

CommonKindness
saves you money and supports
your favorite charities and causes - at no cost to you!



About CommonKindness

Everyone benefits from CommonKindness, a way for friends and neighbors, non-profit organizations and companies join together to create a powerful solution to help each other.

These days, people are increasingly seeking simple and innovative ways to save money. Similarly, the non-profit organizations that do so much to support our local communities are struggling to raise money as traditional funding mechanisms evaporate. At the same time, businesses are struggling to maintain their sales and stay in business.

CommonKindness has created a new business model to satisfy these needs, creating a sustainable partnership between people, the charities they care about and businesses.

With CommonKindness, save money by clipping valuable, free coupons and discovering free community services. Best of all, every time someone prints out a coupon from CommonKindness, the company provides funds to support the shopper's favorite charities and causes - at no cost to them.

CommonKindness shares 60% of its profits with participating organizations, allowing site visitors to save money and create a sustainable funding stream for their favorite causes.

How CommonKindness Works

- **Sign in** to select charities
- **Clip coupons** to save money
- **Companies pay** an advertising fee to CommonKindness
- **CommonKindness shares** 60% of its profits with participating charities.

Board of Directors and Interviewees:

Andrew McGovern Martin has created successful US and international corporations and foundations, having served as founding chairman and former CEO of both SmartFood Corp. and Annie's Inc. SmartFood became a case study at Harvard Business School and was eventually sold to PepsiCo/Frito Lay Corp. Under Andrew's leadership Annie's Inc. acquired Raw Materials Corp. and Tamarind Tree Corp and was sold to Solera Capital in 2002. Andrew serves as chairman and strategic director for Kea Corp. Ltd., a New Zealand based international management company. He is also chairman of the Tauroa Organic Education Trust, a 750 acre fully operational organic horticulture, sheep and cattle farm, wildlife preserve, and organic education center in New Zealand. Andrew has been the founding director

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of numerous non-profit programs for the homeless, women, children, education and the environment. Some of these projects include the "Bottle Bag" program for the homeless, "Be-Green", an environmental awareness program, Support American Volunteer Efforts (S.A.V.E.), and Annie's Scholarships Programs. Andrew has received multiple awards for philanthropy and service to the community. He also has several US and international patents, and intellectual property certificates. He has been a speaker at a variety of engagements on the subject of Human Rights, Business Formation, and Democratic Economics.

Calandra Cruickshank serves as President of CommonKindness, Inc. Calandra previously served as director of operations for Good Deed Foundation. Calandra grew GDF's Constituent Marketing program from its inception, managing the recruitment and engagement of hundreds of non-profit organizations representing more than 80 million members nationwide to proactively support products and services carrying the Good Deed logo. Calandra also managed GDF's licensing program, whereby GDF partnered with national consumer product companies, retailers and service providers to include the Good Deed logo on their packages, as well as GDF's comprehensive media and marketing strategy. Prior to her work with GDF, Calandra used her background in communications to help create and grow a unique model of community journalism, engaging attention and support for local and political issues and initiatives, particularly around environmentally-sustainable community growth. Calandra began her career as a journalist, working as a political reporter for the Legislative Gazette in Albany, NY and later as a business reporter for the Daily Camera in Boulder, CO. She has a B.S. in Journalism and Mass Communications from the University of Colorado, Boulder.

Dana Valdez serves as Vice President of Non-Profit Outreach for CommonKindness, Inc. Dana has always been a "Chief Community Officer", and through years of service with community non-profits has become well-versed in the needs and strengths of these organizations. Dana currently serves as board member, vice president, treasurer, events coordinator and member of the Building Leadership Team at three different schools, as well as for her local swim teams and crew clubs. Dana began her career in advertising and communications at Young & Rubicam New York coordinating several major accounts, as well as volunteering on pro-bono campaigns, including Covenant House and United Way. As an Account Executive for Wolf, Mansfield, Bolling in Buffalo, NY she was instrumental in the development, sale and execution of integrated marketing programs for Citibank Student Loans. In addition to her account work with First American Bank and Sutton Place Gourmet, Dana also had the opportunity to work with the Friends of the National Zoo (FONZ) while an Account Executive with Goldberg, Marchesano, Kohlman in Washington, D.C. Dana holds a B.S. in Business Administration from the University of Vermont.

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