



# Finding a new and innovative fundraising method that would benefit to all

Create a global platform for social projects that will allow a win win relationship between all stakeholders:

- Individuals
- Corporations
- NGOs

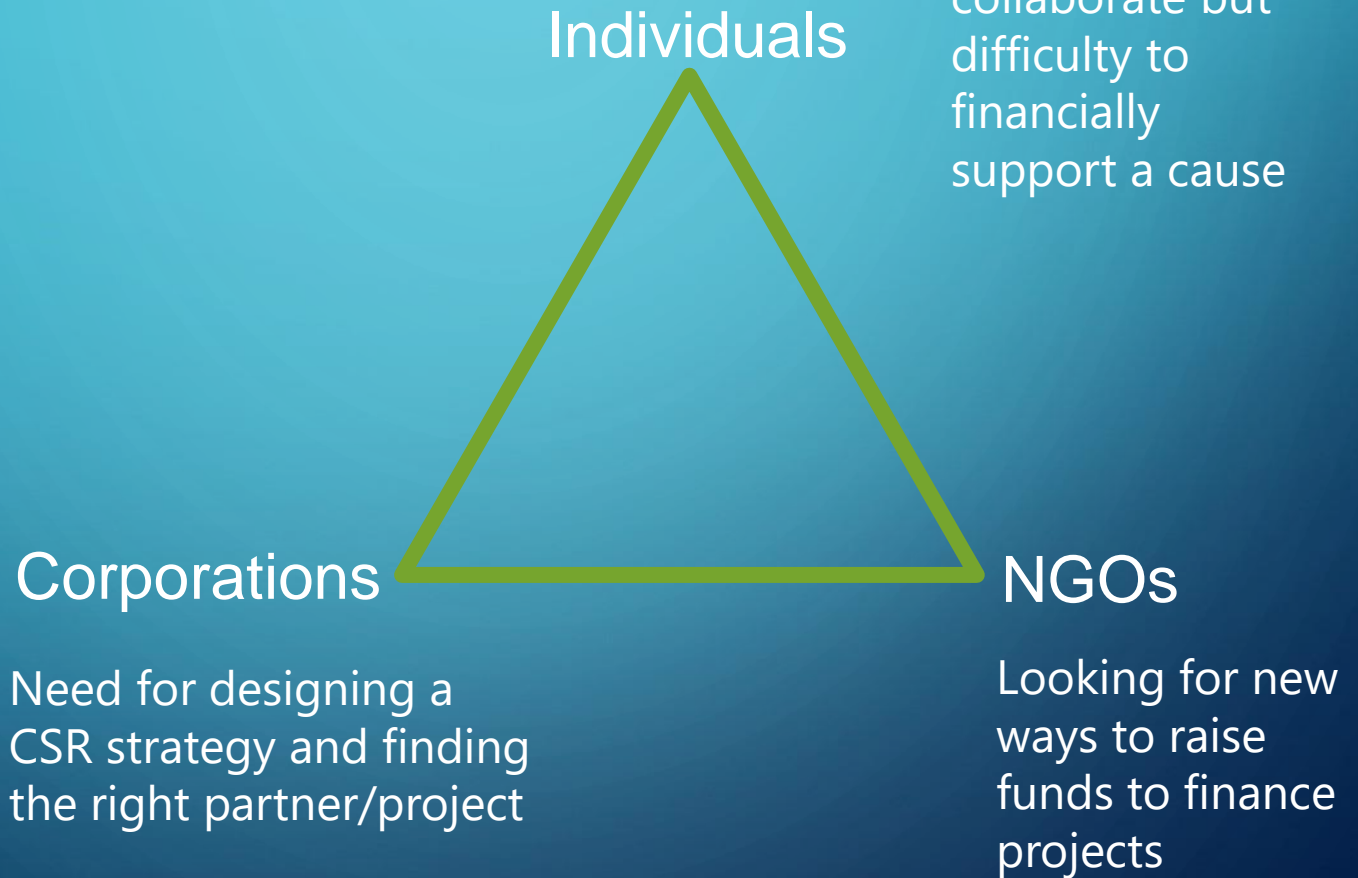
A global platform that would capitalize on:



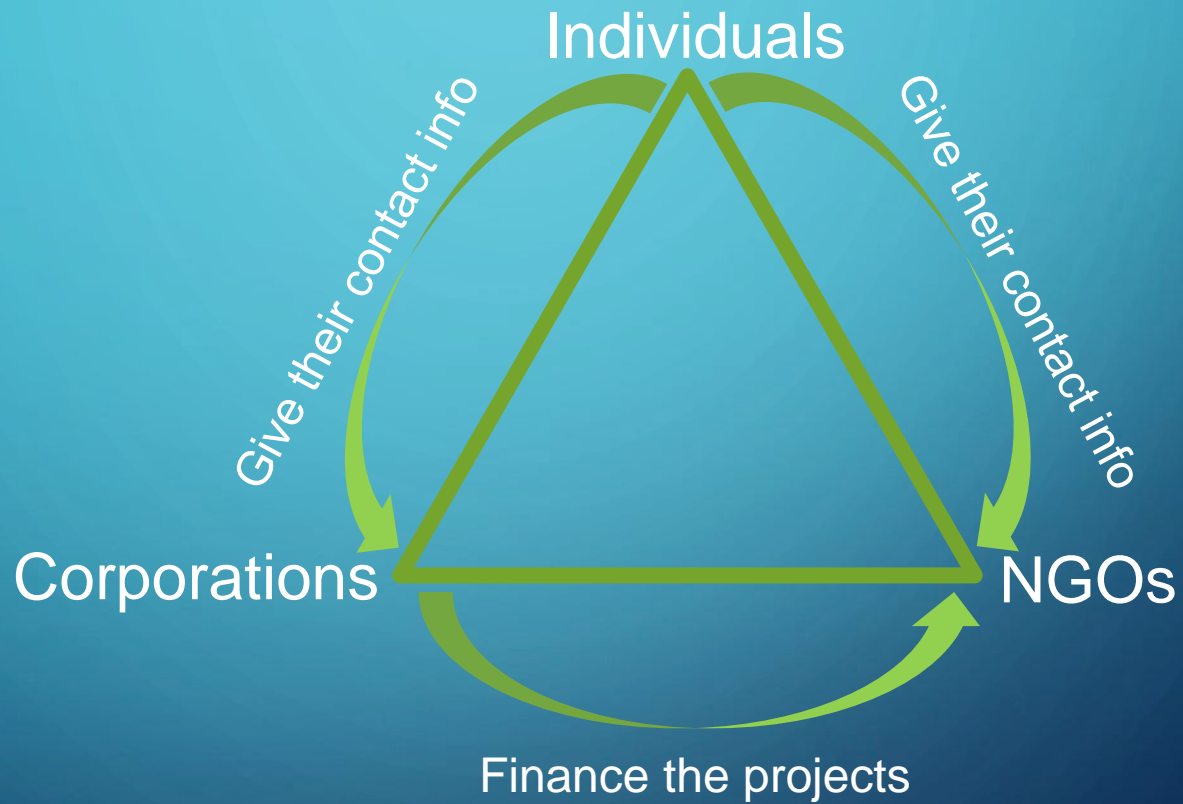
Collaborative economy



# Today's situation



With "Mysocialcontribution.org":



# Mysocialcontribution.org

Individuals  
contribution:  
vote +  
contact  
information

Social projects from all NGOs, all over the world and all categories

Could be classified by:

- Theme (social, environmental, animals, education...etc)
- Amount of money necessary
- Number of votes
- Geographical situation
- NGO
- ...

Corporations  
find online the  
perfect match  
for their CSR  
strategy and  
build database

NGOs feeder of contents

All NGO can make their projects visible on the platform,  
paying a small amount (1st project could be free and  
then a % of the amount of the project).

With "Mysocialcontribution.org":

Individuals

### What they do

- Vote their preferred projects (only one vote per project)
- Allow the corporation that will finance the project to use their contact information
- Allow the NGO(s) of the project(s) they vote to use their contact information
- Optionally, they can contribute financially to a project*

### What they get

- Their voice being listened to and considered valuable
- Can contribute to a better world without spending money
- Can give opinion on projects if they've visited them (colaborative)
- Can give opinion on the NGO if they've been donors of the NGO

With "Mysocialcontribution.org":

Corporations

### What they do

- Finance a project (that includes a platform fee)

### What they get

- Find easily the project that suits their organization in terms of number of votes, €, geographical situation or type of cause (no need to spend resources meeting different NGOs...etc)
- Can finance it directly
- Build qualified database
- Build/reinforce awareness and reputation
- Consumer centric CSR



With "Mysocialcontribution.org":

NGOs

### What they do

- Make visible their projects on the platform
- Pay a minimum fee to access to a global platform (partly refundable in case the project is not financed)

### What they get

- Their projects being financed
- Visibility to build awareness
- Build database



# Existing initiatives and why do they differ from "Mysocialcontribution.org"

## •Globalgiving.org

- The most similar concept, allowing individuals and corporations to find their best match
- Individuals still have to financially contribute

## •Causes.com

- Corporations are not included.
- Individuals are still required to make a financial contribution (although not in all campaigns: can be sign a petition or pledge)

## •Minutosolidario.es

- Individuals are not required to give money, but time for viewing videos and answering a small survey
- Corporations are included but only for valuing their advertising pieces and they're not linked to the social projects



## Existing initiatives and why do they differ from "Mysocialcontribution.org"

- Change.org

- Do not introduce the "corporation" stakeholder
- Is about denouncing but not financing

- Betternow.org

- The individuals have to make the effort to create a fundraising page
- Individuals are the ones who still finance the projects

- Miaportación.org

- Individuals remain those who should financially contribute