



**GRATUITI**

# The Team



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# Canadian Annual Giving

*Total amount of charitable donations increased 23% from 2004 to 2013*

82%  
Of Canadians aged  
15 years or older

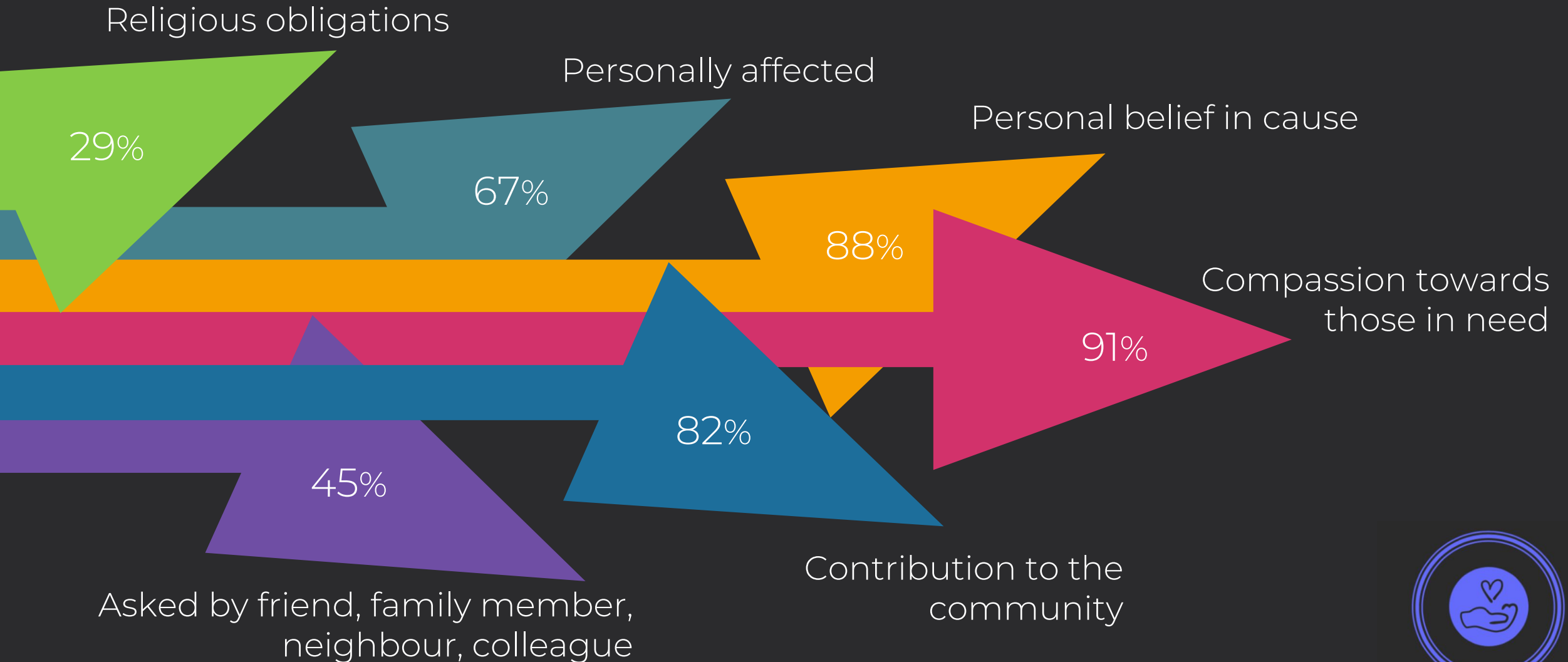


in 2013



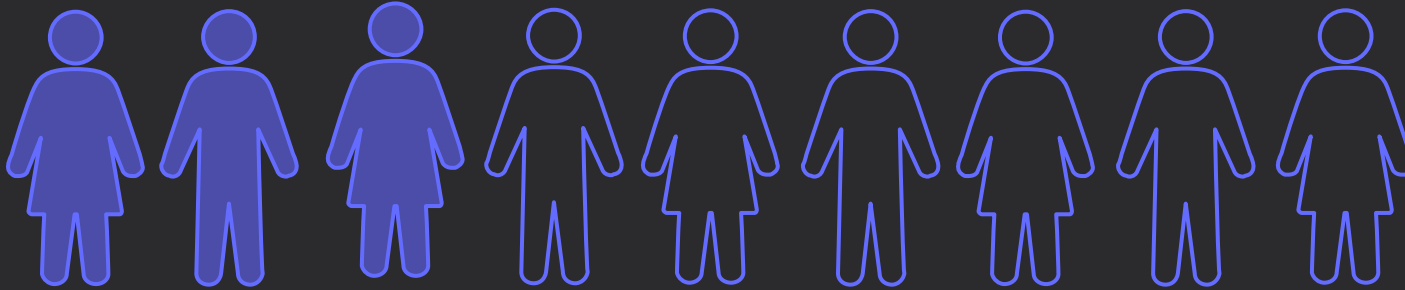
# Motivations for Giving

*The reasons why Canadians choose to donate*



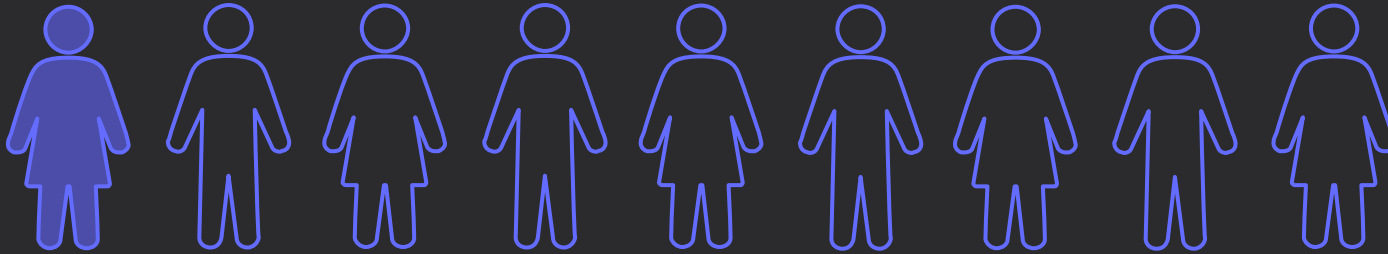
# Canadians Face Barriers to Giving

*Skepticism and lack of knowledge and information*



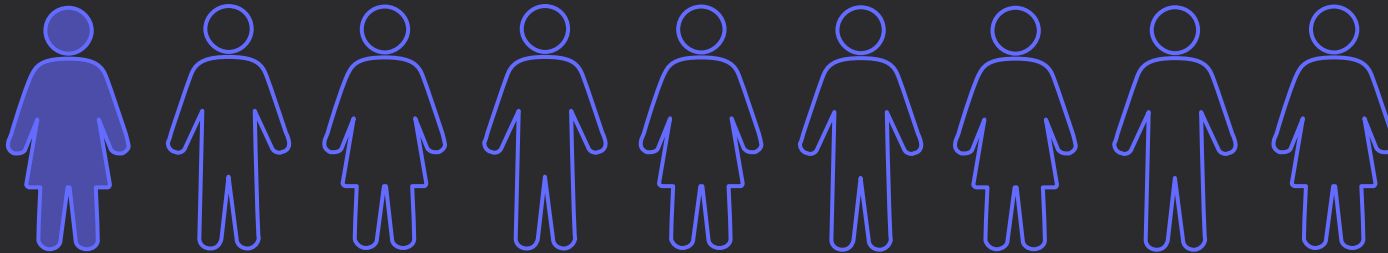
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Canadians worry about efficient & effective use of funds



1 of 10

Canadians had trouble finding a cause worth supporting



1 of 10

Canadians did not know where to give





# GRATUITI

*A platform that helps you give  
back to the causes that you value*

# Four Pillars of Development



# What Difference will Gratuiti make?

