

Proposal Name:

Transforming Lives with a \$100K Donation - Apecoin DAO and W3 Labs Take Action for Positive Change

Proposal Category:

Brand Decision

Abstract

"It is in giving that we receive." - Francis of Assisi

The core of this proposal centers around promoting collaboration for the greater good of humanity and making a positive impact on individuals' health and happiness.

W3 Labs, recognized for their development of dot ape domains on the Ethereum chain, actively supports the decentralized Apecoin token to facilitate transactions, showcasing their dedication to enhancing the utility of the ape coin community. They provide these domains as a means for individuals to establish their digital identity within the Web3 realm and seamlessly engage with popular decentralized applications (dApps).

As an expression of gratitude, this proposal suggests providing the DAO with relevant domains at no expense, along with a monetary contribution to an organization chosen by the DAO/community.

This proposal is simply about extending a helping hand to the DAO's compassionate virtue, contributing a little from Labs for societal good, and securing digital identity for DAO as well. W3 Labs proposes to donate \$50K from their side and would love the ApeCoin DAO to also match that contribution to a charity of DAO's and community choice.

Team Description

Hello ApeCoin DAO, We are the founders of Dot Ape and WNS domains, W3 Labs.

Having established our presence in the industry for some time, we are now prepared to contribute on a larger scale and give back to the community.

Dot Ape domains is an inclusive initiative that arises from the combined efforts of Apes, encouraging a more emotionally connected Web3 community.

Its inception was brought to life by the innovative W3 Labs team, renowned for their groundbreaking solutions such as the Web3 Name Service, the decentralized mailing system "W3 Mail," and the multi-chain Block explorer "W3 Explorer."

Within our team, we are fortunate to have esteemed individuals such as Sir Vincent Fred (BAYC #3956

), a long-standing BAYC holder who has consistently advocated for the Ape community and its unique culture. In addition, Pran (BAYC #1547

) and Adamhunt (formerly BAYC #8562

), both Apecoin holders and passionate about the Yuga Ecosystem, have played a vital role in developing blockchain-based products that drive the progress of the Web3 space and uphold its fundamental principles. The rest of our dedicated team aligns with these values and continually strives to bring value to the ever-expanding Web3 arena.

W3 Labs aim to prioritize the security of digital identities for all users within Web3. Whether it's their username, Ape number, or any other meaningful association they wish to maintain on the blockchain, we strive to ensure they are able to safely express themselves using Web3 domains and advancing technology. We believe that this AIP initiative would not only provide an additional use case for ApeCoin but also cultivate an ever-increasing strong sense of identity within the ape community.

"When wealth is centralized, the people are dispersed. When wealth is distributed, the people are brought together." - Confucius

Motivation

Our proposal represents a symbol of ingenuity, harnessing the transformative power of decentralized technologies and Web3 to fuel charitable initiatives and generate meaningful societal impact. Central to this initiative is the objective of advancing the practical applications of Apecoin while generating a positive atmosphere throughout the community.

Within the Ape Community, we envisage a vibrant ecosystem where ApeCoin's significance extends beyond its financial value, encompassing its ability to inspire societal change and promote the well-being of others. By implementing this proposal, we seek to enhance the utility of ApeCoin, illuminate the altruistic potential of Web3, and exemplify the Ape Community's strong compassionate ethos to the world.

If this AIP serves as a catalyst for inspiring additional charitable proposals to be presented to the DAO, irrespective of the

acceptance of our own AIP, we would consider it a notable achievement.

As we pursue our goals of societal upliftment and community assistance, we are dedicated to nurturing a caring and engaged community. This distinctive combination encompasses our genuine commitment, unwavering trustworthiness, and steadfast professional integrity.

When the average person discusses blockchain, Bitcoin is often the first cryptocurrency that comes to mind, while ApeCoin remains relatively unknown. By working together, we can take a significant stride towards reshaping this narrative and increasing awareness of ApeCoin's unique value proposition.

Let's break free from our echo chambers and garner the attention we deserve by leading the way, doing good, and showcasing why ApeCoin is different.

"Community is a consequence. It results when people come together to accomplish things that are important to them and succeed. People who are uninvolved cannot feel this connection." - Richard Cornuelle

Rationale

Our proposal donates 100k to charity and provides 25k in dot ape domains. This strengthens trust in Web3 through the values of giving and nurtures individual identities through positive online interactions. This AIP has the ability to go beyond just giving to charity but gives us the opportunity to become ambassadors in the space, sharing the good of Web3 far and wide.

We take a step further in our dedication to societal well-being by transparently contributing 10% of our domain registration fees to a charity(s) chosen by the DAO, signifying our collective responsibility towards a better society.

By leveraging captivating art and animations, we aspire to transcend the limitations of the Twitterverse, expanding the reach and impact of our positive initiatives to a broader audience.

Additionally, as part of our commitment to supporting the DAO, we have made a deliberate effort to provide the DAO with exclusive access to relevant domains, ensuring that there are no associated fees involved in the acquisition process.

Our commitment to this innovation epitomizes the ever-changing landscape of the blockchain ecosystem. As ambassadors of the dynamic nature of the industry, we embody a culture rooted in sincerity, professionalism, and trustworthiness, setting a prime example for others to follow.

Charitable Alliances

ApeCoin DAO has already formed successful charitable partnerships.

Notably, it has formed a collaboration with the Jane Goodall Legacy Foundation to provide support for their conservation and environmental initiatives. This partnership plays a crucial role in funding significant projects and programs that are dedicated to the preservation of nature and wildlife.

In addition to this, ThankApe, in recognition of the potential impact it holds, consistently directs portions of its rewards towards supporting charitable initiatives. Through these contributions, ThankApe extends its reach and actively contributes to various causes, furthering its positive influence.

This new initiative will not only raise awareness about the meaningful contributions of the DAO and its transformative impact but also provide an opportunity for everyone involved to receive valuable feedback, ideas, or thoughts from others.

Benefits for ApeCoin

- **Community Goodwill:** A donation from W3 Labs, matched by ApeCoin DAO, demonstrates our commitment to charity efforts and philanthropy goals.
- **Helping Others:** Empowering individuals in their time of need, providing hope for a better future, supported by the leading Web3 community.
- **Increased Visibility:** Collaborating with renowned organizations boosts global presence.
- **Positive PR and Mainstream Attention:** Engaging content promotes ApeCoin's values. Enhanced by custom creatives to highlight our actions across social and digital media.
- **Transparency and Accountability:** Financial Reports ensure trust in the \$100,000 deployment in donation(s).
- **Enhanced Digital Security and Identity:** Free Dot ape domains on Ethereum improve user identity, security, and trust within Web3.
- **Existing Use Case for ApeCoin:** Dot ape domains powered by the decentralized \$apecoin token adds extra utility to the ApeCoin ecosystem.

Key Term

Domain - Referring to blockchain-based domains, these domains operate on the Ethereum chain, providing unique digital identities.

Specification

Funding Focus

Option 1

- - Beast Philanthropy

We have a remarkable opportunity to vote on a partnership with MrBeast Philanthropy, a renowned organization founded by Jimmy Donaldson, also known as MrBeast. This collaboration holds tremendous benefits for our DAO and aligns with our mission to make a positive impact in the world.

By joining forces with MrBeast Philanthropy, our DAO can gain recognition and credibility within the realm of social good. This partnership will elevate our reputation and attract individuals who value the altruistic efforts of MrBeast. It provides an opportunity to align ourselves with a reputable organization and leverage their influence to amplify our own impact on a global scale.

Collaborating with MrBeast Philanthropy opens doors to unique opportunities for meaningful engagement. The organization is currently running impactful campaigns that deserve our support, including:

1. Support the Hopi People: The Hopi are a Native American sovereign nation made up of 12 villages in Arizona, United States. This campaign aims to provide assistance and empowerment to the Hopi People, promoting their culture, education, and overall well-being. It specifically addresses the limited access to affordable fresh vegetables, fruits, protein sources, and supplies in the rural areas.
2. Rebuilding Baphumelele Children's Home: Baphumelele is a children's home in Khayelitsha, South Africa, housing 112 orphans and displaced children in 12 buildings. This campaign focuses on rebuilding and improving the Baphumelele Children's Home, which is on the verge of being shut down due to asbestos exposure. By supporting this campaign, we can create a safe and nurturing environment for vulnerable children.
3. 'I Am Somebody' Campaign: The 'I Am Somebody' campaign, initiated by Beast Philanthropy's partner, Street Child United, aims to help street-connected children receive birth certificates and official identification. This documentation provides access to education, healthcare, and protection for these children, empowering them for a brighter future.
4. Ukraine Refugee Relief: More than 2 million people have been displaced due to the ongoing crisis in Ukraine. This campaign focuses on providing immediate support to address the needs of the displaced individuals, extending a helping hand during this difficult time.
5. 'That Went Well' Campaign: Clean and safe drinking water is a basic necessity for everyone. This campaign aims to provide clean and safe drinking water to tens of thousands of people in Cameroon, West Africa, ensuring access to a vital resource that is essential for survival.
6. Beast Pantry: The Beast Pantry is a food pantry initiative started in Greenville, North Carolina, serving 21 communities in Eastern North Carolina. This campaign addresses food insecurity by providing access to nutritious food for individuals and families in need.

These initiatives are driven by the desire to create a positive impact on society. They aim to uplift and support marginalized communities, empower vulnerable individuals, and address pressing challenges such as food insecurity and lack of access to clean water. These initiatives represent a collective commitment to creating a more inclusive, compassionate, and equitable society for all.

For more information: www.beastphilanthropy.org

Through this partnership, our DAO can actively participate in these campaigns, extending our support to diverse causes and making a positive impact on a global scale.

Partnering with MrBeast brings unique advantages, including increased visibility and amplified impact. Even if it's from our community, talking about it. While direct support and guidance may not be provided, the partnership is a strong signal to the world about Apecoin DAO intentions. Aligning with MrBeast enhances our credibility and attracts valuable added awareness, creating a lasting positive impact.

Option 2

- The Giving Block
- STOMP Out Bullying™ is a national nonprofit dedicated to reducing and preventing bullying, cyberbullying, and

discrimination. They promote inclusivity, provide support, and educate students through various initiatives, making them a leading anti-bullying organization in America and beyond.

- [Donate Bitcoin to STOMP Out Bullying | The Giving Block](#)
- [Donate Bitcoin to STOMP Out Bullying | The Giving Block](#)
- Roald Dahl's Marvellous Children's Charity specializes in providing crucial support and specialist nurses for seriously ill children with complex, lifelong conditions. Their mission is to make a significant impact on the lives of these brave children and their families. By offering expert care, comfort, and hope, the charity plays a vital role in ensuring that these young individuals receive the best possible assistance throughout their challenging journey.
- <https://thegivingblock.com/donate/roald-dahls-marvellous-childrens-charity/>
- <https://thegivingblock.com/donate/roald-dahls-marvellous-childrens-charity/>
- Hope For Paws is a remarkable organization with a powerful mission - to rescue neglected and abandoned animals, find them loving forever homes, educate society about the importance of companion animals, and actively work towards reducing euthanasia rates in shelters while increasing adoption rates. Their unwavering dedication inspires people worldwide to take action and put an end to animal abuse, neglect, and homelessness. Through their tireless efforts, Hope For Paws brings hope and a second chance to countless animals in need, making a profound impact on both individual lives and the larger community.
- <https://thegivingblock.com/donate/hope-for-paws/>
- <https://thegivingblock.com/donate/hope-for-paws/>
- The Partnership to End Addiction is dedicated to transforming how our nation addresses addiction. With a focus on empowering families, advancing effective care, shaping public policy, and fostering cultural change, they lead the way in addiction prevention, treatment, and recovery. By providing resources and guidance to parents and caregivers, they ensure that families can play an active role in their loved ones' journey to recovery. Through their advocacy efforts, they work to shape policies that address addiction comprehensively, while also challenging societal norms and combatting stigma. The Partnership's mission is to create a future where addiction is met with compassion, comprehensive care is accessible, and families are empowered to make a lasting impact.
- <https://thegivingblock.com/donate/partnership-to-end-addiction/>
- <https://thegivingblock.com/donate/partnership-to-end-addiction/>

These visionary organizations align with our mission for a better world. They focus on eradicating bullying, supporting seriously ill children, rescuing neglected animals, and transforming addiction care.

We want to inform you that option 1* is not guaranteed. We have made direct and indirect attempts to contact Beast Philanthropy. We have a contact who works closely with MrBeast, although not directly associated with Beast Philanthropy. We will share relevant updates we receive with the DAO. However, please note that it may take some time to receive a final update, as Beast Philanthropy is potentially being onboarded into Web3, which may cause fluctuations in the progress of the process. Please note, Beast Philanthropy has numerous requests and may be unable to proceed.

*If Beast Philanthropy emerges as the winner of the vote from the DAO for the chosen charity but, for any reason, including its inability to accept funds, is unable to make progress either before or after the vote takes place, the donation will be automatically redirected to the remaining option.

Additional Specifications

- W3 Labs, guided by a commitment to transparency and sincerity, ensures that the entire 50k provided by Dot Ape is disbursed entirely on-chain through a smart contract. This approach guarantees the utmost level of transparency, with automation optimizing and streamlining the process.

For example, if a domain registration takes place for 1 ETH, an automatic 10% of that sum, equating to 0.1 ETH, will be directly transferred to the DAO's designated wallet. This continues until the total contributions from DotApe Labs reach the sum of \$50K USD or equivalent within 48 months.

- We kindly request the Apecoin DAO to match our committed contribution of \$50K, resulting in a combined total of \$100K dedicated to the chosen charity. This collaboration will have a significant impact on creating positive change and advancing compassionate efforts.
- The charitable organization that becomes the recipient of these collective funds will be the choice of the DAO or the community, reinforcing the principle of communal decision-making. Importantly, the DAO's contribution of \$50K will only be initiated following Dot Ape's own \$50K donation. This ensures that the DAO maintains access to all funds and can direct the combined donation to the selected charity as per the community's collective decision.
- As the founders of dot ape domains, we will transfer ownership of apecoin.ape and apecoindao.ape to the chosen

wallet of the Apecoin DAO for a duration of 69 years.

- We will also conduct an exclusive giveaway within three month of AIP approval for Apecoin holders participating in the DAO, offering winners credits to acquire dot ape domains. Up to 25k worth of domains will be available for claiming by a maximum of 500 winners. Each winner will receive a minimum of \$50 credit to mint and/or extend their .ape domain through dotape.io.
- Our team will commission custom art and animations, we'll share our positive message across Web3 and beyond. With support from the Apecoin Twitter page through posts and retweets, we can gain traction and launch a Public Relations campaign, enabling us to capture mainstream attention.
- The Financial Report aims to provide transparency and accountability in the disbursement of the \$100,000 donation. Here is a breakdown of the information that will be included in the report.

Donation Tracking:

- Documentation of the initial \$50,000 donation sent from Dot Ape.
- Documentation of the subsequent \$50,000 contribution made by the Apecoin DAO.

Fund Allocation:

- Breakdown of how the \$100,000 donation is allocated to project(s) identified by the Apecoin DAO.
- Depending on the capabilities of the chosen charity, we will provide visibility into the utilization of funds.

The Financial Report will promote transparency by sharing how donated funds are used, fostering trust and accountability. It ensures responsible financial stewardship, aligning with transparency principles. This enables the Apecoin DAO and the community to have full visibility into the impact and outcomes of the proposal's efforts.

Trust and transparency are the heart of our endeavor, and we commit to embodying these values throughout our interaction with the DAO, the community, and the beneficiaries of this initiative.

Steps to implement

At DotApe Labs, we're dedicated to weaving a blend of decentralized technology and compassionate action. Our first step is to reserve exclusive domains for the APE DAO and hand them over at absolutely no cost as a token of our deep-rooted appreciation. We'll also set up a smart contract that automatically directs 10% of our domain registration revenue to the DAO's chosen wallet. We'll handle all related expenses and fees, ensuring the DAO doesn't bear any costs.

Once we've transferred tokens worth \$50K to the DAO's desired wallet, we propose that the DAO matches this with a \$50K contribution, creating a combined pool of \$100K to be donated to a charity chosen by the DAO community. The DAO/community has full control over the process, setting up a wallet for the chosen charity, and ensuring their smooth onboarding into the Web3 world. This is W3 Labs, genuinely committed to a more caring, engaged blockchain community.

In the extremely unlikely scenario where dot ape fails to achieve the \$50K contribution within 48 months, the full accumulated funds will be collected by the DAO without any mandatory requirement to match the accrued funds. The DAO will receive the funds and have complete discretion over their utilization.

Timeline

At W3 Labs, we firmly believe in the power of collective effort and the transformative potential of decentralized technology for societal good. Our proposal carries this ethos at its core, promising both professional commitment and genuine benevolence.

Following the approval of this proposal, we commit to initiating the domain transfer for the DAO within a span of one week.

The ApeCoin DAO will conduct a charity vote within 1 month to choose between "Option 1 or 2," if appropriate. The exclusive giveaways will start and finish within 3 months of AIP approval.

Additionally, we will establish the smart contract for the distribution of registration revenue to the DAO's chosen wallet, all at no cost. This will be given top priority and will be completed no later than two weeks following the approval.

Content Creation will be an ongoing endeavor. Once the pieces are finalized, we will work with the social media team to cascade the content.

The financial aspect of our proposal is structured in a transparent and trustworthy manner. Once our contribution reaches the committed threshold of \$50,000, we kindly invite the DAO to match this amount, ideally within a one-week timeframe.

Our combined donation of \$100,000 will then be directed towards a charitable organization of the DAO's choice within an additional four weeks.

Finally, the reporting will be shared with the DAO within four weeks of the charity or charities receiving the funds. The report will detail the source and final destination of the funds, confirm Dot Ape domain credits have been distributed, and may provide additional costs absorbed by W3 Labs.

Overall Cost

In terms of cost implications, we assure the DAO of our commitment to bear the entirety of the expenses associated with the creation, implementation and operation of this proposal. The DAO's contribution is solely towards matching the \$50,000 donation, which will be triggered only after Dot Ape has transferred the equivalent amount to the DAO.

We genuinely believe in the confluence of professionalism, trust, and altruism as we venture into this journey. Looking forward to advancing our shared values in the realm of Web3, and strengthening the spirit of community and compassionate action.

"Thank you for your time and support. We, at W3 Labs, remain dedicated to making a positive impact and welcome your input."