



CSR at the heart of the insurance community

Your opportunity to make a difference



Agenda

- CSR at the heart of the insurance community
- Introducing Truecause
- Maximise your CSR investment
- The Truecause proposition
- A powerful crowdfunding platform
- How to join Truecause
- Welcome onboard



CSR at the heart of the insurance community

The concept is simple

You combine global reach, user friendliness, a digital platform, creativity, and passion, and use those to raise funds for noble or charitable causes

 Collaboration  Partnership  Shared resources 



Collaboration: why work alone?



- Work with your industry colleagues
- Raise the profile of your cause
- Combine resources
- Reach a wider network of donors
- Raise more (with less) for industry causes



Maximise your CSR investment through cause marketing

- Increased brand value
- Greater access to finance
- A healthier and safer workforce
- Stronger risk management and corporate governance
- Motivated people
- Customer loyalty
- Enhanced confidence and trust of stakeholders
- An enhanced public image



Introducing Truecause

- True Cause is not a charity nor a non profit organisation
- We are a CSR enabler
- With a powerful crowdfunding platform
- And the time, expertise and resource to work with you to get the most from your CSR budget
- We know how the insurance market works because we are insurance people



The Truecause partner proposition

- An account for unlimited campaigns on our Truecause crowd funding platform
 - For corporate campaigns
 - To support employee fundraising initiatives
- A strategic review of your CSR activity
- Access to CSR advice, resource and support services
- Participation in the volunteer exchange programme
- Truecause social media management
- Truecause accreditation pack
- Branding and publicity on Truecause materials



www.thetruecause.com



- A powerful crowd funding platform exclusively for the insurance industry
- Easy to use and to manage your campaign
- Funds raised go directly to the beneficiaries
- Payment partnerships: Credit, Debit PayPal etc.
- Share support and progress via social media
- Raise more for your corporate and industry causes



A powerful crowd funding platform

1

You sign up on True Cause

2

You Identify your cause

3

You create your campaign

4

You add photos, funding goals, time limits, and objectives

5

True Cause reviews your campaign for eligibility

6

True Cause approves or declines your campaign

7

If approved, your campaign goes live

8

Once the campaign time limit expires, any funds raised are paid direct to the beneficiaries.



Truecause scenarios: Supporting your corporate cause

- Tap into your network: brokers, policy holders, suppliers etc.
- Upload your corporate campaign onto Truecause
- Set your target: e.g. £[x] charity contribution per policy sold or [x]% of the premium
- Tell your story
- Go-live with your campaign
- Share it:
 - with your network of contacts
 - on your website and via social media
 - with the Truecause community
- Track your campaign progress

1



Truecause scenarios: Supporting your employee fundraising

- Support your employee's personal fundraising endeavors
- They can upload their campaign/event onto Truecause
- Set themselves a fundraising target
- Tell their story
- Go-live with their campaign
- Share it:
 - with their friends and colleagues
 - via social media
 - with the Truecause community
- Track their fundraising progress

2



Truecause scenarios: Hosting a charity gala

- Select your cause
- Create your Truecause event campaign
- Promote your sponsorship opportunities to the Truecause community and beyond
- Share it:
 - with your network of contacts
 - on your website and via social media
 - with the Truecause community
 - with the global insurance market
- Your sponsorship funds go direct to your charity
- Thank your supporters via Truecause social media

3



Truecause scenarios: Driving industry causes

- Work together with the global insurance CSR community
- Help support the victims of industry wide catastrophe events
- Create a single Truecause community campaign
 - Create greater publicity for the campaign and for the corporate supporters
 - Share resources
 - Access to a wider network of donors
- Set a Truecause community fundraising target
- Share it:
 - with your network of contacts
 - on your website and via social media
 - with the Truecause community
 - with the global insurance market

4



Join Truecause

Access to the Truecause platform for insurance organisations

- No fee, just upload your campaign and start fundraising
- Online and telephone support

Become a Truecause partner

- Initial review of your current corporate social responsibility activities and strategy
- Setup on the Truecause platform
- Accreditation pack
- Truecause social media management
- Participation in the volunteer exchange programme
- Access to CSR support & advice services (CSR advice, resource and support services will be negotiated on a per project basis)
- Branding and publicity on all Truecause materials for Strategic Partners





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