

TECHNOLOGY WITH HEART



Who Are We?

U Care Now is a charitable division of Magellan Hill created to generate recurring revenue for charities. We offer a convenient and effortless way to donate to your favorite cause¹, while providing you with a money-saving service.

How It Works

The *U Care Now* program offers you high-quality phone service at a savings of up to 30% off your current provider's rates.²

Once you sign up for this discounted plan, 5% of your bill³ each month will be donated to one of our participating charities of your choice.

Make the Switch

Switching to *U Care Now* could not be easier or more convenient. Magellan Hill will help your business make a seamless transition to your new service free of charge.

Take advantage of this innovative way for your business to donate to your favorite cause. Every time you pick up your phone you'll be reminded that a simple choice made a very positive difference.

¹ Designated charity must be U Care Now participating charity. U Care Now is always partnering with new charities. Please call or visit our website for a complete list.

² Universal Service Fees, taxes and other charges apply. Tariffs apply to some services. Available to business customers only. Not all services available on all lines. Additional terms and conditions apply. Does not include directory assistance and/or international calls.

³ Net of all applicable taxes, fees and surcharges. Additional terms and conditions apply.

U Care Now and South Jersey Industries Band Together to Ensure Happier Tomorrows at the Ronald McDonald House of Southern New Jersey



Bradford Bono, President of Magellan Hill; Teddy Thomas, Executive Director of RMHSNJ; and Jeff DuBois, Vice President at SJI share a bench with Ronald at the Ronald McDonald House of Southern New Jersey.

The Ronald McDonald House of Southern New Jersey provides a home-away-from-home for families of seriously ill and injured children seeking medical care in area hospitals. Despite the critical importance of this service, the organization relies on contributions made by individuals, foundations and businesses for more than three quarters of its operating budget.

That overwhelming fundraising goal was brought significantly closer when South Jersey Industries joined *U Care Now*, the charitable division of Magellan Hill Technologies, to make a difference for the Ronald McDonald House of Southern New Jersey and those they serve. Through the *U Care Now* program, five percent of SJI's monthly phone bill is now donated to the Ronald McDonald House of Southern New Jersey.

Magellan Hill founder Bradford M. Bono launched *U Care Now* to tap into the giving power of mid to

large-sized businesses, government agencies and healthcare providers by doing what he does best – providing superior telecommunications service at a fantastic discount. “While companies are giving five percent of their monthly invoice to a local charity of their choice they are, in fact, saving up to thirty percent on their phone services,” explained Bono.

In 2008 alone, *U Care Now* will donate \$14,000 to the Ronald McDonald House of Southern New Jersey. “By the end of 2008, we are estimating that contributions from *U Care Now* will account for one percent of our operating budget, which is substantial,” said Teddy Thomas, Executive Director of the Ronald McDonald House of Southern New Jersey.

Even before joining forces with *U Care Now*, SJI had earned a reputation as a stand-out supporter of the Ronald McDonald House of Southern New Jersey, having several executive officers sit on the Board of Trustees. Through their annual corporate gifts, SJI has also held the status of Gold Member in the House's Corporate Circle of Friends since 2000.

“South Jersey Industries has a great many employees who volunteer for us regularly and participate in our many special events,” added Thomas. “We are so honored to have donors like South Jersey Industries and *U Care Now* who value the House's mission and recognize that their contributions directly reach the families we serve.”

There are currently 15 charities benefiting from *U Care Now*, which has contributed more than \$40,000 in total donations since the program's inception in 2006.