



Jason Smith

Bio

Jason Smith is a 46 year-old male who lives in Ultimo in the Sydney area. He travels to his workplace at Reebok and wonders what more he could be doing to aid those in need. Jason has never donated to a charity before and is seeking to expand his network to further his career and take the next step. There are many charities and Jason is actively comparing the incentives and benefits of donating to the various charities. He is looking for a charity that is easy to interact with. He also does not want to donate on a one time basis, Jason wants to consistently donate a small amount, knowing he is making a difference and wants a good incentive to donate.

Hobbies

- Basketball
- Gaming
- Collecting basketball jerseys and other famous jerseys
- Reading on sports history

Pains

- Conflicting interests in what they want from a charity
- Unsure of how to make a difference
- Does want something out of the donation, even if it is miniscule

Gains

- Knows he is making a difference
- Fulfills that desire to aid
- Hopefully receives something beneficial to his circumstance in return