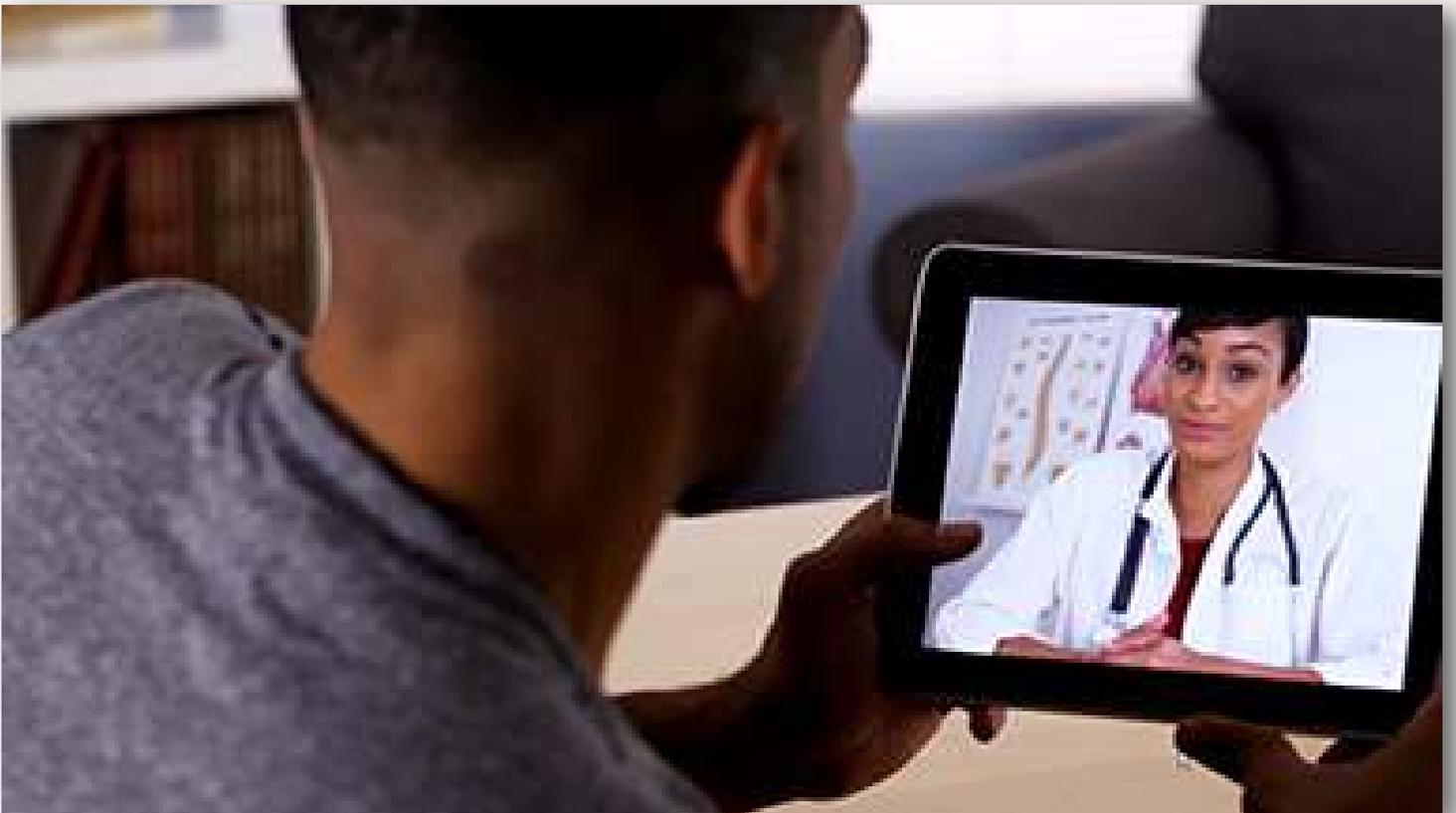


CSR PARTNER PROGRAM



Details about our 2023 National Introductory Campaign

CSR PARTNER PROGRAM:

THE SOCIAL CRITERIA:

As SOCIAL CAUSES go, there is no end to the list of charitable causes or needs that might move the human heart to act. We will focus on a single charitable cause of Giving Health Inc., that centers itself within America's top concerns according to PEW Research and GALLUP. It is a Social Cause that encompasses 4 of the top 9 challenges motivating Americans today.



Giving Health Inc. addresses America's top concerns, including:

1. The Affordability of Health Care
2. Health Care Access & Inequality
3. Economic Inequality
4. Social Inequality

Giving Health is a disruptive innovator in the health services space. It has developed a unique virtual service, and its mission resonates across all business sectors. Although addressing major Social and Economic Inequalities, which include minority populations, its clear mission has separated it from controversy.

Giving Health Inc is a four-year-old Georgia 501 C3 with a strong national quality board. It has completed a more than 2-year exhaustive pilot program with more than 1000 underserved households. Its results have been heralded by major state health organizations, hospitals, as well as academia. It is now in a position to scale this uniquely proven service and technology across the country beginning in 2023.

CSR PARTNER PROGRAM:

THE SOCIAL NEED

Giving Health focuses on the more than 28 million Americans who have no health insurance. 14 million of these uninsured individuals and families live in, or on the brink of poverty, and as of 2020 that number was increasing faster than at any time in the past 3 decades.

These women, children, and families are disproportionately minority, and face numerous systemic inequities that shorten lifespans. They are far more susceptible to chronic disease, mental illness, substance abuse, and the negative influence of other Social Determinants of Health (SDOH)



Medical bills are the number one cause of bankruptcy within this demographic. Barriers of cost, access, and trust in healthcare services cause more than 63% of these families to regularly put off health concerns. This reluctance results in the problem getting worse 26% of the time according to Kaiser Family Foundation (KFF) and resulting in death for more than 45,000 each year according to Harvard Medical.

For those families that do act, they create a disproportionate demand on Emergency Departments because they lack primary care relationships. This creates ER backups and billions of dollars in uncompensated hospital services. This practice contributes to nearly half of America's Critical Access Hospitals operating in bankruptcy and hospital closures increasing at an alarming rate.

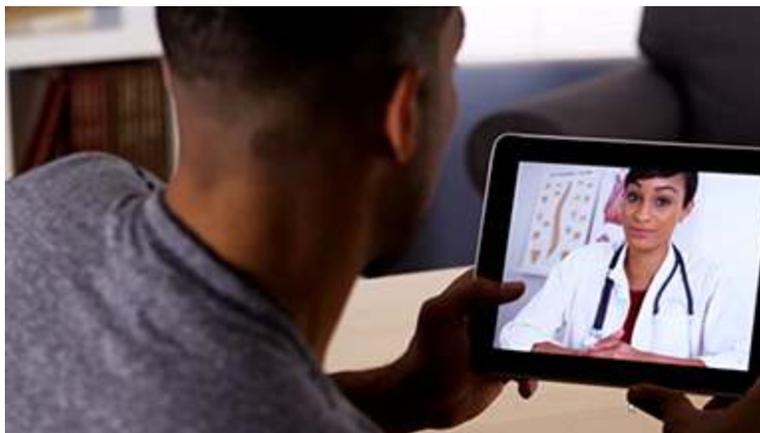
Despite billions in governmental support, and 16,000 community clinics across the land working with this same demographic, the SOCIAL CAUSE that Giving Health innovatively targets has established it as the first, and to our knowledge, still the only initiative of its kind in America. We are presenting this overview to you, as your opportunity to take action and influence the scaling of the remarkable results that Giving Health has experienced during its 2-year Phase 1 launch in Atlanta Georgia.

CSR PARTNER PROGRAM:

The ORGANIZATION:

Giving Health has innovated the nation's first free virtual care network designed to impact and empower individuals and families with no healthcare insurance. It includes 24/7 free virtual medical consultations with a physician, via phone, mobile app, or internet. It also provides a discount prescription program and licensed mental and behavioral health counseling for the participant along with as many as 7 additional family members, all at no cost. Our unique partnership with Lyric, an innovator in telehealth/telemedicine technology platforms, allows us to leverage multi-lingual 24/7 access to physicians, and counselors licensed in all 50 states.

Giving Health *Patient Navigators* perform an innovative level of care assessment. This includes mental/emotional wellness and a unique mix of advocacy and adherence support that address individual member's social determinants of health (SDOH) such as housing, food, income, and transportation insecurities. Through a national database of nonprofits and social service providers, and our membership within Unite US, a national platform for social service referrals, we collaborate in a unique manner to connect families in need with the local services they often did not even know existed.



Giving Health's Phase I accomplishments were studied with approximately 1000 families over a 2-year period. Our collaboration with Georgia health innovators like Emory University, Good Samaritan Health Center, and the Georgia Charitable Care Network helped us to develop and test real world applications of our SOCIAL CAUSE vision. We have an over 92% satisfaction rate during the initial medical visit, and over 95% satisfaction for mental health counseling. We have also proven that our model reaches over 98% of our target demographic. By reducing ER visits, we also regularly help reduce uncompensated services at local hospitals.

Our members take control of the time, place, and method for engaging their provider placing them in control of their healthcare experience. This is a significant transformation in how healthcare is delivered to poor, uninsured residents who too often find themselves left behind by the healthcare system. We regularly encounter members as they face life changing and lifestyle altering crossroads. Our ability to meet those needs, by facilitating and/or connecting locally available solutions, is our driving passion.

This is the uniquely successful model that is now ready to scale across the United States. All that is missing is the launch of our sustainable workplace donor initiative. The opportunity is for you to become a premier benefactor or CSR Partner that spearheads the funds required to now set this perpetual funding stream into motion.

THE ORGANIZATION:

CSR PARTNER PROGRAM:

YOUR IMPACT OPPORTUNITY:

The opportunity is to take this SOCIAL CAUSE of giving health benefits to those that have none and create a compelling and sustainable workplace donor program that can scale across America. The key is to create a nexus where potential donor/employees recognize their personal affinity for the cause along with a quick and convenient way to take action. We believe that nexus exists in the American workplace between the employer and employee where more than 210 million people currently obtain their health benefits.

“What better time to consider Giving Health Benefits to Families that have None, than when you are Getting Health Benefits for a Family of Your Own”



Public alignment with this SOCIAL CAUSE, creates an effect referred to as a SOCIAL HALO. In the corporate world, it is referred to as Corporate Social Responsibility (CSR) and it has become a major systemic focus of today's most successful companies.¹⁰ The SOCIAL HALO affects the way a company is seen by its customers, stakeholders, and employees. Numerous studies have helped to identify and quantify the metrics surrounding brand equity lift, and employee attraction, retention, and productivity.

Those results include:

- 87% of consumers would switch loyalties to a brand supporting a SOCIAL CAUSE that they believe in.
- 55% of consumers would pay more for a similar product supporting that same SOCIAL CAUSE
- 50% decrease in employee turnover – 13% increase in Productivity – 7.5% increase in Engagement
- 55% of Employees would choose to work for a company with Social Cause - even for lower wages.

YOUR IMPACT OPPORTUNITY:

CSR PARTNER PROGRAM:

YOUR CSR PARTNERSHIP OPTIONS

Over 90% of CEO's believe that their organization should be engaged in CSR initiatives. Nearly 85% of CEO's feel unprepared or not capable of executing a CSR Partner Program. Our strategy is to create an easy to implement turn-key Social Halo CSR Partnership Program for corporate decision-makers across America. It will contain a detailed timeline, templated press releases, news-story A/V assets, and a series of PSA and public relations explainer videos that can be used on web and social media sites. All print and video assets will be customized with corporate logos to serve as a representation to employees, vendors, and the general public. Giving Health will assign a partner liaison to your HR/Benefits coordinators, to assist in the smooth and successful implementation of your CSR initiative.



OPTION ONE: (Open)

Make a donation during December of 2022, by sponsoring any number of families that you wish through this link <https://www.givinghealth.org/donate>

This will prompt a press release from Giving Health, and one on behalf of your organization managed by Giving Health Inc, in your home state and city. Your organization will receive a monthly E-Newsletter highlighting the challenges and successes of families in the program throughout 2022. You can share this newsletter in print or electronically with employees and customers.

OPTION TWO: (Limited)

A limited number of founding national partners will be vetted and selected to prepare for this larger initiative in 2023. These premier partner organizations will be provided the complete suite of customized assets to ensure both a smooth and maximum CSR launch.

These premier partners will be assigned a CSR Liaison that will guide the planning and execution of your CSR Partner Program beginning after March of 2023. E-Newsletters, Print and multiple Video assets will all be customized with your organization's logo. You will be assigned a Partner Log-in, where all of your digital assets and management tools will exist.

