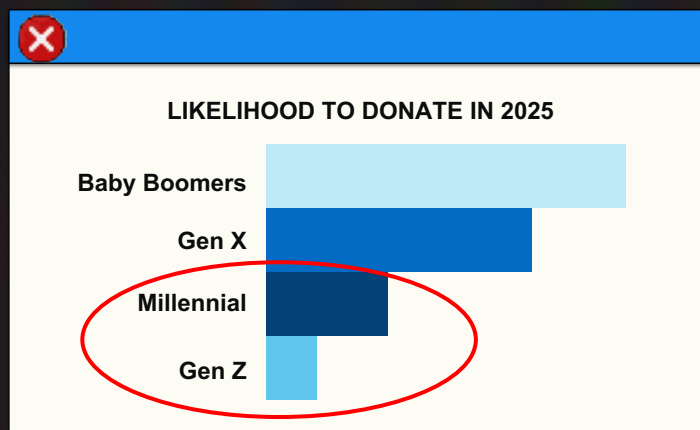
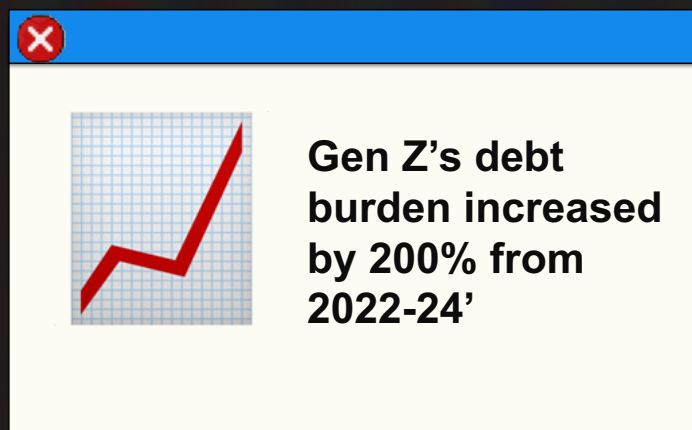


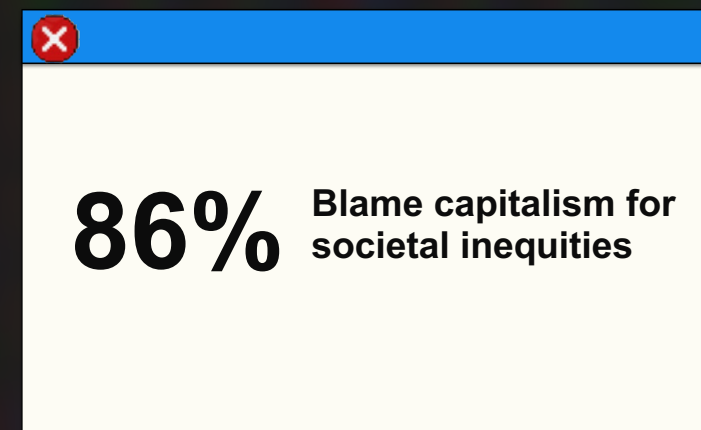
# TRYING TO CONVINC YOUNGER GENERATIONS TO DONATE TO A CHARITY THEY'VE NEVER HEARD OF IS A LOSING BATTLE



THEY'RE LEAST LIKELY TO DONATE, BUT 4X AS LIKELY TO ACT



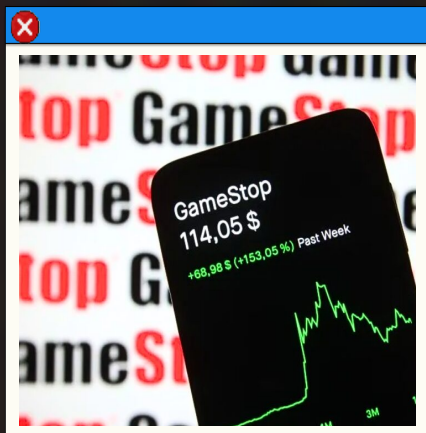
INHERITED MORE DEBT THAN ANY PREVIOUS GENERATION



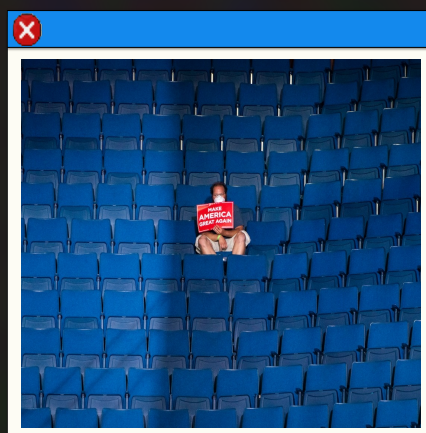
CORPORATIONS UPHOLD INEQUITABLE SYSTEMS OF ACCOUNTABILTIY

They inherited societal problems that they're financially powerless to fix

# YOUNGER GENERATIONS RECLAIM POWER BY REJECTING THE CORPORATE GREED THAT PERPETUATES SYSTEMIC INJUSTICE



Shorted Game Stop stock to stick it to Wall Street



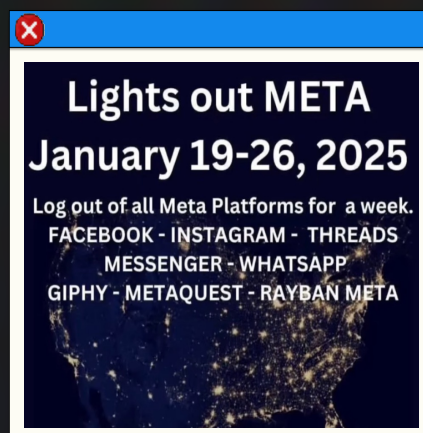
Bought out Trump rally tickets to leave 100's of seats empty



Hijacked NYPD's hashtag campaign with harsh realities

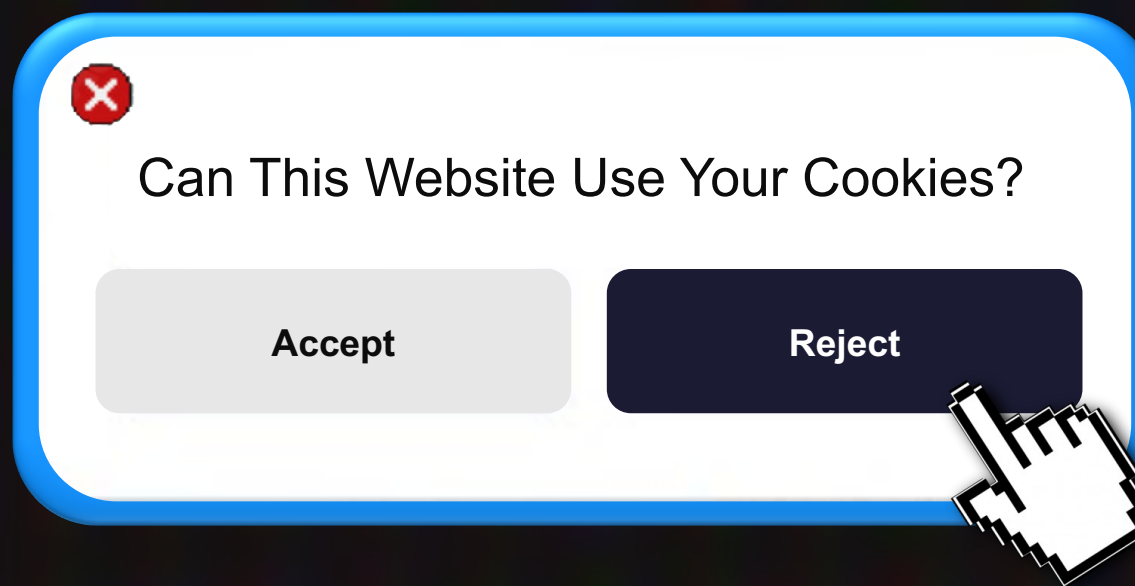


Hack RTO policies with lunch break badge swipes



Boycott Meta Platforms for data privacy violations

**Their most common act of defiance?  
Saying 'No' to cookies—**



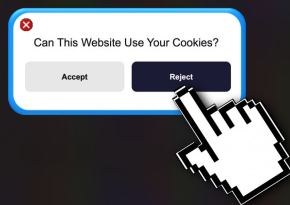
**+7 BILLION TIMES PER DAY**

OVER 1 TRILLION COOKIES TRANSMITTED ACROSS THE US EACH DAY

However,  
**50%**

of Gen Z & Millennials reject cookies—  
not just for privacy, but as an act of  
defiance against corporate greed.

Their resistance costs companies  
+\$600MM in lost ad revenue



Insight

- **THIS AUDIENCES' DATA IS MORE VALUABLE THAN THEIR DOLLAR**

WhyHunger's Opportunity

**TRANSFORM CORPORATE HUNGER FOR DATA INTO AN INDIVIDUAL ACT OF EVERYDAY DEFIANCE**

INTRODUCING...

# THE *Great* COOKIE EXCHANGE

*A new media moment that turns cookie permissions into sizable impact*

I ACCEPT

I WANT TO EXCHANGE MY DATA TO FEED FAMILIES IN NEED

I REJECT

HUNGER

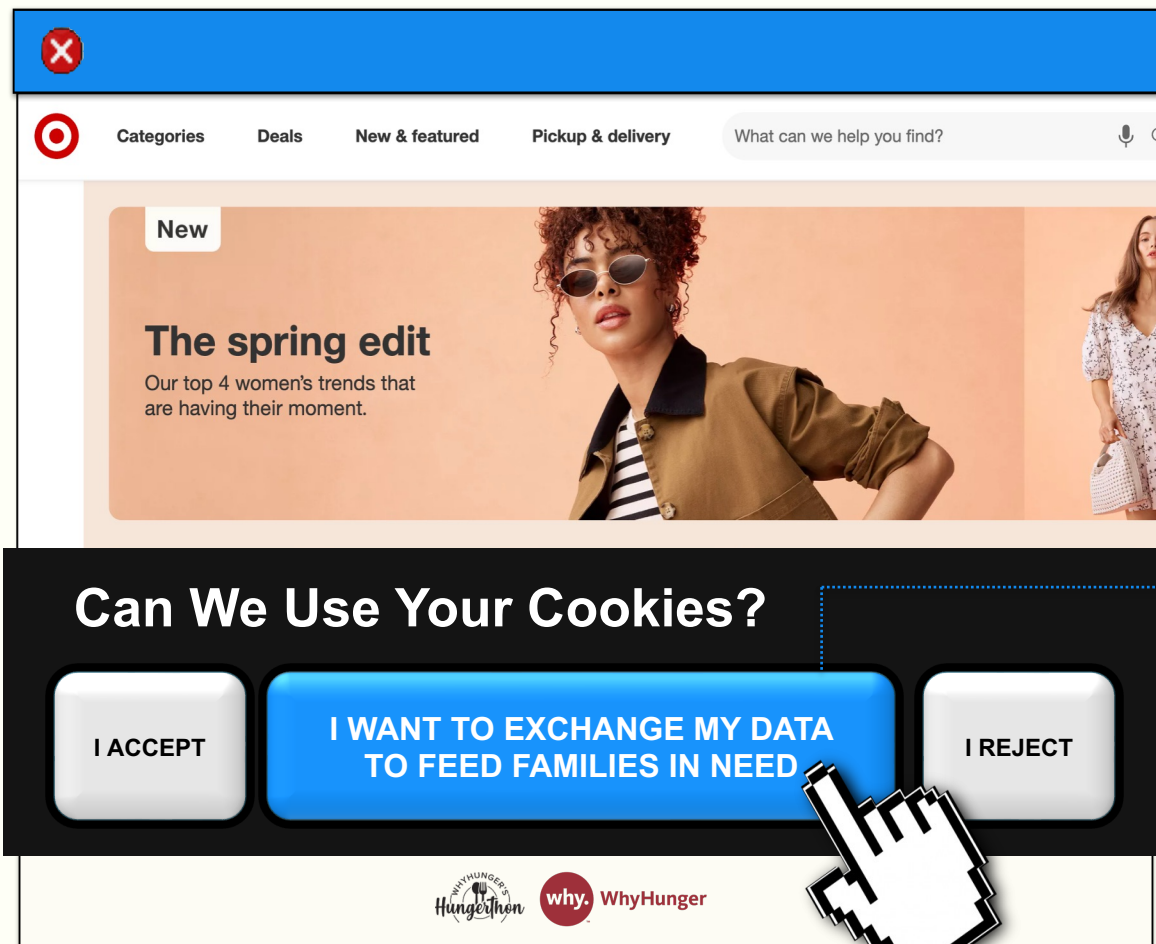
why. WhyHunger

website to give y  
es  
es. By continu  
cookies  
sing a  
website you are agreeing to the use c

d per  
cep

To find out more read our updated use of cookie

In a landmark partnership with  theTradeDesk®, TTD will donate the profit they'd normally pocket from selling younger gens' data to corporations, directly to WhyHunger



**VALUE FOR OUR AUDIENCE**

They reclaim control of the system by forcing corporations to make smaller, frequent donations on their behalf

**VALUE FOR CORPORATIONS**

They gain the most valuable audience data available in the marketplace & increase philanthropic perceptions

**VALUE FOR WHYHUNGER**

They establish awareness among a passionate new audience and increase frequency of donations

**TOTAL GEN Z +  
MILLENNIALS  
IN THE US  
= 142MM**

50% reject cookies to  
defy corporate greed

**50% REJECT THE  
COOKIE BUTTON  
= 71MM**

Assume at least 10% will  
opt-in to donate their  
data

**10% CONVERT  
= 7.1MM**

The amount donated on their  
behalf is \$1.06, the avg. value  
TTD places on their Cookie (CPM)

**142MM**

Total Audience Universe

x(.5)

**71MM**

Qualified Audience Opportunity

x(.10)

**7.1MM**

Qualified Donors

x(\$1.06)

**= \$7.5MM**

Donated to Why Hunger in 6 weeks  
7x WhyHunger benchmark

**= +21MM\* Meals Donated  
During Hungerthon**

**YEAR IN REVIEW**

**New**  
We welcomed our new Executive Director, Jenique Jones, to the WhyHunger family!

**932K**  
Connected over 932,556 people to healthy food and essential services in their communities.

Provided over \$135,000 in Rapid Response grants across 10 countries in the aftermath of crises like earthquakes, drought, climate events and crippling inflation.

**\$135K**

Mobilized \$1.1 million across 24 countries to support 4 global social movements and 62 grassroots organizations and their solutions to hunger.

**\$1.1M**

Raised over \$6.7 million in revenue thanks to the generosity and partnership of donors, funders, artists and corporations.

**\$6.7M**

**AMPLIFIED!**

Held our first ever Hungerthon Kick-off Concert, **AMPLIFIED!**, showcasing talented artists and performers united behind the vision of a world without hunger.

**Concert**

\*Based on US-national average cost for a meal provided by a hunger relief organization (\$3.50)

\*Especially conservative due to increased site activity during holiday shopping season

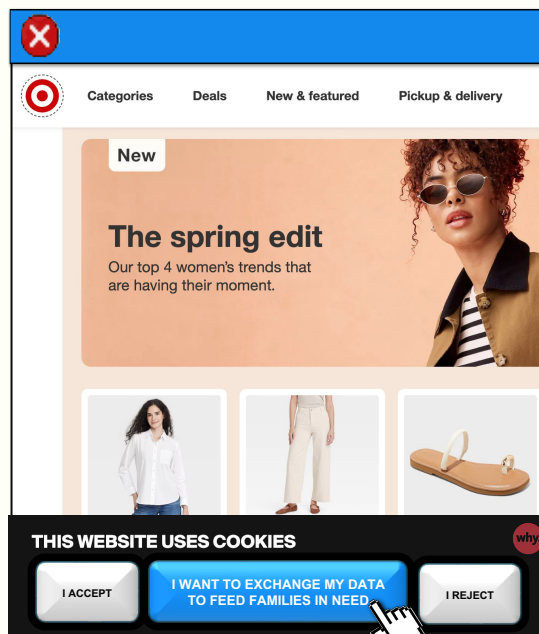
# THE *Great* COOKIE EXCHANGE

Turning CPMs into Cost-Per-Meal



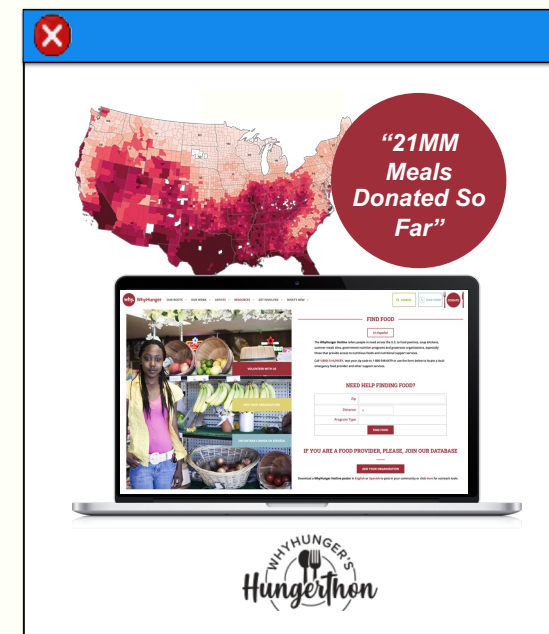
### October Opt-In Period:

Activate a B2B motion with **The Trade Desk** to engage corporations & publishers to participate in the Cookie Exchange during Hungerthon



### TTD Custom Built Pop Up

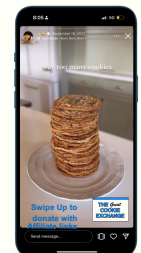
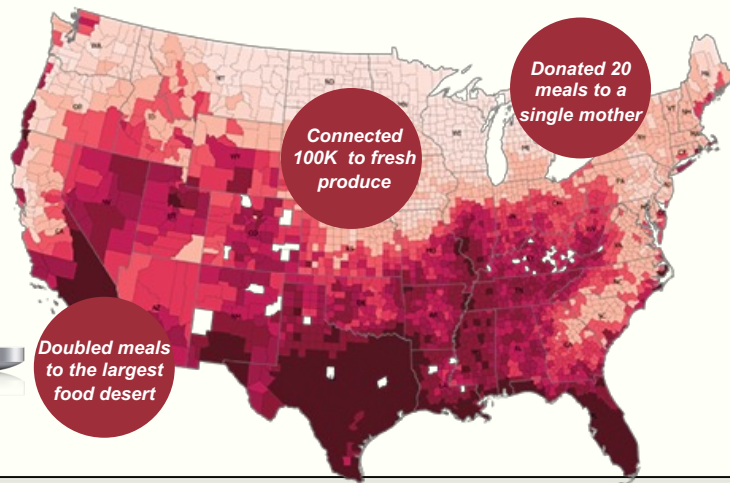
Prompts users to exchange the use of their data for the dollar equivalent of their Cookie (**Avg. CPM = \$1.06**), as a donation to WhyHunger



### Track Impact of the Cookie Exchange

Follow to site to see how much their cookie contributions effect real change across America on hungerthon.org





WhyHunger Artists advocate for the Cookie Exchange on their sites

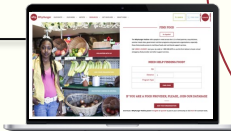
Corporate & Influencer Affiliates



Host mentions across iHeart & SiriusXM



Earned & Paid PR



Hungerthon.org How the Cookie Crumbles



TTD touchpoints

Oct Opt-In

theTradeDesk

## LAUNCH THE EXCHANGE

November 3<sup>rd</sup> – December 14<sup>th</sup>



Intercept young socially conscious individuals on their quest across the internet with the option to transact their data to benefit WhyHunger, an organization committed to correcting systemic hunger.



## SHOW HOW THE COOKIE CRUMBLES

November 17<sup>th</sup> – December 14<sup>th</sup>

With two weeks of data available, release the engagement map across Hungerthon.org to show users to see the impact being made across WhyHunger.



## SUPERCHARGE THE IMPACT



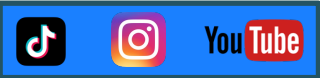



November 28<sup>th</sup> – Dec. 14<sup>th</sup>

Surround Black Friday & Cyber Monday, with influencer affiliates & corporate match programs to drive even more support for WhyHunger.



THE  MEDIA PLAN



CHANNEL	BUDGET	OCT	NOV	DEC	IMPRESSIONS	GUARANTEED DONATIONS
Opt-In October	\$5,000				B2B Motion	-
Digital Programmatic	\$420,000				298,200,000,000	\$7,526,000
Influencer Affiliates	\$70,000				10,000,000	\$90,000
Corporate Match Program	-				2,000,000	\$500,000
Paid PR	\$5,000				3,000,000	-
Earned PR	-				12,000,000	-
<b>TOTAL: \$500,000</b>					<b>300,000,000,000</b>	<b>Est. \$8,000,000</b>

*By directly confronting the systems of power that perpetuate hunger, this campaign creates a movement for lasting change.*

# THE *Great* COOKIE EXCHANGE

Turning cookie permissions into real impact

## CHALLENGE

Trying to convince younger generations to donate to a charity they've never heard of is a losing battle: this audience is burdened by debt and disillusioned with traditional charitable giving models because they fail to hold corporations accountable for giving more

## INSIGHT & OPP

This audience's data is more valuable than their dollar.

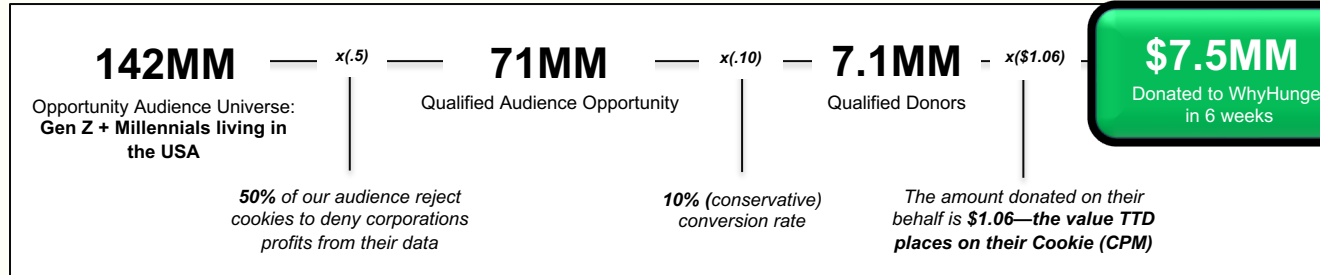
Transform corporate hunger for data into individual acts of defiance that help to dismantle the capitalist systems our audience detests.

## STRATEGY

"The Great Cookie Exchange" is a disruptive CTA that reframes the act of online data sharing as a powerful tool for social good. Through a landmark partnership with leading ad-tech platform The Trade Desk (TTD), we'll empower younger audiences to exchange their cookie permissions for direct donations from TTD to WhyHunger during Hungerthon.



Generating outsized impact throughout the duration of Hungerthon



## EXECUTION

Pre-Hungerthon, TTD will activate a B2B motion to engage corporations & publishers to participate in the Cookie Exchange

### PHASE 1 LAUNCH THE EXCHANGE

November 17<sup>th</sup> – December 14<sup>th</sup>  
Engage young people online sticking it to the man, letting them trade their data to support WhyHunger's fight against systemic hunger.

### PHASE 2 SHOW THE COOKIE

November 3<sup>rd</sup> – December 14<sup>th</sup>  
With two weeks of data available, release the engagement map across Hungerthon.org to show users to see the impact being made across WhyHunger.

### PHASE 3 SUPERCHARGE IMPACT

November 28<sup>th</sup> – Dec. 14<sup>th</sup>  
Surround Black Friday & Cyber Monday, the busiest internet day of the year, unleash influencer affiliates & corporate match programs for sponsors stepping up to combat systemic injustice and ending hunger.

**1. Background:**

- **Challenge:** WhyHunger has established strong roots with older generations but faces a challenge in engaging younger generations (Gen Z and Millennials 18-43) with their annual Hungerthon campaign. These demographics, burdened by debt and disillusioned with traditional charitable giving, are less likely to donate yet highly driven by social action and digital engagement.
- **Objectives:**
  - **Elevate WhyHunger's visibility:** Position WhyHunger as a forward-thinking organization aligned with Gen Z and Millennial values.
  - **Expand the Donor Base:** Attract small-dollar donations from younger audiences by offering an accessible and impactful way to contribute.
  - **Modernize Hungerthon:** Transform the campaign for the digital age, shifting focus from traditional media to online engagement and viral moments.
  - **Shape the Hunger Narrative:** Highlight the systemic nature of hunger and empower individuals to drive corporate accountability.

**2. Creative Idea and Insight:**

**Audience Insight: Younger generations reclaim power by rejecting the corporate greed that perpetuates systemic injustice**

- **Gen Z and Millennials distrust corporation and traditional philanthropy:** 86% believe companies bear responsibility for societal issues and 57% are skeptical of their individual donations' impact.
- **They take every chance they get to defy corporate greed:** These generations are acutely tuned in to how corporate greed has shaped injustices in the modern world and take any chance they get to dispel these systems.
- **They are driven by action and tangible results:** They want to see their efforts translate into real-world change, and see corporations take responsibility.

**Marketing Insight: This audience's data is more valuable than their dollars**

- Cookies are seen +7 billion times a day. By leveraging the widespread practice of cookie rejection among this audience, we can transform a daily act of defiance into a collective force for good, reframing data as currency, empowering users to direct corporate resources, instead of their own, towards hunger relief.

**3. Strategy:**

"The Great Cookie Exchange," a disruptive digital campaign that reframes the act of online data sharing as a powerful tool for social good. By partnering with The Trade Desk (TTD), a leading ad tech platform, we'll empower our younger audiences to exchange their cookie permissions for direct corporate donations to WhyHunger.

**Target Audience:** Socially conscious Gen Z and Millennials in the US under 43 (142MM)

**Execution:**

**October Opt-In:** Activate B2B motion with The Trade Desk to rally, corporations and publishers alike to join the Great Cookie Exchange to fight hunger during the holiday season and right the wrongs that have emboldened capitalist society.

**Launch the Exchange: November 3<sup>rd</sup> to December 14<sup>th</sup>:**

- Intercept young socially conscious individuals on their quest across the internet with the option to transact their data to benefit WhyHunger,
  - Deploy the Great Cookies Exchange with the custom-built Cookie Pop Up through the Trade Desk
  - Secure paid media coverage through press releases and influencer outreach, with unlimited earned opportunities

**Show How the Cookie Crumbles: November 17<sup>th</sup> – December 14<sup>th</sup>:**

- With two weeks of data available, release the engagement map across the site to encourage users to see the impact being made across WhyHunger
  - Release interactive "Cookie Crumbles" impact tracker, showcasing real-time donations generated through cookie exchanges

**Supercharge the Impact: November 28<sup>th</sup> – December 14<sup>th</sup>:**

- Capitalize on Black Friday & Cyber Monday, the busiest internet day of the year, unleash influencer affiliates & corporate match programs for sponsors stepping up to combat systemic injustice and ending hunger
  - Unleash influencer affiliates and corporate matching programs to maximize impact
  - Promote affiliate links on social media and the website, allowing users to donate directly while shopping online
  - Run retargeting campaigns to re-engage users who have interacted with the campaign, tracker or Hungerthon.com

**4. Outsized Impact:** In the US there are 142MM 18–43-year-olds. 50% of them, 71MM, are rejecting cookies as a form of rebellion against the capitalist system every day. By conservative estimates, if only 10% of the 71MM pool accept cookies and donate, WhyHunger will drive \$7.5MM donations at a \$1.06 donation per tracked cookie. As \$3 donation can help provide 10+ meals through WhyHunger's network of community-based food program, this equates to 75 million meals towards hungry people in need.