



## Celebrate Christmas differently this year with less stuff and more kindness!



2020 has been a year like no other, so we'd like to make it a Christmas like no other too — in a Good way!

We're a charity partner of The Good Registry, which takes the waste out of gift giving and replaces it with kindness — by giving people simple ways to donate to their favourite causes in lieu of physical gifts.

This year — with all the extra challenges we're all facing — we're encouraging you to think about giving The Good Registry's Good Gift Cards instead of traditional corporate gifts. Good Gift Cards give you and your staff or customers the joy of giving, they can be delivered online (social-distancing / lockdowns can't spoil Christmas) and they help charities like us keep responding to the needs in our communities.

Recipients of Good Gift Cards can donate to one or more of The Good Registry's 65+ charity partners, so they can give back to the causes close to their hearts — whether that's the environment, vulnerable women or children, supporting new parents, animals, food security, or health and wellbeing. One gift card can help many good causes, and create many ripples of kindness.

As an added dose of good, you could ask The Good Registry to allocate the value of your unredeemed gift cards to a favourite charity (like us!).

### Here's how good it feels:

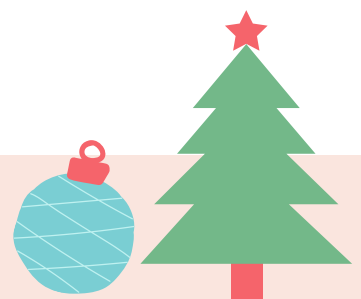
Last Christmas Kiwibank gave all 2,500 of its staff Good Gift Cards instead of traditional gifts. Staff loved it.

Mel Brooking, who split her gift card between three charities said: *"It felt good to be able to donate—and to have a gift from Kiwibank that enables us to make a difference to other people and wider New Zealand. I know that every little bit helps."*

Jess Segal who gave to a charity she regularly volunteers with said: *"Most of the gifts that I've been given before this either broke or were edible and lasted all of five minutes. But with this you get a hit of dopamine when you give, and that is really helpful for wanting to do more."*

Michael Holden, who gave to one charity that has been a godsend to his family said: *"I've been at Kiwibank for 10 years and we've had heaps of various nic-nac type presents in the past, and to be honest they're often things that might not get used. It definitely feels more valuable giving something to people who need it, and especially something that I have a connection with."*

**The Good Registry makes corporate giving simple, sustainable and kind. We would truly love for you to experience the feel good buzz of Giving the Gift of Giving this Christmas! You'll be giving a zero waste gift that helps people and the planet, and at the same time, sharing the joy of giving!**





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## This is how it works:

1. You order the number of Good Gift Cards you need. For a small number you can order at [thegoodregistry.com/products/giftcard](https://thegoodregistry.com/products/giftcard), and for a larger number you can email [hello@thegoodregistry.com](mailto:hello@thegoodregistry.com)
2. The Good Registry will email you your electronic Good Gift Cards (or they can send you gift card codes if you'd like to design your own cards)
3. You can then send the gift cards to your recipients by email, or if you prefer you can print them to put inside a hand written Christmas Card
4. Recipients use the unique codes on their gift cards to donate to their favourite causes via The Good Registry website (at this link - [thegoodregistry.com/redeem](https://thegoodregistry.com/redeem))
5. The gift cards expire after six months and at that time The Good Registry Trust distributes any unredeemed funds on your behalf. For orders over \$1000, you can ask for those unredeemed funds to go to a charity of your choice. You'll just need to request this when you order your gift cards by emailing [hello@thegoodregistry.com](mailto:hello@thegoodregistry.com)

## How do I purchase?

It's easy! Just email [hello@thegoodregistry.com](mailto:hello@thegoodregistry.com) to place your order. They'll also be happy to answer any questions and talk about ways to tailor your gift cards to your needs (e.g having your own design).

## Are the gift cards tax deductible?

Yes, The Good Registry will email you a donation tax receipt. Please keep this if you wish to claim a tax credit for your donation.

## Can I personalise it?

Yes! Absolutely! Email the team at The Good Registry and they'll be able to help you with this.

## What happens if my client or staff member doesn't redeem their gift card?

When you purchase your gift cards, you can ask the team at The Good Registry to allocate any unredeemed funds to a charity of your choice (such as us!). Otherwise all unredeemed card funds are pooled when cards have expired, and allocated to charities by The Good Registry Trust.

## Check out some of the feel good vibes from Christmas 2019:

"I got 40 emails from staff, very emotional emails saying thank you and how wonderful it was and what a great representation it was of who we are as a brand to give individuals the opportunity to give to a charity that mattered to them. It made us all feel so good."

- **David Cunningham, CEO, The Co-operative Bank**

"We loved the idea of being able to make the gift of a charity (of their choosing) to our clients over the festive season. Not only did we feel good about it, but so did our clients, and most importantly it actually goes to making the world a better place for all."

- **Andrew Pascoe, CEO, MarginFuel**

