

# Giving Coupons Pitch

Judge our project by the impact we have delivered, and the impact we can deliver.

We have already secured \$1000 from a donor (with interest shown by another) and distributed \$290 coupons in an initial trial on Thursday evening, 22nd September. We approached students randomly in UTown and gave out 29 vouchers in total. 85% of students we approached accepted our vouchers, of which 45% of them submitted the form.

The outcome of the trial is presented below:

Charity	Money raised
Make-A-Wish Singapore	\$70
Samaritans of Singapore	\$20
Transient Workers Count Too	\$10
Beyond Social Services	\$20
Handicaps Welfare Association	\$10
<b>Total</b>	<b>\$130</b>

Furthermore, 7 users indicated that they intend to donate an additional \$10 each of their money as well. While this theoretically implies a "money-multiplier" of 1.5x on the original sum of \$130 committed, we know that this is unlikely in reality, and that most of these users probably key in an arbitrary amount, perhaps without reading the form too carefully. This will be addressed in the future when we implement better ways to track payments (Stripe or links to third party fundraisers like giving.sg). However, even if only one of these 7 users actually donates \$10, this would imply a 7% donation multiplier, above our target of 5%.


In short, we have validated our idea and our app in the real world. We validated that we can get donors, we validated that distribution is feasible with a significant number of users completing the flow, and we validated that our app works end-to-end.

We have implemented UX improvements and Google analytics events based on what we learnt from the trials. We are committed to pursuing this project further, by continuing to distribute vouchers and eventually pitching this idea to the government (NVPC, Temasek foundation, OGP, etc). We even brought a domain (giving-coupons.sg) which is pending approval. This idea can be implemented in schools, in companies or in any institution. We think it is entirely possible that this idea eventually gets implemented nationwide, similar to how CDC / Singapore rediscovers vouchers are distributed. This is our goal.


Indeed, there are many charitable causes worthy of our support. Did you know that [1 in 4 of the world's population suffer from intestinal worms](#)? And that [it costs less than \\$1 per treatment](#)? We think that by raising awareness on these causes, and by giving more people a chance to participate and experience the gift of giving, we can catalyse change in our community.

Experience it for yourself. Here are three coupons for the teaching team, backed by real money. Please redeem them before the end of the month.


<https://giving-coupons.vercel.app/redeem/14-1HA>

<p><b>\$10</b></p> <p><b>Giving coupon</b></p> <p>An anonymous donor has kindly sponsored this free coupon. It entitles you to send \$10 to a charity of your choice, for free.</p>	<p>Scan this QR code to redeem your free coupon</p>  <p>voucher code: 14-1HA</p> <p>Expires on: 30/09/22</p>
---	--

<https://giving-coupons.vercel.app/redeem/14-2KG>

<p><b>\$10</b></p> <p><b>Giving coupon</b></p> <p>An anonymous donor has kindly sponsored this free coupon. It entitles you to send \$10 to a charity of your choice, for free.</p>	<p>Scan this QR code to redeem your free coupon</p>  <p>voucher code: 14-2KG</p> <p>Expires on: 30/09/22</p>
---	--

<https://giving-coupons.vercel.app/redeem/14-38P>

<p><b>\$10</b></p> <p><b>Giving coupon</b></p> <p>An anonymous donor has kindly sponsored this free coupon. It entitles you to send \$10 to a charity of your choice, for free.</p>	<p>Scan this QR code to redeem your free coupon</p>  <p>voucher code: 14-38P</p> <p>Expires on: 30/09/22</p>
---	--