

----- Forwarded message -----

From:

To:

Cc:

Bcc:

Date: Wed, 23 Aug 2017 13:11:34 +0000

Subject:

Hi **name removed**,

I hope you'll forgive the direct approach but hopefully the rationale for this will become clear. Tim and I have been working with the Barclays Social Innovation Facility (SIF) to develop a product concept which not only drives profit for Barclaycard and is something which our market research shows our customers want, but will also have wide ranging, positive, social impact. **3 Benefits split 3 ways** This proposal has now reached a point whereby we feel the benefits and strategic value are significant enough to share with you, as **role removed**, directly.

Twitter Pitch a Barclays Round Up is a micro donation initiative, enabling our customers to make a big difference with their small change. As a bolt-on to existing Barclaycard products, our customers opt in to automatically round up their purchases by a few pennies, with the rounded up money going towards funding early stage social enterprises that are focused on creating a positive social impact locally. Attached is our current deck which includes everything to a greater degree. We will be presenting a finalised version of this on the 2nd March at the Barclays Accelerator in Whitechapel, 4.00-5.30pm, to MD's and D's across Group (alongside two other winning initiatives). The audience will choose a 'winner' who will receive £50,000 of discovery funding from SIF.

Firstly, we would like to hear your initial thoughts on our proposition and, hopefully, set up some time to walk you through it if practicable for you – this will be coming up through Barclaycard following our pitch but we feel it would be of great value to give you early sight of this and a chance for us to benefit from your holistic view of the organisation in advance of the pitch. **3 rationale for emailing specific individual and action for them/output**. Secondly we would love to invite you to attend the pitch if you have diary availability on Monday 2nd March.

Looking forward to hearing from you,

Kind Regards,

David

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