

# 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 ETF - the world's first investable index measuring the performance of the top 50 "most generous" companies.

## 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.

## 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 and the rest of the 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 ETF will 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)