



'We donate 3% of the proceeds to charity'

TOON VAN DOOIJEWERD
AND KARIN VAN OEVLEN-SCHURER

YOURGIFT CARDS

A great business gift for a good cause

YourGift Cards started out as a plastic gift card that could be redeemed online and in shops. With something for everyone and every occasion, it was gift you could truly use. Now approaching its 15th year, the gift card is an ongoing success. 'Helped along, of course, by some timely innovation', says director Toon van Dooijeweerd. 'We were innovative when we first launched, and we still are. Now, that's through the impact we make by donating to charity.'

MAKING AN IMPACT

YourGift Cards has built its success on five pillars: it can be redeemed at both physical and online vendors, donated to charities, exchanged for other gift cards (Bol.com, Thuisbezorgd and many others) and used for magazines. 'It's up to the recipient what to spend it on; the amount can even be split up', says Karin van Oevelen-Schurer. As sales manager, she keeps in close contact with all customers and loves telling companies how they can make an impact by buying gift cards. 'We're different

from other gift cards in that we support charitable causes', Karin explains.

GIVING TO A GOOD CAUSE

Giving back to society is an important and hot topic. YourGift Cards is doing its part by donating 3% of proceeds to charity upon purchase of a YourGift Gifts & more gift card. Companies can choose which charity to donate to. Karin continues, 'Recipients could already donate gift cards to charity, but we wanted to do more! So, we decided to give 3% of the proceeds to a

good cause.' Toon adds, 'On the one hand, it's just a great feeling to be doing this, but at the same time it generates exposure for us. Whether you order a lot or a few doesn't matter. We always donate on behalf of the company, but we pay.'

BUSINESS MARKET

YourGift Cards is a platform with its own electronic money institution (EGI)-authorized and guaranteed gift card. Companies can personalize the YourGift Card to reflect their own look and feel, or even go all out with a special landing page, for instance to thank staff. 'Gift cards are personal and we enjoy doing that', Karin says. 'In a big organization with lots of employees, it can be tough to keep everyone happy, but with a gift card recipients can pick their own gift. Which is what we all want!'

YOURGIFT CARDS B.V.

085 273 47 20

www.yourgift.nl

sales@yourgift.nl