



February 23rd, 2017

STARS (Sustainability Tracking Assessment and Rating System)
Association for the Advancement of Sustainability in Higher Education
1536 Wynkoop St.
Suite 100
Denver, CO 80202

My name is George Luc, Cofounder of GivePulse, a community engagement platform to help track, coordinate, communicate, assess and measure the impact service/experiential learning and their partnerships have on the institution, its human capital and its community at-large.

GivePulse helps UDEM and it's partners in facilitating the coordination and tracking of programs related to connect, engage, and involve the community in minimizing the environmental impact of daily life, through co-curricular activities and outreach programs.

In partnership with UDEM and other similar organizations, GivePulse enables the institution, local governments, regional leaders, and the community to see how the collective impact of its consumers and companies result in local social, environmental and economic impact. The direct result also generates reports to meet compliance requirements and assess investor returns on the triple bottom line of people, planet and profit.

The platform is open for all universities, partners, businesses and NGOS. Students, faculty, staff, alumni, professionals and community advocates are able to leverage the system to collaborate, partner and coordinate initiatives and programs, while tracking how their work influences the outcomes and impacts in the community over time.

From the US to Mexico, GivePulse is enabling universities like UDEM to better track, refine and understand their community footprint. GivePulse will help provide predictive abilities on how co-curricular engagement activities improve student success, but most importantly a foundation to move the needle on community and sustainability issues.

Sincerely,

A handwritten signature in black ink, appearing to read "George Luc". The signature is stylized with a large, sweeping loop at the end.

George Luc
CEO & Cofounder
GivePulse, Inc.