



TO: CEO / General Manager

CC: MSR Manager, Marketing Director, IT Systems Manager

DATE: January 6, 2005

RE: **Process Donations for Tsunami Relief Aid with Over The Counter ® (OTC)**

URGENT

In response to the Indian Ocean Disaster, TelPay has modified our systems so that your members can now make over the counter donations to the major aid organizations.

If you would like to offer this service, simply click on the "Update TelPay Standard Biller List" on the OTC logon screen. This will update your biller list with five new billers (5 relief aid organizations). And it will also add a module that enables you to collect the additional information required from each donor so that donation receipts can be provided by the charity.

TelPay is pleased to be able to offer this additional capacity at this time.

Further operational details are attached. Also, please find a list of communication materials that will help you communicate this new service to your members.

If there is any way we can be of assistance, please don't hesitate to call us at 1.800.665.0302 and ask for our National Account Manager, Janet Leppky. You can also email us at jleppky@telpay.ca

Yours truly,

TelPay Incorporated

1.800.665.0302
www.telpayotc.ca



Tsunami Relief Aid

Your members can now come into the branch and make a donation to any one of the following aid organizations:

- Oxfam Canada
- Canadian Red Cross
- World Vision Canada
- Unicef Canada
- Doctors without Borders Canada

To add these new Billers, check off "Update TelPay Standard Biller List" prior to logging on to OTC.

Instructions to process Donations:

1. Select "Bill Payment" in the usual manner
2. Enter a unique number as the organization's account number. Since there is no bill, you will need to *invent* an account number. We suggest you use DONATION then future payments can be entered using the last three characters of the word donation (ion).
3. Confirm payment date, enter payment amount and confirm service charge.
Note: If you do not wish to charge a fee, the amount can be changed to \$.00.
4. After accepting the payment, complete the additional information screen so that a tax receipt can be provided. A donation can be made by a member on behalf of a third party by entering in that party's information in this screen.

Donations are forwarded to the aid organizations the next business day. The organization will send the tax receipt directly to your member. Please note that the delivery time for the tax receipt will vary from agency to agency.

Quote from Oxfam Canada:

"TelPay's initiative to facilitate support for our relief work will pay off in lives saved," said Rieky Stuart, executive director of Oxfam Canada. "Donations to Oxfam via TelPay will go toward ensuring the most hard-hit communities of Sri Lanka and Indonesia get clean water and sanitation."

Communication Materials:

In order to communicate this service to your members, we have created some materials that you can download at www.telpayotc.ca :

1. **Colour Wicket Sign / Poster (8.5" by 11")** : Supplied in a pdf format, you can print this out on your colour printer (preferably on a glossy card stock) or ask your local print shop to go to www.telpayotc.ca where they can download the pdf and print out multiple signs on your behalf;
2. **Colour Graphics for Your Website or Newsletter**: This horizontal graphics banner is perfect as a header on your website, under which you can detail your donation collection program/service;
3. **Copy / Messaging for Your Website or Newsletter**: Some base messaging that you can use in whole or edit to fit exactly what you'd like to say about your donation collection program/service;
4. **Generic News Release**: Use this piece as base messaging to build a news release from. After customizing it for your specific credit union and message, you can send this out to local newspaper and radio media. If you create some type of visual event in your branch, you also may have the opportunity to get the message out through a local television station. Newspaper and television media are both more likely to respond if you have some type of visual event/display for them to photograph or film.

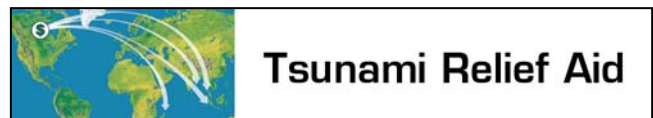
Samples

Wicket Sign



The Wicket Sign features a green header with the text "Tsunami Relief Aid". Below the header is a world map with white arrows pointing from North America to various regions in Asia, Africa, and South America. Underneath the map, the text reads "Donations Accepted Here!". Below this, a paragraph states: "Your donations are forwarded to aid organizations the next business day. This means your donation is put into action immediately. The specific aid organization you have made your contribution to will send you a charitable tax receipt directly." A bulleted list of organizations follows: Oxfam Canada, World Vision Canada, Canadian Red Cross, Unicef Canada, and Médecins Sans Frontières/Doctors without Borders Canada. At the bottom, there are logos for Oxfam Canada, TelPay, and World Vision.

Web Banner



The Web Banner consists of a small world map on the left with white arrows pointing from North America to other parts of the world. To the right of the map, the text "Tsunami Relief Aid" is displayed in a bold, black font.