

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
<b>Gross Margin (\$)</b>	<b>\$0.44</b>	<b>\$0.60</b>

# LIFETIME IMPACT

Total sales since April 2014



<b>Bags Sold</b>	<b>10,799,140</b>
<b>Program Donations</b>	<b>\$10,132,274</b>
<b>Nonprofits Supported</b>	<b>37,441</b>
<b>Meals Provided</b>	<b>30,463,680</b>
<b>Single-Use Bags Not Used</b>	<b>323,974,200</b>

Reporting as of 12.31.24



# 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

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## 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



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	268,062	2,908	629,780	8,041,860	2.00
	1/11/19	75	470,361	1,949	775,240	14,110,830	3.95
	7/1/19	164	721,109	1,925	861,060	21,633,270	4.6
	4/1/14 (Fight Hunger) 10/1/15 (Community Bag)	224	4,116,894	6,362	16,080,520	123,506,820	5.25
	3/20/19	125	433,322	2,904	822,210	12,999,660	3.0
	3/20/19	23	134,051	396	295,530	4,021,530	2.95
	5/1/19	360	3,154,475	7,335	4,871,240	94,634,250	6.2
	4/1/24	153	280,358	271	841,074	8,410,740	6.3

Reporting as of 12.31.24



*THANK YOU*

for your time and consideration

**For More Information:**

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