

THE GIVING APP

ANNUAL REPORT
FOR 2020



Founders Letter



Hey everyone, I've always been one to look for the good in people. So naturally, my goal for The Giving App was much more than just creating a successful app or nonprofit organization. It was about people helping people, and it was about starting a genuine movement. I hoped to inspire others to believe that WE could ACTUALLY change the world for the better, and that we didn't need to be a bunch of perfect people in order to be a part of it. Our movement would welcome anyone with a desire to give, and it would be built on small consistent acts of kindness from ordinary people from all walks of life. We would change the game for good-intentioned nonprofit organizations, and we'd bring hope and change to those who'd need it more than anything. It would take time, as all great things do. However, if we'd stay the course and keep our intentions pure, my hope was and still is that our mission would be blessed and that our giving community would become an undeniable force for good... one day. So now, I guess we're at the very beginning of the "let's find out" stage, but you already know where I've placed my bet. I'm all in on The Giving App, and what is The Giving App? It's a mobile giving platform that can become the future of philanthropy, but more than anything, The Giving App is PEOPLE. It's You, it's Me, it's all of Us. We are a community with enough hope to believe that we could still make a difference in this world, and I wouldn't bet against us. So whether you're already part of our community or if you're just hearing about us for the first time, I want you to know that I couldn't be more grateful that you're here! Our journey's only just begun, and I can't wait to see what we'll accomplish in the years to come.

Welcome to The Giving App! Love, James



Mission and Core Values



Mission

To foster hope for the future of philanthropy and shift towards positive change in our world; establishing accountability, community, and connection within the charitable giving experience.

1. We Are Grateful
2. We are a team
3. We are Learners
4. We are Inclusive
5. We have Integrity
6. We Have Belief
7. We Have Fun

Values

Publications



AS President Merida and The Giving App team organize event focused on giving back to community



The Giving App getting shouted out in the CSUN Sundial

School Friends on a Mission to Help People, Environment



The Giving App Getting Shouted out on the Glendale Press

Sustainable fashion brand
ITOO
Your clothes shouldn't cost the earth.

Glendale High School graduates Felipe Arias and James Mizuki recently joined forces to give away their designs at the Los Angeles Mission Women's Shelter.

Our Team



James Mizuki
Founder/CEO



Robert Baker
Head of
Marketing



Rose Merida
Director of Staff
and
Development



Jake Gould
Business Development



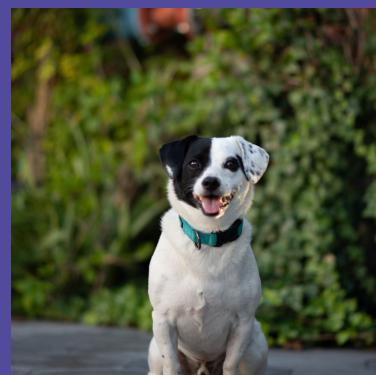
Justin Punzalan
Product
Manager



Ramon Torres
Brand Manager



Keven Acevedo
Director of
Finance



Buster
Company Companion

2020 at a Glance



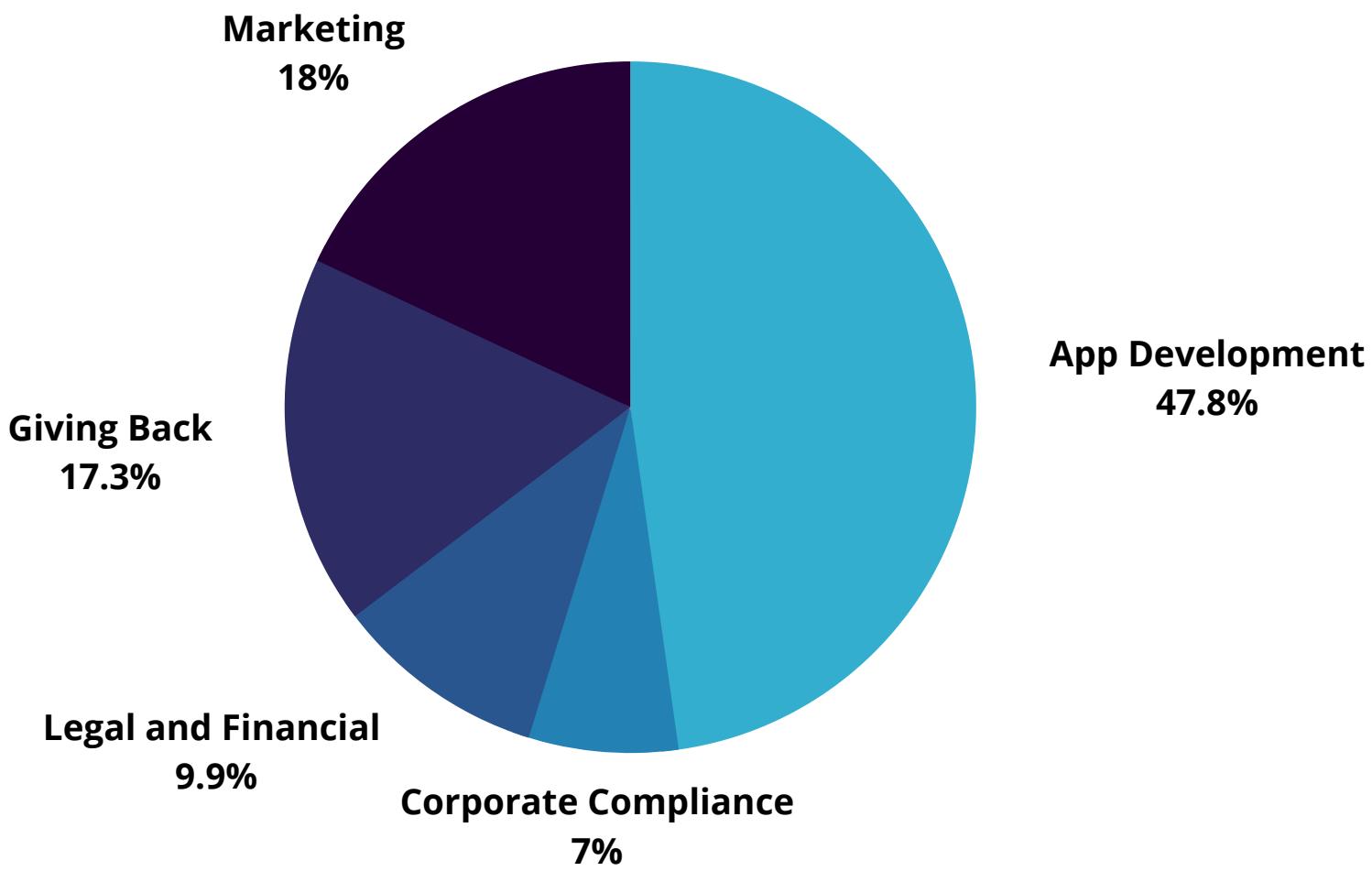
2020 has been a great year for our organization. Like many, the COVID-19 pandemic has greatly caused some strain in our organization, however, our team fostered the strength to still do many amazing things this year. We were able to start a COVID-19 relief fund. Moving closer to our app launch, we have onboarded over 20+ organizations in our Cohort of Charities. Last but not least have set up numerous community events to really ... just give back!



What is Our Budget?



Much of our large-scaled charitable impact will take place through our mobile app. So we've allocated the largest portion of our budget to its early development. Right now, building the app to a point where we can provide a positive giving experience for all donors and charities alike is our main priority. Once this has been accomplished, the financial requirements of app maintenance will be much less than those of app development. So at this point (which we foresee being near the end of Q1, 2021), we'll be able to reassess your budget and allocate more resources to initiatives like The Giving Truck, which is one of the many ways that we will be giving back to those in need right here in our own backyard of Los Angeles & LA county.



Financial Overview



Non-Audited Financials 07/20 - 12/20

The Giving App

07/01/2020-12/31/2020

INCOME

	Actual
Gifts Received	53,000
Donations	100,000
Total Non-Operating Income	153,000

Total INCOME

153,000

EXPENSES

Operating Expenses

Accounting and Legal	9,028
Advertising	8,000
Dues and Subscriptions / Web Hosting and Domains	3,739
Research and Development	35,373
Salaries and Wages	2,200
Travel	14,875
Other	150

Total Operating Expenses

73,365

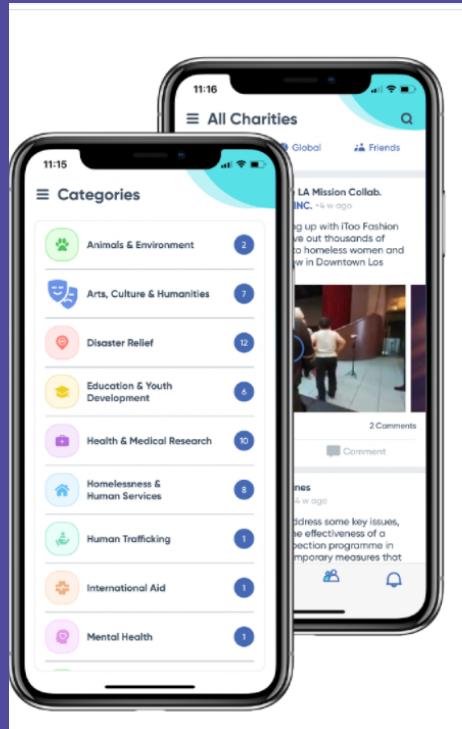
Non-Recurring Expenses

Gifts Given	797
Total Non-Recurring Expenses	797

Total EXPENSES

74,162

What's in store for 2021!!!



With 2020 coming to an end we would like to announce what's in store for 2021! Our app will officially launch in 2021 as well as the introduction to our newest addition to the team! The Giving Truck



Cohort of Charities



ImagineLA
Mentoring Families out of Homelessness



ASIAN PACIFIC
Community Fund
Invest in people



1. **My Friend's Place**
2. **I Have a Dream Foundation - Los Angeles**
3. **Packasmile**
4. **Asian Pacific Community Fund**
5. **Imagine LA**
6. **START Rescue**
7. **Alzheimer's Los Angeles**
8. **Education Through Music- Los Angeles**
9. **Mulligan Ministries**
10. **Water Wells For Africa**
11. **Ocean Defenders Alliance**
12. **Workshops For Warriors**
13. **Mending Matters**
14. **Salesian Family Youth Center**
15. **Mind Treasures**
16. **Southern California Golden Retriever Rescue**
17. **Very Human**
18. **You Saved Me Foundation**
19. **ProduceGood**
20. **Child Hope International**
21. **San Diego Hunger Coalition**
22. **The Giving App**