



Give It Here: An App-Based Solution for Charity Donations

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What is Give It Here?

Give it Here is a mobile application that streamlines the donation process for all charity and non profit organizations into one single source, by guiding the user through quick, visual steps to select an issue they care about and find an organization they trust.

Why is it necessary?

With social media as prevalent as ever before in today's society, our news feeds are over-saturated with articles and posts of the different issues our world faces on a constant basis. With so much data presented to us, it can be hard to choose what cause to donate to. Even when a cause is selected, there is no simple way to parse through the hundreds of charity and nonprofit organizations that exist and selecting the best organization to help. Our solution is to, provide a user-friendly and easily searchable source of information for all charities.

Current competitors include Charity Navigator and Give Well.

Value Proposition

Target Customers

- Donates frequently - needs a faster way to do it repeatedly
- Donates moderately - needs to find the most suitable organization for their cause;
- Donates infrequently - wants to make a positive impact

Underserved Needs

- Find organizations that are trustworthy
- Include organizations across most existing causes
- Track/store donation data
- Compare different organizations side-by-side
- Provide safe and secure transaction process

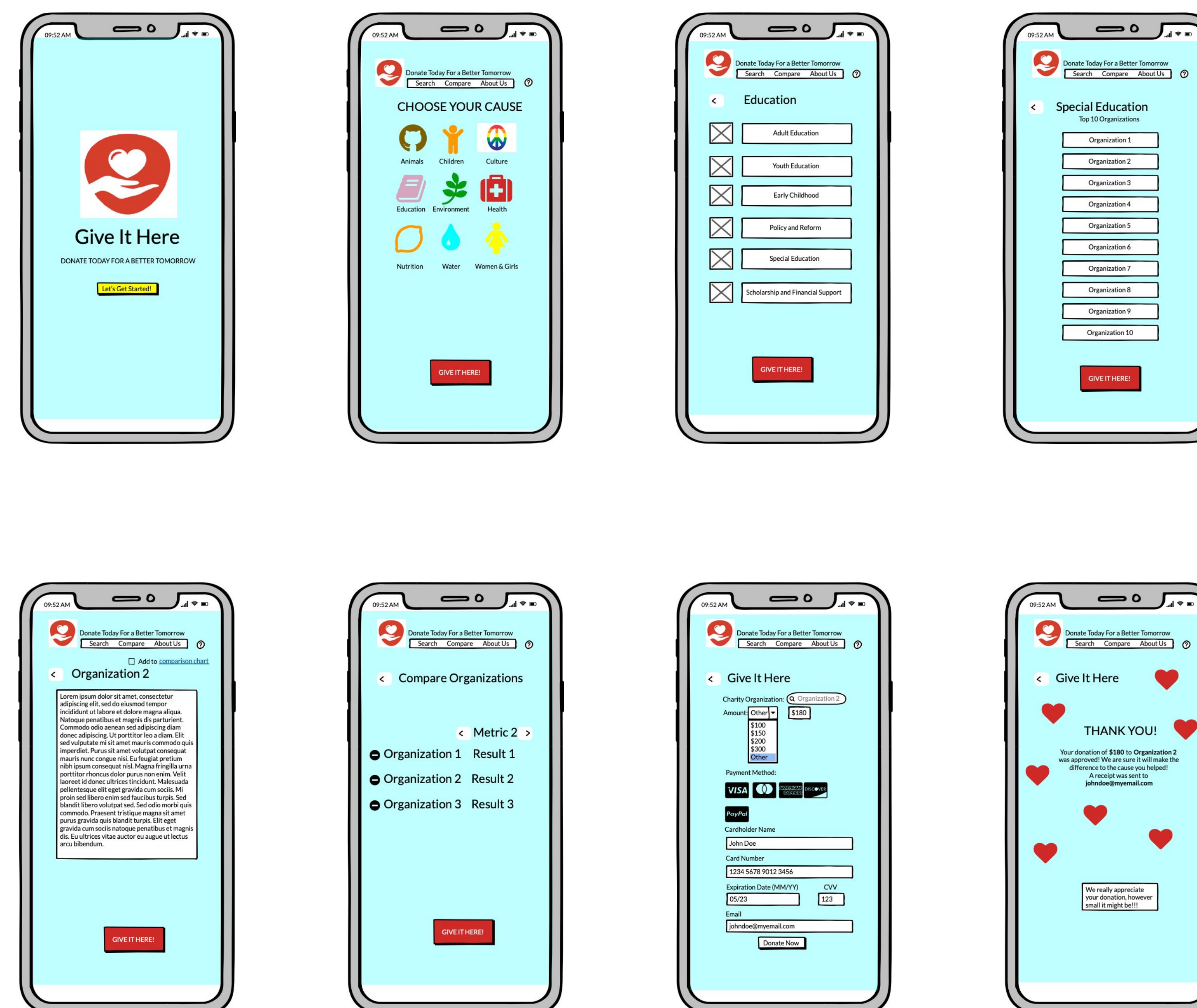
Top App Features

- 9 categories of relevant causes
- Data updated on a daily basis
- Featured charities and nonprofits based on current news
- Easy payment options such as Apple Pay and Venmo

Did You Know?

- There are an estimated 10 million non-governmental organizations (NGO's) worldwide
- Out-of-pocket charitable deductions are among the top 10 most overlooked tax deductions
- Online giving grew by 12.1% (\$3.8B) over the past year (2018-2019)
- 1 in 4 donors use mobile devices to discover nonprofits they were previously unaware of
- 25% of donors complete their donations on mobile devices
- 55% of GenX and Millennial Donors prefer to donate virtually, and >30% are inspired to give via social media

User Interface



Social/Tech Impact

- Streamlines process to donate money via mobile app
- Increases awareness and funding to global charities and organizations of all sizes
- Provides transparency into non-profit organizations so users can make an educated choice
- Provides ability to compare organization ratings/statistics side-by-side for ease-of-mind in selection
- Makes charitable giving a simple, fun, and easily repetitive event

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References: Nonprofits Source, Intuit TurboTax®, Nonprofit Action, Double The Donation, Blackbaud Institute for Philanthropic Impact