



Future Technology Series: The Future Technology in Philanthropy Report

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Foreword on the Future Technology Series: Philanthropy

Today philanthropy is more than ever at the centre of my life. Of course, I've always loved modelling and I'm very grateful I had the chance to build an extraordinary career in the fashion industry. The more success I've had, the more chances I have been given in my life, the more I felt the desire of giving back.

I grew up in rural Russia not without difficulties: my family did not have much, but I've always been taught about the importance of having a purpose in life and I guess this is something that I kept with me in my adult age. It was 2004 when I took my very first step into philanthropy, founding the Naked Heart Foundation. And it's now 15 years that we help build an inclusive society, open to kids with special needs and to their families, making sure that every child in Russia has a loving and safe environment to play and grow up.

But still I felt I could do more. Frustration inspired me when I realised that 1 million likes were given away every day on social networks without any particular purpose. That's how Elbi came to life. A platform where you interact as easily as on your socials but whenever you tap the 'love' button, you add a concrete donation to an important cause. It's brilliant how technology put us in condition to give to people what they wanted: being able to help with a light and small commitment, clearly knowing where their money goes, what impact they are having on the cause they care for.

Elbi has revolutionised charitable giving by making it easy, fun and rewarding. Channelling the energy of small actions towards causes for a greater good and remembering to everyone that good has a great power: it always comes back, in some form. That's why I feel empowered by philanthropy every single day, as a woman and as a mother, since I know my work has a chance to build a better future for me, for my children and the people I love.

Our motto at Elbi is "Good is the new cool." And I'm sure we can make it even cooler, as technology has still a lot to offer to charitable giving.

I'd like to thank the London Technology Club for focusing its attention on technology in philanthropy. We've enjoyed contributing to this report and hope that you will always be - like we feel - inspired by the potential benefits that technology can bring to the philanthropic future.



Natalia Vodianova
Elbi co-founder,
Naked Heart Foundation founder

About the London Technology Club

The London Technology Club is an exclusive community of family offices, private and institutional investors, venture capital firms, technology experts and influencers. The club combines co-investment opportunities, education and relationship-building opportunities in the tech sector under one umbrella and provides access to competitive VC funds with attractive returns.

We organise events with leading technology visionaries, entrepreneurs and investors. A number of prominent international investors are members of our Advisory Board, such as June Felix, CEO of IG Group; Chris Rust, GP of Clear Ventures and ex-Partner at Sequoia Capital; and Itzik Parnafes, GP of Battery Ventures.

The Future Technology in Philanthropy is the fifth of six Future Technology reports across the series this year. Previous reports have included The Future Technology in Formula One™; The Future Technology in Wine, published in April; and The Future Technology in Art, published in July. Most recently, we released The Future Technology in Longevity.

Throughout this report, a recurring theme came through: the third sector and non-profits run the risk of being left behind, especially by digital technology. Whilst technology is transforming other industries, the sector that would harness it for the most good needs it the most.

Philanthropy is a vast and often highly personal, emotional and complex topic. Even back in ancient Greece, Aristotle said:

“ To give away money is an easy matter and in any man's power. But to decide to whom to give it and how large and when, and for what purpose and how, is neither in every man's power nor an easy matter.”

The fundamentals of the sector remain. Across the board, philanthropy has an increasing number of opportunities to use technology in new ways.

From a donor's perspective, individuals and corporations wishing to give strategically increasingly want technology to overcome their lack of knowledge, time and trust. From the fundraiser's perspective, technology can assist with compelling storytelling, frictionless giving and transparency in impact. And it can provide clear reasons for donors to select, monitor and experience their desire to do good in ongoing ways.

The last in our series of six Future Technology reports will look at property and will be published in January 2020.



Simon Pavitt
London Technology Club Chief Operating Officer

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01 The Vision Summary

“Technology is the most powerful equaliser of our time, providing access to data, knowledge, and above all, connections. Together, all of those elements bring new levels of power and impact to philanthropy.”

Summary: A Vision For The Future?

In our humble opinion, this future day for a philanthropist is not too far away:

After the success of my [B Corp certified](#) company, I set up my own foundation. I was an early believer in the movement to make giving everyday not just once a month. Happily, since the conscious consumer started spending only with companies that gave back, we've all become accustomed to choosing to be a part of the full circle 'win-win-win model' (consumer, company, cause all winning) whenever possible...

I start my day by checking the foundation updates and to do's on [Salesforce foundationConnect](#) and enjoy tracking the unrestricted funding grants being made.

Compared to other businesses I have worked in; I find that embracing new tech in the non-profit sector is much harder. Other industries have been quick to harness technology, but in the world of philanthropy integration takes a little bit longer. Charitable organisations that are early adopters stand out.

To see what's happening with my personal donations, I check [Alice.si](#) to view the latest smart contracts and blockchain-based reports. It's a much better donor experience.



I also visit my I.G. Lightful Nest platform to see who has responded to my call to action for co-donors for a charity that needs investment in digital infrastructure and skills training for staff. So far, I've enlisted the help of 10 portfolio company developers, all of which have committed to a one per cent pledge: to give that much from their equity, profit, time or product.

Also on my to-do list for the day: check in with [Epic Foundation](#) to see what new projects have been recommended. The model reminds me of my VC days. Lastly, I look at my company [Benevity](#) dashboard to see our corporate grants, what total my company match funding levels have reached and the payroll giving numbers. We much prefer to avoid our staff being 'voluntold'.

On my way to lunch I tap a shop window to contactless give to the homeless and whilst lunching, I check in on the [TangoTab](#) app to make sure my meal also provides someone in need with a meal. I'm cool with allowing my data to be monetised for good. I always look to make sure data and AI is used ethically.

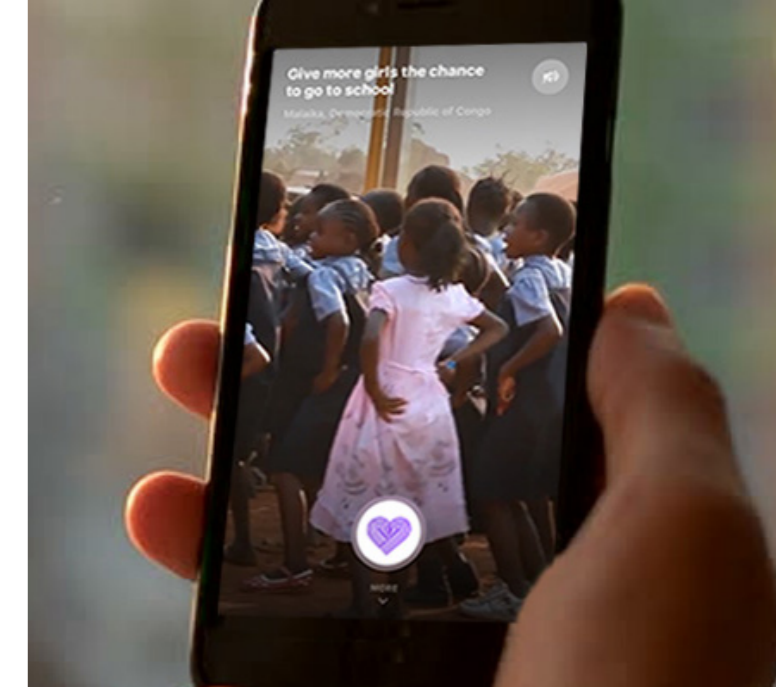


My lunch date is running late, so I launch the [Elbi](#) app and buy some Beats headphones using the LoveCoins I've accrued through my donations. I do some further shopping as nearly every luxury purchase I make is via [Livoos](#) to do good for others.

After lunch, I head to the charity event on my calendar. At the table we are all given VR headsets to watch immersive content about the cause. The stories inspire, so I take part in an interactive auction that collects my donations and will give a boost to my overall giving status. In the car on the way back I decide to donate again, this time via a bot on the charity's Facebook Messenger.

Maybe – somewhere else, sometime today – a young entrepreneur will sign the [Founders Pledge](#), setting a standard for her personal philanthropy, and then [Pledge 1%](#) on her company's behalf. And when she really makes it big – becoming a bona fide billionaire – she'll sign the [Giving Pledge](#) to bring her philanthropic endeavours to even greater heights. Then the hard work in philanthropy really starts!

Technology is the most powerful equaliser of our time, providing access to data, knowledge, and above all, connections. Together, all of those elements bring new levels of power and impact to philanthropy.



Some quick definitions:

Before we continue, let's first clarify some basic terms. What do we mean when we talk about 'philanthropy', and how does that differ from 'charity' or 'impact investing'?

We define philanthropy as "the strategic use of your money for the good of others". For this report, our perspective views a philanthropist as "a person who donates time, money, experience, skills or talent to help create a better world"¹.

Practicing philanthropy includes making a monetary gift, such as donating to a cause you believe in. One can also practice philanthropy by giving time – through volunteering, for example – with the aim of improving others' lives. Wherever possible, this report focuses on philanthropy to increase the impact of charitable giving by thinking strategically.

We have not focused on impact investing, which is defined as "aiming to generate social and environmental impact alongside financial returns". For our purposes here, we used the 'Bridges Spectrum of Capital'² model. As such, this report focuses on addressing "societal challenges that do not generate a financial return for investors".

1 www.Fidelitycharitable.org

2 <https://www.bridgesfundmanagement.com>

02 Facilitating Giving & Philanthropists

“In the last several decades, technology has changed everything about the way people undertake basic and functional tasks, yet philanthropy remains firmly rooted in analogue processes.”

Individual giving and innovative instruments

As technology advances and becomes ever cheaper, it's allowing us to become more connected than ever before. This has increased expectations across the 'giving spectrum', from ordinary people donating to their favourite charities all the way up to 'big-ticket' donors seeking to make an impact with millions or billions. We are all hungry for smarter, faster, real-world solutions that can make life better for all. And technology is the key enabler of such solutions.

“ The future of giving is at more of a crossroads than ever before. The fundamental principles of why people give remain largely unchanged. But the drivers, tools and expectations they have around their giving have transformed and evolved as the world around us has.”

Adam Askew
Director of philanthropy, [Elbi](#)



Adam Askew, director of philanthropy at Elbi, suggested the future of giving is at “more of a crossroads than ever before”, with the drivers, tools and expectations around giving having transformed.

“ The charitable sector is far behind this curve and in order to engage with younger audiences and bigger givers it needs to adapt to a more instantaneous world,” he adds.

Contactless giving, discussed next, offers a prime example of this.





Contactless giving

“The age of shaking the bucket for the coins in our pockets is nearly at an end. Put the buckets down: a contactless machine is now attached to a busker or a charity at a bench near you.”

Adam Askew, director of philanthropy, Elbi

According to research by [Barclays in the UK](#)¹, 73 per cent of charities say that street giving is falling simply because people do not carry enough cash. Investing in digital solutions is the inevitable way forward. If people aren't carrying cash, it's simple: you have to provide a different solution.

Last year, contactless payment adoption rates tripled, with people in the UK tapping over three billion times and spending £25 billion through contactless payments. However, an alarming statistic accompanies these findings: only 14 per cent of charities say they are well prepared to take advantage of contactless payments, according to [fundraising.co.uk](#).

As consumers have adopted contactless technology, a few switched-on charities have been quick to integrate contactless giving into their fundraising. While some have been slow to evolve, others such as [Tap London](#)² are thinking creatively – not only about technology but also about campaigns to generate giving.

For example, [Tap London](#) has placed over 90 contactless donation points across London with £3 donations going to local homeless projects via the London Homeless Charities Group. Over 40,000 tap donations have been made since deployment.

In the future, there is hardly any place or anything that couldn't be [transformed for contactless giving](#)³. Already, the technology has been deployed on everything from street benches and shop windows (Cancer Research UK) to dogs (Blue Cross), comedian cardboard cut-outs (Comic Relief) and contactless cars (Stand Up to Cancer and Hyundai).

[Cancer Research UK](#)⁴ took a thoughtful approach to this with its smart, [contactless giving benches](#)⁵. These offer multiple experiences in one: a place to rest, or maybe to reflect on a loved one affected by cancer; a place to charge your phone and access Wi-Fi; and an opportunity to support a charity by making a donation using the bench's contactless technology.

The future will be determined not just by the ease in which such integrated technologies work, but by how creatively contactless giving can offer a rewarding, surprising or delightful experience. With contactless technologies will come clever innovations to make philanthropy as interactive and attention grabbing as possible. Where the past way to grab attention involved rattling a tin cup, the new rattle will be experiential and immersive ways to give with a tap.

Philanthropists could speed this process up by providing funds for charities to switch to contactless giving technologies, as charities often cite lack of money as a reason they haven't moved over already. Further donations could then help charities develop creative, attention-grabbing experiences around contactless giving.

³ <https://fundraising.co.uk>

⁴ https://twitter.com/CR_UK

⁵ <https://fundraising.co.uk>

Subscription giving

According to many, the Postcode Lottery was one of the first to utilise a subscription model for good causes. Since 1990, the Postcode Lottery has raised over €9.3 billion for charities. In 2018, it was the world's third-largest private donor (behind the Bill and Melinda Gates Foundation and the Wellcome Trust).

“ Only in the last 10 years have businesses, especially tech companies, caught up and fully harnessed the subscription model.”

Annemiek Hoogenboom, founder, Postcode Lottery

The mission of Novamedia, which owns the Postcode Lottery, is to achieve a better world for people and planet. Its approach is to make good citizenship fun and entertaining.

As the creator of the Postcode Lottery format, Hoogenboom believes that the world benefits from strong social organisations. For this reason, she and Novamedia set up charity lotteries internationally to provide financial support for organisations and projects of an idealistic nature. The funding is long-term and unrestricted, so beneficiaries can use it where they consider it most needed. In addition, the lotteries provide a platform for increasing awareness of beneficiaries' work.

The subscription model means the ticket is paid for

monthly and in advance. Any lucky neighbours playing in a particular postcode win together when that postcode is drawn. So an entire street or neighbourhood can win together. The model provides charities with predictable donations, allowing them to better plan and allocate resources in advance.

“We are always looking to be as lean as possible, to look at per cent invested to charitable causes and to put the organisations in a better position to raise even more funds,”

Annemiek Hoogenboom also adds:

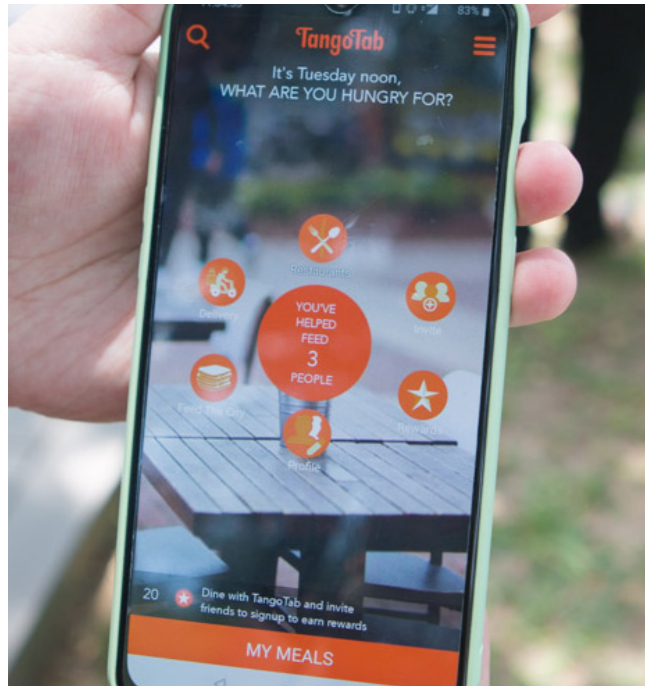
“Unlocking further funds from taxpayer's money enables the charity organisations to often triple, sometimes [increase] 10-fold, the money. The model is fully transparent to the ultimate funders: the players. The key to it is that the players remain happy to play.”

Tien Tzuo, author of 'Subscribed: Why the Subscription Model Will Be Your Company's Future – and What to Do About It', argues that companies such as Netflix, Spotify and Salesforce are just the tip of the iceberg for the subscription model and the real opportunity is just beginning:

“ Subscription companies are growing nine times faster than the S&P 500. Why? Because, unlike product companies, subscription companies know their customers. A happy subscriber base is the ultimate economic moat.”

Thanks to a funding model that was ahead of its time, Hoogenboom and the Postcode Lottery were able to assist funding requests that, without that money, wouldn't exist. For example, the Utrecht Medical Centre – funded via the Dutch lottery – has a specialised unit for young girls who have been abused and seduced online. The centre is a place where the girls can report the crimes against them, find protection, and see the perpetrators caught and prosecuted with the help of specialised and proprietary technology funded by lottery revenue.





App Giving

Research conducted by Moneymailme shows that 72 per cent of 18-25 year olds are willing to use mobile apps for charity giving¹.

TangoTab² is a US-founded platform that donates the cost of a meal to a local food organisation every time you check in at a partner restaurant on the app. It has over 200,000 subscribers in the US and over 3.5 million meals served. The app works with more than 100,000 restaurants, and is available across the US, Canada and Singapore. It launches in the UK in 2020 – which is estimated to have 8.4 million hungry citizens³, including 4 million children⁴ – and aims to expand into more countries throughout the year.

According to TangoTab, over one billion meals are served at restaurants across the US each week. The company says that, by using its app, people dining out for each one of those meals could in turn provide a meal for someone in need. TangoTab's US partners include Chipotle, Starbucks and California Pizza Kitchen.

For restaurant owners, deploying the app also improves commercial performance while easing hunger. Instead of owners needing to rely on deep discounts, the app helps them fill empty restaurant seats with the help of digital marketing analytics. In addition to driving significant increased repeat visits, the app has increased loyalty rates for users in the US by 320 per cent. The café chain Posados confirmed that “TangoTab generates a 7% increase in our daily traffic”.

TangoTab collects consumer- and restaurant-generated data that is then correlated to produce valuable and actionable knowledge. The model is simple and enabled by technology, described by one of the restaurant owners as the ‘full circle win-win-win’ whereby three groups benefit: consumers, who get a deal at a restaurant they would already go to; participating restaurants, which get added promotion and increased footfall; and, of course, the people who benefit from the meals provided through TangoTab.

1 <https://www.paymenteye.com>
 2 <http://www.tangotab.com>
 3 UN Food and Agricultural Organisation, 2018
 4 UNICEF, 2017

BOT giving

charity: water¹ was recently the first charity to handle donations via a bot on Facebook Messenger. Messenger users can interact with the charity, which opened its UK and European office in June this year, via the app. The bot responds automatically to trigger words such as ‘donate’ with the relevant options. If you provide the words ‘Join Us’, the bot asks you to register your email address with the charity. The bot has been programmed to enable supporters to donate monthly, or as a one-off, with payments handled by Stripe.

According to **charity: water CTO Matthew Eckstein**² the bot had been designed to feel:

“as close as possible to that of donating on our own website. As an organisation with a very young and tech-savvy supporter base, it's important that we continuously adapt to reach them as they adopt new technologies and social platforms”.

1 <https://uk.charitywater.org>
 2 <https://www.fastcompany.com>

Donate \$1 and get 1 LoveCoin



Social giving

Elbi¹ is a technology platform that aims to change how people – particularly younger people – engage with and give to charitable causes. Co-founded by the philanthropist, supermodel, angel investor and LTC member Natalia Vodianova, Elbi uses the power of storytelling to inspire its audiences to give. And it uses clever technology to make donating simple and frictionless by gamifying the experience and making it fun, cool and – most important – rewarding.

Elbi, which seeks to inspire more local giving, partnered with Apple to launch in over 100 countries, including – most recently – India. It says it's the first and “still only platform in the world” that allows the Donate with Apple Pay feature. What's more, Apple waives all charges for the organisations that Elbi partners with.

“We were early adopters of clever social sharing of our campaigns to make donating easy through one click of a link,”

says **Director of Philanthropy Adam Askew**.

1 <https://elbi.com/>

Elbi uses modern technology to remove barriers that exist in charitable giving. It focuses on the time-consuming and mundane parts of donating: finding legitimate charities worldwide, registering and setting up accounts, selecting payment options, understanding where your money goes, and so on. With Elbi, all of these tasks are taken care of.

According to Adam Askew, director of philanthropy at Elbi, the charity was “born out of frustration in many ways. The frustration that our founder, Natalia Vodianova, felt that charities were not using social media in the most effective way to engage younger people and make giving cool”.

From the start, Elbi believed it could do a much better job at communicating the effectiveness of philanthropy – even to someone who is only giving a dollar. Through its research with the Boston Consulting Group, Elbi found its audience doesn't just want supporting charities to be easy, but wants to know what happens with their donations, “preferably in the same way, they found out about it”, according to Askew.

Every time you give using the Elbi app, you get a reward in the form of LoveCoins. These can be spent in Elbi's tailored shop, curated by designer and style guru Jenke Ahmed Tahli. Elbi also goes one step further and ‘gamifies’ the experience through its charity giving game, ElbiDrop. In this game, participants who earn the most LoveCoins in a set time period can win special rewards.

But it's not just money that gets you to the top: participants are also rewarded for sharing content, reacting to content, donating and inspiring others to give. Outside of the app, Elbi works with other like-minded partners to embed its donation technology, ‘The LoveButton’, into other platforms and bring its giving and rewarding mindset to other companies' products. Elbi has had successful partnerships with fitness and health app Sweatcoin, H&M, Picsart and Prisma, and recently launched a cooperative effort with Flo, the world's biggest female health app.

Elbi's platform was created for like-minded individuals who can now specifically donate to causes they care about, while also earning exciting rewards. Although it was designed for Millennials, Elbi appeals to a wide range of users by collaborating with charities like the Elephant Crisis Fund, UNFPA, Dharma Life and the WE Movement.

The Elbi app uses notifications to drive updates to users, including when a charity has fed back on where donated money has gone. Its donation technology is also quickly integrated with most tech platforms, requiring very little additional IT effort. This avoids the technical debt and cluttered roadmaps often found in even the best-resourced organisations.

Through cross-sector partnerships, Elbi also aims to expand beyond its digital identity. Its goal is to establish Elbi as a brand is that is synonymous with philanthropy, and to reclaim a word that has become associated with the wealthy and super-wealthy.

One final thing: Elbi emphasises that tech is just the tool. Fundraising effectively with any audience requires good principles of storytelling, clear calls to action and personalisation. However, technology provides ways to make those things easier, more creative, more rewarding and more innovative for audiences. Elbi aims to be at the heart of this kind of disruption.



At-event giving

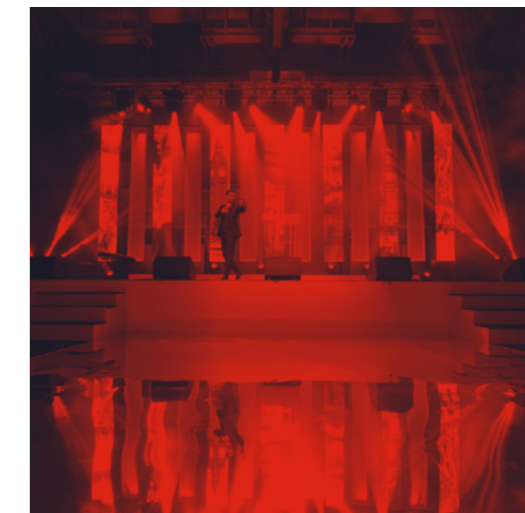
“Attending a fundraising event these days can be somewhat overwhelming and confusing – there are just so many ways to ‘give’.”

Jonathan Douglas, CEO, D&G Group

Pledging, raffles, heads or tails, silent auctions, tombolas and live auction bidding are just some of the more frequently used ways to extract as much cash as possible from guests' pocket and get it into the charity's account. On the plus side,

all these various forms of giving offer something to appeal to a wide range of guests, whatever their ages or budgets.

UK-based **D&G Group** specialises in silent and live auctions. It has facilitated close to 200 such events in 2019 and has raised over £20 million for charity since its inception in 2011. According to its CEO, Jonathan Douglas, “the charity event experience has seen sophisticated fundraising technology enter the market – with nine providers in the UK alone. If you added raffle, individual giving, payroll giving and team/challenge fundraising platforms, the number of tech pro-



viders in the UK is more than 45. Despite the cost of developing technology being a barrier to entry, this number is continuing to grow. And we can't help but ask ourselves the question, 'Where will it all end?'

D&G Group envisages a future that brings all of these tech platforms under one umbrella. A tech platform that records all your giving activity. One that tracks not just donated money but activity like donating time through volunteering.

Bringing all this activity into one place would allow people to create and publicise their 'giving status'. Think of British Airways' Bronze, Silver and Gold membership levels, Douglas says – only for your giving activity. And giving your time would be worth even more 'tier' points than simply giving money.

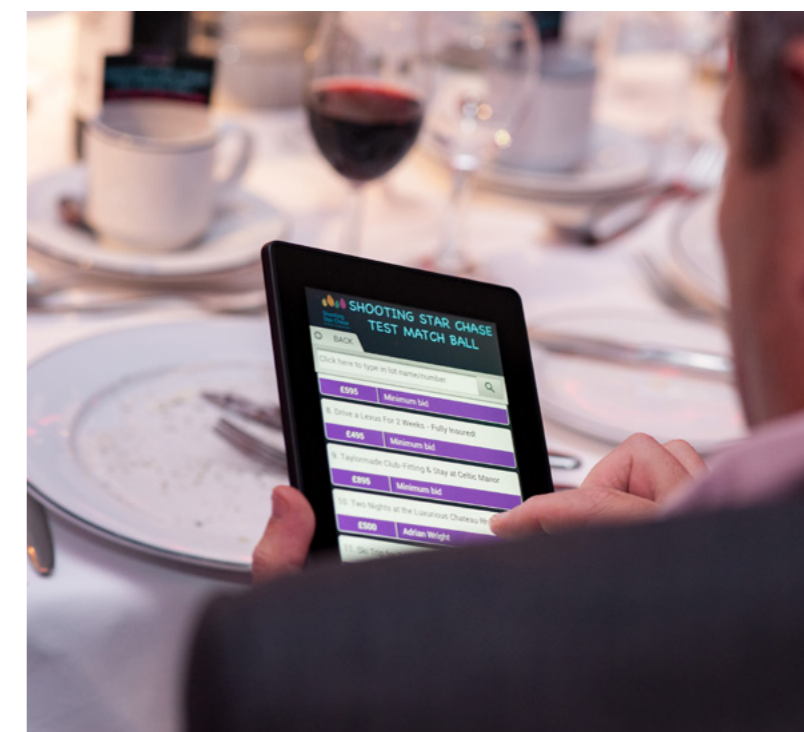
D&G Group imagines such a platform as Just-Giving merged with LinkedIn, merged with Instagram. It would let you measure and publicise your **Total Societal Impact**¹. D&G Group believes this should be the future of giving technology.

While siloed firms can continue to build their individual little bits of the giving puzzle, the market requires one overarching platform – a sort-of Salesforce of CRMs, if you will – that plugs into everything to help you track your 'Giving Status'.

1 <https://media-publications.bcg.com>

This status could become an important part of life for Gen Z and Millennial givers in the future. Your Giving Status might even one day sit at the top of your CV, providing a differentiating factor for employers looking to decide between one candidate and another in job interviews.

Pledging, raffles, heads or tails, silent auctions, tombolas and live auction bidding will all continue to exist. They all have their place and can make a giving event special. But capturing all of a person's giving activity, putting it in one place and assigning it a tier, badge or other status level? That, Douglas believes, will be a game changer.



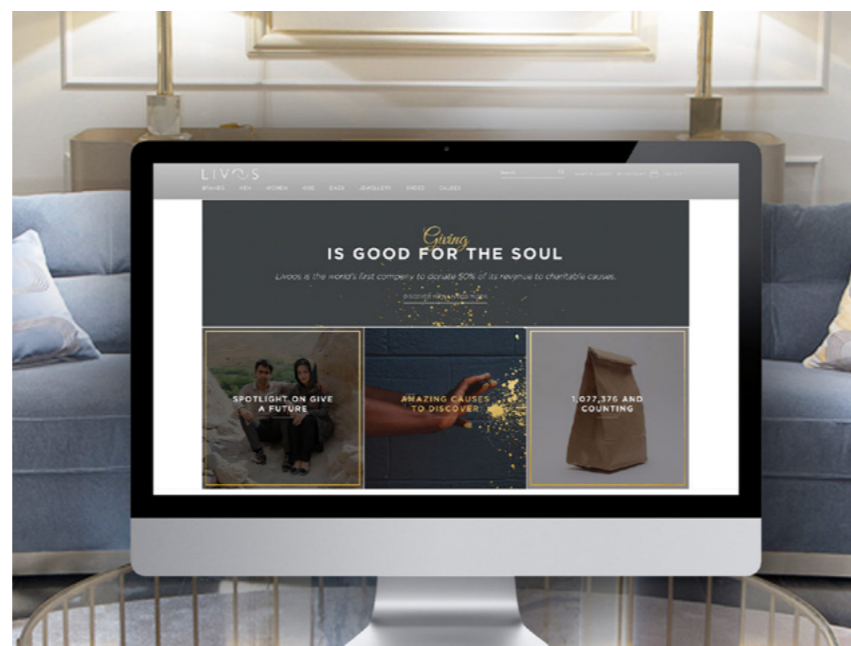
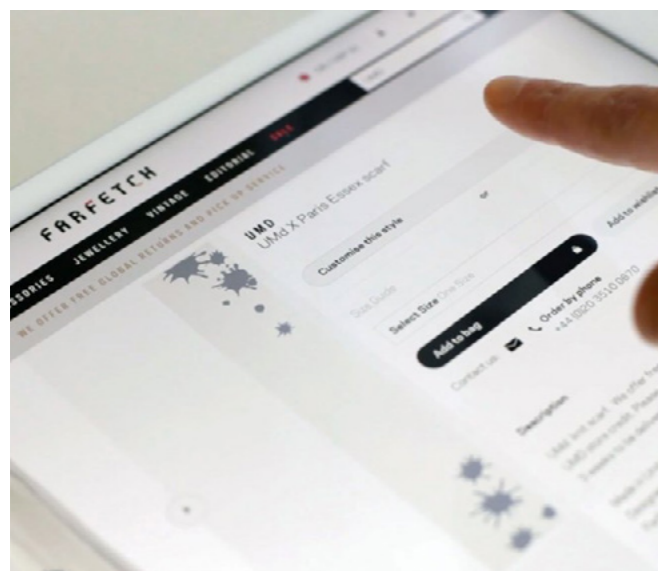
Luxury giving

According to the company's founder, Flavio Amorelli, [Livoos](#) is the first luxury lifestyle community which combines mindful shopping and charitable giving into one seamless experience.

Livoos' approach is bold: it aims to be the first company in the world to donate 50 per cent of its revenue to social and charitable causes, and to combine that with a luxury lifestyle marketplace that allows consumers to shop and generate a donation to their favourite cause at no extra cost. The Livoos vision is to put giving into people's luxury lifestyles in an authentic and effortless way.

The future will see the integration of major luxury, tech and fintech players. For example, Livoos has reached a commercial and affiliation agreement to provide its customers with the entire catalogue of products available on [Farfetch](#). Livoos helps luxury brands enhance their image while selling their products and attracting/retaining socially conscious Millennial customers.

Livoos envisions three main solutions to provide brands and retailers with seamless tools for attracting socially conscious consumers and steering more donations to charities – all at a minimal cost for customer acquisition:



Livoos Mobile App

Livoos has designed the first-ever mobile app to allow consumers to add a donation to a shopping experience in-store. Livoos is in talks with major players such as Farfetch, Barclays and a major US tech company.

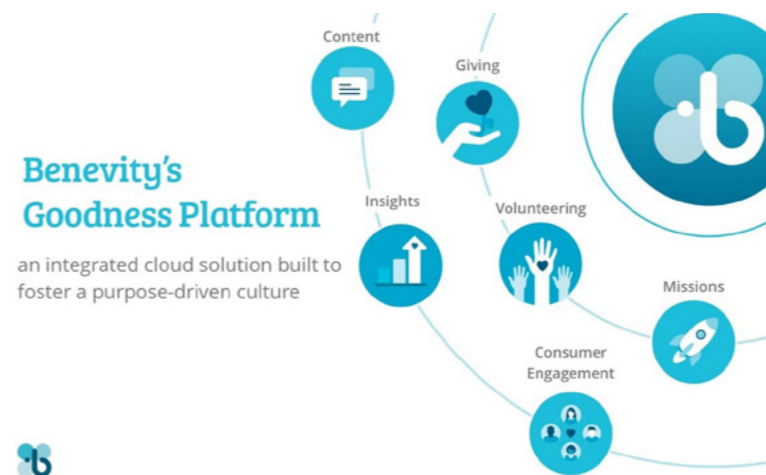
Livoos API

This application programming interface (API) will allow any web-based retailer to embed a donation mechanism into their online shopping experience. The API will link with either Livoos' charity partners or the retailer's partners and will enable customers to choose from a variety of pre-approved charities. Shoppers can also nominate their own charity, in which case Livoos will take care of the verification process. According to Amorelli, Livoos' API "will be for donations what PayPal was for online payments".

Livoos White Label

Already validated with a number of charities, this solution enables Livoos to customise its platform for an individual charity. The charity will be able to update content on its own Livoos site and attract donors to increase the number of donations per sale.

Livoos also works as a social impact marketing agency, designing and developing campaigns for brands and retail partners to roll out through its tech solutions.



Employee and corporate giving

With a new generation entering the workforce and everything and everyone moving online, progressive companies have begun to rethink their approach to fundraising and employee engagement. According to the Canadian-based company [Benevity](#):

“ The traditional model, where employees have been ‘voluntold’ to give to a single charity, or where a company chooses the beneficiary cause for peoples’ time and money, is now a thing of the past.¹”

Benevity builds software that ‘encourages prosocial behaviour’. It is a certified B Corporation and is a global leader in corporate social responsibility and employee engagement software.

Already serving 12 million employee-users at different organisations around the world, Benevity's software is available in 17 languages. The company has processed over \$4 billion in donations and 23 million hours of volunteering time this year, with those benefits going to almost 200,000 charities worldwide. Benevity provides access to over two million causes in more than 200 countries. Its suite of technology products are designed to provide companies with solutions for online workplace giving, matching, volunteering and integrated grant management.

1 <https://www.benevity.com>

2 <https://www.pehub.com>

3 <https://www.forbes.com>

Benevity has a dedicated portal and support for charities and non-profits, including online giving, matching, volunteering and community investment. According to founder and CEO Bryan de Lottinville: “Many of the world's most iconic brands rely on Benevity's award-winning cloud solutions to power corporate ‘Goodness’ programmes that attract, retain and engage today's diverse workforce by connecting people to the causes that matter to them.”

Benevity aims to be a complete software resource for workplace giving, matching, volunteering, corporate granting, API solutions, real-time in-tool matching (for when corporations match fundraising) and more. Its global disbursement platform uses a single database and workflow for funds distribution, rather than outsourcing those activities to unaffiliated third-party providers.

In October 2019, Benevity announced that it had raised \$40 million in Series C funding from General Atlantic and JMI Equity².

As Benevity's giving, matching and volunteering programmes have matured and developed through the use of technology, they've also gained access to a large volume of data. [The Benevity Engagement Study](#)³ looks at a dataset of nearly 2.1 million users worldwide from 118 enterprise companies that are running both employee giving and volunteering programmes on the Benevity platform.



This data allows Benevity to provide rich behavioural insights and impact measurements and reports:

On offering payroll giving:

Companies that offer payroll giving as a payment mechanism see four times the rate of participation compared to programmes that don't. They engage people who are more oriented toward micro-giving or smaller donation amounts, which helps many companies reach people in lower salary bands.

On choice:

People are five times more likely to give their time, money and talents when they can choose the cause to support.

On turning granting budget into matching budget:

Employees are twice as likely to donate when their companies offer a donation matching programme. So, rather than granting £10,000 to charity, why not double or triple the impact?

Software platforms such as Benevity are increasing employee engagement, gamifying the user experience, providing sustainability and environmental stewardship content, providing flexibility to fit individual business, culture and programme goals, tracking activity (including personal impact), and enabling companies to amplify existing giving, volunteering and community investment initiatives.

For major corporations that have built their purpose or missions around the [UN Sustainable Development Goals](https://www.un.org)⁴, software platforms can drive engagement with causes related to these goals and track progress toward them.

⁴ <https://www.un.org>



Major gifting

"In the last several decades, technology has changed everything about the way people undertake basic and functional tasks, yet one area remains firmly rooted in analogue processes: major gifts philanthropy."

Vinay Nair, CEO, Lightful

There have been three major gifting programmes to that regularly hit the both the mainstream and philanthropy industry headlines with regards to high net-worth individuals (HNWIs):

The Giving Pledge

[The Giving Pledge](https://givingpledge.org)¹ is a campaign founded in 2010, with 40 of America's wealthiest people joined together in a commitment to give more than half of their wealth to philanthropic causes. Created by Bill and Melinda Gates and Warren Buffett, the pledge is a commitment by the world's wealthiest individuals and families to dedicate the majority of their wealth to philanthropy. As of May 2019, the pledge has been taken by 204 of the world's wealthiest individuals, couples and families, covering 23 countries and a

¹ <https://givingpledge.org>

range in age from 30s to 90s. According to Kelsey Piper at Vox.com, however, there is a challenge with the pledge: "[T]he Giving Pledge was not a very big ask. It did not involve a timetable for giving, nor impose any requirements on how the money could be given. It wasn't legally binding. And it was aimed at people who couldn't possibly miss the money."

The Founders Pledge

On joining, every member on the [Founders Pledge](https://founderspledge.com)² makes a binding pledge to donate a portion of their personal proceeds on liquidity to charity. This pledge was focused on getting tech leaders to collectively apply their resources, passion and tenacity toward solving global challenges. Every member has access to tools needed for strategic giving. The commitment is designed to send a powerful signal to the start-up community ecosystem: impactful giving should be the norm, not the exception. High-profile commitments have been made by people like Miguel McKelvey, a cofounder of WeWork, Niklas Adalberth of Klarna, and Jose Neves of Farfetch.

Pledge 1%

This is based on the integrated philanthropic model of Marc Benioff, founder,

chairman and CEO of Salesforce.

The model involves giving away equity and goods and enabling employees to take days off work for volunteering. The focus is on inspiring early-stage corporate philanthropy, and companies can choose to give in a variety of ways (for example, pledging one per cent of equity, time, product and/or profit). [Pledge 1%](https://pledge1percent.org)³ invites all entrepreneurs and their companies to pledge a portion of future success to support non-profits in their communities and to set a standard for their companies' philanthropy.

High-profile companies that have signed up to this pledge include Salesforce, Yelp, Tech Stars, TechCrunch, Robinhood, Rally and Atlassian. "The business of business is improving the state of the world," says Benioff.

The key to moving forward for all of the above platforms and pledges is ensuring momentum, accountability and transparency. While so far all are pledge and minimal platform only, the future for all will be moving to facilitation, cross-pollination and amplification – and one would expect technology to play a key role in taking these next steps.

² <https://founderspledge.com>

³ <https://pledge1percent.org>



Next-gen major gifting

“We designed and developed a digital platform to change how technology and philanthropy intersected for major donors,” says Vinay Nair, CEO of [Lightful](https://www.lightful.com)¹. Nair’s products and services are backed by the [Bill and Melinda Gates Foundation](https://www.gatesfoundation.org)² and in partnership with [I.G. Advisors](https://www.impactandgrowth.com)³, who shared a desire with Lightful to pioneer new ways of maximising investment from the HNWI market by creating a new experience for philanthropists.

“We found that the US market had seen lots of digital philanthropic solutions aimed at the intermediary community, yet few had met their expected potential,” explains Nair. He added that “one particular audience with a strong desire to use digital more deeply to connect with each other and form action-oriented strategic partnerships for impact” is next-generation philanthropists.

Expressing a feeling of isolation, and a thirst for knowledge and collaboration, this community – full of digital natives and digital immigrants – is keen to use their online presence to complement their offline philanthropy, Nair says. Different target groups of HNWI want to engage with philanthropy online. Simultaneously, many NGOs are seeking ways to enhance their donor experience, and to better understand HNWI donors and their appetite for big, bold ideas.

The concept behind this platform – ‘The Nest’ – is simple: a place for like-minded, serious donors, particularly next-gens, to connect and collaborate.

The Nest is an online web- and app-based platform designed to create a community or communities of committed HNWI, next-gen givers that will help them invest, co-invest and leverage matched funding opportunities together. The role of The Nest is to:

Increase the philanthropic engagement of high and ultra-high net-worth individuals, by providing

them with a new, better experience of giving that encapsulates the best technology has to offer.

Tell compelling, beautiful stories of impact to donors that highlight the great work done by credible NGOs and grant makers.

Give intermediaries and membership organisations a plug-and-play platform to cultivate their own networks for the purposes above.

The Nest’s aim is to drive partnership and giving among next-gens and other philanthropists. Its key features include:

A responsive personal dashboard:

The centre of the user experience is a responsive personal dashboard that gives members the experience they want based on their preferences and usage.

Concierge-level service:

A lean team at the centre focused on connecting and service ensures the donor-facing experience is high touch while remaining sustainably scalable.

Giving incentives:

The Nest is a home for matched funding opportunities that incentivise giving

Smart searching for peers and co-funders:

Modelled after the best dating apps, The Nest lets members search for and find recommendations for other members to pair with who have similar interests.

Curated, compelling content:

The Nest provides stories, events, a news feed of other member activity, and other features aimed at delighting and informing members.

Opportunities for collaboration:

The platform also offers spaces for members to ask questions, find answers, chat and co-invest.

03 Facilitating Fundraising and Grantees

“We believe those doing the greatest good deserve the best technology.”

1 <https://www.lightful.com>
2 <https://www.gatesfoundation.org>
3 <https://www.impactandgrowth.com>



Technology for the sector that needs it the most

Grantees are the individuals and organisations that are funded through giving and philanthropy programs. Whilst part two of this report looked at those doing the giving, in this section we look at the organisations in need of receiving donations of time, money and resources. They aim to deploy the capital they receive for good causes and impact.

According to Lightful's Vinay Nair: "We've seen first-hand how digital technology is dramatically transforming everything from food delivery to transportation, but the non-profit sector and charities, making the biggest difference in the world, are getting left behind."

The third sector is under strain from two opposing forces: increased regulation, budgetary pressures, and a lack of public trust on one side, and an ever-increasing demand for their services on the other.

"We believe those doing the greatest good deserve the best technology."

Vinay Nair, CEO, Lightful



Digital capabilities

According to the Lloyds Bank UK Business Digital Index, charities with high digital capabilities are twice as likely to save time, twice as likely to increase donations and 10 times more likely to save costs¹. And 72 per cent of charities think digital skills would help them increase fundraising.

Vinay Nair and two co-founders, Carlos Miranda and Johnny Murnane created Lightful to strengthen relationships between good people and great causes by helping charities and social enterprises make the most of technology.

Lightful believes that technology is essential to transforming the non-profit sector. That means equipping charities with the digital skills and tools they need. Lightful's founders knew that good technology would enable charities to deliver greater impact and decided to help make that happen at scale. Bringing together a world-class team of digital experts, strategists, developers and non-profit specialists, Lightful was created to ensure charities and non-profits had access to the very best technology for their unique needs.

The company has three technology products, one of which is The Nest for major donors (discussed in part two). Another of these products, BRIDGE, focuses on enhancing non-profits' digital capabilities, especially in the areas of education and inspiration:

"While large charities have been able to adapt and thrive thanks to dedicated staff, relevant tools and allocating funding, small and medium-sized charities lack the support and resources for their digital presence to do justice to their high-impact work," says Nair.

¹ Lloyds Bank Business Digital Index 2017

It's for this reason that Lightful developed **BRIDGE**², a comprehensive 12-month programme that equips charities with the competence and confidence to flourish.

"We know that the most exciting and inspiring stories come from grassroots organisations – and we want to amplify these good stories," says Nair.

With crucial support from foundations, participants learn to embrace digital through interactive masterclasses and webinars, dedicated one-on-one support and digital tools. Organisations from over 40 countries have used the programme.

In addition to BRIDGE and The Nest, there is also the Lightful social media management tool – the only such management tool made specifically for charities.

The tool is designed to allow non-profit users to be more strategic and to save time on social media campaigns. Lightful built its social media management tool with a calendar, scheduling, brand governance and a media library that includes 550,000 HD images. It also provides social media best practice for charities.

And because Lightful realised many small charities, often even one-person teams, have limited budgets, it utilises a Software-as-a-Service (SaaS) approach, making many of its services are free or low cost to accommodate all budgets for large numbers of charities.

As for the evolution of the platform, Nair says: "We are looking at using machine learning to offer charities a 'best time to post', which means they can then deliver more relevant stories and content at more relevant times, thus increasing engagement with their supporters."

² <https://www.lightful.com>

Digitising experiences

Maggie's¹ is a UK registered charity for anyone affected by cancer. Maggie's has 22 centres staffed by cancer support specialists, benefits advisors, nutritionists, therapists and psychologists, all providing support in whichever way best suits those living with cancer. Maggie's centres are places where people can feel at home and cared for. At the same time, they provide a lively, imaginative atmosphere designed to encourage people to dare to explore, and to stimulate them to want to do so. The aim is clear: to encourage people who feel frightened and anxious about coping with cancer to feel better by developing their sense of confidence and resourcefulness. What people discover at a Maggie's centre can help them gain a different perspective and can make a profound difference in their experience of living with cancer.

Each year, Maggie's receives over 250,000 visits and supports over 50,000 people who are newly affected by cancer. More than two million people in the UK are living with or have been treated for cancer, and this figure is steadily rising, with more than 300,000 new diagnoses every year.

"Our focus has always been to be 'everyone's home of cancer care'. To make sure that what matters is not to lose the joy of living in the fear of dying," says chief executive Dame Laura Lee.

"Maggie's has a future vision around digital. Just as Maggie's physical centres are an imaginative environment that is liberating, we want to make the digital experience as good as our centres. Our ambition is for our digital experience to be personalised, seamless, secure and professional. It doesn't intrude but supports. It's intuitive, responsive and thoughtful. We can extend the Maggie's experience and make digital as good as our centres."

1 <https://www.maggiescentres.org>



could happen before someone comes to Maggie's, giving them an experience that makes them feel more knowledgeable and relaxed about coming to a centre. Or it could happen after a visit, helping to extend a person's confidence and resourcefulness. Lee says digital capabilities are very important for Maggie's future, so it can serve visitors and supporters, staff and the wider public.

"Our future is to have a digital home of cancer care that is as innovative, personal, effective and well-loved as our centres," Lee adds.

Maggie's is a UK registered charity for anyone affected by cancer. Maggie's has 26 centres staffed by cancer support specialists, benefits advisors, nutritionists, therapists and psychologists, all providing support in whichever way best suits those living with cancer. Maggie's centres are places where people can feel at home and cared for. At the same time, they provide a lively, imaginative atmosphere designed to encourage people to dare to explore, and to stimulate them to want to do so. The aim is clear: to encourage people who feel frightened and anxious about coping with cancer to feel better by developing their sense of confidence and resourcefulness. What people discover at a Maggie's centre can help them gain a different perspective and can make a profound difference in their experience of living with cancer.

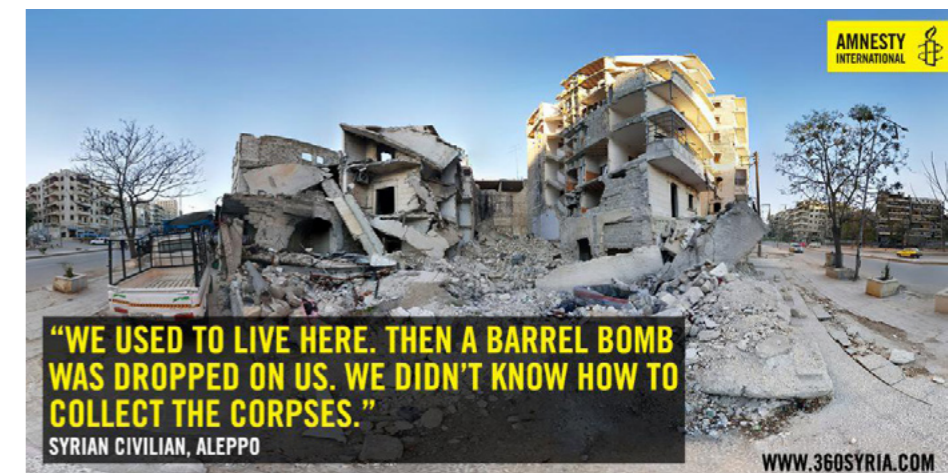
Immersive storytelling

According to **Storyworld**¹, technology has undoubtedly had a profound impact on how we tell stories. Stories are crucial to charitable causes: they help to explain the plights and challenges their target beneficiaries face.

As Elbi's Adam Askew notes: "At Elbi we are always trying to find ways in the storytelling to try and bring the viewer closer to the issues and needs of others, almost touch and feel what they are giving to. It is both brilliant from an education perspective and also from a giving perspective."

Consider an example cited by a few contributors to this report: the **WWF VR Tiger Experience**². The VR Tiger Experience is described as a recent best-in-class example of how technology enables people to get closer to a cause. During the last century, over 95 per cent of the world's tiger population has vanished. Because it's neither easy nor safe to get close to tigers in the wild, the WWF brought digital tigers to the world with virtual reality video. The

1 <https://medium.com>
2 <http://assets.wwf.org.uk>



WWF built the tiger experience online to put people virtually into the boots of a ranger tracking tigers. Users can direct the camera wherever they want or use a VR headset for the full experience.

Another example is from **Amnesty International in Syria**³. Amnesty provided training and new equipment to Syrian activists, who were then able to collect 360-degree photography to share with the world. The virtual-reality platform provides an enduring body of evidence against human rights abuses in the country, but also offers a message of hope.

As technology becomes more and more immersive with mixed reality (augmented reality and virtual reality), so too will the ability to capture, edit, distribute and amplify powerful stories at speed and scale.

3 <http://www.360syria.com>



Efficiencies through software

The [Technology Affinity Group](#) (TAG) is a 501(c)(3) non-profit membership organisation that promotes the power of technology to advance the goals of the philanthropic sector. Late last year, the group surveyed 200 foundations throughout North America to look at the current [state of technology in philanthropy](#)¹. It concluded that the use of specific technology tools within philanthropy is less dynamic than in other areas.

The TAG survey shows the industry has a long way to go before it adopts software:

- 34 per cent of responding foundations reported they did not use any project management software
- 23 per cent reported using Salesforce for constituent relationship management (CRM), and 22 per cent reported using their grants management systems (GMS) for CRM functionality
- For document and file-sharing, more organisations are migrating to cloud-based services; however, 37 per cent of respondents reported using Windows File Server to some degree for document storage



The report highlighted how [Salesforce.org](#) (Salesforce's social enterprise organisation) is leading the charge with a suite of products and over 44,000 non-profit and education customers. With Salesforce.org acquiring roundCorner, the grants management software space is shifting quickly. Other providers include [Fluxx](#) and [Blackbaud](#).

Salesforce's [foundationConnect](#) product for grants management supports both grantors and grantees, providing an end-to-end solution that revolutionises the process of grants management and reporting. Grantmakers are supported through the entire lifecycle of philanthropic giving – from eligibility and application, to application reviews and evaluations, all the way through grants distribution and outcome tracking. Grantees are supported through a tailored portal, allowing them to save and submit grant applications, collaborate on and update status reports, and provide programmatic outcomes on an ongoing basis.



The view of Salesforce.org is that relationship and end-to-end grants management for grant makers should provide a 360-degree view of giving. The software allows users to manage all of their relationships, not just with applicants and grantees but with external reviewers, third-party vendors, thought leaders, corporate partners and board members. And the CRM (Customer Relationship Management) platform is the same system as the GMS (Grant Management System).

¹ <https://www.tagtech.org>

Case study: provided by CRUK

Harnessing the power of technology and philanthropy to beat cancer

In the past few decades we have witnessed enormous breakthroughs in medical research, developing new tools for the understanding, prevention, diagnosis and treatment of cancer. The philanthropic landscape too has shifted, with individuals seeking to engage with big problems and help solve them, not only with much-needed capital but also through their networks and expertise.

Engaging a young, tech-savvy audience is also crucial, both for creating awareness of cancer and to encourage a generation of 'activists' to get involved in a way that speaks to them.

Engagement with cancer is critical: [one in two of us will experience cancer at some point in our lives](#)¹. And, if nothing changes, the number of people diagnosed with cancer worldwide will rise by [70 per cent in the next 20 years](#)². [Cancer Research UK](#) (CRUK) is "acutely aware" that technological advancements will play a major role in helping achieve its ambitious vision: to see an increase in survival from two out of every four diagnosed with cancer, to three out of every four by 2034.

CRUK's work is funded by philanthropists and strategic corporate partnerships that share its vision. As the biggest independent global funder of cancer research, the organisation says it has the power to "co-create a different future". CRUK believes we need to take advantage of the convergence of technology, science, innovation and philanthropy to make this vision a reality. It is collaborating to build on progress and make a giant leap toward beating cancer, saving millions of lives worldwide.

¹ <https://www.cancerresearchuk.org>
² <https://www.theguardian.com>



Using technology to diagnose cancer earlier

On average, cancer survival is more than three times higher [when the disease is diagnosed at an early stage](#)¹. CRUK recognises that detecting cancer early requires a joint effort on many fronts. As in other areas of cancer research, it is seeing a surge of technological advances transform the field of early detection and early diagnosis research from the lab to the clinic. The charity is using next-generation sequencing techniques to study circulating tumour DNA, uniting engineers and physicists with biologists and clinicians to develop more sensitive detection tools. In addition, it's exploring the potential of artificial intelligence (AI) to help doctors diagnose cancer faster and more accurately.

In collaboration with tech giant Google, the CRUK Imperial Centre is exploring whether AI technology could identify signs of breast cancer in mammograms. The Centre is joining forces with technical partners at the AI health research team at Google and DeepMind Health. Mammograms are an invaluable tool used by clinicians to identify signs of cancer, but breast screening isn't perfect: some cancer cases may be missed, others may actually be false positives, while some people may be unnecessarily treated for a cancer that wouldn't have gone on to cause them any harm. The new collaboration aims to understand if machine learning tools can help doctors address some of these challenges, leading to better outcomes for patients.

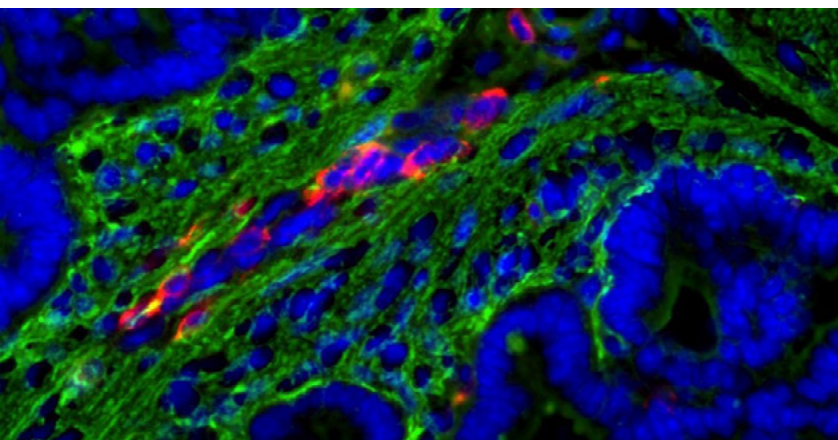
¹ <https://www.theguardian.com>

AI is for drug discovery

AI has the potential to transform the face of cancer research and improve outcomes for people with cancer – from advancing understanding of the basic biology of cancer, to improving treatment options and drug development. Applying predictive analytics to electronic health record data could improve both the speed and accuracy of cancer diagnoses and allow specific treatments to be better matched with outcomes.

From a drug discovery perspective, machine learning algorithms can analyse large data sets from multiple sources to help identify new drugs and potentially predict the effectiveness of new treatment combinations. Scientists have made huge strides in understanding the faults in cells that can drive cancer. Now, the challenge is deciding which faults could be exploited medically and prioritising those targets for drug development projects.

One exciting project led by is using AI to select the best drug targets – combining DNA data from tens of thousands of patients with billions of results from lab experiments. Project lead Dr Bissan Al-Lazikani has spearheaded development of canSAR, an integrated knowledge base that brings together data across biology, chemistry, pharmacology and structural biology, combined with clinical information. The platform applies machine learning to provide drug-discovery predictions, which can be translated more quickly into new treatments. This powerful tool is freely available for any researchers to use around the world.



Using virtual reality to get a picture of cancer

Established in 2015, CRUK's [Grand Challenge Awards](https://www.cancerresearchuk.org/grandchallenge)¹ provides international, multidisciplinary teams up to £20 million to fund game-changing science that addresses the toughest challenges in cancer research.

The IMAXT team, which was one of the first to receive an award, ultimately hopes their virtual reality (VR) technology will advance how cancers are classified, which would improve how patients are treated and help more people survive the disease.

The team is building a VR map of tumours that will allow scientists to look at an entire tumour in unprecedented detail. The team are studying breast cancer samples, gathering thousands of pieces of information about every single cell in each tumour – from cancer cells to immune cells. They will analyse this vast amount of data to determine the relative positions of cells, how they interact with and influence each other, and how they work together to help the tumour survive and grow. The team is also developing bespoke VR software to display their biological findings as a 3D tumour that scientists can “step inside”.

This immersive, virtual experience will allow doctors and scientists on opposite sides of the globe to work together to study patterns and other characteristics of tumours in entirely new ways. This bold idea required a level of scientific funding that had previously not been available to researchers. But CRUK has changed the landscape of research funding to make projects like this possible through major philanthropy, convening power and collaboration.

¹ <https://www.cancerresearchuk.org>

Tapping into public curiosity

Citizen Science crowdsourced cancer data analysis to the public through apps and games, including Genes in Space and Reverse the Odds. These games [allowed the public to contribute directly to CRUK's research](https://www.cancerresearchuk.org/citizen-science)¹. Released back in 2012, [Cell Slider](https://www.cancerresearchuk.org/citizen-science) was CRUK's very first citizen science project. The web-based app asked people to analyse samples of breast cancer tumours from previous studies.

The images themselves could each contain a mixture of different looking cells. Some might be cancer cells, others healthy cells, and some might be the supporting tissue surrounding these cells. The challenge for the Citizen Scientists was to spot the cancer cells following a short tutorial. The images were also coloured based on how much of a particular important molecule, called the oestrogen receptor, the cells produce.

With over two million contributions, citizen scientists managed to spot oestrogen receptors with impressive accuracy. However, they struggled to differentiate cancer cells from non-cancer cells. This shaped project Trailblazer, which was designed to help citizen scientists spot cancer cells accurately.

¹ <https://www.cancerresearchuk.org>



Taking an entrepreneurial approach

An era of ‘super-convergence’ is emerging where the lines between digital, diagnostic, therapeutic and consumer companies are beginning to blur. The advent of large healthcare datasets, AI and machine learning algorithms and pervasive monitoring via the Internet of Things and wearable tech are seeing many companies cross traditional sector boundaries and move towards ‘disease interception’ and more holistic ‘end to end service provision’ for patients.

In addition, the commercial environment is rapidly changing. Investment into areas such as diagnostics is more challenging due to low NHS adoption rates and the need for large validating datasets, heavy upfront investment and relatively small returns (compared to therapeutics) for investors down-

stream. This can make attracting third party capital from the traditional venture investors in this area challenging.

CRUK is embracing these changes. One initiative is the establishment of the Entrepreneurial Programmes initiative, which aims to promote an academic culture where entrepreneurship is enabled and rewarded.

This programme aims to promote the development of new business ventures in the tech and diagnostics space through an advisory board of entrepreneurs, philanthropists and partnerships with accelerators Panacea Stars and Deep Science Ventures, which will create a culture of entrepreneurship and support the translation of ideas and discoveries.



Embracing live streaming for mass fundraising

As part of the Stand Up To Cancer campaign this October CRUK continued to build on its 'Game On' campaign. This involves a mass fundraising proposition to encourage the interactive entertainment community to raise money through their own gaming challenges, working with key gaming influencers to dedicate streams and create content to drive donations and continuing to build on CRUK's partnerships with established gaming brands, including Sega, EA SPORTS and Yogscast.

CRUK promoted JustGiving as the fundraising platform of choice, due to its Gaming Hub offering more technical advice on streaming and integrating pages. CRUK hopes to see a higher page activation and overall value as a result of encouraging supporters to use a platform that has specific advice and support available to them to enhance and better enable their experience and fundraising efforts.

CRUK's commercial partnerships and ambassador relationships have

proven invaluable in enhancing the charity's ability to engage a younger audience. Vocal and influential individuals translate the importance of CRUK's cause and key messages in a relevant way that compels giving from a demographic that is often difficult to reach.

Creating engaging and relevant content has been a key focus of the whole Game On campaign and acknowledging this audience is tech savvy and based predominantly online has been core to CRUK developing an authentic presence in this space. Technology and philanthropy are crucial for CRUK and are the means to catalyse advancements in beating cancer through collaboration, taking action and participating. CRUK recognises that to continue as both a destination for sophisticated philanthropists and as a galvanizing mass-fundraising market leader it must continue to evolve its programmes to co-create solutions and develop campaigns which embrace digital platforms.

04 Strategic Models and Overlaps with Tech Investing

"People will give more if they have trust and transparency- when giving is painless, optional and systematic"

The donor/charity recipient relationship

is the same as the investor/company founder, with donors sometimes having a different vision to the charity. For example, a donor to Rotterdam Museum, wanted a wing named after them, in return for a donation of £40 million.

It's therefore important to strike a fine balance between the benefit of the charity and donors.

According to Andrew Bastawrous, co-founder of [Peek Vision](#), which develops mobile apps to enable remote eye checks, suggests its crucial to shift the thinking of "how we, collectively (including philanthropists), measure success in terms of tackling society's problems".

“ We think it's crucial to shift the thinking of how we, collectively (including philanthropists), measure success in terms of tackling society's problems.”

Andrew Bastawrous,
co-founder, Peek Vision

An eye surgeon by trade, Andrew travelled to Kenya in 2010 to conduct a scientific study of how many people had eye disease in Sub-Saharan Africa. In rural areas it was a logistical nightmare. Despite the lack of roads, electricity and running water, there were phones and mobile access.



Peek Vision developed a smartphone-based vision test shown to be as accurate as conventional tests. Driven by the need to reach more people, quickly, accurately and cost-effectively, the test was integrated into a data capture system, which has been rigorously tested in schools and communities, improving attendance for treatment.

Peek systems give eye health services the data and insights they need to optimise their programmes and use limited resources more effectively. Non-specialists can identify and log children and adults with vision loss in schools and communities using just a smartphone. People who need treatment or further examination are connected to eye health professionals.

The data and insights from Peek systems allow eye health providers to identify gaps in their services and make rapid, sustainable improvements where they are needed. Inequalities in service provision can be addressed and more people receive the treatment they need.

Measuring Success

In many eye health programmes, success is measured by the number of people who are screened or treated. Although this helps services to understand how an eye health service is performing, it does not tell the whole story.

To achieve health coverage for everyone, other metrics that need to be taken into account include unmet needs, met needs and barriers to healthcare. These three key variables translate into measurable attributes of a service:

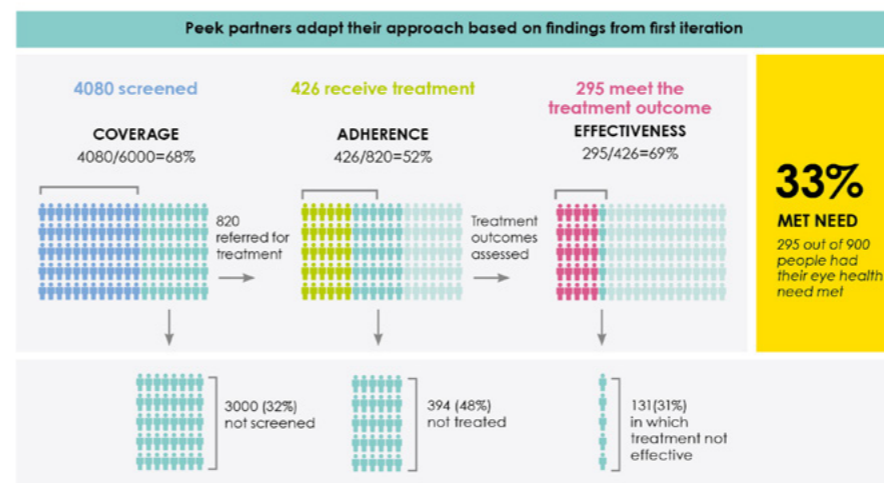
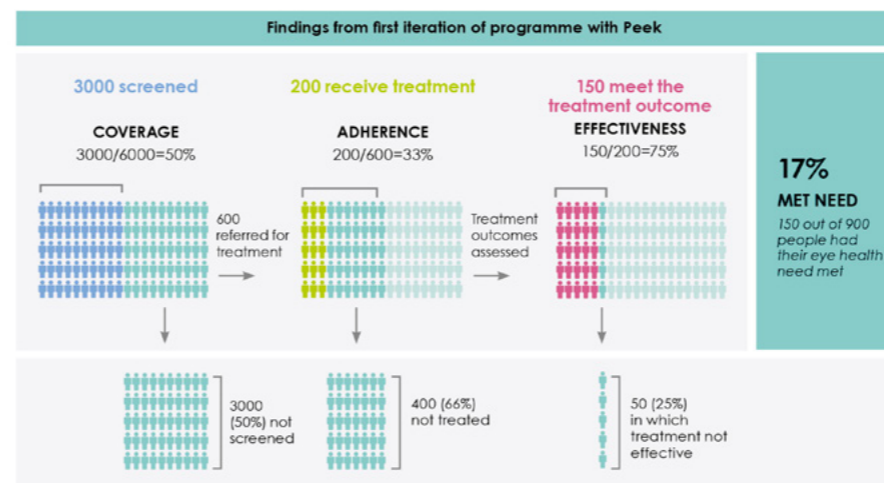
Coverage: Of those with an unmet need, how many are identified through either screening or self-identification?

Adherence: Of those identified with a need and referred to the next point in the health system, what proportion make it?

Effectiveness: Of those who receive an intervention, for what proportion has that intervention worked?

By having a clear framework for analysing the right variables, eye health teams working in a low-income country were able to use the data uncovered by Peek to adapt the way they delivered their programme, ensuring fewer people were missed and more people had their eye health needs met.

TARGET POPULATION: 6000 | ESTIMATED UNMET NEED: 900



Transparency and effectiveness

One of the key challenges identified in the non-profit sector is trust. Consider this example anecdote from a would-be donor: "I don't give to charity as much as I should do... I feel guilty, but I'm never sure where my money goes."

“Charities, NGOs and social enterprises today face a tough funding environment – partly due to the fact that social organisations aren't transparent enough about their impact,”

says **Areti Kampyli**, co-founder of [Alice.si](#)

As a result of such concerns, donors are losing trust, and have become obsessed with the wrong kind of transparency. Social organisations are under massive pressure to cut costs, which has led to under-investment in talent and infrastructure, and shifted the focus away from much more important issues of delivering real impact.



“Alice has real potential to rebuild public trust in charities thanks to its innovative use of blockchain technology,” says Vicki Hearn, director of Social Tech Trust.

Alice’s founders quickly realised its best chance of success was to provide charities with the seed funding they needed to start a project, while also ensuring that donors are fully repaid

in case a charity fails to achieve its goals.

The basic mechanism has impact investors provide the working capital for projects, and underwrite the risk of failure. That means if a project doesn’t achieve its goals, investors lose their money so donors can be reimbursed. In exchange, however, if projects do achieve their goals, some of the donations received by the charity are automatically rerouted to pay investors back with interest.

Alice achieves all of this by requiring all projects to specify the goals they are trying to achieve and by mandating that the achievement of these goals must be independently verified and validated. Transparency is enforced by making funding conditional on impact: after receiving the initial seed financing with which to start their projects, organisations receive further funding only if they can prove they have achieved their goals.

Functionalities such as impact data, validation, selective disclosure of data, donation protocols and governance protocols are all powered through the Ethereum blockchain, smart contracts and tokenisation. Using Alice, organisations can achieve scalable project finance, automated impact tracking, transparent donations, tradeable impact investments and beneficiary accountability.

Areti created Alice along with co-founder Raphael Mazet. Alice is a financial platform to help investors, governments and non-profits fund projects with fully tracked impact data and low transaction cost. It’s a decentralised social impact network built on the Ethereum blockchain. Alice is designed to help social organisations – charities, NGOs, social enterprises – to run projects transparently, using smart contract-based incentives to ensure their impact is independently verified and accessible to everyone.

Alice’s blockchain-based infrastructure is aimed at turning the delivery of impact into a financial instrument. It allows anyone to create and monetise transparent social funding applications.

“At its core,” Mazet says, “blockchain technology is a way to enforce trust and transparency amongst people transacting with each other”.

“What if you could track exactly what impact your donation makes? And what if you got your money back if no impact is made? That’s exactly what smart contracts allow us to do, and they’re at the heart of the new donation platform we’re building.”

Alice works by ‘freezing’ donations until charities can prove they have achieved their social goals; if these goals are not achieved, donors get their money back.



Data and AI

“Companies have leveraged data and algorithms to maximise their profits, but social organisations like non-profits, NGOs and governments still lack the resources to harness this same technology for social good.”¹

Jake Porway,
Founder and Executive Director of [DataKind](https://www.datakind.org)

DataKind was formed in 2011 with the vision that using data and AI ethically and capably for all humanity means that it must be in the hands of all humanity.

With more and more questions being raised about the responsible use of data and AI in society, organisations such as DataKind are needed to push for collaborative philanthropy by accelerating the use of data science. This can empower non-profit, civic and government organisations by providing them with the tools, expertise and other capabilities they need to help solve the world’s most pressing challenges.

DataKind has helped connect a global network of volunteers that has delivered more than \$25 million in pro bono data science services to social change organisations worldwide. Top data scientists, hailing from places like Netflix and MIT, have generously donated their time on over 250 DataKind projects. They have created algorithms to help [transport clean water more effectively](https://www.datakind.org)², inform government policy that [protects communities from corruption](https://www.datakind.org)³ and [detect crop disease using satellite imagery](https://www.datakind.org)⁴.

[Support](https://www.datakind.org)⁵ for DataKind has come from a \$20 million grant from [The Rockefeller Foundation](https://www.rockefellerfoundation.org) (one of the top 20 wealthiest philanthropic foundations in the US) and the [Mastercard Center for Inclusive Growth](https://www.mastercardcenterforinclusivegrowth.com). This has enabled DataKind to transition from a project-based model to a platform-based one, allowing it to support more organisations in high-impact areas such as community health and inclusive growth.

¹ <https://www.rockefellerfoundation.org>

² <https://www.datakind.org>

³ <https://blogs.wsj.com>

⁴ <https://www.datakind.org>

⁵ <https://www.datakind.org>

Disrupting the philanthropic industry

There are individuals and organisations looking to change the way philanthropy is conducted. Epic for example, is aiming to address the lack of trust, knowledge and time which prevent donors from giving more.

Alexandre Mars, the French-born businessman and serial entrepreneur who formed Epic in 2014 felt he could disrupt the philanthropic industry by combining his entrepreneurial expertise with technology and partnerships.

Mars believed Epic could operate much like a venture firm. He noted that in the private equity sector, firms like Sequoia Capital are focused on the technology industry: "But there is no Sequoia in philanthropy. We said let's build this Sequoia where we should be able to find, fund and scale those organisations," explains Mars.

"Epic's approach is based on the premise that everyone will regularly make point-of-purchase donations- when buying anything



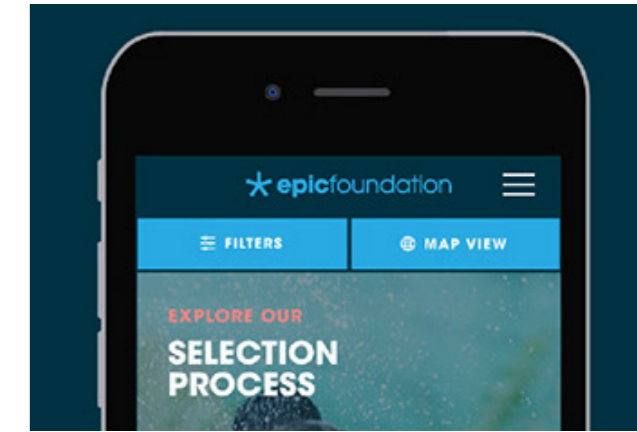
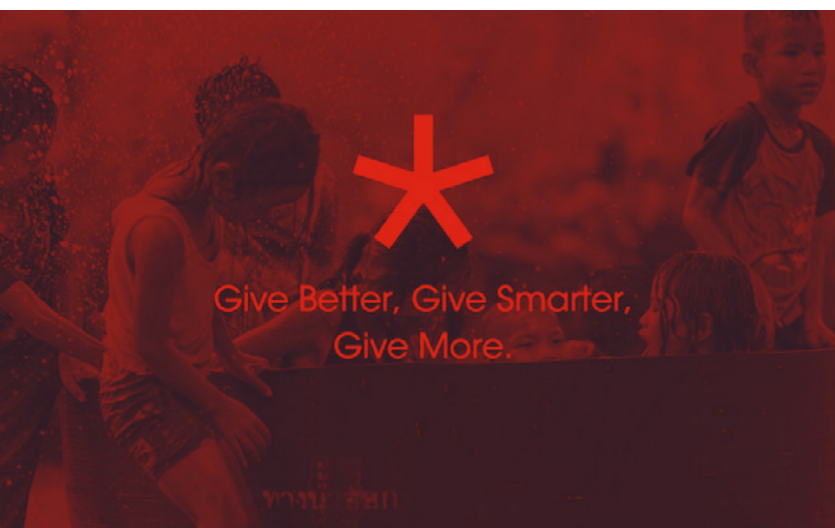
from a theatre ticket to an item in the supermarket. According to Mars, "the next generation is a generation where giving is at the core of who they are".

“ People will give more if they have trust and transparency – when giving is painless, optional and systematic.”

**Alexandre Mars,
Founder and CEO, Epic**

According to Mars, if people understand they can give "better", the more they will give. This means showing donors that their money will go to organisations that have undergone a rigorous vetting process and would use the money wisely.

Mars believed he could serve as a philanthropy middleman. Epic's selection and monitoring process covers 45 data points of analysis over three main areas: social impact, operations and governance. All the funds raised by Epic go to support disadvantaged children and youth.



Until now, Mars uses his own wealth (accrued through his previous entrepreneurial endeavours) to pay all of Epic's operating expenses. By 2024, Mars wants to have raised at

least five times the money he has invested in Epic and create the opportunity for everyone to give at least once a day.

Having started with payroll giving for employers and employees before moving onto to transactional giving for businesses and equity pledges for start-up entrepreneurs, Epic is now aiming to reshape the very nature of charitable giving, with Mars believing that Epic could be "at the forefront of a movement to transform the global culture of giving".

Epic provides donors with a mobile app to stay connected and engaged with the organisations they support with the help of VR videos to show donors the reality of the work they've made possible.

Through this 58 per cent of donors estimate they now have a better understanding of the need for general operating support, and 66 per cent consider themselves more comfortable deploying that form of philanthropic capital, as a result of their experience with Epic.



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Maggie's Centres



Simon Pavitt

s.pavitt@londontechnologyclub.com

68 Pall Mall, London, SW1Y 5ES

Tel +44 (0) 203 968 0942

For more information about London Technology Club please visit:

www.londontechnologyclub.com