Kindly

Kindly

Overview

Kindly connects non-profit organizations with both volunteers and potential donors to create a powerful platform for social impact. By bridging the gap between those seeking to contribute their time and skills and those looking to support financially, Kindly can play a significant role in fostering community engagement and facilitating positive change.

Why the Non-profit sector?

Kindly

Streamlined Access:
Provides a centralized platform for non-profits, volunteers, and donors to connect and collaborate.

Transparency and Accountability:
Promotes transparency by providing project details, rates and reviews fostering trust among donors.

Promotion of Social Causes:
Raises awareness about social issues, encouraging more involvement and positive contributions.

Efficient Volunteer Matching:
Non-profits match volunteers' skills and interests with their needs, leading to more productive engagements and higher retention rates.

Why the Non-profit sector?

Kindly

Increased Funding Opportunities:
Access to non-profits launch targeted campaigns, reaching a larger pool of potential donors.

Community Building:
Creates a virtual community of like-minded individuals and organizations, fostering engagement and collaboration.

Efficient Resource Allocation:
Non-profits optimize resources by finding volunteers with specific skills for projects, while donors support aligned causes.

Scalability and Global Reach: As an app, it can be adapted to address social challenges globally in various regions and countries.

Competitive Analysis

1

JustServe

This app, run by The Church of Jesus Christ of Latter-day Saints, connects volunteers with local service opportunities. It allows users to find and participate in projects that address community needs.

Features

- Offers a variety of projects and events in areas such as education, environment, health, and more.

- Allows users to search for service opportunities based on their location and interests.

Pros

- Focuses on community service, promoting a sense of belonging and involvement within local areas.

- Offers a simple and straightforward interface, making it accessible to users of all ages.

Cons

- Being church-affiliated, some users may prefer a more secular platform for their volunteering needs.

- Limited to local service opportunities and may not cover global or remote volunteering initiatives.

Competitive Analysis

2 Benevity

Benevity is a corporate social responsibility platform that connects businesses and their employees with non-profit causes. It enables companies to manage employee giving, volunteering, and corporate matching programs.

Features

- Facilitates employee giving, volunteering, and corporate matching programs.

- Provides a wide range of non-profit causes for employees to support.

- Offers an integrated mobile app for on-the-go engagement.

Pros

- Focused on corporate giving and volunteering, which can lead to significant impact through the involvement of businesses and their employees.

- Supports matching programs, where companies match employee donations.

Cons

- Primarily targets businesses and their employees..

- Non-profits may need to partner with eligible companies to access the platform, potentially limiting participation.

Competitive Analysis

3

VolunteerMatch

This platform connects volunteers with non-profit organizations. Volunteers can search for opportunities based on their interests and location, while non-profits can post volunteer opportunities.

Features

- A web-based platform connecting volunteers with non-profit organizations

- Provides tools for non-profits to post volunteer positions.

Pros

- One of the largest and most well-established volunteer matching platforms, providing a vast database of opportunities.

- Offers filters and search options for volunteers to find opportunities that suit their skills and interests.

Cons

- Being a web-based platform, the user experience may not be as seamless and intuitive as a dedicated mobile app.

- Volunteer positions may vary in quality and organization, depending on the individual non-profit's management.

How Kindly is different?

Kindly is different because it connects every kind of non-profit or charity with real users and provides the option to volunteer or donate (to specific events or companies that offer that option). Events or jobs listed can be remote or in-person.

With the review and rate feature, volunteers can know more about the companies and their events and obtain more information before committing and giving their time. Understanding more about non-profit companies and their missions makes it easy for individuals and small businesses looking for a charity to donate.

Users

Kindly

Non-profit Companies

Volunteers

Donors

Features

Kindly

- User Registration and Authentication, one for companies and another for individual users.

- Home Screen with the list of available events / jobs / companies

- Volunteers can rate and provide a review to an specific event / job / company

- Connect (after click to the donate button) the user with the organization website platform for events that are also collecting donations.

- Companies can post a job or event, as well as edit or delete it.

Monetization

Corporate Partnerships: Collaborate with businesses and corporations interested in supporting social causes. Offer corporate partnerships or sponsorship opportunities, providing them with brand exposure and recognition within the app.

In-App Ads: Incorporate non-intrusive advertisements from relevant businesses or organizations that align with the app's mission and users' interests.

Premium Non-Profit Listings:
Allow non-profits to upgrade their listings to premium positions, increasing their visibility to potential donors and volunteers. Premium listings could include additional images, videos, or featured placements.

Donor Recognition and Badges: Offer donors special recognition or badges based on their contribution levels or commitment to specific causes. Allow donors to purchase virtual badges, with proceeds supporting the app.