



BLOOMIN' 4 GOOD

The Complete Program Roadmap

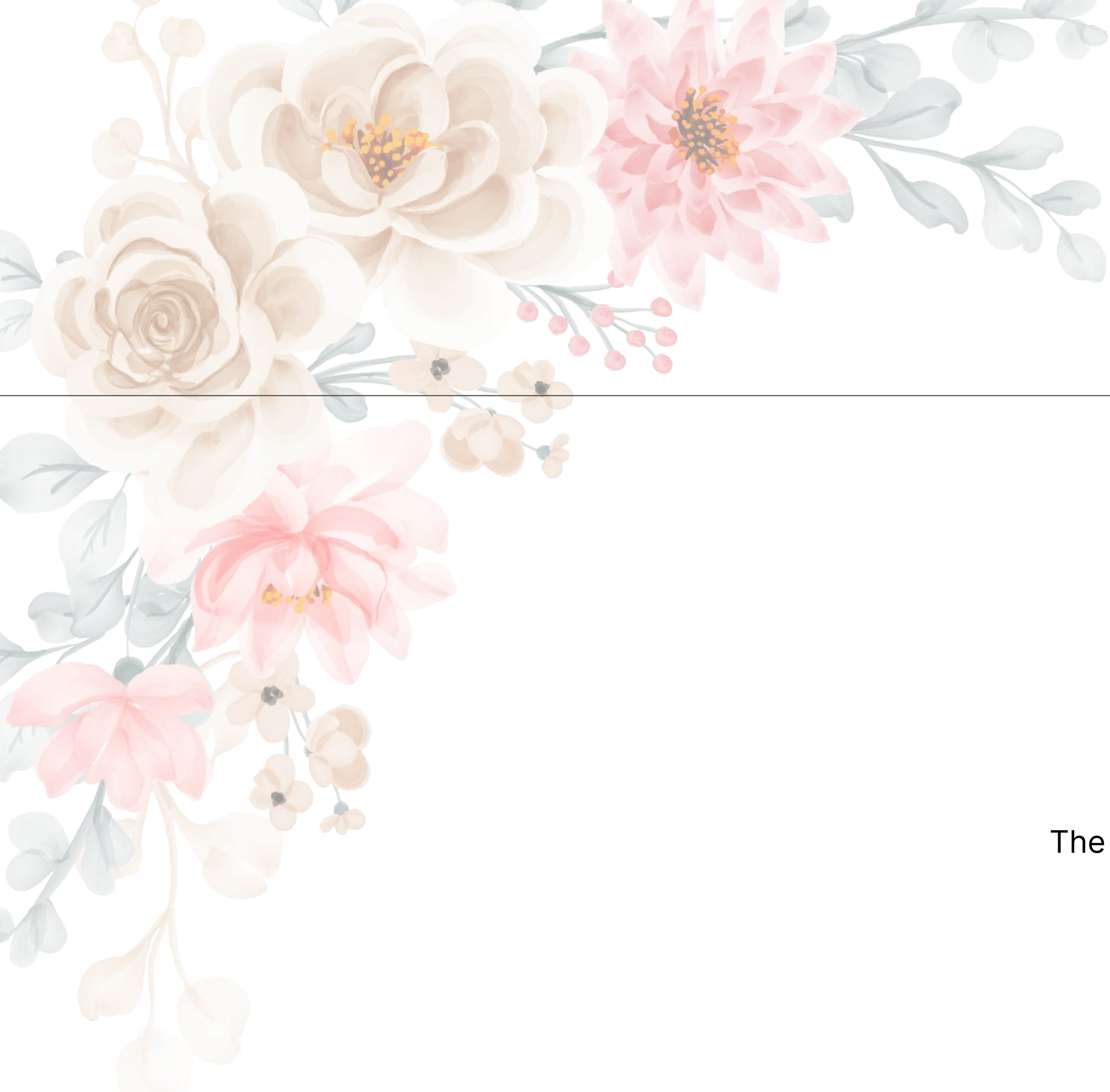


Table *of* Contents

Bloomin' 4 Good - Our Story	01
How It Works - The Process	04
What We Do	10
The Economics	16
Partner With Us	17
The Bloomin' 4 Good Presentation Deck	18



OUR STORY



Every company has a story. Ours began with a unique fusion of our passion for giving back to local communities and our expertise in creating profitable business models. In 2011, this distinctive combination gave rise to PS It Matters. Through partnerships with a wide variety of retailers, our company makes it easy for shoppers to support their local communities through everyday business transactions. Our approach is not just about giving but about creating sustainable and profitable business models that benefit both the community and our partners.

Initially, we began partnering with corporate clients to provide gifts, gourmet food baskets, corporate gear, and promotional items. Each purchase included a 15% donation to a nonprofit of the customer's choice. Through this strategy, we met our goal of supporting local communities while empowering clients to build brand affinity and increase gross margin.

In 2014, our company expanded on this initial concept by creating an initiative called Bags 4 My Cause. Through this business model, each store location for a given retail partner selects a nonprofit local to their store to benefit from monthly reusable bag sales. For every reusable bag sold, the benefiting nonprofit receives a \$1 donation. As selected nonprofits promote their benefiting month to their support networks, this business model drives new and existing shoppers to participating stores, spikes net reusable bag sales, and streamlines earned media for the retail partner.

When the pandemic struck, we faced a new challenge. As both clients and shoppers sought to reduce any potential contamination, reusable bag sales were declining. At the same time, the need in our local communities was more pressing than ever. Undeterred, we launched Bloomin' 4 Good in 2021, a testament to our adaptability and demonstrated commitment to continue supporting nonprofits at this critical time. Designed in alignment with Bags 4 My Cause, each floral bouquet sends a \$1 donation to a monthlong nonprofit beneficiary that serves the store's local community. Through this new initiative, we once again proved this model to be both purposeful and profitable.



To date, PS It Matters has deployed these two initiatives in over 3,000 retail locations nationwide.



By spiking store traffic and generating net new sales, this model drives an increase in gross margin every month at no extra cost to our clients. In only 10 years, these two programs have generated more than \$10 million in donations to over 55,000 organizations. From reusable bags to floral bouquets, we are on a mission to impact our local communities through everyday choices.

HOW IT WORKS

The Process

The following outline will introduce you to the process of implementing Bloomin' 4 Good in your stores in five simple steps. This low-to-no-touch program is specifically designed to require minimal effort from your banner. All store managers need to do is make quarterly selections and print new monthly signs. Our team takes care of everything else, from nonprofit vetting all the way through check distribution!

With minimal effort and no additional cost to your banner, Bloomin' 4 Good is proven to drive new and existing shoppers to your stores, increase net floral sales, and most importantly, enhance your store's visibility and reputation in the community through earned media spikes.

Let us walk you through how easy it is to implement Bloomin' 4 Good in your stores!





STEP 1

DATABASE CREATION

Our team curates a proprietary database of researched, vetted organizations local to each of your stores. The criteria for participating organizations are all preapproved by your banner. Typical criteria for nonprofit approval include a valid and active EIN, 501(c)(3) status, reliable contact information, and a working website. Your banner can also choose to support specific cause categories, such as hunger relief, education, health, civic, and military and veteran affairs. As the cycle continues, we continually update and validate the nonprofits available for selection to represent the breadth of organizations in the communities your shoppers call home.

STEP

2

NONPROFIT SELECTION

Your store managers, empowered by our proprietary store management portal, can accomplish nonprofit selections for an entire quarter in just minutes. This efficient process allows store leadership to easily view nonprofit participation history, total donations, and cause information when making selections. The portal also presents real-time sales data, donation totals, and store ranking information to keep your store managers informed and engaged.





STEP 3

COMMUNICATION STRATEGY

Our proven communication methodology provides each selected nonprofit with a wide range of ready-to-use promotional resources, marketing advice, and outreach reminders. Our dedicated team is always ready to assist participating nonprofits and answer any program inquiries. We also execute routine feedback evaluations to continuously refine the resources we provide and optimize our communication strategy. All communication and general answers are approved by your banner prior to implementation.

STEP

4

PROMOTION & EARNED MEDIA

Selected nonprofits continue to drive new and existing shoppers into your stores throughout their benefiting month by encouraging their support networks to purchase Bloomin' 4 Good Bouquets. As the cycle continues and different nonprofits promote the program to new audiences, your brand's earned media and visibility surge monthly. Through nonprofit promotion spiking store traffic, this program is proven to drive a steady rise in net floral sales and gross margin every month.





STEP 5

BRAND IMAGE & VISIBILITY

Our team facilitates all donation distributions and keeps the cycle going each month! PS It Matters covers every step of the process, ensuring your banner is able to easily demonstrate its commitment to corporate social responsibility with minimal effort. By sparking hyperlocal change in the communities your shoppers care about, your banner boosts your image across markets and fosters brand affinity.



WHAT WE DO

At PS It Matters, our goal is to empower your banner to showcase your commitment to corporate social responsibility with minimal effort. To accomplish this, our team operates in the name of your banner, adopting your branding and unique messaging style, to execute all steps of the Bloomin' 4 Good process. Beginning on the next page is a complete outline of everything our team does at no extra cost to your banner.



NONPROFIT RESEARCH & VETTING

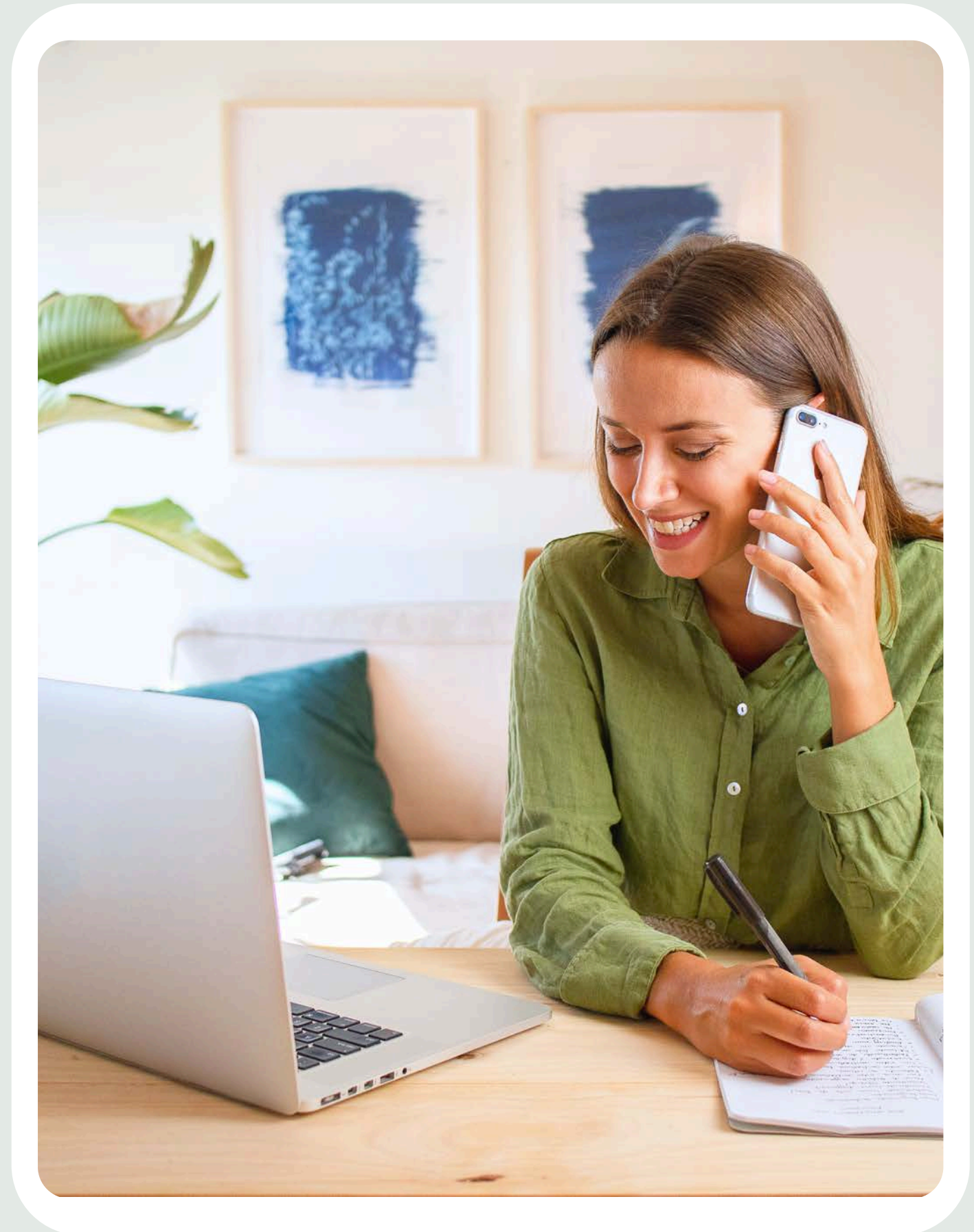
Our team's continuous nonprofit research and vetting process ensures each nonprofit available for selection is active in the community and engaged with the program. By routinely adding new nonprofits, we ensure your stores can optimize this program by choosing nonprofits that promote your brand to untapped audiences. We are committed to consistently evaluating all participating nonprofits to guarantee a high level of engagement and maximize your brand's earned media.

- Curate a proprietary database of organizations within a 10-mile radius of each of your stores based on the nonprofit criteria approved by your banner.
- Conduct ongoing research of local nonprofits to ensure our proprietary database encompasses the breadth of organizations servicing your stores' local communities.
- Optimize program performance by routinely validating that participating nonprofits are actively engaged with the program and continue to meet the set criteria.
- Process daily nonprofit submission requests from the public, store leadership, and nonprofits themselves.

NONPROFIT COMMUNICATION

Through our proven nonprofit communication methodology, we equip selected nonprofits with a wide range of promotional tools, marketing advice, and outreach reminders. Our team also provides comprehensive support throughout each selection period to guide nonprofits through promoting the program to their support networks. This robust nonprofit communication strategy generates earned media for your brand and drives store traffic, all while ensuring nonprofits feel supported and valued when partnering with your brand.

- Execute routine feedback evaluations to inform the implementation of new strategies that optimize marketing materials, outreach methods, and general program performance.
- Guide each selected nonprofit through crafting an outreach plan that will maximize bouquet sales.
- Design a variety of monthly outreach tools for nonprofits to use to promote the program, resulting in earned media spikes for your brand.
- Respond to all program inquiries in a timely manner with answers that have been preapproved by your banner.
- Facilitate all donation distributions to benefiting nonprofits and field any issues with returned checks.





ALLOCATION & DATA REPORTING

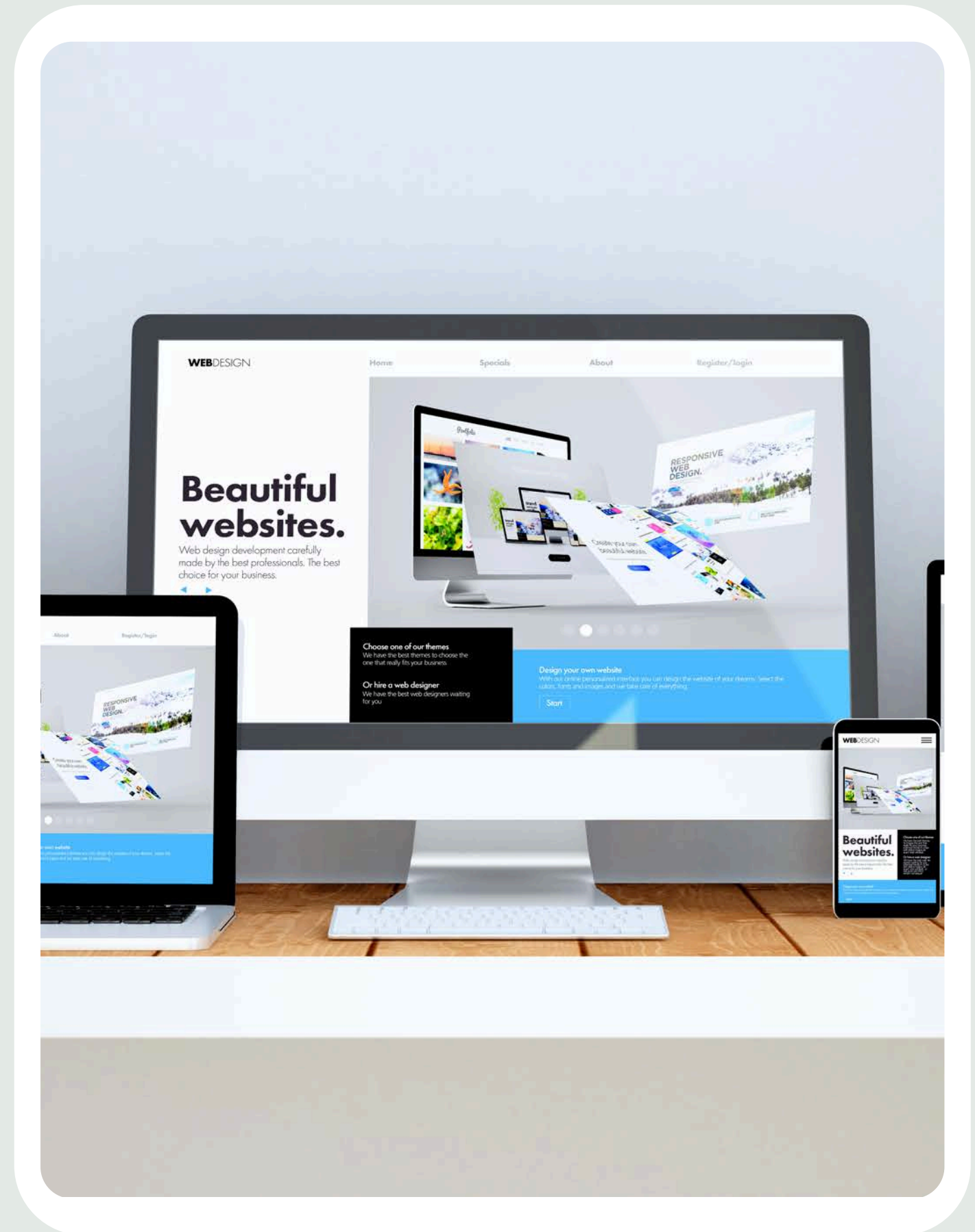
We routinely present the value of this program to your banner through frequent data reporting. We provide comprehensive reports on program and store-level performance on a monthly, quarterly, and annual basis, and we are always available to answer any questions. By presenting data about program and store-level performance, we ensure that all program progress and success are measurable. Focusing on real-time insights, trend identification, and performance metrics, our data reporting strategy is designed to enable your banner to easily visualize the program's impact.

- Utilize our proprietary allocation model to recommend store allocation weekly, minimizing shrink and increasing profitability.
- Report real-time sales data, donation totals, and store ranking information on our proprietary store management portal to inform and engage store leadership.
- Present program performance, community impact milestones, top performing stores and districts, and sales data in monthly, quarterly, and annual reports.
- Curate an annual book highlighting the qualitative impact of your banner on the communities your shoppers call home.

MICROSITE CREATION & MANAGEMENT

Our team designs and maintains a microsite for your banner's Bloomin' 4 Good Program in line with your unique branding and messaging style. The website is not only a hub of nonprofit resources but also a place where organizations, supporters, and the general public can easily stay informed and involved. By simply visiting the site, people can see published stories featuring benefiting nonprofits and your banner's real-time community impact.

- Customize a program microsite in line with your banner's branding and unique messaging style to inform nonprofits and the public about the program's community impact.
- Create a Resource Center that nonprofits can easily navigate to utilize printable flyers, fill-in-the-blank email templates, a promotional video, social media posts, social media examples, an instructional video library, and more.
- Present real-time data on your banner's microsite to present the hyperlocal community impact of your brand.
- Publish nonprofit impact stories to highlight the value behind bouquet sales and showcase the nonprofits benefiting from this program.





STORE MANAGEMENT COMMUNICATION

To minimize the effort exerted by your banner, our team executes all necessary communication with store managers. We know how busy store managers are, so we monitor store-level execution and conduct all necessary communication regarding stock, sales, and signage. Through our proprietary store management portal and direct communication with store leadership, we ensure everything runs smoothly in all participating locations.

- Utilize our proprietary store management portal, customized to each store location, to facilitate a low-to-no-touch selection process that allows store managers to accomplish quarterly nonprofit selections in minutes.
- Communicate directly with store managers to promote revenue-impacting tactics and best practices.
- Send two rounds of monthly print reminders to ensure the correct store signage is displayed. All signage can be printed in minutes using our proprietary store management portal.
- Monitor store sales data to supervise store-level execution, ensuring bouquets are in stock and clearly identifiable with either a bouquet sleeve or signage.

THE ECONOMICS

Each bouquet in the sales model is based on a seasonal bouquet of 10-12 stems, but your Bloomin' 4 Good Bouquet can be any size or configuration you select.

* Retailers' purchase price from vendors.

\$7.50 + \$1.00 + 50¢ + \$3.99
Cost* Donation Admin Fee Gross Margin

=

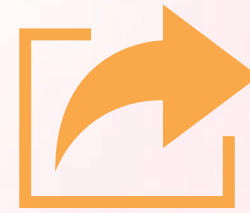
\$12.99
Bouquet Price

PARTNER WITH US **A Proven Model**



Drives Floral Sales & Store Traffic

Since implementation in 2021, Bloomin' 4 Good continues to prove that this business model drives new and existing customers to participating stores. By spiking store traffic and generating net new sales, this program increases net floral sales and gross margin every month at no extra cost to your banner.



Surges Earned Media and Visibility

Information about your store's various locations and community impact spreads locally as different nonprofits promote this program to their support networks each month. By building your banner's reputation as a community-oriented brand and dispersing information about your stores to new and existing audiences each month, this low-to-no-touch program is designed to streamline earned media for your brand.



Shows Your Shoppers You Care

As studies continue to show a steady rise in the percentage of purpose-driven consumers, fostering brand affinity and promoting company values is the key to attracting and retaining shoppers. By sparking hyperlocal change in the communities where your shoppers live, your banner is able to demonstrate its commitment to corporate social responsibility and showcase a positive brand image.



THE BLOOMIN' 4 GOOD DECK

The presentation deck accompanying this book illustrates the unique value of Bloomin' 4 Good. With its efficient implementation process capable of launching within 60 days, this program is designed to have an immediate positive impact on your stores and their local communities. Updated quarterly, the presentation deck introduces the Bloomin' 4 Good sales model, forecasts the first-year impact, and showcases the program's community impact since inception.



BLOOMIN' 4 GOOD

A floral marketing program that empowers retail partners to connect with their local communities, boost brand visibility, and increase floral sales.

WHAT IS BLOOMIN' 4 GOOD?

Through Bloomin' 4 Good, participating stores' monthly bouquet sales support a local nonprofit beneficiary of their choosing. With minimal effort and no additional cost to your banner, Bloomin' 4 Good is proven to enhance your brand image, increase store traffic, and drive net floral sales.



Purposeful

Each bouquet sold includes a \$1 donation to the selected nonprofit of the month, sparking hyperlocal change.

Promotional

Nonprofits advertise their selection, streamlining earned media for your banner and boosting your brand image.

Profitable

As nonprofit promotion drives new and existing shoppers to your stores, gross margin increases every month.



WANT TO KNOW THE BEST PART?



No Cost To Run This Program

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

No-to-low-touch

Our team takes care of everything for you! All your stores need to do is select nonprofit beneficiaries and print monthly sign 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 Bloomin' 4 Good's clear competitive advantage in this market.



A PROVEN ASSET



76% of respondents were more likely to trust a company that leads with a purpose.

-PORTER NOVELLI, 2021 PURPOSE PERCEPTION STUDY

01

Since its inception in February 2021,

Bloomin' 4 Good has proven to be a sustainable and profitable approach to giving back, benefiting both our partners and their communities.

02

Currently active in 600+ stores,

this program surges gross margin, amplifies brand visibility, and demonstrates corporate social responsibility with minimal effort from your banner.

03

More than \$2.2 million in donations

has been distributed to 5,649 nonprofits through this program, magnifying their local community impact.



THE ECONOMICS

Retailers are able to select their own floral suppliers and set their own prices.


The Bloomin' 4 Good sales model is based on a seasonal arrangement of 10-12 stems, but your banner's bouquet can be any size or configuration you select.



57% of Millennial Women

say their purchase decisions are driven by a brand's values and stance on issues important to them.

-Merkle, Why Millennial Women Buy

BOUQUETS	CURRENT	B4  GOOD
Retail Price	\$10.99	\$12.99
Estimated Cost*	\$7.50	\$7.50
Local Nonprofit Donation	-	\$1.00
B4G Admin Fee**	-	\$0.34
Gross Margin (\$)	\$3.49	\$5.49
GM% / Retail	32%	42%

*Retailer's purchase price from vendors

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



PROGRAM IMPACT



Inception to 12.31.24

Bouquets Sold



Program Donations



Meals Provided



Nonprofits Supported



Reporting as of 12.31.2024

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.

Number of Stores	100
Average Bouquets Sold Per Store Per Day	3.0
Total Bouquets Sold	109,500
Total Donations	\$109,500
Nonprofits Supported	1,200



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 Bloomin' 4 Good in your stores in six simple steps.

STEP 1

Our Team Researches and Vets Nonprofits.

- Our team curates a proprietary database of vetted organizations local to each of your stores using criteria pre-approved by your banner.

STEP 2

Store Managers Select Beneficiaries.

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

STEP 3

Nonprofits Promote the Program.

- Nonprofits advertise their selection to their support networks, utilizing a wide range of promotional resources and marketing advice from our team.

HOW IT WORKS

STEP 4

Earned Media Amplifies Brand Visibility.

- Nonprofit promotion spreads information about your banner's various store locations and community impact to new and existing audiences each month.

STEP 5

Store Traffic and Floral Sales Increase.

- Driven to your stores by nonprofit promotion, new and existing shoppers make net new floral purchases, driving gross margin.

STEP 6

Donations Spark Hyperlocal Change.

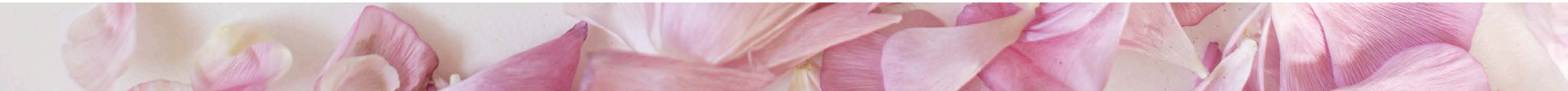
- Your banner magnifies the impact of local nonprofits, demonstrating corporate social responsibility and fostering brand affinity.

APPENDIX

Current Client Data

As of 12.31.24

Client	Launch Date	Number of Stores	Total Bouquets Sold	Nonprofits Supported	Meals Provided	Average Bouquets Sold Per Store Per Day
Hannaford	8/1/21	224	372,688	3,457	659,670	2.1
Stop & Shop	2/26/21	361	1,524,988	2,603	15,249,180	3.85







THANK YOU

for your time and consideration

For More Information:

Jim Brennan

Co-Founder & COO

jimb@psitmatters.com

207.351.6903

Bloomin' 4 Good is a PS IT Matters Company

