



TRANSACTIONAL GIVING

WHY GIVE?



63%

OF MILLENNIALS WANT
THEIR EMPLOYER TO
CONTRIBUTE TO
SOCIAL OR ETHICAL
CAUSES

BROOKINGS INSTITUTE

WHY

Customers no longer just consume brands; they also associate with them in a social way. As a result, **brands are under sharper scrutiny** to embody reputable behavior and social impact.

HOW

You add pennies to a bill or round up an invoice to the next dollar.

BENEFITS

Transactional giving provides **credible evidence** that the search for social impact is deeply embedded in the operational model of your company, and contributes to increasing brand loyalty and engagement.

BEYOND YOUR CUSTOMERS



42%

OF PEOPLE'S PERCEPTION
OF A FIRM IS DRIVEN BY ITS
SOCIAL RESPONSIBILITY

REPUTATION INSTITUTE



89%

OF MILLENNIALS WANT
TO CONSUME BRANDS
THAT SUPPORT SOCIAL
ISSUES

CONE COMMUNICATIONS
SOCIAL IMPACT STUDY

HOW IT WORKS

EPIC

helps you find the right transactional giving model

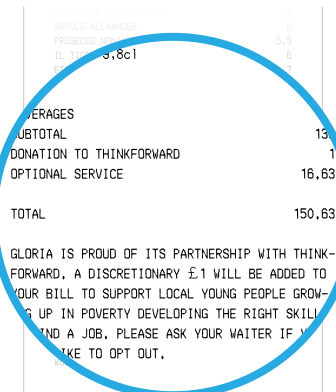
TECHNICAL PARTNERS

help you implement your solution



YOUR CUSTOMERS

can choose to take part in the campaign



BAROLD ALEXANDER	5
PROSECO	5,5
10.11.18	6
6.11.18	9
AVERAGES	13
SUBTOTAL	13
DONATION TO THINKFORWARD	1
OPTIONAL SERVICE	16,63
TOTAL	150,63

GLORIA IS PROUD OF ITS PARTNERSHIP WITH THINKFORWARD. A DISCRETIONARY £1 WILL BE ADDED TO YOUR BILL TO SUPPORT LOCAL YOUNG PEOPLE GROWING UP IN POVERTY DEVELOPING THE RIGHT SKILLS TO FIND A JOB. PLEASE ASK YOUR WAITER IF YOU WOULD LIKE TO OPT OUT.

Epic partners with donors strictly on a pro bono basis so 100% of the donations we receive goes to the Epic portfolio organizations of their choice.

100%

BENEFICIARIES

Epic builds and manages a global portfolio of rigorously vetted social organizations that use social innovation to resolve the systemic injustices affecting children and youth. Epic monitors their social impact and helps them scale.

28
ORGANIZATIONS

11
COUNTRIES



Photos: Appalaya, Big Mamma, DUO for a Job, Living Goods, Nyaka, Reach, Sport dans la Ville, Street League, The Jed Foundation, ThinkForward.

✓ PAINLESS

✓ SYSTEMATIC

✓ OPTIONAL



Big Mamma is an Italian restaurant group that serves traditional Italian trattoria food throughout Europe.

As a certified B Corporation, Big Mamma Group places great importance on their social and environmental footprint, and aims to revolutionize the hospitality industry with an employee-centric approach to growing their business.

In 2018, Big Mamma Group approached Epic to further their commitment to social good.

When Big Mamma Group opened their first restaurant in the UK, Gloria Trattoria, in February 2019, they began adding an optional £1 donation to every bill in support of ThinkForward, an organization of the Epic portfolio.

HOW TO START

More info on transactional giving at epic.foundation/transaction

