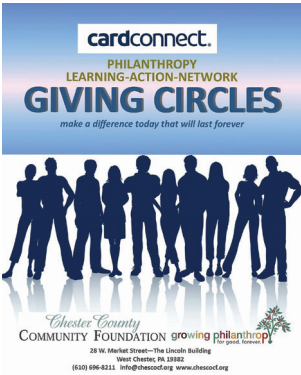


CARDCONNECT SMART GIVING CIRCLES



CardConnect is an innovative and rapidly growing payment technology company, where **Silicon Valley meets East Coast frame of mind.**

CardConnect was founded in 2006 by Brian Shanahan, a successful entrepreneur whose career spans more than 20 years in the payment industry. **Since its inception, CardConnect has**

adhered to one mission: to make payments simple and secure. CardConnect marries personalized service with an unrivaled technology platform. Nowadays the company is headed up by brothers Jeff Shanahan, President/CEO and Patrick Shanahan, COO and they have strengthened what their brother Brian started a decade ago.

As a recognized leader in payment security and processing technology, CardConnect takes great pride in its consistently high level of customer satisfaction. Its growing base of 65,000 customers concentrates on growing their businesses while CardConnect makes accepting credit cards as seamless as possible. From youthful startups to Fortune 500 iconic global brands, CardConnect helps businesses **securely process \$20 billion in card transactions each year.**

CardConnect’s leadership **cares about community involvement,** with special attention given to causes in its Greater Philadelphia backyard. CardConnect’s charitable arm, CardConnections was

born in 2015. Notes CEO Jeff Shanahan, “We want to be involved in our community, to make a difference. And also, from time to time our employees discover smaller nonprofits that can really use our technology and equipment to accept donations, but the smaller nonprofits cannot afford the market cost. So, we essentially give away what makes sense, in certain cases.”

CardConnections is broader than in-kind donations of CardConnect’s products and services. The CardConnect team is passionately interested in community issues. “Employees quickly got behind the charitable aspirations. But even though our employees are highly motivated to give back,” notes COO Patrick Shanahan, “we found it was difficult to participate in and manage all of our charitable interests. **We introduced a company policy that allowed employees to take four hours each month to volunteer at non-profit organizations.** But we found that employees weren’t taking advantage of the time out. Soon after, Chester County Community Foundation came into the fold.”

“When our Board Member Patrick South introduced us to CardConnect, we were enthralled with this brilliant company’s **corporate ethic of innovative community engagement,**” explains Community Foundation CEO Karen Simmons. “CardConnect had volunteer release time in place, so employees could engage with nonprofits. The leadership team found that the employees sought assistance finding the right nonprofits to hook up with. They had time, talent and treasure to give. But they wanted some direction and strategy.”

In a series of brief Smart Giving Circle meetings over a few

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months, the Community Foundation met with over half of CardConnect’s employees several times. The focus is clear for the Community Foundation: **get as many people as possible authentically engaged in philanthropy,** forging sustainable for-profit/nonprofit partnerships where everyone wins.

“As individuals, we have been involved in nonprofit charities for a long time,” explains CardConnect EVP Angelo Grecco. “But we weren’t quite clear on **how to pick charities that fit CardConnect’s strategic goals, and that would resonate with our own individual desires.** The Community Foundation Smart Giving Circles help us find answers.”

In **Smart Giving Circle** gatherings, employees learn about community issues in the region, discover nonprofit causes that resonate with their hearts and minds, review IRS 990 financial data, and trek on-site to visit the nonprofits in action. After strategically selecting their top nonprofits, employees volunteer individually, in small teams, and in larger groups. A CardConnection e-newsletter highlights monthly volunteer opportunities, and urges employees to schedule volunteer time out with their managers. Individual employees donate pooled funds, and CardConnect matches their donations. After that, Giving Circle members decide what amounts to grant to their priority nonprofits, while the volunteering continues throughout the year.

“It’s not just about the money we donate,” explains Human Resources Director Jennifer Ireland. **“It’s about how our employees are involved individually, as a team, and company-wide.** Community Foundation Smart Giving Circles have helped us strategically discern which nonprofit charities to engage with. We have clarified where our employee’s time can be best used in the community. Our employees are better situated to help with **hands-on volunteering, pro-bono consulting projects, and engage as committee members.”**

With the Community Foundation’s assistance, CardConnect explores an array of charities serving causes near and dear to employees’ hearts — from animal rescue centers to environmental advocacy, low-income families and children with cancer, and promoting involvement in the creative economy.



“The Community Foundation gives CardConnect access to a wealth of charities, helping us **discover organizations that weren’t on our radar,**” enthuses Michael Starosciak, Director of Marketing and a Giving Circle Member. “Because of this, the charitable possibilities are endless for our company, which is something we’re thrilled about. I feel fortunate to work with creative, hardworking team members who share a passion for improving the world around us.”

CardConnect CEO Jeff Shanahan sums it up. “Being involved with the community where we live and work is tangible. We get involved, hands-on, and see the difference we can make in our own back yard. This gives our **employees satisfaction,** and it **helps the community** and it **strengthens the company.** Win + win + win. Easy decision.”