



Swipe4TheKids

**What if, by making one simple change,
you could change the world around you?**

Introducing a new way of doing business...that simply works.

What is Swipe4TheKids?

Swipe4TheKids is a sustainable funding platform for youth enrichment programs. At no cost to you or your customers, you can help your community through an existing business expense.

THE PROBLEM

» When communities tighten their fiscal belts, youth enrichment programs – music, sports, the arts, and more - are often the first to be cut back or dissolved. Communities can simply no longer rely on tax revenue, fundraising, or charitable contributions to fully fund vital youth programs.

⓪ How do we fill these funding gaps outside of traditional methods?

THE SOLUTION

» A portion of your existing merchant services expenses are funneled to Swipe4TheKids, creating sustainable funding for youth enrichment programs.



Swipe4TheKids is fueled by a recurring expense, creating sustainable funding.



Swipe4TheKids utilizes an existing expense, creating funding effortlessly and at no cost to you.



Make Sales



Help the Community



No Extra Cost

How To Participate

Swipe4TheKids offers two solutions that benefit youth programs in your community:

1 P.O.S. Solution

Seamlessly migrate your merchant services platform to our partner, Eclipse Solutions, and a portion of your fees are forwarded to youth programs in *your name*.



- 1>>> Speak with your Swipe4TheKids Program Ambassador to receive an analysis and contribution estimate.
- 2>>> Eclipse will match your current rates and issue a lifetime price guarantee. In some cases, rates may be lowered and/or enhanced services may be implemented.
- 3>>> Jointly determine with Swipe4TheKids which youth program your contributions will benefit.
- 4>>> Eclipse implements a step-by-step, seamless transition with no downtime in sales processing.
- 5>>> At no added cost, your business makes a tangible impact in your community and is promoted by Swipe4TheKids.

2 ATM Solution

Generate revenue for yourself and funds for youth programs with our on-site ATM machines

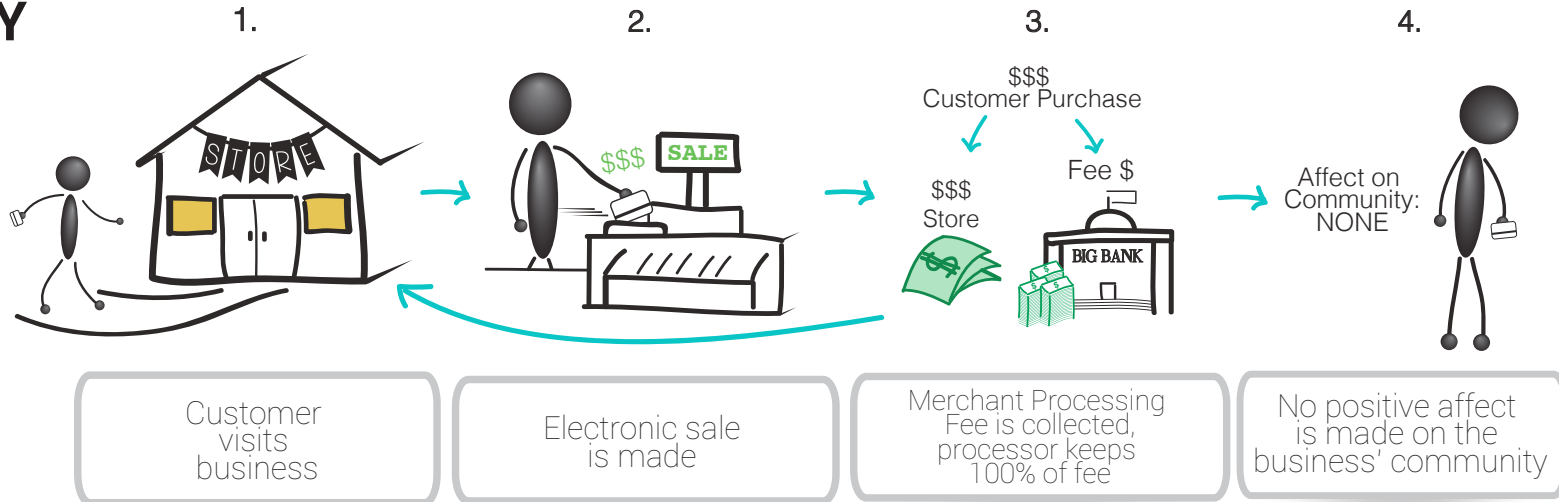


- 1>>> Speak with your Swipe4TheKids Program Ambassador to learn more about the ATM program.
- 2>>> Provide your customers with convenient access to cash while generating funds for youth programs.
- 3>>> Multiple options so your ATM program is tailored to the specific needs of your business.
- 4>>> Swipe4TheKids and Eclipse Solutions will perform an in-depth analysis and revenue projections.
- 5>>> Fully customized solution with innovative features to maximize your ROI.
- 6>>> Swipe4TheKids branding on machine makes a strong statement to your customers, increasing loyalty and repeat business

How Our P.O.S. Solution Works

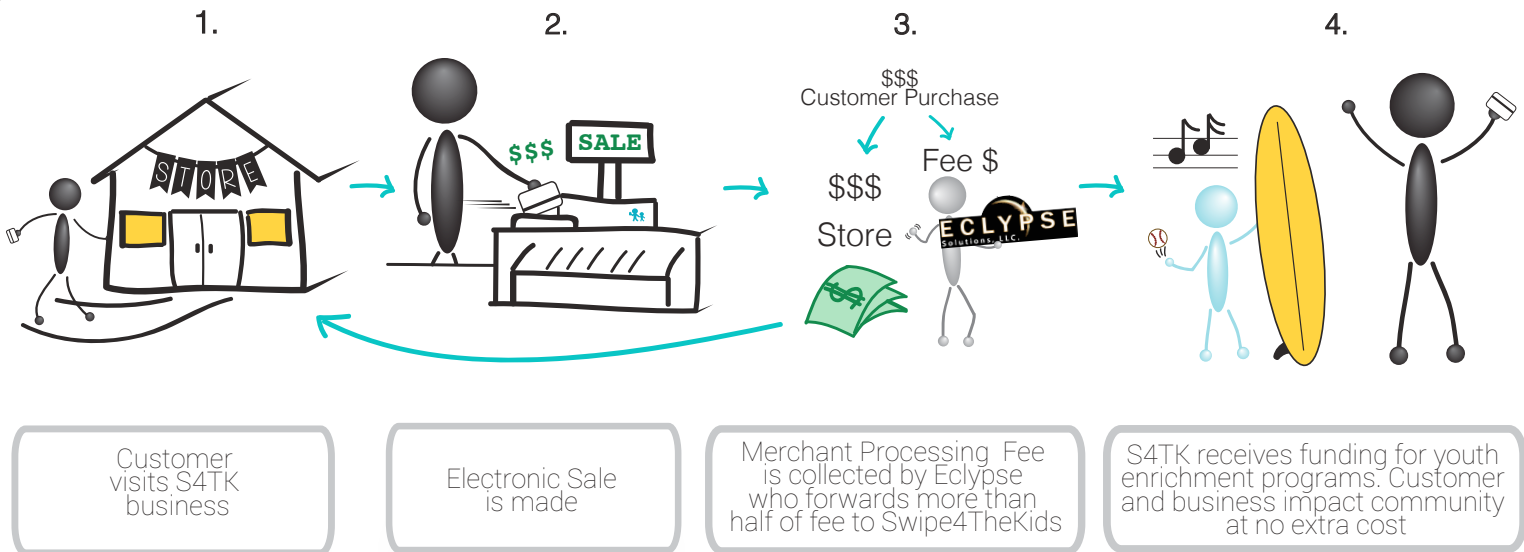
The way your current merchant services platform works:

OLD WAY



With Swipe4TheKids, your existing business expense is now a community benefit:

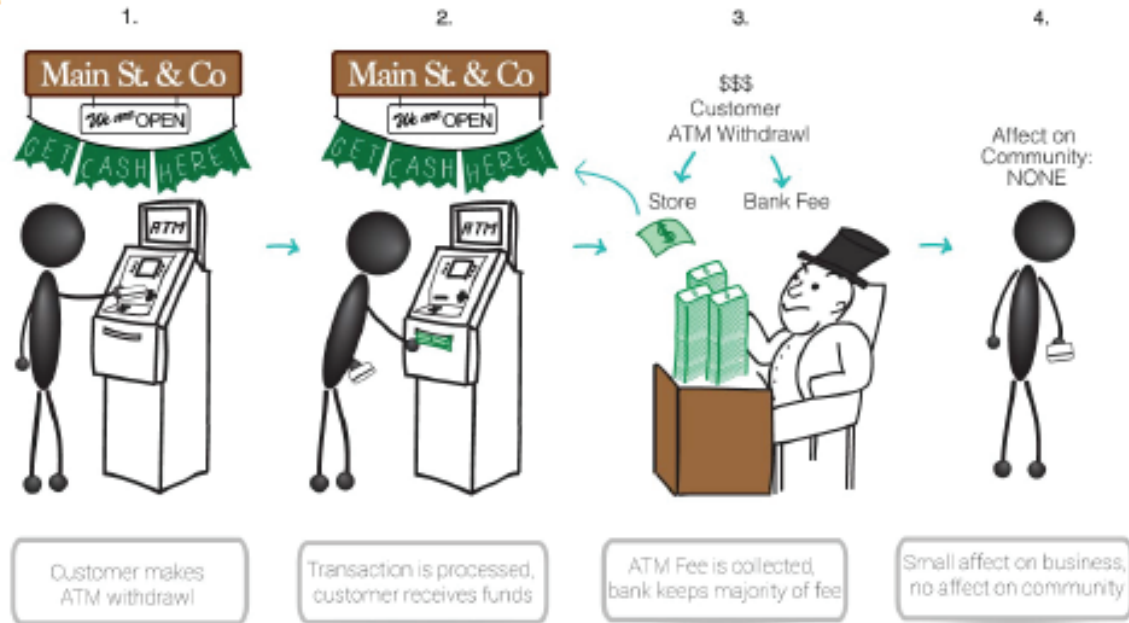
NEW WAY



How Our ATM Solution Works

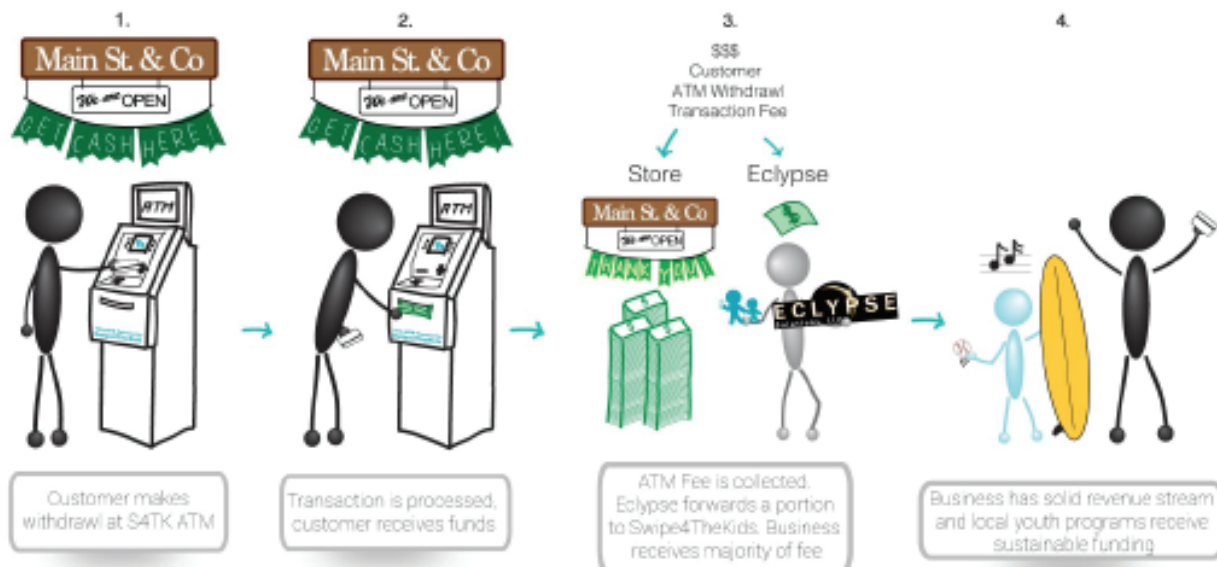
The way your current ATM platform works:

OLD WAY



With Swipe4TheKids, your ATM is now a greater stream of revenue, and a community benefit:

NEW WAY



Swipe4TheKids Working For You

The Value of Participating in Swipe4TheKids

- » No cost, donations, or expenses to your company
- » An existing business expense becomes sustainable funding for youth programs
- » Seamless transition to Swipe4TheKids merchant platform
- » Lifetime merchant services fee guarantee
- » High impact branding and public relations opportunities
- » Marketing and promotion to target audience by Swipe4TheKids
- » Funding recipients in your community are required to promote you
- » Corporate Citizenship initiative that positions your business as an innovative leader in the community

Corporate Social Responsibility

Consumer Preferences

- ✓ Globally, **66%** of people believe it is no longer enough for corporations to merely give money away, but that they must integrate good causes into their day-to-day business practices.

2009 Edelman GoodPurpose Consumer Study

- ✓ **89%** of Americans state it is very important to know about the values of companies they come in contact with.

The 2008 MS&L Global Values Study

- ✓ **90%** of consumers want companies to tell them the ways they are supporting causes.

2010 Cone Cause Evolution Study

- ✓ **61%** don't think companies are giving them enough details about their efforts, including the amounts donated and the length of the promotions.

2010 Cone Cause Evolution Study

- ✓ **93%** of consumers want to know what companies are doing to make the world a better place.

2011 Cone/Echo Global CR Study

What Community Recipients Are Saying

"Today's children desperately need sustainable, quality programs helping them to thrive and become citizens who will contribute to their communities. Swipe4TheKids is an excellent way for organizations and businesses to support these programs. **We firmly believe that Swipe4TheKids positions the participating businesses as innovative community leaders.**"

John Deeder
Superintendent Evergreen Public Schools



"We're ecstatic to hear about Swipe4TheKids efforts to help our surf team! With more and more budget cuts happening every day, **it's so great to know that they've found a way for the community to come together and support our children and surfing.**"

Randiann Porras-Tang
Wialua High School Principal



"I am thankful for partners that allow us to provide experiential learning to our students, **and for giving us the means to integrate the principles of health and nutrition into the classroom.**"

Nicole Agbonkhese
Principal, Orlando Junior Academy



What Participating Businesses Are Saying

"To actually find something that works is remarkable. When I was approached about Swipe4TheKids, I knew that it had substance and could truly solve these problems. When I realized how simple the proposition was, I had no hesitation. As important as the arts are to me, I have faith that Swipe4TheKids will help keep them alive."

Phillip Auer

Franchise Owner, Arthur Murray Dance Studios



As a local establishment, to know that every credit card transaction in our retail stores generates funding that is supporting local youth programs, is very important to show the community that we really do care."

Skip Taylor

Experience Creator, Turtle Bay Resort



"Cackleberries Connection is proud to partner with Swipe4TheKids. Our entire focus is on the well-being of children and their safety, growth, and education. This is a natural alliance to help children on a global scale."

Christopher Jones

CEO, Cackleberries Connection



What The Media Is Saying

“Charges with your credit card [that] benefit a great cause...it’s a great idea.”



“Swipe4TheKids is truly a winning opportunity for companies to fund youth sports with zero out-of-pocket costs.”

The Columbus Dispatch

“Swipe for a cause. Use your card to give back.”



“...some children with potential for greatness do not realize their talents simply because they lack resources. This program provides the access.”

Rio Rancho Observer
Gazing Upon The City of Vision Since It All Began

“[With Swipe4TheKids], Waialua’s surf program provides children with the chance they previously may have never had.”



“Without costing the consumer or business any extra money, everyone can become a part of the solution.”



Transitioning to Eclipse Solutions

Dealing with merchant services can be a drag.



But not with Eclipse Solutions, where transitioning to the Swipe4TheKids platform is easy and seamless.



✓ Your merchant services fees remain the same.

✓ Often times you can utilize the existing infrastructure, accounts, and reporting features already familiar to you.

STREAMLINE YOUR PROCESSING

» Eclipse has flipped the traditional merchant services model on its head. Instead of having an exclusive agreement with a single processor, Eclipse works with all 4 major processing platforms. This unprecedented move allows Eclipse to create the perfect program for your company. This streamlines your processing, gets you paid faster, and most importantly, saves you money.

THE LATEST TECHNOLOGY

» Eclipse Solutions offers a full suite of hardware, ensuring that you can accept any payment from your customers. From iPhone and Android processing to EMV terminals and cloud POS systems, Eclipse has you covered.

BEYOND STANDARD PROCESSING SERVICES

» Eclipse knows there is a significant amount of data in monthly processing statements that provides insight to your consumer profile, card acceptance demographics, and customer behavior. These metrics are extremely valuable and revealing as to your customers' purchasing behavior. Eclipse analyzes that data and can provide you with a detailed report on how to best spend your marketing dollar. With Eclipse, you can stop guessing and make data-driven decisions.

LIFETIME PRICING GUARANTEE

» When you choose to transition your merchant services to the Swipe4TheKids platform, Eclipse Solutions provides you with a lifetime pricing guarantee. Your rates will never increase, as long as you are with Eclipse and Swipe4TheKids.

Getting Started with Swipe4TheKids

- 1 Merchant Data Sheet & Statements**

Review and complete the Swipe4TheKids Merchant Data Sheet and submit to Eclipse Solutions with three months of merchant processing statements.
- 2 Merchant Services Plan Proposed**

We verify your eligibility for the program and show you the matching fees as well as the benefit amount donated in your name to youth programs. Submit a few pieces of collateral material along with the merchant application for final approval.
- 3 Swipe4TheKids Welcomes You**



You will receive a welcome packet from Swipe4TheKids with necessary information, materials, and contacts.
- 4 Funding Immediately Begins**

As soon as the program is implemented, Swipe4TheKids receives funding on a monthly basis. Your company is now an active part of the solution to providing sustainable funding to youth enrichment programs.

Completing the Merchant Data Sheet



To get started, complete the simple Merchant data sheet with information about your company, your current merchant program, and include the specified supporting documents. Eclipse handles the rest.



MERCHANT DATA SHEET

MERCHANT INFORMATION:

MERCHANT NAME _____
CONTACT _____
ADDRESS _____
CITY/STATE/ZIP _____
PHONE _____
EMAIL _____

MERCHANT SERVICES: **3 MOST RECENT STATEMENTS** Y / N

CURRENT PROCESSOR _____
CURRENT EQUIPMENT _____
E-COMMERCE/RETAIL/RESTAURANT _____
WEBSITE _____

SPECIAL INSTRUCTIONS:

ATM SERVICES:

EXISTING ATM _____
EST VOLUME _____
PURCHASE/LEASE/PLACE _____

SPECIAL INSTRUCTIONS:

I CERTIFY THE ABOVE INFORMATION IS TRUE AND CORRECT:
MERCHANT: _____
AGENT: _____

NEXT STEPS:

- 1) YOUR STATEMENTS WILL BE ASSESSED FOR ACCEPTANCE .
- 2) IF ACCEPTED YOU WILL BE CONTACTED BY AN ECLYPSE MANAGER.
- 3) ECLYPSE WILL WALK YOU THROUGH THE CONVERSION END TO END.
- 4) S4TK WILL PROVIDE MARKETING MATERIAL AND BEST PRACTICES.

THANK YOU FOR SUPPORTING **Swipe4TheKids**