

# Charity Gift Card Programs

	Charity On Top	Tis Best	Charity Choice
1 <sup>st</sup> to offer full choice of 1.8 million charities	✓	✗	✗
Largest variety of gift card art	✓	✗	✗
Licensed in every state to sell gift cards	✓	✗	✗
1 <sup>st</sup> to offer biodegradable cards	✓	✗	✗
Frequency of payments to charities for cards redeemed	Weekly	3X per year	Quarterly
% of revenue paid for salaries*	0%	12%	12%
% of revenue paid to for-profit 3rd parties for tech, management and advertising*	8%	17%	26%
Rated #1 in Charity Gift Card Sales**	✗	✗	✗

\*GuideStar - 2018/2019 public copy 990 tax returns

\*\*No one is rated #1. There is no agency or organization that rates charity gift cards