

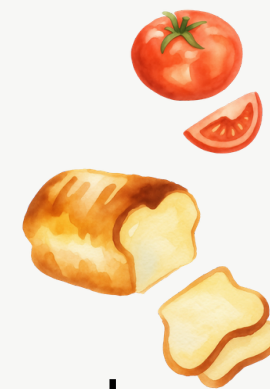


BECOME A SEND FOOD PARTNER

Turn food assistance into local business.

- Help us build the network that makes food assistance work.

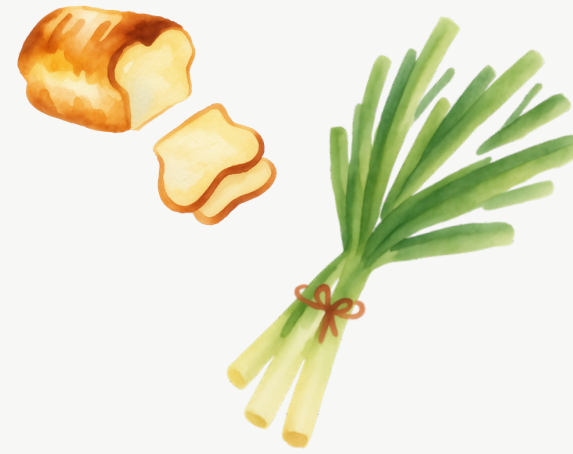
Send Food is building a network of local food merchants where funded food assistance becomes real business for local shops.



WHAT IS SEND FOOD?



Send Food is **affordable infrastructure** that connects food funding with families through an **online marketplace** of local **supermarkets**. With us, families have the ability to choose the groceries they need most, while organisations **reduce the cost, complexity and administration** of food distribution, with **clear and measurable impact** from funding to redemption.



WHAT IS SEND FOOD?

Send Food is a platform that connects food assistance with local businesses.



People and organizations can purchase Send Food Credit, which is allocated to verified families as digital food vouchers.



Families then use their vouchers at participating local merchants to choose the groceries they need.



We connect the people who want to help, the families who need support, and the local businesses that can provide it.

WHAT IS SEND FOOD?

We connect humanitarian
funding with local food merchants.



FUNDERS

Provide funding for
food assistance.



SEND FOOD

Verifies families,
manages the
programme and
connects them with
participating
merchants.



MERCHANTS

Sell food and receive
payment.



FAMILIES

Receive food
assistance and shop
at participating local
businesses.

THE OPPORTUNITY

A Large, Existing Market for Food Assistance



~779,000

Registered refugees
& asylum-seekers in
Cairo + Giza



\$339M

2025 humanitarian
response plan for
refugees & host
communities in Egypt

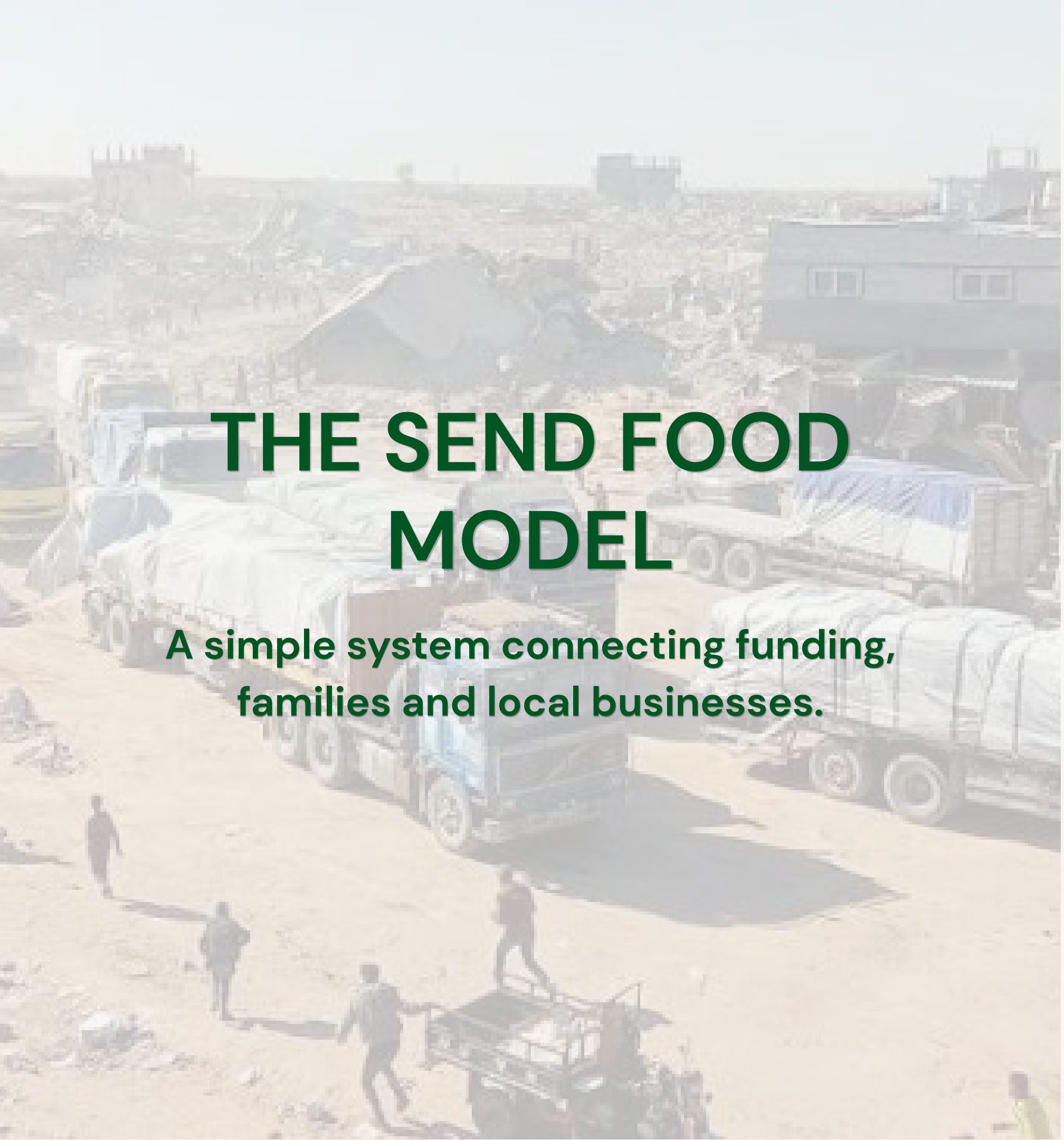


\$20.2M

Food-security funding
allocated to Egypt under
the Sudan refugee
response

The money **is there**.
The customers **are there**.
The businesses **are there**.

**What's missing is a
seamless connection.**



THE SEND FOOD MODEL

A simple system connecting funding,
families and local businesses.

CUSTOMER / FUNDING PARTNER

Buy Send Food Credit

Individuals, philanthropists, NGOs,
companies and organizations purchase
Send Food Credit to fund food assistance.



SEND FOOD

Verify & Allocate

Send Food verifies requests and allocates
available credit to eligible families.



FAMILY

Receive a Food Voucher

Families receive a digital voucher they
can use at participating local merchants.



MERCHANT

Scan & Provide Groceries

The merchant scans the voucher and
provides the family with the groceries
they choose.

THERE ARE 3 WAY TO BE A PARTNER



1

REFFERAL PARTNER

For partners with a large digital platform or audience.

Receive a unique referral code and earn for every successful referral.

2

FUNDING PARTNER

For partners connected to NGOs, foundations, governments or other funding organisations. Receive a unique partner identifier and earn for successfully bringing funding partners to Send Food.

3

MERCHANT PARTNER

For partners who help grow the Send Food merchant network. Earn for every grocery store you successfully onboard to Send Food.



DO ALL THREE

You don't have to choose just one. Partners can participate across two or all three pathways. Refer funders, bring funding partners, and onboard merchants, and earn from each.

YOUR ROLE

Build the **networks** and build **partnerships**.



FOUNDATIONS & ORGANIZATIONS

Institutions funding food assistance and community programs.



MERCHANTS

Local grocery stores and food retailers in your area.



COMPANIES

Businesses looking to support communities.



PHILANTHROPISTS

Individuals looking to fund food assistance



NGOs & NPOs

Organizations supporting families and communities.



HOW YOU EARN

Bring partners on board and earn 10% of the revenue they generate.

MERCHANT PARTNERS

Earn 10% of Send Food's merchant fee for 12 months.

- Example: 5% merchant fee → you earn 0.5% of every transaction.

FUNDING PARTNERS

Earn 10% of Send Food's transaction fee for 12 months

- Example: 12% transaction fee → you earn 1.2% of every transaction.

EARNING POTENTIAL EXAMPLE

10 Merchants
+
10 Funding Partners

\$100,000 each in transactions

\$17,000 EARNED
over 12 months of
passive income.

HOW YOU WORK



FIND

Identify potential merchants and funding partners.



PITCH

Introduce Send Food and show them the opportunity.



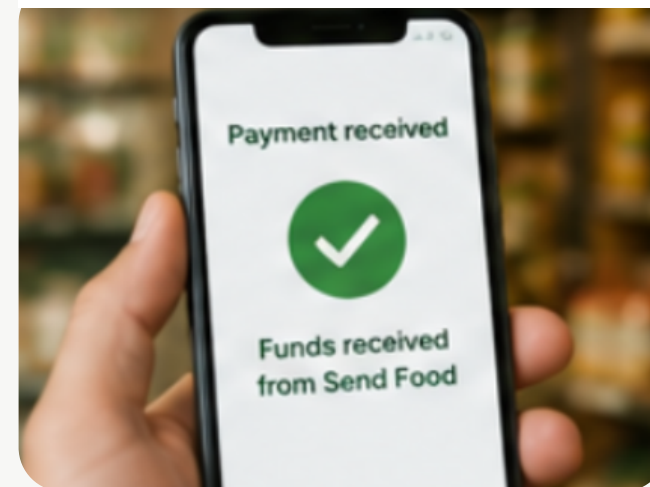
ONBOARD

Help them complete their Send Food application.



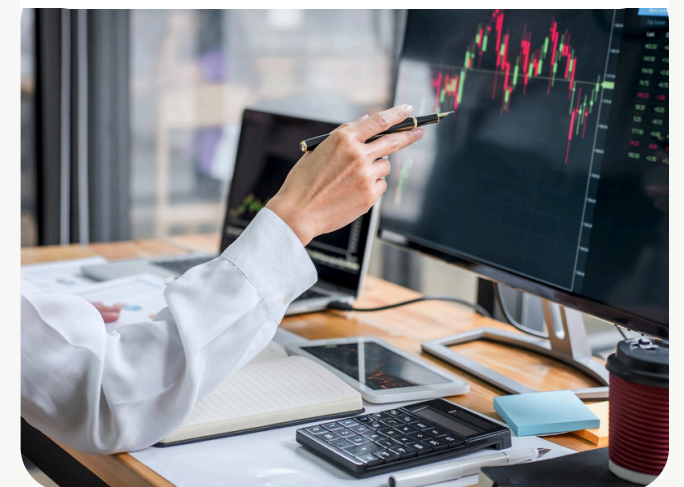
ACTIVATE

Get them ready to start using Send Food.



EARN

Receive 10% of Send Food's revenue from the partners you bring on for 12 months.





YOUR TOOLS

Everything you need to start building the network.

1

PITCH DECKS

Merchant & funding partner presentations.

2

MATERIALS

Outreach templates · FAQs
Application links.

3

APPLICATIONS

Digital ready-to-use
partner onboarding forms.

4

SUPPORT

Your success is our success.
We help you where needed.

5

TRAINING

Know what to say, how to
present Send Food, and how
to answer questions.

READY TO JOIN US?

You've already been carefully selected.



1

SIGN

Sign your Send Food Partner agreement.

2

GET EQUIPPED

Receive your pitch decks, sales materials and onboarding guidance.

3

START BUILDING

Begin bringing merchants and funding partners onto the Send Food network.

4

EARN

Earn 10% of Send Food's revenue from the partners you bring on for 12 months.



FREQUENTLY ASKED QUESTIONS

We're glad you asked.

* Referral Partners

WHAT IS THE REFERRAL PROGRAMME?

Partners receive a unique referral code that they can share with their audience, community or professional network. When eligible funding comes through your referral, it can be attributed to you.

* Referral Partners

HOW CAN I SHARE MY REFERRAL CODE?

You can share it through your social media, website, newsletter, community, content, email or other channels.

* Funding Partners

DO I NEED TO MANAGE THE FUNDING RELATIONSHIP?

No. You make the introduction and Send Food can take over the conversation, campaign setup and operational side.

* Funding Partners

CAN I APPROACH ORGANISATIONS I ALREADY KNOW?

Absolutely. Existing relationships are possibly your strongest asset.

* Funding Partners

WHAT DOES IT MEAN TO BRING A FUNDING PARTNER?

You introduce Send Food to an organisation or individual that could fund food assistance through the platform.

This could include NGOs, foundations, philanthropists, companies, governments, community organisations or other funding partners.

* Merchant Partners

WHAT DOES A MERCHANT PARTNER DO?

You identify trusted local shops and food retailers that could become Send Food Merchants and encourage them to apply.

* Merchant Partners

CAN I SIGN UP A MERCHANT MYSELF?

You can introduce them and fill in the application form for them (this is encouraged) but Send Food needs to complete the verification and approval process.

DO I GET PAID?

YES! Partners earn a 10% commissions for all eligible referrals according to the Send Food Partner terms.

