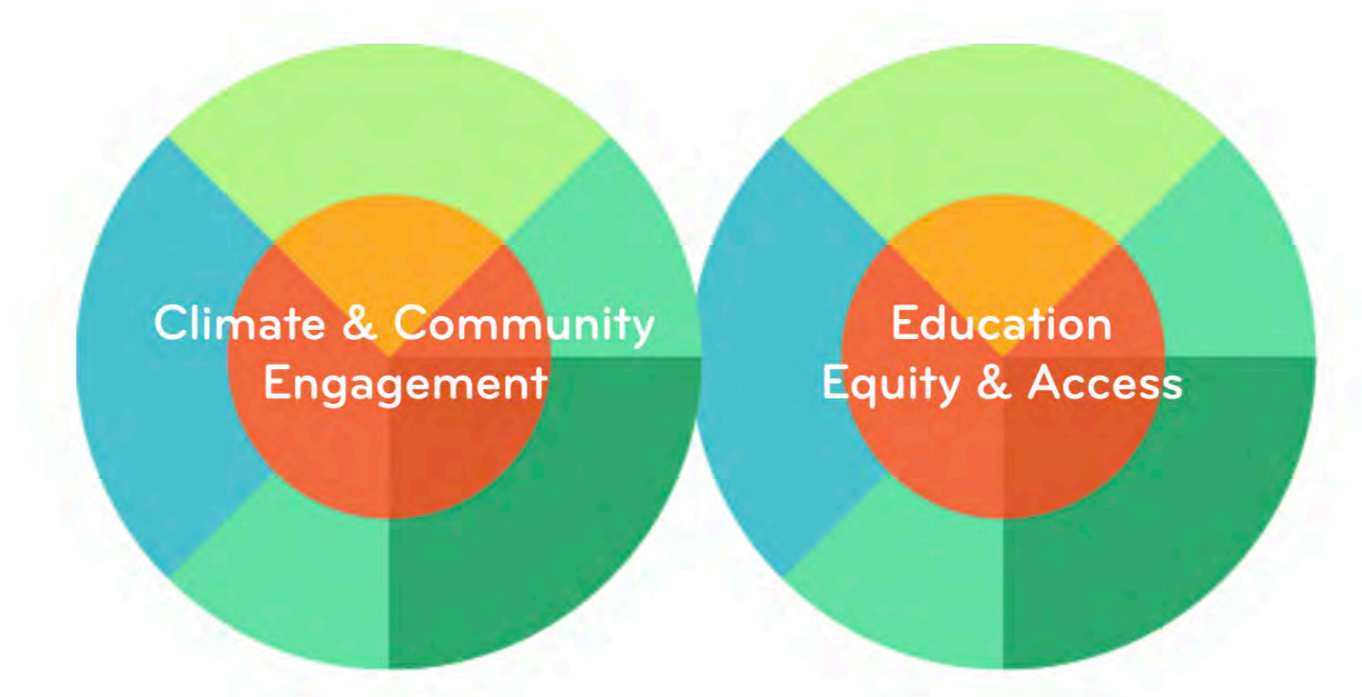


Power the PIPs Opportunity

Sponsor proven pathway for low income students to achieve college success while learning the power of individual action



Meet Sammi

- 18 years old
- A sophomore at CUNY Hunter College, taking 6 classes a semester, and planning to major in accounting and business
- Family is from mainland China
- Born in Brooklyn, NY, now lives in Queens, NY with her mom, dad, sister, and grandmother
- Volunteers at the RIVER FUND Food Distribution Program and works a part-time job to help with her family's expenses

In Sammi's own words:

The P4S Scholars program "opened me up to the value of helping others and how I can find my own value when I'm assisting others."





Challenges Students Face

Paying school fees

Nearly half of all college students end up dropping out over unpaid debts of as little as \$1,000

Meeting basic needs

A similar percentage experience some form of food or housing insecurity

Climate justice concern

A majority of Gen Z believes climate change will cause them personal harm, with minorities and lower income communities hit hardest

Fear they don't belong

Many low-income and first-generation students believe that they are "not college material" and that they don't belong



Imagine...

If every time a low income student like Sammi takes public transit, recycles, tutors another, or volunteers in the community, they are rewarded with a "currency of good" they can use to unlock grants for school.

Now they can, with PIPs!

Now imagine...

Your company is powering this cycle of good

So...What are PIPs?

Positive Impact Points, or PIPs, is a "currency of good" earned and redeemed exclusively for engagement in verifiable daily life behaviors that benefit the planet, community, and personal health.



PIPs for School (P4S) Scholars

An innovative “action-study” program that utilizes PIPs Rewards™ behavior motivation and tracking app to incentivize student engagement in personal, community, and planetary action



By providing multiple “touch points” through which engagement in good is tracked and meaningfully rewarded, P4S gives agency to those students who lead as citizens at home, at school, and in the community.

P4S Scholar Benefits

- 12 months access* to the PIPs Rewards™ App fully loaded with
 - Earn Actions
 - Valued Rewards
 - Challenges
 - Dashboards
 - Carbon Calculators
- Invites to special learning events
- Personalized Communications
- User Support

* Can renew for consecutive years as long as they are enrolled in a college, community college or trade school, and funding allows

Who is eligible?

Students can be:

- Enrolled at a 2- or 4-year college or university
- Enrolled at a trade school
- Juniors and seniors in high school

What is required?

In addition to a short application, students must show:

- Proof of financial need
- Proof of enrollment in higher ed institution

What is expected?

Students selected to be Scholars must sign a letter of commitment to strive to better the community and world around them.

How Are PIPs Earned?



Taking public transit,
biking, & walking



Volunteering, interning,
helping family,
& neighbors



Seeking tutoring,
mentoring, skills
training, & career advice



Completing emotional
wellness modules



Saving, budgeting,
& debt reduction



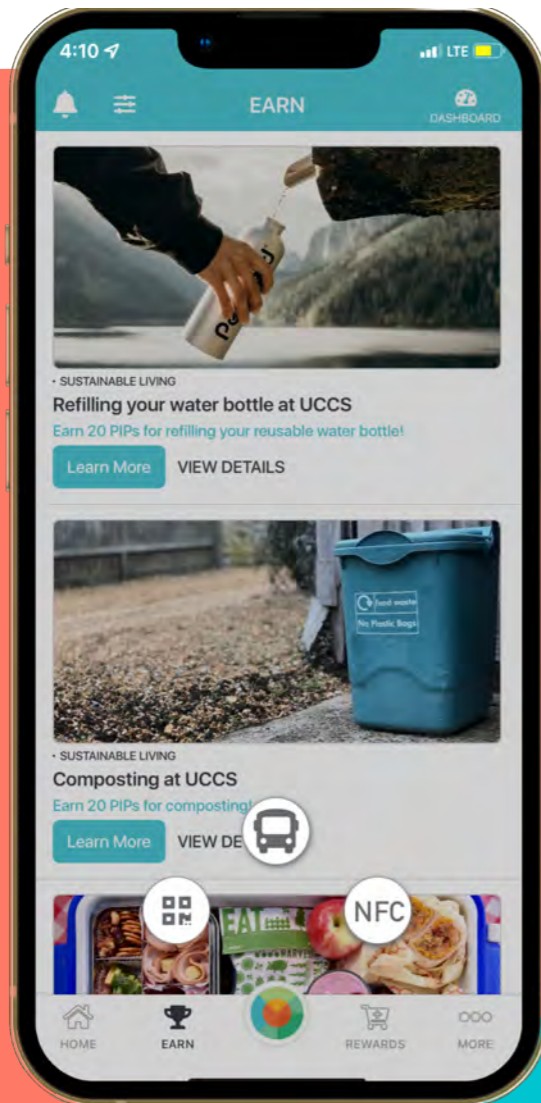
Attending campus
programs & events



Reducing, reusing,
refilling, up-cycling,
& conserving



Participating in games,
trivia, & challenges



How PIPs Works

Using behavioral science and a well-architected flexible interface, the PIPs App generates PIPs each time a user takes a verifiable responsible action. As the currency builds up, it can be exchanged for highly valued rewards, including grants for school.

PIPs uses a mix of action tracking tools to capture and reward user behavior



Machine Learning
(via in-app sensors)



APIs



NFC Devices



Beacons



QR Codes



Transaction
Reports



PIPs Creates Value

Since 2017, student users of the PIPs App have:

- Taken nearly 1,100,000 positive actions
- Unlocked over \$130,000 in grants
- Saved over 750,000 pounds of carbon, the same as planting roughly 15,625 trees

Over 60% of PIPs users say they have engaged with the PIPs App an average of 3+ semesters, while over 75% say they have come to internalize PIPs actions and grown more aware of the value of their actions on the world.



P4S Empowers

PIPs' users say the app...



Keeps them connected & engaged



Gives them a sense that their actions do matter



Motivates them to maintain healthy habits

"The P4S program helps me visualize what I am doing now to get to my goals and to be mindful about the process. That's the biggest thing; it encourages mindfulness."

Mechanical Engineering Student,
NYC College of Technology

"The goal is to get more points, but if [you] keep doing the actions—[it's like] muscle memory—you'll just do them automatically and sometimes even forget about the points."

Nursing Student,
Long Island University

"When you become conscious of what you are doing [and] the impact it has, it motivates you to keep on doing it."

Economics/Business Student,
Queens College

"[PIPs is] about developing skills, being more open, [and] being more aware that there are problems in the world and [that] we have the power to change things."

Biology/Psychology Student,
City College of NY

Sponsor Opportunity

Support X Students Per Year

Sponsor decides number of students to support;
May select region and whether to support Secondary and/or Post-Secondary Students

Costs

\$1,250 Per Student
(\$1,000 reserved for grant, \$250 P4S program fee)

Benefits

Sponsor Recognition

Featured placement on both pips rewards.com and pipseducationfund.org websites;
in monthly newsletters and press stories; on social media, and in annual reports

Data Analytics

Monthly activity and impact reports

Speaking Opportunity

(Optional) Meet via Zoom with students to talk about your company, what it does, what sort of skills a student might need to work there, etc.



PIPs Education Fund (PEF)

PIPs Education Fund (PEF) is a New York State 501(c)(3) nonprofit organization whose charitable purpose is to help bridge the education equity gap by turning student engagement in personal, community, and planetary action into funds for school.

POWER THE PIPs OPPORTUNITY

To learn more, email us at theteam@pipsrewards.com