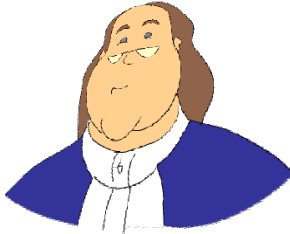


"A penny saved is a penny earned."

- Benjamin Franklin



Every penny makes a difference and they add up very quickly. That's why *Pennies At A Time*

is the perfect way to generate additional revenues. With NO cost or risk to your school, *Pennies At A Time* offers a supplementary, innovative way for you to fundraise.

### THE CONCEPT:

With *Pennies At A Time*, online retailers pay a commission every time you or a member of your school purchase products through your site.

### HOW IT WORKS:

*Pennies At A Time* creates a webpage matching the look & feel of your school's current website containing links to hundreds of online stores. When someone makes a purchase through your *Pennies At A Time* webpage your school receives a commission.

Rather than going directly to the retailer's website, your students, parents, and faculty will navigate through your *Pennies At A Time* webpage. Upon clicking on their retailer of choice, their shopping experience continues as normal while raising money for your school.

The *Pennies At A Time* webpage will appear to be hosted within your domain making your visitors feel comfortable and secure.

### HOW MUCH WILL WE EARN?

That depends on you. The more purchases you make, the more money school generates. Commissions vary from store to store. Some stores pay out a percentage of the sale, while others pay a flat fee. You can even generate revenues simply by having your members do their Google™ searches through the site.

Store	Sample Commission Rate*
Amazon.com	2% - 5%
American Express	\$20 - \$100
Circuit City	1.5%
Comcast	\$20 - \$40
eBay	25%
iTunes	2.5%
Orbitz	\$2
Target	3.5%
Snapfish	4%, \$6.50
Verizon Wireless	\$17.50
Vonage	\$15+
Zappos.com	6%

\* Commission rates are subject to change. Some stores offer varying commissions per product or higher payouts for reaching sales levels.

### HOW MUCH DOES IT COST?

Not a precious penny. Whether you earn \$10 or \$10,000, there is no cost to you or your users. There is no hardware to buy, no infrastructure to maintain, and no commitments of any sort. There is zero risk... only positive returns.

### GETTING THE WORD OUT:

*Pennies At A Time* will provide marketing and promotional materials, but you know your faculty, staff, students and families best. By educating them about the program, you will be able to maximize your success.

This is a GREAT program, for example, for 8<sup>th</sup> graders or seniors to use to help fundraise for a class trip. In addition to being another method to subsidize their trips, it gives them an exciting introduction to business & marketing.

### PRIVACY, SECURITY & COMFORT:

Your families have nothing to worry about. *Pennies At A Time* does not collect any personal information, know who made the purchase, or the items purchased. All sales generated are completely anonymous and are limited to the knowledge of the retailer and the shopper.

Checkout and order processing are handled by the respective stores – just as they would be if your associates went directly to the retailer's site. No billing, credit card, or payment information is ever seen by *Pennies At A Time*.

### REPORTING:

At the end of each quarter, *Pennies At A Time* provides a report including the stores generating sales, the total amount of those sales, and the commissions earned. We will also provide a check with your *FREE* money!

### WHAT'S NEXT?

Your families are shopping online everyday and *Pennies At A Time* gives you the perfect opportunity to collect on what they are doing anyway!

We will be happy to help you set up your account and get you on your way to raising *FREE* money for your school.

# NOTHING. NADA. ZIP. ZERO. ZILCH.

**It's a no-brainer,  
no matter how you say it.**

*Pennies At A Time* provides you with an innovative and original opportunity to supplement your fundraising efforts, with ZERO risk and ZERO cost to your organization.

Raise money by earning a percentage of every on-line purchase that your visitors are making. What a great and easy way to augment traditional fundraising efforts. *Pennies At A Time* is a year-round fundraising tool that requires minimal effort, no maintenance, and does not cost you even a shiny penny.

Generate revenues without any purchases simply by doing your Google™ searches through your *Pennies At A Time* page.



## Pennies At A Time

**Raising FREE money for your school**

Pennies At A Time, LLC

110 West 94<sup>th</sup> Street  
Suite 1B  
New York, NY 10025  
(212) 810.2161

info@penniesatatime.com  
www.penniesatatime.com

Raise supplemental funds for your school –  
at NO risk and NO cost

- 
- ✓ **A quick & easy way to raise FREE money for your school**
  - ✓ **Generate funds for those backburner projects**
  - ✓ **Offset the costs for class trips**