

# 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 cause<sup>1</sup>, 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.<sup>2</sup>

Once you sign up for this discounted plan, 5% of your bill<sup>3</sup> 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.

<sup>1</sup> 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.

<sup>2</sup> 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.

<sup>3</sup> Net of all applicable taxes, fees and surcharges. Additional terms and conditions apply.

## Little Smiles Grow Bigger through U Care Now Contributions



Bradford Bono, CEO of Magellan Hill, presented a check to Jeff Mullen, CEO of Apple Vacations and Co-Founder of the Philadelphia Chapter of Little Smiles, at the Apple Vacations office in Newtown Square, PA.

As CEO of Apple Vacations, Jeff Mullen can certainly be proud of his professional accomplishments. But you genuinely hear a sense of fulfillment in his voice when he talks about the Philadelphia Chapter of Little Smiles, which he co-founded in 2006.

“Our mission is simple.....make a child’s hospital experience more enjoyable, even if for only a little while. Little Smiles is important to me and to the volunteer board members who make up the charity because it allows us to give back to our community. And it feels good to do good,” Mullen said.

Little Smiles is a non-profit 501(c)3 organization that provides toys, games, DVDs, computers, VIP outings, celebrity meet and greets, tickets for concerts, sporting events or theme parks, fun food runs and much, much more for children in local hospitals, hospices and shelters.

Mullen added, “We are the only charity that supports the real angels--the nurses taking care of the children.

They know the kids, their families and their wishes. Whatever a nurse requests, we get--no questions; no red tape and often within 24 hours. We receive and fulfill hundreds of requests each year.”

To accomplish all of those smiles, funding is critical. Mullen creatively collected start-up funds from friends in lieu of gifts at his 40th birthday party. Additional money is generated through three annual fundraisers, grants, individual donations and generous corporate sponsors, of which Apple Vacations is a major contributor.

So, when it was time to consider a telecommunications supplier for Apple Vacations, Magellan Hill Technologies was a natural contender due to its charitable division, U Care Now, which was created to generate recurring revenue for charities.

Mullen said, “Magellan Hill had to earn our business, and they did through their high quality of service and their ability to save our company money. Of course, the U Care Program was a bonus!”

U Care Now offers a convenient and effortless way for companies to donate to their favorite cause while providing high-quality phone service at a savings of up to 30% off other providers’ rates. Once a company is signed up for the discounted plan, 5% of each monthly bill is given to a participating charity of the company’s choosing.

Between April and December 2009 alone, Apple Vacations’ U Care Now contributions to Little Smiles amounted to \$10,942. Of course, Little Smiles is just one of many charities that participate in the U Care Now Program and the organization is always partnering with new charities.

Jennifer Hobbs of Magellan Hill said, “U Care Now is a great way for companies to save money on their phone bills while supporting a charity they founded or are very passionate about.”

Switching to the U Care Now Program is free of charge and a seamless transition. Companies interested in U Care Now can contact Magellan Hill at 856-795-9500 or [info@magellanhill.com](mailto:info@magellanhill.com).