

# GET OM GUARANTEE<sup>TM</sup> CERTIFIED!

SHOW THAT YOUR COMPANY CARES

MAKE A MEASURABLE SOCIAL IMPACT



Food for Life  
Global



FAMILY OF  
ORGANIC RAW  
PRODUCTS



WWW.OMGUARANTEE.COM

# WHY YOU NEED IT

## THE NUMBERS DON'T LIE

### Nearly Three-quarters of Americans

There is a growing number of companies making corporate social responsibility and giving back to the community a significant part of their brand ethos, and rightly so, because the numbers don't lie. According to research done by Mintel, a company's charitable giving affects **three-quarters (73%) of Americans'** purchase decisions.

### Gen Z's Expect You to Give Back

In 2020 and the foreseeable future of sales, cause marketing does and will continue to translate to sales, with **69% of Gen Z** consumers saying they're more likely to buy from a company that contributes to charitable causes.

### Cost Efficient and Measurable

Our kindly ecosystem aims to help socially- responsible and conscious companies make a positive social impact that is not only measurable but also certified! For **as little as 25 cents** you can provide a cost-efficient way for your customers to give back, thus enhancing the integrity and value of your brand.

### A Win/Win for Everyone Involved

By OM Guarantee certifying your brand, you help needy children, rescued animals, or the planet, while also getting tremendous tax benefits, and your customers get the satisfaction of **feeling good about their purchase.**



REGISTER YOUR COMPANY TODAY!



# FAQ

## What is OM Guarantee Inc?

OM Guarantee Inc. is a B Corp registered in California that owns the license and trademark for the OM GUARANTEE™ certification mark and who sells OM Guarantees to support the work of its charity partners.

## What is the OM Guarantee™ Certification?

A sponsorship opportunity exclusively offered to socially-responsible companies that wish to make a positive social impact that is measurable and certified. The OM GUARANTEE™ (OMG) is a certification that can be used on a company's product and or service to show your their social impact clearly.

## How Can it Help my Company?

Every OM GUARANTEE™ certified product you sell can give you a distinct marketing advantage over your competitors and help your company sell more products or services. On top of that, since the purchase of OM Guarantees are not a donation but rather advertising costs, there are significant tax benefits as well.

## How Can a Company Display the OM Guarantee™?

Once you purchase OM Guarantees, you can go to your company's MY ACCOUNT page, where you can grab your custom code to add to your website. This unique code will display the OM Guarantee™ certification on your website along with a running total of OMGs your company has delivered for each social output (feeding children, animals, or planting trees). You can also download a high-resolution version of the OM Guarantee™ certified logo and QR code that you can use on your product packaging or display in your store.