



## FinTech for Good

Helping the Homeless

Presenting By - Kleos (13)

# TD's Purpose

Enrich the lives of customers, communities & colleagues

## Problem

There is a gap in providing those in need with funding and access to daily necessities (Feminine Hygiene, Personal Care, Clothing)

## Opportunity

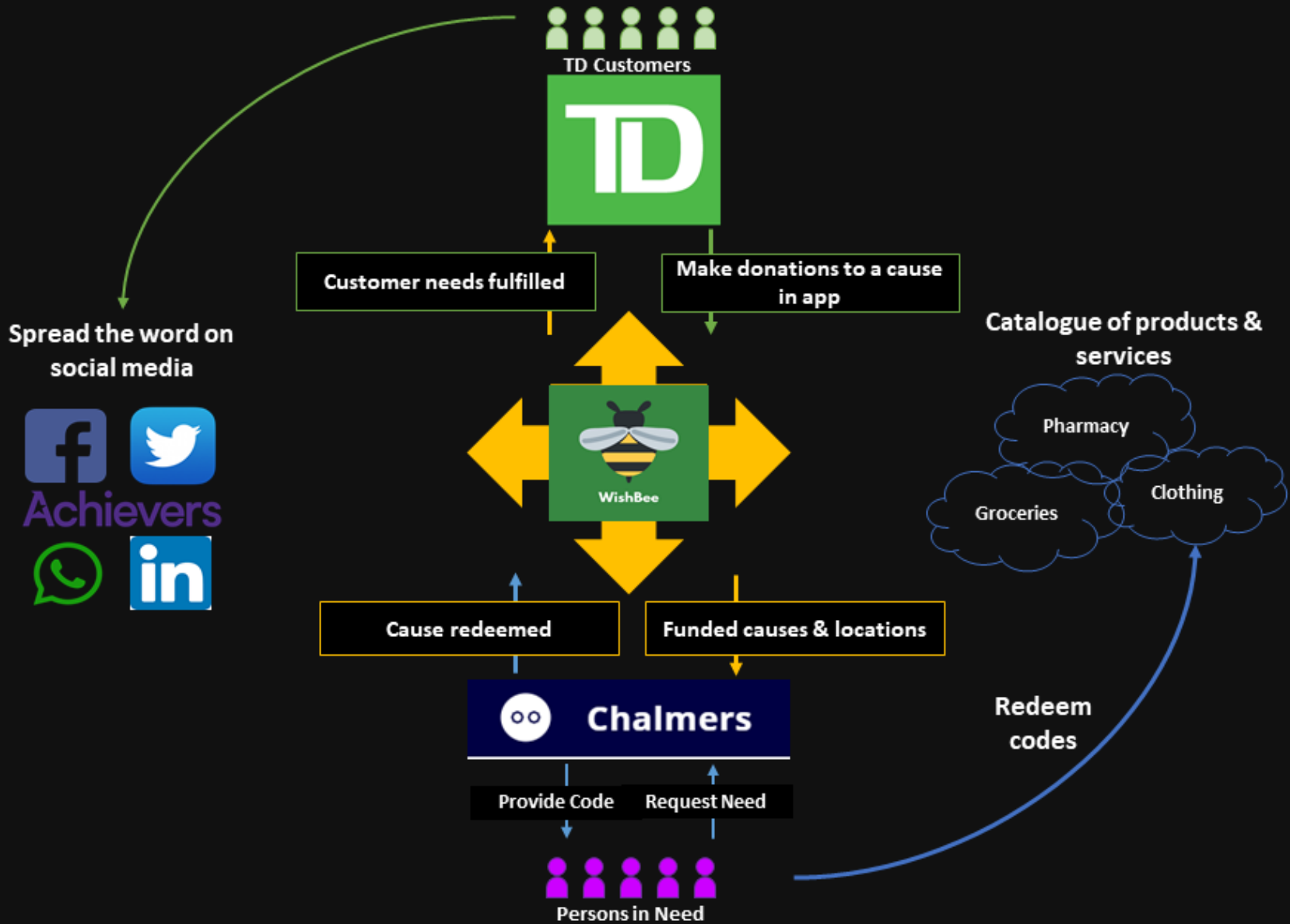
- Provide TD's 5.2mm mobile customers the opportunities to donate through the app by leveraging existing channels
- Chalmers (Ample Labs) is a chatbot connecting homeless people to vital resources that we sample as a use case



## Solution

Leverage the Chalmers channel to collect donations via TD mobile experience and partner with relevant retailers. Redemption offers will be available to homeless users.





# UX Prototype



As a TD customer, I am prompted to donate to a charity that helps connect people in need with goods and services



Current Balance

\$45.33

WOULD YOU LIKE TO MAKE A \$1 DONATION?



Eversource  
Electricity

-\$45.33



Payment made  
Thank you

+\$245.33



McDonalds  
Fast Food

-\$5.23



Walmart  
Grocery Store

-\$85.23



Dunkin Donuts  
Fast Food

-\$45.33



Target  
Shopping

-\$45.33



Eversource  
Electricity

-\$45.33

9:41



Top up with a \$1.00 donation?

YES

NO, THANKS





9:41



Top up with a \$1.00 donation?

SELECT DONATION TYPE

Cancel

SELECT DONATION TYPE





Food



Healthcare



Clothing



Shelter



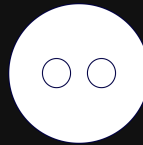
Services



Personal Hygiene



# Chalmers.app



As a person in need, I can redeem an offer presented to me via Chalmers by visiting a supporting retailer



Hello, my name is Chalmers, and I am what is known as a "chat-bot".



I was designed by **Ample Labs** to help you find resources within the City of Toronto like the following:

Free Meal

Drop-In

Clothing

Shelter

Crisis

Shoppers

Rexall



Hello, my name is Chalmers, and I am what is known as a "chat-bot".



I was designed by **Ample Labs** to help you find resources within the City of Toronto like the following:



Current available items at Shoppers are:

Toothbrush

Toothpaste

Shampoo

Milk

Shoppers





Milk

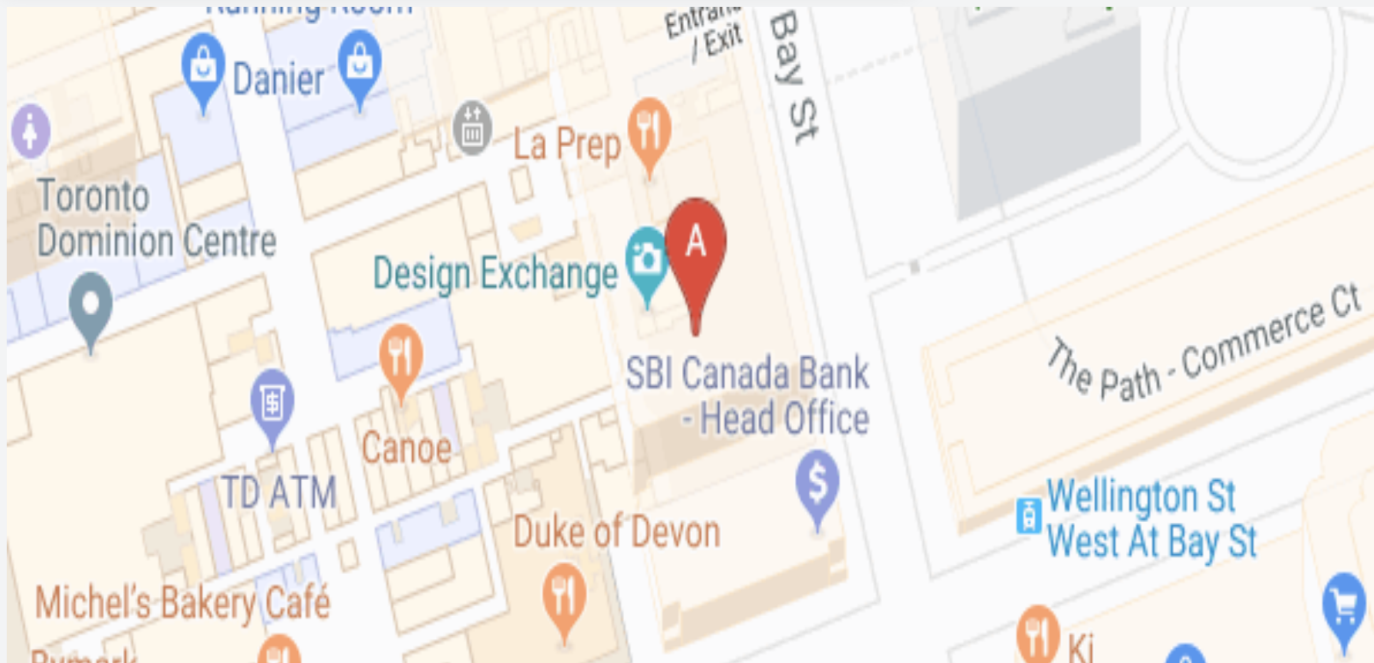


May I use your current location?

Yes



Just to confirm, you are at 220 Bay St, Toronto, ON M5J 2W4, Canada. Did I get that right?



00

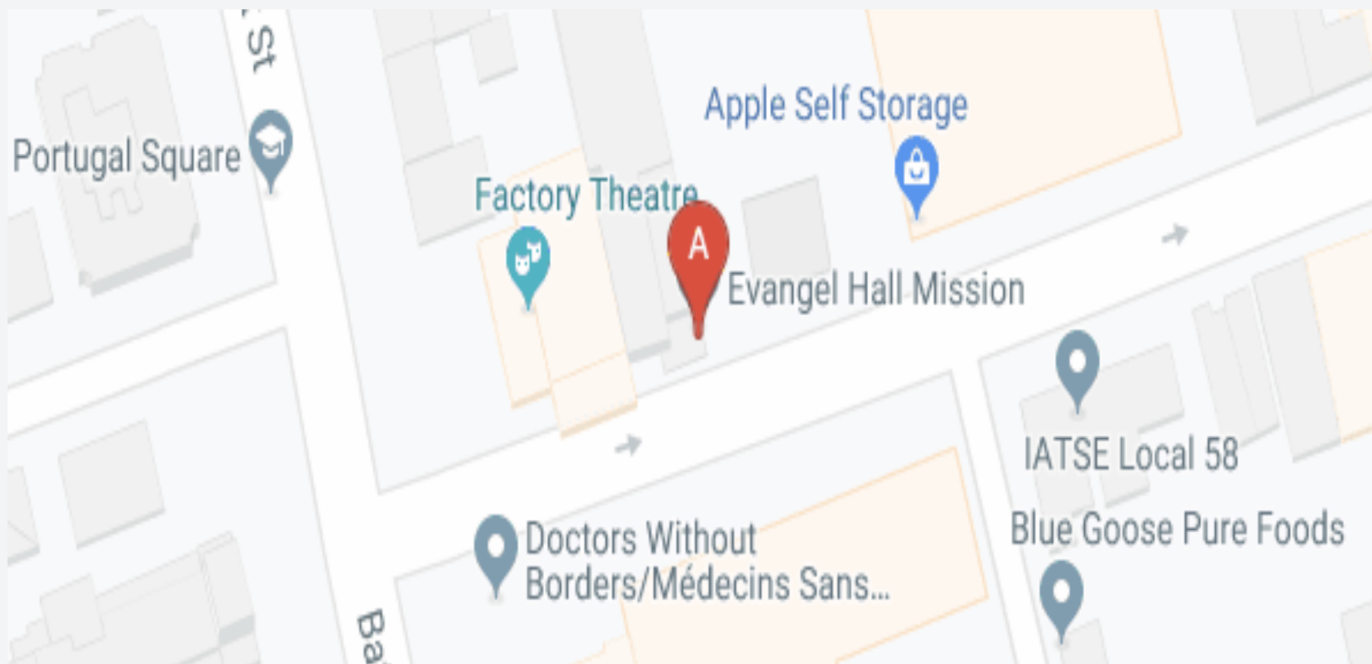
The closest Shoppers near you is at 66 Wellington St W Unit #29A. It opens from 9:00am to 8:00pm.

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Please record this voucher number to redeem your items. UBJV-5139-XHKNSG. The code expires in 48 hours.

00

You are all set! Please call 416-111-1234 if you require more information. Have a great day!

[Directions](#)



As a TD customer, I am notified via the TD mobile app when I help a person so that I know my donations are making a difference



9:41



**Your donation has been  
redeemed!**

### Notifications



**Thank you for your kindness!**  
Would you like to share on  
Facebook?

**YES**

**NO, THANKS**



## Post to Facebook

https://www.facebook.com/dialog/feed?app\_id=626654564138936&caption=Sh...



Share on Facebook



Quentin Qualifio

Say something about this...



Share Title

Share Description

SHARE BASELINE



Public ▼

Cancel

Post to Facebook

# Technology

Integrate with TD and Chalmers to build new API endpoints and services

# TD

Fund
id
balance

Transaction
id
details
timestamp

POST /facebook

POST /redeem

POST /funds

POST /services

## Social Media

- News Feed
- Group Chat
- Community Page

# WishBee

## Vendors

- Partnership
- Sponsorship

POST /redeem

POST /charity  
param { funds, services }

# Chalmers

### Authentication

id
social number
phone number

## Next steps

- Pilot a program within a community:
  - with a high density of TD mobile app users
  - where Chalmers shows high usage
- Partner with local & chain retailers in the community to define an initial catalogue of offerings
- Develop the API for integration between the TD app and Chalmers to provide data feed of products available for purchase with donated funds
- Track the use case for wider implementation in Toronto and Canada



**Thank You!**