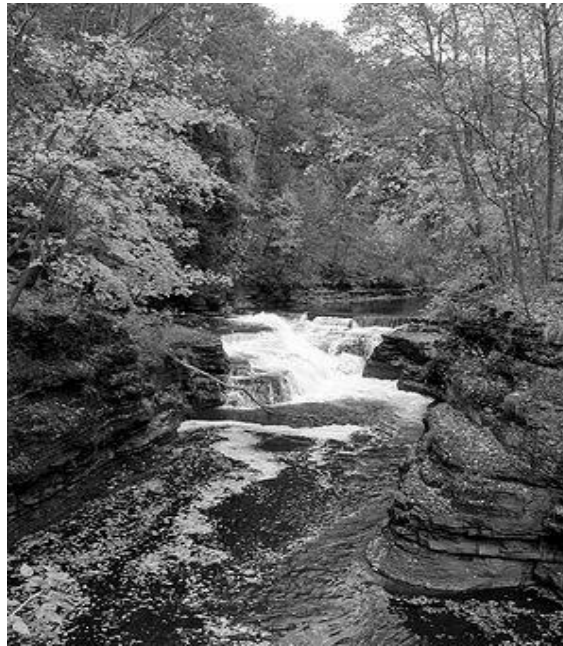




GoodInKind – Ithaca Launch



GoodInKind- an overview

GoodInKind.com is a local marketplace where you can find something fun, learn something new, or get a little help from real people who care

GoodInKind enables you to:

- Make an impact in your community
- Give to charity
- Have fun!
- Meet new people
- Be part of the cutting edge social entrepreneurship movement

What you can do to help:

- Sign-up on www.goodinkind.com to take part in the Ithaca launch in September!
- Spread the word through your personal and professional network

What is GoodInKind?

- **GoodInKind** invites users to offer whatever skill, talent or service they have for sale on our site
- The person offering the service sets the price for the service and designates a non-profit to be the recipient of the money
- **GoodInKind** connects the person offering the service to buyers like you and takes care of routing the funds to the non-profit



How does GoodInKind work?

Simply put, GoodInKind provides a system for monetizing people's untapped goodwill into valuable dollars for non-profits

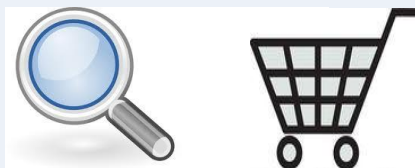
Offer a service

Think of a skill → Post → Share



Find a service

Explore services → Purchase



Connect and enjoy



Make an impact on the world!



GoodInKind helps you be part of a solution to a bigger problem



Many individuals want to give back in ways other than simply making a cash donation

Nonprofits look to raise funds to continue their good work



Why is GoodInKind different?



There are no barriers to participating in **GoodInKind!**

- **Anybody** - our core belief is that **everyone** has some skill, talent or service to offer. Alternatively, anyone can participate by **buying** a service
- **Any time** – participation is not tied to any specific fundraising event, charity auction, or seasonal campaign
- **Any amount** – there is **no minimum**, as every dollar raised for a worthy cause is valuable
- **Any worthy cause** - provided the nonprofit is a registered 501(c)3 in good standing

What if I don't have a talent to offer?

The possibilities are endless...

Something fun

- Magic tricks at a party
- Offer a boat ride
- Apple picking
- Host a dinner
- Group yoga
- Take people on a hike

Something to learn

- Ceramics lessons
- Golf lessons
- Cooking lessons
- Chinese lessons
- Knitting class
- Tutor children
- Interview practice
- Guitar lessons

A little help when needed

- Pet-sitting
- House painting
- Resume editing
- Moving assistance
- Car wash/detailing
- Dog-walking
- Stacking firewood
- Lawn-mowing

... and if you can't offer a service,
buy one!



GoodInKind offers features to create an easy, fun, secure experience



Testimonials from buyers to ensure quality



Ability to request a service



Integration with social media



Ability for offerers to limit invitations to friends or post publicly



Access to a network of local services



Secure, easy payment mechanism that routes money directly to non-profits



Track individual and group impact



Receipt acknowledgment by nonprofits

What you can do to be involved in the GoodInKind pilot launch

Connect with us

- Sign up at www.GoodInKind.com to receive updates
- Follow GoodInKind on Twitter (@GoodInKind) and Facebook, or feature us on your own social media site or website

Spread the word

- Tell everyone you know about GoodInKind's September launch in Ithaca - post it on Facebook, tell your friends and family - and let them know how they can get involved



Sample GoodInKind Non-Profit Partners



The list of GoodInKind non-profit partners continues to grow!