

A photograph of three people, two men and one woman, standing in a warehouse filled with shelves of boxes. They are all smiling and wearing light blue t-shirts with the word 'VOLUNTEER' printed on them. They are holding a large, open cardboard box in front of them. The box has a white label on the front that says 'DONATIONS'. The background is slightly blurred, showing the depth of the warehouse.

Giving. The Donation App.

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TechLabs Berlin
Winter Semester
2021/2022

Why do(n't) people donate?



"If WFP can describe on this Twitter thread exactly how S6B will solve world hunger, I will sell Tesla stock right now and do it."

- Elon Musk, @elonmusk

2:50 PM | Oct 31, 2021**

Elon's Net Worth: \$296.2 B*

(*) source: <https://www.forbes.com/real-time-billionaires/#58d842ba3d78>
(**) source: <https://twitter.com/elonmusk/status/1454808104256737289?s=20>

Have you done any of the following in 2021?



Donated money
to a charity?



Helped a
stranger who
needed help?



Volunteered
your time to an
organisation?

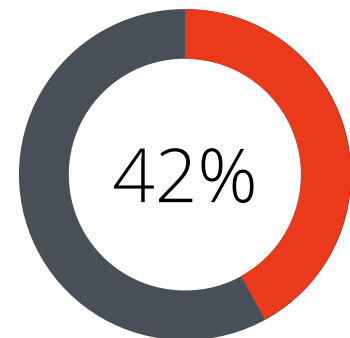
According to CAF World Giving Index in 2020*

Indonesia
Kenya
Nigeria
Myanmar
Australia
Ghana
New Zealand
Uganda
Kosovo
Thailand

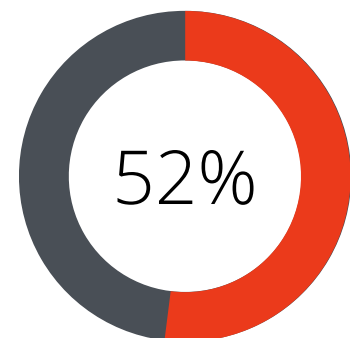
are the world's highest
scoring countries?

Latvia
France
Pakistan
Lebanon
Morocco
South Korea
Italy
Belgium
Portugal
Japan

are the world's lowest
scoring countries?

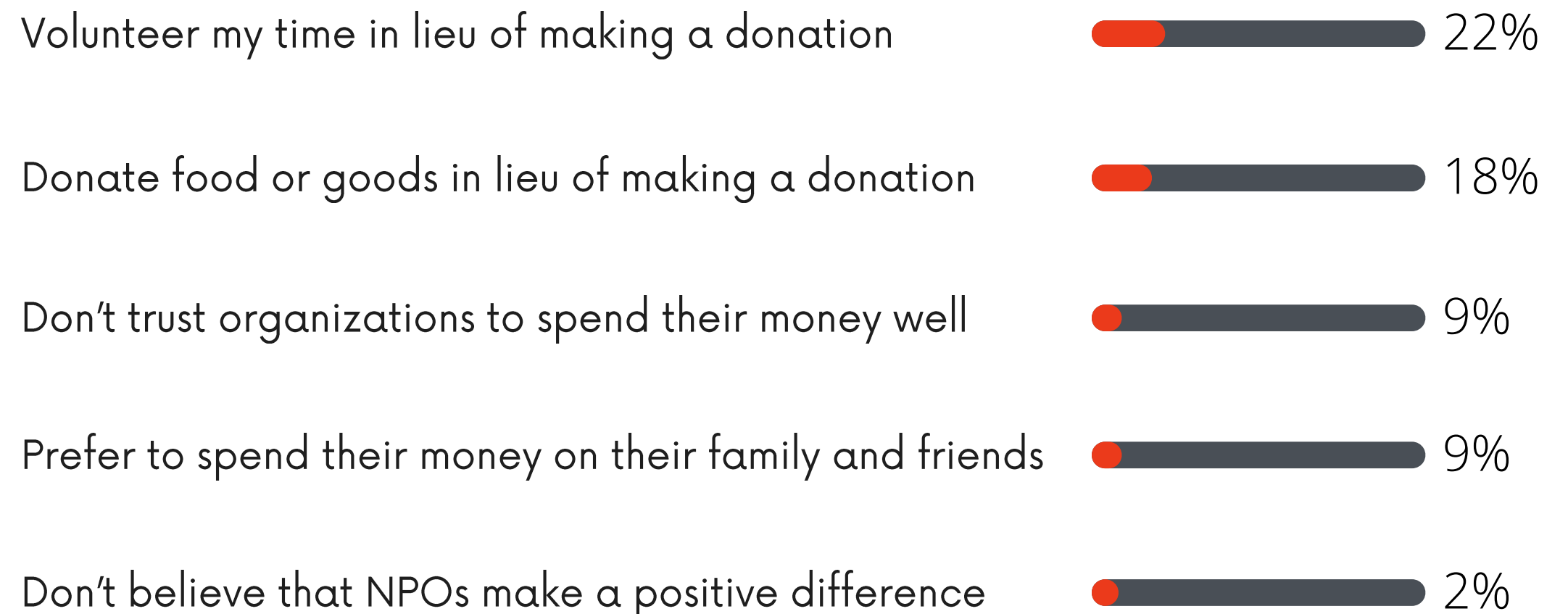


of non-donors worldwide say the primary reason they do not give money to NPOs is because **they do not have the financial resources.**



of non-donors say it is unlikely they will give money to an NPO within the next 12 months.

? OTHER REASONS FOR NOT GIVING MONEY



**According to Global Trends Giving Report 2020
by Nonprofit Tech for Good.**

S P E N D E N

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How to Make Donating to Charities Easier?

Giving. The Donation App.

We aim to get people to donate just with a several click to different organizations, while getting the complete information about the organization/the current project.

The app shall be populated only with:

- German nonprofits that listed in the DZI (with or without seal)
- International nonprofits that are listed in the Charity Navigator

This means all NGOs/NPOs are screened and trusted.



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"No one has ever become
poor by giving."
- Anne Frank.

The App.

- Allow easy donation to NGOs/NPOs.
- Host trusted organizations (DZI + Charity Navigator) and their profiles.
- Allow to select orgs to donate based on the cause.
- Donate only with a click (CC, PayPal, SEPA)
 - Allows recurring/one-time donation
 - Receipts shall be made available automatically
- Option to Pay-it-Forward
- Option to share --> 'challenge' people to match/double up donation.
- Set up a match donation to rally your friends and collectively contribute even more money
- Get notifications weekly/bi-weekly/monthly.
- Get a report monthly/yearly on how much you have donate and to which orgs.

Why DZI and Charity Navigator?

DZI for trusted orgs in Germany.

Charity Navigator for trusted orgs internationally.

Will there be only Orgs and not projects?

There shall be projects and special event (disaster rally etc.) but mostly only orgs in general.

What about privacy?

You can opt whether to donate anonymously or not.
Privacy protected, orgs won't have donor's info.

Why Giving?

To provide easy access, easy research, easy-to-donate to various organizations.

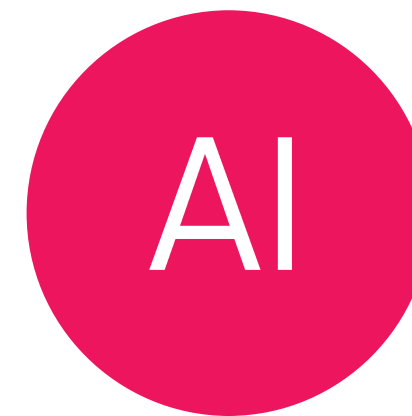
Integration



DS

ROLES

Dataset from DZI and Charity Navigator list.
Keep usage/donation data and creating report of how much the user has donated to which organizations.



AI

ROLES

Providing selection of orgs/projects to the user as notifications using algorithms (user's orgs preference, current event, etc.).
Create a 'template' for receipt that's changeable based on the orgs and amount donated.



WD

ROLES

Front-end:
Payment processing.
Set up options (rally a donation, match/double up, sharing option, Pay-it-Forward option)



UX

ROLES

Ideation exploration, features, user flow, wireframe, etc.

Week 1 Onboarding, design

Week 2 - 4 Coding

Week 5-6 Adjusting

Week 7-8 Testing & wrapping

Thank You!

Any questions?