

# Uncommon Giving Corporation

Where Financial Services and Social Responsibility Intersect

## UNCOMMON™ Company Overview

Uncommon Giving is a financial services and technology company, empowering corporate social responsibility, digital giving by individuals, and sustainable impact investing. Uncommon offers a broad range of digital solutions aligned with a multitude of interests and values for both corporate and individual customers. With one unified platform for these capabilities, Uncommon is poised to be a first-of-its-kind financial services powerhouse, and a one-stop-shop for all things social impact.

Uncommon's core digital giving platform enables people to discover nonprofits, explore causes and donate to 1.2 million charities through a donor-advised fund (DAF), as well as through contributions to curated, cause-based funds.

For enterprises, Uncommon's workplace generosity solution reinforces Corporate Social Responsibility programs, inspires employee engagement, and works like a 401k. For individuals, managed portfolios are designed to offer the ability to easily invest in socially responsible companies and curated, cause-based investment products such as the Uncommon 50 Generosity Equity Index - the world's first investable index measuring the performance of the top 50 "most generous" companies.

## Omni-Channel Growth Strategy

Uncommon strives to acquire customers via its active digital direct-to-consumer platform, workplace programs, and through access to a network of wealth managers. In addition, future products include Exchange Traded Funds (ETFs) offered by Uncommon Giving's SEC registered affiliate, Uncommon Investment Advisors. These investable ETFs will include equities focused on specific causes and social issues.

## Leadership



**Ron Baldwin** – Founder & Chief Executive Officer

A 45-year banking executive, Ron's prior start-up, CrossFirst Bank, grew to nearly \$4B in assets under his leadership before listing on the NASDAQ in 2019. Over his career, Ron has led the acquisitions of more than 60 financial institutions.



**Earl Bridges** – President & CEO, Workplace Generosity

Earl's 20 years of experience in nonprofit tech include founding Good Done Great, a pioneer in corporate and employee giving, along with hosting the PBS show The Good Road.



**John Pileggi** – Chief Investment Officer

John's 30+ year career includes serving as Senior Managing Director at NYSE-member Furman Selz, where he was responsible for disrupting traditional brokerage models prior to the firm's acquisition by ING Group.

## Five Reasons to Invest in Uncommon Giving

### 1 Unique value proposition

As a digital-first financial services company, Uncommon is bringing to market a suite of tools aimed at changing the way people give, invest and make an impact on the world.

### 2 Digital disruption potential

Uncommon is a cost-efficient, cutting-edge digital ecosystem focused on workplace generosity, cause-based investment products, and socially responsible financial services for all.

### 3 Leadership track record

Ron Baldwin, Earl Bridges, John Pileggi and the rest of their team bring more than 200 years of combined experience acquiring, building and scaling financial services firms.

### 4 Partnerships

Through data and listing partnerships with major financial names including Bloomberg, the New York Stock Exchange, Standard & Poor's (S&P) and JUST Capital, Uncommon is poised for unparalleled near-term visibility.

### 5 Product portfolio and expansion

Investable products such as the Uncommon 50 Generosity Equity Index allow exposure to the benefits of ESG investing, while generosity-focused initiatives like cause-based donor-advised funds and a proprietary corporate generosity ranking system fuel charitable behavior at all levels.

## Reg A+ Offering Details

Offering Type . . . . . Reg A+ Tier II

Valuation . . . . . \$TBD

Offering price . . . . . \$10.00 per share

Min. Investment . . . \$1,000 (100 shares)

1-A filing . . . . . <https://bit.ly/3t9Jj7h>

Offering website . . [invest.uncommongiving.com](https://invest.uncommongiving.com)