

Changing The Way We Give

Copalana

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EXECUTIVE SUMMARY

Corporate Social Responsibility (CSR) is not a buzz word – it is a fast evolving reality. Clients, shareholders, and employees are requiring companies to act responsibly.

New generation of employees and clients care about purpose not only in their private lives, but also when choosing the companies they want to work for and buy products and services.

This emerging group wants to support nonprofits who address the social problems the world faces today. Most concerning for them is the health of our planet and environment.

Companies that understand this trend and act to embrace it are poised not only to hire and retain the best talent, but also profit from customer loyalty.



EXECUTIVE SUMMARY



Due to increasing cost pressure companies need to continue to do more with less (staff, resources, budgets). They need cost effective solutions which make it easy to start engaging their employees.

Copalana provides an innovative CSR solution to address these growing requirements.

The platform lets companies easily connect to an ecosystem and support their employees and clients expectations.

Partners can collaborate, engage their employees and help nonprofits in an efficient way. The CSR-in-a-box solution makes it easy for companies to use common services from the ecosystem, such as pre-vetted non-profits, tools and process.

Irrespective of their size, companies can start to make a difference for communities, their employees and clients.

CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility is a business practice that helps companies be socially accountable— to employees, its clients, and the public.

By practicing corporate social responsibility (corporate citizenship), companies can be good and do good; they can help make a positive impact on all aspects of society, including economic, social, and environmental.

Through effective CSR programs, such as philanthropy and volunteer efforts, businesses can benefit society and boost their brands at the same time.

CSR activities can help forge a stronger bond between employees and the companies they work for. Implementing fundraising and volunteering programs can boost morale and help both employees and employers feel more connected with the world around them.



DIGITALIZATION AND TRANSPARENCY

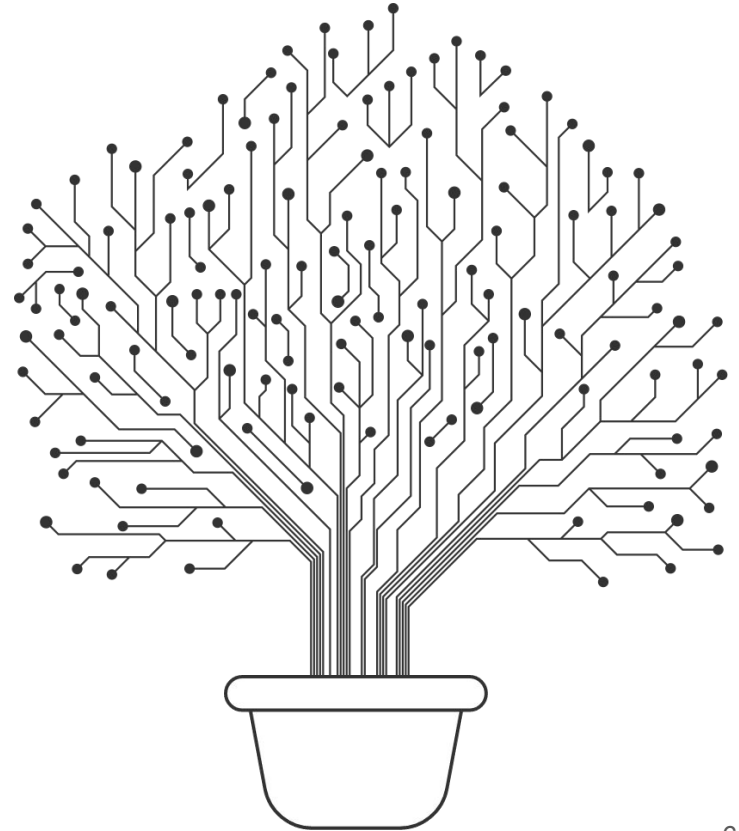
Digitalization is spreading and revolutionizing industries – from media, banking, retail, health care, education to insurance. Why should the nonprofit sector not benefit as well from technology to become more efficient and transparent?

Traditionally, fundraising relied on mailings or events, such as charity runs or auctions. Volunteer programs are mostly manual and overhead for companies who want to match employees with nonprofits. Digitalization is providing new, quicker and more engaging solutions to connect employees with socially engaged projects.

Gone are the days of Fund-and-Forget.

As a new generation of donors emerge, they expect a new way of engaging and giving.

Consumers today want to engage and they want to know how their contributions make an impact. They want status updates and feedback from the nonprofits regarding how their money or volunteering efforts are helping to make a difference.



CHALLENGES FACED BY CORPORATES AND NON-PROFITS

Corporates large and small face similar challenges.

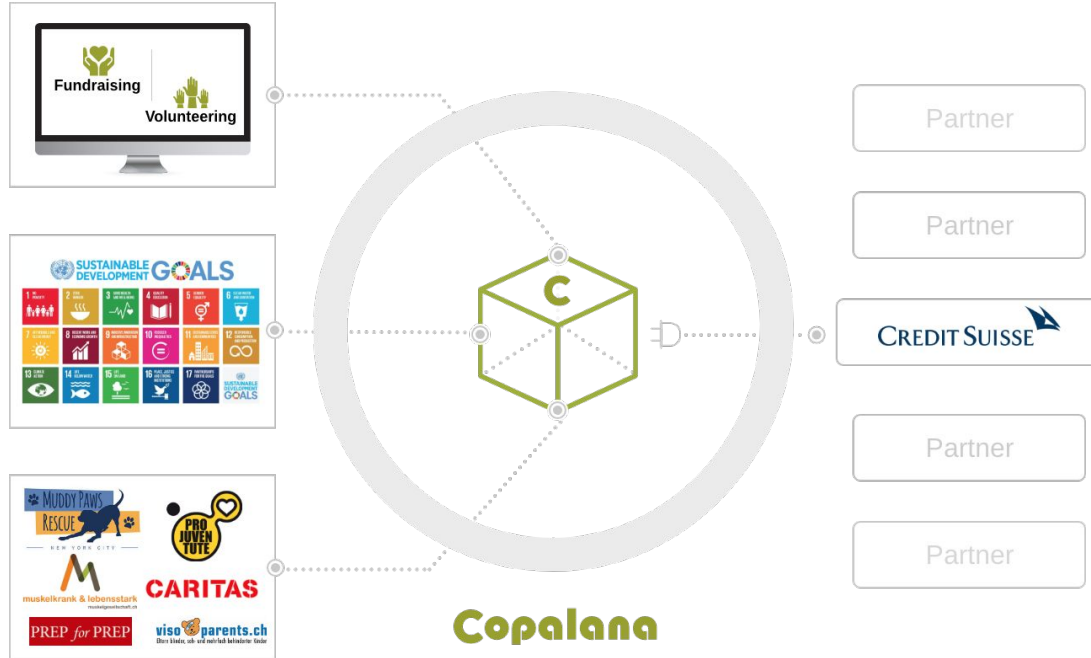
- CSR may not be a full time position
- Limited budget to drive engagement
- Expertise not available for due diligence
- Too much administration and overhead
- Lack of access to nonprofits

Corporates need to be able to address these challenges cost effectively to either get started or complement existing in house programs.

Nonprofits need to transform and adapt to the evolving reality that digitalization brings. They need solutions which connect them with corporates in a seamless manner.



ECOSYSTEM FOR CORPORATE SOCIAL RESPONSIBILITY



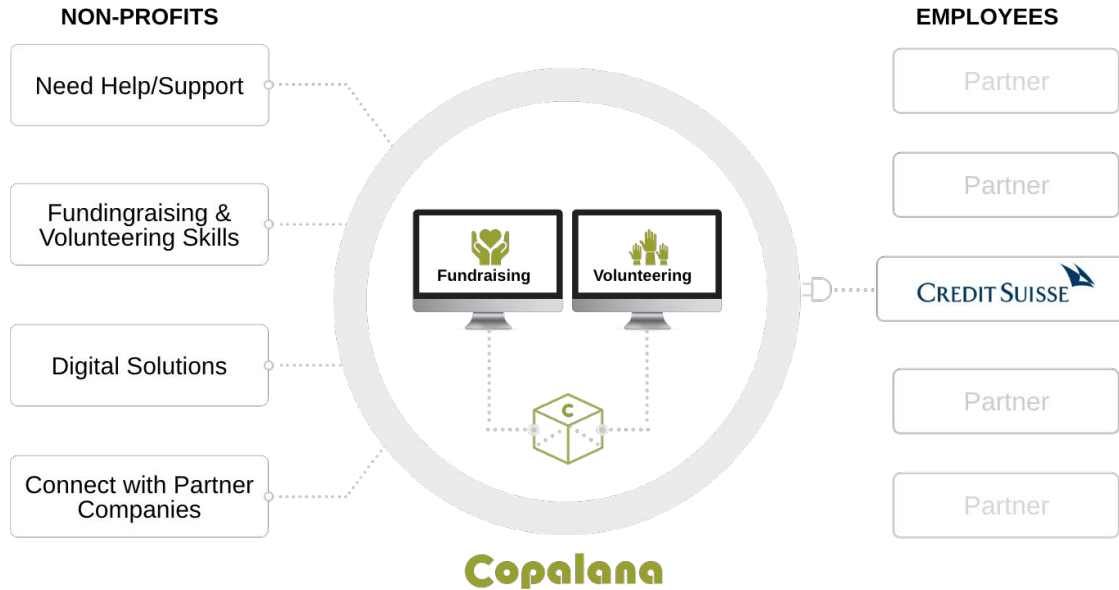
The Copalana platform is designed to connect corporates, employees and nonprofits.

Rather than building costly and bespoke solutions, companies can share resources to support vetted non-profits in a transparent and cost effective manner.

The platform includes crowdfunding & volunteering modules, as well as vetted nonprofits aligned with the UN sustainability framework.

Everything is integrated and in the cloud - you can simply plug in and start making a difference.

CSR-IN-A-BOX: CROWDFUNDING & VOLUNTEERING



The platform has been designed together with Credit Suisse and it enables other companies to easily connect, collaborate and act responsibly.

Crowdfunding allows corporates to help mobilize their employees and partners to financially support worthy project.

Volunteering enables companies to engage their employees by supporting nonprofits with the expertise and skills.

Integrated dashboards provide non-profits, corporate administrators and employees a complete overview of their engagement.

COMMON LANGUAGE: THE UN SDG FRAMEWORK

The UN SDG framework provides a common language to help address the problems the world faces.

The 2030 Agenda for Sustainable Development Goals provides a shared blueprint for peace and prosperity for people and the planet - now and into the future.

More and more companies are adopting this framework because it makes it easier to have a universal language when collaborating with clients, employees and partners.

Copalana project and causes are aligned with the UN SDGs

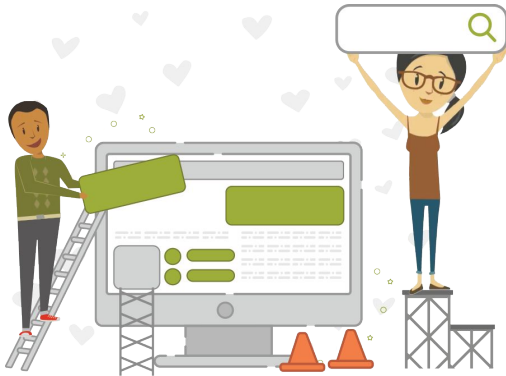


CROWDFUNDING

Nonprofits need funding to achieve their goals, and we want to help. Crowdfunding allows people to engage their community and help. It starts with a project, created together with the nonprofit and corporate partner.

The project has objectives, timelines and financial targets. Individuals can either fund the project directly or create a personalized campaign to mobilize their community.

Setup a social project



Spread your message



Share your success



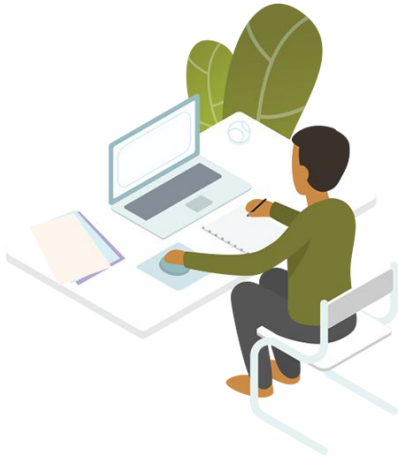
SKILLS-BASED VOLUNTEERING

More and more individuals want to offer their expertise and make help make a difference.

The Copalana volunteering marketplace allows non-profits to publish assignments which are made available to corporates / employees.

Employees can apply for the open positions; nonprofits can review applications and connect with the applicants.

NPO posts project



Employee applies

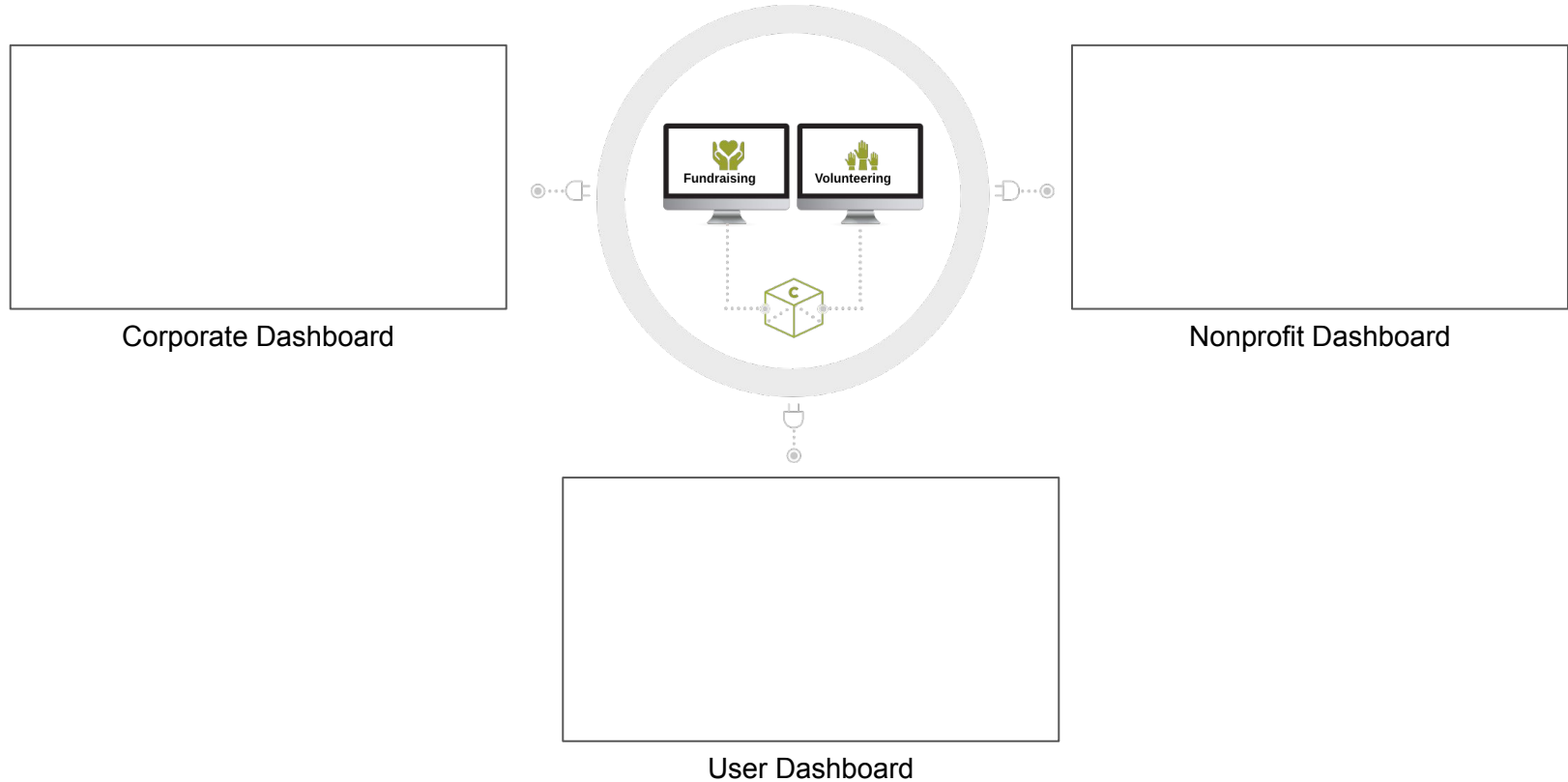


Interview and collaborate



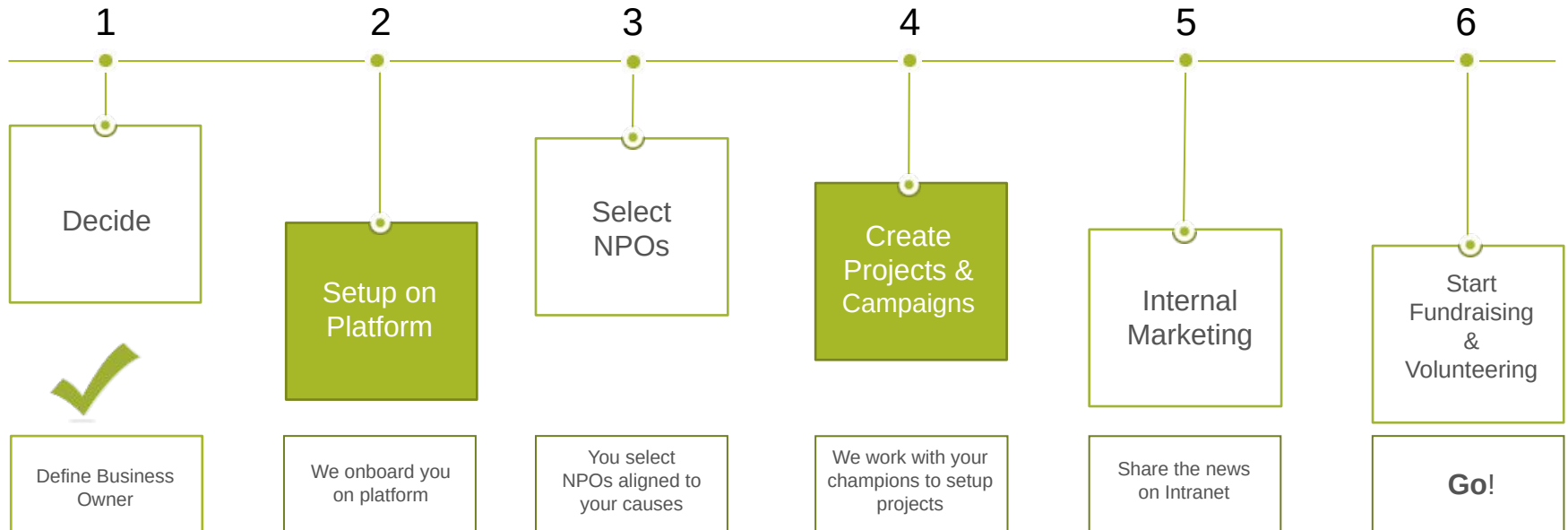
DASHBOARDS TO MANAGE ENGAGEMENT

Integrated dashboards provide all the tools necessary to manage content & engagement



FROM DECISION TO MAKING A POSITIVE IMPACT IN 4 WEEKS

We support you with onboarding and get connected. Plug into the ecosystem and start making a difference.



WE ARE A TECH-FOR-GOOD



We believe companies want to support social responsibility to satisfy demanding consumers and employees

And need innovative solutions to help make a positive social impact

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