

THE CHARITABLES

FINTECH OBJECTIVE:

What innovative financial technologies or capabilities can we create to enable the communities around us?

PROBLEM:

Charity donations can be sporadic.

What do you give to the homeless if you're cashless?

CHALLENGE:

**Make donating money an automatic, easy, everyday event.
Make receiving it cashless and universal.**

SOLUTION:

A platform that connects charities and the homeless to your everyday banking app.



HELP INTEGRATED

WHAT

Our platform connects charities and the homeless to your everyday banking app allowing you to donate anytime or on a regular basis.

Registered Charities would be populated into a dedicated landing page within the TD app. You could search, select and donate in various ways.

HELP CARD



WHAT

Debit Card for the Homeless that will allow them to receive donations by sharing their card's QR Code or by tapping it to a mobile phone enabled with the HELP.INTEGRATED TD app.

Using *Interac* Flash the Homeless can purchase food and necessities.

TD would print HELP.CARDS with unique QR Codes that would be associated to one TD HELP.CARD ACCOUNT, requiring no personal details of the users, only QR Codes.

**HELP
CARD**



