

# Buying Time

Donations that truly connect people with the cause and your brand.



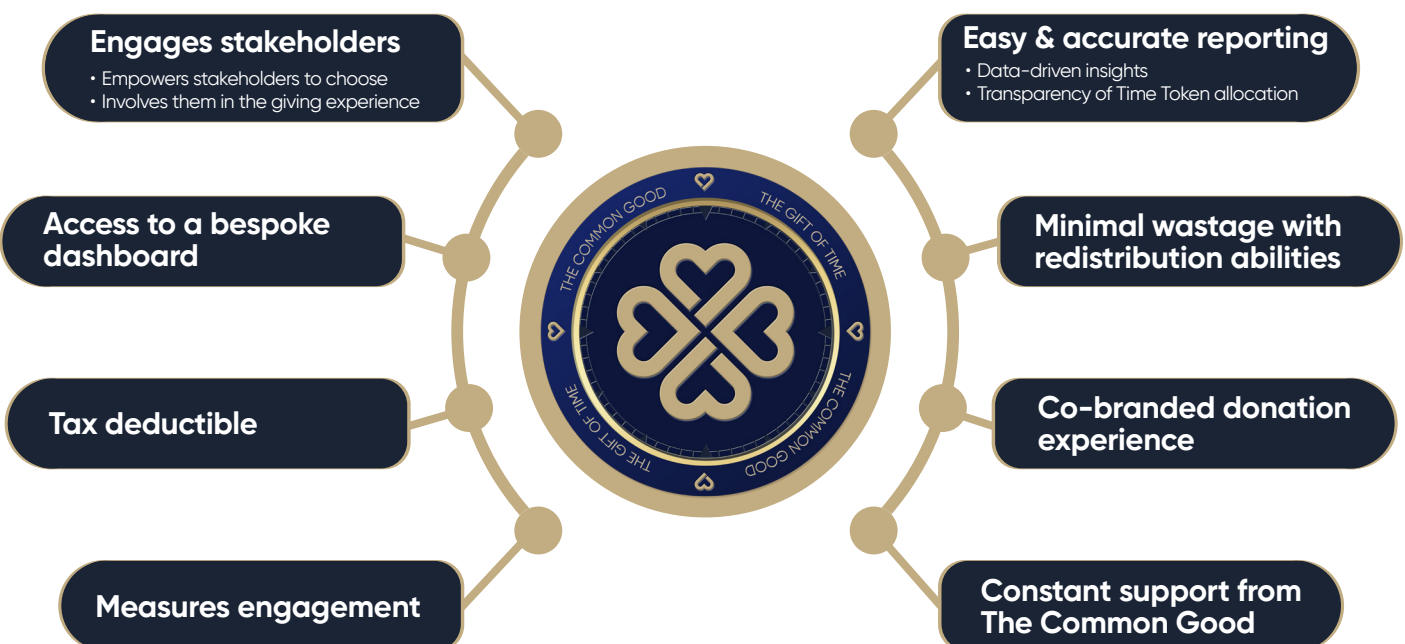
## About Buying Time

Buying Time is an innovative way to include your stakeholders on the journey of giving. We've distilled one hour of medical research time into one precise dollar value (\$48). These are called Time Tokens and are distributed via the platform. Buying Time turns the donation process into an experience for every stakeholder of your business. The tokens are sent to your stakeholders, where they then begin their own personal research time allocation experience all via the Buying Time platform.

Time Tokens allow your stakeholders to choose which area of medical research they'd like to contribute time to, and it's this ability to choose that heightens the engagement of the donation. It empowers your stakeholders to give to a cause that's personal and meaningful to them, which in turn makes the donation feel much more rewarding. We even notify them when their hour is being used, which makes the donation feel tangible and genuinely change-making. Additionally, as a business you will have transparency and data-driven insights as to how the time has been used, so that you can report on your investment into medical research and reflect on exactly where your generous donation went.

## Benefits of Buying Time for your Business

As a business, you want to look after the interests of your stakeholders. We want to make it simple for you to do exactly that via an innovative platform designed to deliver a truly engaging and rewarding donation experience. Instead of simply writing a cheque or making a one-off donation, Buying Time gives you the opportunity to make every Corporate Social Responsibility dollar you spend work even harder for your people and your brand in a very tangible way. Time is our commodity, we're experts at limiting wastage and redistributing unallocated time to ensure every hour is directed towards real medical research.



# Data privacy and security

Customers are only ever contacted to deliver messages around the allocation and use of their Time Token. The Common Good will not contact customers for any other purpose unless they have opted in to do so.

While data is important to us, privacy is even more important. All data is encrypted, accessible only through secure access and is stored in Australia.

## How to Utilise Buying Time

Buying Time allows you to extend that feel good giving moment to those involved in your business. Whether that's your team, your customers, your suppliers, your residents or your shareholders. Giving feels good, so why not let other people join you on that journey?

Buying Time delivers tangible recognitions targeting a variety of health issues which are meaningful to so many. When you invite people into this experience, there is a personal appreciation which enhances the value to your brand.

### Your stakeholders win, medical innovation wins, and your business wins.

Other businesses have found gifting a Time Token as part of their customer acquisition strategy an excellent way to get cut through, whilst also demonstrating the values of the business. Time Tokens are also great to incorporate into bonus or incentive programs and complement financial rewards with an element of generosity. At only \$48, Buying Time allows you to show generosity in a cost-effective way.

## About The Common Good

The Common Good, an initiative of The Prince Charles Hospital Foundation, is established to help people live healthier for longer. Through the power of the collective, we support and facilitate the work of incredible researchers who are dedicated to making breakthroughs in the areas of heart disease, lung disease, mental health and dementia.

Researchers rely on time to make medical breakthroughs that go on to save lives. Our goal is to provide them with as much time as possible in the hopes of changing lives for the better all around the world. And time is money. That's where Buying Time comes in.



*Kate Phillips - Heart and double lung transplant recipient*

*Zac Esso - Heart transplant recipient*

## Contact our team

**Michael Hornby, Chief Executive Officer**

Michael.Hornby@tpchfoundation.org.au 0400 320 865

**Mick Dwane, Partnerships Manager**

Mick.Dwane@tpchfoundation.org.au 0419 215 233

**Chloe Nguyen, General Manager Marketing**

Chloe.Nguyen@tpchfoundation.org.au 0424 822 327



**THE COMMON GOOD**  
PEOPLE POWERING MEDICAL DISCOVERIES

