



Used to describe an expert or skilled individual in the field of fundraising or philanthropy. It can refer to someone who is particularly adept at developing fundraising strategies, engaging donors, or managing fundraising campaigns.



fundi.au

Team

**BENJAMIN DOOLAN | CEO**

- Founded My Charity Change, Australia's first 'round up' fundraising app for Charities.
- Successfully pioneered Australia's first online first aid training platform.
- Founded Australia's fastest growing food/wellness business, FivePointFour (\$12m annual revenue under 3 years).
- BRW Fast Starters Australia Top 100 (#18).
- Smart Company Australia Smart 50 Award (#3).

**CHRIS GRANT | COO**

- Accomplished fund manager with a strong reputation for his strategic insights and leadership. He regularly consults for governments on financial and economic matters.
- Successfully managing multi-million dollar portfolios with strong returns.
- Government Advisor, trusted for high-level consultancy on economic policy and financial regulations.
- Skilled in optimising operations and resource allocation.

**DALTON ABRAO | CTO**

- Over a decade of experience leading technical teams.
- Led the early launch of Tuber Express Delivery.
- Streamlined SS&C Technologies in a \$59Bn asset migration, resolving compliance issues and enhancing system efficiency.
- Developed anti-money laundering project and automated client onboarding for UBS.



Case Study Insights & Our Why

MY CHARITY CHANGE | OUR EXPERIENCE

- Our team pioneered Australia's first round up charity app, My Charity Change. The first app in Australia to enable round-up, one-time and subscription donations, supporting over 100 leading charities.
- Secured partnerships with top charities, including Camp Quality, Lifeline Australia, Beyond Blue, and St Vincent De Paul, representing a combined annual revenue of over \$500 million.
- Proven donation model, demonstrating the potential to modernise charitable giving and drive consistent contributions.

KEY INSIGHTS & TAKEAWAYS



93% retention rate
(32 weeks), market leader.



App development time-consuming, limited flexibility.



Demand for an individually branded fundraising platform.



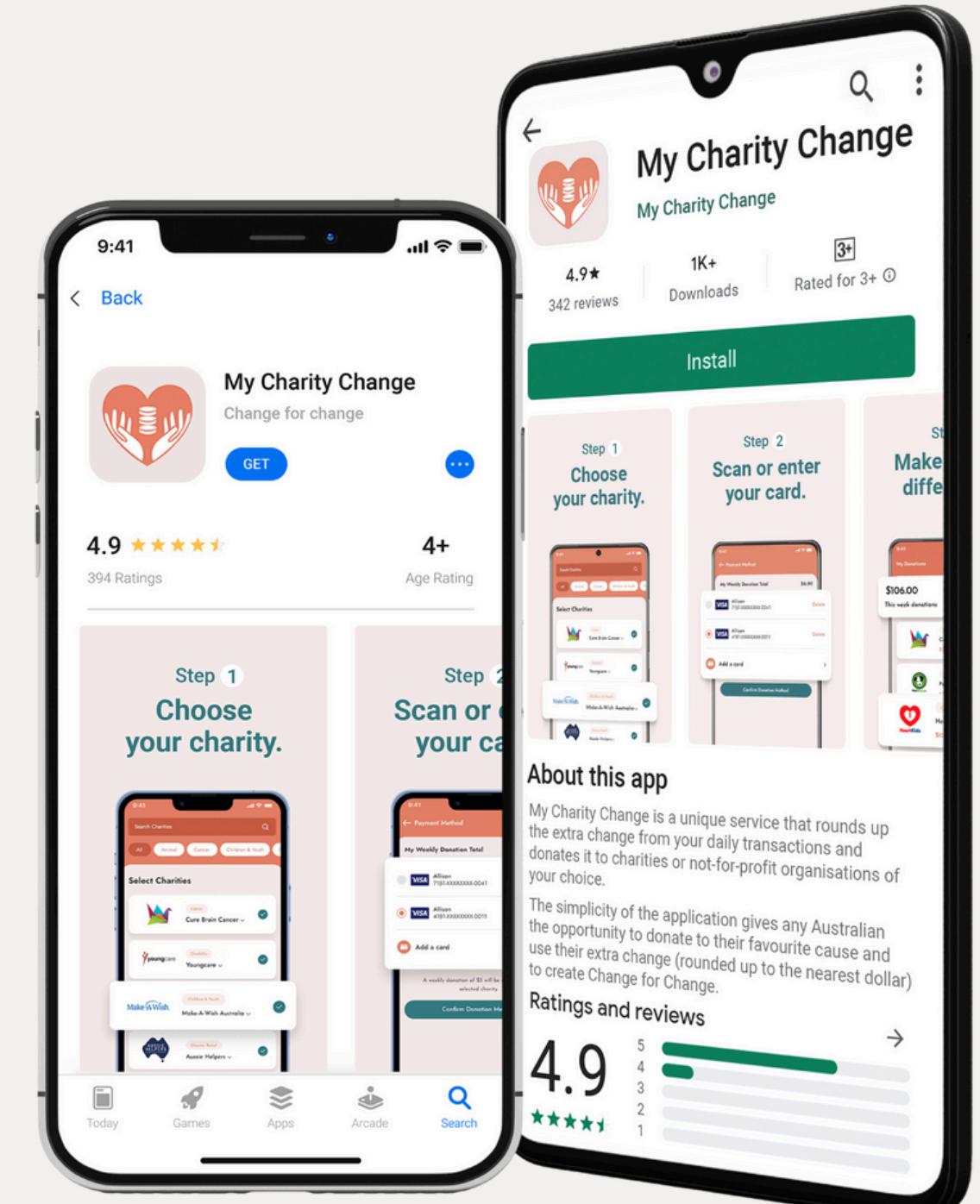
Campaigns highlighted need for more agile solutions.



Ave. donor age 39 vs national ave. 50-64 & 74 in USA.



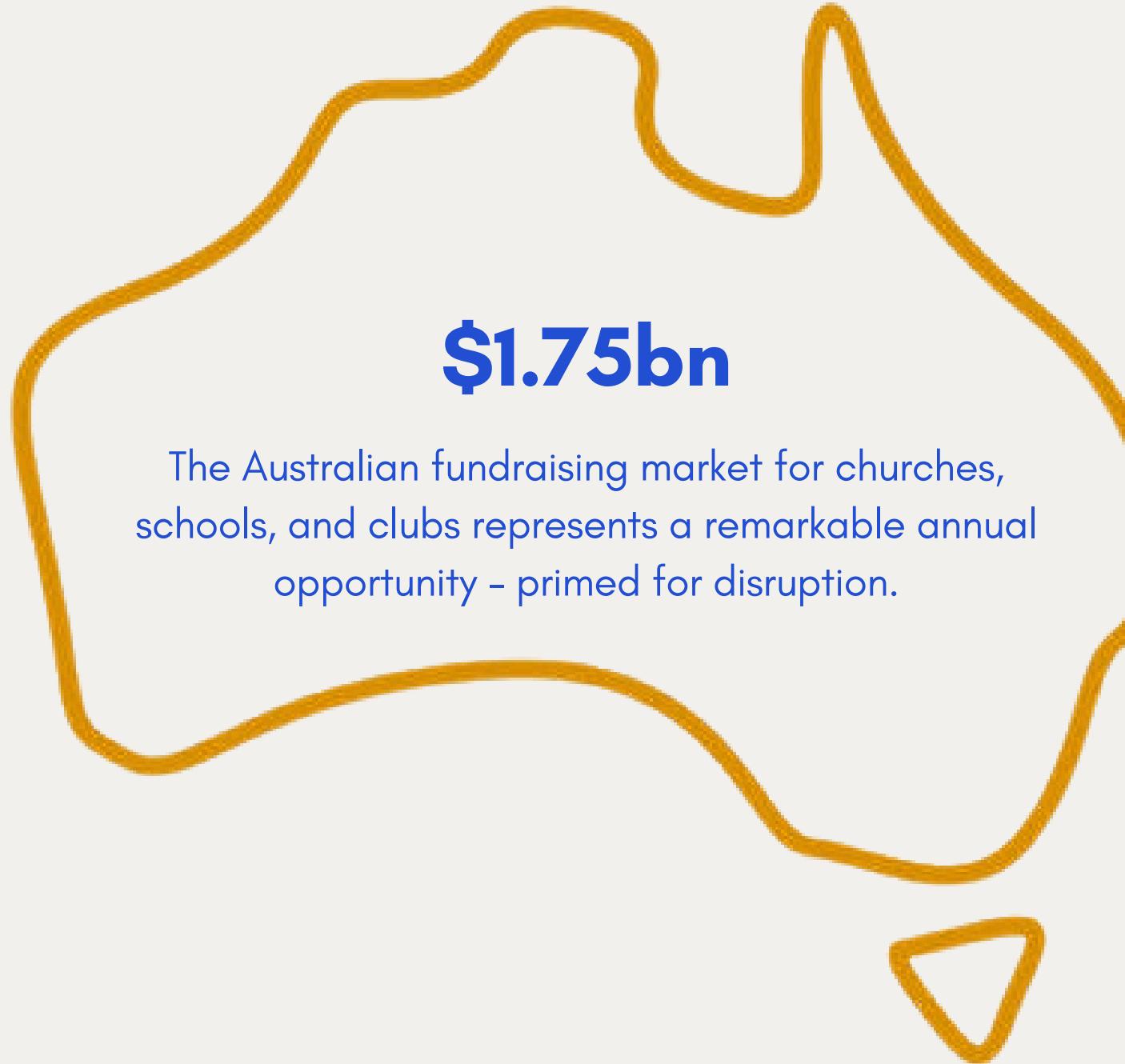
Growing demand in Church, Clubs & Schools sector.





The Problem

Schools, clubs, and churches rely on outdated, time-consuming fundraising methods that often lead to volunteer burnout and inconsistent revenue streams. These organisations struggle to engage supporters effectively, especially through digital platforms, and miss opportunities to implement modern, scalable solutions like recurring/round up donations, social sharing, live/silent auctions and gamification to enhance involvement and fundraising.



10,000
AUSTRALIAN
CHURCHES



14,100
AUSTRALIAN
SCHOOLS



100,000
AUSTRALIAN
CLUBS



Of churches still rely on traditional fundraising (collections, fetes etc).



Raise funds through events (fêtes, fairs etc). 40% use product sales (chocolates, books etc).



Of smaller clubs rely on fundraising for 50-80% of their annual budget.

Why Should You Care?

CATEGORY	OPPORTUNITY	SUMMARY
	\$300m+	<ul style="list-style-type: none">• Declining titheing from younger generations signals a \$300 million+ opportunity for modern digital giving tools (apps/platforms, round up and recurring donations).• Limited engagement strategies, estimated \$100 million opportunity for improved communication and community involvement initiatives.
	\$50m+	<ul style="list-style-type: none">• Heavy reliance on traditional methods, leaving a \$50+ million opportunity for scalable, tech-driven solutions.• Untapped potential in digital platforms, gamification, and recurring donations, estimated to enhance revenue by 10-20%.
	\$100m+	<ul style="list-style-type: none">• Lack of creative fundraising solutions present a \$100 million opportunity for tech-enhanced approaches and recurring donation models.• Volunteer burnout and inefficient coordination systems impact growth potential by an estimated 10-15%.

*Figures are Australia only.



The Solution

Imagine a platform that transforms fundraising into a simple, seamless and engaging experience for Australian schools, churches, and clubs—a pioneering solution packed with first-to-market, tech-driven features designed to simplify, elevate, and revolutionise the way you raise funds.

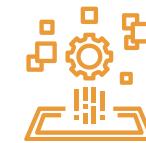
It's here. Introducing fundi.



Churches, Clubs & Schools

In under 5 minutes, any organisation will have their own automated, branded dashboard & supporter landing page.

All organisations will have the ability to onboard vetted volunteers, fundraise via one time, subscription and round up donations as well as complete silent auctions.



The first all-in-one fundraising platform in Australia designed specifically for schools, clubs, and churches.



Simple management through branded dashboards, automated tax receipts, and reporting tools.



Seamless sharing via unique QR codes and integrated social media features.



Round-up spare change, one-off, and subscription donation options as well as 'round up for school fees'.



Access to Silenti (online silent auction) and Vetti™ (live volunteer vetting service).



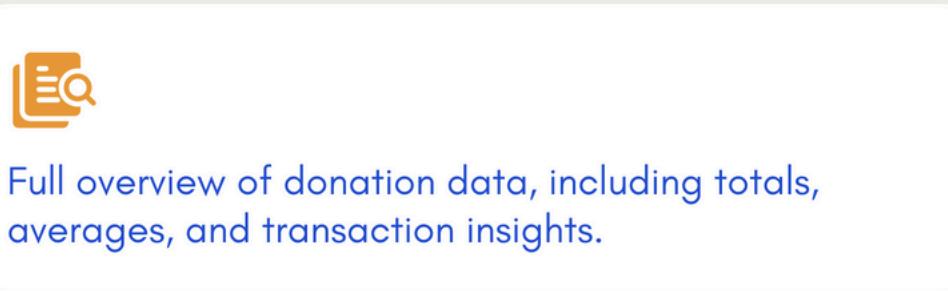
Secure, PCI-compliant payment processing through Stripe and Basiq.



Comprehensive CRM, detailed analytics, and supporter data export functionality.

fundi.

Organisation Dashboard



Full overview of donation data, including totals, averages, and transaction insights.



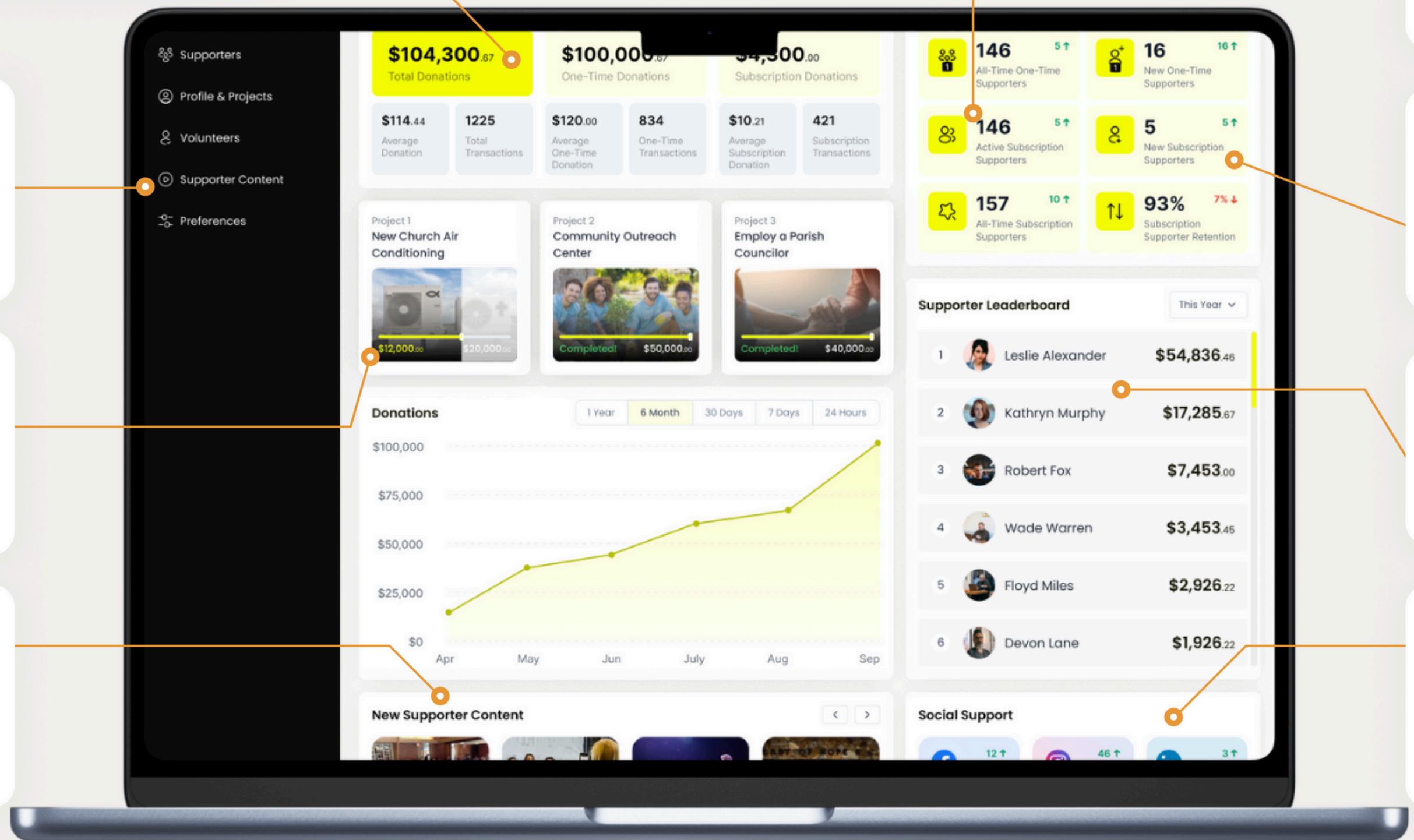
Comprehensive volunteer management, tracking applications, approvals, and waitlists.



Real-time fundraising tracker with live project updates and progress milestones.



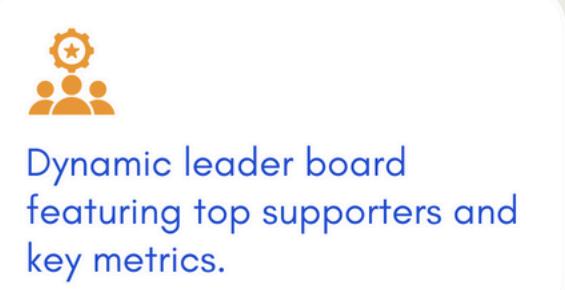
Supporter-generated content gallery, showcasing shared posts and engagement.



In-depth analysis of round-up and subscription supporters, with detailed engagement metrics.



Breakdown of one-time donors, including retention rates and engagement statistics.



Dynamic leader board featuring top supporters and key metrics.



Real-time tracking of social media activity across Instagram, Facebook, and LinkedIn.



For Supporters

Supporters join in under 25 seconds.

Unlocking a personalised, gamified dashboard showcasing organisation projects, community, social content.

Supporters have the ability to participate in live silent auctions, volunteer and give to show their support.



Personalised supporter dashboard, instantly update donation preferences and profile with ease.



Multiple donation options (round-up spare change, weekly subscriptions, or one-time donations) & live auctions.



School supporters can use round-up donations for child school fees.



Gamified dashboard with live supporter leaderboard, transaction history, geographic summary and rankings.



Real-time tracking of project progress and detailed fund allocation.



Upload content directly to the organisation's dashboard linked to social media.



Access to Australia's first live volunteer vetting service, Vetti™, supporters can upload police checks, working with children and personal details as well as schedule volunteer engagements.

fundi.

Supporter Dashboard



Supporters can track their weekly and all-time contributions, view transaction history, and monitor their supporter ranking.



They can easily manage donations—update card details, enable round-up contributions, or make one-time donations.



Supporters can submit their volunteer documents through Vetti to start the approval process.



Supporters can view their live ranking on the leader board and compare their position with others.



Live notifications keep supporters informed with the latest updates.



The mobile-responsive dashboard allows supporters to upload live content in support of the organisation.



Supporters can access all features through the mobile dashboard, including real-time fundraising updates

Competitive Analysis

Company Goals

1**YEAR 1 - AUSTRALIA**

- Onboard 250+ schools, 100+ churches, and 150+ clubs.
- 20,000+ active supporters across all platforms (schools, churches, clubs).
- Raise \$2-3 million across all schools, clubs, and churches.
- Recurring donations to comprise 60% of total funds raised.
- Achieve 20% brand recognition within targeted communities (schools, churches, clubs) through television, events, and social media outreach.

2**YEAR 2 - AUSTRALIA**

- Expand to 850+ schools, 250+ churches, and 250+ clubs.
- 50,000+ active supporters across all platforms.
- Increase total funds raised to \$10 million+.
- Recurring donations to make up 75% of total fundraising.
- Achieve 40% brand recognition within target markets.

3**YEAR 3 - INTERNATIONAL EXPANSION**

- Expand the platform to 3-5 international markets (e.g UK, New Zealand, Canada, and the US). Please note, key opportunity in Philippines*
- 100,000+ active users across all platforms globally.
- Increase platform features and functionality.
- Ability to expand into the charity and NFP sector.

*Conservative forecast 40 supporters per organisation.

Forecast



*Not included in forecast.



Additional Opportunity



Access to 1.3m Official Supporters

Immediate partnership with AFL, 18 teams to use fundi.



Access to 70,000 Supporters

Relationships with key figures to partner with Citipointe Church.



85m Religious Supporters

Relationships with key government and political members to assist with partnership.

Our 3-year company goals are intentionally conservative, as they do not factor in the significant growth potential from strategic partnerships with organisations like the AFL, Citipointe Church, or offshore partnership with the Philippine government.

Additionally, the forecast model exclude revenue streams from silent auction fees, organisation marketing fees, one-time donation processing fees, supporter data and website check out round up fees.

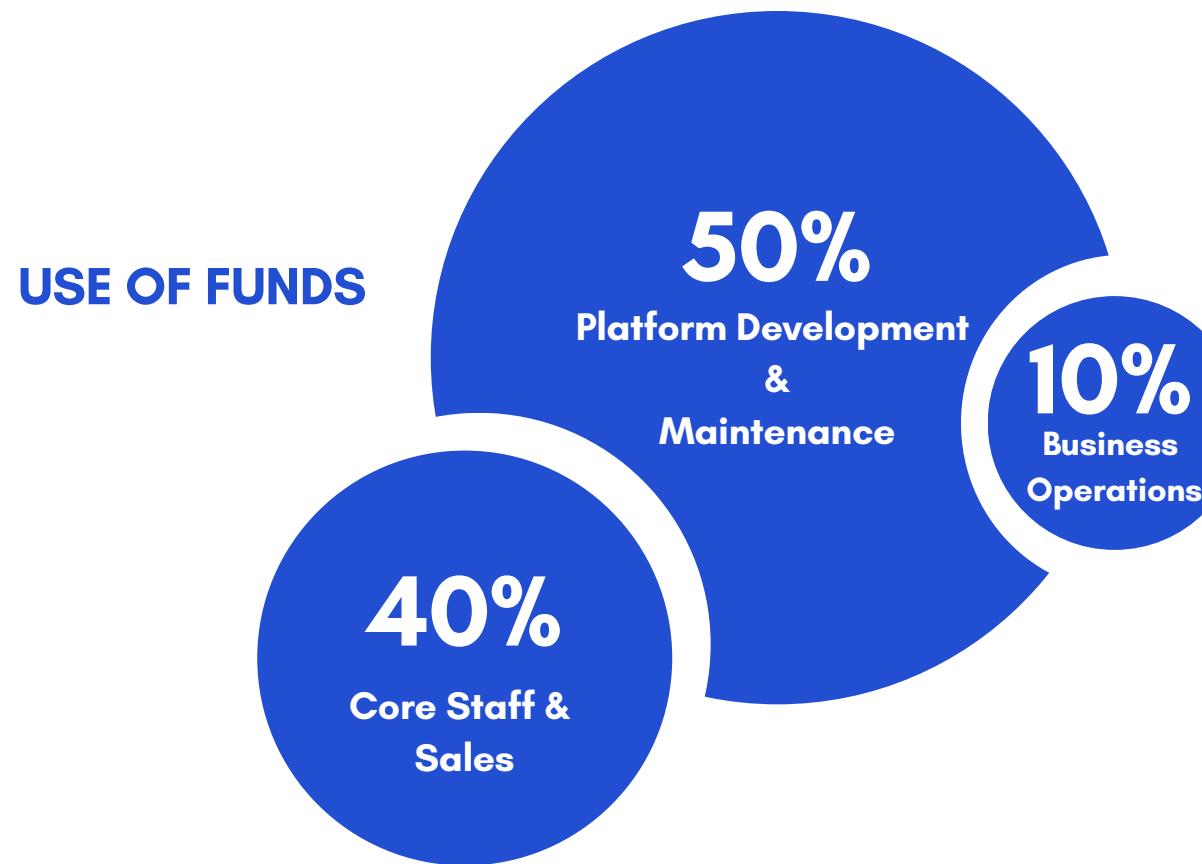
Market

\$3.5bn
AUSTRALIAN
ADDRESSABLE MARKET

\$20bn+
IMMEDIATE
ADDRESSABLE MARKET
*Australia, New Zealand,
Philippines & UK.

\$100bn+
INTERNATIONAL
ADDRESSABLE MARKET

Investment



Business Valuation: \$10 million.
Investment Request: \$3 million for 30% equity.

\$3 million investment allocation:

- \$1 million: Equity sale, purchase of shares.
- \$2 million: Business development, growth initiatives, and operational expansion (3 years).



Vision

Imagine a future where every church, school, and club globally is seamlessly integrated with the fundi platform. A platform valuation \$250m+, raising \$1bn for global organisations.

We will revolutionise global fundraising for good and create lasting impact.



fundi.



Benjamin Doolan



Ben@thebdconsultants.com



+61431 264 610



fundi.au