

Problem

Volunteering in US dropped from 30% in 2019 to 23% in 2021

<https://www.americorps.gov/sites/default/files/document/volunteering-civic-life-america-research-summary.pdf>

Donations in US dropped from \$339 B in 2022 to \$3.19 B in 2023 (6.4% decrease)

https://philanthropy.indianapolis.iu.edu/news-events/news/_news/2023/giving-usa-total-us-charitable-giving-declined-in-2022-to-49933-billion-following-two-years-of-record-generosity.html

Why?

We're lazy: We're spending 18h43 at home on average instead of 17h37 pre-lockdown

<https://the-media-leader.com/ipa-touchpoints-consumers-spend-an-hour-more-at-home-compared-to-pre-pandemic/>

Research shows people with more friends are more likely to donate to charity

<https://www.cbc.ca/news/canada/prince-edward-island/pei-charitable-donations-1.7185820>

Our solution

Example pictures from initiative by Broadsign in support of Montreal's SPCA

<https://www.linkedin.com/feed/update/urn:li:activity:7223782408486039552>

Our impact

Direct donations

Through our activities, each participant will create on average:

Back to school kit = 1 filled backpack = ~\$33 (amazon link [here](#))

Plant trees kit = 1 tree seed kit = ~\$11 (amazon link [here](#))

Lego set kit = 1 small Lego set = ~\$12 (amazon link [here](#))

Animals kit = 2 pet chew toys = ~\$15 (amazon link [here](#))

Calculated average comes out to ~\$18/participant

Future contributions:

1/4 people who volunteered last year are 24.4% more likely to join a community group

People who are members of 1+ community groups are 14.3% more likely to volunteer and 8.6% more likely to become donors

<https://dogood.umd.edu/news/new-research-reveals-linkages-between-volunteerism-social-connections-0>

$1/4 * 14.3\% = 3.5\%$ of our event participants will volunteer next year

People who volunteer average 52 hours (link [here](#)) * 3.5% = 1.8 hours / participant

Volunteer hours are estimated to be worth \$33/hour (link [here](#)) * 1.8 hours = **\$59**

$1/4 * 8.6\% = 2.15\%$ of our event participants will donate next year

Average Canadian donation is \$446 (link [here](#)) * 2.15% = **\$10**

Our journey

Links to a few of the initiatives we've organized:

<https://www.linkedin.com/feed/update/urn:li:activity:7223782408486039552>

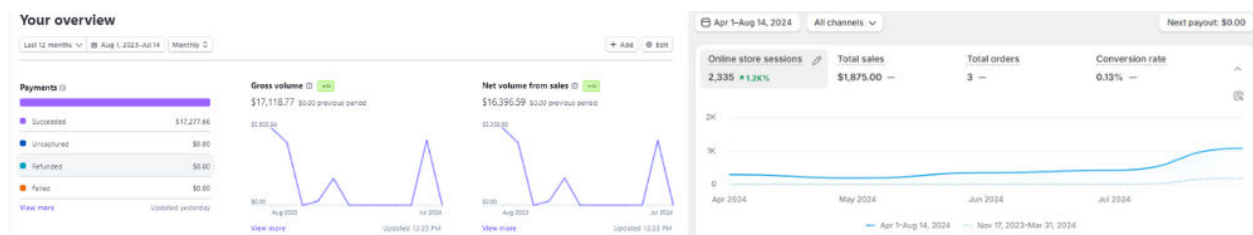
<https://www.linkedin.com/feed/update/urn:li:activity:7144065654323675136>

<https://www.linkedin.com/feed/update/urn:li:activity:7143395734111911936>

<https://www.keentohelp.com/blog/sheertex-and-bread-beyond>

Profitability

Screenshots of our Stripe/Shopify accounts



Scalability

10k+ nonprofits declare tax-receipted gifts in-kind with a median amount of \$5,600

<https://www.charitydata.ca/search?fpeYear=2022&pageSize=20&sortBy=580&sortDirection=dec>

U.S. Corporate Event Market Size expected to reach \$510.9 billion by 2030

<https://www.researchandmarkets.com/reports/5480865/u-s-corporate-event-market-by-event-type-and>

Team & Leadership

Mateo Jeanneau - <https://www.linkedin.com/in/mateo-jeanneau/>

Alex Dankoff - <https://www.linkedin.com/in/alexthankoff>

Carrie Lipper - <https://www.linkedin.com/in/carrielipper>

Francois de Kerret - <https://www.linkedin.com/in/francoisdekerret>

Partnership & Collaboration

We conducted interviews with 4 nonprofits (Bread & Beyond, minibiblioPLUS, Welcome Collective, Operation Gratitude) and asked for their top 3 concerns of partnering with us:

