

**Bank of America  
Chicago Distance Series  
Charity Programs**

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**Given  
Gain**

A photograph of a female marathon runner, smiling and making a peace sign with her right hand. She is wearing a race bib for the Bank of America Chicago Marathon, with the number 136021 and the date October 12, 2025. The bib also features the Nike logo and the word 'RUN'. The background shows a crowd of spectators and other runners, all under a blue color overlay.

# About GivenGain

# Your-not-for-profit giving platform

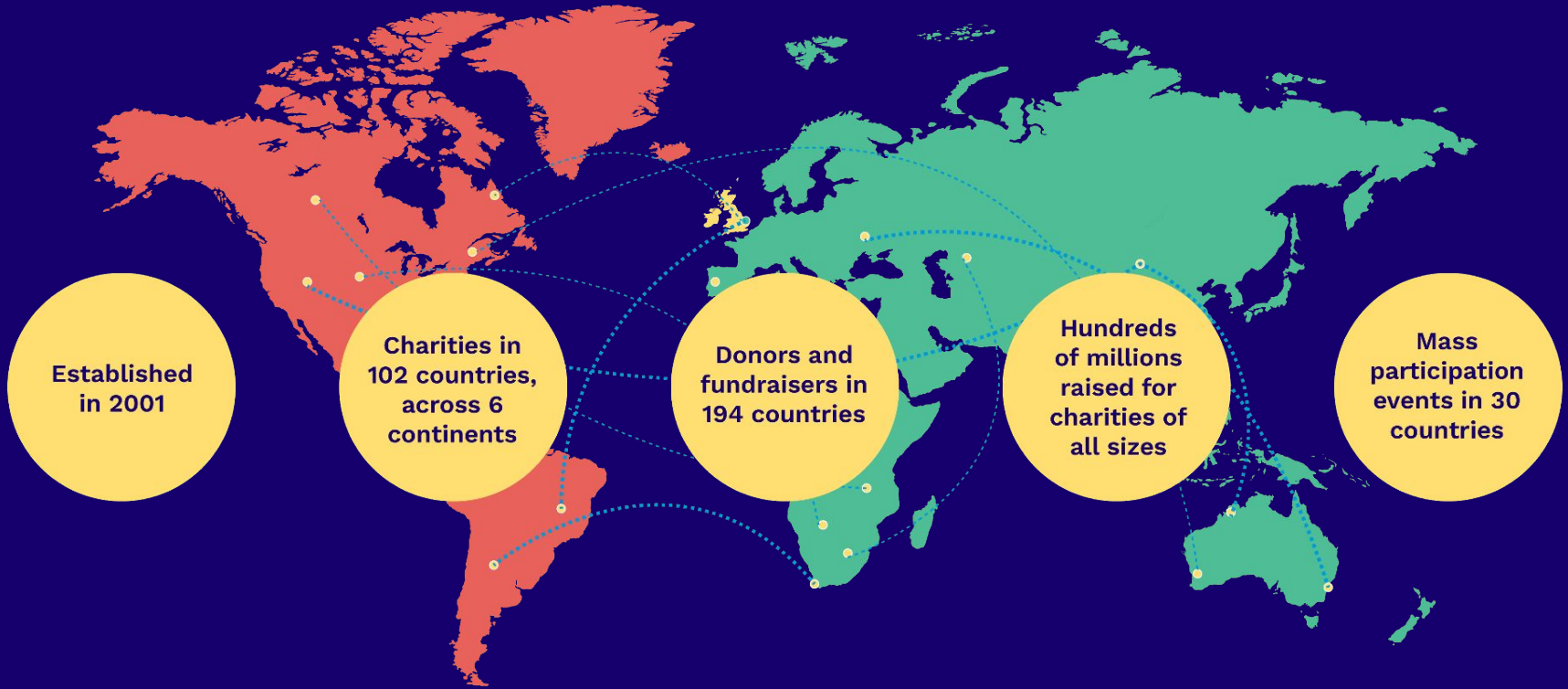
We empower amazing humans to champion the events and causes they love and care about all over the Globe.

## Given Gain

All give. All gain.



# GivenGain drives fundraising globally



# Your dedicated team



## Founder & CEO

**Johannes van Eeden, Founder**

- Executive lead of all aspects of the business and partnership



## Business Lead

**Faith Steckel, VP of Partnerships**

- Strategic oversight and direction
- Ensure operational alignment
- Lead key stakeholder conversations
- Step in to unblock issues



## Data & Reporting Lead

**Adriaan Viviers, Chief Financial Officer**

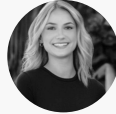
- Build a comprehensive data dashboard for external stakeholders
- Help inform decisions with data-led analysis



## Technology Lead

**Bruce Jackson, CTO**

- Lead all aspects of GivenGain technology solutions including platform integration with Let's Do This



## Success & Service Lead

**Natalie Gabrenya, Partnership Manager**

- Main point of intake for requests
- Task routing
- Support coordination between stakeholders
- Monitor timelines and ensure delivery



## Branding & Design Lead

**Grant Clark, Creative Director**

- Own all design needs tied to the event
- Ensure GivenGain is prominent across all assets
- Liaise with stakeholders on co-branded materials



## Governance Lead

**Eduard Malan, CSGO**

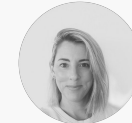
- Lead governance, strategy and corporate compliance to ensure seamless end-to-end partnership and solution



## Marketing Lead

**Chris Gaube, Chief Marketing Officer**

- Represent marketing in all planning
- Drive campaign strategy
- Execute in line with event goals
- Coordinate with external marketing teams



## Support Lead

**Stacey Pellis, Customer Support Manager**

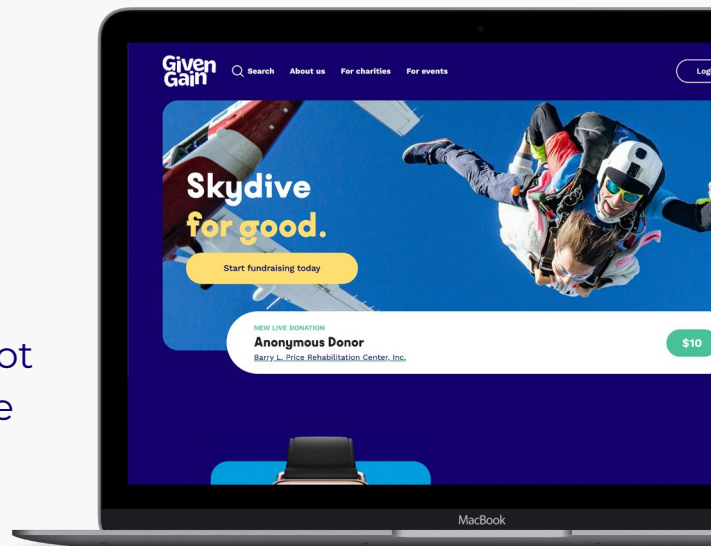
- Leverage existing relationships to ensure continuity
- Provide charity support to ensure success
- Assist with frontline support and escalations

A photograph of two young women embracing warmly at what appears to be a track and field event. They are both smiling broadly. The woman on the left has her arms around the woman on the right. In the background, other people are visible, some wearing athletic gear with numbers like '396' and '1448'. The entire image is overlaid with a semi-transparent blue filter.

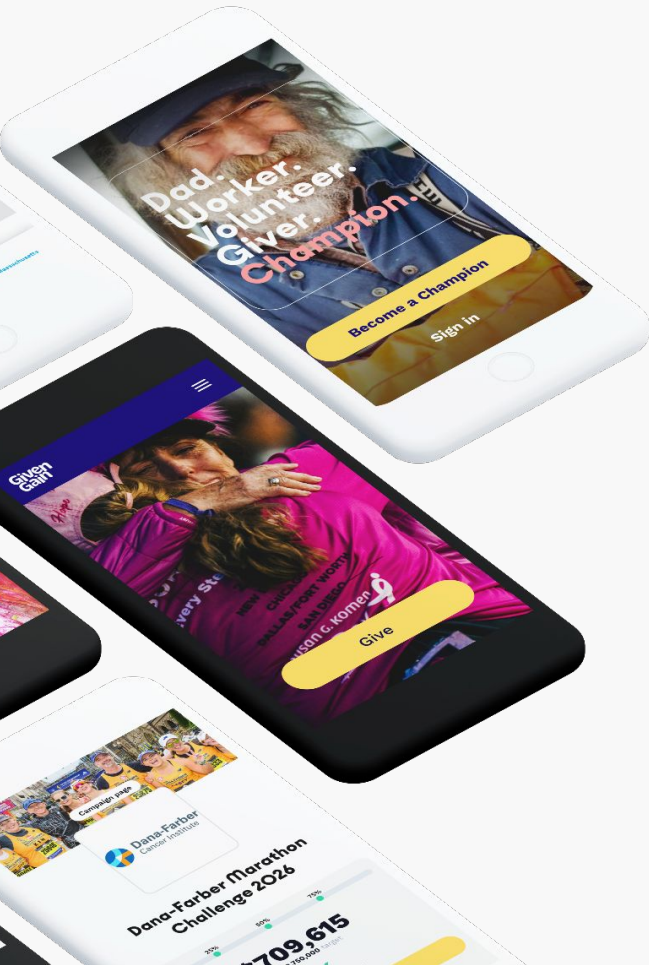
**What makes us special**

# More than just a platform

- **Fundraising-first focus:**
  - Fundraising isn't an add-on – it's our foundation. Purpose-built for impact, we've designed every feature to help charities raise more funds for events
- **A unified giving experience:**
  - We eliminate barriers for donors, fundraisers and charitable organizations, creating an frictionless, straightforward process from start to finish
- **Community-driven technology:**
  - Designed to inspire and grow your community, not just facilitate a process. Unlike other platforms, we don't profit from donations



# A true fundraising partner



- **No platform fees to access GivenGain:**
  - As a charity, there's zero cost to access our platform and all its available features – just more money going where it matters most
- **Strategic support, service & customer success:**
  - World-class 24/7 global support and 1:1 service guiding you every step of the way. We collaborate, listen, innovate, and continuously improve
  - Dedicated team and account management



Additional capabilities

# Integrated tech



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**1 + 1 = 3: Best-in-class AI registration platform integrating with the world's leading global endurance event fundraising platform in order to create a seamless end-to-end athlete experience.**

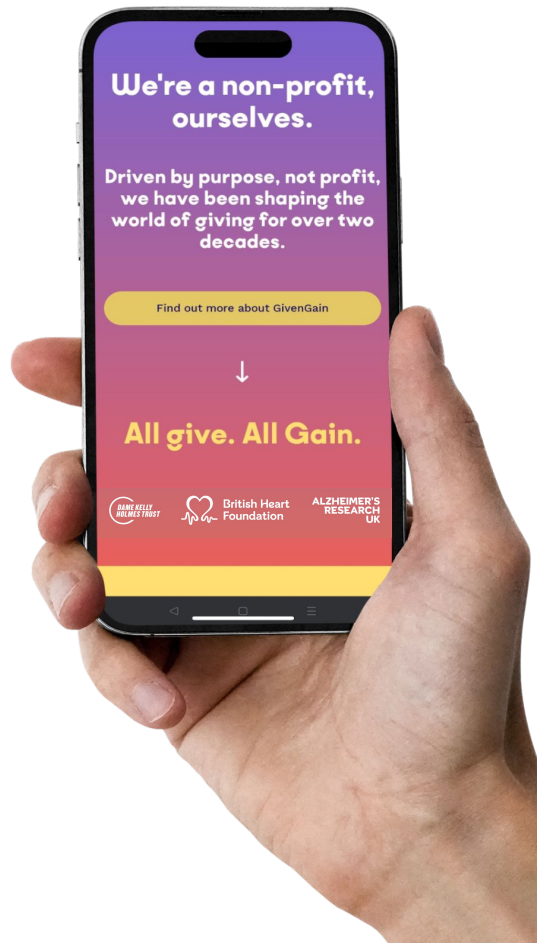
- Frictionless registration → fundraising journey
- Unified participant support across charity partners
- Fundraising pages auto-created during registration
- Real-time data integration across both platforms
- AI-driven and charity fundraiser-focused tech stack built for innovation and scale

# GivenGain tech

Best-in-class fintech meets social impact fundraising at-scale.

Powered by purpose and 1:1 support to provide:

- Seamless cross border financial processing
- Fundraiser-first UX platform
- Highly visual, brand-first storytelling
- Bespoke communications, marketing and PR support
- Real-time tracking, analytics and live donations on event pages
- Powerful integrations (e.g., Meta, Salesforce, Double the Donation, + other API's)
- All major payment methods, plus crypto, DAF, stock options
- The most frictionless donor experience



# No one will out-service us

We're a non-profit ourselves. Our mission is to break down the barriers of giving. You can expect an unparalleled dedication to you: the charity partner.

We'll provide strategic support and help you maximize donor impact through your fundraising efforts. We have you covered 24/7/365 with the following:

- Dedicated partnership success team
- Strategic marketing & communications support
- Event and fundraiser onboarding, incentives and campaign strategies
- Trainings, webinars, tools & best practices
- Technology and technical support

Given Gain Search About us For charities For events Login Sign up

Event Page

## 34th Annual Austin Marathon Gives

**\$235,641** Raised

**25** Charities supported

**154** Champions

Includes \$18,314 raised off platform

The Ascension Seton Austin Marathon, Half Marathon, and 5K will fill Austin's streets on Feb 16th, 2025 and we want you to be part of the action! Joining a charity team is a great way to make your miles count by supporting a worthy cause.

Our goal for 2025 is to see runners raise over \$500,000 for these incredible causes.

Austin Marathon Gives connects non-profit organizations to passionate race participants to fundraise and raise awareness for causes that give back to our local community. Since the inception of the program has raised over \$3M for Texas charities.

For more information about Austin Marathon Gives, please email [charity@youraustinmarathon.com](mailto:charity@youraustinmarathon.com).

Austin Marathon Gives | Austin, TX, USA

Give

Spread the word and share this event

f X in e

## Leaderboard

Top ranked fundraising champions for 34th Annual Austin Marathon Gives

Champions Charities

Search champions

1	Tim Revell	\$8,925	<a href="#">View Project</a>
2	Cameron Nguyen	\$5,070	<a href="#">View Project</a>
3	Eric Kase	\$3,500	<a href="#">View Project</a>
4	Sunwoo Choi	\$3,150	<a href="#">View Project</a>
5	Alejandro Banchs	\$3,022	<a href="#">View Project</a>
6	John Kangos	\$2,778	<a href="#">View Project</a>
7	Ian Parmiter	\$2,725	<a href="#">View Project</a>

# Data reporting & analytics

## Charity Administration Platform Access

Charities receive all-access to GivenGain's proprietary and secure admin platform with visibility across:

- Individual donations (including donor data where consented)
- Active projects, campaigns, and fundraisers
- Aggregated real time data and analytics
  - Total raised per fundraiser
  - Total raised by project
  - Online vs offline donations
  - Totals by donation payment method
  - Interactive global donor location map
  - Date slicer for custom time-period analysis

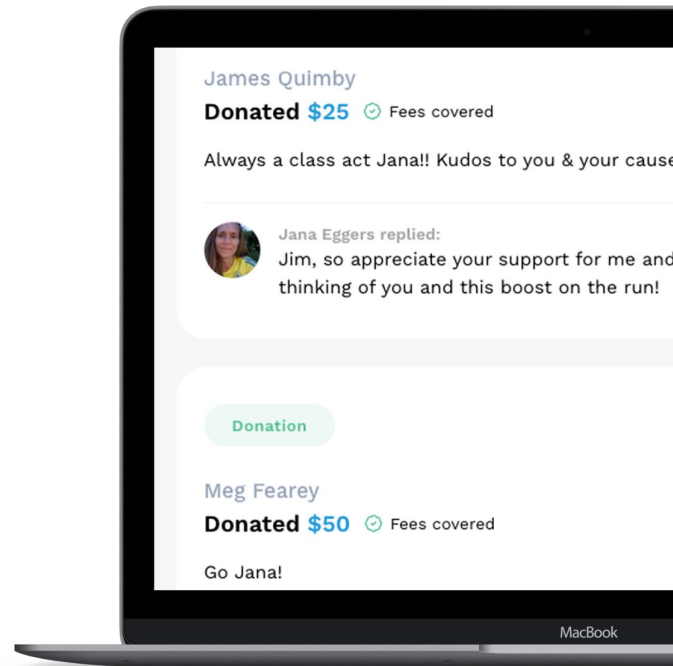


# Data reporting & analytics

## Charity Donation Transfer Reports

Detailed financial reports for every donation transfer batch, including all relevant reconciliation and payout information.

**All charity-level donation data can be:** Filtered by multiple criteria (date, campaign, fundraiser, amount, etc.)  
Exported in CSV; format for offline reporting and accounting purposes.



# The best pricing & fees

No subscriptions. No feature paywalls.

## 100% nonprofit donation model

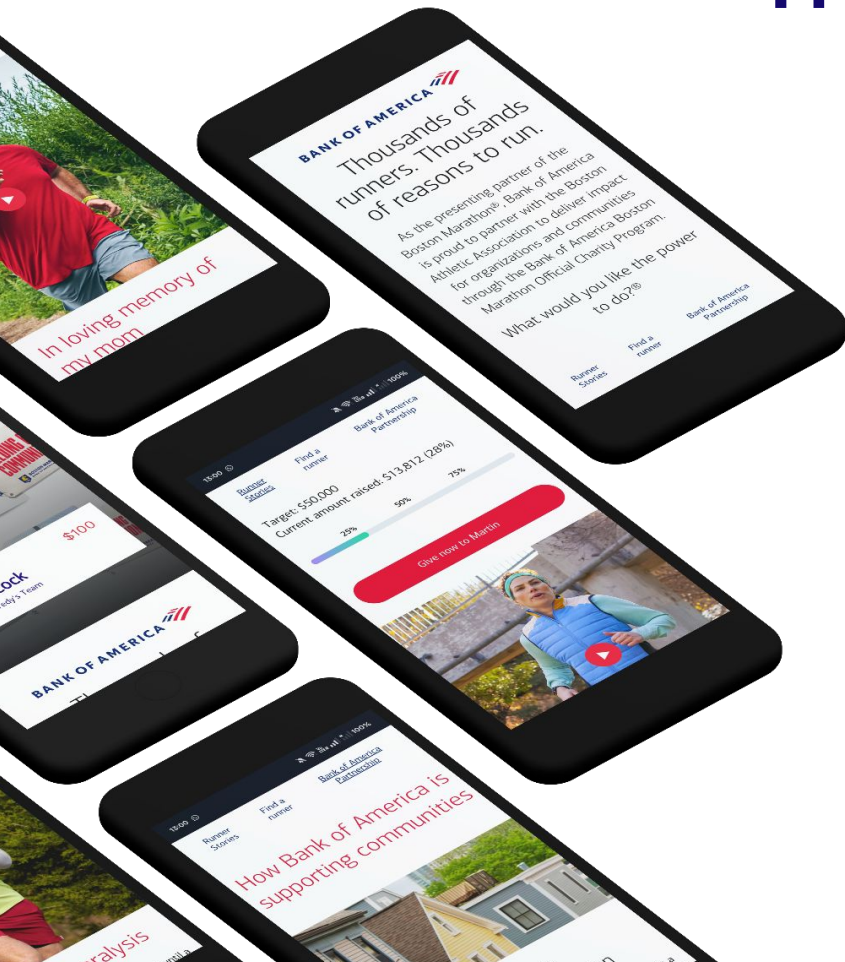
- 95% of every donation goes directly to the charity
- 5% retained to support GivenGain's platform and infrastructure (security, compliance, technology, and global support)
- All surplus is reinvested into the platform

## Payment processing (pass-through)

- Cards & digital payments: ~3.0%

We actively encourage donors to cover this ~8% platform and processing fees on behalf of charities - approximately 83% of U.S. donors choose to do so.

The average all-inclusive **net effective rate for charities on GivenGain is just 2.56%** - lower than a standard 3% credit card fee.




# Promotion of your amazing fundraisers

Social media content | Newsletter inclusions | Homepage promotion | Global audience of >250,000 | Example content below:



Given Gain

**"If the ice breaks,  
it's all over for me.  
I climb carefully."**



MARK IS A CHAMPION AND  
GIVENGAIN IS HIS PLATFORM.

This promotional card features a photograph of a person ice climbing a massive, blue-tinged ice wall. The climber is a small figure against the vast, textured ice. The bottom left corner has a dark blue background with white text and a QR code.



Hank  
Anchorage  
NY Marathon Champion

Given Gain

**Dad.  
Worker.  
Volunteer.  
Giver.  
Champion.**

**"I run for the neighbourhood that has given me  
everything, and for the kids and their future."**




This promotional card features a portrait of Hank, a man with a long white beard and a blue cap, wearing a blue jacket and a yellow life vest. The text is overlaid on the image. The bottom left corner has a white background with black text and a QR code.



Given Gain

**"We have to  
work together,  
to our strengths.  
We also need to  
know our  
weaknesses."**

MARISSA IS A  
CHAMPION AND  
GIVENGAIN IS  
HER PLATFORM.



This promotional card features a photograph of a woman, Marissa, who is covered in mud and colorful paint, likely from a triathlon or mud run. She is looking down with a determined expression. The bottom right corner has a yellow background with black text and a QR code.



# The “why”

Partnership approach and why this change strengthens the Bank of America Chicago Distance Series charity programs long-term

# It's what we do

Fundraising isn't one of our platform features, it's our sole focus, and the heart of who we are. Rather than a faceless tech solution, we operate as a **global giving community**. We strive to empower fundraisers with everything they need to tell their story and galvanize their networks:

## Dedicated support and enablement

- Dedicated onboarding specialists
- Human support across all global time zones
- Fundraising strategy guidance
- Campaign optimization support

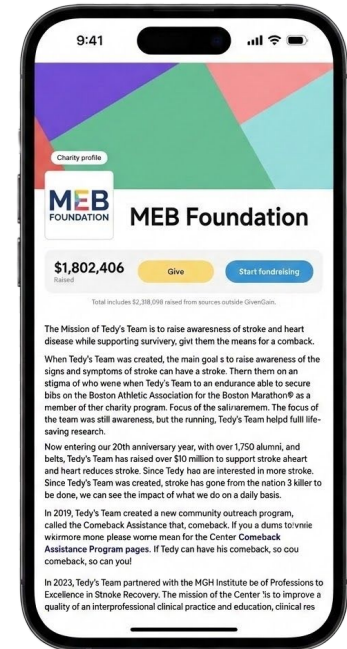
## Growth and performance infrastructure

- Benchmarking insights
- Best practice toolkits, live webinars
- Fully customized data reporting
- Automated tax-deductible receipts



# Why this benefits charity partners

- **Long-term platform stability:** Independent foundation structure (cannot be sold or acquired)
- **Global payment capability:** Borderless processing supporting charities, fundraisers, and donors in 190+ countries
- **Dedicated human support:** Onboarding, optimization, and year-round assistance
- **Optimized donor conversion tools:** Designed to increase average donation value
- **Transparent pricing and reporting:** Clear economics, real-time visibility
- **No subscriptions or feature paywalls**
- **Evergreen access:** Enabling year-round fundraising across all events

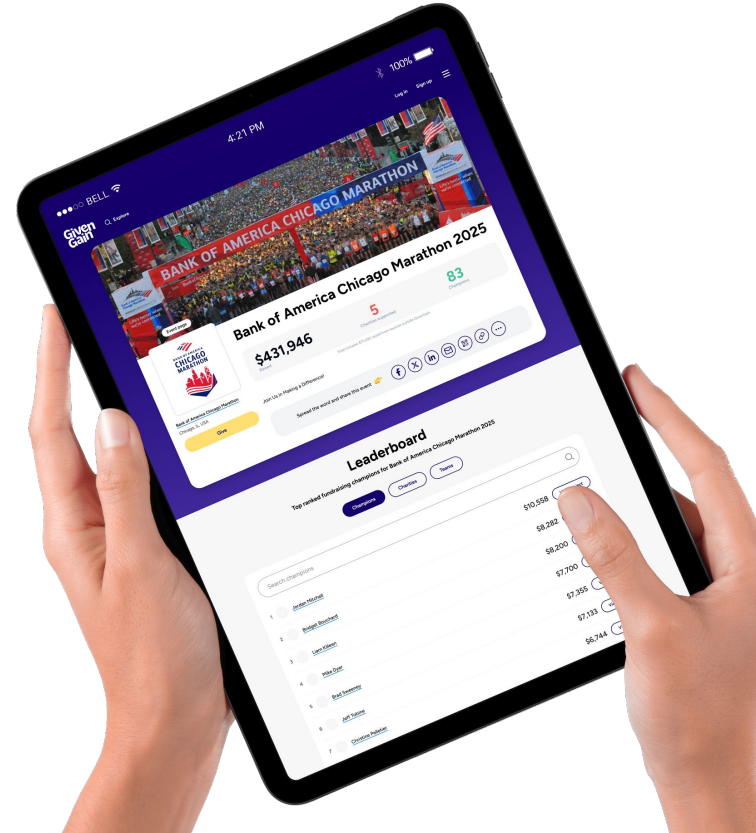


# Fundraising growth commitment

Our objective is to drive measurable fundraising growth for your charity.

Through our world-class fundraiser UX, campaign optimization frameworks, donor conversion pathways, and data driven stewardship strategies, we will aim for participating charities to outperform prior benchmarks over the 2027 cycle and beyond.

**A platform transition should unlock progress, not just replace what came before.**



Together, we're raising the bar  
on what impact can look like,  
and delivering it.



BANK OF AMERICA  
CHICAGO  
DISTANCE SERIES



x

Given  
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