

*UNCOMMON™*

Uncommon Giving  
Corporation



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This presentation contains certain forward-looking statements concerning the plans, strategies or objectives for the future operations of Uncommon Giving Corporation (the “**Company**”), including such things as business strategy and measures to implement that strategy; goals, models and assumptions with respect to the Company’s future financial, economic or business performance; the Company’s future operations, industry and financing plans, competitive strengths and goals; growth of the Company’s business and operations; references to possible future success; statements and expectations concerning the timing and completion of one or more offerings of the Company’s securities; and statements regarding the Company’s expected use of proceeds from such offering(s). Statements in this presentation using the words “anticipate,” “aspire,” “believe,” “estimate,” “expect,” “goal,” “may,” “model” “predict,” “project,” “propose,” “seek,” “target,” “will” and similar phrases or words, or the negative thereof or other variations thereof or comparable terminology or any statements of other than historical fact are intended to identify forward-looking statements.

These statements are based on certain assumptions, analyses and estimates made by us based on our experience, our perception of historical trends, current conditions and expected future developments, as well as other factors we believe are appropriate under the circumstances. The Company’s actual results and financial condition may differ materially from those expressed or implied in the forward-looking statements. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict, many of which are outside of our control. Many of such risks, uncertainties and other factors will be specifically identified in a Private Placement Memorandum under the heading “Risk Factors.”

Prospective investors are urged to obtain a copy of such Private Placement Memorandum, when available, and carefully consider the Risk Factors. All the forward-looking statements made in this presentation shall be qualified by such cautionary statements, and you should not rely on any of these forward-looking statements. We do not undertake any obligation to update any forward-looking statement, whether written or oral, relating to the matters discussed in this presentation except to the extent required by federal securities laws.

## 5-minute Video Presentation

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# UNCOMMON GIVING CORPORATION

Generosity Company  
developing  
Uncommon Giving Platform  
including  
Cause-based Giving Funds  
helping  
People in Need  
and delivering an  
Extraordinary Giving Experience

*Doing good in **UNCOMMON** ways.*

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# The Problem

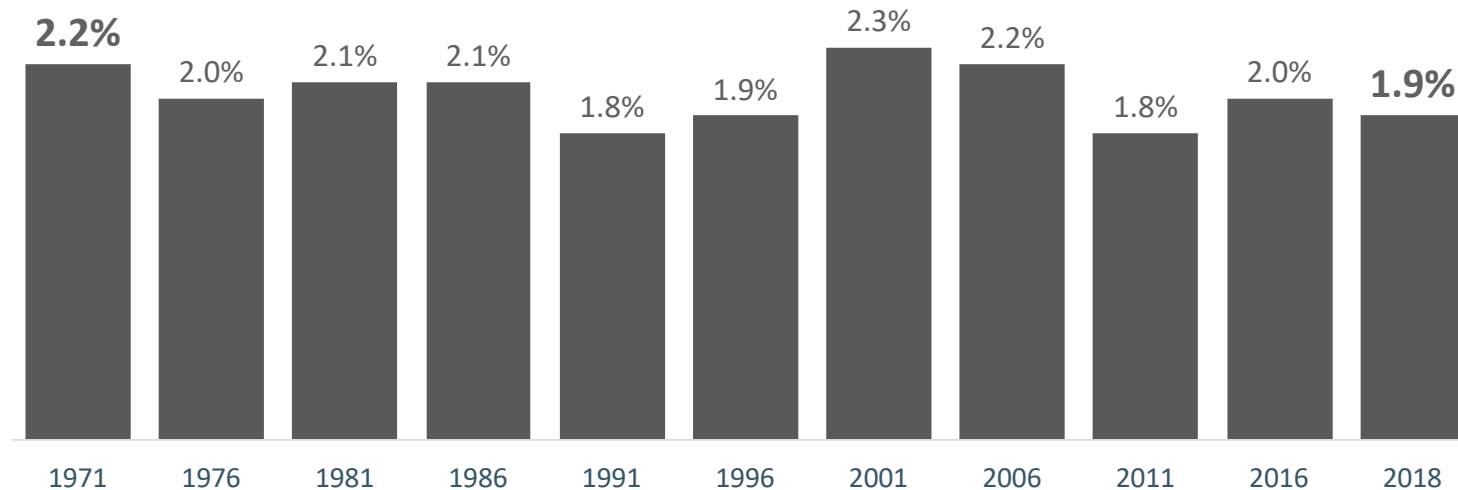
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UNCOMMON

# We're here to awaken generosity!

2%

Giving as a percentage of personal income  
has been stagnant for nearly 50 years





# Why is giving stagnant?

Giving has become:

- Transactional
- Institutional
- Devoid of feedback
- Lacking joy

In the last 10 years:

- 20 million fewer givers
- Volunteering is at a 10-year low

We want to change that!



# Giving Treasure

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- Immediate Gratification
- Trading \$'s
- Transactional
- Duty
- Special Occasions
- Legacy
- UNCOMMON IMPACT- Operating Cash for Nonprofits



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# Our Solution

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“When you do the common things  
in life in an uncommon way, you  
will command the attention of the  
world.”

- George Washington Carver

# The *UNCOMMON* brand platform

## *Pillars*

Our commitment to the world

### Awaken generosity

We reveal new ways to turn passion into action, based on what you care about and how you can help.

### Inspire through impact

By sharing the experience of making a difference, we create a virtuous cycle in which giving leads to more giving.

### Change minds, change the world

We're shifting the way people think about helping others by igniting a global culture of giving powered by trust.

## *Purpose*

Our reason for being

Doing good  
in uncommon  
ways

## *Personality*

Who we are

Fresh

Radiant

Revolutionary

## *Experience*

Our first impression

You have more to give than you think



<https://vimeo.com/uncommongivingcorp/uncommon>

# UncommonGiving.com

[Discover Nonprofits](#)[I'm a Nonprofit](#)[How it Works](#)[Log In](#)[Join Now](#)

Give to 1.2 million nonprofits  from one digital wallet

[Discover Nonprofits](#)[Open a Donor-Advised Fund](#)

A donor-advised fund (DAF) is a tax-smart charitable giving account often available to only the wealthy. Ours is available to everyone - start yours with only \$10!



The smartphone screen displays the Uncommon Giving app interface. At the top, there's a header with the logo and navigation icons. Below that, a progress bar shows three steps: 1. AMOUNT, 2. PAYMENT, and 3. CONFIRM. The current step is 'Amount', titled 'Gift to Global Orphan Project'. The question is 'How much would you like to give to Global Orphan Project?'. There are four buttons: '\$10', '\$50' (which is selected and highlighted in black), '\$100', and '\$500'. Below these is a text input field with a dollar sign and a line. A feedback message says 'Great choice! A \$50 gift will provide 50 school uniforms.' At the bottom, there's a 'Frequency' section with a question mark icon and the text 'Would you like to make a'.



# UncommonGiving.com

IT'S EASY TO GET STARTED

1



Browse and follow nonprofits or causes, personalized for you

Discover Nonprofits

2



Donate securely from your giving wallet, a modern donor-advised fund

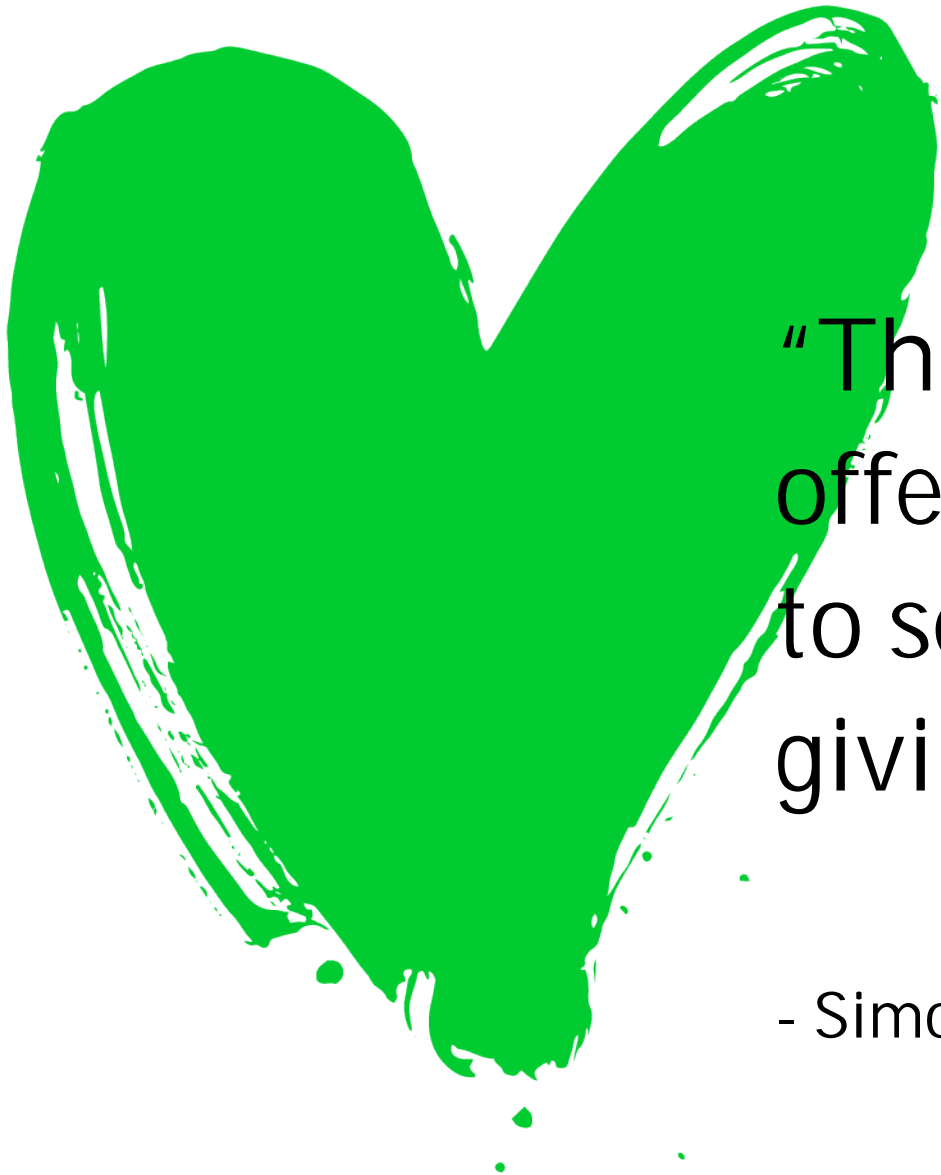
Giving made easy

3



Track all giving & see your generous impact on one dashboard

Learn more about how it works



"There is a difference between offering a service and being willing to serve. They may both include giving, but only one is generous."

- Simon Sinek



# Journey of Generosity – Our Mission

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Awaken Generosity ... by encouraging serving through Giving

- Time
- Talent
- Treasure
- Testimony
- Thanks



# My Generosity Dashboard

## Direct Giving

+ YEAR TO DATE \$1,600.00

## Generosity Accounts

[Create New Account](#)

### MY DONOR ADVISED FUND (DAF)

+ WALLET \$300.00

+ INVESTMENTS \$24,500.00

### MY ROUNDUP WALLET (DAF)

+ MY FAVORITE NONPROFIT \$53.79

+ MY CHURCH \$32.86

### MY EMPLOYER (DAF)

+ MY WALLET \$125.00

+ EMPLOYER WALLET \$100.00

### MY COMMUNITY (DAF)

+ JOINT FUND \$275.00

+ FAMILY FUND \$2,100.00

+ GRANDKID FUND \$1,250.00

+ FRIENDS FUND \$320.00

## Uncommon Ownership

[Invest Now](#)

Visit [Uncommon.Today](#) to view press releases and quarterly shareholder videos.

## UGIV Market



10% of every purchase goes to fund your digital wallet to support your cause or nonprofit.

## UGIV Time

+ YEAR TO DATE 32.00 hrs

+ LAST YEAR 105.50 hrs

## UGIV Talent

[ACHIEVER](#)[MAXIMIZER](#)[STRATEGIC](#)[EMPATHY](#)[RELIEF](#)

Discover, learn about, and use your unique gifts and talents to help people in need.



# My Generosity Feed

Search nonprofits

Uncommon Giving

## FOLLOWING

Pilgrim Rest Foundation Inc

Arizona Friends of Foster ...

Kanakuk Kamps

School Connect

Global Health Charities

Thrive AZ



Uncommon Giving

Liked 649 likes

You like this



Uncommon Giving

17 hours ago



Nonprofits provide ways for people to work together doing good in the community by giving time, talent, treasure, testimony and thanks. As Uncommon Giving's Jenica McMaster explains, when you give to trusted organizations, you're helping them deliver holistic solutions in their areas of expertise – making communities better. 🌱❤️ Tell us what matters to you and explore nearly 1.3 million nonprofits at [uncommongiving.com](https://uncommongiving.com)!

#AwakenGenerosity #DoGoodDifferently #NationalNonprofitDay #UncommonGiving



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Comment



5



Uncommon Giving

25 hours ago



Leaders on our Nonprofit Advisory Board generously give their time and talent to help us #AwakenGenerosity. Learn more about how their organizations are making a difference helping others. 🌱 Your simple...

## CONTRIBUTE



Uncommon Ownership



UGIV Market



UGIV Communities



UGIV Roundup



UGIV Time



UGIV Talent



UGIV Cause Funds

- Hunger
- Clean Water
- Health
- Poverty
- Child Welfare
- Environment
- Arts
- Animals
- Justice
- Youth
- Disaster Relief
- Public Safety and Armed Forces

# My Generosity Feed

Search nonprofits

Uncommon Giving

FOLLOWING

Pilgrim Rest Foundation Inc

Arizona Friends of Foster ...

Kanakuk Kamps

Give Now

School Connect

Global Health Charities

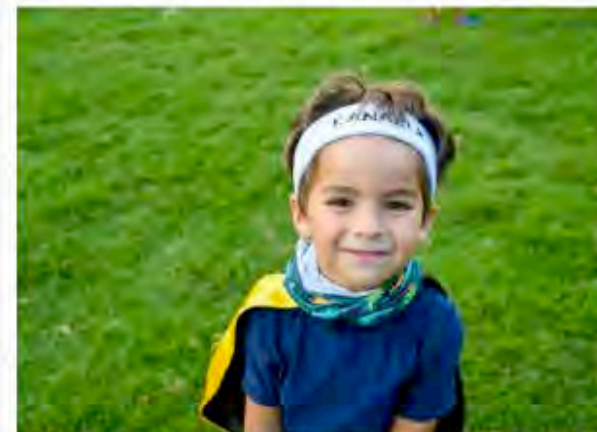
Thrive AZ



Be the first of your friends to like this

Kanakuk Kamps  
on Thursday

The tiniest Kampers share BIG smiles at K-Kauai Family Kamp! 😊



71 likes Comment 4

Kanakuk Kamps  
on Wednesday

CONTRIBUTE

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UGIV Roundup

UGIV Time

UGIV Talent

UGIV Cause Funds

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# My Generosity Feed

🔍 Search nonprofits



Uncommon Giving

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Thrive AZ

## CONTRIBUTE



Uncommon Ownership



UGIV Market



UGIV Time



UGIV Talent

Social

UGIV Page

UNCOMMON  
Giving

Anything

Find



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News

## KANAKUK KAMPS

BRANSON MO, 65616

(417) 266-3000

Categories | [CAMP/GROUND](#) | [NONPROFIT ORGANIZATION](#) | [TRAVEL COMPANY](#) |

Summer camps in Southwest Missouri. Developing next generation leaders since 1926.  
www.kanakuk.com

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# Our Uncommon Team

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# Our Board

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Gene Baldwin



Ron Baldwin



Deborah Haynes



Steven Hovde



Scott Reed



DeForest Soaries



Phil Swatzell

# Our Leadership



Gene Baldwin  
Chairman



Ron Baldwin  
Chief Executive Officer



Dave McMaster  
President & Corp. Counsel



Earl Bridges  
President & CEO  
Workplace Generosity



John Pileggi  
President & CEO  
Uncommon Investments



Cary Summers  
Chief Generosity Officer



Chris Wagner  
Chief Technology Officer



Rob Kennedy  
Chief Financial Officer



Laura Graham  
Chief Marketing Officer



Steve Anderson  
Chief Operating Officer



Jenica McMaster  
Managing Director,  
Partnerships



Gina Carlson  
Director,  
Investor Relations



KJ Jaramillo  
Managing Director,  
Giving Funds



Jill Page  
Director,  
Customer Engagement



Eric Rubin  
Senior Advisor



# Uncommon Giving Corporation

Doing good ❤️ ...

Doing well 💰

# Creating “The” National Brand of Generosity

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Vision...

Capital...

Execution...

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# Vision

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# About Uncommon

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## *Our Mission*

Awaken generosity by encouraging a lifetime of giving time, talent, treasure, testimony and thanks.

## *Our Vision*

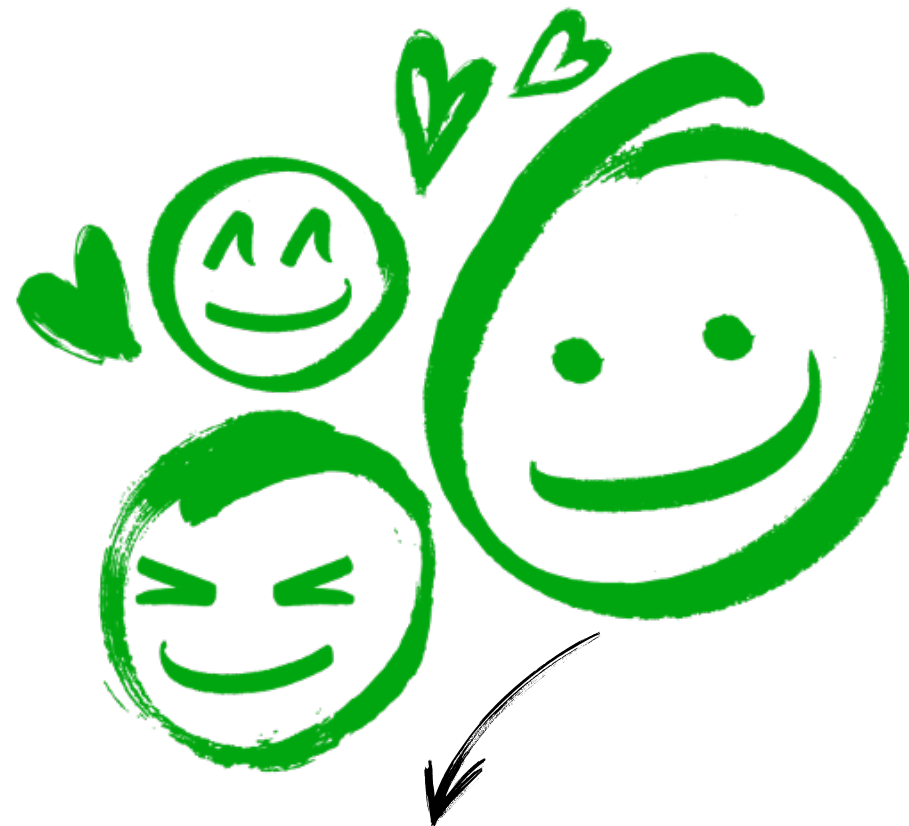
Inspire the hearts of millions to serve by celebrating the impact of living a generous life.

## *Our Purpose*

Honor God by contributing to the wellbeing of others.

## *The Reward*

Provide a competitive economic, social and spiritual return on investment by focused execution of our mission, vision and purpose.



<https://vimeo.com/uncommongivingcorp/ronintro>



# Our Uncommon "ROI" Model

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Provide Impact Products and Services

X

Contribute to the Wellbeing of Others

X

Engage Employees & Shareholders

=

Profits

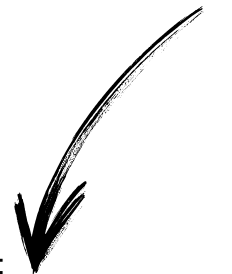
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Competitive Triple Bottom Line

Economic • Social • Spiritual



Triple Bottom Line Video:  
<https://vimeo.com/uncommongivingcorp/reward>



*UNCOMMON*

# Our Uncommon “For Profit” Model

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Workplace = Profits \$



Family = People ❤️

Nonprofits = Purpose ❤️

Government = Protection \$

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# Execution

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# Business Model

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- Close the loop...  and \$s
- Modernized Generosity Platform / Ecosystem
- Direct to consumer platform architecture
- #1 Go to Market Strategy - Workplace Generosity
- Leverage “proprietary” technology to assure low cost/high value competitive advantage
- Inspiring and imaginative low cost investment platform

# Revenue Model

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- Transaction Processing Fees
- Tips
- Platform Fees
- Giving Fund Fees
- Interest Income
- Investment Fees
- Partnerships
- Goods & Giving

## Use of Proceeds - Go To Market

## Leadership

- Workplace Generosity Earl Bridges
- Wealth and Tax Advisors John Pileggi
- Project 2033 Cary Summers/Jenica McMaster
- Giving Funds KJ Jaramillo
- Roundup Wayne Becker
- UGIV Market Matt Baldwin
- Core Platform Steve Anderson



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# Capital

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UNCOMMON

# Capital

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- ✓ Start up - \$17.5M
  - ✓ Founders Shares - \$13.5M
  - ✓ Long-term Debt - \$2.5M
  - ✓ Line of Credit - \$1.5M
- Go To Market
  - \$5.0M Convertible Note
- Expansion
  - TBD

# Convertible Note Offering (506(c))

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- Offering up to \$5 million in convertible notes to accredited investors only
- \$100,000 minimum investment
- 8% annual interest rate, paid monthly with first interest paid on January 1, 2020, on an unsecured note with 3-year maturity of December 31, 2023
- Notes may be converted to common stock at any time @ \$12 per share
- Notes may be purchased/held in self-directed IRA, retirement plan or donor advised fund
- Notes may be called prior to maturity. Uncommon has the right to repay all or any portion thereof of the debt and interest, subject to investor's right to convert.
- Offering ends December 31, 2020, unless shortened or extended by board of directors

# Uncommon Files for Public Offering of Securities (Mini IPO)

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***FOR IMMEDIATE RELEASE***

## **UNCOMMON GIVING ANNOUNCES CONFIDENTIAL SUBMISSION OF DRAFT OFFERING STATEMENT FOR PROPOSED PUBLIC OFFERING PURSUANT TO REGULATION A**

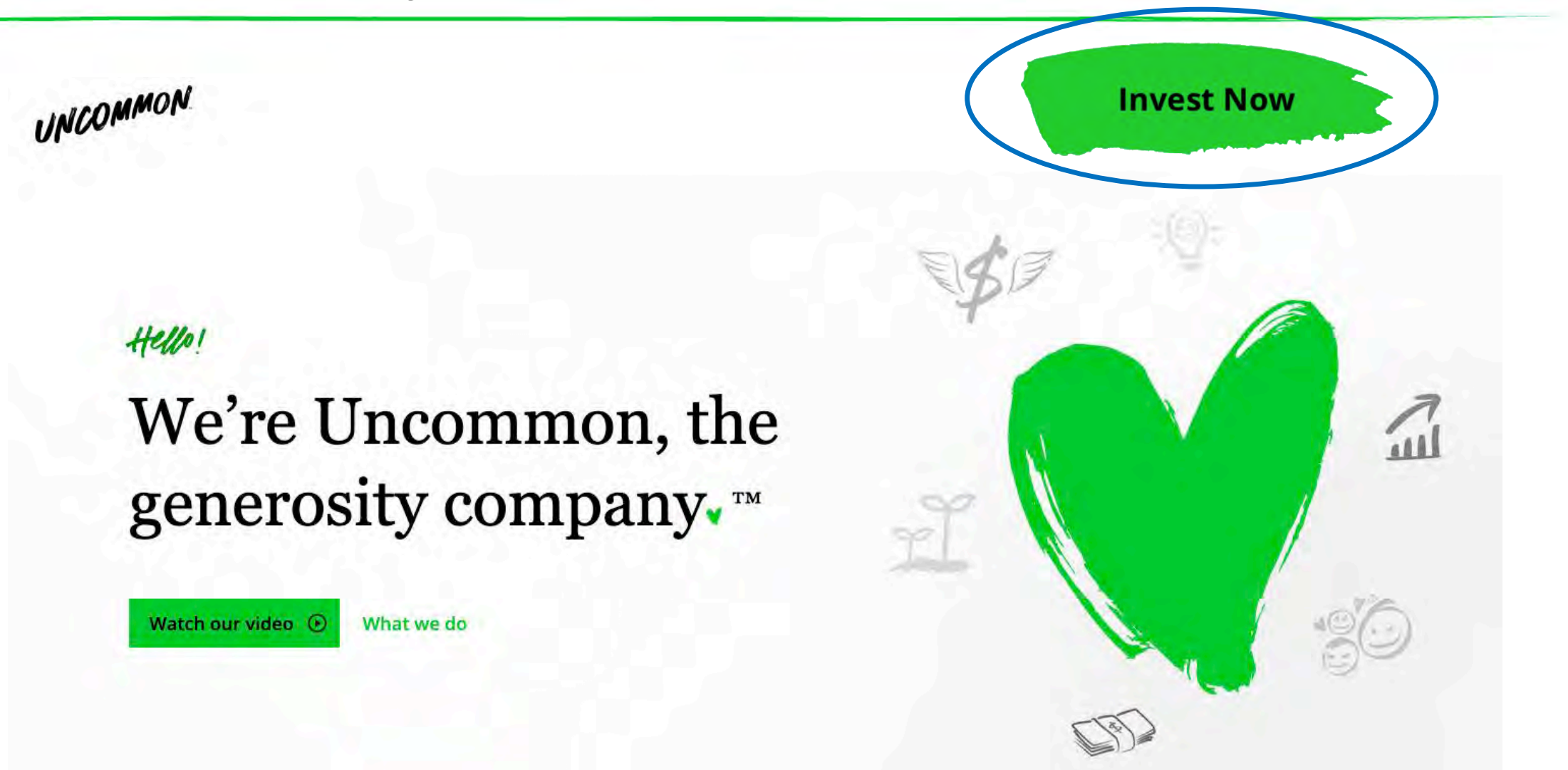
***PHOENIX, Ariz. – Sept. 30, 2020*** – Uncommon Giving Corporation (“*Uncommon*”) today announced it has confidentially submitted a draft offering statement on Form 1-A (the “*Offering Statement*”) with the Securities and Exchange Commission (the “*SEC*”) relating to its proposed public offering (the “*Offering*”) pursuant to Regulation A, promulgated under the Securities Act of 1933, as amended (the “*Securities Act*”). This Offering will begin as soon as the Offering Statement is qualified by the SEC.

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## Next Steps

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# Uncommon.Today



# Your Next Steps

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1. Contact Gina Carlson - Director, Investor Relations via email at [gina@Uncommon.Today](mailto:gina@Uncommon.Today) or (913) 424-8305 to request a copy of the Investor Presentation and PPM for review.
2. Following review of the PPM, information will be collected and submitted for accredited verification.
3. Contact Gina Carlson following receipt of the accredited investor confirmation which will be received via email.
4. Convertible Note subscription documents will be provided via DocuSign for completion and signatures.
5. Upon acceptance, fund your purchase via ACH or wire transfer
6. Please contact Gina Carlson - Director, Investor Relations with any questions!
  - [gina@Uncommon.Today](mailto:gina@Uncommon.Today) or (913) 424-8305





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# Wrap Up

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UNCOMMON

# Why Invest in Uncommon?

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- Early stage opportunity focused on a triple bottom line – economic, social and spiritual return on investment
- Low cost and cutting-edge digital generosity ecosystem focused on workplace generosity including a team with a proven track record
- Opportunity to invest in a technology platform relevant in a “new normal” environment
- Convertible Note, 8% annual interest rate paid monthly, convertible into common stock at any time at \$12 per share
- Do good ❤️ .. Do well 💰

*UNCOMMON™*

You have more to give  
than you think!



Thank  
you 😊