



Media Q&A

About FlipGive:

What is FlipGive?

FlipGive is a cash back site for teams that combines the convenience of online shopping with the best of online fundraising, making it easier for groups to raise money. Groups using FlipGive earn up to 25% cash back for their sports team, league or school simply by shopping with retail partners. It's a fast, easy and free way to support participation in sports. To date, FlipGive has helped raise over \$10M dollars to date for over 25,000 groups. To create a free FlipGive store for your team, visit flipgive.com

How does FlipGive work?

FlipGive works with leading brands and retailers like Amazon, Under Armour, Walmart, and Apple, all of which provide exclusive cash back for FlipGive members.

Groups and teams create a store on FlipGive then earn cash back every time they shop online. When members visit their team store on FlipGive, they click on a given retailer's link and get redirected to that retailer's website to shop as they normally would. FlipGive tracks those purchases and deposits cash back the team member has earned into their account within a few days. Teams can withdraw their cash back upon request. FlipGive streamlines the entire effort with weekly promotions, team updates and member level tracking.

How was FlipGive started?

In 2014, FlipGive set out to help groups manage the awkward and inefficient nature of traditional fundraising. At the same time, we saw that just about every business - from a local restaurant chain to a global brand like Nike - was being asked each day to sponsor or donate funds to local teams. FlipGive.com solves both of these problems by providing businesses a way to support their customers' requests and provide teams with the cash they need by simply shopping.

Why is Fundraising such a huge waste of time?

Fundraising is a fact of life - whether it's for a cause, community group, school, or sports team. Unfortunately, most people still fundraise the old fashioned way - through door to door product selling, bake sales and car washes - all of which take a lot of time and rarely generate solid returns. Parent volunteers who are already time-strapped, drive most of these efforts. We believe that their time is better spent shopping for everyday goods that "pay back" instead.



How does FlipGive help with “donor burnout”?

FlipGive converts the shopping power of each team member into cash back they can use to offset expenses. If an entire team shops together, they no longer have to ask for handouts or impose on friends and family to buy things they don't want or need. The average person is asked 10 times per year to donate to various causes. FlipGive helps alleviate the stress and awkwardness of traditional fundraising.

How does FlipGive take the “ask” out of raising funds?

No one likes to ask their friends and family for cash, or to buy things they don't need. FlipGive “ends the ask” by using the shopping power of team members who would normally make online purchases. Other features like our weekly shop emails and the team shopping list will also automatically remind team members of key shopping events so that the team administrator doesn't need to remind other members to shop.

What are the costs for groups who use FlipGive?

Just like almost every other online shopping site, FlipGive earns a commission from the stores and brands when team members make a purchase. Instead of keeping that money - we share it with the team. In addition, when supporters choose to make a cash donations (instead of shopping), the entire amount is paid to the team while the supporter pays a 6% transaction fee to cover transaction costs. In this way, the maximum return is provided to the group.

How much do people typically raise on FlipGive?

On average, teams earn between \$500 and \$2,500 over a 6-month season, which is typically when they require funds for key events such as tournament fees, travel, training and practice facilities. Since FlipGive is always on and there's always a need to shop, members find it really easy to accumulate cash back quickly for their teams.

Does FlipGive also accept donations?

Yes, supporters can make cash donations and we offer this as a free service to teams. The donor is charged a 6% fee to cover the transaction costs.

What do people most commonly shop for on FlipGive?

The more retailers that we provide to our members, the more shopping opportunities they can take advantage of. That is why we strive to include just about every shopping category including restaurants, housewares, sporting goods, clothing and apparel, and electronics. Gift cards are also very popular as they make ideal gifts and can also be used for restaurant purchases when teams travel to tournaments.



About Youth Sports:

Why does FlipGive focus on youth sports?

Sports have the power to transform lives. Kids who engage in sports have more success in school, are healthier, collaborate and communicate better with their peers, and have more successful careers. FlipGive can be used by any group to raise funds and nowhere are funds required more than in youth sports, where the average cost to play is over \$1,000 per child. By helping fund the game, we believe we can help make the world a better place.

Why are today's youth dropping out of sports?

Youth sports are under attack by formidable social and economic pressures, including a reduction in governmental spending on recreational sports for schools and communities, and the ubiquitous nature of smartphones that has kids leaning down, instead of leaning out. Over 2.6 million kids are less active today than they were 5 years ago.

What are parents sacrificing to keep their children in sports?

In a recent FlipGive Survey, 61% of parents reported having to make financial tradeoffs in order to keep their children in sports. 41% of parents surveyed stated that they sacrifice future savings in order to keep their children playing sports, while 20% stated they try and save on groceries. With 67% of kids playing multiple sports, and each sport costing upwards of \$500 (or more) per season, it's no wonder parents are struggling to keep their kids in the game.

What are parents doing to get their kids playing?

To combat the high costs of sports, parents are making tough decisions that lead to even tougher challenges. Many parents take out loans or forego saving for their future. Others will only focus on one sport, which has the effect of stifling a child's creativity and enjoyment in playtime. And in the most drastic (and all too frequent) cases, parents decide to "sit it out" altogether. With FlipGive, parents can generate funds while shopping for things they would normally buy, allowing them to earn money for their teams without extending their current budgets.



What are the costs associated with sports?

The average cost per youth sport per year is \$670 dollars. Families with three kids who each play on three teams a year spend thousands of dollars to keep their children in the game. Almost all of the items parents require for their teams, including travel, equipment, food, and entertainment are available on FlipGive. FlipGive is designed to help teams raise money together without spending anything extra. A team can easily earn \$500-\$2500 per season simply buying things they already need. This is why FlipGive is the perfect solution for teams and parents that are committed to their sport, but also want to find a way to offset the rising cost of playing.

Why are sports even more important for girls in their Youth?

Studies show that girls' participation in sports drops significantly at age 11 or 12. However, girls who engage in multiple sports early in life tend to love sports throughout their lives. Studies also show that women who have played sports throughout their youth are more successful in the workplace.

About Dikembe

Who is Dikembe Mutombo?

Dikembe Mutombo is a former professional basketball player who is passionate about youth athletics. Dikembe finished his career playing 18 seasons in the NBA, and is regarded as one of the greatest shot blockers and defensive players of all time.

Why is Dikembe working with FlipGive?

Like FlipGive, Dikembe feels passionately about youth sports and the effects that it can have on a person's life, both as a youth and an adult. Dikembe has dedicated his life to giving back. Whether for his hospital foundation in Congo, or to helping young kids through the NBA Cares foundation, Mutombo has always been passionate about making communities better. As a lifelong fundraiser for various projects, Dikembe knows that fundraising is hard and inefficient, and believes in the vision for FlipGive's innovative approach to raising money by shopping for everyday goods. By working with FlipGive, Dikembe can further help young North American kids get in the game and participate to make the world a better place.

What is Dikembe doing to build FlipGive?

As FlipGive's Global Ambassador, Dikembe will promote FlipGive to coaches, parents and youth sports organizations. Dikembe currently coaches two of his kids and is also involved in basketball coaching and sports organizations. Dikembe is also dedicated to providing amazing support in the form autographed merchandise and appearances to further the awareness of the FlipGive site and the success among its members.