

		Reach	Do-It	Charity Miles	Be My Eyes	Facebook	YouTube
Value proposition		Connecting people, skills and good causes Reach is the leading skills-based volunteering charity in the UK. We are the single biggest source of trustees for the voluntary sector in the UK. Connecting people, skills and good causes is our mission and our passion.	Small grants for small organisations Small charities and voluntary groups, usually run by volunteers, are the backbone of local communities – doing amazing things with little resource.	Get Fit and Make an Impact Charity Miles lets you turn a neighborhood jog or weekend hike into a fundraiser for good. Just choose a charity and get moving. The app tracks your movement. For every mile you log, you help to earn money for your chosen charity.	To make the world more accessible for blind and low-vision people Connects blind and low-vision people with sighted volunteers and company representatives for visual assistance through a live video call.	Make the world more open and connected Helping people communicate more efficiently with their friends, family and coworkers.	Get access to more than a billion videos Works as a stage for creators of original content to get their content out there and to be viewed by billions of people.
Audience							
Target audience		Organisations and individuals. Skill-based volunteers. All volunteers most have there years demonstrable professional experience in their skill(s) and be based in the UK.	Looking for volunteers who can commit on a regular, ongoing basis (long term commitment). Over 18s.	«Our members are active-ists. They like to live healthy and help others.» Targeted mainly towards the age group 30-40.	«Our sighted volunteers are friendly and generous.» All age groups	Facebook is used by people of all ages. Very popular among people aged 18-49. According to Facebook, women are 40% more likely to create groups that become meaningful to people. Women also create nearly 70% of all fundraisers on Facebook.	Millennials, aged 25-35, 71% of this age group in the US use Youtube.
Marketplace							
iOS		✗	✗	✓	✓	✓	✓
Android		✗	✗	✓	✓	✓	✓
Website URL		✓	✓	✓	✓	✓	✓
Features							
Social media sign up		✗	✗	✓	✓	✓	✓
Join without specific skills/ qualifications		✗	✗	✓	✓	✓	✓
Background check		✓	✓	✓	✓	✓	✓
CTA button volunteer		✗	✗	✓	✗	✗	✗
Facebook Site		✓	✓	✓	✓	✓	✓
Instagram profile (for volunteering)		✗	✓	✗	✓	✗	✗
Youtube account		✗	✗	✓	✓	✗	✗
Twitter account		✓	✓	✓	✓	✓	✗
Share events		✗	✓	✓	✗	✓	✓
Reward program		✗	✗	✓	✗	✗	✗
		Direct competitors				Indirect competitors	