

The Community-Based Ecosystem Where People Save Money & Local Businesses and Nonprofits Prosper!



diningforcharities.com Atlanta GA  

[Brick & Mortar](#) [Restaurant](#) [Service](#)

LEAD INVESTOR



Cindy Rainbolt

My husband and I tried Dining for Charities (DFC) and based on our initial experience we have continued to use DFC. We believe it is a great product. DFC provides a win for all participants with restaurants, entertainment venues and retail stores getting new and repeat customers in their doors, the customer gets to try different restaurants at discounted prices and the local charities benefit. We try to focus on investing in companies with products that we use in our everyday lives. When we received the opportunity to invest in DFC, it matched our investment philosophy. In addition, Bill Evans has the resume experience for the business and DFC's business plan is to take the existing product template and expand that template to over 100 markets in the United States. We are certainly excited to be involved in this investment opportunity and are looking forward to watching DFC's planned growth unfold. Cindy Rainbolt, Energy Management Services

Invested \$15,000 this round

Highlights

- 1 Currently on-boarding Atlanta + Las Vegas + Mobile + Birmingham + 8 more markets by year's end.
- 2 August 2023 named Best Charitable Hospitality Marketing Strategy Organization in 2023 by LUX Life.
- 3 \$1.1M cumulative revenue, bootstrapped. 47.28% Returning Customer Rate from 2021 through July 2023.
- 4 5/10/23 "Dining for Charities Day" declared in Columbus, GA recognizing 100K+ raised for charities.
- 5 Named "The Next Big Deal" by the National Association of Broadcasters Small Market in October, 2019.
- 6 Over 8,000 customers.
- 7 15% of each deal sold is donated monthly to a local charity partner in the markets we operate in.
- 8 Over \$165,000 raised for local charities as of August 2023.

Our Team



Bill Evans Founder and CEO

As Founder Evans has been working diligently every spare minute to bring Dining for Charities to its current opportunity of expanding across the U.S.



Connor Evans COO/CTO

Connor brings more than 15 years of tech, sales, marketing, and operations experience specializing in ecommerce and digital marketing. He currently consults with companies in several industries as an expert in digital technology, sales, and marketing.



Kristen Nesbitt VP of Sales

Kristen has a rich background in the media industry and the world of wine. She was one of the Founders and Marketing Manager of Chumeia Vineyards winery. She is an original member of Dining for Charities and a highly awarded media sales professional.



Shaun Patrick Hynes Head of Customer Success

Shaun is a veteran broadcaster spanning 35 years, garnering several awards for marketing, promotions, & production for local affiliates of all major TV networks. An original member of DFC.



Shaun is now fully devoted to its expansion and continued success.

Welcome to...



"THE NEXT BIG DEAL"
NAB SMTE, 2019

HOW DFC WORKS



Partner business is paid their percentage after deal purchase, regardless of voucher redemption.
Vouchers purchased on DFC website; no transaction costs for partner businesses.

SUPPORTING SMALL BUSINESSES

- Vouchers help businesses attract and retain customers
- DFC's core strength: powerful marketing vehicle for our partners and ourselves
- Businesses benefit from total DFC marketing as all local business customers are funneled to the community website where their deal lives
- Local nonprofits deliver shopping encouragement directly to their supporters

DFC HAS A FULL DIGITAL AGENCY FOR OUR SMALL BUSINESS PARTNERS FEATURING:



WEBSITE DEVELOPMENT



SOCIAL MARKETING

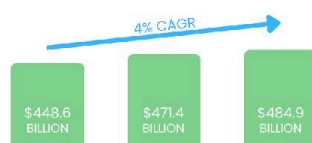


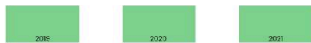
DIGITAL ADS

HELPING LOCAL NONPROFITS

15% OF EVERY DEAL IS DONATED TO LOCAL CHARITIES & NONPROFITS

In response to weather events, global pandemics, and other societal ills
AMERICANS HAVE DEMONSTRATED BIG HEARTS





BP Source: "The 50 Most Likely to Thrive in 2021," 2021, <https://investor.bp.com/content/dam/investor/documents/2021/50-most-likely-to-thrive-in-2021.pdf>; "Charitable Giving Trends," 2020, <https://www.charitablegiving.org/>

MARKET POTENTIAL & TARGET MARKETS



BP Source: Statista, source: Statista.com; Transparency Market Research; Digital Coupons Market

THE DIGITAL COUPON MARKET BOOM



www.transparencymarketresearch.com/digital-coupons-market.html

Forward looking projections cannot be guaranteed.

COMPETITIVE LANDSCAPE



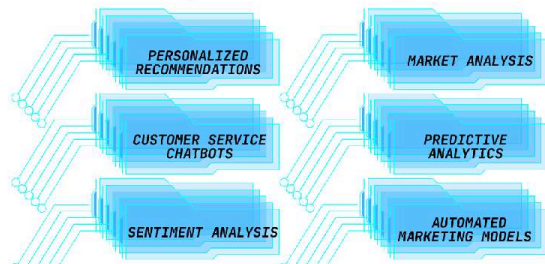
*Will be nationwide by 2024

Statista, "Global revenue of Groupon from 2018 to 2021," June 7, 2022, <https://www.statista.com/statistics/1111111/groupon-revenue/>

Forward looking projections cannot be guaranteed.

AI OPTIMIZATION

DFC'S PHASED APPROACH LEVERAGES AI TO:
DRIVE EFFICIENCIES ● ENHANCE CUSTOMER VALUE ● ACCELERATE GROWTH



GROWTH TIMELINE



Forward looking projections cannot be guaranteed.

REVENUE & SOCIAL IMPACT

TIME PERIOD	GROSS REVENUE	GROSS PROFIT
2018-2023	\$1,064,045	\$18,667
July 2022 - June 2023 (Last 12 Months)	\$785,678	\$38,368
January - December 2022	\$122,194	\$15,881
January - June 2023	\$63,234	\$23,193
2023 Projection	\$178,000	\$48,000

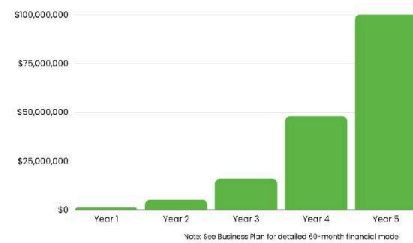
**DINING FOR CHARITIES HAS DONATED
\$167,312 TO LOCAL CHARITIES!**

Current revenue numbers as of July 26, 2023.

Forward looking projections cannot be guaranteed.

FINANCIAL PROJECTIONS

Annual Revenue Forecast



Year 5 KPIs

50+
Major US Markets

520
Annual Vouchers
Per Restaurant

1,485
Participating
Restaurants

0.65%
Market Capture

Forward looking projections cannot be guaranteed.

USE OF FUNDS & INVESTMENT OPPORTUNITY

\$1.23 MM RAISE IN EXCHANGE FOR 18% EQUITY

\$700K Hiring & Training	\$400K Initial Marketing	\$60K Software Development	\$70K OpEx / Market Expansion
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Note: Figures are rounded. See 10 periods from for details of use of funds.

184,000 SHARES OF CLASS B PREFERRED NONVOTING STOCK AVAILABLE

- ★ Preferred members will be paid back in full before any distributions are made to DFC
- ★ Per DFC business plan projections, all \$1.23MM will be paid back by end of Year 3 plus significant profit
- ★ Per DFC business plan projections, Dining for Charities will be profitable by the end of Year 2

Forward looking projections cannot be guaranteed.