in the communities your shoppers care about.



WANT TO KNOW THE BEST PART?



No cost to your banner

This program pays for itself through profitable reusable bag sales. Bags 4 My Cause is specifically designed to increase net sales and gross margin at no cost to your banner.

Low-to-no-touch

Our team takes care of everything for you! All your stores need to do is select nonprofit beneficiaries and print monthly rack cards, both of which can be easily accomplished in minutes through our proprietary database and store management portal.

Exclusivity

There is no direct competitor within 10 miles of any of your stores who can offer this program. Our proprietary software and performance history establish Bags 4 My Cause's clear competitive advantage in this market.



THE ECONOMICS

Retail partners are able to select their own reusable bag vendors and set their own prices.



Bag prices are typically set between \$2.50 and \$2.99.

*Purchase price from vendors

**Displayed Admin Fee is for less than 250 stores. For 250+ stores, Admin Fee is \$0.50.

BAGS	CURRENT	B4MY CAUSE
Retail Price	\$0.99	\$2.50
Estimated Cost*	\$0.55	\$0.55
Local Nonprofit Donation	-	\$1.00
B4MC Admin Fee**	-	\$0.35
Gross Margin (\$)	\$0.44	\$0.60

LIFETIME IMPACT

Total sales since April 2014



Bags Sold	9,892,091
Program Donations	\$9,225,209
Nonprofits Supported	36,453
Meals Provided	26,964,845
Single-Use Bags Not Used	296,762,730

Reporting as of 07.08.24

ACME



Giant

shaws



star
market

STOP&SHOP



HOW IT WORKS

This low-to-no-touch program is specifically designed to require minimal effort from your banner. The following outline will introduce you to the process of implementing Bags 4 My Cause in your stores in six simple steps.

STEP 1

Our Team Researches and Vets Nonprofits.

- Based on criteria preapproved by your banner, our team curates a proprietary database of vetted organizations local to each of your stores.

STEP 2

Store Managers Select Beneficiaries.

- Your store managers, empowered by our proprietary store management portal, accomplish nonprofit selections for an entire quarter in only a few minutes.

STEP 3

Nonprofits Promote the Program.

- Our team equips nonprofits with promotional resources and marketing advice, enabling them to effectively advertise the program to their support networks.

HOW IT WORKS

STEP 4

Earned Media Amplifies Brand Visibility.

- Nonprofit promotion generates earned media, spreading information about your store locations and community impact to new and existing audiences each month.

STEP 5

Store Traffic and Reusable Bag Sales Spike.

- New and existing shoppers come to your stores to support local causes, surging store traffic and increasing gross margin through net new purchases.

STEP 6

Donations Spark Hyperlocal Change.

- By furthering the impact of local nonprofits, your banner demonstrates your commitment to corporate social responsibility and fosters brand affinity.

FIRST YEAR IMPACT

For a division of approximately 100 stores, we forecast the following impact in the first year of the program.

This forecast is based on historical sales, as detailed in the Appendix.

HOW WE CALCULATE SINGLE-USE BAGS NOT USED: We estimate each reusable bag will be used a minimum of six times per year. We also estimate that each time a reusable bag is used it equates to five single-use bags that are not used. This means that for every reusable bag sold, 30 single-use bags are not used. We are confident in this assessment, as it is a very conservative estimate compared to other findings.

Number of Stores	100
Average Bags Sold Per Store Per Day	4.0
Total Bags Sold	146,000
Total Donations	\$146,000
Nonprofits Supported	1,200
Single-Use Bags Not Used	4,380,000

APPENDIX

Client Bag Design Examples



GIVE BACK WHERE IT COUNTS Reusable Bag



Community Bag



Community Bag



Community and Fight Hunger Bag



Southeastern Grocers Community Bag



GIVE BACK WHERE IT COUNTS Reusable Bag



GIVE BACK WHERE IT COUNTS Reusable Bag













Community Bag



King Soopers & City Market

APPENDIX Current Client Data

Client	Launch Date	Number of Stores	Total Bags Sold	Nonprofits Supported	Meals Provided	Single-Use Bags Not Used	Average Bags Sold Per Store Per Day
	8/15/19	159	242,850	2,780	594,200	7,285,500	2.00
	1/11/19	74	441,199	1,916	724,450	13,235,970	3.95
	7/1/19	166	614,165	1,803	752,320	18,424,950	2.35
	4/1/14 (Fight Hunger) 10/1/15 (Community Bag)	223	3,876,060	6,195	14,889,020	116,281,800	5.25
	2/20/19	422	525,933	9,102	727,435	15,777,990	2.25
	3/20/19	125	402,765	2,848	761,330	12,082,950	2.15
	3/20/19	23	117,900	380	286,000	3,537,000	2.95
	5/1/19	392	2,897,245	7,039	4,524,210	86,917,350	4.85
 	4/1/24	153	127,844	98	1,278,440	3,835,320	7.90



THANK YOU

for your time and consideration

For More Information:

Jim Brennan

Co-Founder & COO

jimb@psitmatters.com

207.351.6903

Bags 4 My Cause is a PS IT Matters Company

