

# How the fundraising actually works

## Introduction

Community Fundraisers have a unique opportunity to build a substantial regular monthly income for their chosen cause by helping people to save money on their monthly phone, internet and energy bills.

This section explains how the fundraising element works – how we pay your chosen cause. This is also referred to as the 'Financial Plan'.

It also shows why it is so important that everyone you encourage to phone us has your CFR Appeal Number – otherwise we won't know who they are supporting.

## Commission

To start generating commission you simply need your supporters to call our team and switch their utility services to us (you can be one of your own customers!).

We will issue you with a single monthly statement showing all commissions due. It will also show how many active customers there are on your account, and who is supporting your cause.

You can also see how many active customers there are on your account by logging on to the company extranet.

The amount of commission your chosen cause receives depends on which service(s) are being taken by your customers and how much of each service they use; the more your customers spend on our services, the greater your commission will be.

In addition to your supporters' energy and internet usage, most types of telephone calls and mobile phone line rental charges will be included in calculating the commission payable. You only receive commission once we have been paid by the customer.



## Our Three Part Payment Plan

### 1. Customer Volume Commission - CVC

Customer Volume Commission (also referred to as Residual Income) is paid directly to the chosen cause of all Community Fundraisers.

Customer Volume Commission (CVC) is paid on the services that are used by your supporters at varying rates.

Commissionable services include: landline and mobile telephone calls, line rental on certain mobile phone tariffs, gas and electricity usage, internet access etc.

Non-commissionable services include: (amongst others) certain special calls such as Premium Rate numbers, non-geographic numbers, roaming, SMS messages, line rental (except on certain tariffs), some monthly service charges, minimum monthly call spend and equipment rental charges.

In respect of customers taking energy, we reserve the right not to pay CVC where the customer is unprofitable or on the Priority Services Register.

CVC is only payable in respect of customers who have paid the relevant monthly invoice.

The table below summarises the percentage of CVC you can receive. CVC will be paid at the 200 Plus Club rate if there are 200 or more qualifying customers when the commission is calculated

Personal Customers	Status	
	Standard Rate	200+ Club
<b>Internet Services</b>		
BroadCall - Fixed Monthly Charge	2%	3%
BroadCall Plus - Fixed Monthly Charge	4%	5%
Broadband Lite	2%	3%
Broadband Standard	3%	4%
Broadband Max	4%	5%
<b>Energy Services</b>		
Gas & Electricity usage	2%	2%
<b>Telephony Services</b>		
Home Phone - Calls	4%	5%
Internet Phone - Calls & Line Rental	4%	5%
Mobile - Calls & Line Rental	4%	5%
BroadCall - Calls	4%	5%
BroadCall Plus - Calls	4%	5%
CallMe (0800) - Calls	4%	5%
<b>Membership Levels</b>		
Silver	2%	2%
Gold	4%	4%

### 2. Customer Gathering Bonus - CGB

A one-off bonus of £5 will be paid to the CFR for every supporter that successfully applies to join the Utility Warehouse.

Customer Gathering Bonuses are paid during the month after the first service as a CFR supporter's Utility Warehouse account goes live. CGB is not paid in respect of new occupiers who move into a property



previously occupied by a Club member. If a customer does not pay their first direct debit payment in respect of any service on their account or cancels their application for services on that account within the first 90 days, any CGB paid will be reclaimed from the CFR on the next commission statement.

### **3. 90-Day Starter Bonus**

If at least 12 people sign up as active customers on your account within the first 90 days of your joining, your chosen cause will receive a one-off £25 bonus equal to your joining fee.

- All 12 customers must have become a customer within 90 days and must have at least one live service within 120 days from your date of joining.
- The Starter Bonus will be credited on your commission statement. It is a single, one-off payment, and will be paid in the commission run immediately after your initial 120-day period has been completed.
- The 90/120-day period starts on the date that your Community Fundraiser application is processed at Head Office.

This is an extra incentive for you to start introducing people to the fundraising scheme, and to make a significant difference as quickly as possible.

## **Glossary of Terms**

### **Commission Calculation Period**

The period between the 10th of the month and the date at which the commission is calculated that month (normally on or around the 17th day of the month).

### **Community Fundraiser (CFR)**

An Executive position that gathers customers for purposes of raising funds for a community cause. A CFR pays a joining fee of £25. A CFR does not actively sign up customers but publishes the Community Fundraising Team freephone number for the sales team.

### **Financial plan**

The plan showing all aspects of Community Fundraiser earnings, detailing potential bonuses and commission structure.

### **Sponsor**

The Distributor who is the immediate 'upline' of an Executive (usually the person who has introduced them to the Opportunity), and who is responsible for their guidance and motivation.

### **Administrator**

Each CFR position must have a nominated Administrator. This person is responsible for promoting the scheme within the community and for all correspondence with Executive Services.



